

IOWA

2022-23

Harm Reduction Funding Report

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INTERCOLLEGIATE ATHLETICS ALCOHOL SALES EXECUTIVE SUMMARY

Beginning fall 2021, beer and wine were available for purchase throughout Kinnick Stadium, except for areas immediately adjacent to the student section. Athletic events at Carver-Hawkeye Arena, Duane Banks Field, and Bob Pearl Field were also included in the program during the 2021-22 and 2022-23 school years. Concurrent with the addition of alcohol service, Athletics decreased tailgating duration in parking lots controlled by UI event management. A survey elicited positive feedback on alcohol service from Iowa ticketholders. Data collected also indicates a decrease in the total number of alcohol-related arrests and alcohol-related medical emergencies during football games at Kinnick.

A portion (30%) of the proceeds from alcohol sales at athletic events supports UI alcohol harm reduction efforts, including late night programs, protective environmental strategies, partnerships with the Iowa City Downtown District, and alcohol-related intervention education.

Beer and wine sales for 2021-2022 generated more than \$3 million dollars. Revenue has not been tallied for the 2022-23 year. This document outlines key funded projects for the 2022-2023 academic year.

LATE NIGHT PROGRAMMING (\$50,000)

Bijou FilmScene \$4 Fridays and After Hours showings

- Students can purchase \$4 tickets to new release movies shown after 8 p.m. every Friday throughout the year, including most break periods.
 - Movies for the \$4 Fridays included *Top Gun: Maverick*, *Spider-Man: Across the Spider-Verse*, and *Bones and All*.
- After Hours is a 10 p.m. screening of cult classics, free for students, every Saturday night during the academic year.
 - Screenings included *Ferris Bueller's Day Off*, *The Nice Guys*, and *Harold and Maude*
- Attendance
 - 4,051 unique attendees for all screenings at Bijou FilmScene, including \$4 Fridays and After Hours
 - 1,274 attendees for \$4 Fridays
 - 1,641 attendees for After Hours

UI Lecture Committee

- The UI Lecture Committee intentionally programmed events focused on harm reduction, including
 - Jennette McCurdy, actress and #1 *New York Times* Bestselling Author of *I'm Glad My Mom Died*
 - Postponed
 - [Josh Peck, actor, presented "*Happy People Are Annoying: A conversation with Josh Peck*"](#)
 - 780 attendees

eSports

- Funding was used to create and maintain the Hawkeye Esports Lounge on the ground level of the IMU, including new games, programming, staffing, and additional tech pieces for gaming upkeep.
- Esports lounge users are required to "swipe" their UI ID in order to access the room.
 - 1144 Registered users
 - 11,103 swipes, 1630 unique users
 - Average of 13.6 swipes per visitor
 - Average of 1,171 logins (sessions) per month

Protective environments (\$61,000)

Thursdays on the Terrace

- Events on select Thursdays featured food trucks, music, live entertainment, and giveaways, on the IMU Terrace overlooking the Iowa River.
- Over 100 vouchers for the food truck were provided for each Thursdays on the Terrace event.
- Giveaways included caricature drawings, Hawkeye gear, Thursdays on the Terrace items, and U-Stuff-It pillows/animals.
- Activities included mini golf, “minute to win it” games, and karaoke.
 - Average attendance of 107 (excluding May 4 event)
 - End of semester event on May 4 had an attendance of 1,097
 - Three events were held in each the fall and spring semesters
 - Total attendees: 1,204 (is this correct just adding the two number above?)

