

**City of Lawrence
2007 Alcohol Tax Funds
Request for Proposals
Fiscal year 2007 (January-December)
Cover Page**

Agency Name: University of Kansas Center for Research, Inc.

Program Name: University of Kansas Fraternity & Sorority Life Alcohol and Risk Management Education Plan

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Request is for funding in the following categories and amounts:

<u>100%</u>	Prevention	<u>\$8,000</u>
<u> </u>	Treatment	<u>\$</u>
<u> </u>	Intervention	<u>\$</u>
<u> </u>	Coordination	<u>\$</u>

Proposal for Fiscal Year 2007 (January-December 2007)
Alcohol Tax Funds
The University of Kansas Center for Research, Inc.

Four in five college students drink alcohol, and two in five engage in heavy episodic drinking or "binge drinking" (O'Malley and Jonston, 2002; Wechsler et al., 2002b).

Members of college Greek-letter organizations, particularly fraternities, have been shown to use alcohol more frequently and in larger quantities than the general college student population (Cashin et al., 1998; Wechsler et al., 1994; Wechsler et al., 1995; Wechsler et al., 1998; Wechsler et al., 1996).

About 25 percent of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall (Engs et al., 1996; Presley et al., 1996a, 1996b; Wechsler et al., 2002).

The University of Kansas (KU) student enrollment of 26,000 represents nearly 25% of the City of Lawrence population. It is logical to assume that based on their average age, KU students are major contributors to the alcohol tax fund.

Addressing alcohol misuse is everyone's responsibility. However, certain populations in colleges have been shown to have higher rates of use than others. KU's Fraternity and Sorority Life grant proposal serves to address the fraternity and sorority community as well as the entire university community through collaboration with a variety of offices on campus. Specifically related to the Fraternity and Sorority Community, a total of \$3,900 has been identified for risk management education and programming for the 2006-2007 school year. (The Greek Programs fiscal year budget runs from July 1 to June 30.) The funding already identified will come from the Panhellenic Association and Interfraternity Council student budgets.

All alcohol tax funds requested are for Prevention. Most efforts will be directed for Selective Prevention, but through coordination with other University of Kansas offices and organizations, educational efforts will be Universal Prevention efforts. The program description reflects an initiative that is a promising approach to preventing alcohol related accidents among college students.

Program Description

Program Area: Project Safewatch

Project Safewatch is an initiative that was developed in the fall of 2005 between the Interfraternity Council and the Dean of Students in response to a rash of alcohol related incidents during the fall semester of 2005. Later in the fall semester the Panhellenic Association joined the Interfraternity Council in this effort. Based on feedback from the fraternity and sorority community, Project Safewatch was developed to avoid the messages of "Don't", "You can't", and "it's against the rules" and instead help fraternity and sorority members to learn what they can do and how they can help to protect and take care of each other when alcohol is involved. The mission of Project Safewatch is as follows:

Project Safewatch exists to reduce the number of accidents and incidents by empowering our fraternity and sorority members to assist each other in maintaining a healthy level of awareness during social, as well as everyday functions, in order to protect each other from harm.

The Project Safewatch initiative is a multi-faceted approach to confronting the issue of inappropriate behavior concerning alcohol in fraternities and sororities. This initiative uses a variety of approaches including, educational programming, competition, incentives, recognition, and assessment to try and change the attitude and belief that "It will never happen to me or my fraternity." The purpose is to provide the necessary education and incentive to help fraternity and sorority members make better decisions concerning themselves and others when they consume alcohol.

Needs Assessment

The Fraternity and Sorority Community (approximately 3500 students) is one that is very much in need of continued education and support in the area of alcohol consumption. Within the first week of classes in the fall of 2005, 50% of the fraternities on campus had allegations against them that either directly or indirectly involved alcohol mis-use or abuse. In the spring of 2005 the Fraternity and Sorority Community experienced the loss of a chapter, due to blatant disregard for personal safety of their members. In the fall of 2005 the fraternity and sorority community again lost a chapter and while the reasons were not directly related to alcohol, alcohol mis-use played a role in the fraternity's actions.

Research shows that peers exert the greatest influence on college students. Project Safewatch is a student initiated, student run, student friendly approach to education about decision making regarding alcohol. Through a variety of methods, Project Safewatch provides fraternity and sorority members with peer support and peer education to assist in making good decisions and taking care of each other.

Outcomes

Process outcomes:

1. Host a summit in September 2006 that will serve 400 students representatives of all of the fraternities and sororities at KU
 - Student representatives will take a pre-test of their individual attitudes regarding alcohol and its role in their fraternities and sororities.
 - The summit will educate students on the Project Safewatch initiative, its goals, purpose, and history.
 - KU Administrators and representatives from the KU Public Safety Office, Lawrence Police Department, Emily Taylor Women's Resource Center, and Lawrence Memorial Hospital will give the students in attendance some statistical background about incidents in the Greek Community.
 - Two student leaders will lead a discussion of the participants to identify specific changes at the *Greek community level* that are necessary to better protect fraternity and sorority members in situations where alcohol is present and will then create a community-wide action plan to enact the necessary community changes, using project Safewatch as a guide.
 - Representatives from the National Offices of the fraternities and sororities will guide the student representatives in individual organizational conversations about what change is necessary at the *chapter level* to better protect fraternity

