



CENTER *for*
ALCOHOL *and*
SUBSTANCE
EDUCATION

Strategies for Student Athlete Substance Abuse Prevention and Health Promotion: The APPLE Model

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Presentation Overview

- ▶ Student Athlete Population
- ▶ The APPLE Model and Conferences
- ▶ Student Athlete Mentors
- ▶ Resources

A Day in the Life of a Student Athlete



Student Athlete Culture

▶ Targeted Population

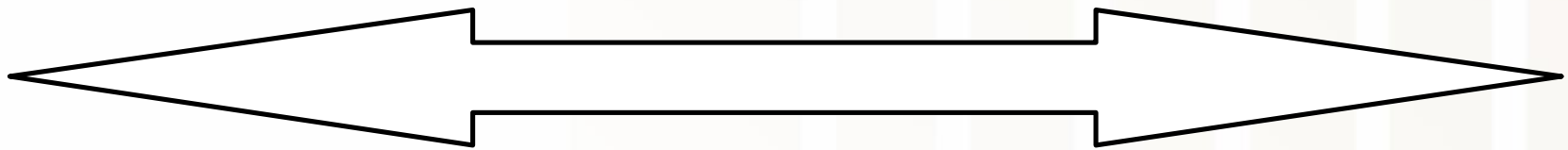
- 25% of male athletes = drunk 3+ times in past month; compared to 17% of non-athlete men
- 21% of male athletes intentionally drank to get drunk; compared to 15% of non-athlete men
- Women athletes drank more heavily than non-athlete women, but the difference wasn't as great as among men
 - *Wechsler, H., Davenport, A., Dowdall, G.W., Grossman, S. & Zanakos, S. (1997) Binge drinking, tobacco, and illicit drug use and involvement in college athletics. Journal of American College Health, 45, 195-200.*

What Are the “Protective” Qualities of a Student Athlete?

- ▶ Teamwork
- ▶ Athletic performance
- ▶ Compliance
- ▶ Value of sport

Importance of an Athletic Department

- ▶ Projects values to college athletes
- ▶ Is extremely influential in a college athlete's life



**Enabling/Reactive
Institution**

**Proactive
Institution**

What Substances Are Student Athletes at Higher Risk of Abuse?

- ▶ Performance enhancing substances
 - ▶ Alcohol
 - ▶ Spit tobacco
-
- NCAA Study of Substance Use Habits of College Students (2005)

What Substances Are They at Same or Reduced Risk?

- ▶ Cigarettes
 - ▶ Marijuana
 - ▶ Street drugs
-
- NCAA Study of Substance Use Habits of College Students (2005)

Alcohol & Athletic Performance

- ▶ Muscle development and recovery
- ▶ Ability to learn new plays and strategies
- ▶ Nutrition and endurance



Effects on Muscle Development & Recovery

- ▶ Consuming alcohol after a workout, practice or competition can cancel out any physiological gains
- ▶ Alcohol causes dehydration and slows down the body's ability to heal
- ▶ Alcohol affects sleep which your body needs to repair itself after a workout and to build muscle

Impairs Ability to Learn New Plays & Strategies

- ▶ Alcohol use inhibits ability to learn new information
- ▶ Alcohol use hampers memory and retention

Consider this...




- ▶ Consuming five or more drinks in one night can affect brain and body activities for up to three days
- ▶ Two consecutive nights of drinking five or more can affect brain and body activities for up to five days

Effects on Nutrition and Endurance

- ▶ Constricts aerobic metabolism and endurance
- ▶ Requires increased conditioning to maintain weight
- ▶ Inhibits absorption of nutrients

