

Using a Bystander Model to Address High Risk Drinking: Highlights, Process and Outcomes

College Coalition for Substance Abuse Prevention
Annual Conference and Professional Development Meeting
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Presented by
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Using the Bystander to reduce high risk drinking

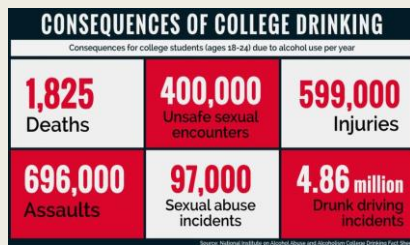
- Bystander Intervention initially used by the military in sexual violence prevention.
- How do we use the bystander model to reduce high risk drinking?
- Using a bystander intervention model to prevent death and other harms associated with high risk alcohol use.

Mission

Provide campus community members with the knowledge, awareness and skills to prevent toxic drinking deaths and to promote a student culture of kindness, responsibility, compassion and respect.

Introductions

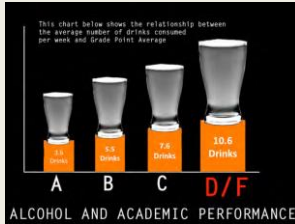
What is your role on campus?
Climate of high risk alcohol use on campus.



Impact of High Risk Alcohol use

Emotional
Dysregulation
Physical harms
Sleep Disruption
Financial Implications

- About 25 percent of college students report academic consequences of their drinking
- Heavy drinking associated with lower GPA
- Frequency of binge drinking associated with lower grades in college setting.



Tackling the issue

- Peer Education
- Social Norm Campaigns
- Parent Notification
- Campus and community coalitions
- Screenings and brief intervention programs
- Providing Sober Activities/limiting access
- Policy and Enforcement

Bringing in the Bystander

Missing link in interventions

Tackling the practical implications for when students have already made the decision to engage in high risk behavior

Harm reduction model minimizing harms of a dangerous situation

Ensures that all students are provided with accurate information about the dangers of alcohol use and know when, where and how to get help

Goals of a Bystander Model

Short-term goal

Decreasing Reluctance of peers to do necessary intervention (Call 911)

Long-term goal

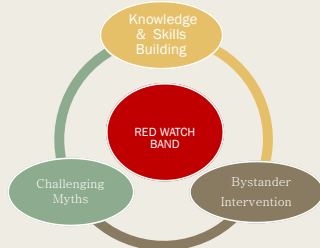
Changing Drinking culture

Rational

To prevent deaths and other harm caused by alcohol overdose. In order to do that, participants will gain the knowledge and skills needed to understand:

- How alcohol affects our physiology and behavior
- How to recognize an alcohol-related medical emergency
- How to respond appropriately and in accordance with university policies/procedures

Components of a program



Knowledge and Skills Building

- Helps students to overcome obstacles to intervention
- Practice making calls to 911
- In depth exploration of their own barriers to intervention
- Problem Solving

Bystander Model

 Notice the Event	Yes	No
 Interpret it as a Problem	Yes	No
 Assume Personal Responsibility	Yes	No
 Know How to Help	Yes	No
 Attempt to Help		

Barriers to intervening



Use of CPR

CPR teaches students how to respond to a medical emergency.

Survey results indicate that the number one reason students do not intervene in cases of ETOH overdose is that they do not perceive it as a medical emergency

Understanding alcohol overdose as a medical emergency is a protective factor from the bystander effect.

Assessment



Knowledge Measures

Self-reported knowledge

Knowledge, myths, and facts surrounding alcohol overdose

- I feel knowledgeable about toxic drinking and alcohol overdose
- I feel that I can ID high risk environments and behaviors
- I feel that I can identify myths about sobering up

Assessment

Behavior Measures

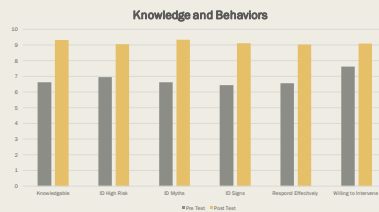
Willingness to intervene

Alcohol overdose response and action

- I am confident in my ability to respond effectively as a bystander
- I am willing to intervene as a bystander

