Why Focus on Student-Athletes?
Negative Consequences of Heavy or High-Risk Drinking in College

**Damage to Self**
- Academic impairment
- Blackouts
- Personal injuries
- Illnesses
- Unprotected sexual activity
- Suicide
- Sexual coercion/rape victimization
- Impaired driving
- Legal repercussions
- Missed social/cultural opportunities

**And for Athletes add...**
- Impaired performance

*Source: H.W. Perkins, “Surveying the Damage,” NIAAA Panel on College Student Drinking*
### Why Focus on Student-Athletes?

#### Negative Consequences of Heavy or High-Risk Drinking in College

**Damage to Other People**

- Property damage and vandalism
- Fights and interpersonal violence
- Sexual violence
- Hate related incidents
- Noise disturbances

**And for Athletes add...**

- Impaired team performance
- Negative team stereotypes

*Source: H.W. Perkins, “Surveying the Damage,” NIAAA Panel on College Student Drinking*

---

### Why Focus on Student-Athletes?

#### Negative Consequences of Heavy or High-Risk Drinking in College

**Institutional Costs**

- Property damage
- Student attrition
- Loss of perceived academic rigor
- Poor “town-gown” relations

**And for Athletes add...**

- Negative publicity
- Possible NCAA penalties

*Source: H.W. Perkins, “Surveying the Damage,” NIAAA Panel on College Student Drinking*
Why Focus on Student-Athletes?

Athletes More Likely to Engage in High-Risk Drinking than Other Students

Risk rates are 10 to 30% higher than other students
Risk is accentuated by episodic drinking schedules

Why Focus on Student-Athletes?

• Roles Models for Other Students
• Close Peer Friendship Structures
• Misperceptions of Student-Athlete Peers
Perception Model of Peer Influence

- Perception of Peer Norm
- Actual Peer Norm
- Personal Behavior

Source: H. W. Perkins, “Designing Alcohol and Other Drug Prevention Programs…,” 1997

The Social Norms Model

- Baseline
  - Identify Actual & Misperceived Norms

- Intervention
  - Intensive Exposure to Actual Norm Messages

- Less Exaggerated Misperceptions of Norms

- Predicted Result
  - Less Harmful or Risky Behavior
Special Concerns to Prevent/Promote

- High Risk Drinking
- Tobacco Use
- Academic Involvement
- Career and Goal Orientations
- Community Service

Project Components

http://alcohol.hws.edu/mvp

- A protocol to anonymously survey an entire college sub-population using a web-based instrument
- Print media
- Electronic media
- Peer educator strategies
Web-Based Survey for Athletes

Survey

Preserving Anonymity and Controlling the Sample

- Username / password controlled entry
- Time activated accounts
- Team anonymity through scheduling
Norm Message Categories Used in Media Campaigns at HWS

<table>
<thead>
<tr>
<th>HWS MVP Project Message Categories about Student-Athlete Norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency of Alcohol Use</td>
</tr>
<tr>
<td>Quantity of Alcohol Use</td>
</tr>
<tr>
<td>Consequences of Drinking</td>
</tr>
<tr>
<td>Alcohol Attitude</td>
</tr>
<tr>
<td>Tobacco Use</td>
</tr>
<tr>
<td>Tobacco Attitude</td>
</tr>
<tr>
<td>Academic Engagement</td>
</tr>
<tr>
<td>Positive Extracurricular Life</td>
</tr>
<tr>
<td>Time management</td>
</tr>
</tbody>
</table>

Print Media posters in displays and campus newspaper

88% of athletes believe that one should never drink to an intoxicating level that interferes with academics or other responsibilities.

One quarter of junior and senior athletes have participated in an independent study or research activity at HWS.

Survey data drawn from a November 2001 survey of 514 HWS student athletes — 45% of all athletes on campus.
Did you know......

89% of athletes at HWS never miss or perform poorly in athletic events as a result of drinking during the academic year.

Source: 2000 Spring survey of a representative cross-section of HWS students with 327 respondents.

Spring 2001 release
Two-thirds of all HWS senior athletes participate in volunteer service each week with one-third contributing at least three hours weekly.

Source: Data drawn from all intercollegiate athletes (N=129) participating in Spring 2000 and 2001 surveys of graduating seniors.

88% of HWS athletes believe that one should never drink to an intoxicating level that interferes with academics or other responsibilities.

