

BLOOMINGTON NORMAL Community Campus Committee



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Campus and community collaboration: The key to success

A campus and community prevention coalition might be new to us in Bloomington Normal but it has its footing in other communities and research is beginning to show just how important this collaboration is. The College Drinking Task Force of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) suggests that the effectiveness of prevention strategies that treat a college and its surrounding community as a single environment is strongly supported by research and should increasingly be considered a necessary component. The Center for Substance Abuse Research reports “this strategy should increasingly be considered an essential component of any college drinking prevention and intervention effort.”

The NIAAA points out that examples of campus and community coalitions come from across the country. There are 10 campus community partnerships funded by the American Medical Association reporting early signs of success in a program called A Matter Degree (AMOD). Some of these include a reduction in high-risk drinking rates from 64 percent to 55 percent. This took place at the University of Nebraska within the first four years of the coalition bringing the university together with agencies in the city of Lincoln. Another reported success took place in Atlanta when the city collaborated with the Georgia Institute of Technology and saw reductions in both high-risk drinking and student DUI rates after having a statewide keg registration law put in place. A third example comes from Lehigh

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University which attributes a dramatic reduction in alcohol-related crimes on campus to the work of a campus and community coalition.

The list continues but the basic idea is that change comes from intentionally modifying the environment. Here is where the BNCCC's Community Strategic Plan is critical. Committee members are actively working to impact social environmental factors that influence student drinking. To have the most impact on drinking-related problems, we need your help.

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How raising the alcohol tax can save lives

For years research has suggested that price impacts consumption. This is not a new thought. We see this reflected in the laws banning Happy Hour. It is reflected in BNCCC's efforts to put in place a keg registration ordinance. Almost instinctively, we know that when the price goes down, we want and feel we can have more. What is new is the latest research released regarding the impact of raising the alcohol tax twice in Alaska over 20 years had. This research, suggesting that each time the state of Alaska raised its alcoholic

Please see *What Is STEPS* on page 3

How raising the alcohol tax can save lives

beverage tax fewer deaths were caused by or related to alcohol, has heightened our sense that we can be doing more.

So, what exactly did this research find? When Alaska raised its alcohol tax in 1983, deaths caused by or related to alcohol dropped 29 percent. When the tax was increased in 2002 it was followed by another 11 percent reduction. The study's lead author, Dr. Alexander Wagenaar, a professor at the University of Florida's Department of Epidemiology and Health Policy Research was noted as saying, "Increasing alcohol tax saves lives; that is the bottom line."

Looking at other research that has been conducted we find that Finland found similar results when examining the relationship between alcohol taxes and alcohol related deaths. The difference is that while Alaska found good results from raising alcohol taxes Finland had bad results from lowering theirs. To explain, in 2004, after years of having high taxes, the Finnish government decided to lower taxes 33 to 44 percent to prevent patrons from flocking to neighboring nations in search of cheaper booze. When they did this, consumption levels in Finland increased 50 percent from the previous year and arrests for drunken and disorderly conduct increased by 11 percent.

*"Increasing alcohol tax saves lives; that is the bottom line."
Dr. Alexander Wagenaar*

The Center for Science in the Public Interest has taken an even more in-depth look at taxes and consumption. They propose that numerous studies have shown that raising beer taxes will help reduce alcohol related problems such as:

- Gonorrhea and syphilis rates
- Incidents of crime and violence, especially domestic violence, child abuse and rapes
- Beer consumption by underage youth
- Alcohol-related traffic fatalities and crashes

They go on to suggest that increasing beer taxes could provide millions of dollars for state coffers that could be used for education programs, healthcare funding, and substance abuse programming as well as potentially increasing college attendance and graduation rates.

In addition to possibly increasing college attendance, a 1998 study conducted by Grossman and Markowitz estimates that raising beer prices by 10% would have a dramatic impact on college students' violent behavior, including a:

- 4.5% drop in the rate at which students get into trouble with the police, residence hall, or other college authorities
- 5.5% drop in the rate at which students damage property
- 3.4% drop in the rate at which students get into arguments or fight
- 3.6% drop in the rate at which students take advantage of another person sexually or are taken advantage of sexually

Given all of this information, any focused effort to address alcohol taxes would require sustained efforts and discussion, but clearly alcohol taxes are one potentially powerful tool for addressing alcohol issues. Continuing the dialogue is the next step.

What is STEPS?

If you spend any time with the BNCCC you are likely to hear people talking about STEPS. You may ask, "What is it?" STEPS is an acronym for Safety Training to Encourage Profitable Services. It is a preventative measure to discourage overconsumption, prevent underage drinking, and keep drunk drivers off the roads. STEPS is designed to help sellers/servers of alcoholic beverages serve responsibly and stay within the law. Participants who successfully complete the course are BASSET (Beverage Alcohol Sellers and Servers Education and Training) certified, meaning that they have completed a course approved by the State of Illinois.