The APPLE Conferences

Promoting Student Athlete Wellness and Substance Abuse Prevention

Registration	Featured Speakers	Preliminary Agenda	APPLE Home	CASE
<p>Purpose</p> <p>The APPLE conferences, conducted by the Center for Alcohol and Substance Education (CASE) at the University of Virginia, are the leading national training symposiums dedicated to substance abuse prevention and health promotion for student athletes and athletics department administrators. The goal of the APPLE conference is to assist schools in promoting student athlete health and wellness by empowering teams of student athletes and administrators to create an institution-specific action plan.</p> <p>The APPLE conference helps you to:</p> <ul style="list-style-type: none"> Assess your athletics department's strengths and weaknesses in substance abuse prevention. Share ideas and resources with other colleges and universities. Learn about exemplary policies and programs including Student Athlete Mentor (SAM) programs. Listen to exciting speakers and experts in the field. Return to your campus with specific resources and an individualized plan for implementing change. <p>The APPLE Model</p> <p>There are seven distinct areas where athletics departments can address substance abuse. Discover how your athletics department can enhance alcohol, tobacco, and other drug abuse prevention efforts by examining the "slices" of the APPLE.</p>	<p>Conference Information</p> <p>Schools send prevention teams of no more than six members to learn about the seven "slices" of the APPLE prevention model. Teams may include, but are not limited to, athletics administrators, athletic trainers, life skills coordinators, coaches, and health educators and must include at least two student athletes.</p> <p>Housing, meals, and conference materials are partially funded by a grant from the NCAA Committee on Competitive Safeguards and Medical Aspects of Sports.</p> <p>Registration</p> <p>In order to supplement limited NCAA resources there will be a \$200 registration fee per institution for those who register on or before November 1st, 2007. Following November 1st the registration fee increases to \$250. Registration is required by Monday, December 3rd.</p> <p>Space is limited! Registration will be accepted on a first come, first serve basis. Active NCAA member colleges and universities are welcome.</p> <p>Schools are responsible for their own transportation; all other expenses including hotel accommodations, meals, and conference materials are provided.</p> <p>Travel</p> <p>The conference begins Friday at 5pm and adjourns at 11am Sunday. APPLE is jam-packed with educational sessions, speakers, and networking activities. If you want to sightsee, please arrive early Friday morning or plan to stay through Sunday evening.</p> <p>Air Travel to Charlottesville</p>	<p>Conferences for 2008 January 18-20, 2008 Charlottesville, Virginia and January 25-27, 2008 Phoenix, Arizona</p> <p>Celebrating 17 years of APPLE in 2008!</p> <p>APPLE 2008 is presented by the University of Virginia's Center for Alcohol and Substance Education (CASE)</p>  <p>and Department of Athletics</p> <p>Funded by the NCAA</p>  <p>In educational partnership with the Bacchus Network</p>  <p>Supported by the Center for Drug Free Sport</p> 		

Conference Goal:

- ▶ To assist schools in promoting student athlete health and wellness by empowering teams of student athletes and administrators to create institution-specific action plans
- ▶ The APPLE Model is the core of the APPLE Conferences
- ▶ Presented by the University of Virginia's Center for Alcohol and Substance Education (CASE)
www.virginia.edu/case/apple
- ▶ NCAA-funded since 1992
- ▶ Replicated at over 450 NCAA-affiliated schools
- ▶ Presented in educational partnership with
 - The BACCHUS Network
 - The Gordie Foundation

