



Mission Statement

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

Past, Present and Future

The BNCCC originally started as the STEPS Sub-Committee in January of 2005 from a larger McLean County coalition called the Heartland Coalition for Youth and Families. The STEPS sub-committee was formed and functioned as a server-training committee training local bar owners and servers on responsible alcohol service. In August of 2006 the STEPS sub-committee held an expanded meeting in which it began strategic planning efforts, in September of 2006 the committee developed a mission statement, and in

October of 2006 the sub-committee was renamed the Bloomington Normal Community Campus Committee or BNCCC.

Starting in March of 2007 Chestnut Health Systems on behalf of the BNCCC applied for a competitive grant titled the Strategic Prevention Framework and were notified on May 1, 2007 that they were awarded the grant. The grant is a three year grant that was written to focus on binge drinking. The first year of the grant efforts have focused on

conducting assessments and data collection activities. All four local colleges and universities implemented the CORE survey and another survey designed by one of our consultants, Dr. Andrew Wall. The information obtained from the assessments has helped us to develop a strategic plan to address our needs and challenges. The strategic plan will guide our decisions on programs, policies and resources for the next two years.

Individual Highlights

Illinois State University	2
Lincoln College	2
Illinois Wesleyan University	3
Heartland Community College	3
Meet our coaches	4
How to get involved	4

Ride A-Longs

One assessment project that the BNCCC participated in was ride a-longs with one of our partners the Normal Police Department. The Normal Police Department has a designated group of officers called the "Party Patrol." This unit operates Wednesday night through Saturday night from the hours of 6 p.m. to 4 a.m. These officers experience first hand the devastating effects that binge drinking has on our local college and high school students. Although it is impossible to estimate the number of keg parties that take place in a given year in the campus community in 2006 NPD cited 89 individuals with unlawful sale of alcohol. Of those 89 sales, about 75 would have been a result of individuals hosting underage drinking parties, with almost each one providing alcohol from a keg(s). Additionally, from officer experience the majority of parties have between 2 and 5 kegs present at the typical apartment party. There are also times that NPD raids a party in which no one is 21 years of age. It is been very difficult to find out who bought the kegs and delivered them to the minors.





"Progress has been made toward helping ISU become a safer healthier campus."

Illinois State University Makes Progress in Reducing High Risk Use of Alcohol

Illinois State University conducted the Core Alcohol and Drug Survey in late February –early March 2008. The outcomes, while still indicating high risk use at above national average levels, indicate that progress has been made toward helping ISU become a safer, healthier campus.

This progress has been due to the concerted efforts across many departments to address both individual and population-based change. While not an exhaustive list, some of these efforts include:

- The formation of a campus-community coalition comprised of representatives from the four Bloomington-Normal college/universities,

- governmental and community agencies, and local law enforcement

- The formation on each campus of an alcohol task force; each task force is currently drafting a strategic plan to address reducing high risk drinking

- Integration of the evidence-based BASICS (Brief Alcohol Screening in College Students) intervention into the ISU judicial process (all 2nd alcohol violations meet for two 1-hour sessions with a licensed clinician)

- Conducting on-going server trainings for local liquor establishments (more than 180 servers have been trained to date)

- Conducting social host responsibility presentations for Registered Student Organizations

- Moving the alcohol education class to the first alcohol violation; more than 700 students per year have been exposed to the educational information contained in this class

- Increased assessment efforts, including environmental scans, a survey on conducting safe parties, a survey on celebratory drinking patterns at ISU, and reviewing when and where violations are occurring in order to implement programmatic changes

- Improved consistency in judicial sanctions. As an example, all underage students attending off-campus parties are now required to undergo university sanctions.

Report from Lincoln College

Lincoln College – Normal is a dry campus, meaning no alcohol, no empty alcohol cans, and no empty alcohol bottles are allowed. This policy should not be a huge deprivation on the students because the majority of students who live in the residence halls are under the age of 21. It is very rare that the students who are of age violate the alcohol policy, but all too often we have under age drinking occurring on our campus. The students usually do not

violate the alcohol policy among themselves and their roommates; it is usually when they have guests who are non LCN or MCC students. These students and their guests sneak alcohol into the apartment style residence halls and are usually caught because they have unregistered guests, are making too much noise, or are not following the proper parking procedures. When students are found in violation of the alcohol policy for the first time, they are fined \$50, a letter is sent home to their parents, and they must have a 30 minute counseling

session with Chestnut Health Systems. When students are found in violation again, the fine and counseling is increased and risk being dismissed from the residential area of campus. Students' guests can also be banned from campus when involved in a drinking related incident. In an attempt to reduce high risk drinking, we also have educational and social programming that is meant to be an alternative to drinking provided by the Student Life Activities Committee (SLAC) and BACCHUS.

