

**Strategic Plan
2015-16**

Vision: A caring community united for a safer Carolina

Mission: To create a campus-community environment that promotes healthy and safe behaviors among faculty, staff, students, and community organizations

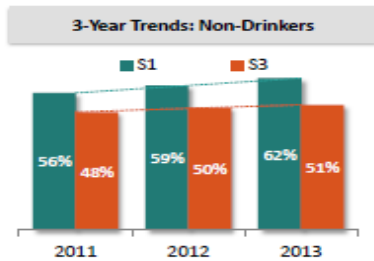
The **purpose** of the Carolina Community Coalition is to build capacity and to perform ongoing assessment, planning, implementation, and evaluation of substance abuse prevention strategies, and to make recommendations for policy change. Our **goal** is to contribute to the overall reduction of high risk substance use and its consequences at the University of South Carolina.

Assessment:

Each fall, approximately 6100 incoming freshman and transfer students complete Everfi's self-assessment on alcohol use and consequences. The average age of students completing this self-assessment is 18.5. As indicated in the following graph: The percentage of incoming students who are abstainers or non-drinkers has increasingly gone up over the past few years, while the percentage of incoming students who are high-risk or problematic drinkers has gone down. However, the percentage of students who stay non-drinkers after being on campus has significantly decreased, and the percentage of students who become problematic drinkers has significantly increased. (Refer to the third column of each year.)

A Closer Look at Drinking Rate Change

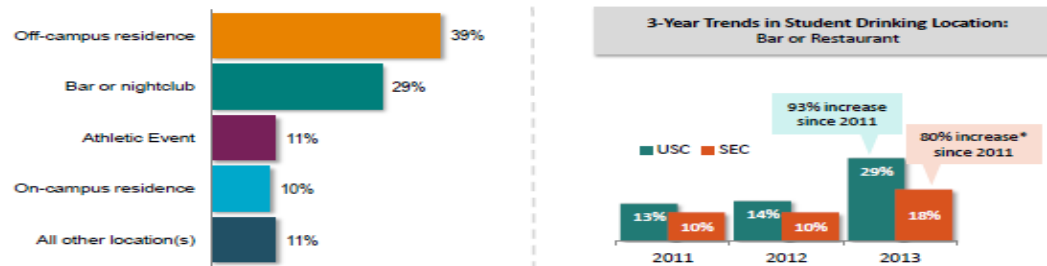
	2011			2012			2013		
	S1	S3	▲	S1	S3	▲	S1	S3	▲
Abstainers	29%	26%	-10%	31%	27%	-13%	31%	29%	-7%
Non-drinkers	56%	48%	-14%	59%	50%	-15%	62%	51%	-18%
High-risk drinkers	29%	35%	+21%	26%	35%	+35%	25%	33%	+32%
Problematic Drinkers	10%	12%	+20%	7%	10%	+43%	7%	11%	+57%



The coalition compared locations of where students report they drink and found that drinking in off campus residences decreased from 45% in 2012 to 39% in 2013. Drinking at athletic events also decreased from 16% in 2012 to 11% in 2013. However, drinking in bars/nightclubs increased significantly from 14% in 2012 to 29% in 2013. This is nearly a 100% increase. (See the graph below.)

Where Students Drink

USC students are most commonly drinking at an off-campus residence or bar. These locations should be targeted with increased prevention and enforcement initiatives.



Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.

*The increase in the SEC aggregate is partially attributed to the significant increase observed at USC.

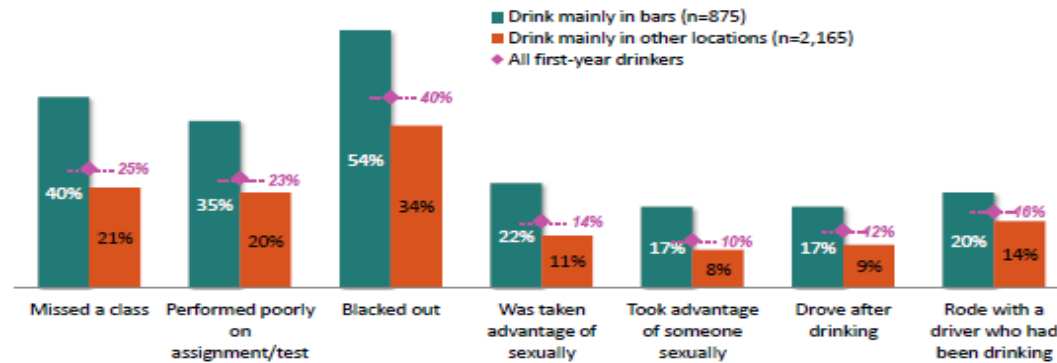
EVERFI 9

The data also clearly shows that students who drink in bars continue to experience the most negative consequences and safety threats.

