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Alcohol Use at Otterbein

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Alcohol Use at Otterbein

The 360 Proof Personal Feedback Index (PFI) was developed to measure alcohol usage and attitudes among college students. During the spring of 2014, 441 Otterbein students, including student athletes and Greeks, completed the PFI. The data indicates that that 58 percent of Otterbein students drink between zero and three drinks per week; 60 percent drink between zero and three drinks per occasion. The average number of drinks consumed per week at Otterbein is 5.8, which is consistent with the national average. PFI data indicates that Otterbein students drink slightly less than other college students in the nation. Otterbein demographics in the study are as follows:

Gender Identity
25.3% male ; 74.7% female

Age
63.2% under 21; 36.8% 21 or older

Class Standing
28.5% freshmen
23.5% sophomores
23.5% juniors
21.2% seniors
3.4% other

Living Situation
2.7% fraternity or sorority house
22.6% off-campus housing
63.3% residence halls
11.4% with parents

24.2 %

Have not consumed alcohol over the past year

33.2 %

Have not consumed alcohol over the past month

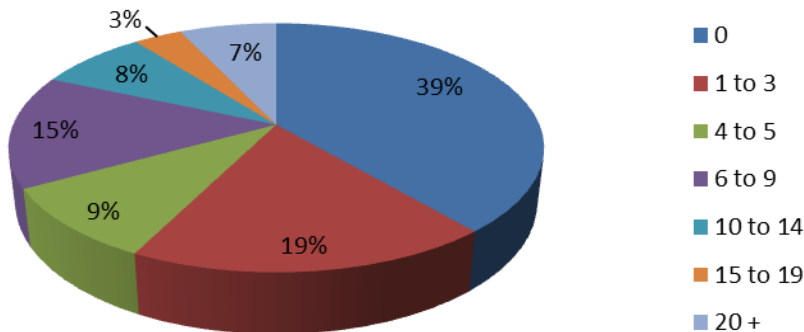
5.8

Average number of drinks consumed per week

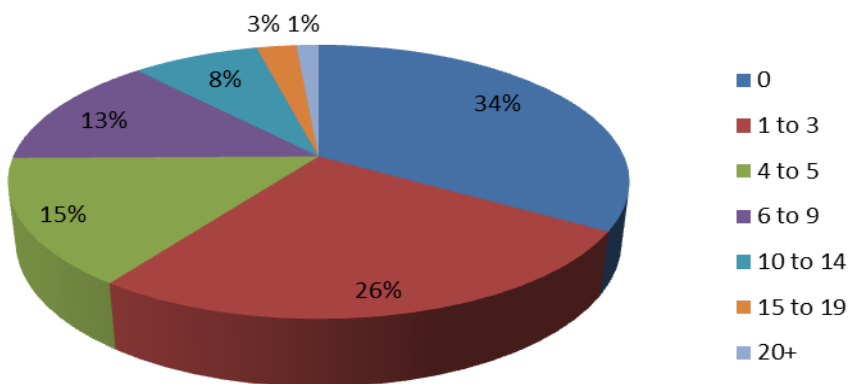
3.9

Average peak drinks consumed per occasion

How many drinks do students drink per week?



How many peak drinks per occasion?



More numbers you otter know:

88.4 %

Think it's a good idea to know where a drink has been at all times

84.5 %

Endorse designated drivers

60.6 %

Think it's a good idea to avoid drinking games

23.2 %

Say they have taken foolish risks while drinking

9.1 %

Say they have become very rude, obnoxious or insulting after drinking

6.6 %

Say drinking has led to sexual situations that were later regretted

5.7 %

Say they have often found it difficult to limit how much they drink

5 %

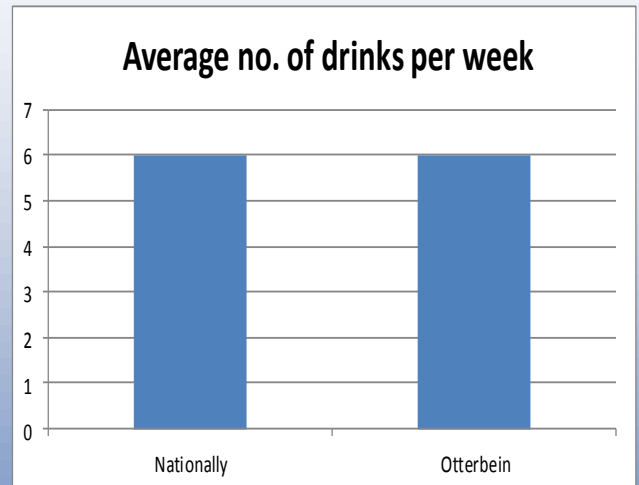
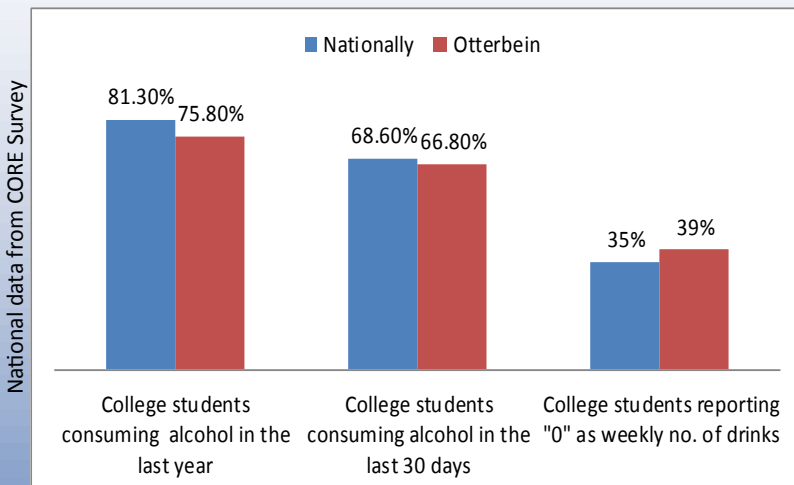
Say that their drinking has created problems in their relationships

4.6 %

Say their physical appearance has been harmed by their drinking

Action steps by Wellness/Athletics:

- CardinalChoices:** CardinalChoices is a new alcohol education initiative funded by the NCAA Choices Grant. The program revolves around three objectives: 1) the alteration of the existing culture among students and student athletes using a three-part system that will, among other things, advocate low-risk alcohol consumption, support those who choose not to drink, and confront students with explicit messages that tout the dangers of alcohol misuse; 2) implementation of a cascading peer education plan to train a core group of students and student athletes on alcohol-related issues and support their efforts to produce a viral effect of that training; and 3) educational programming that advocates healthy choices. Otterbein's Safety Week and EChug—an electronic alcohol assessment that offers feedback and tools designed to reduce alcohol use among college students—and other programs designed to meet the objectives stated above, will round out CardinalChoices.
- 360 Proof:** The NCAA Division III and NASPA's Small Colleges and Universities Division established a formal partnership—known as The Collaborative—to promote an integrated model for on-campus collaborations among student affairs and athletics professionals and provide resources to deliver effective alcohol and drug education for the well-being and success of students. The first phase of this program is focused on alcohol, and Otterbein recently completed participation in a pilot launch of The Collaborative's first resource—360 Proof. The crown jewel of 360 Proof is The Personalized Feedback Index (PFI)—an online tool that students can use to get individual feedback about their alcohol use and the problems they experience. Sampling of the data from Otterbein's 2014 PFI report can be found on the other side of this document. The PFI also serves as an intervention tool for students and a basis for a social norming campaign.
- Bystander Awareness (Step Up):** Most problematic behaviors on college campuses involve bystanders. Students, faculty and staff often become concerned about students and situations and want to help...but do not. It is known as the bystander effect. Step Up is a prosocial behavior/bystander intervention program designed by NASPA and the NCAA that teaches strategies for effective helping, factors that affect helping, warning signs, action steps, and the list goes on. Program training for coaches, faculty, staff and students begins this fall. A major component of Step Up involves students and alcohol-related incidents.



Questions? Contact Jill McCullough in Student Affairs or Christine Steines in Athletics

Concerned about a student? Contact Student Affairs at 614-823-1250