The College Party?
Drinking and Drug Use Trends among College Students in Louisiana

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A Little History...

- Campus Coalition for Community Change (CCCC)
- LA Center Addressing Substance Use in Collegiate Communities (LaCASU)
  - Louisiana Higher Education Coalition (LaHEC)
  - Baton Rouge Collegiate Alliance (BRCA)
2013 LOUISIANA CORE ALCOHOL AND DRUG SURVEY
Core Survey overview

- Behaviors, Perceptions, and Consequences Related to Substance Use among College Students
- Core Institute – Carbondale, IL
- March 4 – 30, 2013
- Funding Source (DHH-OBH)
What does the Core Survey Process look like?

- Identifying liaisons at each institution
- Obtaining IRB approval
- Survey administration
- Dissemination of results
Sample

- N = 7,740 students
- 22 Institutions of Higher Education
  - 5 community or technical colleges
  - 17 four-year institutions
Survey Demographics

Classification

- Freshman: 28%
- Sophomore: 25%
- Junior: 24%
- Senior: 23%
### ADMINISTRATION:
Spring 2009, Spring 2011, and Spring 2013

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of IHEs</td>
<td>33</td>
<td>35</td>
<td>22</td>
</tr>
<tr>
<td>Four-Year Universities</td>
<td>19</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>Two-Year Universities</td>
<td>7</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Technical Colleges</td>
<td>7</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>
18. During the past **30 days** on how many days did you have:

*mark one for each line*

<table>
<thead>
<tr>
<th></th>
<th>0 days</th>
<th>1-2 days</th>
<th>3-5 days</th>
<th>6-9 days</th>
<th>10-19 days</th>
<th>20-29 days</th>
<th>All 30 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Tobacco (smoke, chew, snuff)</td>
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<td>b. Alcohol (beer, wine, liquor)</td>
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<td>c. Marijuana (pot, hash, hash oil)</td>
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<td>d. Cocaine (crack, rock, freebase)</td>
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<td>e. Amphetamines (diet pills, speed)</td>
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<td>f. Sedatives (downers, ludes)</td>
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<td>g. Hallucinogens (LSD, PCP)</td>
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<td>h. Opiates (heroin, smack, horse)</td>
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<tr>
<td>i. Inhalants (glue, solvents, gas)</td>
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<td>j. Designer drugs (ecstasy, MDMA)</td>
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<td>k. Steroids</td>
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<tr>
<td>l. Other illegal drugs</td>
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</tbody>
</table>
## Louisiana Consortium
### 2013 Core Alcohol and Drug Survey, Statewide Results

<table>
<thead>
<tr>
<th>Groups</th>
<th>Issues</th>
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</thead>
<tbody>
<tr>
<td>State vs. National</td>
<td>Alcohol Use (30 days)</td>
</tr>
<tr>
<td>OBH Regional Comparison</td>
<td>Binge Drinking (2 weeks)</td>
</tr>
<tr>
<td></td>
<td>Tobacco</td>
</tr>
<tr>
<td></td>
<td>Marijuana Use</td>
</tr>
<tr>
<td></td>
<td>Other Drug Use (non marijuana)</td>
</tr>
</tbody>
</table>
Question #1: 
Louisiana vs. United States

Which has the higher 30 day use in the following:

- Alcohol
- Tobacco
- Marijuana
- Other Illegal Drugs
State vs. National: 30-Day Alcohol Use

- 2009 State: 64.1%
- 2011 State: 62.6%
- 2013 State: 64.6%
- 2010 National: 69.0%
State vs. National: 30-Day Tobacco Use

- 2009 State: 28.1%
- 2011 State: 25.1%
- 2013 State: 23.2%
- 2010 National: 23.3%
State vs. National: 30-Day Marijuana Use

<table>
<thead>
<tr>
<th>Year</th>
<th>State Use</th>
<th>National Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>15.6%</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>16.3%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>16.0%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>18.7%</td>
<td></td>
</tr>
</tbody>
</table>
State vs. National: 30-Day Other Illegal Drug Use

- 2009 State: 8.3%
- 2011 State: 8.0%
- 2013 State: 7.6%
- 2010 National: 6.4%
State vs. National: Binge Drinking