Negative Consequences and Safety Threats by Drinking Location

Students who drink mainly in a bar or nightclub experience negative consequences at a higher rate than those who drink in all other locations.

Note: Percentages represent the number of students who reported experiencing a particular consequence at any time in the past two weeks.



EVERFI 10

The coalition's data, assessment and evaluation subcommittee reviewed several other data sources throughout the 2014-15 academic year.

Alcohol transports: Comparisons of the number of alcohol transports from 2013-14 to 2014-15 show significant increases in the number of hospital transports, particularly throughout the fall semester and in the beginning of the spring semester, as indicated in the table below.

Alcohol Transports For March 2015

BIT
Behavioral Intervention Team

Monthly Alcohol Transports								
	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
August	0	8	8	23	12	6	4	16
September	7	7	10	12	22	15	14	18
October	2	7	16	20	18	17	15	21
November	2	10	13	7	10	9	15	14
December	1	2	4	13	6	10	7	4
January	2	7	7	15	11	10	7	7
February	4	7	7	6	17	15	11	16
March	5	2	2	6	15	6	10	6
April	10	10	6	8	9	7	4	
May	0	0	1	1	0	0	1	
June	0	1	0	1	1	0	1	
July	0	0	1	1	0	1	0	

Secondary Harms:

The data, assessment and evaluation subcommittee surveyed students to determine the consequences experienced from other students' drinking. As indicated from the table below, most students surveyed report that they have cared for another student who has "drank too much", and have had their studying and sleeping interrupted at least one time because of another student's drinking behaviors.

Q4. Since the beginning of the school year, how often have you experienced any of the following because of other students' drinking? - Had your property damaged

Count	Percent		
187	69.78%		0 times
48	17.91%		1 time
28	10.45%		2 - 3 times
5	1.87%		4 or more times
268 Respondents			

Q5. Since the beginning of the school year, how often have you experienced any of the following because of other students' drinking? - Had to "baby-sit" or take care of a student who drank too much

Count	Percent		
87	32.46%		0 times
51	19.03%		1 time
73	27.24%		2 - 3 times
57	21.27%		4 or more times
268 Respondents			

Q6. Since the beginning of the school year, how often have you experienced any of the following because of other students' drinking? - Had your studying interrupted

Count	Percent		
114	42.54%		0 times
33	12.31%		1 time
60	22.39%		2 - 3 times
61	22.76%		4 or more times
268 Respondents			

Q7. Since the beginning of the school year, how often have you experienced any of the following because of other students' drinking? - Had your sleep interrupted

Count	Percent		
71	26.49%		0 times
41	15.30%		1 time
77	28.73%		2 - 3 times
79	29.48%		4 or more times
268 Respondents			

Q8. Since the beginning of the school year, how often have you experienced any of the following because of other students' drinking? - Experienced sexual assault or "date rape"

Count	Percent		
259	96.64%		0 times
4	1.49%		1 time
2	0.75%		2 - 3 times
3	1.12%		4 or more times
268 Respondents			

National Trends:

Last updated, 9-15-15

The data, assessment and evaluation subcommittee also reviewed national college trends relating to overall high risk behaviors. Numerous articles point to the increasing scrutiny that fraternities nationwide are coming under for high risk behaviors. The subcommittee members reviewed actions taken at USC to curb high risk behaviors in our campus fraternities. In the 2014-15 academic year, three USC fraternities were suspended for a variety of violations, including hazing, alcohol abuse and violations, drug distribution, disorderly conduct, and death.

