



**PUBH 498
CAPSTONE
PROJECT**

**AN EVALUATION ON HIGH RISK BEHAVIORS
OF GREEK AFFILIATED STUDENTS AT THE
UNIVERSITY OF SOUTH CAROLINA**

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PUBLIC HEALTH PROBLEM

HIGH RISK BEHAVIOR OF COLLEGE STUDENTS, SPECIFICALLY THOSE AFFILIATED WITH FRATERNITIES AND SORORITIES.

“ Excessive alcohol consumption has a disproportionate impact on morbidity and mortality of adolescents and young adults in the United States. (Larimer et al., 2004) ”

Problem drinking and related consequences are a major social issue plaguing college campuses across the United States. Each year, alcohol is responsible for fatalities, assaults, serious injuries, and arrests that occur among college students across the United States. (Brown-Rice & Furr, 2015)

Members of social fraternities and sororities are more likely than are other students to engage in high-risk drinking and substance use and to experience related problems on college campuses. (Brown-Rice & Furr, 2015)

HIGH RISK DRINKING OF COLLEGE STUDENTS

It is estimated that per university the total yearly cost of alcohol related emergency department visits is around **\$500,000**. (Brown-Rice & Furr, 2015)

Alcohol consumption among undergraduate college students contributes annually to an estimated **600,000 alcohol-related unintentional injuries**, 700,000 assaults by another student who was drinking, **1,500 alcohol-related student deaths**, **97,000 sexual assaults**, 400,000 acts of alcohol-related unprotected sex and 100,000 incidences of being too intoxicated to know if sex was consensual. (Brown-Rice & Furr, 2015)

SPECIFICALLY MEMBERS OF FRATERNITIES AND SORORITIES ACROSS THE UNITED STATES

College students who are members of the Greek community are at greater risk for experiencing negative consequences from heavy drinking.

Significantly more fraternity and sorority members (**70% of men and 50% of women**) engaged in binge drinking (defined as consuming five or more drinks during a single drinking occasion for men and four or more drinks for women).
(Brown-Rice & Furr, 2015)

