

UI ALCOHOL HARM REDUCTION

A tremendous culture shift in alcohol use has occurred at the University of Iowa due to strategic and intentional effort on the part of students, faculty, staff, and the Iowa City community. Since 2010, the UI has had a written Alcohol Harm Reduction Plan, grounded in comprehensive, evidence-based, environmental, and individual-based strategies.

A LOOK AT THE NUMBERS

National College Health Assessment (NCHA) data (UI undergraduates): Students enrolled in Health and Physical Activity Skills (HPAS) courses respond to the NCHA survey. 622 respondents, 99% response rate (2017). HPAS students are a representative sample of the general UI population.



28%

Reduction in high-risk drinking rate
from 2009 to 2017



27%

Reduction in the average number of drinks
per occasion from 2009 to 2017



48%

Reduction in the percent of students who
drank 10+ days in the past 30 days
from 2009 to 2017

WHY ARE WE CONCERNED ABOUT HIGH-RISK DRINKING?

- **56.6%** of UI students have had a least one alcohol-related negative consequence in the last year:
 - **39.1%** did something later regretted
 - **38.8%** forgot where they were or what they did
- Alcohol use has been identified by students as the **#7** top health issue to negatively impact their academics and for first-year students it is the **#5** top health issue

CULTURE CHANGE INVOLVES CHANGING THE ENVIRONMENT AND MESSAGING:

- More students are coming to the UI who are choosing to delay drinking or not drink alcohol - **27.5%** (2017) vs. **12.7%** (2001)
- We need to support our students who want experiences that do not include alcohol
- We give powerful messages about what is “normal”, “expected”, “encouraged”, and “tolerated” that can affect our students’ decisions, so it’s important that we do not normalize drinking in college as a rite of passage
- Focus on acknowledging and highlighting how perceptions are out of line with data
- There is ample research evidence that the very best student outcomes result from delay of drinking until at least age 21

ALCOHOL HARM REDUCTION PLAN (2016-2018) HIGHLIGHTS:

- Metrics of success:
 - % high-risk drinking - **70.3%** (2009) reduced to **50.5%** (2017)
 - Avg. number of drinks - **7.4** (2009) reduced to **5.4** (2017)
 - % drinking 10+ days per month - **36.4%** (2009) reduced to **19.0%** (2017)
- Students Supporting Students - new student committee created to identify strategies for building social support for students who do not drink alcohol
- UI Collegiate Recovery Program launched, including a support group, student organization and campus recovery center space
- Fraternity & Sorority Life (FSL) Alcohol Harm Reduction Work Group created to establish recommendations related to changing the alcohol culture within FSL community

To view the full 2016-2019 plan, go to: vp.studentlife.uiowa.edu/alcohol