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.
Four out of five (81%) of all HWS senior athletes plan to attend graduate or professional school.

Source: Data drawn from all intercollegiate athletes (N=129) participating in Spring 2000 and 2001 surveys of graduating seniors.

89% of HWS athletes believe that one should never drink to an intoxicating level that interferes with academics or other responsibilities.

Source: Data drawn from a Fall 2001 anonymous survey of all HWS intercollegiate athletes with 414 respondents (86% of all athletes on campus).
The majority of HWS athletes in season consume alcohol only once or twice per month or do not drink at all.

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.

30% of junior and senior athletes participate in clubs and organized groups other than athletics on a weekly basis during the term.

Source: Data drawn from a November 2001 survey of 414 HWS student athletes (86% of all athletes on campus).
Three quarters (75%) of all HWS athletes say leadership potential is a very important or essential consideration when they think about a career.

Source: Data drawn from a November 2001 survey of 414 HWS student athletes (86% of all athletes on campus).
82% of HWS student-athletes never injure themselves or others as a result of alcohol consumption during the academic term.

Source: Data drawn from a November 2001 survey of 414 HWS student-athletes (86% of all athletes on campus).

The majority of athletes (71%) do not use alcohol to relieve academic pressures.

Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 survey.
One-third of all HWS senior student-athletes indicated that their capacity to appreciate art, literature, music, and drama was "greatly" enhanced by their undergraduate experience.

Source: Data drawn from all intercollegiate athletes (N=180) participating in Spring 2002-2003 survey of graduating seniors.

DID YOU KNOW . . . . . .

86% of student-athletes at HWS believe one should never drink to an intoxicating level that interferes with academics or other responsibilities.

Source: data drawn from a Fall 2002 Web survey of all HWS student-athletes (773 respondents)
The facts:

The majority (66%) of HWS student-athletes drink alcohol once per week or less often or do not drink at all.

Source: data drawn from a Fall 2002 Web survey of all HWS student-athletes with 373 respondents

Two-thirds (67%) of HWS senior student-athletes are planning to pursue a graduate or professional degree.

Source: Data drawn from a Fall 2002 Web survey of all HWS student-athletes with 373 respondents
Most HWS student-athletes (74%) get at least seven hours of sleep per night

Source: data drawn from a Fall 2002 web survey of all HWS student-athletes with 373 respondents

45% of HWS student-athletes* have also been involved in a volunteer service organization

*among sophomores, juniors and seniors

Source: data drawn from a Fall 2002 student-athlete web survey with 373 respondents
7 out of 10 HWS student-athletes believe tobacco use is never a good thing to do.

Source: data drawn from a Fall 2009 Web survey of all HWS student-athletes with 373 respondents.

How do HWS student-athletes spend their time?

- 4 hours: Extra-curricular, dates, volunteer service, and employment
- 14 hours: Leisure activities (movie nights, parties, TV and video games)
- 20 hours: Athletics, exercise
- 32 hours: Academic work

Source: data based on a Fall 2003 Web survey of 257 HWS student-athletes currently in season.
Electronic Mail MVP E-Bits™

- Targeted periodic release of information to student-athletes, coaches, and training staff
- Mechanism to communicate sensitive and personalized information
- Mechanism to intensify norms dosage for target sub-population without overdosing general campus population.

Source: Data collected from 194 randomly selected student-athletes returning to residence halls late at night between 11 pm and 3 am every night of the week during Fall '04, Spring '05, and Fall '05. These trends were obtained from chemistry department independent study and honors students advised by Professor David W. Craig, Jeffrey Oates (BS), Laura Grimmey (BS), Andrew Yuen (BS), Adam Sheslow (BS), John Brooks (BS), Patrick O'Brien-Corrent (BS), Sam Baines (BS), Adam Breslin (BS), and Liu Ruan (BS).
December 1, 2005

For HWS Student-Athletes.

Thank you very much for your participation in the 2005 fall MVP survey of student-athletes!

371 of you participated representing almost 80% of all varsity student-athletes at Hobart and William Smith Colleges. We are analyzing the results now and will be sending you a variety of facts shortly.

Thanks again.
Professors Craig and Perkins

MVP E-Bits produced by David W. Craig and H. Wesley Perkins

February 18, 2002

How many hours do you sleep on average per night?

