



**WESTERN
MICHIGAN
UNIVERSITY**

Drug-Free Schools and Communities Act Biennial Review, FY2018-19 and FY2019-20

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Health Promotion and Education

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I. Introduction/Overview

The FY2018-19 – FY2019-20 Biennial Review was created for the fulfillment of the Drug-Free Schools and Campuses Regulation that requires institutions of higher education to conduct a biennial review of their Alcohol and Other Drug (AOD) programs and policies (EDGAR Part 86.100).

It is the goal of the Office of Health Promotion and Education in the Division of Student Affairs to produce a Biennial Review that would be used to document the progress made by Western Michigan University and also provide insight into how WMU's AOD programs, policies, and practices could be improved. The WMU Biennial Review meets two objectives:

1. Outlines the current AOD programs, interventions, and policies at WMU and examines their effectiveness.
2. Demonstrates WMU's compliance with DFSCA Biennial Review contents and process.

The Biennial Review will be housed in the Office of Health Promotion and Education and will continue to be a process led by the office. A copy of the Biennial Review can be found at <http://www.wmich.edu/studentaffairs>. Primary individuals involved in the process are listed below.

Individuals Involved in this Review:

Alecia Chenault, Assistant Director, Health Promotion and Education

Cari Robertson, Director, Health Promotion and Education

Dr. Gayle Ruggiero, Medical Director, Sindecuse Health Center

Dr. Diane Anderson, Vice President for Student Affairs

Dr. Suzie Nagel-Bennett, Associate Vice President for Student Affairs and Dean of Students

Dr. Nicole Millar Allbee, Director, Student Conduct

Jeremy Ynclan, Assistant Director, Residence Life

Matt Page, Sergeant, Department of Public Safety

Nicole Allen, Alcohol and Other Drugs Risk Reduction Coordinator

Jeff Stone, Senior Associate Athletic Director, Intercollegiate Athletics

The Biennial Review was created by collecting data from appropriate offices and individuals across the university and through collaboration between the individuals listed. One can request access of the Biennial Review by contacting Health Promotion and Education at (269) 387-3263.

Biennial Review reports will be kept for 10 years.

II. Annual Policy Notification

A. Primary Method Utilized to Distribute Policy to All Students

In Person: Students initial a document that indicates they understand they are responsible for the policy information in the Community Living Expectations (CLE) and Student Code.

Office of Student Conduct (OSC) staff go to every new student, transfer and contemporary learner orientation, and international orientation to discuss the Student Code, CLE, specific policies, and the process to make sure all incoming students are aware of the expectations that exist. OSC is also available by request to all First Year Experience seminar classes for a presentation on the Student Code.

A summarized version the CLE is distributed to every student living on campus in the residence halls and apartments. In a summarized version, the website where students can find the full policy booklet and the Student Code is listed and identified multiple times. Additionally, when students come in for conduct hearings, the website with the Student Code and CLE is referenced often; students are encouraged and sometimes mandated to review the code.

Email: Many portions of the Student Code are noted in the Clery required Annual Security and Fire Safety Report (ASR); every member of the University community receives an email in October announcing the availability of the ASR.

Online: Policies are available online at the links below. In addition, WMU encourages students to complete the online module Alcohol EDU for College from EverFi. WMU embeds the alcohol and drug policy section from the Student Code into this online module and students check a box indicating that they have reviewed it.

<https://wmudps.wmich.edu/campus-safety.php>

<https://wmich.edu/sites/default/files/attachments/u492/2020/Student%20Code%20October%202020.pdf>

B. Primary Method Utilized to Distribute Policy to All Employees

In Person: All new employees are encouraged to attend a new hire orientation. At that orientation, employees are told where to find the Employee Handbook online which includes access to policies about employee conduct and disciplinary action, including consumption and possession of alcohol and drugs. Employees are given a form to sign a few weeks after orientation acknowledging they have reviewed the Employee Handbook information.

