

drinkWELL



WELLWVU CARRUTH
WELLNESS
STUDENT HEALTH
The Students' Center of Health

SESSION OUTLINE

- Programmatic Context
 - MI Applied to Social Marketing
 - MI Applied to Experiential Education
 - Assessment
 - CHOICES



liveWELL

Monthly Themes
Social Marketing
Experiential Model
Student Informed
Peer Led



well.wvu.edu

take the
liveWELL
challenge

are you ready?

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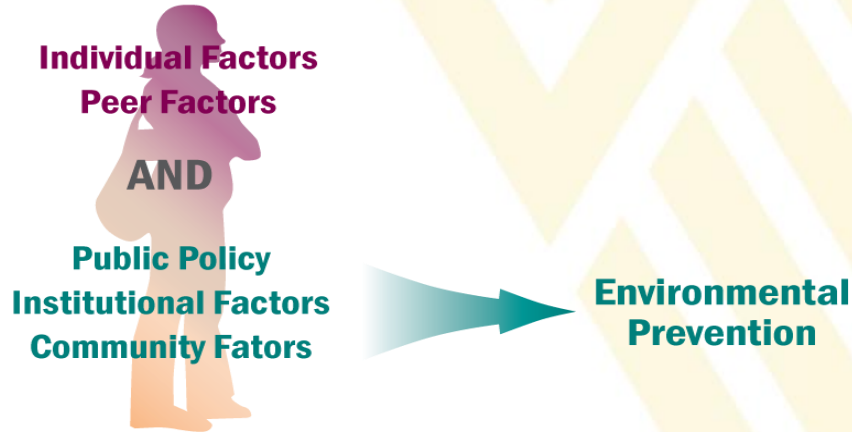
- Reduce high-risk drinking
- Influence decision making
- Engage students in dialogue about norms



SOCIO-ECOLOGICAL MODEL

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

Ecological Framework



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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.

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What is your
REGRET?

Tell us. Text **regret** to **313131**.

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REGRET is not
knowing who I
went home with.

What is your
REGRET?

Tell us. Text **regret** to **313131**.


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.

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REGRET feels like
texting my ex.

What is your REGRET?

Tell us. Text **regret** to **313131**.



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REGRET walk away from it.

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REGRET



“ “ Regret is drunkingly hooking up with someone the day after my boyfriend broke up with me

Posted 1 mo 11 ago

Texted to 313131



“ “ 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?

Posted 2 mo 11 ago

Submitted in drinkWELL online assessment



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

Posted 2 mo 11 ago

Texted to 313131.

(And can we just add "awwww".)



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

Posted 2 mo 11 ago

REGRET



“ “ Regret is disappointing my RAs and being dumb enough to drink in a residence hall ...

Posted 3 mo 11 ago

Texted to 313131.



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

Posted 3 mo 11 ago

Texted to 313131



“ “ Regret is ending up at seven again.

Posted 3 mo 11 ago

Texted to 313131.



“ “ Regret feels like passing out after drinking skittles vodka.

Posted 3 mo 11 ago

Adapted from a message left at the Mountainlair drinkWELL table



“ “ Regrets tastes like vodka the next morning.

