

**University Committee  
Alcohol Updates – September 2014**

1. Scope of Issue: Data Highlights from fall, 2013 Alcohol Edu program for all incoming students administered pre-matriculation and at approx. 6-weeks. Compared to students at peer institutions, UW-Madison students:
  - are more likely to have consumed alcohol before coming to campus.
  - are more likely to consume alcohol
  - are more likely to become high-risk drinkers
  - are more likely to become problematic drinkers
  - are less likely to remain non-drinkers
  - are more likely to consume alcohol in university housing
  - are more likely to consume alcohol on Thursday nights
  
2. EverFi Campus Alcohol Prevention Action Plan: External review conducted by national alcohol prevention organization.  
Key Areas for suggested focus:
  - Avoid a mixed-message policy environment by examining, evaluating and adjusting the policy environment including student perceptions of enforcement and sanctioning.
  - Focused efforts in residence halls and creation of strong sense of community through both consistent enforcement and supporting healthy behavior.
  - Engage faculty and academic affairs to support prevention efforts including changes to academic schedule and increase academic rigor.
  
3. Recent Successes:
  - Responsible action guidelines
  - Revelry (end of Mifflin Street event)
  - New campus alcohol event policy
  - BASICS-mandated program for alcohol violations
  - Alcohol Edu-students alcohol education program for all incoming students
  - Badgers StepUp->2,000 student leaders
  - Alcohol website <http://students.wisc.edu/alcoholinfo/index.html>

4. Campus Metrics

	Fall, 2013	Goal-Peer average
% of students who report they are high-risk drinkers (>4 sitting women/>5 sitting men)	28%->42% (↑50%)	20%->27% (↑35%)
% of students who report they are problematic drinkers(>8 sitting women/>10 sitting men)	7%-> 14% (↑109%)	5%->8% (↑53%)
% of students who report pre-gaming when they use alcohol	63%	47%
% of students who report they “pre-game” in the residence halls when they use alcohol	31%	14%

5. Next Steps
  - Supporting the development of a Collegiate Recovery Community
  - The “First 45 Days” effort, a collaborative approach among student life units regarding education, programming, messaging, and enhanced enforcement during the first 6 weeks on campus
  - Implementing a comprehensive communications plan regarding the scope and impacts of alcohol misuse, efforts underway to address alcohol misuse, and creating a positive alcohol climate
  - Creation of alcohol dashboard
  - The Development of a community council including key civic and business leaders and representatives from Edgewood and Madison College to advance indicated practices, policies, ordinances within the Madison community