

Leon RDMC CSI STOP Project - College Underage Drinking & Binge Drinking Logic Model

Problem Statement: In Leon County there is Easy Retail and Social Access, a low perception of harm, and a positive social norm associated with alcohol use for under 21. There is a combination of lack of policies and procedures that allow under 21 in bars and establishments with legal drinkers. Currently establishments that serve alcohol do not have a mandate for Responsible Vendor Training or mandated over-serving rules. For bars and establishments that repeatedly allow underage/binge drinking and drink specials promotion there is a lack of education, sanctions, and fines; these actions and behaviors lead to a climate of underage and binge drinking among the 18-20 year old college students in the Leon County area. As a result, some of the 18-20 year old college students in Leon County experience increased alcohol related motor vehicle crashes, admittance into the emergency room for a high BAC level, increased risky sexual behavior, situational violence, injuries, poor academic performance and school code of conduct violations, as well as other more common and less serious experiences that indicate excessive use and can lead to more serious consequences in future.

Local Contributing Factors	Intervening Variables	Consumption Measures	Consequences	Interventions	Outcomes
Lack of social barriers result in 18-21 year olds sharing same social circles; social networking adds to this	Easy Social Access (TPD, Last Drink Survey, bar location)	Audit Data Score	<u>ER Admissions</u> 17-20 year olds have higher average (46.4) of ER Admissions in 7 month period than 21-24 year olds (44.7). There is direct correlation between the college student population and rate of ER admission. When the college population is at it's lowest during summer months the amount of admissions for underage is lowest. [Tallahassee Memorial Hospital (TMH) ER Admission Data]	Develop and obtain signed Memorandum of Understanding - commitments by organizations to a Community/Campus Collaborative	Reduce 30 day binge drinking for 18-20 year old
Legal drinkers and other adults (family members) provide alcohol to underage drinkers	Favorable Social Norms (Community events)	30 day use (NCHA/CORE) (64.8%)	<u>Alcohol Related Arrest</u> The amount of alcohol related arrest is of higher density in the area surrounding the campus communities than in the rest of the Leon County area. [Tallahassee Police Department (TPD) Incident Report Search Data]	Conduct Community/Campus Needs Assessment & Develop Logic Model	Reduce 30 day alcohol use by 18-20 year olds
Students overestimate drinking behaviors of their peers and misperceive by engaging in risky drinking	Laws and policies do not limit use, drink specials	Binge Drinking (NCHA/CORE) (42.8)	<u>Increased violence and disorderly conduct & Community Victimization</u> The percentage of crimes of opportunity, random acts of violence, and victimization increases in areas where there is a high density of establishments that serve alcohol or a victim or perpetrator is under the influence. [Tallahassee Police Department and Leon County Sheriff's Office data]	Conduct Community/Campus Resource Assessment	Increase the perception of wrongfulness of underage alcohol consumption and binge drinking on and off college campuses
Students have favorable attitudes toward alcohol and low perception of risk		<u>Blood Alcohol Concentration (BAC) Level from ER Admission</u> (Higher percentage in 17-20 year olds in low consumption <.02 and on the high consumption >0.20. There are more admissions in each of those BAC levels than others for the underage each month.) BAC from Tallahassee Memorial Hospital (TMH) Data	<u>Increased risky sexual behavior</u> (Florida Charts)	Develop Community/Campus Action Plan	Increase perception of harm from underage alcohol consumption and binge drinking within the community, among students, faculty, staff, and other responsible community adults
21+ adults do not believe their drinking habits have an effect on underage drinking		<u>DUI BAC</u> data for 18-20 year olds in Leon County [DUI Task Force and Tallahassee Police Dept. data] (35.3%)	<u>Increased Victimization</u> (Student Consequence data)		An active Community/Campus Collaborative committed to observance and collection of data, development of action plans to address underage alcohol consumption, and perseverance to establish goals and work to accomplish them
Lack of enforcement and lack of responsible beverage server training results in increased underage drinking.			<u>Student Conduct Violations</u> [Institute's of Higher Education (IHE's) data]		The Collaborative uses the SARG process to develop action plans
Influx of promotions and advertisements of alcohol in the community.			<u>Risky Alcohol Consumption</u> (SMART choices data)		<u>Education Activities</u> <i>Alternative Tailgating</i> <i>Responsible Beverage Service</i> <i>Break Away</i> <i>Safe Spring Break</i> <i>Social Norms</i>
Community wide events and culture encouraging a party atmosphere.					