2015 National Exemplary Awards for
Innovative Substance Abuse Prevention Programs, Practices and Policies
APPLICATION COVER SHEET
(INCLUDE WITH APPLICATION)

1. Has this intervention been submitted for an Exemplary Award in previous years? [Circle one]

Yes (No)

2. What is the primary target for this program, practice or policy? [Circle one]

Individual   School-Based   Family/Parent   Peer/Group

Workplace   (Environmental/Community-Based)   Other

If Other, explain: _Coilege Community_

PROGRAM INFORMATION

Program Name _U-Choose_

Agency _Alcohol and Other Drug Prevention Programs, St. Cloud State University_

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I have reviewed the information contained in this application and certify that it is accurate, to the best of my knowledge.

Jennifer Sell Matzke   _8/27/15_

Program Director Signature   Date

NOMINATING AGENCY/ORGANIZATION INFORMATION

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Earl H. Potter   _8/27/15_

Nominating Agency Signature   Date

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U N I V E R S I T Y™

EDUCATION FOR LIFE.

Abstract

In 2005, results from a college student health assessment showed that 58% of St. Cloud State University (SCSU) students reported engaging in high risk drinking (defined as 5 or more alcohol beverages in a single sitting) within the last two weeks -- a rate significantly above the national average reported by college students across the country. The negative consequences associated with this behavior were taking a toll not only on students but also on the campus and surrounding community.

In order to address this problem, SCSU implemented an environmental management approach to addressing high risk drinking and the related harmful consequences. The primary intervention is an interactive, small group based, 90-minute presentation called U-Choose, which helps students learn to reduce high risk drinking and associated negative consequences. SCSU made a change to the Code of Conduct and required all students receiving an alcohol related violation to go through this intervention. As of 2014 our high risk-drinking rate has fallen from 52%, to 27.8%, a rate significantly below the national average.

This change in culture can be attributed in large part to the numerous data-driven, collaborative efforts that evolved on campus and in the community since the creation of the U-Choose program. In July 2010, U-Choose, the St. Cloud Community Alliance, the St. Cloud Police Department, and the St. Cloud City Administrators proposed the Social Host, Provisional Licensing for Liquor Establishments, and Disruptive Intoxication Ordinances as a collaborative effort. These ordinances were ultimately adopted and the City has seen a drastic reduction in the number of loud parties and university students report a significantly improved quality of life with increased safety in the campus community.

In August of 2010, shortly after the new ordinances were passed, the City and University partnered together to introduce and implement the IMPACT Diversion Program. This joint program is designed to offer individuals who have been charged with an underage alcohol violation the opportunity to receive alcohol education and prevention services. The Diversion Program has resulted in an 83% reduction in underage consumption recidivism from 12% to 1%, for those who complete the Diversion Program. Since Diversion is also an option for non-students, we are educating underage individuals from other states including Illinois, North Dakota, Wisconsin, and Texas.

The U-Choose program has applied evidence-based strategies, utilizing the strategic prevention framework, to effectively and dramatically change the environment and improve students' health, safety and wellness. There are many who believe that there is little that can be done to combat college drinking, but we have demonstrated that by using the tools and research available, environmental change can occur.

Through these efforts, we have witnessed firsthand the impact of collaboration in effecting change, the importance of partnerships, data collection, and the power of education to reduce college alcohol use. The collaborative relationships that were built and exist between these entities continue to thrive and provide numerous opportunities for partners to work together for the sake of creating an improved quality of life for our students and the members of our surrounding community.

A. Philosophy (10)

What is the Mission Statement or rationale of the program?

The mission of U-Choose is as follows:

> "U-Choose, the Alcohol and Other Drug Prevention Program at St. Cloud State University utilizes a comprehensive approach to address alcohol and other drug–related problems. The program utilizes empirically based theories and approaches specifically designed for college students. It's based on the understanding that students want to achieve success academically, personally, and professionally. Empowering students to make informed choices about alcohol use, U-Choose helps students understand how high-risk drinking can lead to negative consequences; doing so in a way that is engaging, fun, and interactive.

We encourage the college community to join with us through committees and coalitions to employ multiple strategies including:

- providing education
- restricting alcohol and alcohol advertisement on campus
- changing the normative environment
- promoting alcohol-free social options
- developing alcohol policies and increasing the consistency of enforcement
- conducting early intervention
- providing appropriate referrals

In order to be effective in our approach we value the following key components of effective prevention, assessment and evaluation, strategic planning, media advocacy and publicity of efforts, senior administrative support, student involvement, and building relationships with key stakeholders."

What is the philosophy or conceptual framework on which it is based?

The U-Choose logo, as seen below, is a visual representation of the program's philosophical framework that empower students to make informed choices about the use of alcohol:
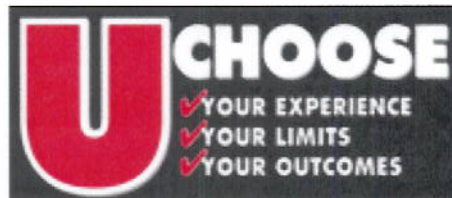
The program uses a harm reduction approach to educate students in fun and interactive ways about alcohol misuse and associated consequences. U-Choose presentations, courses, and outreach events are designed to provide education on alcohol effects, personal risk factors, norms clarification, and teach cognitive behavioral strategies that can moderate alcohol consumption. The program utilizes techniques based in Brief Alcohol Screening and Intervention for College Students (BASICS) and motivational enhancement strategies aimed at building interest in changing heavy drinking behaviors (Dimeff, Baer, Kivlaham & Marlatt, 1999). When we are presenting U-Choose in a classroom format, we ask students to complete an online alcohol feedback program, eCHUG, prior to the class. This assessment was developed by researchers at San Diego State University and provides students with a personalized alcohol use evaluation that addresses negative behavioral consequences along with modifications for social norms perceptions.

The U-Choose name has become the branding element for our comprehensive alcohol and other drug prevention program and outreach described throughout this application.

How does the program's philosophy reflect a "no illegal or high-risk use" message for alcohol and drugs for ATOD prevention programs?
The program's philosophy does reflect a "no illegal or high-risk use" message. We discuss alcohol use on a continuum that includes abstinence, moderate use, high-risk use, and alcohol dependence/substance use disorder. For those students who are choosing to drink, we want to provide them information so they can remain safe or reduce their harm. There are certain behaviors that people engage in which are more likely to result in negative outcomes or to cause harm. If students are drinking, we want them to be aware of these "high-risk" behaviors, so they can fully understand the choices they are making and the consequences that could occur because of these choices.

