

IOWA

2023-24

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, 2022-23, and 2023-24 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 2022-23 generated more than \$3 million. Revenue has not been tallied for the 2023-24 academic year. This document outlines key funded projects for the 2023-24 academic year.

Late Night Programming (\$40,000)

Bijou FilmScene \$4 Fridays and After Hours showings

- Students can purchase \$4 tickets to a new release movie shown after 8 p.m. every Friday throughout the school year, including most break periods.
 - **\$4 FRIDAYS**
 - Total attendance: 1,372
 - **ON IOWA**
 - 425 students for *Top Gun*
 - **AFTER HOURS**
 - Fall 2023: 1,100 attendees at After Hours / Partnerships
 - Spring 2024: 976 attendees at After Hours / Partnerships
 - Total attendance: 2,076

UI Lecture Committee

- Events focused on harm reduction, scheduled during the late-night hours on Thursdays.
 - **Attendance**
 - Brittany Broski: Over 1,200
 - John Green: 1,000
 - **Number of Sessions: 2**

Esports

- Funding will be used to maintain the Hawkeye Esports Lounge on the ground level of the IMU.
 - **Attendance:** 14,514 swipes and an average of 7.3 swipes per visitor. Last year's average was 6.9.
 - **# of Sessions:** 1,263 average logins (sessions) per month.
 - **Assessment data:** Funding assisted with new games, programming, staffing, and acquiring additional tech pieces for gaming upkeep.
 - **Total number of hours played** on PC:
 - 2024 – 26,297 Hours
 - 2023 – 13,640 Hours
 - **Unique users** recorded on cloud-based e-sports venue management software:
 - 2024 – 1,352 (988 new users during academic year)
 - 2023 – 1,061

Protective Environments (\$44,000)

Thursdays on the Terrace

- Events on select Thursdays featured food trucks, music, live entertainment, giveaways, and more.
 - **Average Attendance:** 170
 - **# of Sessions:** Three (two in Fall, one in Spring)
 - **Amount Spent:** \$12,040
 - **Assessment Data:**
 - FSL hosted a Thursdays on the Terrace at the beginning of fall during Engaged Hawkeyes Week, which FSL funded
 - Offered a “lunch time” Thursdays on the Terrace in the fall to test it out, but didn’t get much traffic (about 60 students)
 - Staffing changes and extra duties were barriers to adding more events in the fall
 - Spring collaboration with the Panhellenic Council and Campus Activities Board (CAB) had a great turnout with over 200 in attendance

Gameday Grab and Go:

- This was the second year of the Division of Student Life organized Gameday Grab and Go events. For four home football games, free food and water was provided to Hawkeye fans and visitors just outside Rienow Hall as they made their way to Kinnick Stadium.
 - **Attendance:** Served over 9,600 bottles of water and 8,000 pizza slices/burritos/donuts/cookies
 - **# of sessions:** Four
 - **Assessment data:** Received many thank-you messages and appreciation for the food and water. Also, many students indicated that they were hoping we were there, so they are coming to expect it.

Collegiate Recovery Program Community Building

- Collegiate Recovery Program (CRP) community building funds help with the promotion of the CRP support network. This funding allowed for internal community building with campus partners through improved marketing with signage and branding.
- Program summary
 - Connections and Resiliency Workshop, Spring 2024
 - Mental Health Provider Continuing Education Training, Levels of Care: Substance Use and Eating Disorders – March 2024: 19 total participants
 - Trauma-Informed Care: Emerging Adults, Harm Reduction & Ethical Practice – Planned for July 2024
 - Recovery Month Tabling, April 2024 – Offered in two residence halls on self-care and coping during times of stress
 - Craft Your Calm – Activity focused on journaling to track substance use, sleep, and coping skills
 - Sleep Well Event – Interactive activity with UCS and Student Wellness focused on intersections of sleep and substance use
 - Women’s Basketball Party Event – Collaboration with CAB, 51 total participants

- **Success, Not Excess**
 - 19 total student interactions* at the Tuesday Success, Not Excess
 - 53 total student interactions* at the Thursday Success, Not Excess
 - *These are not unique interactions

