

# CSU Biennial Alcohol Policy Report: 2015-2017

California State University, Fresno (Fresno State)  
Division of Student Affairs and Enrollment Management

## Introduction

During the past two years, **California State University, Fresno** (Fresno State) has continued its efforts to implement the CSU Alcohol policy through its Alcohol Tobacco and Other Drugs Safety Council (ATODSC) and the Student Health and Counseling Center. The ATOD Safety Council is made up of campus and community representatives who provide leadership to all phases of the campus alcohol, tobacco and other drug use prevention program.

Aside from some grant assistance, the majority of financial support has come from the Student Health and Counseling Center (SHCC) as well as the Office of the Vice President for Student Affairs and Enrollment Management.

This Biennial Alcohol Policy Report is organized as follows:

- I. Summary of Alcohol and Drug Education Related Grants Received
- II. Successful Programs Implemented Over the Past Two Years
- III. A Summary of ATOD Related Campus Activities
- IV. Assessment Activities
- V. ATOD Highlights
- VI. Future ATOD Initiatives

## I. Summary of Alcohol and Drug Education Related Grants Received

Agency Issuing Grant	Purpose	Year	Amount
Fresno State Instructionally Related Activities (IRA)	To send 25 Fresno State students to the 2016 Alcohol and Other Drugs Education Conference for Institutions for Higher Learning	2016	\$5000
Transforming Youth Recovery	To serve as a resource for improved health, wellness, and student success for individuals having difficulties coping with the challenges of addiction	2016-Present	\$10,000
<i>It Matters</i>	A web-based intervention aimed at reducing sexually transmitted infections among college students by targeting the important intersection between alcohol use and sexual behaviors	September 2016, September 2017	\$5,000

## II. Successful Programs Implemented Over the Past Two Years: Highlighted Programs

### St. Patty's Glow Day Fest:

- The event was intended to provide students with a fun, alcohol-free alternative in an effort to help change the drinking culture in our University Community. Additionally, it provided a pressure free option to any student who is in recovery from addiction or chooses to abstain. Students were informed about safe drinking alcohol practices through the form of interactive activities.

### Watchdog Safety Summit:

- Watchdog is a safety education program that trains students to respond effectively in emergency situations and acquaints them with campus safety resources. Topics include bystander intervention, alcohol and prescription drug overdose, campus safety and CPR.



#### WATCHDOG PROGRAM

Learn to respond effectively in emergency situations and utilize campus safety resources.

### Step UP! Bystander Intervention:

- This program is a prosocial behavior and bystander intervention program that educates students to be proactive in helping others with situations related to alcohol use/abuse, prescription drug use/abuse, hazing, discrimination, sexual violence, dating/domestic violence. Over 1600 incoming freshmen and transfer students were trained in the Step Up! Bystander Intervention program, as well as, 30 Dog Days Orientation Leaders, 30 PAWS, and 14 volunteers during the summer of 2017. This program will be available for academic classes, organizations and clubs. This program is a collaborative effort between the SHCC and the Fresno State Police Department.



STEP UP! BYSTANDER INTERVENTION  
FACILITATOR TRAINING PROGRAM

### It Matters

- *It Matters* is a web-based intervention aimed at reducing sexually transmitted infections among college students by targeting the important intersection between alcohol use and sexual behaviors. This program was first launched in September 2016 and will run again in Fall 2017 during the third week of September. All incoming freshmen and transfer students will be invited to participate in this program. Fresno State receives financial compensation for participation in the *It Matters* program.

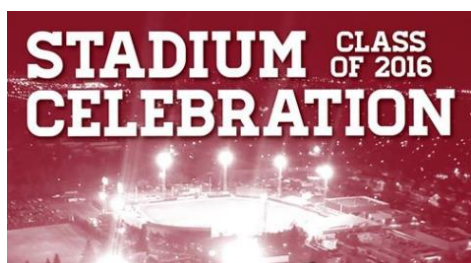
## Safe Celebrating Activities (Alcohol related programming)

- **Safe Celebration Pledge:** Students have an opportunity to sign a pledge to celebrate safely, to help other students learn about Safe Celebrating and to intervene when they see a person in need because of alcohol or drug consumption. Over 1000 students have signed the Safe Celebrating Pledge since the initiative began in 2016.
- **Grad Walk:** Over 40 students participated in the first ever Grad Walk in May 2016. Students were provided an alcohol free celebration activity the morning of commencement and were given the opportunity to visit key landmarks on the Fresno State campus one last time.



MAY 21 Bulldog Grad Walk  
Public · Hosted by Fresno State Health PAWS

- **Stadium Celebration:** Over 325 students participated in the first ever Stadium Celebration event in May 2016. Students were provided an opportunity to celebrate their upcoming graduation in an alcohol-free environment with food, pictures with Fresno State's mascot, games and food in the Bulldog Stadium.