Our curriculum includes the following statement: "If you are under 21, it is illegal for you to drink alcohol in the state of Minnesota. If you do choose to consume alcohol and are under the age of 21, we hope to provide you some information about making informed decisions about alcohol. Having the tools to make informed decisions about alcohol does not erase the fact that you are breaking a law and consequences could result from that."

B. Needs Assessment
What epidemiological data and/or other information are available in the community that led to the establishment of this particular program?
Located in Central Minnesota, SCSU is Minnesota's second-largest public university, with a current enrollment of more than 15,400 students. We are located in what is commonly referred to as the "Midwest Binge Drinking Belt" and a wide variety of studies consistently demonstrate that binge drinking is highly prevalent in the upper Midwest.

At the macro level, much of our beginning efforts relied heavily on the epidemiological data and information available in the 2002 report developed by a Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism entitled, "A Call to Action: Changing the Culture of Drinking at U.S. Colleges". This report was pivotal in framing our understanding of the consequences of high-risk drinking for college students on a national scale with key findings indicating the impact of college drinking on students and campuses across the nation.

At a micro level, we began to better understand the dynamics in our own community that contributed to the problem at hand. For example, the downtown district of St. Cloud is located one mile from campus and has high alcohol outlet density. At the time there were approximately 40 alcohol establishments and 20 liquor stores located within a 12-block radius of the SCSU campus. Given the close proximity to campus, the downtown bars targeted college students in their marketing and regularly advertised all you can drink specials, volume discounts, and other concerning promotional strategies. As a result, the St. Cloud Police saw an increase in calls for service for disorderly conduct and assaults in the downtown area. Their data showed that calls for service in the downtown bar district were higher than the combined calls for service in all other areas of the City of St. Cloud.

The issue began to take a toll on the surrounding campus community and the University was fielding a growing volume of complaints regarding frequent disruptive student gatherings and an increase in alcohol related citations from the Neighborhood University Community Council (NUCC). The St. Cloud Police Department was also tracking increases in calls for service to address loud parties, loud music, and noise in the south side campus neighborhood. In 2004 they received 816 calls for service to address these issues, 1078 in 2005, and 1277 in 2006.

What type of analysis has been conducted to clarify and articulate the scope and nature of the substance abuse problem in the community?

In 2005, before the U-Choose program was implemented, our CORE survey results (the CORE survey was conducted by researchers from Boynton Health Services at the University of Minnesota, it is now called the College Student Health Survey) indicated that 58.6% of SCSU students surveyed engaged in high-risk drinking at least once within the two weeks prior to completing the survey, compared to a reference rate of 41.8% (based on all four-year institutions who participated in the study). In 2005, the National College Health Assessment reflected a 40% average high risk-drinking rate. Our 2005 CORE survey data also showed the following:

- The past 12 month alcohol use rate for all students attending SCSU was 91% compared to a reference rate of 83.6% (based on all four-year institutions that completed the survey).
- The current alcohol use rate for SCSU students was 83.4% compared to a reference group rate of 72.1%.
- The average number of alcoholic beverages consumed per week was 7.7 compared to a reference rate of 5.3.
- The average estimated Blood Alcohol Content (BAC) based on the last time the student "partied" was .12 compared to a reference rate of .10.

Data from our 2006 CORE survey results indicated that 50% of students identified as high-risk drinkers reported poor test performance as a result of alcohol use, compared to 13% for those identified as non-high risk drinkers. 60% of high-risk drinkers reported they'd missed at least one class as a result of alcohol use compared to 17% of those identified as non-high risk drinkers.

In addition to data collected from the CORE Survey, we also began to gather a broader, more comprehensive data set that included tracking:

- Alcohol related admissions in the St. Cloud Hospital Emergency Room for individuals' aged 18-24.
- Regional detox center admits for individuals aged 18-24.
- Alcohol related citations issued in the south side campus neighborhood.
- Police calls for service by location and nature.
- Student conduct violations and police citations by month in order to identify trends in high-risk drinking behavior over time.

One of the most problematic times of year for us is what's known as "Move-in Weekend". This is the weekend before the start of classes when first year students move in to the residence halls. The volume of alcohol-related citations is higher on this particular weekend than any other time of year in our community. A pivotal point for us in understanding the scope of the problem came in 2006 when we began to process the data related to citations over this particular weekend. We discovered that 46% of those cited were actually SCSU students. The other 54% were either non-students or students from other institutions.

What are the sound long- and short-term planning processes that include a needs assessment and reflect a research base?

When the University's Alcohol and Other Drug Advisory Board (AODAB) was re-established in 2006, the group's first priority was strategic planning and assessment of strengths and needs. Key members of the group attended a training workshop facilitated by the former Higher Education Center. The training focused on the process of completing the typology matrix, a tool that is used to map and categorize existing campus and community prevention efforts, identify missing program elements and guide new

strategic planning. A copy of our original typology matrix can be found below. We update this document annually to identify missing program elements and guide new strategic planning.

St. Cloud State University Audit Typology Matrix 2007-2008					
	Individual	**Group**	**Institution**	**Community**	**State & Federal Policy**
Knowledge Attitudes Behavioral Intentions - Cognitive/Behavioral - Motivational Enhancement - Education/Awareness	• Brochures and flyer on desk of each student on move-in day regarding policy information	• U-Choose Classroom Presentations • NCAAW PowerPoint Package to Faculty • Women's Center Programming • Athletics – Awareness Programming • Greek – U-Choose • Residential Life—Parent Education including Parent Post Card • Greek—TIPS Training • Residential Life—Alcohol Awareness Posters in Garvey • IMPACT I (Note: Also qualifies as environmental change) • Residential Life — Community Assistant Training on Alcohol • Limited professors work in classrooms	• Women's Center—Respect & Responsibility • National Collegiate Alcohol Awareness Week (NCAAW) Programming • Orientation information for Students and Parents	• Neighborhood University Community Coalition (NUCC) • Safe Communities Meeting • Student Tenant, Landlord, & U-Choose Collaboration	
Environmental Change - Alcohol Free Options - Alcohol Promotion - Normative Environment - Alcohol Availability - Policy Enforcement	• Judicial Sanctions for Alcohol & Drug violations • e-CHUG/e-TOKE	• Residential Life—What's Happening On Thursday • Greek Organizations (Clarify policies within individual groups) • Athletic Code of Conduct • Homecoming Fun Run • Alternative Spring Break Trips • Limited departmental implementation of student alcohol use policies	• Alcohol & Other Drug Advisory Board • Residential Halls—Alcohol Free Policy • Dry Campus with Presidential Exception • Conduct Code Enforcement • Atwood After Dark • University Kickoff Events • NCHA/CORE Surveys • Student Alcohol and Other Drug Policy Revision • Alcohol Advertising Restriction	• Husky Neighborhood Cleanup • Neighborhood Welcome Back • Mayor's Taskforce • Keg Registration • Bartender Training • Bar Capacity Enforcement • Server Training • Media Education and Outreach • Fake ID Card Readers — Fall '06 • St. Cloud City Drink Special Ordinance: Section 810.30 Subd. 14	• Omnibus Liquor Bill, 2005 (21st Birthday Delay)
Health Protection	• 1 : 1 Counseling • Night Security Program • Public Safety	• Alcoholics Anonymous • Narcotics Anonymous	• Friday Morning Classes • Event Management • Public Safety	• Late Nite Bus	
Intervention/ Treatment	• 1 : 1 Counseling • On-Campus Alcohol Assessment • Impact II & III (1:1) • Community Referral as Needed • Student Health Services—Alcohol Screening	• Residential Life Referrals		• Detoxification Unit • Emergency Room/Hospital • Multiple Outpatient Treatment Options • Inpatient Treatment Options	