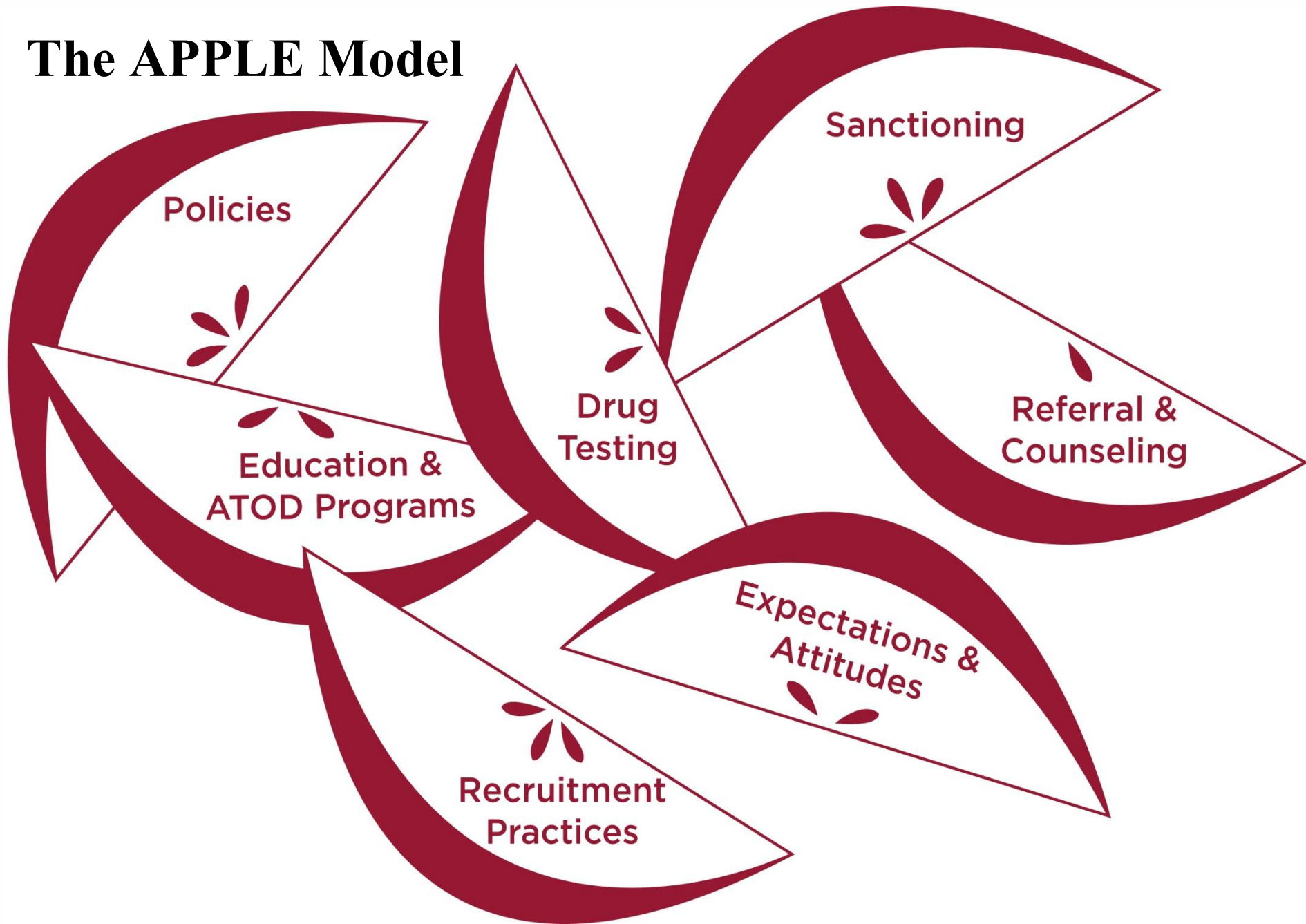


Conference Requirements

- ▶ Schools send prevention teams of 4-6 members, including at least **2** student athletes
- ▶ Each school completes an athletics department assessment
- ▶ Each campus team creates an individualized action plan.
- ▶ Each team participates in follow-up assessment (March and October)
- ▶ All meals, rooms and materials are provided through a grant from the NCAA



The APPLE Model



Recruitment Practices

- ▶ The athletics department does not promote nor condone illegal ATOD activities. All ATOD messages, verbal and written, formal and informal, and all contacts are consistent with the school policies.
- ▶ The athletics department recognizes that the **behavior of the recruit will be the responsibility of the student host**; and in addition, that the department bears the legal responsibility for the recruit's ATOD use.