STEPS was formed in the winter of 2000 in Will County and had as its mission to work with the hospitality industry to: (1) meet the growing challenge of balancing legal and social responsibilities with demands for running a profitable business, and (2) to provide a safe environment that discourages the illegal use of alcohol and illicit drugs. It was brought to McLean County in 2005 by Heartland Coalition for Youth and Families, via a committee that became known as the BNCCC. The BNCCC maintained the original STEPS mission and goals that include:

1. Enhance a healthy and safe business climate for the hospitality industry
 - Develop training resources for the hospitality industry.
 - Increase communication and cooperation between hospitality industry, colleges, and other community stakeholders.
 - Improve the relationship between the hospitality industry and the community by increasing community awareness of those industry members who support the STEPS mission.



- Increase the number of businesses who conform to city and county ordinances and state liquor laws.
2. Decrease underage alcohol use and illegal use of other drugs in McLean County among students.
 - Decrease DUI in the target group.
 - Decrease injuries in the target group related to the use of alcohol and/or other drugs.
 - Decrease underage consumption of alcohol.
 - Reduce the use of illegal and fraudulent IDs.
 - Increase communication between hospitality industry, colleges and enforcement agencies regarding sanctions against students who are cited for alcohol and other drug related problem behavior in the community.
 - Increase awareness of risks related to underage drinking and club drug use through a range of prevention strategies to students.
 3. Develop and enhance the relationship between the community, the hospitality industry and institutions of higher education.

- Support sound public policy development and implementation regarding alcohol and illegal drug use.

To date McLean County STEPS has trained 175 bar owners, servers, and bartenders in 11 separate server trainings. The program offered covers five topic areas in great detail:

Alcohol facts — Blood Alcohol Concentration (BAC), the effects of alcohol and/or drugs on driving performance. BAC levels related to body weight, gender and amount of alcohol consumed per hour.

Prevention and intervention techniques – use of alternative beverages, designated driver programs, tips for recognizing potential problems, assuring customer safety, refusal of service

State and local laws – laws pertaining to the sale of alcohol, civil and criminal charges and penalties, DUI laws and penalties

Proper identification techniques, police policies and expectations – how to properly check ID cards and driver’s licenses, proper use of police, fire and paramedic services

Dram shop liability, insurance, and victim’s rights – third party liability, procedures for protection against possible litigation

The community partners involved in preparing, promoting, and presenting this program include: Heartland Coalition for Youth and Families, Project Oz, Bloomington–Normal Community Campus Committee, Normal Police Department, McLean County Sheriff’s Department, Chestnut Health Systems, Illinois State University, Illinois Wesleyan University, Heartland Community College, and Lincoln College Normal.

The STEPS Program is a great asset to our community. Should you have any additional questions or you would like to participate in the program, please contact Deb Zilm at 309–827–0377 ext 230 or by email at Deborah@projectoz.org.

Feedback from STEPS Participants

Participants have been asked, “What one thing sticks out in your mind from today’s training session?” Here are some of the responses:

- *“Knowing when and how to cut someone off in a polite manner. I realize now I shouldn’t feel so bad. I have the law on my side.”*
- *“The liability associated with alcohol service.”*
- *“The biology of how alcohol is absorbed.”*
- *“Was all good.”*
- *“Learning Dram Shop Laws/Happy Hour Laws and how to estimate intoxication of patrons and how to deal with them.”*
- *“The ways to tell if an ID is fake. I never knew how to tell before today.”*
- *“Some of the changes in new laws were very encouraging. Good job teachers!”*
- *“Variety of conditions that can arise, warning signs to look for, observing patrons early.”*
- *“I didn’t realize how responsible I actually was once the patron left the bar. Thank You!”*
- *“Instructors were very knowledgeable & answered all questions. There was a lot of information covered-very informative & complete. It is reassuring to know that the community of Normal (& Bloomington) is concerned about alcohol awareness & responsible service of alcohol.”*
- *“How open the trainers were to questions and how they handled them.”*

BNCCC Member Spotlight



Dan Kelley is one of two Co-Vice Chairs of the BNCCC. So, if you come to a meeting there is a fifty percent chance he will be leading it with humor and compassion. Dan has been with the BNCCC since inception and has a history of community involvement.