U-Choose staff work with the AODOB to develop our Biennial Review per the requirements listed in Edgar Part 86 of the Drug Free Schools and Communities' Act. Most importantly, we use this process and document to regularly assess our comprehensive efforts, demonstrate effectiveness, and establish short-term and long-term goals. We also engage annually in a college health survey that provides us specific data that we can use to further direct our efforts.

What actions were taken to involve representatives of the target population(s) in program planning and implementation to ensure that the program is responsive to their needs?
The unique part about this work is that the specific goals and work of the group is determined by all involved. The AODOB is comprised of representatives from across the institution, including students. We regularly consult with student leaders from the Student Government Association and the Residence Hall Association and their feedback influences our work. We consistently collaborate with student organizations such as Student Athlete Advisory Council (SAAC), the Residence Hall Association (RHA), University Program Board (UPB), Delta Zeta Sorority, and Students Taking Action in Recovery and Service (STARS) annually in the planning and implementation of large-scale campus prevention programs.

Immediate student feedback is obtained following every U-Choose program. This data is used to gauge student perception of the program as well as their intent to make positive behavioral changes regarding high-risk alcohol and drug use.

We also make every effort to share data collected with our students by presenting findings and results to the Student Government Association and utilizing the data to create social norms messages, educational brochures and info graphics that are distributed in a variety of ways across campus.

The work facilitated by U-Choose led to the implementation of the St. Cloud Community Alliance (SCCA). The university's President Potter and City of St. Cloud Mayor Kleis are co-chairs of the SCCA. The SCCA has more than 100 members- students, community leaders, neighbors, hospitality owners, police, landlords, administrators, faculty and parents -- who work corroboratively to find effective solutions to help reduce high-risk drinking and the associated negative impact on our community.

C. Population(s) Served
What Target population does the program serve?
The program's target audience started as SCSU students. However, as the program began to demonstrate impact and affect change, our target population has changed to include the following:
- St. Cloud Technical and Community College Students (SCTCC)
- Individuals living in the south side campus neighborhood near campus
- Individuals who receive a minor consumption violation in the City of St. Cloud

Brief descriptions of these target populations are below:

SCSU is Minnesota's second largest public institution in the state of MN with a current enrollment of over 15, 400 students. We are located in Central Minnesota, where the majority of our students grew up. However, our university community is welcoming an increasingly diverse mix of learners. We have over 1000 international students from about 80 countries enrolled and more than 9% of our students are students of color born in the United States. Our student veteran population has grown to 703 students and 23% of our students are over 25. We estimate that we have about 924 students (based on the research of Knight et al., 2002 and Clements, 1999) who meet the criteria for substance dependence disorder.

The mission of SCSU is to "prepare our students for life, work, and citizenship in the twenty-first century". Our active learning commitments include community engagement, sustainability, and global and cultural understanding. Our alcohol and other drug prevention (AOD) efforts are related to these commitments in terms of teaching students about being responsible and respectful neighbors, understanding cultural differences regarding the use of alcohol, knowing and seeking community resources, and preserving quality of life in a historical campus neighborhood.

SCTCC, located just a few miles from the SCSU campus, emerged as a natural partner in our high-risk alcohol prevention efforts. SCTCC does not have the staff or resources to offer alcohol prevention to their students. They do not provide campus housing, so many of their students are intermingled with SCSU students in our south side campus neighborhood.

The south side campus neighborhood is comprised of over 80 percent rental properties that house SCSU and SCTCC students as well as an increasing number of non-student renters. Permanent residents own the remaining 20 percent of the properties; many have been living in their homes for over twenty years. Our program serves to address the needs of the neighborhood related to AOD use by college students and reducing the negative impacts.

What was done to recruit and retain members of the targeted population into this program?
During the 2007-2008 academic year, members of the AODAB developed a new alcohol and other drug policy specifically for students. The new policy became effective in July 2008. Comprehensive in scope, it clarifies expectations for student's off-campus as well as the University's commitment to holding students accountable for disruptive behaviors that are in violation of the Student Code of Conduct. At the same time the new policy was put into place, we developed a plan with the St. Cloud Police

Department to receive weekly police reports in order to identify SCSU and SCTCC students that have been cited for any violations of the law.

This led to the development of a judicial counterpart to U-Choose, which is known as IMPACT. Students are referred to IMPACT through student conduct violations involving alcohol or marijuana. Currently, five levels of IMPACT are offered. An initial violation of the *Code of Conduct* involving alcohol usually results in a referral to IMPACT-I, a second violation to IMPACT-II, and so on.

In August of 2010, after seeing some positive, measurable results from the IMPACT program, the City and SCSU partnered together to introduce and implement the IMPACT Diversion Program. With the implementation of the IMPACT Diversion program, the underage consumption citation in St. Cloud is no longer a payable offense. Individuals who are referred to the IMPACT Diversion program must choose to attend a ninety-minute alcohol education course offered by St. Cloud State University or go to court Previously, when individuals were cited for underage consumption, they simply paid the ticket; no education was provided or required and students perceived the consequence as a tolerable nuisance. The benefits for individuals referred to the program far outweigh the negative consequences. Once individuals complete the program, the citation is removed from their permanent record thus limiting the potentially negative career and academic impacts associated with having such a citation as part of their permanent record. The program is offered at a cost that is less than the amount individuals would have previously paid for the citation when it was a payable offense. Since Diversion is also an option for non-students, underage individuals throughout the city have been exposed to prevention services and resources that they might not otherwise have received. Individuals have returned to St. Cloud to complete the Diversion program for a variety of cities within the state of Minnesota and some have returned from as far away as Illinois, North Dakota, and Wisconsin.