Expectations and Attitudes

- ▶ Messages that coaches and staff, student athletes and others give during **orientation**, during the year, and by their own actions regarding ATOD use are consistent.
- ▶ Personnel in the athletics department adhere to the **same standards expected of student athletes.**

Policies

- ▶ The athletics department has departmental ATOD policies that incorporate the standards set in the current relevant federal guidelines and that clearly define testing standards (if applicable), procedures and sanctions.

- ▶ The policies are:
 - well-disseminated
 - uniformly enforced
 - and regularly reviewed.

Drug Testing

- ▶ Effective testing for drug use relies on the existence and implementation of standards to ensure
 - informed consent and confidentiality
 - integrity of the sample
 - reliable procedures
 - integrity of the report
 - specific sanctions associated with positive tests.

Sanctioning

- ▶ Disciplinary actions related to infractions of ATOD policies are:
 - **appropriate** to the infraction
 - clearly specified
 - well-disseminated
 - **uniformly enforced.**

Referral and Counseling

- ▶ Departmental policies specify the criteria for referral to treatment, and the procedural issues associated with referral, including **timeliness, confidentiality and expected follow-up.**
- ▶ Counseling resources include a range of modalities and **accessibility is compatible with class schedules, athletic training and travel schedules,** so that athletes can be seen in a timely fashion.

Education

- ▶ All new student athletes, cheerleaders, student managers and athletic trainers participate in a **mandatory** ATOD educational program.
- ▶ Materials and programs are regularly available through identified resources, and specifically **tailored to the needs of teams**, cheerleaders, student managers and athletic trainers.
- ▶ If the department has a Student Athlete Mentor (SAM) program, the **SAMs receive training and supervision** from appropriate ATOD professionals in ATOD facts and best educational practices.
- ▶ Coaches and staff are well-informed about ATOD facts, especially as they relate to student athletes.

Peer Education: Student Athlete Mentor (SAM) Program

- ▶ Uses positive aspects of peer influence
 - Internal team resource, role model
 - Recognize and prevent problems
- ▶ Peer-to-peer education
- ▶ Student-run leadership
- ▶ Coaches/staff support program
- ▶ Front line resource

University of Virginia SAM Program

“Develop and strengthen a sense of personal responsibility and wellness among student athletes”

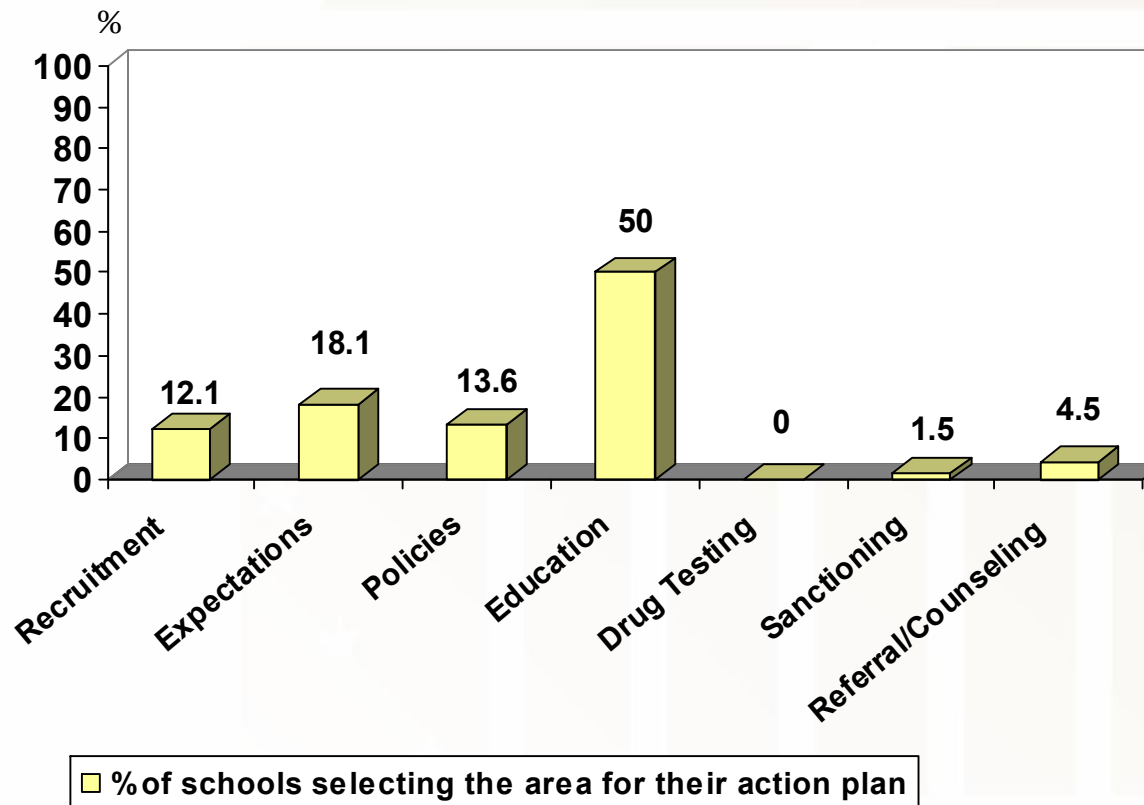
- ▶ Run by Student Leadership Council
- ▶ Each team is encouraged to have two representatives
- ▶ Nomination/volunteer selection
- ▶ Co-advised (*Lifeskills Coordinator/Health Educator*)