- 10 hours: 2%
- 9 hours: 4%
- 8 hours: 20%
- 7 hours: 31%
- 6 hours: 28%
- 5 hours: 10%
- 4 hours: 2%

Source: November 2001 web survey of 414 HWS student athletes (89% of all intercollegiate athletes on campus)

MVP E-Bits produced by David W. Craig and H. Wesley Perkins

Coming Soon!
MVP Factoids on line in the computer labs and in the athletic facilities.
78% of HWS senior athletes, when thinking about a career, say "intellectual challenge" is very important or essential.

Source: Data drawn from all intercollegiate athletes (N=159) participating in Spring 2000 and 2001 surveys of graduating seniors.

25% of HWS athletes reported achieving a 3.5 or higher GPA and 75% reported achieving a 3.0 or higher in their most recent academic term.

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.
MVP Factoids™ in the campus newspaper sports section

- MVP Factoids are short statistical snapshots of the student-athlete community published regularly in the campus newspaper.
- All sorts of characteristics drawn from reliable data bases are reported here.
- One items in each column is designed to reveal actual norms about alcohol and other drugs.
Using Social Norms to Promote Health and Well-Being Among Student-Athletes

Meeting of the Minds, Kansas City, Missouri
MVP Factoids™ interactive multimedia program and screen saver on kiosks throughout athletic facilities

- MVP Screen Saver
- MVP Factoids Multimedia Program
- 9 kiosks in high-traffic “milling” areas in training rooms, fitness center, field house drinking fountain, health center, gymnasium, and outside staff offices
- More than 100 public-access computers in library and academic buildings

Interactive CD-ROM
Peers Educating Peers with Norm Messages

Assessment of Program Impact after First Year of Intervention
Attitudes, Misperceptions, and Alcohol Consumption Among Male Student-Athletes

![Graph showing data on attitudes, misperceptions, and alcohol consumption among male student-athletes.]

Attitudes, Misperceptions, and Alcohol Consumption Among Female Student-Athletes

![Graph showing data on attitudes, misperceptions, and alcohol consumption among female student-athletes.]

HWS MVP Project impact:
Two year pre-post comparison

- 46% reduction in the proportion of student-athletes drinking more than once per week
- 30% reduction in the proportion of student-athletes reaching a BAC of .08 or greater when drinking at parties and bars
- 34% reduction in the proportion of student-athletes experiencing frequent negative consequences due to drinking during the academic term.

Source: Perkins and Craig, J. of Studies on Alcohol, 2006

- 38% reduction in the proportion of student-athletes using tobacco weekly
- a 2.5 hours per week increase in time spent in academic activities, on average, for each student-athlete

Student-Athletes’ Misperceptions of Male and Female Peer Drinking Norms: A Multi-Site Investigation of the “Reign of Error”

H. Wesley Perkins    David W. Craig

Journal of College Student Development
May/June 2012, Vol 53(3)
Sample Demographics

<table>
<thead>
<tr>
<th>School Characteristics</th>
<th>Total Sample (Range by School)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Schools</td>
<td>15</td>
</tr>
<tr>
<td>Number of States</td>
<td>13 (CT, IL, MA, MD, MN, NJ, NY, OH, OR, TX, VA, WI)</td>
</tr>
<tr>
<td>School Size (mean)</td>
<td>3,730 (800 – 7,300)</td>
</tr>
<tr>
<td>Athlete Population at School (mean)</td>
<td>422 (180 – 606)</td>
</tr>
</tbody>
</table>

Respondent Characteristics

<table>
<thead>
<tr>
<th>Sample Size</th>
<th>4,258 (135 – 521)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Rate</td>
<td>76% (61% – 87%)</td>
</tr>
<tr>
<td>Males</td>
<td>57% (40% – 75%)</td>
</tr>
<tr>
<td>Under 21 years of age</td>
<td>75%</td>
</tr>
<tr>
<td>1st Year Students</td>
<td>36%</td>
</tr>
<tr>
<td>2nd Year Students</td>
<td>28%</td>
</tr>
<tr>
<td>3rd Year Students</td>
<td>20%</td>
</tr>
<tr>
<td>4th Year Students</td>
<td>15%</td>
</tr>
</tbody>
</table>

Male and Female Student-Athlete Accuracy in Perceiving Gender-Specific Norms for Frequency of Alcohol Consumption Among School Athlete Peers

