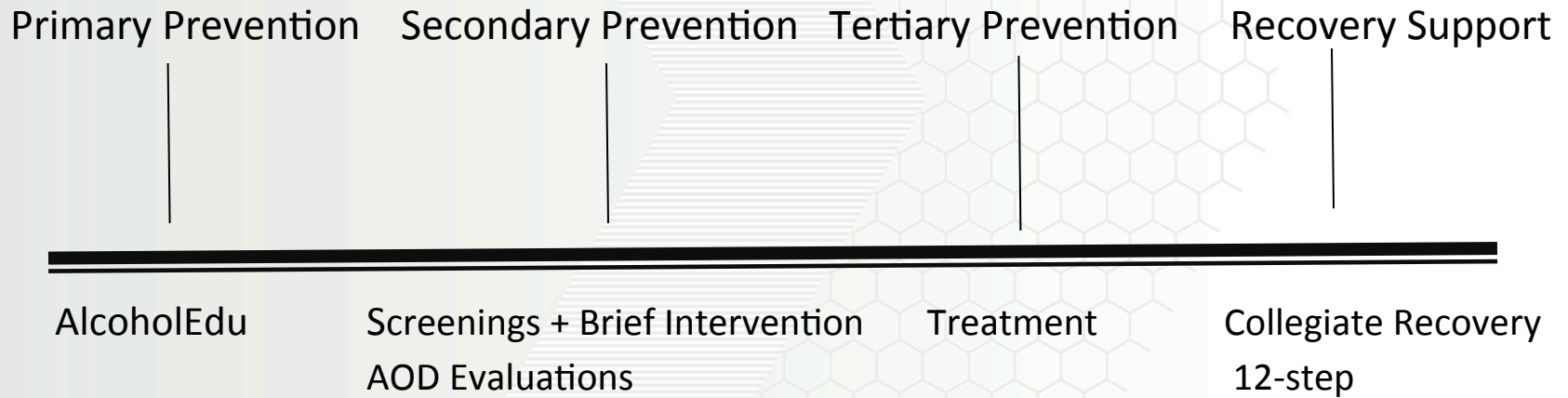


# THE SPECTRUM OF RESPONSES TO ALCOHOL AND OTHER DRUG USE

AN INSTITUTION OF HIGHER  
EDUCATION'S EXPERIENCE

CREATING THE NEXT

# Continuum of care



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- Pronouns: she, her, hers

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- Pronouns: she, her, hers

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# Learning Objectives

- Identify two opportunities to strengthen collaboration at the campus or system level.
- Describe the role of social media in prevention efforts.
- Identify effective screening tools to identify high-risk behaviors.





# Continuum of care



## Beloit: Mindset List Class of 2018

- Joe Camel has never introduced one of them to smoking (2018)
- Nicotine has always been recognized as an addictive drug requiring FDA oversight (2018)
- “Press pound” on the phone is now translated as “hit hashtag.” (2018)

## Things that baffle others...

*They need to plan ahead so they don't find themselves "dankrupt." (2019)*

- **One of a variety of painful declarations that we are out of weed.**

*Slurring "textroverts" have always been a fact of social life. (2019)*

- **If you're too drunk to say it face to face, you probably should wait until morning before you start texting.**

**“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”**

– Erik Qualman



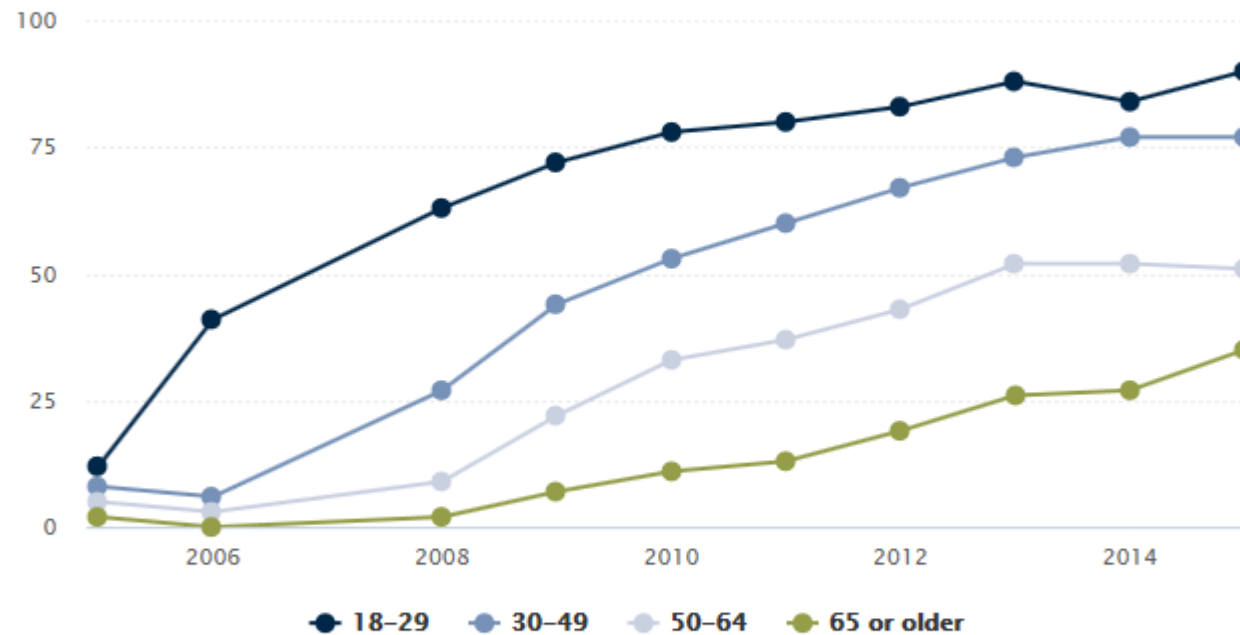
*"No, you weren't downloaded.  
You were born."*