Sexual Assault:

The data, assessment and evaluation subcommittee also reviewed national trends on sexual assault on college campuses. According to Everfi:

- High-risk drinkers are 8 times more likely to commit sexual assault as low-risk drinkers.
- National: Before coming to campus, 15% of females report experiencing some form of relationship violence. After coming to campus, 7% of females report experiencing some form of relationship violence.
- National: Before coming to campus, 21% of females report experiencing some form of stalking. After coming to campus, 4% of females report experiencing some form of stalking.
- National: Before coming to campus, 15% of females have experienced some form of sexual assault. After coming to campus, 4% of females have experienced some form of sexual assault.
- National: 80% of undergraduates would feel comfortable taking action if they saw someone trying to take advantage of another person, but only 55% think most students would do the same.
- National: Less than 25% of our sample believe that sexual violence is a significant problem on their campus.
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The data, assessment and evaluation subcommittee also reviewed USC's NCHA data to determine the extent of interpersonal violence issues on our campus. Below is a summary of the student responses from NCHA data from 2008-2015.

USC college students who drank alcohol reported the following consequences occurring in the last 12 months as a result of their own drinking:

Had sex with someone without giving your consent:

- 2008 - 1.3
- 2010 - 2.5
- 2012 - 1.8
- 2013 - 1.7
- 2015 - 2.2

Had sex with someone without getting their consent

- 2008 - N/A
- 2010 - 0.6
- 2012 - 0.6
- 2013 - 0.0
- 2015 - 0.3

Other Substance Use:

The data, assessment and evaluation subcommittee reviewed data to determine student use of illegal drugs. Below are the results from the 2014 CORE student survey:

- 46.5% of the students have used marijuana in the past year ("annual prevalence").
- 30.6% of the students are current marijuana users ("30-day prevalence").
- 21.1% of the students have used an illegal drug other than marijuana in the past year ("annual prevalence").
- 11.6% of the students are current users of illegal drugs other than marijuana ("30-day prevalence".)
- The most frequently reported illegal drugs used in the past 30 days were:
 - 30.6% Marijuana (pot, hash, hash oil)
 - 6.2% Cocaine (crack, rock, freebase)
 - 6.1% Amphetamines (diet pills, speed)

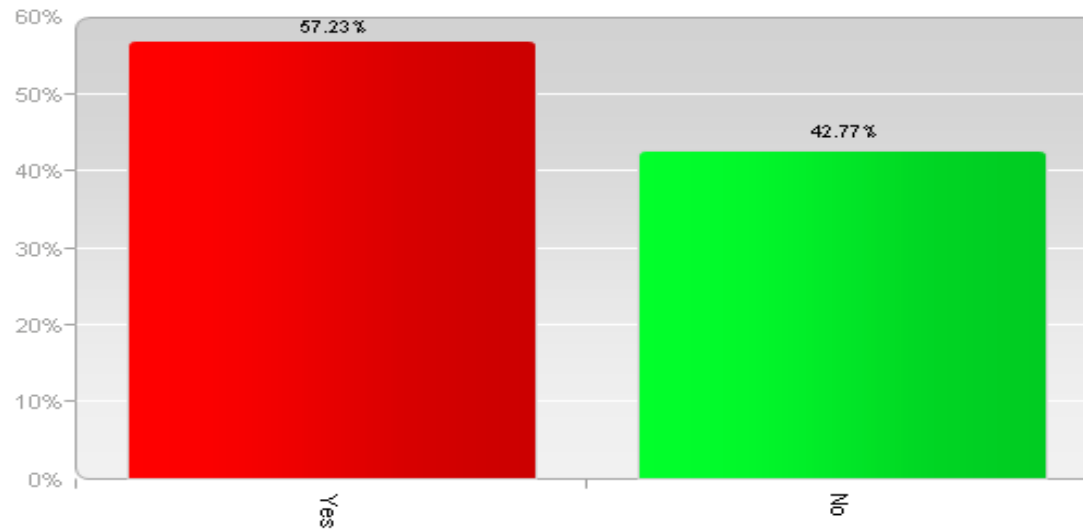
The subcommittee also reviewed the types of substances and prevalence of use of incoming freshmen after being on campus for six weeks.