MAY 12 Bulldog Stadium Celebration  
Public · Hosted by Fresno State Health PAWS

- **Cap Decorating:** Over 100 students participated in this event where graduates were given the opportunity to decorate their caps for commencement in May of 2017 in an alcohol-free environment. Safe Celebrating tips and activities were available during the Cap Decorating activities:
- **Bowling and Billiards for Graduates:** Almost 100 students participated in the first ever Bowling and Billiards for Graduates event in May 2017. Graduating students (and a guest) were provided with an alcohol-free alternative to celebrate their upcoming graduation.

A poster for "CELEBRATE GRADUATION SAFELY". The text "CELEBRATE GRADUATION SAFELY" is in large, bold, red letters. Below it, a smaller line of text reads: "Graduation is the culmination of many years of hard work. Help make these events a success for all graduates and their families and friends by celebrating safely!". A blue banner with white text says: "Read and sign the safe celebrating pledge online at: [bit.ly/rSafeCelebrating](http://bit.ly/rSafeCelebrating)". The poster features two event listings: "Cap DECORATING" on Wednesday, May 18, 1-3 p.m. and Thursday, May 19, 10 a.m. - 12 p.m. at Bulldog Zone (FOSU lower level), and "BOWLING BILLIARDS" on Thursday, May 19, 9-11 p.m. at Bulldog Zone. Both events are marked as "FREE". The Fresno State logo is in the bottom right corner. At the bottom, there is a disclaimer: "NEVER PRESENT FRESNO STATE STUDENT ID, FOOD WHILE SUPPLIES LAST, all participants welcome. For questions or accommodations, call Student Involvement: 559.278.2743, Division of Student Affairs and Enrollment Management".

## Town Hall Meetings (THM)

- **Prescription Drug Abuse:** A THM for a discussion related to the prevention of prescription drug abuse, the seriousness of locking up medications and proper ways to dispose of it.



- **Preventing Underage Drinking:** A THM to discuss alcohol issues on campus, prevention needs and solutions. The discussion focused on alcohol use around commencement and engaging community support for alcohol prevention efforts.



## Bulldogs for Recovery

- In 2015, Fresno State was awarded a \$10,000 grant from Transforming Youth Recovery to implement a recovery program for students. The award was received in 2016 and Bulldogs for Recovery officially launched in the Fall of 2016. This is a three-year grant.



### BULLDOGS FOR RECOVERY

Discover a resource for students in recovery to improve health, wellness and student success.

### III. A Summary of Campus Activities Related to ATOD

<b>Name of Event/Activity</b>	<b>ATOD Area</b>	<b>Date of Event</b>	<b>Number of Attendees</b>	<b>Event/Activity Partners</b>
Bulldogs For Recovery	Alcohol, Drug Use	January 2016-Present	10	HPWS
St. Patty's Glow Day Fest	Alcohol	March 2016	3221	WATCHDOG, PAWS, HPWS, SHAC, American Lung Association, PATH Project, and Lock It Up Project
Lock it UP 5 K Race	Prescription Drug Abuse	April 2016		Lock It Up
Take Back Event	Prescription Drug Abuse	April 2016		Fresno State Police Department, Lock it Up
Town Hall Meeting: Preventing Underage Drinking	Alcohol	April 2016	35	Fresno State SHCC, Student Affairs SAMSHA
Town Hall Meeting: Prescription Drug Abuse	Prescription Drug Use	May 2016	20	SHCC, Lock It Up, California Health Collaborative
Bulldog Strong	Alcohol	May 2016	500	President's Showcase of Excellence, SHCC
Safe Celebrating: Stadium Celebration	Alcohol	May 2016	325	SHCC, HPWS, Student Affairs
Safe Celebrating: Grad Walk	Alcohol	May 2016	40	SHCC, HPWS, Student Affairs
Safe Celebrating Pledge	Alcohol	March 2016-May 2016	600	SHCC, HPWS, Student Involvement
IT Matters Alcohol Education	Alcohol	September 2016	1000	SHCC, HPWS
PAW Volunteer Safety Tabling Event	Alcohol	October 2016	147	HPWS
National Drug And Alcohol Facts Week Tabling Event	Alcohol	January 2017	107	HPWS
Alcohol Safety Presentations	Alcohol	January 2017-Present	120	HPWS
Safe Celebrating: Cap Decorating	Alcohol	May 2017	100	SHCC, Student Involvement, Student Affairs
Safe Celebrating: Bowling and Billiards	Alcohol	May 2017	85	SHCC, Student Involvement, Student Affairs
Safe Celebrating Pledge	Alcohol	April 2017-May 2017	300	SHCC, Student Involvement
Protect Your Dogs	Alcohol	June 2017-Present	3000	HPWS, Dog Days
IT Matters Alcohol Education	Alcohol	September 2017	2300	SHCC, HPWS
Step Up Bystander Intervention	Alcohol, Drug abuse	May 2017-Present	2000	SHCC, Fresno State Police, HPWS
Watchdog Safety Summit	Alcohol	January 2016-Present	108	HPWS
Smoking Cessation Programs	Tobacco Use	January 2016-present		SHCC, Administrative Services, EAP