Black and Goal'd Grab n' Go

- The Black and Goal'd Tailgate added a Grab n' Go feature providing Hawkeye fans and visitors easy access to free food and water on home football game days as they make their way to the stadium. Food and water can be a protective factor when consuming alcohol.
- Many attendees expressed appreciation for the food and water availability.
 - Approximately 9,000 fans served
 - Four sessions
 - Sept. 3 (South Dakota State)
 - Sept. 10 (Iowa State)
 - Oct. 1 (Michigan)
 - Nov. 12 (Wisconsin)

Collegiate Recovery Program Community Building

- Collegiate Recovery Program (CRP) community building funds help with the promotion of the CRP support network. This funding allows for internal community building with campus partners through improved marketing.
- **Brené Brown Connections and Resiliency Workshop**
 - A four-week workshop based on Brené Brown's Connections Curriculum. The goal of this workshop is to examine the roles of shame, resilience, and empathy and the impacts on how one views themselves and their relationships. The interactive workshop included group discussions, opportunities to practice coping strategies and selected readings from Brené Brown.
 - Nine students registered; average of five students attended each week

- Six sessions held
- Participants responded to pretests and post tests based on the Self-Compassion Scale Short Form:
 - Pretest: All six participants rated low self-compassion
 - Post test: Four participants completed the posttest and 75% of participants indicated a moderate or high-level of self-compassion
- **Ethics of Harm Reduction and Recovery Allyship Training**
 - University Counseling Service and the Collegiate Recovery Program engaged community mental health providers in a three-hour training on ethically implementing a harm reduction model within clinical mental health practice. Focus was placed on ethics of harm reduction treatment, collaboration within a harm reduction model, appropriate referrals and resources and assessing stages of change when setting goals within treatment.
 - 43 participated in the session on June 9, 2023
 - Assessment was rated on a scale of 1-5 with 1 being low and 5 being high
 - 95% of participants rated “Usefulness for your practice or other professional development” at a 5
 - 100% of participants rated “Overall quality of presentation” at either a 4 or 5
 - 100% of participants rated ability to “Define harm reduction and a gain a basic understanding of how to implement principals of this model in their clinical practice” at either a 4 or a 5
- **UI Collegiate Recovery Day Coffee and Conversation**
 - Open to students, staff, and faculty in recovery or in support of recovery. Refreshments were provided.
 - Six attendees attended the session on April 14, 2023
- **UI Collegiate Recovery Program: Success, Not Excess**
 - Success, Not Excess provides a small group support experience for UI students wanting to make or consider changes in their alcohol or other drug use. The group emphasizes success in academics, relationships, mental and physical health, and other goals through abstaining or reducing alcohol and other drug use.
 - 72 students participated in 29 Success, Not Excess sessions
- **Hazing Prevention Survey**
 - Conducted in fall 2022 to increase understanding of the cultural aspect of teambuilding and initiation processes in student organizations at Iowa. Funding supported incentives for students to complete the survey.
 - We will use the data collected to guide focus groups and identify appropriate interventions across our various communities.

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- 1,770 respondents
- 10.7% reported their teambuilding and initiation activities have been misunderstood by those outside of their student organization
- 11.7% reported they felt Iowa's policy was too generalized
- 16 respondents reported willingness to participate in a focus group
- **Iowa City Downtown District (ICDD) Crime Prevention Through Environmental Design (CPTED) Initiatives**
 - Partnership with ICDD to improve safety in downtown environments frequented by students.
 - Co-sponsored a lighting project with ICDD to install new canopy lighting in the ped mall alley leading to South Linn Street.
 - *The alley lighting project is the perfect example of how critical safety and well-being challenges can be effectively addressed in a positive, attractive way! It advances many of the City's goals and helps our public safety professionals keep our downtown safe. We are grateful for the Downtown District and University of Iowa's collaboration to transform a dark, neglected alley into a vibrant, inviting, safer space – what was once an area that attracted bad behavior and criminal activity is now an asset in the downtown!"*

-Rachel Kilburg, Assistant to the City Manager at the City of Iowa City

Well-Being Programming (\$31,000)

