

Chemical Health Advisory Committee Annual Report 2020-21

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CHAC Mission: The mission of the Chemical Health Advisory Committee is to develop campus collaborative efforts to assess and address current issues of students' alcohol and other drug use in the Duluth and UMD communities.

CHAC Goals:

Goal 1 - CHAC will regularly review and analyze current alcohol and other drug use and trends both locally and nationally (maps to university goals 1; maps to student life goals 4.).

Goal 2 - CHAC will provide a venue for creating campus collaborations on alcohol and drug education programming and prevention efforts (maps to university goals 1; student life goals 3.2, 4.4).

Goal 3 - CHAC will make recommendations for the UMD campus concerning alcohol and other drug issues (maps to university goals 5; student life goal 3.3).

Goal 4 - CHAC will share information and data with appropriate stakeholders (maps to university goal 5; student life goal 3.3, 4.3)

Goal 1 - CHAC will regularly review and analyze current alcohol and other drug use and trends both locally and nationally.

Objective: UMD will participate in the 2021 Boynton College Student Health Survey

A random sample, electronic survey was sent to 3,099 UMD students on February 15, 2021 with weekly reminders and incentives to support participation. At the conclusion of six weeks, 1,101 students completed the survey resulting in a 35.5% response rate. Survey data will be available in the fall of 2021.

Objective: An electronic survey will be conducted of Greek Life members to better understand the nuances and rates of substance use with Greek Life culture

A survey was administered in spring of 2020 and is scheduled to be implemented again during the 2021-22 academic year.

Goal 2 - CHAC will provide a venue for creating campus collaborations on alcohol and drug education programming and prevention efforts:

Objective: CHAC will meet monthly to allow for networking and collaboration to occur on a regular basis

The committee met monthly via zoom for this academic year due to COVID-19 restrictions on indoor gathering and included representation from the following campus departments: Athletics, Campus police, Greek Life, Health Services, Housing, Office of Student Conduct and Conflict Resolution, and Student Association

Objective: Risk reduction messaging for 2020-21 will include COVID information as it relates to students' social and party habits

Curriculum for UMD Seminar classes was revised to incorporate CDC guidelines and strategies for small and large gatherings. In addition, Peer Educators and the Drug/Alcohol Educator utilized technology options (zoom chat feature and google forms) to collect data related to student party and social habits in real time to make messaging relevant and class specific.

Objective: Risk reduction presentations regarding alcohol and cannabis will be provided on campus by selected CHAC members.

18 presentations were conducted via zoom fall semester to UMD Seminar classes. This is a decrease of approximately 7 presentations from traditional, in-person fall semesters. Risk reduction education was also provided to: Health/Wellness 1100 (3 sections), Women's Health Issues (1 section) and individual Greek Life organizations (3) reaching a total of approximately 500 UMD students throughout the semester.

Objective: All varsity athletic teams will receive programming on the role of alcohol in sexual misconduct and assault

The Everfi module on sexual violence prevention was utilized this academic year to meet NCAA requirements in place of in-person individual team meetings. This decision was made in response to CDC COVID guidelines, athlete zoom fatigue and time restraints. In-person meetings with teams are being scheduled to resume for 2021-22.

Objective: The state law Medical Amnesty will be promoted with additional focus on the incoming first year class

1,069 first year students attended the virtual presentation *It's On Us* developed and implemented by a collaboration of UMD staff. Medical Amnesty, Bystander Intervention and the intersection of these two topics were presented with follow up provided in UMD Seminar classes by the Drug/Alcohol Peer Educators and Health Services's Health Education staff. In addition, magnets with the signs of alcohol overdose were placed on each refrigerator in campus housing at the beginning of the academic year to serve as another form of messaging.

Objective: Presentations will be provided to area high schools on alcohol and other drugs from a risk reduction standpoint.

Presentations were made for Health classes at Harbor City High School each semester focused on alcohol and cannabis. Presentations for the senior class at Marshall high school on alcohol, cannabis and sexual violence prevention were cancelled this spring due to COVID related restrictions.

Objective: Student voices will be sought, as needed, to address trends and behaviors related to alcohol/drugs.

Due to modifications and additions in BASICS meeting content, a subgroup of CHAC committee members developed a list of suggestions for a name revision. These suggestions were shared with members of the Drug/Alcohol Peer Educators for feedback, who in turn developed additional suggestions including *Comprehensive Support and Education Meeting for College Student Substance Use (C-Sem for short)*, claiming this title better reflected the holistic approach utilized and was free of language which could be viewed as punitive, stigmatizing, or judgemental. The committee accepted the Peer Educators recommendation.

Goal 3 - CHAC will make recommendations for the UMD campus concerning alcohol and other drug issues

Objective: Continue to monitor and respond, as appropriate, to efforts to legalize cannabis in the state of Minnesota as it relates to the public health lens of driving under the influence, curriculum and public service announcements.

Currently, there is a bill before the Minnesota House of Representatives to legalize cannabis for recreational use which is being monitored by select committee members. At this time, no response from the committee has been issued.