Email: Many portions of the Policy are noted in the required Annual Security and Fire Safety Report (ASR); every member of the University community receives an email the last week in September announcing the availability of the ASR.

Online: All employees are assigned an online training module, focused on harassment, sexual misconduct, and Title IX. The online module also links to the Policy that addresses employee conduct and disciplinary action regarding alcohol and drugs.

<http://www.wmich.edu/hr/policies/handbook>

<https://wmich.edu/sexualmisconduct>

III. AOD Policy, Enforcement & Compliance Inventory & Related Outcomes and Data

In March 2018, WMU established a new policy development and approval process. Existing policies began transitioning to this new system.

Alcohol on Campus Policy

<https://wmich.edu/policies/alcohol>

Student Code of Conduct

<https://wmich.edu/conduct/expectations-students>

Drug-Free Schools

<https://wmich.edu/studentaffairs/drug-free>

Drug-Free Workplace

<https://wmich.edu/hr/handbook-conduct>

Drug and Alcohol Possession

<https://wmich.edu/sites/default/files/attachments/u492/2020/Student%20Code%20October%202020.pdf>

WMU Tailgating Policy

<https://www.wmich.edu/tailgate>

WMU Tobacco-Free Campus

<https://wmich.edu/tobaccofree>

Amnesty/Responsible Action

<https://wmich.edu/sites/default/files/attachments/u38/2015/Interim%20Title%20IX%20Policy%20FINAL.pdf>

Michigan Medical Amnesty Law

[http://www.legislature.mi.gov/\(S\(tiugxtvd0gp5f2hdph4daao\)\)/mileg.aspx?page=getObject&objectName=mcl-436-1703](http://www.legislature.mi.gov/(S(tiugxtvd0gp5f2hdph4daao))/mileg.aspx?page=getObject&objectName=mcl-436-1703)

University Housing Substance Abuse Policy

<https://wmich.edu/housing/info/policies>

Athletic Department Alcohol and Other Drug Use and Testing Policies

<https://wmubroncos.com/documents/2019/2/5/doc00012520190205170123.pdf>

Student Organization Alcohol and Other Drug Policies

<https://wmich.edu/sites/default/files/attachments/u3343/2019/RSO%20%20Handbook%202019-2020.pdf>

Alcoholic Beverages Sales and Serving

<https://www.wmich.edu/sites/default/files/attachments/u218/2013/alcohol-policy.pdf>

Alcoholic Beverage Payments from University Accounts

https://wmich.edu/sites/default/files/attachments/u247/2013/acctg_newsletter_20130912.pdf

EAP Utilization for Alcohol

<https://wmich.edu/hr/resources/eap/>

Financial Aid Drug Convictions Policy

<https://wmich.edu/financialaid/pdf/non-year/drug.conviction.ver.DRGHLD.pdf>

Sexual Assault and other Violence Policies

<https://wmich.edu/policies/sexual-misconduct>

Alcohol/Drug Use in Common Areas Policies

<https://wmich.edu/policies/event-space>

IV. AOD Prevalence Rate, Incidence Rates, Needs Assessment, and Trend Data

A. Drug and alcohol-related incidents and fatalities that occur on campus

Please see items listed below Section IV.B.

B. Drug and alcohol-related incidents and fatalities that are reported to campus officials

The Clery Annual Security Report (ASR) for the calendar years of 2017, 2018, and 2019 can be accessed online:

<https://wmudps.wmich.edu/AnnualSecurityReport.pdf>

A copy of the ASR is available upon request from the Department of Public Safety.