How is the staff trained in the cultural patterns of the program's target population(s)?
U-Choose staff members are trained in B.A.S.I.C.S. (Brief Alcohol Screening and Intervention for College Students). This harm reduction approach serves to facilitate student change in the direction of reducing risky behaviors and the harmful effects of drinking. It is considered a Tier I intervention by the NIAA, has demonstrated efficacy with college students in multiple studies and was considered a "model program" by the U.S. Department of Education. This training includes ensuring that staff can speak knowledgeably about the neurological, psychological, and physiological effects of alcohol, blood alcohol levels, gender differences, tolerance, the size of standard drink, and other relevant topics.

Other training provided focuses on helping staff members effectively utilize motivational interviewing (MI) techniques, which serve to assist students to be self-directed in resolving ambivalence to move toward change. This approach meets students on their terms and bolsters their readiness and enthusiasm to change; it promotes self-efficacy to take desired actions in order to develop positive change. Social norms theory is another area of training for our staff; this theory assumes that students may have inaccurate perceptions about the quantity and frequency of alcohol use by their fellow college students. We provide our staff with accurate data and the skills to be able to facilitate conversations about healthy and protective behaviors practiced commonly by students.

We also regularly scan the environment for changes that are occurring that we might need additional training on. For example, being able to speak accurately about mixing alcohol with energy drinks or staying abreast of new laws and policies that might affect students that we need to be aware of.

What has been done to ensure cultural competency in the program?

The first step in ensuring cultural competence in the program is for our staff to understand their own cultures as a basis for understanding others. All of our staff participates in interdepartmental and campus trainings and activities that provide a basis for personal reflection on their own identity. This approach is partnered with ongoing opportunities for staff members to learn about and experience different worldviews, beliefs, values, and attitudes, especially as they relate to attitudes towards mental health, help-seeking behavior, substance abuse, and behavioral health. We work to incorporate culturally appropriate knowledge, attitudes and understanding in our program and convey our responsiveness to feedback in these areas in our assessment and planning processes. We seek out opportunities to partner with diverse partners on campus as well, including the LGBTA Resource Center, Multicultural Student Services, the Student Parent Support Initiative, Active Minds, and the Veteran's Resource Center.

D. Building Capacity
How does your program relate to the community's overall prevention strategy and/or systems?
In 2007, SCSU sent four staff to a training on developing environmental strategies for high-risk drinking, which was provided by the Department of Education. This group included the Associate Vice President for Student Life and Development, the Director of Counseling and Psychological Services and a counselor from that area, and the Associate Director from Residential Life. This began our effort at building and mobilizing capacity at our University to address high-risk drinking. This core group subsequently gained the support of the SCSU administration in developing the Alcohol and Drug Advisory Board with additional key staff and students to work on development of an environmental management strategy. Additionally, an entirely new alcohol and other drug student conduct policy was developed and approved by the SCSU for administration. Within the next two years, as we recognized the importance of involving various community stakeholders to more fully implement this environmental approach, the St. Cloud Community Alliance (SCCA) was developed and included key neighborhood advocates, police, city leaders, faith-based leaders, students, business owners, hospitality representatives, members from local youth organizations, and educators from the local schools. St. Cloud's Mayor and SCSU's President chaired this group. These efforts eventually led to significantly increased coordination between the University and community. From increased consistency of police enforcement of existing laws, passage of ordinances in support of addressing high-risk drinking, and empowerment of neighborhood members to address concerns when they arose, SCSU's high-risk drinking rates dropped significantly. Over the past few years SCSU has continued to build on these collaborative partnerships to include the community's medical and mental health care entities.

How does your program support and make use of collaboration and linkages, especially with Federal, State, or local organizations?
SCSU's program actively makes use of collaboration and linkages. Federal best practices through the Department of Education form the basis of our work over the past several years along with resources provided by Substance Abuse and Mental Health Services Administration (SAMHSA). The work highlighted in this application has paved the way for us to receive grant funding including a $305,000 Federal Suicide Prevention Grant through SAMHSA. This grant helped enhance services for students' struggling with high-risk substance use as well as those with depression and other mental health concerns. As a result of these efforts, SCSU is one of 55 college and universities selected to join The Jed & Clinton Health Matters Campus Program.

Significant gains have also been realized through work with local governmental and community organizations. In addition to the St. Cloud Diversion program partnership with the City of St. Cloud, U-Choose staff also works with the local police in identifying problematic rental homes or apartment

buildings where high-risk drinking activities occur. At the beginning of each academic year for the past seven years, SCSU's President, the Mayor, staff from SCSU, and the police, have a neighborhood walk, going door-to-door to engage students and neighborhood homeowners. Information is provided about local ordinances, contact numbers for assistance, as well as information on safety tips for dwellings. This year alone over 2000 residents of the University neighborhood were contacted.

In 2010, U-Choose and the SCCA partnered with the St. Cloud Police and St. Cloud City Administrators to propose that the city adopt the following ordinances: Social Host, Provisional Licensing for Liquor Establishments, and Disruptive Intoxication. The impact of these ordinances has been extremely positive. In 2012, these same collaborators worked together again to propose and Underage Social Event Permit ordinance. This ordinance includes specific guidelines and a permit process of liquor establishments that wish to host alcohol-free social events for those under the legal drinking age (18-20). This ordinance also successfully passed and has had similar positive impact.

As a result of these accomplishments, we have been invited to present at various local, state, and national conferences, such as the Minnesota Prevention and Sharing Conference, the International Town Gown Association, and Minnesota's Shutting Off the Tap to Teens Annual Convention. Our Diversion program was the recipient of the Association for Student Conduct Administration (ASCA) Innovation Award in 2013 and as a result, we were able to share resources and information on this program at their annual conference.

U-Choose is frequently asked to present at various high schools within the area. For the past two years, we have been asked to develop and present an 8-week AOD curriculum at our local alternative high school for at-risk youth. We have consulted with local middle school counselors on their AOD prevention efforts and have collaborated with the local high schools to host "town hall meetings" to discuss and prevent underage alcohol use.

U-Choose staff works collaboratively with local agencies to provide resources, consultation and to collaborate to meet community needs such as the St. Cloud Police Department, Regional Detox Center Staff, St. Cloud Hospital Emergency Room Staff, St. Cloud Public Health and Inspections, and St. Cloud City Administration. We played an integral role in the development of the St. Cloud Recovery Network, which is a group that meets monthly to discuss recovery advocacy efforts and recovery events within the St. Cloud community.