- 2009 State: 36.6%
- 2011 State: 36.0%
- 2013 State: 36.0%
- 2010 National: 44.8%
Driven a car while under the influence

- 2009 State: 33.2%
- 2011 State: 27.2%
- 2013 State: 25.9%
- 2010 National: 24.1%
Regional Results: Where’s the Party?
Regional Comparison: 30-Day Alcohol Use

- Region 1: Metro - 69.5%
- Region 2: CAHSD - 68.2%
- Region 4: 63.5%
- Region 7: 60.1%
- Region 8: 61.7%
- Region 9: FPHSA - 63.6%
Regional Comparison: Binge Drinking

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1: Metro</td>
<td>39.4%</td>
</tr>
<tr>
<td>Region 2: CAHSD</td>
<td>37.5%</td>
</tr>
<tr>
<td>Region 4:</td>
<td>34.8%</td>
</tr>
<tr>
<td>Region 7:</td>
<td>31.7%</td>
</tr>
<tr>
<td>Region 8:</td>
<td>34.9%</td>
</tr>
<tr>
<td>Region 9: FPHSA</td>
<td>34.2%</td>
</tr>
</tbody>
</table>
Regional Comparison: 30-Day Tobacco Use

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1: Metro</td>
<td>24.5%</td>
</tr>
<tr>
<td>Region 2: CAHSD</td>
<td>20.8%</td>
</tr>
<tr>
<td>Region 4:</td>
<td>28.4%</td>
</tr>
<tr>
<td>Region 7:</td>
<td>22.7%</td>
</tr>
<tr>
<td>Region 8:</td>
<td>21.9%</td>
</tr>
<tr>
<td>Region 9: FPHSA</td>
<td>32.3%</td>
</tr>
</tbody>
</table>
Regional Comparison: 30-Day Marijuana Use

- Region 1: Metro - 29.8%
- Region 2: CAHSD - 16.2%
- Region 4: - 10.7%
- Region 7: - 14.1%
- Region 8: - 13.0%
- Region 9: FPHSA - 16.6%
30-Day Other Illegal Drug Use

- Region 1: Metro - 11.1%
- Region 2: CAHSD - 7.6%
- Region 4 - 14.1%
- Region 7 - 6.7%
- Region 8 - 6.0%
- Region 9 - 12.3%
Limitations

- Low Response Rates
- University Participation
- Institutional-level Turnover
- Social Desirability Bias
- Online low response rates
- Oversampling of females
ATOD PREVENTION IN HIGHER EDUCATION
Support from the Administration
Comprehensive Drug Policy
Proactive Alternatives
Student Empowerment/Training

LSU Opportunities:

- My Student Body  
  http://www.mystudentbody.com/

- Student Health Advocates (SHA) Peer Educator Application  
  http://www.shc.lsu.edu/files/Application.pdf

- TEAM Class: Tiger Education on Drug/Alcohol Matters  
  http://www.shc.lsu.edu/index.php?page=wellness_programs

- Alcohol and drug education classes from the LSU Health Center  
  http://www.shc.lsu.edu/forms/wellness_education_presentation_request.php
Curriculum Infusion
Community Involvement

LSU’s Community Partners:

http://uiswcmsweb.prod.lsu.edu/edco/lacasu/BRCA/Partnerships/item29458.html
The essence of the environmental management approach is for college officials, working in conjunction with the local community, to change the campus and community environment that contributes to AOD problems.

Campus Task Force Coalition

Campus and Community Coalition

Associations of Colleges and Universities
Drug Testing

Motivational Interviewing

Recovery Housing (Spotlight: Rutgers)

Hotline for Alcohol and Drugs
Social Norming Campaigns

- Changing the misperceptions
  - Media/Ad campaigns on college campuses
  - Use legitimate data
  - Be creative
  - Avoid ‘health terrorism’
  - Use marketing strategies like you would to sell a product
    - Humor, attractiveness, etc.
LSU Interventions

- My Student Body
- TEAM Class
- CARE Team
- Office of Advocacy and Accountability
- Partnership with LSUPD, BRPD, DA, and City Prosecutor
- Redeveloping the campus coalition
- Psyc services
- Mental health counseling
- Outside referrals
Need More Information?

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