PRIORITY POPULATION

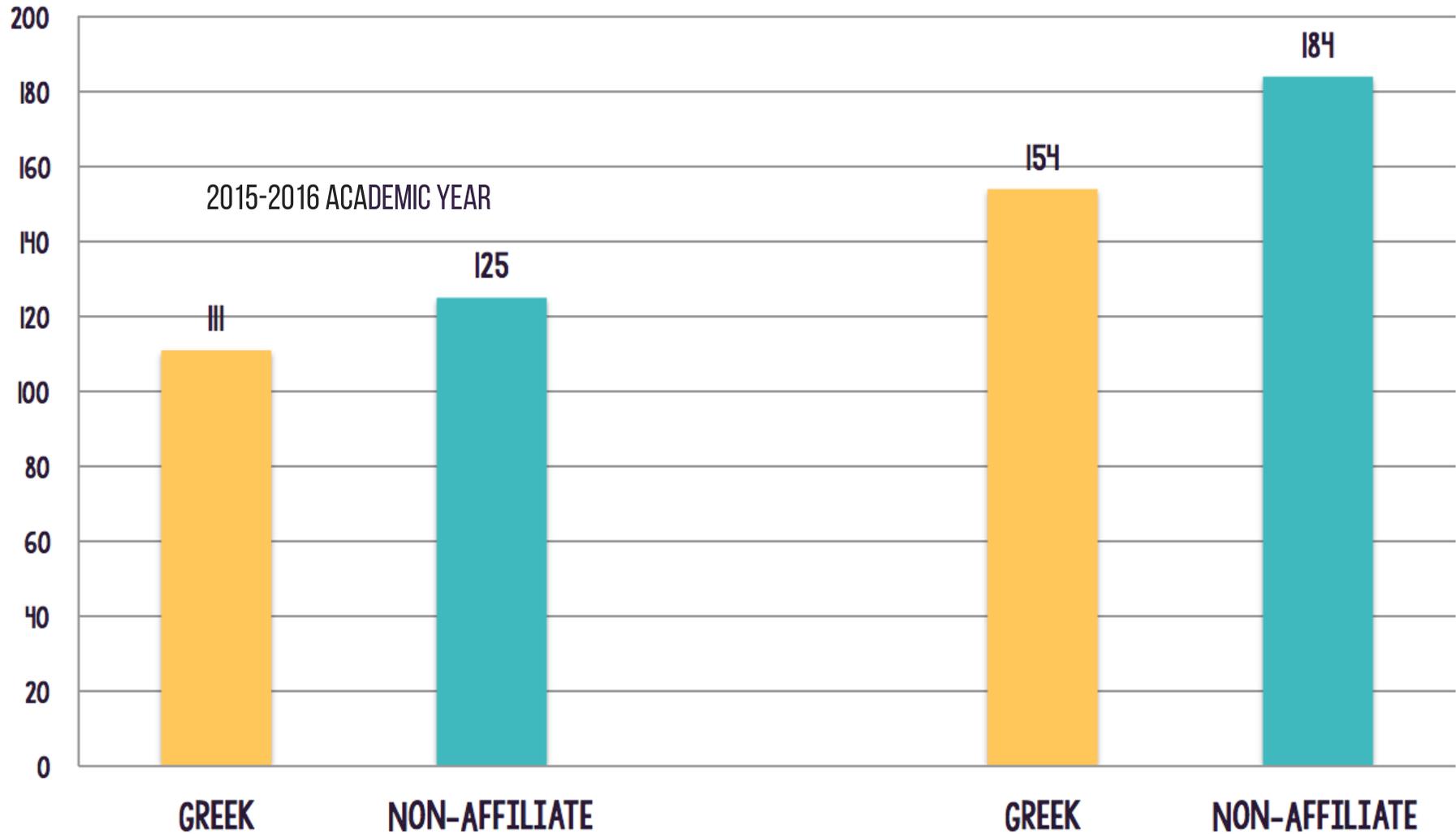
GREEK AFFILIATED UNDERCLASSMAN AT THE UNIVERSITY OF SOUTH CAROLINA

Carolina Community Coalition has determined fraternity and sorority affiliates to be a priority population at the University of South Carolina. The next two slides show that we are representing far more than our percentage of the student population in terms of alcohol related transports.