<table>
<thead>
<tr>
<th>Actual Gender-Specific School Norm</th>
<th>Accuracy of Perceptions</th>
<th>No. of Respondents</th>
<th>No. of Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Underestimates (%)</td>
<td>Accurate Perceptions (%)</td>
<td>Overestimates (%)</td>
</tr>
<tr>
<td>Male Median Frequency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twice per Month</td>
<td>7.4</td>
<td>7.5</td>
<td>9.9</td>
</tr>
<tr>
<td>Once per Week</td>
<td>10.9</td>
<td>9.3</td>
<td>26.9</td>
</tr>
<tr>
<td>Twice per Week</td>
<td>27.7</td>
<td>22.3</td>
<td>66.7</td>
</tr>
<tr>
<td>All Schools</td>
<td>11.9</td>
<td>10.3</td>
<td>27.9</td>
</tr>
<tr>
<td>Female Median Frequency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once per Month</td>
<td>3.7</td>
<td>4.3</td>
<td>12.8</td>
</tr>
<tr>
<td>Twice per Month</td>
<td>7.3</td>
<td>6.2</td>
<td>12.2</td>
</tr>
<tr>
<td>Three times per Month</td>
<td>8.0</td>
<td>9.5</td>
<td>42.0</td>
</tr>
<tr>
<td>Once per Week</td>
<td>6.9</td>
<td>10.3</td>
<td>33.9</td>
</tr>
<tr>
<td>All Schools</td>
<td>6.9</td>
<td>7.7</td>
<td>20.7</td>
</tr>
</tbody>
</table>

$ Category reflects norm (median) falling between two survey response categories (twice per month; and once per week).

$ Includes “twice per month” and “once per week” responses.
Using Social Norms to Promote Health and Well-Being Among Student-Athletes

### Correlation Matrix of Party/Bar Drinks Typically Consumed by Self, Perceived Norms, and Actual Norms by Gender

<table>
<thead>
<tr>
<th></th>
<th>Self: number of drinks typically consumed</th>
<th>Perceived norm: number of drinks by male athletes at one’s school</th>
<th>Perceived norm: number of drinks by female athletes at one’s school</th>
<th>Actual norm: median number of drinks by male athletes at one’s school</th>
<th>Actual norm: median number of drinks by female athletes at one’s school</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self: number of drinks typically consumed</strong></td>
<td><strong>.67</strong></td>
<td><strong>.45</strong></td>
<td><strong>.24</strong></td>
<td><strong>.21</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Perceived norm: number of drinks by male athletes at one’s school</strong></td>
<td><strong>.65</strong></td>
<td><strong>.67</strong></td>
<td><strong>.23</strong></td>
<td><strong>.20</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Perceived norm: number of drinks by female athletes at one’s school</strong></td>
<td><strong>.58</strong></td>
<td><strong>.77</strong></td>
<td><strong>.15</strong></td>
<td><strong>.18</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Actual norm: median number of drinks by male athletes at one’s school</strong></td>
<td><strong>.24</strong></td>
<td><strong>.20</strong></td>
<td><strong>.19</strong></td>
<td><strong>.74</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Actual norm: median number of drinks by female athletes at one’s school</strong></td>
<td><strong>.30</strong></td>
<td><strong>.23</strong></td>
<td><strong>.26</strong></td>
<td><strong>.77</strong></td>
<td></td>
</tr>
</tbody>
</table>

Note: All correlations are significant at the 0.01 level (two tailed).
Impact Assessment of a Multi-site Social Norms Intervention Targeting Student-Athlete High Risk Drinking
Criteria for Site Selection

- A pre- and post-survey with one year time interval
- All student-athletes included in sampling frame
- Achieved greater than 50% response rate each year
- Initiated a social norms intervention

Sample Demographics
(Nine schools from 8 states: CT, IL, MD, MN, NY, OR, VA, WI)

<table>
<thead>
<tr>
<th></th>
<th>Percent (N = 4,864)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender (Male / Female)</td>
<td>57 / 43</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>Less than 21</td>
<td>74</td>
</tr>
<tr>
<td>21-24</td>
<td>25</td>
</tr>
<tr>
<td>Greater than 24</td>
<td>1</td>
</tr>
<tr>
<td>Class Year</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Student-athlete the previous year (ongoing athlete)</td>
<td>45</td>
</tr>
<tr>
<td>Currently in-season</td>
<td>54</td>
</tr>
<tr>
<td>Majority of 5 best friends are also athletes</td>
<td>73</td>
</tr>
</tbody>
</table>
Social Norms Interventions

