SESSION OUTLINE

- Programmatic Context
  - MI Applied to Social Marketing
  - MI Applied to Experiential Education
  - Assessment
  - CHOICES
Monthly Themes
Social Marketing
Experiential Model
Student Informed
Peer Led
• Reduce high-risk drinking
• Influence decision making
• Engage students in dialogue about norms
Basic Premise of Environmental Prevention: People’s behavior is shaped by the physical, social, legal, and economic environment in which they live, work, and play.
IOM MODEL

- Universal – Regret campaign
- Selected – CHOICES and leadWELL
- Indicated – CHOICES for sanctions
MOTIVATIONAL INTERVIEWING

• NIAAA Tier 1 strategy
• Cronce & Larimer 2011
  • 35 of 42 studies (1984-2010) on in person BMI showed favorable results
MI - “RESOLVING AMBIVALENCE”

- MI Techniques
  - Express Empathy
  - Develop Discrepancy
  - Avoid Argumentation
  - Roll with Resistance
  - Support Self-Efficacy
THE PROCESS . .
• Students
• Brainstorming
• Focus Groups
• Hours
• . . . . Regret!
REGRET — Did I do something I regret last night? I don’t remember.

REGRET smells like vomit the morning after drinking.

What is your REGRET?
Tell us. Text regret to 313131.
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What is your REGRET?
Tell us. Text regret to 313131.

REGRET sounds like the sirens of a cop car.

REGRET—having a good time I won’t even remember.

drinkWELL
WELLWVU
The Students’ Center of Health
What is your REGRET?
Tell us. Text regret to 313131.
walk away from it.
Regret is drunkenly hooking up with someone the day after my boyfriend broke up with me.

I am tired of waking up and wondering what I did the night before. Had I embarrassed myself? Did I break anything or owe a bar tab? Did I potentially mess up friendships or a potential relationship?

Regret is not asking you out the day I met you.

I drank too much for a football game and don’t remember much of the first part of the game.

Regret is disappointing my RA’s and being dumb enough to drink in a residence hall…

I missed work because I was too sick throwing up because I drank rum on an empty stomach.

Regret is ending up at seven again.

Regret feels like passing out after drinking skittles vodka.

Regrets tastes like vodka the next morning.

(And can we just add “awwww”?)
drinkWELL EVALUATION N=633

- 67% saw messaging > 3x

- 61% “It made me rethink my choices about alcohol”

- 58% “I better understand how to avoid regret”
BEHAVIOR CHANGE OF STUDENTS WHO REPORTED DRINKING “VERY MUCH” TO POINT OF REGRET BEFORE EXPOSURE TO DRINKWELL CAMPAIGN

- Not at all: 15
- A little: 8
- Somewhat: 31
- Very much: 46

Categories:
- Not at all
- A little
- Somewhat
- Very much

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BEHAVIOR CHANGE OF STUDENTS WHO REPORTED DRINKING “SOMEWHAT” FREQUENT TO POINT OF REGRET BEFORE EXPOSURE TO DRINKWELL CAMPAIGN

The chart shows the distribution of responses among students before exposure to the Drinkwell campaign. The categories are:
- Not at all
- A little
- Somewhat
- Very much

The numbers for each category are as follows:
- Not at all: 13
- A little: 46
- Somewhat: 38
- Very much: 3

This indicates a significant change in behavior after exposure to the campaign.
BEHAVIOR CHANGE OF STUDENTS WHO REPORTED DRINKING “A LITTLE” IN FREQUENCY TO POINT OF REGRET BEFORE EXPOSURE TO DRINKWELL CAMPAIGN
COMMENTS

• “…seeing the flyers made me think about how many times I regretted something after a night of drinking”
• “…realized it’s okay to have fun, but not in a manner that could harm myself or others”
• “I choose what I do”
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• Programmatic Context
• MI Applied to Social Marketing
  ➢ MI Applied to Experiential Education
• Assessment
• CHOICES
OTTAWA CHARTER
• Create Supportive Environment
  ➢ Develop Personal Skills
CHOICES

• Theory based – Dewey/Experiential
• Brain Based Learning Theory
• Utilize an experiential education approach
• Incorporate multi-component skills training
• Use peers when possible
<table>
<thead>
<tr>
<th>Question</th>
<th>N=248</th>
<th>Ave. Likert 1-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usefulness of material in making me healthier</td>
<td></td>
<td>4.5</td>
</tr>
<tr>
<td>Degree to which I understand that I have the ability to self-design my behaviors around drinking</td>
<td></td>
<td>4.5</td>
</tr>
<tr>
<td>I am more aware of consequences related to drinking</td>
<td></td>
<td>4.3</td>
</tr>
</tbody>
</table>
# CHOICES EVAL

<table>
<thead>
<tr>
<th>Question</th>
<th>N=248</th>
<th>Ave. Likert 1-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know better how to avoid negative consequences</td>
<td></td>
<td>4.4</td>
</tr>
<tr>
<td>I understand the impact I can have on creating positive social norms related to drinking</td>
<td></td>
<td>4.5</td>
</tr>
<tr>
<td>Likelihood that I will change my behavior as a result of what I learned*</td>
<td></td>
<td>3.9</td>
</tr>
</tbody>
</table>
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