We have also developed collaborative relationships with the following state agencies and non-profits to provide annual outreach and education that aligns with their specific missions:
- Minnesota Organization on Fetal Alcohol Syndrome (MOFAS)
- Minnesota Recovery Network (MRC)

What community outreach strategies do you employ?
We utilize very creative outreach techniques. Most students would not choose to attend an "alcohol education" presentation or program as a stand-alone event, so we bring our outreach to where the students are already planning to be. One of our most popular events on campus is the monthly "Atwood After Dark" event which is an after-hours late night event held in our student center. We regularly attend these events and interact with students in fun and interactive ways. For example, one of our most popular outreach efforts is a quick, interactive "pouring demonstration" that engages students in learning about standard drink sizes and how to measure one's blood alcohol content (BAC). After students engage in this brief prevention demonstration, they are able to enjoy a complimentary

mocktail from our "flair bartenders" (bartenders that flip bottles like in the movie "Cocktail") that's served in a specially designed SCSU cup that students can keep with a social norms message on it.

We advertise the opportunity to schedule a U-Choose presentation across campus to faculty, staff, community advisors, Greek organizations, athletic teams, and student organizations. We encourage faculty to call us to present U-Choose instead of cancelling class if they find themselves in a pinch.

We partner with our Health Promotion team on campus and train peer educators to be able to provide AOD outreach on a variety of topics including signs and symptoms of alcohol poisoning, standard drink size, and harm reduction techniques.

Our outreach efforts also include social norms marketing, social media advertising, and efforts to encourage students to "self-refer" to U-Choose. For example, we have created a marketing campaign that says, "U-Choose asks how many cheeseburgers you drank last month. Take the e-CHUG to find out", this poster advertises the opportunity for students to take the e-CHUG anonymously to obtain personalized feedback for free. Another campaign occurs prior to Halloween where we do "reverse" trick-or-treating where we deliver candy directly to students. Each piece of candy provides a prevention message like the one included below.
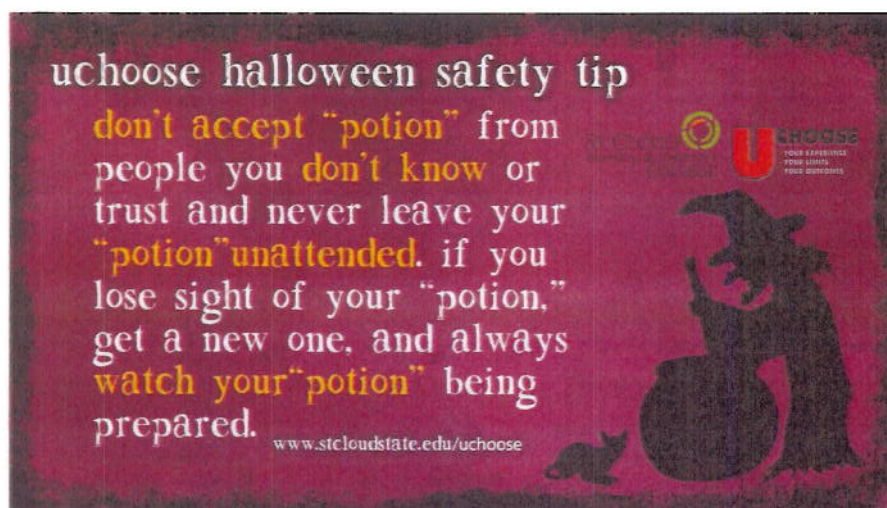
In addition to the outreach provided through U-Choose classes, presentation and prevention events described previously in this application, we provide outreach within the greater St. Cloud community at local middle schools and high schools, at treatment centers, sober homes, and at our local alternative high school.

What type of grassroots participation is included in your program?
Grassroots participation in the U-Choose/IMPACT program has occurred from the first Department of Education training were those of us passionate about this work volunteered to attend training and begin this work. The SCSU Administration assisted with additional funding for graduate assistants time as we began having all students with an alcohol sanction attend one of the small group, interactive, harm reduction, psychoeducation sessions. Interested neighbors along with several local and county entities joined the President and Mayor in developing the neighborhood University coalition and they continue to meet on a regular basis, now for over eight years. Faculty are invited to have the U-Choose presentations in their classrooms and student groups such as Student Government, sororities and fraternities, request the U-Choose presentations.

E. Strategic Planning
What are the goals and objectives of the program?
SCSU's AOD prevention program goals include:

- Reduce harmful consequences of high-risk drinking, especially among our students, by using the environmental management strategy framework recommended by the Higher Education Center for Alcohol and Other Drug and Violence. Elements of the environmental management strategy include providing (1) alcohol free program options, (2) creating a campus environment that supports "health-promoting norms" (DeJong & Langford, 2002, p. 143), (3) reducing alcohol availability, (4) limiting marketing and promotion of alcohol in University documents and programming, and (5) developing, articulating and enforcing clear AOD policies on and off-campus (DeJong & Langford, 2002);
- Provide ongoing evidence-based (Tier 1 when possible) education and prevention strategies for the university community for the purpose of preventing alcohol abuse and other drug use;
- Develop and increase collaboration in AOD prevention efforts among the University's internal partners and with other local, state, and national partners;
- Provide a reasonable level of care for individuals who are abusing or dependent on alcohol or other drugs through education, counseling, referral, and treatment;
- Comply with federal and state laws and statutes concerning AOD use and AOD abuse prevention; and
- Assist students in making informed lifetime personal choices regarding healthy behaviors.
- Provide a safe and welcoming campus environment where students in recovery can receive support while working to obtain a college degree.

How do the goals and objectives directly respond to the information and epidemiological data gathered from the needs assessment?
The goals and objectives for our program directly respond to this information gathered in our needs assessment. These goals were developed through a process of categorizing existing campus and community prevention efforts, identify missing program elements and using the information to establish goals to address gaps in campus and community needs. The goals and objectives are comprehensive in nature and address needs on an individual, group, community, and institution and policy level.

How many members of the population are expected to be reached and in what timeframe?
Annually, we expect to reach at least 30% of our student population through our harm reduction/alcohol prevention efforts through educational classes, large-scale events, tabling, classroom presentations, and other community and neighborhood outreach activities. We focus much of our attention on reaching first year and transfer students through presentations in the residence halls, during student orientation and other outreach efforts as described in this application. This strategy allows us to continually educate incoming students, while building upon the collective prevention provided to returning students.