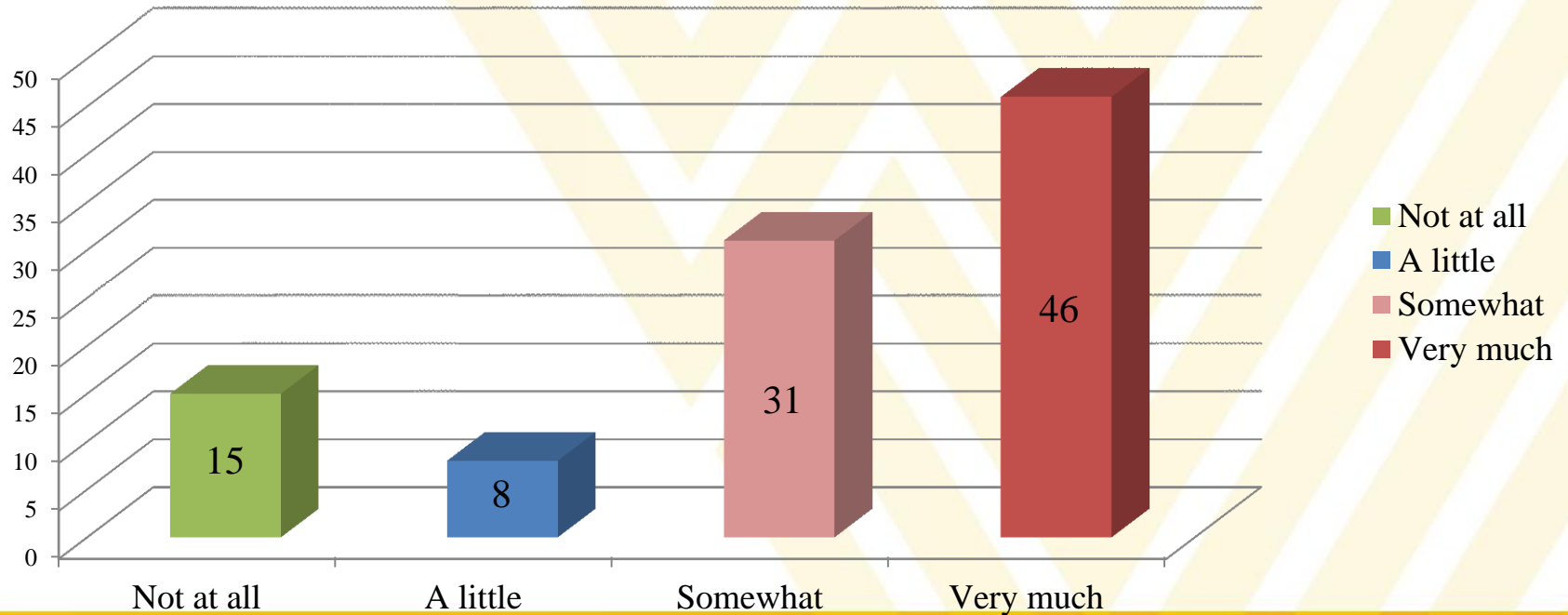
Posted 3 mo 11 ago

drinkWELL EVALUATION N=633

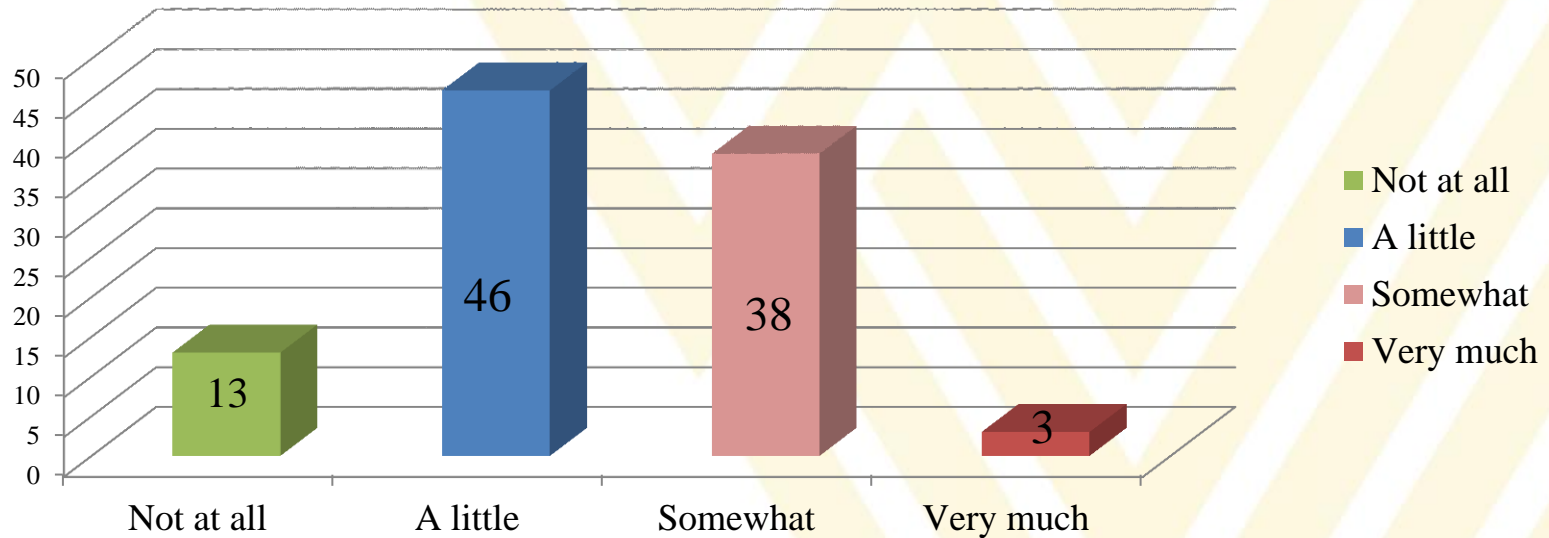
- 67% saw messaging > 3 x
- 61% “It made me rethink my choices about alcohol”
- 58% “I better understand how to avoid regret”