Q103. Other Drug Use - In the past two weeks, have you used any of the following? Do not include anything you used under a doctor's order. Please check all that apply. [survey 1, survey 3]

	Count	Respondent %	Response %	
<input type="checkbox"/>	3920	77.87%	60.35%	I have not used any of the following in the past two weeks
<input type="checkbox"/>	734	14.58%	11.30%	Marijuana
<input type="checkbox"/>	89	1.77%	1.37%	Cocaine (in some form)
<input type="checkbox"/>	52	1.03%	0.80%	MDMA ("Ecstasy," "XTC," "Adam")
<input type="checkbox"/>	35	0.70%	0.54%	Methamphetamine ("meth," "crystal," "crank," "ice," "speed," "crystal meth")
<input type="checkbox"/>	36	0.72%	0.55%	Rohypnol ("roofies") or GHB
<input type="checkbox"/>	232	4.61%	3.57%	Medications used to treat Attention-Deficit/Hyperactivity Disorder. (Ritalin®, Adderall®, Cylert®)
<input type="checkbox"/>	52	1.03%	0.80%	Barbiturates (prescription-type sleeping pills like Quaaludes, "downs," "yellow-jackets")
<input type="checkbox"/>	52	1.03%	0.80%	Amphetamines (prescription-type stimulants, also called "speed," "uppers," "ups")
<input type="checkbox"/>	77	1.53%	1.19%	Tranquilizers (prescription-type drugs like Valium®, Xanax®, Librium®)
<input type="checkbox"/>	36	0.72%	0.55%	Heroin
<input type="checkbox"/>	36	0.72%	0.55%	Other opiate-type drugs (controlled substances like codeine, OxyContin, Darvon, Vicodin, Dilaudid, Demerol, Lomotil, Percocet, Percodan)
<input type="checkbox"/>	48	0.95%	0.74%	LSD
<input type="checkbox"/>	49	0.97%	0.75%	Other psychedelics or hallucinogenics like mushrooms, mescaline, or PCP
<input type="checkbox"/>	36	0.72%	0.55%	Salvia Divinorum or Salvinorin A ("Maria Pastora," "Sage of the Seers," "Diviner's Sage," "Sally-D," or "magic mint")
<input type="checkbox"/>	36	0.72%	0.55%	Anabolic steroids
<input type="checkbox"/>	307	6.10%	4.73%	Chewing tobacco ("snuff")
<input type="checkbox"/>	569	11.30%	8.76%	Cigarettes
<input type="checkbox"/>	42	0.83%	0.65%	Inhalants (breathable chemical vapors, also called "whippets," "poppers," or "snappers")
<input type="checkbox"/>	57	1.13%	0.88%	Synthetic marijuana ("k2", "spice")
5034 Respondents				
6495 Responses				

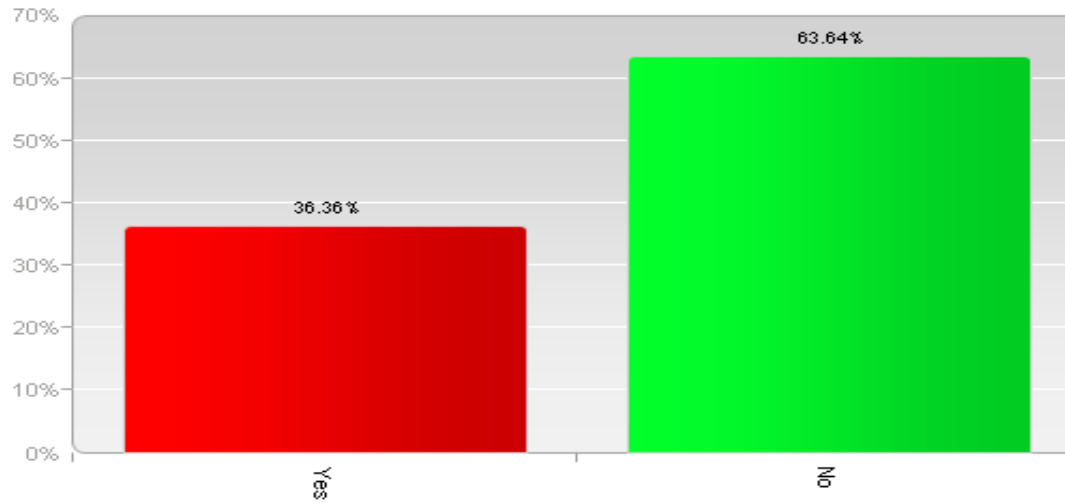
The subcommittee also reviewed student thoughts about prescription misuse as “cheating”. The majority of incoming students completing the survey reported that they believe using prescription medication in a way that is not prescribed to them in order to do better in school is “cheating”.