- and sorority members in situations where alcohol is present and will then guide them in developing individual chapter action plans.
- Officers from the Interfraternity Council and Panhellenic Association will introduce the Project Safewatch Challenge to provide incentives to chapters for action taken and ultimately success in their individual chapter action plans as well as the community wide action plan.
 - Student representatives will take a post-test of their individual attitudes regarding alcohol and its role in their fraternities and sororities.
2. Execute the community action plan developed by the chapters at the Summit
 - Provide necessary educational programming surrounding critical issues identified at the summit
 - At least one educational session per semester
 - All open to the campus community
 - Provide KU and Lawrence Community resources to chapters to assist them
 3. Provide incentives for the chapters to make movement on their action plans
 - As chapters reach milestones in their action plans they would be rewarded with incentives (ideas to be generated at the summit to increase the validity of the incentives)
 4. Distribute an assessment at the end of the school year (2006-2007) to assess the behavioral outcomes stated below as well as individual attitudes regarding alcohol and its role in their fraternities and sororities.

Behavioral outcomes

1. Increase student knowledge of safer/healthier choices regarding alcohol.
2. Change the student belief that "It will never happen to me."
3. Increase student confidence in pulling a friend away from a dangerous situation involving alcohol.

Impact outcomes

1. Fraternity and sorority members will understand their responsibility and practice it on a daily basis in situations involving alcohol.
2. Alcohol, though it may still be present, will not be a central theme to all fraternity and sorority social events.
3. Fraternity and sorority members will not hesitate to pull a friend away from a dangerous situation involving alcohol.

Outcome Evaluation: Pre-and Post-tests will be given at the summit to establish some baseline data as to where the fraternity and sorority community is in regard to their attitudes about alcohol. Additionally, an assessment will be given at the end of the 2006-2007 school year to determine change in the behavioral outcomes.

Coordination

Partnerships include:

External to KU – DCCCA, Lawrence Police Department, Lawrence Memorial Hospital.

Internal to KU – Emily Taylor Women’s Resource Center, Department of Public Safety,

Programmatic Partnerships may include:

Watkins Health Center, Legal Services for Students, Adams Alumni Center, SafeRide, Student Housing, Student Senate, and Athletics

Organization Capacity

Student Involvement’s track record in advising student organizations is well established and is normal and typical assuming adequate staffing/funding. Additionally, student leaders in the Interfraternity Council and Panhellenic Association will oversee all Project Safewatch efforts.

2006 Budget

Category	Grant Funds Requested
Personnel	\$0
Fringe Benefits	\$0
Travel	\$0
Office Space	\$0
Supplies: Office	\$0
Supplies: Other	\$8,000

Incentives (\$4,000)

- 40 Chapters x \$100/per chapter = \$4000
- Incentive ideas are to be identified at the summit, however possibilities could include:
 - Donation to the chapter’s philanthropy of choice
 - Purchase of a necessary item for the chapter
 - Contribution toward safe transportation for a social event

Education (\$4,000)

- 2 programs per semester at \$1000 per program = \$4000
- Necessary programs will be identified at the summit based on student input but could include topics such as:
 - Alcohol & Sexual Assault
 - Drunk Driving
 - Creating a safe environment at social events
 - Identifying an alcohol problem in a friend
 - Personal and chapter liability when alcohol is involved

Equipment

\$0

Total Grant Request:

\$8,000

Other Secured Funding Sources for 2007:

Greek Programs Budget

\$3,900

University—Coca-Cola Programming Grant

Apply for funding per event

ASSESSMENT DATA	GOALS/ OBJECTIVES	TARGET GROUP	STRATEGIES	PROCESS OUTCOMES	BEHAVIORAL OUTCOMES	IMPACT OUTCOMES
<p>This year we will be working to establish baseline data as to where our students are regarding the behavioral outcomes.</p>	<p>Increase student knowledge of safer/healthier choices regarding alcohol.</p> <p>Change the student belief that "It will never happen to me".</p> <p>Increase student confidence in pulling a friend away from a dangerous situation involving alcohol.</p>	<p>Fraternity & Sorority Students (approximately 3500 students)</p>	<p>Summit – Collect Baseline Data</p> <p>Action Plans (community wide and individual chapter)</p>	<p>400 Students will attend a summit in September 2006.</p> <p>32 Chapters will develop individual Action Plans to address behavioral outcomes in September 2006.</p> <p>Throughout the year Incentives will be provided to all chapters (up to 32) who make progress in implementing action plans.</p> <p>In April 2007, an assessment will be provided to approximately 3500 students to address changes in behavioral outcome areas.</p>	<p>Increase student knowledge of safer/healthier choices regarding alcohol.</p> <p>Change the student belief that "It will never happen to me."</p> <p>Increase student confidence in pulling a friend away from a dangerous situation involving alcohol.</p>	<p>Fraternity and sorority members will understand their responsibility and practice it on a daily basis in situations involving alcohol.</p> <p>Alcohol, though it may still be present, will not be a central theme to all fraternity and sorority social events.</p> <p>Fraternity and sorority members will not hesitate to pull a friend away from a dangerous situation involving alcohol.</p>