National Assessment of Student Athlete Mentor Programs

- ▶ Purpose of the study is to assess the extent and success of student-athlete peer education programs.
- ▶ Survey sent to NCAA Head Athletic Trainers and CHAMPS/Life Skills Coordinators
- ▶ Preliminary data:
 - 75% of schools reporting do not have a student athlete peer education program at their institution
 - *Of this group, 85% responded that they would be interested in implementing a similar program*
 - *Of the active programs, 50% have only been in-place for 0-2 years.*
- ▶ Results of this research will be posted on our website in May

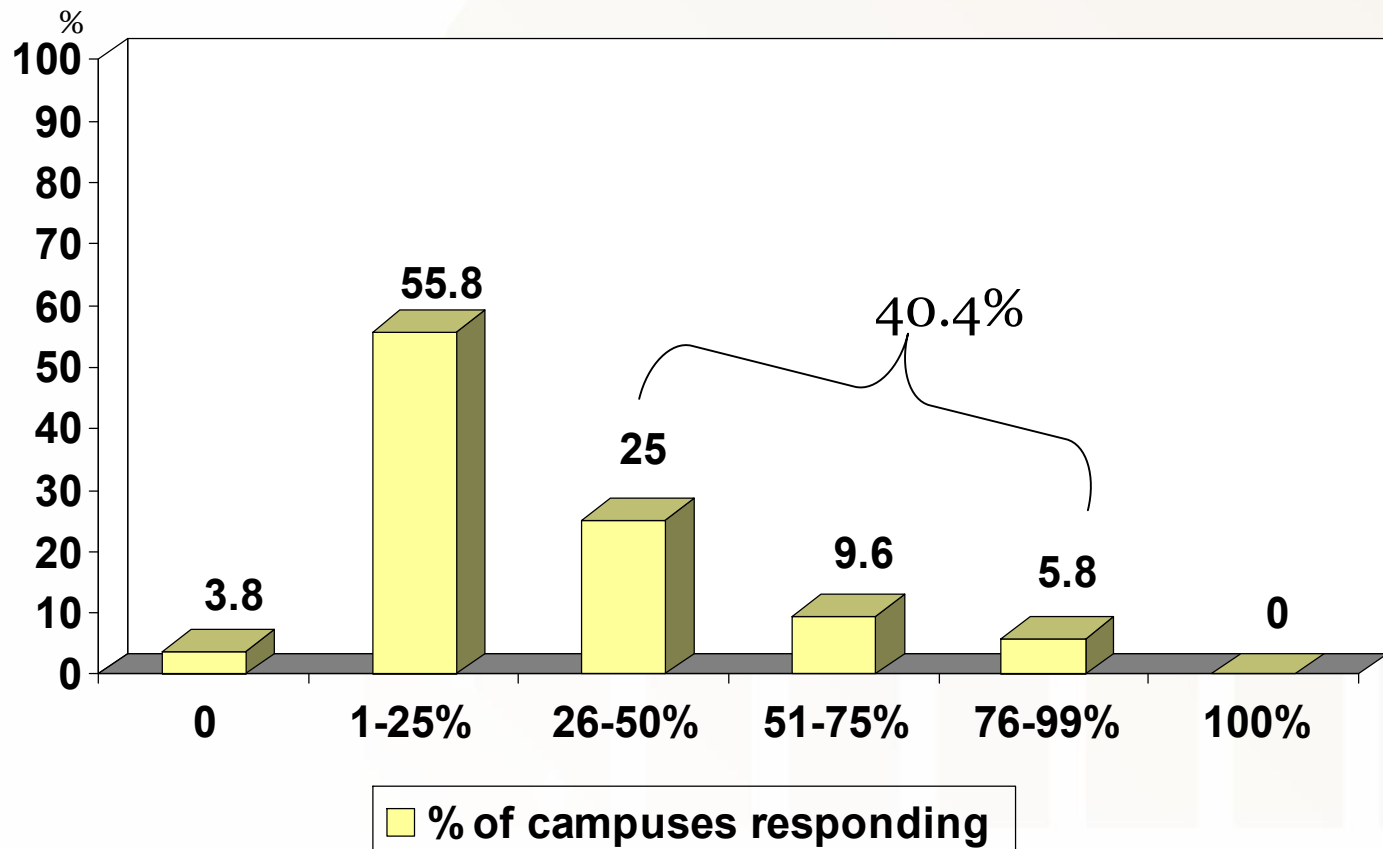
2008 Campus Action Plan Areas of Emphasis