Q135. Do you think that using ADD/ADHD medication in a way that is not prescribed in order to do better in school is cheating?



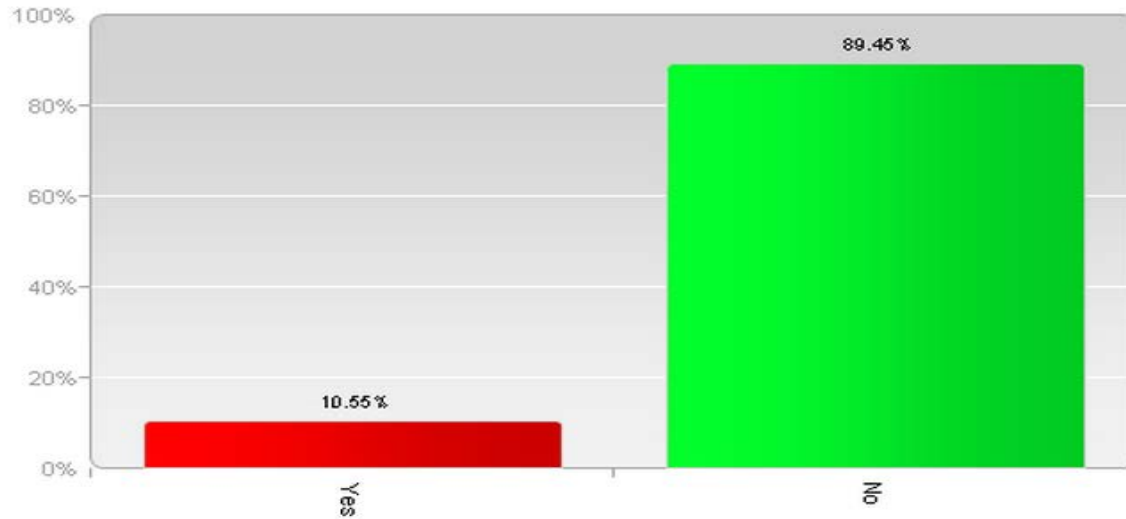
However, the majority of students who report drinking in high risk ways report that they believe that using prescription drugs in a way that is not prescribed to them in order to better in school in not cheating.

Q45. Do you think that using ADD/ADHD medication in a way that is not prescribed in order to do better in school is cheating?



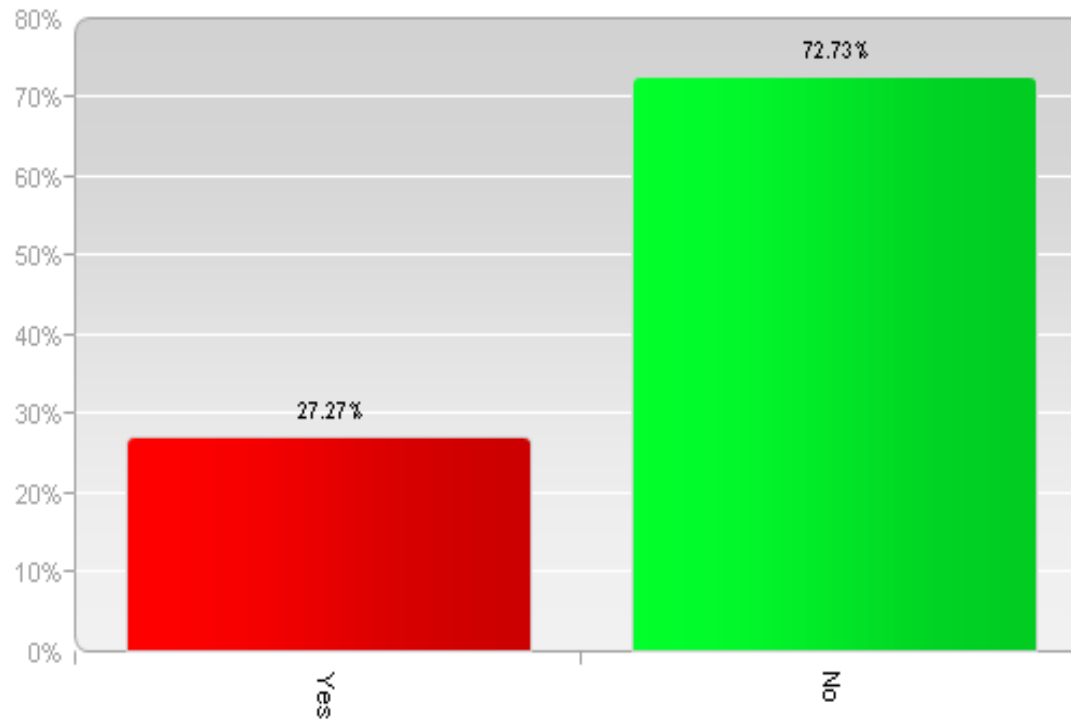
The subcommittee also reviewed student prescription misuse behaviors. Only 10.5% of the student scholar sample reported that they have ever used prescription medication in a way not prescribed to them in order to better in school.