#### IV. Assessment Activities

In the Spring of 2016, Fresno State participated in the American College Health Association, National College Health Assessment II survey assessment and received feedback from 1569 Fresno State students. When compared to national figures, Fresno State certainly has some areas to be proud of. Based on the results of this survey, ATOD programming was tailored towards the specific needs of Fresno State students. The following table highlights some of those statistical comparisons.

<b>ACHA, NCHA Survey Question</b>	<b>Fresno State Students</b>	<b>National Data</b>
In the last 12 months, what percentage of students reported that <b>alcohol</b> negatively impacted their academic performance	2.4%	3.9%
In the last 12 months, what percentage of students reported that <b>drug use</b> negatively impacted their academic performance	1.2%	1.9%
What percentage of students reported never <b>smoking a cigarette</b>	83.5%	76.8%
What percentage of students reported never <b>drinking alcohol</b>	32.1%	21.0%
What percentage of students reported never using <b>marijuana</b>	73.2%	59.6%
What percentage of students reported consuming <b>4 or fewer drinks</b> last time they "partied"	71.3%	59.8%
In the last 12 months, what percentage of students reported <b>using antidepressants</b> that were not prescribed to them	1.8%	2.3%
In the last 12 months, what percentage of students reported <b>using stimulants</b> that were not prescribed to them	3.0%	7.0%

Although the survey results appear to suggest that Fresno State students have lower percentages of ATOD related factors negatively impacting them, there are a few areas where improvement is needed when compared to national figures. As an example, 2.5% of Fresno State students reported driving after having 5 or more drinks, though only 1.6% of college students nationally report the same behavior. Further, 21.1% of Fresno State students reported driving home after having any alcohol, though national figures report only 17.4% drive after consuming any alcohol. Last, 6.7% of Fresno State students reported using painkillers in the past 12 months that were not prescribed for them, but only 5.5% of college students nationally reported using painkillers not prescribed for them.

## V. ATOD Highlights

### Creation of an ATOD Website

- Fresno State students, staff and faculty now have the ability to search for and learn about all ATOD related items in a central location. The ATOD website officially launched in December 2016.  
<http://fresnostate.edu/studentaffairs/alcohol/index.html>



### Online Alcohol Screening Tool

- In December of 2016, Fresno State partnered with AlcoholScreening.org to allow the Fresno State community to quickly and anonymously assess their individual alcohol usage, receive feedback based on their responses, and learn about resources. <http://www.alcoholscreening.org/Home.aspx>

### Creation of an ATOD Resource Guide

- An on and off-campus ATOD resource guide was updated and included in the Bulldog Bark and the Student Guide to Mental Health & Well-being Services Booklet during the 2016-2017 school year.

## **VI. Future Initiatives**

Based on the 2016 ACHA, NCHA survey results, ATOD advisory committee, amended executive orders (specifically Executive Order 1109 related to the Sales and Service of Alcoholic Beverages at or in Conjunction with University Intercollegiate Athletic Events) and input from other campus partners, Fresno State has created some future initiatives to support our University Community and ensure their health, safety and well-being.

### Letter to Parents/Guardians of future Fresno State Students

- This welcome letter seeks to encourage parents/guardians to initiate that challenging, though necessary dialogue with their future Bulldog student related to safe celebrating practices, alcohol consumption, prescription drug use matters, smoking and other ATOD related matters. The welcome letter will be sent along with their acceptance package. The target date for this initiative is Summer of 2018.

### 21 Club

- This initiative includes sending Birthday cards electronically to all students during the week of their 21<sup>st</sup> birthday wishing them a happy birthday and reminding them of safe celebrating practices should they choose to drink on their 21<sup>st</sup> birthday. The target date for this future initiative is Fall of 2018.

### Safe Transportation Practices

- With the implementation of CSU Executive Order 1109 (allowing for alcohol to be sold at college athletic events) and the repeal of the former prohibition of sale or service of alcohol at athletic events, Fresno State will allocate a physical space near Bulldog Stadium, specifically for transportation services such as Lyft and Uber to safely pick up and drop off students and community members that could not safely drive themselves. This initiative will be targeted for implementation during the Fall 2017 semester.

### Increasing Tailgating Activities

- With the implementation of CSU Executive Order 1109, Fresno State will offer additional alcohol-free activities, food, games and a DJ to provide students an alcohol-free alternative to traditional tailgating activities. This initiative will be a focus for the Fall 2017 semester.