- Print media message delivery at all schools
  - (e.g. posters, table tents, and/or campus newspapers)

- Optional message delivery strategies
  - Team meetings
  - Screen savers and interactive electronic media
  - Targeted electronic mail
  - Novelty items

Perceived Norms and Personal Drinking Pre and Post Social Norms Intervention

Note: All pre/post differences are statistically significant ($p<.05$).
Odds Ratios Predicting Misperceived Norms and Personal Drinking

<table>
<thead>
<tr>
<th></th>
<th>Misperceived norm: teammates drink more than once per week (N=4,696)</th>
<th>Misperceived norm: majority of student-athletes drunk once per week or more often (N=4,705)</th>
<th>Personally drinks &gt; once per week (N=4,705)</th>
<th>Personal eBAC ≥ .08% at parties/bars (N=3,559)</th>
<th>Personally experienced 4+ consequences during year (N=4,401)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender (female vs. male)</td>
<td>.35 ***</td>
<td>.82 **</td>
<td>.36 ***</td>
<td>.83 **</td>
<td>.50 ***</td>
</tr>
<tr>
<td>Age 21 and over</td>
<td>1.21</td>
<td>1.18</td>
<td>1.11</td>
<td>1.24</td>
<td>.95</td>
</tr>
<tr>
<td>Class Year (vs. 1st year)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sophomore</td>
<td>.94</td>
<td>1.01</td>
<td>1.06</td>
<td>1.02</td>
<td>1.32 **</td>
</tr>
<tr>
<td>Junior</td>
<td>1.06</td>
<td>.95</td>
<td>1.32 *</td>
<td>1.02</td>
<td>1.19</td>
</tr>
<tr>
<td>Senior</td>
<td>1.28</td>
<td>1.08</td>
<td>1.67 **</td>
<td>.92</td>
<td>1.35 †</td>
</tr>
<tr>
<td>Currently in season</td>
<td>.32 ***</td>
<td>.72 ***</td>
<td>.36 ***</td>
<td>.81 **</td>
<td>.67 ***</td>
</tr>
<tr>
<td>Majority of best friends are also athletes</td>
<td>1.06</td>
<td>1.23 **</td>
<td>1.00</td>
<td>1.20 *</td>
<td>1.36 ***</td>
</tr>
<tr>
<td>Post-Intervention (vs. pre)</td>
<td>.75 ***</td>
<td>.89 †</td>
<td>.83 **</td>
<td>.88 †</td>
<td>.80 **</td>
</tr>
</tbody>
</table>

Note: Logistic regression controlled for individual school differences using dummy variables.

*Statistically significant at p<.05; ** p<.01; *** p<.001, and † p<.10.

Perceived Norms and Personal Drinking Pre and Post Social Norms Intervention for New and Ongoing Student-Athletes

Note: Ongoing student-athletes were student-athletes at the school in the year prior to the survey and new student-athletes were not at the school or did not participate as a student-athlete in the previous year.
Example of Extended 4 Year Intervention and Effect at One School
(Started in 2007)

<table>
<thead>
<tr>
<th>Frequency of Exposure to Program Elements during the academic year</th>
<th>% of Respondents in 2008</th>
<th>% of Respondents in 2009</th>
<th>% of Respondents in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>7</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Once</td>
<td>10</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Twice</td>
<td>18</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>3-4 Times</td>
<td>31</td>
<td>30</td>
<td>27</td>
</tr>
<tr>
<td>5-9 Times</td>
<td>15</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>10-19 Times</td>
<td>11</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>20 or more Times</td>
<td>8</td>
<td>18</td>
<td>18</td>
</tr>
</tbody>
</table>

Figure 1. Perceptions of peer student-athlete alcohol use

- Perceived more than once per week alcohol consumption as the norm among team members
- Perceived more than once per week alcohol consumption as the norm among male student-athletes
- Perceived more than once per week alcohol consumption as the norm among female student-athletes
- Perceived percent of student-athletes who do not drink (never)
- Perceived percent of student-athletes drunk once per weekend
Thank you!

For more information go to:

www.AlcoholEducationProject.org