Q31. Have you ever used ADD/ADHD medication in a way that was not prescribed for you ... ? -
In order to do better in school



However, 27% of the high risk drinking student sample reported that they have used prescription medication in a way not prescribed to them in order to better in school.

Q44. Have you ever used ADD/ADHD medication in a way that was not prescribed for you, in order to do better in school?



Based on the findings from the data collection and assessment, the Carolina Community Coalition's Steering Committee and coalition members have agreed to address the following problem priority areas for academic year 2015-16:

- **Priority #1: High risk drinking off campus (in bars and residences)**
- **Priority #2: High risk drinking in special populations (FSL and students majoring in business)**
- **Priority #3: Sexual assault and other interpersonal violence**
- **Priority #4: Other high risk substance use**

Note: The Steering Committee, Data, Assessment, and Evaluation Subcommittee, and the Community Organizing and Advocacy Subcommittees will continue their work as functions of the coalition.

Problem Priority #1: High risk drinking off campus (bars and residences) MAINTAINED Priority and COMBINED Subcommittees (Bar sales and off campus subcommittees)

Long Term GOAL: By March 2018, reduce high risk drinking and the negative consequences associated with drinking off campus by 10%.

Intended Outcomes:

Intended Outcome	Indicator	Data Source
Reduction in high risk behaviors:		
Consumption Rates	Student reports of consumption rates per occasion at bars and at off campus residence parties	AlcoholEdu STIR SHS CHDC
Frequency Rates	Student reports of 30 day use at bars and at off campus residence parties	AlcoholEdu STIR SHS CHDS
Reduction in Negative Consequences:		
Binge Drinking	Student reports of consumption rates per occasion at bars and off campus residences	AlcoholEdu STIR SHS CHDS
Underage Drinking	Student reports of underage drinking at bars and off campus residences	AlcoholEdu USCPD

		CPD SHS CHDS
Black Outs	Student reports of blackouts from use at bars and off campus residences	AlcoholEdu STIR SHS CHDS
Alcohol Transports	# of student transports to hospital due to alcohol consumption at bars and off campus residences	OSC
Injuries related to use	# of students seen at student health center for injuries related to use at bars and off campus residences	TSHC SHS
Sexual assaults related to use	# of students who report alcohol/drug related sexual assault after drinking in bars and off campus residences	HAVEN SAVIP
Alcohol related arrest	# of students arrested after drinking in bars and off campus residences	USCPD CPD OSC
Alcohol related university sanctions	# of students receiving sanctions for drinking in bars and off campus residences	OSC
Driving after drinking	# of students who report driving after drinking # of students who report riding in a car with a driver who's been drinking	AlcoholEdu STIR
Neighborhood Livability Concerns	Number of Good Neighbor Incident Reports Submitted and problem houses identified for alcohol related incidents	OCSS

Objectives:

- Increase access and availability of alternative activities to drinking in off-campus locations and bars.
- Increase consistent enforcement of alcohol related laws and educate students about city and university consequences associated with unlawful behavior.
- Increase referrals made to USC by off campus property managers, local residents, city officials

and law enforcement regarding incidents related to high risk drinking.