Western Michigan University
Department of Public Safety
511 Monroe Street
Kalamazoo, MI 49006 USA
(269) 387-5555

National College Health Assessment Executive Summary

A full executive summary of the WMU American College Health Association-National College Health Assessment II Spring 2019 can be requested by contacting:

Western Michigan University
Office of Health Promotion and Education
Kalamazoo, MI 49008-5445
(269) 387-3263

The full executive summary of the WMU American College Health Association-National College Health Assessment II Spring 2019 can be accessed online:

<https://wmich.edu/healthpromotion/ncha>

Everfi AlcoholEdu Report, Fall 2018/Fall 2019

A full summary of the AlcoholEdu report of Fall 2018 and Fall 2019 for first-year student alcohol use can be requested by contacting:

Western Michigan University
Office of Health Promotion and Education
Kalamazoo, MI 49008-5445
(269) 387-3263

V. AOD Program Goals and Mission

The mission of the Office of Health Promotion and Education is to create a culture of well-being and social justice to enhance the success of all members of the campus community.

The goal of our alcohol and other drugs risk reduction program is to provide comprehensive programming and resources for the prevention and reduction of alcohol and drug related harms. We do this by utilizing evidence-based approaches that focus on intrapersonal, interpersonal, institutional, environmental strategies.

Alcohol and other drug education is a priority in the 2020 Student Affairs Strategic Plan, specifically in Goal Three:

Encourage healthy, ethical, and responsible behavior

- Objective 3A: Students develop health and wellness knowledge, awareness and associated behaviors.
- Strategy 3A: Continue implementation of priorities as outlined in Healthy Campus 2020: Mental health, alcohol and other drugs, and violence prevention.
 - Healthy Campus 2020 can be accessed at the following link:
<http://www.wmich.edu/healthycampus>

VI. AOD Programs, Intervention, and Related Process Elements

A. Programs/Intervention Descriptions, Objectives, and Goals

The Office of Health Promotion and Education, Sindecuse Health Center (which encompasses Counseling Services), Student Conduct, Department of Public Safety, Student Transitions, Intercollegiate Athletics, Behavioral Health Services, Student Engagement, and Residence Life all offer programs/services related to alcohol and other drug related risk prevention and intervention. Programs and interventions are outlined below organized by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) Tiers of Effectiveness.

Explanation of the Tiers of Effectiveness can be found in Appendix I.
Explanation of Prevention Levels can be found in Appendix II.

NIAAA Tiers of Effectiveness

NIAAA Tier 1 Strategies:

First Year Experience Seminar Alcohol Risk Reduction Training:

- Presentation that focuses on educating students on standard drink measurement, BAC levels, risk reduction behaviors, correcting misperceptions through small group social norming, and resources.
- Offered by Health Promotion and Education
- Offered in the Fall Semester
- Offered to all First Year incoming students
- Prevention Level: Selective

Resident Assistant Training:

- Training that focuses on understanding the role of alcohol and other drugs in the lives of WMU students and its impact on community-building efforts, current perceptions of WMU student use of alcohol and cannabis, how to use WMU alcohol and drug data for hall programming, bulletin boards, and addressing student issues or intervening in a time of high risk drinking, and services that are available for residents and student staff.
- Offered by Health Promotion and Education
- Offered in August during Residence Life training
- Offered to all returning and new Resident Assistants
- Prevention Level: Selective

International Student Training:

- Presentation that focuses on understanding American drinking culture, harm reduction, refusal skills, and resources.
- Offered by Health Promotion and Education
- Offered in August, November and March
- Offered to International Students who are in the Level One and Intermediate English programs and the Advanced Level English program
- Prevention Level: Selective

The Real Buzz:

- Theatre for Community Health performance that covers the challenges students face while navigating the party culture. *The Real Buzz* takes a look at the typical characters that may be found at parties and questions extreme behavior that sometimes seems idealized in the media.
- Offered by Health Promotion and Education nationally-certified peer education group
- Offered in the Fall Semester and occasionally in the Spring Semester*
- Offered to all First Year students and general education Health and Wellness course
- Prevention Level: Selective

***Due to cuts in funding Theatre for Community Health ended in Fall of 2018, The Real Buzz was not offered in FY 2019-20**

Risky Business:

- Theatre for Community Health performance that addresses the high risk drinking that can take place on a college campus. The performance aims to correct misperceptions about college drinking culture and provides students with examples of safe and responsible drinking. The performance also discusses consent, suicide prevention and other health and wellness topics, taking a comprehensive approach to health education and student support.
- Offered by Health Promotion and Education nationally-certified peer education group
- Offered during Fall Welcome
- Offered to all incoming First Year Students (required) and all Fall incoming transfer students
- Prevention Level: Selective

Western H.E.R.O.E.S:

- Bystander intervention program that discusses the risks of high risk drinking and other harmful or damaging behaviors. Supplies students with the knowledge and skills to intervene the next time they see something taking place that could be potentially harmful.
- Offered by Health Promotion and Education
- Offered all year
- Offered to all students, faculty and staff
- Prevention Level: Universal

Alcohol and Other Drug Education Programs by request:

- Programs are offered by request to any student group or class who would like information on safe/responsible drinking, bystander intervention, and resources.
- Offered by Health Promotion and Education
- Offered all year
- Offered to all students
- Prevention Level: Universal/ Selective (depending on group requesting)

AlcoholEDU for College:

- Online education program that addresses a student's drinking behaviors, protective behaviors and risk reduction, bystander intervention, policy, and normative data.
- Offered by EverFi, Office of Student Transitions, and the Office of Health Promotion and Education

- Offered in August and 6 weeks as a follow up
- Offered to all First Year Students
- Prevention Level: Selective

AlcoholEDU for Sanctions:

- Online educational program that focuses on consequences of high-risk drinking, a student’s own drinking habits, how to make healthier decisions, and policy.
- Offered by Everfi and Health Promotion and Education
- Offered all year
- Offered to students who violate the WMU alcohol policy
- Prevention Level: Indicated

eCHECKUP TO GO for Sanctions:

- Online educational program that focuses on consequences of cannabis and other illegal drug use, a student’s own drug habits, how to make healthier decisions, and policy.
- Offered by Health Promotion and Education
- Offered all year
- Offered to students who violate the WMU drug policy
- Prevention Level: Indicated

Individual Intervention-Sanction Process:

- Individual meeting with a student who has violated the alcohol or other drug policy. Session focuses on student drinking and drug use behavior, alcohol or other drug related consequences, risk reduction strategies, potential for dependency, goal attainment, alternatives to drinking and drug use, and support resources.
- Offered by Health Promotion and Education
- Offered all year
- Offered to students who violate the WMU alcohol and/or drug policies
- Prevention Level: Indicated

Group Motivational Enhancement Intervention-Sanction Process:

- Session focuses on small group social norming approach and discussion of student alcohol and drug use based on a year timeline follow-back report, impact the students’ drinking and/or drug use has on the community, risk reduction, and policy. The session utilizes motivational interviewing to help elicit change.
- Offered by Health Promotion and Education
- Offered all year
- Offered to students who violate the WMU alcohol and/or drug policy
- Prevention Level: Indicated

21st Birthday Program:

- Alcohol risk reduction program designed to help students turning 21 celebrate their birthday responsibly, whether they choose to drink or not. Students receive free items including local restaurant coupons, Dining Services coupon, information on how to safely consume alcohol and the signs of alcohol poisoning, and emergency numbers.
- Offered by Health Promotion and Education
- Offered all year
- Offered to students who turn age 21
- Prevention Level: Selective

Counseling Services:

- Short-term individual, couples, and group counseling for the entire student population. The counseling process helps students learn skills to cope with problems and develop new ways of thinking, which may lead to a healthier and more fulfilling lifestyle.
- Offered by Counseling Services at Sindecuse Health Center
- Offered all year
- Offered to all students
- Prevention Level: Indicated

Behavioral Health Services:

- Behavioral Health Services at Western Michigan University is a licensed and accredited outpatient substance use and behavioral health disorder treatment provider in Michigan. Substance use disorder and other behavioral health treatment services are provided by therapists licensed and credentialed in the state of Michigan who have extensive training in the delivery of assessment, individual, group and family treatment services.
- Offered by Unified Clinics
- Offered all year
- Offered to all students
- Prevention Level: Indicated