What mechanisms are in place to ensure long-term program sustainability?
We have established multiple mechanisms to ensure long-term program sustainability. In addition to creating a self-generated revenue stream to support our AOD programs, we have the community engaged in sustaining and support this work through the participation of members of the Alcohol and Other Drug Advisory Board and the St. Cloud Community Alliance.

F. Implementation
What makes this program innovative?
One of the most innovative aspects of our program is our work with local property managers. We collaborate with property managers to address the broader environmental issues that may contribute to high-risk alcohol use in the off-campus community. Collaborating with property managers (PM's) represents a new approach in high-risk alcohol prevention. We have partnered with PM's to provide U-Choose presentations for their renters; students who participate receive various incentives from their property manager. We also partner with PM's to distribute prevention materials and have developed an off-campus resource website where students can acquire information on housing options that highlights PM's involved in our project.

Quality of life issues, both real and perceived, concerning crime, safety, public nuisances, and the visual peace and quiet of this neighborhood generated the need for a problem-oriented strategy. We have worked collaboratively with the St. Cloud Police Department to develop the Eyes on the Southside Initiative (EOSS) that recognizes rental properties that meet Crime Prevention through Environmental Design Standards (CPTEDS). EOSS is intended to foster communication, interaction, cooperation, and trust between the participants and to maintain the pride of ownership within the south side campus neighborhood. The key components of the EOSS program are to:
- Facilitate continuous interaction between the police, area residents, and university staff.
- Train, educate, and support permanent and temporary residents in crime prevention and reduction strategies including personal safety, burglarproofing, safeguarding personal property, and neighborhood watch principles.
- Train, educate, and support rental property owners and managers in best practices that will lower police calls for service and raise the quality of life while maintaining both the landlord's and the tenant's rights.
- Support and encourage resident participation in programs that promote personal responsibility and positive behavior.

What distinguishes this program from similar programs, strategies, or practices?
Although other universities have used components of from the Department of Education's comprehensive approach, our use of small group, interactive sessions with students who have been sanctioned as well as our collaborative relationships in the community and working with non-student youth are all innovative and clearly distinguishing features.

Additionally, this program stands serves as an example of how we can work collaboratively with external partners to meet community needs while enhancing our opportunities to serve and educate students on campus. The revenue accrued through the Diversion program has funded three prevention-related graduate assistantships for our campus and also funds various prevention efforts, including the development of a peer education program.

As described previously, these efforts have led to a collaborative partnership with our local Technical & Community College to ensure that their students are provided with quality prevention resources despite limited resources. These combined efforts have drastically changed the environment in the City of St. Cloud and the culture around drinking on campus at both SCSU and SCTCC.

How does the program operate? Describe in detail and identify all features critical to implementation. Include the program's scope, intensity and duration.
We feel we've answered this question adequately in other areas of the application.

Who is involved in conducting the activities?

Jen Sell Matzke, Assistant Dean of Students, oversees the U-Choose & IMPACT programs, the Recovery Community, is the chair of the Alcohol & Other Drug Advisory Board, and a tri-chair of the SCCA. Jen Johnson, Coordinator for Alcohol & Other Drug Prevention, coordinates the day-to-day operations of the U-Choose & IMPACT programs, as well as the Diversion Program. She is also a tri-chair for the SCCA. Daniel Rueckert is the Recovery Community Coordinator. He assists with instructing IMPACT classes coordinates daily operations of the SCSU Recovery Community and, as a licensed LADC, provides outreach, assessment and referral services to students. The U-Choose program has one 20 hour/week graduate assistant whose primary responsibilities include: teaching classes, classroom presentations, and large-event planning. Five undergraduate peer educators also help with classrooms presentations, tabling events, and on-campus programming. Matt Staehling, St. Cloud City Attorney, serves as a tri-chair to the SCCA and reviews all underage alcohol citations in consideration of eligibility for Diversion. Kim Bartell is an administrative support person in the city attorney's office and she processes maintains Diversion referral records and handles communication regarding Diversion referrals, failure to complete notices and other administrative aspects of the program.

How does the implementation address the cultural needs of the target population?

The implementation of this comprehensive approach has been beneficial to all students of SCSU and underage youth in our community. Youth of all genders, ethnicities, and faith have benefited from this work regardless of whether they abstain from alcohol use, use moderately or use at high-risk levels.

What is the infrastructure/support system used to implement this program?

All activities described in this application are either directly supervised by U-Choose staff or coordinated in partnership with U-Choose staff. St. Cloud State University provides the infrastructure and support for the U-Choose program and all of its related activities.

Describe the program's ability to effect community-wide change: at what scale or level is outreach conducted?

We feel this question is answered adequately in other sections of this application.

Does it succeed in changing community norms? Is there adequate capacity to elicit community-wide change?

SCSU's environmental approach, and the collaborative partnerships which have been spawned, have led to wide ranging gains in support of the community's overall prevention strategy. Constructive conversations with police, city and county leaders, have led to both a reduction in high-risk drinking in the south side campus neighborhood as well as increased enforcement and safety of the entire community.

What is the number of individuals in the community, and what percent of these individuals were impacted through the implementation of this program?

Approximately 16,000 students attend SCSU. Since 2010, U-Choose has served over 31,033 students and community members through our various alcohol prevention efforts. Annually 6,500 (49%) or more students are exposed to our harm reduction/alcohol prevention efforts through educational classes, large-scale events, tabling, classroom presentations, and other community and neighborhood outreach activities.

Apart from the lives of individual students who have benefited from fewer negative consequences from high risk drinking, the entire campus community is benefitting from the awareness of positive change. Additionally, the neighborhoods around campus are cleaner, safer, and have significantly improved relationships among students and homeowners. The City of St. Cloud and the invested departments such as police, city hall, city attorney's office, and crisis services such as detoxification center, hospital emergency trauma unit (ETU) have all voiced their recognition of a change for the positive in our community.

What aspects of the program can be replicated or adapted at other sites?
Because U-Choose utilizes empirically based theories and the National Institute on Alcohol Abuse and Alcoholism's Tier's 1 (evidence of effectiveness among college students), 2 (evidence of success with general populations), & 3 (evidence of logical and theoretical promise, but require more comprehensive evaluation), it is easily adaptable to other institutions and sites. With a thorough commitment of personnel, time and resources, the successes of this program are viewed as very adaptable to other sites.

We utilized data and the strategic prevention framework to develop and test strategies to address identified needs. The process itself can and should be replicated to address needs.
Other aspects that can be easily replicated include offering online education, utilizing data to draft social norms messages to correct misperceptions and promoting and creating alcohol-free activities and alternatives. We believe that the Eyes on the Southside program is also highly replicable and adaptable and developed it to be a model for others to utilize in conjunction with their AOD prevention efforts.