Iowa City Downtown District (ICDD) Crime Prevention Through Environmental Design (CPTED) Initiatives

- Partnering with ICDD to improve safety in downtown environments frequented by students
 - **Assessment data:** ICDD identified private business owners contributing to the physical nightlife space accessible to the public, granting these businesses funds to make improvements with their property. This is done in partnership with RDG Lighting & Design, who is offering their rendering, design and demonstration services of lighting products
 - **Quote:** *"Our first grant, behind Discerning Eye, was multifunctional and spoke to presenting the space as being maintained as well as being observed. ICDD helped fund a set of cameras as well as lighting to address the previous problem of individuals accessing the back stairs and gaining access to building roofs. While the owner was surprised at the amount of activity that happens behind their business, they have noticed the camera and lights have been a deterrent from accessing the roof. I will also note, the lighting is so excellent, drag queens & kings are using it for their Instagram promotional photography! They are also staying off the roof."*
 - Joe Reilly, Nighttime Mayor, Iowa City Downtown District

Well-Being Programming (\$19,000)

Recovery Ally Training

- 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. This training was implemented with faculty, staff, and students.
 - Recovery Ally Trainings: 106 total participants
 - Two Staff Recovery Ally Trainings, featuring one as a BUILD Training
 - One student Recovery Ally Training
 - One student Recovery Ally Training within a class
 - Two Inclusive Language Trainings based on the recovery experience workshops with UCS Practicum students
 - Quote from evaluation:
 - *"Thinking of different verbiage as we evolve as a society. Words I would not have thought twice about using before I look at a little differently now."*

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. In January 2024, Narcan and opioid response training was added to the program, and students were able to get a free Narcan kit starting in February 2024.
 - **Attendance:** 296 students completed training
 - **# of sessions:** 23
 - **Assessment data** (of those who completed the evaluation, n=289)
 - 99.3% of students felt confident in their ability to respond effectively as a bystander in an alcohol-related emergency
 - 99.7% of students felt knowledgeable about toxic drinking and alcohol overdose
 - 99.0% of students could identify the facts from the myths about how to help a friend sober up
 - 99.7% of students were satisfied with the program overall
 - 93.4% of students would recommend it to a friend
 - The percentage of students who could correctly identify three signs to look for that indicate alcohol poisoning increased significantly from 19.3% in the pre-survey to 86.4% 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 9.6% in the pre-survey to 86.4% in the post-survey*

**level of statistical significance
p<.001*

Thrive in 3 Pilot Program

- The Thrive in 3 program leverages the influence peers have on alcohol use by supporting students in trying alcohol harm reduction strategies in community with their friends, while continually prompting them to reflect on their experiences through a series of questions and educational content texted to them throughout this 3-week program. The program also invites students to reflect on the intersection of alcohol and mental health.
 - **Participants:**
 - 31 from one fraternity
 - 42 from one sorority
 - 24 from Green Bandana Program, Cheer Club and other
 - **Assessment Data:**
 - 80.43% success across participants meeting the aim to limit to 1 drink per hour or less on weekends
 - *How strongly do you recommend that other students participate in the Thrive in 3 program?*
 - Extremely 60%, Moderately 40%, Not at all 0%
 - *What will you carry forward from your [program] experience?*
 - “I learned the most regarding the peer pressure stuff. I should do what I want to do on a weekend, not what they want. Usually that is not going out.”
 - “I can still have a good time with not as many drinks as I thought.”
 - “I can save a lot of money by not drinking. My mental health is better when I don't drink.”
 - *What are some positive things you noticed from participating in the program?*
 - “I've been able to use money on other more necessary things, and it's been easier for me to get out of bed and start my day.”
 - “I liked knowing that other people were participating. Usually, I feel isolated in my choice to drastically limit my alcohol consumption. I like seeing other people reaching their goals and telling me how big of a difference it has made in their life.”
 - *What was challenging [about participating in the program]?*
 - “I've never done a program like this so it was a bit odd at first.”
 - “Just missing out on going out but it was worth it.”

Technology (\$5,000)

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**