Clinical Services:

- Certified and licensed health professionals assess alcohol and substance use on all initial visits to the health center, during physical exam appointments and pharmacy visits, and designated visits involving mental health or injuries. Health intervention and prevention regarding alcohol and drug use involves education, treatment guidance and planning, and discussions centered on healthy coping skills.
- Offered by Sindecuse Health Center
- Offered all year
- Offered to all students
- Prevention Level: Selective

NIAAA Tier 2 Strategies:

Policy Enforcement:

- Enforcement, education, and awareness of the policies in place for students. A variety of sanctions for alcohol and other drug violations that utilize, but are not limited to, educational components, fines, probation, parent notification, and reflection pieces.
- Residence Life: Students are not allowed to possess or consume alcohol, unless they are 21 years of age or older, in Residence Halls. In addition, they are not allowed to have empty alcohol containers as decorations if they are under 21 years old. Those who are of age may not have alcohol out in public areas. Marijuana is prohibited on all campus property. Students found in possession of Marijuana or paraphernalia will be subject to the Student Code of Conduct and sanctions.
- Offered by Residence Life and Student Conduct
- Offered all year
- Offered to all students
- Prevention Level: Indicated and Universal

Healthy Campus 2020 Substance Use Action team:

- Collaboration among key individuals at WMU to discuss Alcohol and Other Drugs Risk Reduction on a broad scale to include the community and surrounding areas; serving students, faculty, staff, and community members.
- Offered by Health Promotion and Education and Student Affairs
- Offered all year
- Offered to key stakeholders
- Prevention Level: Universal

NIAAA Tier 3 Strategies:

Social Norming Campaigns:

- Social norming campaign that utilizes data collected from WMU ACHA-NCHA survey. Purpose of the campaign is to normalize healthy behaviors regarding alcohol and other drug use. Campaign utilizes descriptive and injunctive norms data.
- Offered by Health Promotion and Education
- Offered all year
- Offered to all students
- Prevention Level: Universal

Bronco Bash:

- Campus Resource Fair that offers tables to offices and organizations on campus and the surrounding community. Health Promotion and Education tabling offers resources and education regarding alcohol and drug use and uses the space to facilitate a short quiz for students testing their knowledge of policies, protective behaviors, and resources.
- Offered by Office of Student Engagement and Office of Health Promotion and Education
- Offered during Fall Welcome
- Offered to all students
- Prevention Level: Universal

Parent and Family Information Sessions:

- Informational sessions are offered to parents of incoming students during move in weekend. Health Promotion and Education provides a session that discusses resources that their students can access in regards to alcohol and other drugs.
- Offered by Parent and Family Programs/Office of the Dean of Students
- Offered during First-Year Student Orientation and Fall Welcome
- Offered to all parents and family of incoming students
- Prevention Level: Selective

Parent and Family Newsletter:

- Electronic newsletter is distributed as an opt-in service. Topics of alcohol and other drug prevention are included during key times of the year.
- Offered by Parent and Family Programs/Marketing and Strategic Communications
- Offered all year
- Offered to parents and family of all students
- Prevention Level: Universal

Miller Movies:

- Late night movie premiers offered on Thursdays starting at 9:00 p.m. to encourage an alcohol-free alternative during a higher risk drinking time.
- Offered by the Office of Student Engagement
- Offered during the academic year
- Offered to all students
- Prevention Level: Universal

Resident Assistant Bulletin Board Kits:

- Alcohol and other drug risk reduction program designed to provide resident assistants with comprehensive, accurate, and up to date information on alcohol and other drugs by

way of informational pre-made bulletin boards. Bulletin boards are available by request via email.