G. Evaluation
What are the major outcomes, impacts and changes accomplished due to this program?
As of 2014, the high-risk drinking rate for SCSU has fallen 52% to 27.8%, a rate below the national average for college students. This change in culture can be attributed to the environmental management efforts outlined in this application. These efforts have created a healthier campus environment for our students and have improved neighborhood livability for students and non-students significantly. Through these efforts, the City of St. Cloud and area colleges have witnessed firsthand the impact of collaboration in affecting change, the importance of partnerships, data collection, and the power of education to reduce alcohol use. These efforts were the catalyst for the SCCA that brings together city leaders, campus leaders, residents, students, k-12 educators, and businesses from throughout the community of St. Cloud and its surrounding areas. The collaborative relationships that were built and exist between these entities continue to thrive and provide numerous opportunities for partners to work together for the sake of creating an improved quality of life for all students, residents, visitors, faculty, and staff within the City of St. Cloud.

This work has also led to historic actions being take in our community, most noteworthy is the SCCAs involvement in advocating for stricter guidelines for loss of liquor license in cases of non-compliance with established laws and regulations. This has led to two downtown liquor establishments, with a high volume of alcohol related violations including over capacity and sale to minors, having their liquor licenses revoked by City Council. This has had a dramatic and positive affect on limiting alcohol availability to minors in our community.

The changes have also led to the full implementation of the SCSU Recovery Community during fall semester of 2012. The purpose of the SCSU Recovery Community is to provide a safe and welcoming environment where students in recovery can receive support while working to obtain a college degree.

The goals of this program include academic, economic and social success for students in recovery and abstinence from alcohol and drugs while in recovery. In order to meet these goals, the SCSU Recovery Community provides housing, customized programming, peer support, and clinical services to students.

What evidence can be used to answer the described above?
We have collected data that demonstrates that student's self-reported peak BAC has dropped by 50% from pre-intervention to post-intervention at 90-day follow-up after completing the U-Choose program (from .14 pre-intervention to .07) post-intervention. High-risk drinking rates have dropped over 50% in past 9 years (58.6% to 27.8%). We cited CORE survey data gathered in 2005 as evidence that helped us define the nature and scope of the problem in our community. We offer the following as evidence of change (2015 data was not yet available at the time of this application):

- The past 12 month alcohol use rate for all students attending SCSU was 91% in 2005 and has fallen incrementally over the years to a 2014 rate of 72.4%
- The current alcohol use rate for SCSU students was 83.4% in 2005 compared to 62.9% in 2014.
- The average number of alcoholic beverages consumed per week was 7.7 compared to 3.3 in 2014.
- The average estimated Blood Alcohol Content (BAC) based on the last time the student "partied" was .12 compared to .07 in 2014.

We have also collected data from the IMPACT Diversion program since it was implemented in 2010:

- The program has a participation rate of about 80% of those who are deemed eligible.
- The underage consumption recidivism rate has decreased from 12% to 1% for participants who complete the Diversion program.
- 94% of participants in the IMPACT Diversion program indicate that they learned something useful about moderation and risk reduction as a result of the intervention.
- 89% of participants indicate that the program was beneficial to them personally.
- 73% indicate that as a result of the information, they will monitor their BAC more carefully.

We have longitudinal data that shows that our environmental management approach is working for the general campus population as well. In addition to the significant reduction in the campus high-risk drinking rate, our data shows that students are experiencing fewer negative consequences as a result of their alcohol use. For example, in 2008 (when the question first started to be asked this particular way), 30.4% of our students indicated that they had performed poorly on a test as a result of alcohol use; our 2014 data indicates that number has dropped to 20.6% of our students. In 2008, 33.2% of our students indicated that they had missed at least one class as a result of their alcohol use; our 2014 data demonstrates that number has dropped to 25.1% of our students.

The decreases reflected above cannot be contributed to lack of enforcement or decreased enrollment, but rather are a direct result of the collaborative efforts that have been put in place as described in our description and outline. These changes have been further supported by data collected by St. Cloud Hospital Emergency Room personnel. The ER staff have seen significant reductions in alcohol-related admits for those aged 18-24. We track similar data from the regional detox center, which also shows significant decreases in their population of admits aged 18-24. The most recent data from the Central MN Detox Center shows that from January 1, 2015 to June 30, 2015, only 5.4% of admits were between the ages of 18-24. When this data was released at the quarterly community detox meeting, the staff at the detox center attributed these reductions to the comprehensive efforts being facilitated by the SCSU staff and the IMPACT Diversion program.

Annual crime data from the St. Cloud Police Department has shown significant reductions in alcohol related offenses. This includes reductions in the number of individuals cited for underage consumption, open container, social host and other alcohol related violations. We've been monitoring alcohol-related citations issued during opening weekend at SCSU since fall of 2006 and have included these results below.

	*2006	2007	*2008	2009	2010	2011	2012	2013	2014	**2015
Citation Summary										
Total Individuals Cited by St. Cloud Police	215	311	184	189	236	199	161	59	223	137
Total Individuals Cited who were SCSU Students	100	145	71	68	98	79	55	11	100	54
Percentage of Total who were SCSU Students	46%	46%	39%	36%	41%	40%	34%	18%	45%	39%
Types of Citations issued to SCSU Students:										
Underage Consumption	N/A	63	20	21	54	34	24	10	41	30
Open Container	N/A	74	36	32	38	47	20	1	15	17
Minor in Possession	N/A	11	2	3	2	0	2	0	1	2
Social Host	N/A	N/A	N/A	N/A	13	1	0	0	7	5
Noise Violation	N/A	10	9	12	13	4	4	0	38	7
Disruptive Intoxication	N/A	N/A	N/A	N/A	0	0	0	0	0	1
Other	N/A	19	7	7	7	16	11	0	21	8

The assessment data we've collected since U-Choose was first implemented serves as evidence that our collective efforts are impacting significant changes in college student drinking habits on our campus and for young people throughout the surrounding community.

**How do the outcomes relate to the program's goals and objectives?**
These outcomes are directly in line with our proposed goals and objectives. Through a shared vision and collaborative partnerships, we have effectively reduced the negative consequences of high-risk drinking in our community; thus promoting a healthier quality of life for our students.

How do the results derived from the evaluation meet the needs for which the program was designed?
The program was designed to improve the lives and academic success of our students. The improved relationships with our community partners came as a result of our work and have positively impacted our students.