NUMBER OF ALCOHOL-RELATED TRANSPORTS

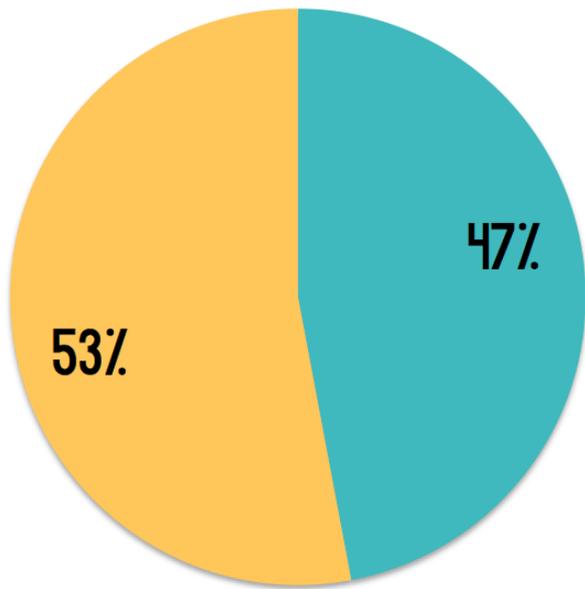
2016-2017 ACADEMIC YEAR

*AS OF MARCH 2017



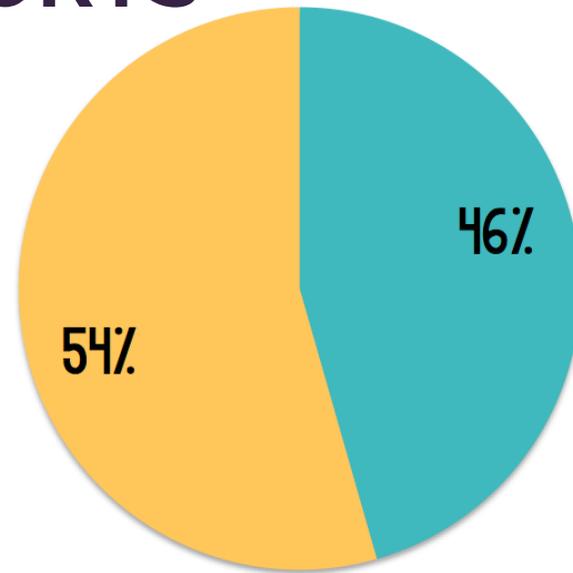
*Source: University of South Carolina Office of Student Conduct and Academic Integrity

PERCENTAGE OF ALCOHOL RELATED TRANSPORTS



2015-2016 Academic Year

■ GREEK
■ NON-AFFILIATE



2016-2017 Academic Year*

■ GREEK
■ NON-AFFILIATE

GREEK STUDENTS ARE MAKING UP ~46.5% OF ALL ALCOHOL RELATED TRANSPORTS WHILE ONLY REPRESENTING 27% OF THE STUDENT POPULATION

*as of March 2017

*Source: University of South Carolina Office of Student Conduct and Academic Integrity

DETERMINANTS



BUILT ENVIRONMENT

Specifically the Five Points district of Columbia, SC



SOCIAL ENVIRONMENT

Peer influences and perceived campus norms



BEHAVIOR CHOICES

High risk drinking practices

DENSITY OF ALCOHOL ESTABLISHMENTS

Five Points district has the most alcoholic establishments per block than any other area of Columbia.

(Wiser et al., 2015)