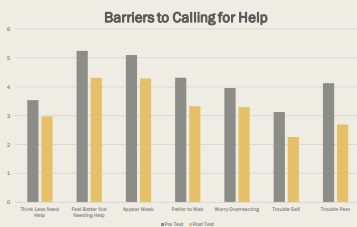
Assessment

Survey Results



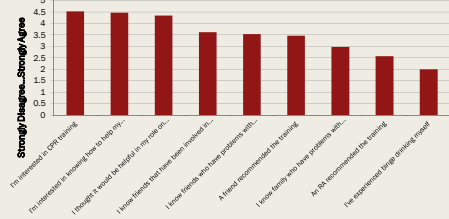
Fall 2016,
N=683

Survey Results



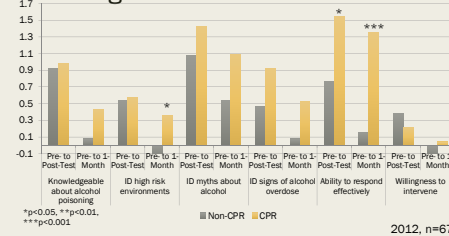
Fall 2016, N=683

Motivations

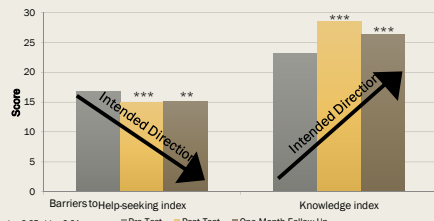


Fall 2016, n=464

Knowledge Measures

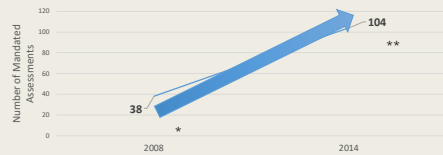


2012, n=67



Paired Knowledge and Help-seeking Indices

Mandated Assessment referrals resulting from hospitalizations due to alcohol intoxication/poisoning
Increased 74% since the implementation of RWB



Increase in mandated assessments

Outcomes

Program Participant Evaluations

- More than 50% of participants referred by a friend
- Over 90% want to learn how to help a friend
- Over 70% know friends who binge drink

Pre vs. Post RWB Training Tests Show Positive Gains in:

- Knowledge Acquisition
- Recognizing Signs of a Life Threatening Overdose
- Reduction of Barriers to Help Seeking Behaviors

Student Voices



"Learned something new every minute of the training. Would definitely recommend to others. Great overall."



"Thank you! I feel a lot more secure in knowing what to do and how to act when in a bad situation."

"RWB was great and I'm so glad I mustered the courage to come to the session. I look forward to helping others out."

"I liked the friendly, welcoming atmosphere during training. Definitely recommending it to others!"

"After this training, I am proud to say I will not stand by and just watch if the situation arrives. It was very informational and interesting."

<p>"Great Program"</p> <p>"I feel very knowledgeable"</p> <p>"Go Seawolves"</p> <p>"I'm better equipped to help my friends now"</p> <p>"Very interactive very informative"</p> <p>"I feel very aware"</p> <p>"We need to make this program bigger!"</p> <p>"I love this program and wish it were everywhere including high school"</p> <p>"RWB was great and I'm so glad I mastered the courage to come to the session. I look forward to helping others out."</p> <p>"Learned something new every minute of the training. Would definitely recommend to others. Great overall."</p> <p>"Thank you! I feel more secure knowing what to do and how to act when in a bad situation."</p> <p>"I liked the friendly, welcoming atmosphere during training. Definitely recommend to others"</p>	<p>"It was a fantastic experience. I am glad I have the knowledge to act in overwise situations. Hopefully I will never have to use it."</p> <p>"After this training, I am proud to say I will not stand by and just watch if the situation arises. It was very informational and interesting."</p> <p>"This was one of the most worthwhile and relevant things I've ever done."</p> <p>"I will refer it to my residents."</p> <p>"Motivated me to save a life!"</p> <p>"Possibly integrate RWB into 101 intro to SBU classes"</p> <p>"Great way to educate peers to help other"</p> <p>"I'm definitely going to recommend RWB to my suitemates & other friends"</p> <p>"We've invested friends binge drink many times always worried but not knowing when to act and this class has cleared everything for me and I am very confident on what to do"</p>
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Student Voices

Creating Social Change

SATURATION

Researchers at Rensselaer Polytechnic Institute used mathematical models to find 10 percent as the theoretical tipping point of social change

When 10 percent of the population holds “an unshakable belief,” it will soon spread to the majority of the population

Saturation

Development of Care Team



A large group of approximately 30 people, including students and faculty, are posed for a group photo in a room with large windows. Many of the individuals are wearing black t-shirts with the word "SAGE" printed on them. The group is arranged in several rows, with some people standing and others kneeling or sitting in the front. The setting appears to be a modern, well-lit interior space.

Development of Care Team

RED WATCH BAND

Erin Beckwith
Public Health
"I want to be a public health professional because I want to help people and make a difference in the world."