News and Notes from IWU

Illinois Wesleyan University, founded in 1850, is a private co-educational university with an enrollment of 2,137 students in the fall of 2006. IWU also has several existing prevention programs that they implement with their student population. They survey the campus every two years using the Core Survey. This is what has driven them in their efforts to establish their programs. They use evidence-based practices such as

the E-chug and the My Student Body program to address underage/binge drinking. They also have a multi-tiered disciplinary alcohol policy that runs from parental notification and fines to classes and counseling. IWU was also one of the organizations that founded the STEPS sub-committee that later became the BNCCC. IWU continues to be integral part of the BNCCC. IWU's goals for the next two years are to:

- Reduce IWU binge drinking rates.
- Increase knowledge of University standards surrounding the Alcohol Policy at an on campus restaurant.
- Decrease negative annual consequences of alcohol use as measured by the Core Alcohol and Drug Survey.
- Help change student expectations and behaviors of off-campus living.
- Gain a better understanding regarding the ethos of alcohol on IWU's campus.

Headlines on Heartland College

Heartland Community College (HCC) entered into a relationship with Chestnut Health Systems in September 2004 as a result of the 2.5 million Project X initiatives. This relationship with Chestnut has allowed Heartland Community College to have a representative of Chestnut on campus that, also, helped promote Alcohol and Other Drug and Violence information and assessments. Then in 2005 HCC was one of the founding organizations who initiated the STEPS sub-committee that later became the BNCCC. For the past few years, the Coordinator of Personal Development Services at Heartland Community College has worked with the Chestnut representatives to further the awareness of the Heartland's AOD policy and prevention.

A number of initiatives have been accomplished within the last two years.

- A HCC campus Coalition consisting of faculty, students, and staff;
- A student lead prevention program, Bacchus;
- Secured two Illinois Higher Education Grants for Alcohol, Other Drugs and Violence totaling \$8000;
- Attended and hosted quarterly meetings of the Illinois Higher Education Center on Heartland's campus;
- Advertised AOD resources for students through the campus website.
- Invited local speakers to speak directly to students in classroom setting and diversity day programs on AOD and violence issues.
- Had a Chestnut Health Systems

representative at Student Spring and Fall Fests in 2005, 2006, 2007.

- Heartland Community College faculty has increased the number of Health courses on campus that make students aware of the risks of alcohol, drugs and violence.
- The Core Survey was given to students in Spring 2006 and Spring 2008 that established campus practices and attitudes toward alcohol, drugs and violence. An additional survey was made available to students that collected other information on environmental concerns that affected students on HCC's campus.

These initiatives have helped shape the direction and awareness of Alcohol and Other Drug and Violence information available to students, faculty and staff.



Our Coach-Dr. Thomas Workman

Tom Workman is an Assistant Professor of Communication Studies at the University of Houston-Downtown (UHD) and Co-Director of the UHD Center for Public Deliberation. He served as the communications coordinator for the NU Directions Coalition at the University of Nebraska-Lincoln, from 1999-2007. He serves on the editorial board of two academic journals, Journal of Health Communication and Communication Quarterly and has chapters in several

books on the subject of health communication and college drinking. Tom holds a Ph.D. in Communication Studies with an emphasis in Rhetoric, Media Studies, and Health Communication. His dissertation is on the collegiate drinking culture. He has worked in the field of communication for over 20 years as a consultant, trainer, and practitioner.



Our Coach-Dr. Andrew Wall

Andrew Wall is an Assistant Professor at the University of Rochester's Margaret Warner Graduate School of Education and Human Development, focusing on higher education as a component of the P-20 spectrum. Andrew received his Ph.D. from the University of Illinois and comes to the Warner School with experience directing a statewide higher education evaluation project, working as a social policy researcher, and working in student affairs in

higher education. Wall's research and evaluation work has examined college student health and learning, learning outcomes, state educational finance, and public trust in education. Wall's recently published research focuses on college student health and safety, educational funding and adequacy, and program evaluation in higher education. He teaches classes in organization and governance of higher education, higher education policy, and evaluation in education.

Hook, Line and Sinker

Interested in our work or group? Would you like to learn more about the BNCCC and our goals and strategies? We would enjoy talking with you! All our members are a valued part of our team approach. We are committed to our mission and improving the health and safety of all Bloomington Normal residents.

Contact Information

Liz Hamilton, Community Project Coordinator
Chestnut Health Systems
702 West Chestnut
Bloomington, IL 61701

Phone: 309-827-6026
Fax: 309-829-0016
Email: emhamilton@chestnut.org

Our Partners

Illinois State University
Illinois Wesleyan University
Lincoln College Normal
Heartland Community College
Normal Police Department
Bloomington Police Department
McLean County Sheriffs Department
Project Oz
Town of Normal
Chestnut Health Systems
BroMenn Regional Medical Center
ISU Student Government Association
ISU Inter Fraternity Council

