Is *Everybody* Drinking??

Susie Bruce, Director  
Gordie Center for Substance Abuse Prevention

The goal of this session is to provide information on UVa’s prevention and education approach so parents can join us in sending complementary messages.
Misperceptions of reality

College is a place where we seek out truth. ....but it is also filled with misperceptions.
Hazardous Drinking Trends of 18-22 Year-Olds

- 12th graders WITH college plans
- 12th graders without college plans
- College student
- Others 1-4 years past high school

Poisoning deaths outnumber traffic crash deaths

http://www.cdc.gov/nchs/data/factsheets/factsheet_drug_poisoning.htm
67% increase in hospitalizations for alcohol overdose among youth 18-24 between 1999-2008

Source: White et al., 2011
Alcohol abuse that occurs while the brain is still developing, even into the early 20s, may have “profound and long-lasting consequences.”

Source: National Institute on Drug Abuse

Compared to older adults, the brains of young adults (< 25) respond differently to alcohol:

- More sensitive to memory impairment
- Easier to drink to impairment without realizing it
- Tolerance develops faster
- Less sensitive to sedative effects
The Young Adult Brain

Areas not fully developed until ~ age 25:

- Reasoning
- Impulse control
- Planning
- Decision-making

Source: H Scott Swartzwelder, Clinical Professor of Psychiatry and Psychology and Neuroscience, Duke University. Research supported by NIAAA and the U.S. Department of Veterans Affairs
When you have poor impulse control + emotional drive in high gear,

(can become)
Alcohol and drug use often begins here.
...much of our popular culture minimizes the consequences of alcohol abuse, especially in college, and some parents may think:

“what’s the big deal about a little drinking?”
Gordie died just 3 weeks after arriving on campus.

www.Gordiescall.org

Died with a BAC of 0.32

UVa student
Leslie Baltz
(1976-1997)
On a typical Saturday night, 7 out of 10 U.Va. 1st-years have between 0 - 4 drinks. This includes 48% who said they usually drink 0.

*2013 U.Va. Health Survey*
Of 100 U.Va. undergraduate students on a Saturday night...

35 drinking no alcohol.

24 drinking moderately - 1 to 3 drinks over the course of the evening.

25 drinking a bit more (4 to 6 drinks).

16 drinking heavily - 7 or more

*Nearly 6 out of 10 at low risk for problems*

*2013 U.Va. Health Survey*
Most students have never used tobacco
U.Va. Undergraduate Student Marijuana Use

- Never: 55%
- Past month, 18%
- Past year, 18%
- More than a year ago, 9%

*2013 U.Va. Health Survey

Most students have never used marijuana
U.Va. undergraduate student abuse of prescription stimulant drugs
(i.e., Ritalin, Adderall, etc. that were not prescribed to them or used for purposes other than intended)

U.Va. undergraduate student abuse of prescription narcotics
(i.e., Oxycontin, Percocet. that were not prescribed to you or used for purposes other than intended)

Why do we have misperceptions about alcohol & drug use?

We notice what’s different

In part because...
Majority thinks they are the minority

I’m the only sheep who has no clue where we’re going
Minority thinks they are the majority

Everyone else is just like me :)
47% of UVa students said they had consumed alcohol with the intention of getting drunk BEFORE they arrived at UVA.

2013 Alcohol-Wise survey of 3,282 Uva 1st year students
What about the students who DO drink heavily?

How do we help them reduce their risk?
UVa Peer Education

ADAPT
Alcohol & Drug Abuse Prevention Team

Student Athlete Mentors (SAM)

Peer Health Educators

Hoos Sober listserv of alcohol-free events
sympa@virginia.edu
Subject line: subscribe hoos-sober
90.1% of UVa students believe it is their responsibility to intervene when they notice a problem situation

(2013 Health Survey)
Web-based Alcohol Education Program for First-Year Students

All new students will receive login information by email in early August (July 1 for those in summer session). The program must be completed by move-in day. Parents will receive an email invitation to preview the course.
Poster series in all first-year bathroom stalls.
HOW TO HELP IN AN ALCOHOL EMERGENCY

If you suspect alcohol overdose or have concerns about an alcohol-related injury, seek immediate medical care. Delaying medical evaluation and treatment can be life-threatening.

IF THE PERSON HAS PASSED OUT:
- Roll him/her onto left side & prop head up.
- Stay with the person and call an RA or sober friend for assistance.
- Monitor breathing – Blood Alcohol Concentration could still be rising.
- Call 911 if he/she shows any signs of alcohol overdose (see below).

SYMPTOMS OF ALCOHOL OVERDOSE:
If you see any ONE of these signs, call 911 immediately!
Remember “PUBS”
- Puking (while passed out)
- Unresponsive to stimulation (pinch or shaking)
- Breathing (slow, shallow or no breathing)
- Skin (blue, cold or clammy)
Still not sure? The National Poison Control Hotline (1-800-222-1222) provides free, expert, confidential advice 24/7/365.

EMERGENCY ROOM PROCEDURES:
- Clinicians at the U.Va. Emergency Department and at Student Health DO NOT notify police or university officials in the event a U.Va. student is seen for an alcohol-related incident.
- Parents or guardians are NOT notified by clinicians without student permission unless a situation is deemed life threatening or the student is under the age of 18 and requires parental consent for treatment.
- Any 911 call from Grounds WILL result in automatic University Police response. The officer’s primary emphasis is care of the student. Follow up investigation will take place only in exceptional circumstances.
- There is NO charge for ambulance services for 911 calls near U.Va.
If you are stranded, or know you shouldn’t drive

Be SMART – Get a Ride!

Charge-a-Ride Program
(434) 295-4131

U.Va. students who find themselves in uncomfortable situations with no reliable or safe means of transportation and no money for cab fare can call Yellow Cab (434-295-4131), show a valid U.Va. student ID to charge the ride to U.Va. and pay via the Student Information System—no questions asked.

Billing Question?
Call (434) 924-4225

Used more than 1,400 times in 2013-14

Ask your student to put this number in their phone
Hoos in Recovery

A social support group for UVa students in recovery from alcoholism or drug addiction.

- non-judgmental
- non-critical

Weekly lunch meetings provided by the Parents Committee.

HoosInRecovery@virginia.edu
Your continued role

- Students trust parents for health information
- Avoid scare tactics
- Set clear expectations
- Discuss positive UVa norms
- Initiate conversations now
  - Heavy drinkers were 20x more likely to have healthy drinking patterns up to a year later when parents talked to them before move in day
    - http://healthland.time.com/2013/03/29/when-it-comes-to-curbing-drinking-college-students-do-listen/#ixzz2QdUKEx9s
- Repeat the message
Problem drinking and biology

• 25% of UVa students report a family history of problem drinking

• Family history = 4X greater risk

• Treat addiction like any other health issue
What else can parents do?

- Encourage good sleep habits
  - The bed is not for studying
- Average age when narcotic abuse begins = 21
  - Get rid of excess pain meds
- Focus on healthy alternatives for stress and pain management
Virginia Law  (Handbook for Parents pg. 79)

- Underage alcohol consumption/possession/purchase
- Purchasing, giving, providing, or assisting in providing alcohol to person under 21
- Using A fake ID

These are Class 1 misdemeanors

- **Mandatory** minimum $500 fine (max. of $2,500) or 50 hours of community service
- **Mandatory** driver’s license suspension - 6 month minimum, 1 year max.
- Possible jail sentence: up to 1 year

96.5% of student said their parents did NOT provide alcohol
THANK YOU!

www.virginia.edu/GordieCenter