Program Management (include an organizational chart and a budget narrative that specifics sources of income (or support) and expenses.
Organizational Chart:
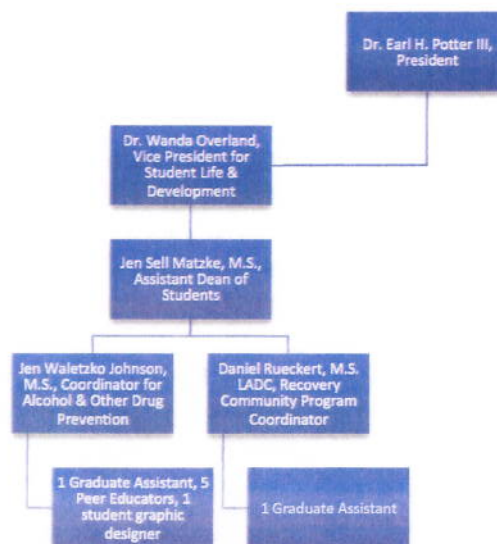
Budget:

Salaries, Wage and Fringe Benefits	Amount	IMPACT/Diversion program revenue	Student Fees	Grants & Donations
Assistant Dean of Students	103,166.00		x	
Coordinator for Alcohol and Other Drug Prevention	75,057.00	x		
Recovery Community Coordinator	$52,941.00			x
Supplies/Equipment				
Office Space Rental	$6,900.00	x		
General Office Supplies	$7,600.00	x		
eCHECKUPTOGO annual license	$3,500.00		x	
Graduate Assistant & Peer Educator Staff				
20 hour Graduate Assistant	$15,200			x
220 hours of Peer Educator Staff Time	$2,500.00			x
Diversion Payment to City of St. Cloud				
$25.00 payment per participant	$7,500.00	x		
Programming/Events	$10,000		x	x
Total Operational Budget	**$284,364.00**			

What resources are available to the program and how is the program able to maximize or optimize the resources available to it?
The main funding stream for U-Choose is the City of St. Cloud Diversion Program and the St. Cloud State IMPACT Program. Due to the small amount of funding we have, we maximize our resources by partnering with others to achieve our goals. By continually providing evidence of our program's success, we receive support from other departments on campus and throughout the city of St. Cloud.

A creative way we are able to share our message with students is by collaborating with events that are already popular on campus, and finding ways to infuse alcohol education and prevention messaging to the event. For example, Blizzardshack Block party is an event that always kicks off our SCSU Fall Celebrate Weekend. U-Choose, Campus Involvement, Residential Life and many other partners put on this collaborative event. The event features inflatable games and slides, a mechanical bull, gourmet s'mores, a Ferris wheel, and flair bartenders serving mocktails. The main feature of Blizzardshack is the 18-hole mini golf course. Students make their way around the course and at each hole are asked an alcohol related question. This prevention event provides alcohol education in a fun and engaging way while also serving as a late-night alcohol-free option for students to socialize.

What systems are in place to help ensure effective communication and coordination amongst program staff and administration, consumers/clients, the media, policymakers, and others?
Several systems are in place to ensure effective communication between all individuals. We have found that social media has been an effective way to get messaging out, especially college students, our target

population. We have a twitter and a facebook page that we are able to advertise our events, share social norms messaging, and promote our message. Email listservs have also been an effective way to share information and updates with all involved.

Quarterly, the St. Cloud Community Alliance meets as a large group to discuss ways in which we can reduce the harms of high-risk drinking in our community. We use email invites to assure everyone is informed of these meetings, and also keep minutes so those not able to attend can be informed about what was discussed. Our UCHOOSE website is updated with pertinent information and is a great resource for students, faculty, staff, media, etc.

We have found that an effective way to communicate with local policy makers is to develop "issue analysis" documents like the one below to help provide information and education around AOD issues that impact our community and demonstrating how policy can be effectively utilized to impact change.

Issue Analysis- 18+ Events at Licensed Bars/Taverns

1	Statement of Problem	Allowing minors into drinking establishments such as bars and nightclubs is, in the words of one enforcement official, "a regulator's nightmare"(Inspector General, 1991). It creates numerous difficulties for servers, who must conduct repeated identification checks and continuously track who is actually drinking the beverages being served. Best practice guidelines recommend that if minors are allowed to enter bars and taverns to attend alcohol free events, there must be specific guidelines in place that reduce the ability for minors to obtain alcohol on the premises.
2	Current Situation	Many local bars and taverns are promoting 18+ nights, targeting those under 21. How these events are facilitated at the various licensed establishments varies greatly in terms of ensuring that underage youth do not have access to alcohol in these venues. Once they enter the bar, underage individuals can often find someone to buy alcohol for them or sometimes can even purchase it themselves; particularly in environments where of age students comingle with those underage. Research shows that younger students tend to binge more than older students, thus putting them at greater risk for negative alcohol related consequences.
3	Supporting Data	Underage college drinkers are more likely than their of-age counterparts to suffer consequences ranging from unplanned sex, getting hurt or injured, requiring medial treatment for an alcohol overdose, and doing something they would later regret. (Wechsler et al. 2000) These problems often have impacts not just on the drinkers, but on fellow students and area residents as well. The "last drink" data collected in 2010 by the SCPD and Student Life and Develop at SCSU demonstrates that 69% of those cited for alcohol related offenses were underage. Underage drinkers are more likely to be involved in incidents such as assaults, disturbances of the peace, traffic accidents, etc., This has a huge negative impact in our community.
4	Comparison to other public university systems	Cities and towns with large college populations have been exploring this issue all across the nation. Most recently this issue was addressed in Minneapolis. Regionally, the regulation of 18+ events has been considered in Fargo, Iowa City, Springfield, etc., and nationally, it's been looked at from college towns in California to Florida.
5	Specific changes needed to remedy the problem	This issue could be addressed by developing a city ordinance that provides clear guidelines on how to restrict youth access to alcohol at bars and taverns that are hosting alcohol free events for minors.
6	Benefits of Proposed Changes to Colleges	Awareness education alone is insufficient to impact the negative consequences associated with high-risk alcohol use and is rendered less effective when the surrounding community environment supports high-risk use. Changing the environment, i.e. through local laws, is an effective community strategy in preventing negative consequences associated with high-risk drinking. We have seen firsthand how local laws can impact positive environmental change with the effectiveness of the social host ordinance.
7	Benefits of Proposed Changes to the City	Targeted business practices such as 18+ events at local bars that are loosely regulated are contributing to creating a culture that promotes and normalizes excessive high-risk drinking and associated negative consequences among college students and underage youth. Taking action