Goal 4 - CHAC will share information and data with appropriate stakeholders

Objective: A select CHAC member will provide information related to current trends to senior leadership semiannually

CHAC provided recommendations and supporting data to President Gabel and the University of Minnesota Board of Regents on a proposed policy amendment related to university alcohol licensing, marketing and sponsorship. The committee's recommendations were linked to the university's strategic plan and provided national, and UMD specific, supporting data. A copy of the letter and recommendations can be found in the appendix of this document.

Objective: An article for publication will be drafted on the nuances of college student cannabis use based on the findings from 2017 and 2020 UMD survey data and BASICS meetings.

The drafting of an article is in progress. The content and data of this subject matter, using the 2017 and 2020 data, were presented by the Drug/Alcohol Educator in a webinar on March 4, 2021 hosted by the Miller Dwan Foundation. Approximately 50 people attended.

Name Revision

This year the committee sought to revise the working title of the group to more accurately reflect topic matter. Moving forward, the committee will be known as the Alcohol and Drug Advisory Committee (ADAC)

Updated Mission and Vision Statement

In addition to changing the name of the committee, the mission statement has been updated and a vision statement has been created to guide committee goals and objectives. The new vision statement is as follows:

The Alcohol and Drug Advisory Committee (ADAC) shall use evidence based data, best practices, and a developmental approach to create harm reduction education, and advise on applicable on and off campus policy. ADAC will incorporate social norm data into programming, and monitor the role substance use plays in mental health and sexual violence in an effort to enhance safety and reduce community harm.

The new mission statement is as follows:

The Alcohol and Drug Advisory Committee is committed to student's well-being by providing support through campus collaborative efforts to assess current issues related to alcohol and other drug use.

The revisions and addition will be implemented in the 2021-22 Strategic Plan.

Assessment

At the conclusion of risk reduction presentations to UMD Seminar classes, a google form was administered to determine 1) new information learned 2) student identification of the most valuable information learned, and 3) assess student identification of signs of alcohol poisoning. The following data reflect the responses of 169 students who completed the form.

What information was new:

How to support/care for an individual who is experiencing anxiety/paranoia/discomfort from excessive cannabis intake (58%)

How to administer a sternum rub or fingernail press to determine responsiveness in the event of alcohol poisoning (56%)

Medical Amnesty Policy (42%)

Driving while under the influence of cannabis/delaying driving for 2-3 hours (41%)

Serving sizes/solo cup measurements (41%)

On and off campus policies regarding alcohol/drugs (40%)

"Chasing" after shots (36%)

Edibles (28%)
Metabolism of alcohol (26%)
Cause of “blackouts” (20%)
Vaping/vitamin E acetate (18%)
Family history and substance abuse (16%)

Most valuable information learned today

Serving Sizes/solo cup measurements (28%)
Medical Amnesty (16%)
Alcohol Poisoning (14%)
Sternum Rub (14%)
On/ Off Campus Policies (6%)
Metabolism (5%)
*remaining topics are 2% or less

Alcohol Poisoning

92% correctly identified one sign of alcohol poisoning; 86% correctly identified 2 signs. The primary response listed was ‘unresponsiveness’, followed by ‘vomiting’. These data reflect the intended outcomes.

Budget

CHAC does not have a budget, or assigned EFS number. Appropriate departments contribute for specific costs.

Alcohol Edu – \$35,850 Fee covered by Coca Cola monies.

E-chug/E-toke (on-line assessment tools) - \$2,150. Fees are equally distributed between the departments of Health Services, Housing, and the Office of Student Conduct and Conflict Resolution.

Appendix

To: President Joan T.A. Gabel
From: UMD Chemical Health Advisory Committee
Date: January 26, 2021
Re: Proposed policy governing alcoholic licensing and sponsorship

On December 11, 2020, a proposal was made to the Board of Regents to amend the [Regents policy governing alcoholic beverages on campus](#) to allow the University of Minnesota to accept alcohol promotion, marketing, advertising, and sponsorship of alcoholic beverages at its venues and in its publications. In accordance with the mission of the UMD Chemical Health Advisory Committee, charged by the Vice Chancellor for Student Life and Dean of Students Dr. Lisa

Erwin, to assess and address students' alcohol and drug use, we respectfully submit the following recommendations and supporting data.

- We find institutional promotion of alcohol incongruent with the intentional prevention and intervention efforts currently being implemented to address the higher drinking rates found on the UMD campus and **recommend continuation of the current policy.**
- If the proposed policy is accepted, our recommendations are as follows:
 - 1) A hybrid model is implemented which will allow UMD to work in concert with local area businesses, thereby supporting the university value of engagement (“actively engaging with the larger community to identify and achieve common goals”) and goal 5 of the UMD strategic plan (“advance UMD’s profile as an intentional and pivotal partner for Duluth, the Northland, and Minnesota”).
 - 2) Autonomy is provided for each campus to implement an approach which best meets the needs of their individual community.
 - 3) A portion of the revenue generated be committed to alcohol/drug education and intervention.