Prior to participation with our committee Dan was a member of the Heartland Coalition and he supervised a shift of police officers working from 6pm–4am, or what is referred to as the “party shift.” Along with a core group of individuals Dan identified a need to bring STEPS (see article on page 3) to our community and formed a STEPS Committee that functioned for years prior to reorganizing and becoming what is now the BNCCC. He jokes about coming for the free lunch but in the beginning there was no food. His interest in reducing high risk drinking among students is genuine and grew naturally as a result of his work with students and his participation with the Heartland Coalition.

Dan’s commitment to bettering our community continues. It is evidenced by his fourteen year career with the Town of Normal Police Department where he is a police sergeant and currently supervises the Criminal Investigations Division. He is also a dedicated father of two little girls, Megan and Erin. When the girls don’t have other plans for him, Dan enjoys landscaping and gardening. He also helps out his family farming operation several months of the year.

When Dan was asked if there is anything else he would like to share with others related to the BNCCC or otherwise he added, “I have immensely enjoyed getting to know the people in this group. I truly believe that the familiar relationships we have developed within the BNCCC have moved us closer toward accomplishing our mission and improving our community. Thanks to each of you for making the effort!”

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Highlighting one objective of the BNCCC, we hope our community can increase student compliance to community standards regarding alcohol use and related behaviors. There are several steps the BNCCC is working on to help achieve this objective. The first is to codify community standards of alcohol use and related behaviors in Bloomington and Normal. In other words, what drinking related community problems are most troubling to a neighbor? Noise? Trash? Vandalism? Other behaviors associated with public intoxication? Community forums will soon be conducted in Bloomington–Normal to review community standards regarding these issues. The results from these forums will then be used to increase student knowledge of community standards. Please watch for the scheduled forums and join us. Forums will be open to any community member, young and old.



Help us fill the seats. Watch for community forums being conducted at Heartland Community College this spring.

CAMPUS TALK

Illinois State University Update



The ISU Alcohol Task Force finalized its assessment plan and is currently working on three priorities identified for this year's focus: conducting an inventory of messages incoming students receive about alcohol, looking at ways to increase Wednesday–Saturday late night programming, and promoting a social marketing campaign (“think about your choices”). A fact sheet has also been developed to use in departmental presentations around campus. Two task force members spoke to the entire University College staff on December 8th and used the fact sheet for that presentation. Three ISU staff members attended the Higher Education Center Alcohol, Drug and Violence Prevention national conference in Minneapolis in November.

The Latest at Illinois Wesleyan University



1. The task force continues to meet and address the strategic plan. We met with the Sodexo Management to discuss any concerns surrounding alcohol at Tommy's. There are no concerns. Sodexo staff goes through a server training offered by Sodexo. They also agreed to go through the STEPS training when it is offered again.
2. The Alcohol Biennial Review has been completed and signed by Dean Cavins and President Wilson
3. ORL Staff Have used the clickers for an alcohol presentation and expressed that it was a huge success. We will plan on using these more in the upcoming semester
4. Planning has begun for the distribution of the Core Survey and the BNCCC Survey.
5. The C.H.O.I.C.E. Peer Education Group has done several educational programs surrounding alcohol including:
 - a. Handing out water bottles with social norm messages on them during Halloween
 - b. Being part of non-alcohol campus crawl which raises awareness to alcohol issues
 - c. Shot Glass Bingo – A bingo game that incorporates facts about alcohol as the bingo numbers are read.

News from Lincoln College

Currently no new updates.

Headlines from Heartland



Members of HCC's BACCHUS Club have been active in recruitment, education and training. During National Alcohol Awareness Week, club members offered students free glasses of root beer in the campus cafeteria. During finals week, they handed out snacks in the Academic Support Center. The club shared tips for being a responsible social host both in an article in the campus newspaper as well as in flyers distributed across campus. Club members are in the process of being certified as peer educators.

In an effort to reach out and help students who suffer from alcohol and substance abuse, the HCC Campus Coalition sponsored its first AODV prevention workshop in conjunction with the HCC BACCHUS Club and Health & Human Services Department. Local members of Alcoholics Anonymous and Cocaine Anonymous spoke to faculty and staff about their personal experiences and the interventions that were most helpful along their journeys. The November event provided suggestions for identifying students who might need assistance as well as ways to approach them. Both organizations will be providing HCC with complimentary information stands and literature.

Two members of the Campus Coalition attended the 22nd Annual National Meeting on Alcohol and other Drug Abuse and Violence Prevention in Higher Education in St. Paul, MN.

A concerned parent and HCC staff member arranged for Campus Coalition members to participate in an online seminar entitled "The Amethyst Initiative Debate: Rethinking the Drinking Age."

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Mission

To reduce high risk drinking and its
consequences among Bloomington-
Normal students

We will soon be on the Web!

Check back for our

Web site address

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