- Collect and analyze data about student’s perception of risk, likelihood of getting caught and level of interest in alternative activities other than high risk drinking.

Strategies:

- Sustain data collection efforts to assess impact of bar drinking and social hosting off-campus, perception of harm and getting caught, consistent enforcement of laws, policies, and referrals, social norms, social hosting, and overall impact
- Build capacity and support advocacy with local property managers, neighborhood associations, law enforcement and other key community stakeholders to increase consistent enforcement of laws, policies, and referrals, to change social norms, and to reduce social hosting.
- Expand the reach of existing incentive packages for properties to support consistent enforcement of laws, policies, and referrals.
- Collect data about the frequency and scope of alternative activities to high risk drinking events as well as student awareness, interest and event attendance.

Strategy a: Sustain data collection efforts to assess impact of bar drinking and social hosting off-campus, perception of harm and getting caught, consistent enforcement of laws, policies, and referrals, social norms, social hosting, and overall impact.

Activities:

<i>Step</i>	<i>By Whom</i>	<i>By When</i>	<i>Evaluation</i>
Conduct Time for Change Project	Les Wiser & Rhonda DiNovo, GAs	September 2015	White Paper with Recommendations for University President and Columbia City Council
Verify all data sources available in 14-15 will be available in 15-16.	Data and Assessment Subcommittee	November 2015	Excel Spreadsheet shared with subcommittee members

Strategy b: Build capacity and support advocacy with local property managers, neighborhood

associations, law enforcement and other key community stakeholders to increase consistent enforcement of laws, policies, and referrals, to change social norms, and to reduce social hosting.

Activities:

<i>Step</i>	<i>By Whom</i>	<i>By When</i>	<i>Evaluation</i>
Maintain city wide data base of neighborhood associations, contacts, meeting dates (to include USC Neighborhood Assoc. and Center City Partnership)	SAPE & OCSS Office	ongoing	Excel Spreadsheet shared with subcommittee members
Create a presentation to share data collection and prevention efforts with neighborhood associations, property managers, law enforcement and city officials.	High Risk Drinking Off-Campus Subcommittee	January 2016	Documentation and tracking of attendance and presentations
Conduct key informant interviews with Neighborhood Association Presidents, Property Managers, Apartment Security Officers, USCPD and Community Police Officers.	High Risk Drinking Off-Campus Subcommittee	April 2016	Documentation and analysis of interviews
Meet with downtown district leadership to discuss ways to lessen mutually shared concerns related to high risk student drinking.	High Risk Drinking Off-Campus Subcommittee	April 2016	Documentation and analysis of meetings

Strategy C: Expand the reach of existing incentive packages for apartment complex properties to support consistent enforcement of laws, policies, and referrals.

Activities:

<i>Step</i>	<i>By Whom</i>	<i>By When</i>	<i>Evaluation</i>
Provide TIPS Training for property management staff	SAPE Office	May 2016	Post Survey Evaluation by Participants
Increase the number of student apartment complexes that have a working relationship with Off-Campus Student Services.	OCSS Office	April 2016	Total number of partner in off-campus living properties

Strategy D: Collect data about the frequency and scope of alternative activities to high risk drinking events as well as student awareness, interest and event attendance.

Activities:

<i>Step</i>	<i>By Whom</i>	<i>By When</i>	<i>Evaluation</i>
Examine and/or create a database of annual city and campus non-drinking events.	High Risk Drinking Off-Campus Subcommittee	January 2016	Excel Spreadsheet shared with subcommittee members
Conduct student surveys and/or focus groups to gage level of interest and awareness of existing events.	High Risk Drinking Off-Campus Subcommittee	April 2016	Documentation and analysis of focus group and survey results.
Gather available data and analyze student attendance at annual events.	High Risk Drinking Off-Campus Subcommittee	April 2016	Excel Spreadsheet shared with subcommittee members.
Meet with city and campus event sponsors to discuss marketing opportunities to increase student awareness and attendance.	High Risk Drinking Off-Campus Subcommittee	April 2016	Documentation and analysis of meetings.