- Offered by Health Promotion and Education
- Offered all year
- Offered to Residence Life Staff
- Prevention Level: Selective

VII. AOD Outcomes/Data

WMU American College Health Association-National College Health Assessment Executive Summary

A full executive summary of the WMU ACHA-NCHA II Spring 2019 can be requested by contacting:

Western Michigan University
Office of Health Promotion and Education
Kalamazoo, MI 49008-5445
(269) 387-3263

The full executive summary of the WMU American College Health Association-National College Health Assessment II Spring 2019 can be accessed online:

<https://wmich.edu/healthpromotion/ncha>

Everfi AlcoholEdu Report, Fall 2018 and Fall 2019

A full summary of the AlcoholEdu reports for First Year Student alcohol use can be requested by contacting:

Western Michigan University
Office of Health Promotion and Education
Kalamazoo, MI 49008-5445
(269) 387-3263

Health Promotion and Education Program Statistics

Full reports of the number of students reached with AOD programming and education during FY2018-19 and FY2019-20 can be requested by contacting:

Western Michigan University
Office of Health Promotion and Education
Kalamazoo, MI 49008-5445
(269) 387-3287

WMU Healthy Campus 2020 Summary

A summary of the progress with Healthy Campus 2020 Action Plans can be requested by contacting:

Western Michigan University
Office of Health Promotion and Education
Kalamazoo, MI 49008-5445
(269) 387-3263

VIII. Recommendations for Revising AOD Programs/Interventions

During the next Biennium, Western Michigan University will work towards:

- Updating First Year Experience Seminar Alcohol Risk Reduction Presentation to include more information about cannabis risk reduction and policy.
- Updating all AOD presentations with cannabis information.
- Evaluating the challenges faced by a reduction in AOD staff and budget cuts.
- Adjusting processes, procedures, and programs to address the challenges faced by the COVID 19 pandemic.
- Enhance strategies targeting specific groups such as student-athletes, fraternity and sorority members, international students, and student leaders.
- Concluding the Healthy Campus 2020 action plan which can be found in Appendix III. Contribute to the AOD objectives for Healthy Campus 2030.
- Disaggregate NCHA data to analyze for health disparities or inequities related to AOD prevalence and needs for prevention and intervention support.
- Examining the need for more late-night programming as an alternative to drinking during weekends when drinking rates have historically been higher.
- Continue to consult with staff opening the pub in the new student center to establish policies and environments that support AOD risk reduction.
- Continuing to assess and improve the AOD educational sanction program.
- For the next biennial review, consider using the framework in NIAAA College AIM 2.0.

IX. Conclusion

Western Michigan University continues to make progress in the prevention of alcohol and other drug related harms. The Office of Health Promotion and Education takes a comprehensive approach to education that is rooted in research and best practices. Paired with prevention, WMU offers intervention and treatment services that are available to all students. Areas for expansion are outlined in section VIII.

X. Appendices

I. NIAAA Tiers of Effectiveness

Tier 1:

Evidence of effectiveness among individual college students. Strategies in this tier have been shown to be effective among alcohol-dependent drinkers, and students whose drinking patterns place them at an increased risk for developing alcohol problems.

Strong evidence supports the effectiveness of these strategies:

- Simultaneously addressing alcohol-related attitudes and behaviors (e.g., refuting false beliefs about alcohol's effects while teaching students how to cope with stress without resorting to alcohol).
- Using survey data to counter student's misperceptions about their fellow students' drinking practices and attitudes toward excessive drinking.
- Increasing students' motivation to change their drinking habits. For example, providing nonjudgmental advice and evaluations of the students' progress.

Tier 2:

Strategies effective among the general population that could be applied to college environments.

Strategies in this tier have proven successful in populations similar to those found on college campuses.

Strategies include:

- Increasing enforcement of minimum legal drinking age laws.
- Implementing, enforcing, and publicizing other laws to reduce alcohol-impaired driving, such as zero-tolerance laws that reduce the legal blood alcohol concentration for underage drivers to near zero.
- Increasing the prices or taxes on alcoholic beverages.
- Instituting policies and training for servers of alcoholic beverages to prevent sales to underage or intoxicated patrons.

Tier 3:

Promising strategies that require research. Strategies in this tier make sense intuitively or show theoretical promise, but more comprehensive evaluation is needed to test their usefulness in reducing the consequences of student drinking.