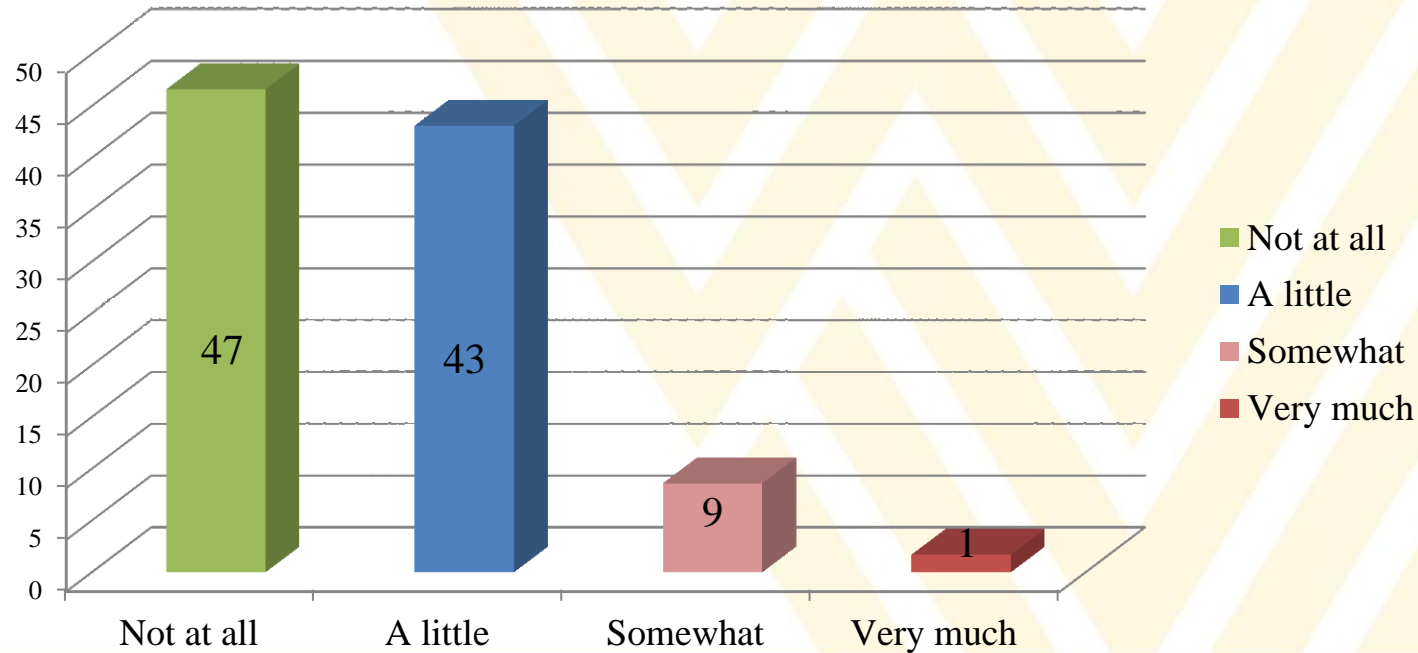
BEHAVIOR CHANGE OF STUDENTS WHO REPORTED DRINKING “VERY MUCH” TO POINT OF REGRET BEFORE EXPOSURE TO DRINKWELL CAMPAIGN



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



CHOICES EVAL

Question N=248	Ave. Likert 1-5
Usefulness of material in making me healthier	4.5
Degree to which I understand that I have the ability to self-design my behaviors around drinking	4.5
I am more aware of consequences related to drinking	4.3



CHOICES EVAL

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



Colleen Harshbarger, Director Office of
Wellness and Health Promotion
Colleen.harshbarger@mail.wvu.edu