Recovery Ally Training

- The Recovery Ally Training, an evidence informed training implemented at universities across the nation, teaches the nature of substance use disorders, allyship to those on the recovery spectrum, and how to practice empathy and compassion when someone is struggling with substance use.
 - April Alcohol Awareness Month and Collegiate Recovery Day trainings hosted five training sessions reaching 57 faculty/staff and 13 students
 - Sixty additional students were trained in a classroom setting, April 2023
 - **Assessment data** (n=50)
 - **As a result of participating in the training:**
 - 96% agreed or strongly agreed that they are confident that they can identify stigmatizing language related to addiction and recovery
 - 96% agreed or strongly agreed that they are more comfortable listening openly to someone who approaches them to talk about substance use disorders or addiction
 - 92% strongly agreed or strongly agreed that they are more comfortable talking to someone about a potential substance use problem
 - 94% agreed or strongly agreed that their knowledge and understanding of substance use and addiction increased
 - 96% agreed or strongly agreed they feel more confident in their ability to understand recovery issues

Mindfulness/Broga

- **Koru Mindfulness®**
 - Koru Mindfulness® is an evidence-based curriculum specifically designed for teaching mindfulness, meditation, and stress management to college students.
 - 56 students attended at least one session of the 4-week Koru Basic or Koru 2.0 workshops, 24 students attended the Silent Retreat
 - Sessions
 - 7 Koru Basic
 - 1 Koru 2.0
 - 2 Koru Silent Retreats
 - A summer session of Koru Basic is planned
 - **Assessment data** (n=27)
 - Significant increases in

- being able to control irritations in their life *
 - feeling that they were on top of things *
 - being able to notice thoughts without judgment *
 - being able to focus on the present moment *
 - Significant decreases in
 - feeling that they were unable to control the important things in their life ***
 - feeling that they could not cope with all the things they had to do ***
 - feeling upset because of something that happened unexpectedly **
- (* signifies level of statistical significance: * $p > .05$, ** $p > .01$, *** $p > .001$)
- 100.0% of students would recommend the workshop to other students
 - Student Testimonial: “Highly recommend Koru for those who are new to mindfulness or have had previous skill levels. This program is incredibly inclusive and welcoming to all. I will incorporate this into my daily life.”
 - Student Testimonial: “I loved the Koru workshop! It taught me how to handle stress better and be more mindful every day. I think all of the skills learned in this workshop are essential to every student.”
 - Student Testimonial: “Mindfulness has helped me stay in the present moment more often than I did before completing this workshop. I have learned valuable skills to use throughout my life to keep me curious about my thoughts and body.”
- **Broga**
 - A collaboration with a downtown yoga studio provides this class for male-identified students with a focus on mindfulness through physical movement.
 - 19 attendees spread across three sessions
 - The men who attended Broga shared they enjoyed the fact the space and program was designed for those who came with varying experience levels.

Red Watch Band

- The Red Watch Band program teaches students the information and skills needed to intervene in alcohol-related emergencies. The program significantly increases knowledge of alcohol poisoning signs, actions to take, confidence to intervene, and personal protective behaviors related to alcohol use.
 - 360 student completed training in the 28 sessions
 - **Assessment data** (n=359)
 - 98.9% of students felt confident in their ability to respond effectively as a bystander in an alcohol-related emergency
 - 99.2% of students feel knowledgeable about toxic drinking and alcohol overdose

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- 99.7% of students could identify the facts from the myths about how to help a friend sober up
- 99.4% of students would recommend this training to a friend
- The percentage of students who could correctly identify three signs of alcohol poisoning increased significantly from 14.4% in the pre-survey to 84.9% in the post-survey***
- The percentage of students who could correctly identify three actions to help someone who is suspected of alcohol poisoning increased significantly from 10.8% in the pre-survey to 89.2% in the post-survey ***

(* signifies level of statistical significance: * $p > .05$, ** $p > .01$, *** $p > .001$)

Technology (\$8,000)

Data dashboard creation

- Improve our ability to make timely, evidence-informed decisions and track our progress through an interactive dashboard populated with harm reduction and well-being metrics.
 - *Project delayed; will commence in FY24*