2008 Team Contact Follow-Up Survey

(8 weeks following conferences)

What percentage of the action plan created by your team has been completed?



Conference Impact

- ▶ ***Mitchell College*** – *accomplishments as of October 2007*
 - *Created a week long anti-tobacco campaign*
 - *“[We] believe the greatest achievement was getting the student-athletes to ‘buy into’ the new policy.”*
 - *“The tobacco use seems to have decreased. We have implemented a policy that forces a ban on tobacco within 100 feet of the athletic building and fields, so you may think it's just not as obvious, but I have had many student-athletes approach me about quitting and how proud they were of themselves. Most of them attribute it to our campaign”*

How to Partner with Athletics

- ▶ Recognize the same as well as additional needs of student athletes
- ▶ Assess current needs and interest
- ▶ Connect with the Life Skills Coordinator
- ▶ Identify key personnel in athletics and in campus prevention
- ▶ Environmental/organizational considerations
- ▶ Bring the plan to all constituents
- ▶ NCAA resources
 - Speakers Grants
 - CHOICES Grants

Interested in Attending APPLE in 2009?

- ▶ Tentative Dates:
 - January 9-11, 2009 – West Coast Location
 - January 23-25, 2009 – Charlottesville, Virginia
- ▶ Cost is approximately \$200 for a team of up to 6. This includes lodging, food, and materials!!
- ▶ Brochures mailed in June to your Head Athletic Trainer and CHAMPS/Life Skills Coordinator
- ▶ See www.virginia.edu/case/apple for more current information
- ▶ Remember that the conference fills up quickly so encourage your school to register early!



The APPLE conferences are presented by the University of Virginia's Center for Alcohol and Substance Education (CASE)

www.virginia.edu/case/apple

appleorg@virginia.edu

434-924-5276.

The National Collegiate Athletics Association (NCAA) has funded the APPLE conferences since 1992.

www.ncaa.org/health-safety



The APPLE conferences are presented in educational partnership with:

The BACCHUS Network



Drug Free Sport