We offer the following data to support our recommendations

- Public health research findings indicate a startling relationship between density of exposure to alcohol ads and young people's drinking decisions. For example, in a national study conducted in 2006, for each additional ad a young person saw (above the monthly youth average of 23), they drank 1% more. For each additional dollar per capita spent on alcohol advertising in a local market (above the national average of \$6.80 per capita), young people drank 3% more.¹
- Studies have also identified ownership of alcohol-branded merchandise having a significant relationship with the conversion from alcohol abstinence to the onset of alcohol consumption. Specifically, a study conducted amongst youth abstainers found that ownership of alcohol-branded merchandise was significantly associated with an increased likelihood of having initiated alcohol consumption one and two years later.²
- The Johns Hopkins Center on Alcohol Advertising and Youth recommends prohibiting alcohol advertisements on college campuses as a policy best practice³.

¹ L.B. Snyder, F.F. Milici, M. Slater, H. Sun, and Y. Strizhakova, "Effects of Alcohol Advertising Exposure on Drinking Among Youth," *Archives of Pediatrics and Adolescent Medicine* 160 (2006): 18-24

² A. McClure, S. Dal Cin, J. Gibson, J. D. Sargent, "Ownership of Alcohol-Branded Merchandise and Initiation of Teen Drinking," *American Journal of Preventive Medicine* 30 (2006): 277-283.

³ State Laws to Reduce the Impact of Alcohol Marketing on Youth: Current Status and Model Policies:

- The majority (64.48%) of UMD undergraduates cannot legally possess or consume alcohol.⁴
- The peak years reported by UMD students for engaging in high risk drinking are ages 21-22 (50.7%), the age when they could legally purchase alcohol at university events⁵.
- Data collected in the Boynton College Student Health Survey show a decline in rates of high risk drinking by UMD students. Nonetheless, alcohol remains a problem on the UMD campus with 13.1% reporting alcohol impacted academic performance and 8.1% reporting they might have a drinking problem⁶.

Boynton CSHS Question	2010	2018
High Risk Drinking Rate (all students)	44%	32.3%
Performed Poorly on a test due to alcohol (All Students)	25.8%	12.5%
Performed Poorly on a test due to alcohol (High Risk Drinkers)	39.5%	27.5%
Missed a class due to alcohol use (All Students)	34.1%	17.2%
Missed a class due to alcohol use (High Risk Drinkers)	52.9%	39.5%

- Since the implementation of the provision in the [Board of Regents policy: Student Conduct Code](#) in 2016, 47 UMD students have demonstrated signs of fatal distress on campus as a result of their alcohol consumption. This is to say that alcohol is the single most life-endangering product on the UMD campus.

http://www.camy.org/docs/research-to-practice/promotion/legal-resources/state-ad-laws/CAMY_State_Alcohol_Ads_Report_2012.pdf

⁴ UMD Institutional Research All Student Profile Dashboard:

https://tableau.umn.edu/t/UMDAcademic/views/AllStudentProfile2020/AllStudentEnrollment?:showAppBanner=false&:display_count=n&:showVizHome=n&:origin=viz_share_link&:isGuestRedirectFromVizportal=y&:embed=y

⁵ 2018 Boynton College Student Health Survey

https://champ.d.umn.edu/sites/champ.d.umn.edu/files/uofm_duluth_cshsreport_2018.pdf

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- Problem drinking amongst UMD students yields negative consequences including legal citations, transport to the hospital, detox, and jail, DUIs, missed classes due hangovers and court hearings, and most unfortunately, fatal accidents.⁷
- Year after year, alcohol remains the single most salient factor and charge in all cases of student conduct at UMD dating back to 2013.⁸
- Concerted efforts by a cross section of UMD departments have contributed to statistically significant reductions in alcohol abuse over the last 10 years.⁹

	UAC	Social Host	BOR Student Conduct Code Alcohol Charges
2019 -2020	50	16	75
2018-2019	73	35	102
2017-2018	93	40	155
2016-2017	99	27	161
2015-2016	159	39	249
2014-2015	402	57	443
2013-2014	359	56	420

- Substantial literature evaluates the ethics of alcohol advertisements targeting the vulnerabilities of diverse communities.¹⁰ At a time when our community is facing a global pandemic, college student’s existing mental health concerns are at an all-time high. parts of the state’s economy are struggling, and we strive to create a diverse and welcoming community, to consider implementing the licensing and promotion of alcohol is concerning right now, more than ever. We acknowledge that economic collaboration and financial benefit together brought this matter to our attention, but as student affairs professionals and educators, we must also identify and underscore the possible detriments.

⁷ Office of Student Conduct & Conflict Resolution Annual Reports:
<https://champ.d.umn.edu/student-life/about/strategic-planning/departmental-plans>

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⁹ 2018 Boynton College Student Health Survey
https://champ.d.umn.edu/sites/champ.d.umn.edu/files/uofm_duluth_cshsreport_2018.pdf

¹⁰ N.O.A. Kwate, I H. Meyer, “Association Between Residential Exposure to Outdoor Alcohol Advertising and Problem Drinking Among African American Women in New York City,” *American Journal of Public Health* 99 (2009): 228-230.

UMD Chemical Health Advisory Committee

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