BUILT ENVIRONMENT

HIGH CRIME RATES WITHIN FIVE POINTS AREA

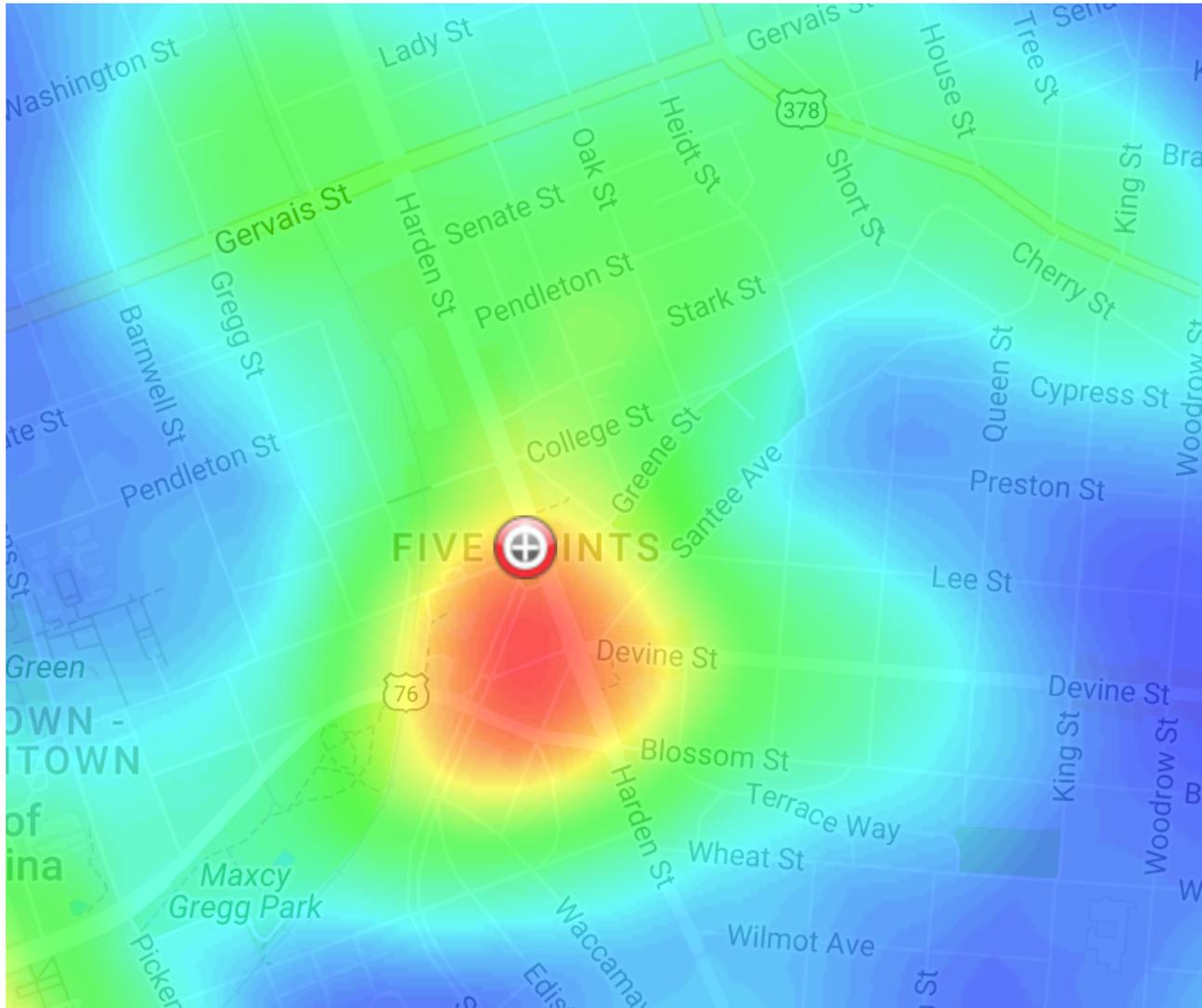
Crime rate in Five Points area is almost double what it is in every other hospitality district in Columbia. There is a positive association between crime rates and density of alcohol outlets. (Wiser et al., 2015)

*See heat map on next slide for concentration on crime in Five Points district

STUDENT PERCEPTION OF LAW ENFORCEMENT

Students seem to have little fear of consequences of arrest for underage drinking within Five Points Area. (Wiser et al., 2015)

HEAT MAP- CRIME IN FIVE POINTS AREA



*from August 2016-April 2017

Gathered from the LexusNexus Community Crime Map

PERCEIVED NORMS OF MEMBERSHIP

Students who join social fraternities and sororities often have a misconception of the sorority and fraternity experience with regards to drinking norms (Capone et al., 2007)

SOCIAL ENVIROMENT

RECIPROCAL INFLUENCE

Heavy drinking college students tend to seek out heavy drinking friends, and once in this environment peers can encourage and escalate high risk drinking (Capone et al., 2007)

"PREGAME" CULTURE

Binge drinking occurs prior to events where alcohol is monitored or not allowed. This fast paced consumption often leads to increased alcohol consumption and larger consequences following drinking.

IS IT THE CHICKEN OR THE EGG?