Problem Priority #2: High risk substance abuse in special populations (FSL and students majoring in business) NEW Priority and NEW Subcommittee

Long Term GOAL: By March 2018, reduce high risk substance use in special populations by 10%.

Intended Outcomes:

Intended Outcome	Indicator	Data Source
Reduction in high risk behaviors:		
Consumption Rates	FSL and business major student reports of consumption rates per occasion for substance use	AlcoholEdu STIR FSL OSC
Frequency Rates	FSL and business major student reports of 30 day use	AlcoholEdu STIR FSL OSC
Consumption Rates of Illegal Substance: <ul style="list-style-type: none"> • Marijuana • Prescription Drugs 	Student reports of 30 day use of identified substances	CORE FSL STIR OSC AlcoholEDU
Mixing substances with alcohol	Student reports of mixing substances with alcohol	CDHC STIR
Sharing (giving away or receiving) prescription drugs (specified)	Student reports of sharing prescription drugs	
Reduction in Negative Consequences:		
Medical Transports	# of student transports to hospital due to substance use	OSC USCPD

	(other than alcohol)	
Injuries related to use	# of students seen at student health center for injuries related to substance use (other than alcohol)	TSHC
Arrests related to substance use	# of student arrests related to substance use (other than alcohol)	OSC USCPD
University sanctions related to substance use	# of students receiving sanctions due to substance use (other than alcohol)	OSC

Objectives: (to be determined by subcommittee)

- Reduce access and availability to alcohol and illegal substances.
- Increase the perception of harm and getting caught with illegal drugs and prescription drugs.
- Increase consistent enforcement of drug related laws and policies by campus and community partners (on and off campus).

Strategies: (to be determined by subcommittee)

- Collect and analyze data to assess location of use, consumption rates, frequency rates, perception of harm and getting caught, social norms, and overall impact of student substance use and how it relates to special populations being evaluated.
- Impact social norming in targeted identified environments in order to increase the perception of risk, harm, and getting caught around high risk substance abuse.
- Collaborate with staff and law enforcement that work with special population groups in identifying ways to address and reduce risk behaviors related to high risk substance abuse.

Action Planning:

Strategy A: Collect and analyze data to assess location of use, consumption rates, frequency rates, perception of harm and getting caught, social norms, and overall impact of student substance use and how it relates to special populations being evaluated.

Activities:

<i>Step</i>	<i>By Whom</i>	<i>By When</i>	<i>Evaluation</i>
Develop and review survey questions pertaining to high risk drug use to existing student surveys (ie. AlcoholEdu, FSL, OSC, Counseling Center, Pharmacy, etc.)	HRSASP	January 2016	Question have been added and need to continue to be reviewed
Collect data from OSC cases related to high risk activity and specific locations	OSC Office	September 2015	Data compiled in Excel and shared with subcommittee members
Conduct key informant interviews	HRSASP	January 2016	Facilitate focus groups of the identified special populations

Strategy B: Impact social norming in targeted identified environments in order to increase the perception of risk, harm, and getting caught around high risk substance abuse.

Evaluate opportunities for programming and potential “impact panels” in addressing social norm behaviors	HRSASP & SAPE	May 2016	Evaluate impact of the programs and potential partnerships
Conduct research in partnership with various stakeholders in effective messaging and initiatives centered on social norm behavior and individual responsibility.	HRSASP & SAPE	May 2016	Social norm marketing evaluation

Strategy C: Collaborate with staff and law enforcement that work with special population groups in identifying ways to address and reduce risk behaviors related to high risk substance abuse.

Recruit a diverse array of committee members for the subcommittee	HRSASP	December 2015	Assistance with the Community Organizing & Advocacy Committee
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The Campus Sexual Assault Strategic Plan is provided as an additional document, although it is also a part of the coalition’s strategic work this year.

This concludes the 2015-16 Carolina Community Coalition annual strategic planning document. This is in draft form and is subject to change throughout the academic year. The document has been prepared by the Director of Substance Abuse Prevention and Education and reviewed by the Steering Committee and all subcommittee chairs.