Strategies requiring more research include:

- More consistent enforcement of campus alcohol regulations and increasing the severity of penalties for violating them.
- Regulating happy hours.
- Enhancing awareness of personal liability for alcohol-related harm to others.

- Establishing alcohol free residence halls.
- Restricting or eliminating alcohol-industry sponsorship of student events while promoting alcohol-free student activities.
- Conducting social norms campaigns to correct exaggerated estimates of the overall level of drinking among the student body.

3-IN-1 FRAMEWORK

Tier	Strategy	LEVEL OF OPERATION		
		Individuals, including At-Risk and Dependent Drinkers	Student Population as Whole	Community
1: Effective among college students	Combining cognitive-behavioral skills with norms clarification and motivational enhancement intervention	Yes	No	No
	Offering brief motivational enhancement interventions in student health centers and emergency rooms	Yes	No	No
	Challenging alcohol expectancies	Yes	No	No
2: Effective with general populations	Increased enforcement of minimum drinking age laws	No	Yes	Yes
	Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving	No	Yes	Yes
	Restrictions on alcohol retail density	No	No	Yes
	Increased price and excise taxes on alcoholic beverages	No	No	Yes
	Responsible beverage service policies in social and commercial settings	No	Yes	Yes
	The formation of a campus/community coalition	No	Yes	Yes
3: Promising	Adopting campus-based policies to reduce high-risk use (e.g. reinstating Friday classes, eliminating keg parties, establishing alcohol-free activities and dorms)	No	Yes	No
	Increasing enforcement at campus-based events that promote excessive drinking	No	Yes	No
	Increasing publicity about enforcement of underage drinking laws/eliminating “mixed” messages	No	Yes	Yes
	Consistently enforcing disciplinary actions associated with policy violations	No	Yes	No
	Conducting marketing campaigns to correct student misperceptions about alcohol use on campus	No	Yes	No
	Provision of “safe rides” programs	No	Yes	Yes
	Regulation of happy hours and sales	No	Yes	Yes
	Enhancing awareness of personal liability	Yes	Yes	No

	Informing new students and parents about alcohol policies and penalties	Yes	Yes	No
4: Ineffective	Informational, knowledge-based or values clarification interventions when used alone	N/A	N/A	N/A

National Institutes of Health. U.S. Department of Health and Human Services. (2002). A call to action: Changing the culture of drinking at U.S. colleges. Washington, DC: U.S. Government Printing Office.

II. Addressing Alcohol Misuse and Prevention: Key strategies for institutional leadership:

- Prevention Levels- Selective, Indicated, and Universal
<http://info.everfi.com/rs/410-YCZ-984/images/Guidebook%20-%20Addressing%20Alcohol%20Misuse%20and%20Prevention%20-%20Key%20Strategies%20for%20Institutional%20Leadership.pdf>

III. Specific goals, objectives and target measures from the substance abuse action plan for the WMU Healthy Campus 2020 Initiative:

Goal: Reduce unhealthy substance use among WMU students

- **Objectives**
 - Increase protective behaviors
 - Reduce high risk behaviors
- **Measures (WMU, NCHA)**
 - Increase the proportion of students who indicate receiving information on alcohol and other drug use from their institution from 61 percent (2011) to 68 percent (2020)
 - Increase the proportion of students who indicate pacing drinks to one or fewer an hour most of the time or always during the last 12 months from 28 percent (2011) to 40 percent (2020)
 - Reduce the proportion of students who indicate engaging in high-risk drinking of alcoholic beverages within the last two weeks from 43 percent (2011) to 33 percent (2020)
 - Reduce the proportion of students who indicate nonmedical use of prescription drugs within the last 12 months from 21 percent (2011) to 18 percent (2020)
 - Reduce the proportion of students who indicate driving after consuming any alcohol within the last 30 days from 25 percent (2011) to 22 percent (2020)
 - Reduce the proportion of students who indicate driving in an impaired state (measure in development).