"Positive expectancies and attitudes toward alcohol use tend to gravitate toward environments and social groups that foster high-risk drinking. These individuals also tend to feel more favorable toward heavy drinking in both themselves and others, and have experience with alcohol and substance abuse." (Brown-Rice & Furr, 2015)

BEHAVIOR CHOICES

HEAVY EPISODIC DRINKING

Affiliated freshman report heavy episodic drinking (having 8 or more drinks for men, 10 or more for women) **40% more** in the past two weeks than their non-affiliated peers

MISSING CLASS

Affiliated freshman report missing class due to their drinking **26% more** than non-affiliated students

FORGETTING WHERE THEY WERE

48% of affiliated freshman reported forgetting where they were or what they did in the past two weeks

DELIBERATE VOMITTING

14% reported deliberately vomiting to continue drinking, as reported this is **17% more** than their non-affiliated peers

DRINKING BEFORE GOING OUT

Affiliated freshman report drinking before going out **20% more** than their non-affiliated peers

*Source: USC AlcoholEdu Data from Fall 2016



PROJECT SETTING

Met one-on-one with one or members of the following offices at the University of South Carolina:

- Fraternity and Sorority Life
- Substance Abuse Prevention & Education
- Student Conduct and Academic Integrity
- Off-Campus Student Services
- STIR Coordinator

PROJECT ACTIVITIES



Had meetings with campus partners to gain knowledge on topic, differing vantage point on priority population



Researched current Campus prevention and intervention methods for entire student population as well as for priority population



Provided recommendations for further intervention for priority population based on research and campus experience

CURRENT PREVENTION STRATEGIES



RECOMENDATION

01

PARTNERSHIP PROGRAMMING TO GREEK UNDERCLASSMAN

For such a seemingly large issue, there is no specific programming targeted towards Greek underclassman at the University level.

Both SAPE and FSL could partner to provide further mandatory programming to new affiliates to better understand campus norms. Research indicates that having intensively and persistently communicated accurate norms about healthy majorities of students have experienced significant reductions in high-risk or heavy episodic drinking rates. (Capone et al., 2007)

It also important for this program to short in length, as research also shows that that longer programming is not effective for students, especially those who are affiliated with Greek organizations. (Capone et al., 2007)

RECOMENDATION

02

GREEK STUDENT REPRESENTATIVES ON COMMUNITY COALITION

The Community Coalition's purpose is to "to build capacity and to perform ongoing assessment, planning, implementation, and evaluation of substance abuse prevention strategies, and to make recommendations for policy change." Currently, this team is working to create a more positive built environment for the student population at the university.

Having Greek student representation on this coalition would allow for a different perspective and also allow for transparency to the student population. I believe if the coalition could have student advocates, it would help in bringing about some of this issues student might be facing.

RECOMENDATION

03

PROCESS IMPROVEMENT ON ALCOHOL EVENT REGISTRATION AND FOLLOW UP

In order to address high risk events, the Office of Fraternity and Sorority Life created an alcohol event registration process to be in alignment with the University policies about holding event.

his process is in it's first year, so it's effectiveness can not be evaluated; however, after the completion of the first year, it is important to make adjustments as needed.

For the average member in our community, there appears to be an apathy toward to the event registration process and often a disregard for the approved versus non-approved events. It is important to do further research to determine how to create consequences for those organizations who disregard the policy as well as to create a transparent environment for the purpose of the registration.

RECOMENDATION

04

CREATE A RISK MANAGEMENT BOARD FOR GREEK COUNCILS

There is a lack of programming promoting healthy and safe environments for Greek students. Most organizations have an executive board member dedicated to reducing risk.

If a board were created to have bi-monthly meeting for risk management chairs to come together to address some of the community issues. As many times, it is chapter presidents mitigating risk on the large scale basis, it could be beneficial to a fresh set of eyes and ideas on the current epidemic facing our population.

CHALLENGES

- learning about the severity of the epidemic facing a large portion of our student population
- determining effective recommendations, much of my research found that many intervention strategies are ineffective for greek students

SUCCESSSES

- opening dialogue between many offices on campus about the concern for the epidemic we are currently facing
- taking a student initiative on a problem that is often time focused on my professional staff



AHA MOMENTS

professional development: taking initiative on a new project, compiling data, and creating relationships with various campus offices

gaining of knowledge in a new area of student life: over my collegiate career, I have not done a lot of work with risk mitigation so this was a very interesting topic to research and learn more about

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