David
Public Health
"I want to be a public health professional because I want to help people and make a difference in the world."

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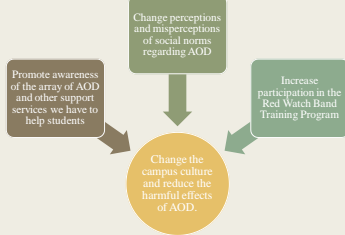
Saturation

Initial program	Program 2.0
Bystander Intervention	Bystander Intervention and Prevention/Outreach
Focus on Individual Behavior Change	Focus on Individual and Group Behavior Change
Limited Professional Staff as Trainers	Increase Number of Trainers to Increase Number of Training Sessions
One Graduate Assistant	Academic Internships and Practicum Experiences in Multiple Disciplines for Undergraduates and Graduates
	CARE Team of Peer Leaders that Conduct Prevention, Outreach and Assessment
	Focus on Changing the Social Norm and Campus Culture

Care Team Structure



Intended Outcomes



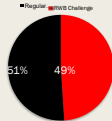
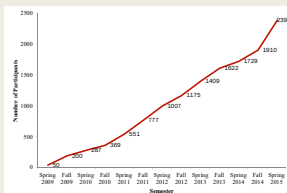
THE RED WATCH BAND CHALLENGE

Created by one of our CARE Team members. One group got trained and then challenged other groups to complete the RWB training as a team.



Results

• RWB Challenge

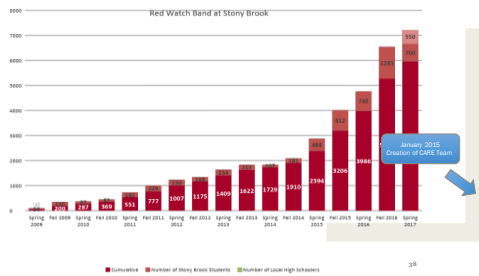


INTERACTIVE TABLING EVENTS



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SEEING A CHANGE



Training Overview

- Introductions
- Discuss barriers to intervention.
- Knowledge and skills training. Ask questions and then clarify /correct.
- Review high risk environments.
- Review myths vs. facts
- Calling for help-alcohol overdose as a medical emergency
- Role Plays

Barriers to Intervention

Why don't students intervene?

Don't believe it is life threatening
 Don't want to get friends in trouble
 Don't want to get themselves in trouble
 Adhering to a code of silence
 Desensitized to patterns of acute intoxication

Training

Identifying High Risk Drinking Environments

39% of College Students report high risk drinking
 Approx. 13% have a significant problem with alcohol use

How do Students Drink
 Where? What? How Much?



Training

Alcohol knowledge (Physiology)

The liver can only filter ONE UNIT of alcohol per hour; the excess is soaked up through the stomach lining into your blood stream and transported to the rest of your organs, acting as a depressant to the BRAIN, the HEART and all other organs.

There is NOTHING that can be done to speed up the metabolism of alcohol once it's in your system.

"once you have too much alcohol in your body, you're just along for the ride – you're gonna live or die, there's nothing you can do about it"

*Aaron White, Duke University, Dept of Psychiatry

Training

Drink equivalents

What constitutes one drink?



One 12 oz.
beer
5% alcohol



One 8.5 oz malt liquor
7% alcohol



One 5 oz glass of
wine
12% alcohol



Standard shot glass
1.5 oz
40% alcohol

Training

Myth Busting


1. Drinking coffee
2. Take a cold shower
3. Walking it off
4. Sleeping it off
5. Vomiting

Training

Role Plays

- Helps students to overcome obstacles to intervention
- Practice making calls to 911
- In depth exploration of their own barriers to intervention
- Problem Solving

Training



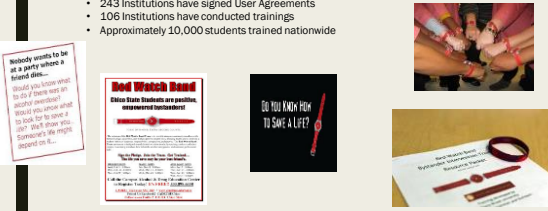
do Red Watch Band Training 2018

<https://www.youtube.com/watch?v=nYdfkRCM6zM>

Training

National Picture

- 243 Institutions have signed User Agreements
- 106 Institutions have conducted trainings
- Approximately 10,000 students trained nationwide



Red Watch Band
Ohio State Students are possible
RED WATCH BANDS

DO YOU KNOW HOW TO SAVE A LIFE?

National picture



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Questions?

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