## Young Adults Still Are the Most Likely to Use Social Media

Chart Data Embed

*Among all American adults, % who use social networking sites, by age*



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

# Alcohol culture on social media

- Jack Daniels 1<sup>st</sup> alcohol company to advertise on Twitter with their promoted trend #JackDanielsHoney (Dugan, 2011)
- Bud Light among the first to use age screened accounts during their #WhatsYourSuperstition campaign (Jain, 2013)



# Alcohol Culture on Social Media

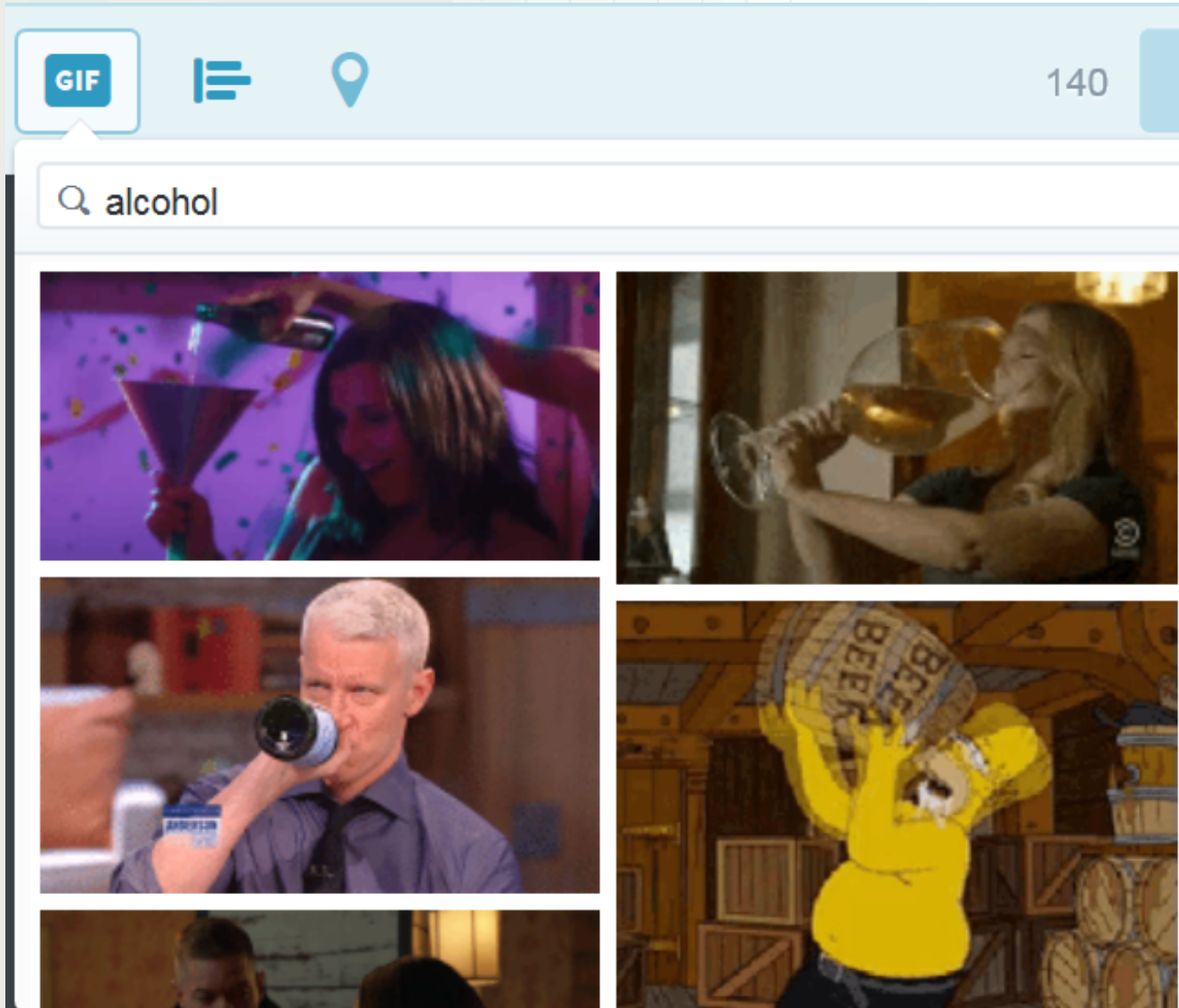


- “Drunk” peaked on Saturdays, SuperBowl Sunday, Saint Patrick’s Day, Independence Day, & Thanksgiving among random sample of tweets (Ramezani, et al., 2014)
- Alcohol is referenced on the majority of college students Facebook pages (Egan & Moreno, 2011; Moreno et al., 2010)
- About 15% of college students report following alcohol related Twitter accounts (Hoffman et al., 2014)

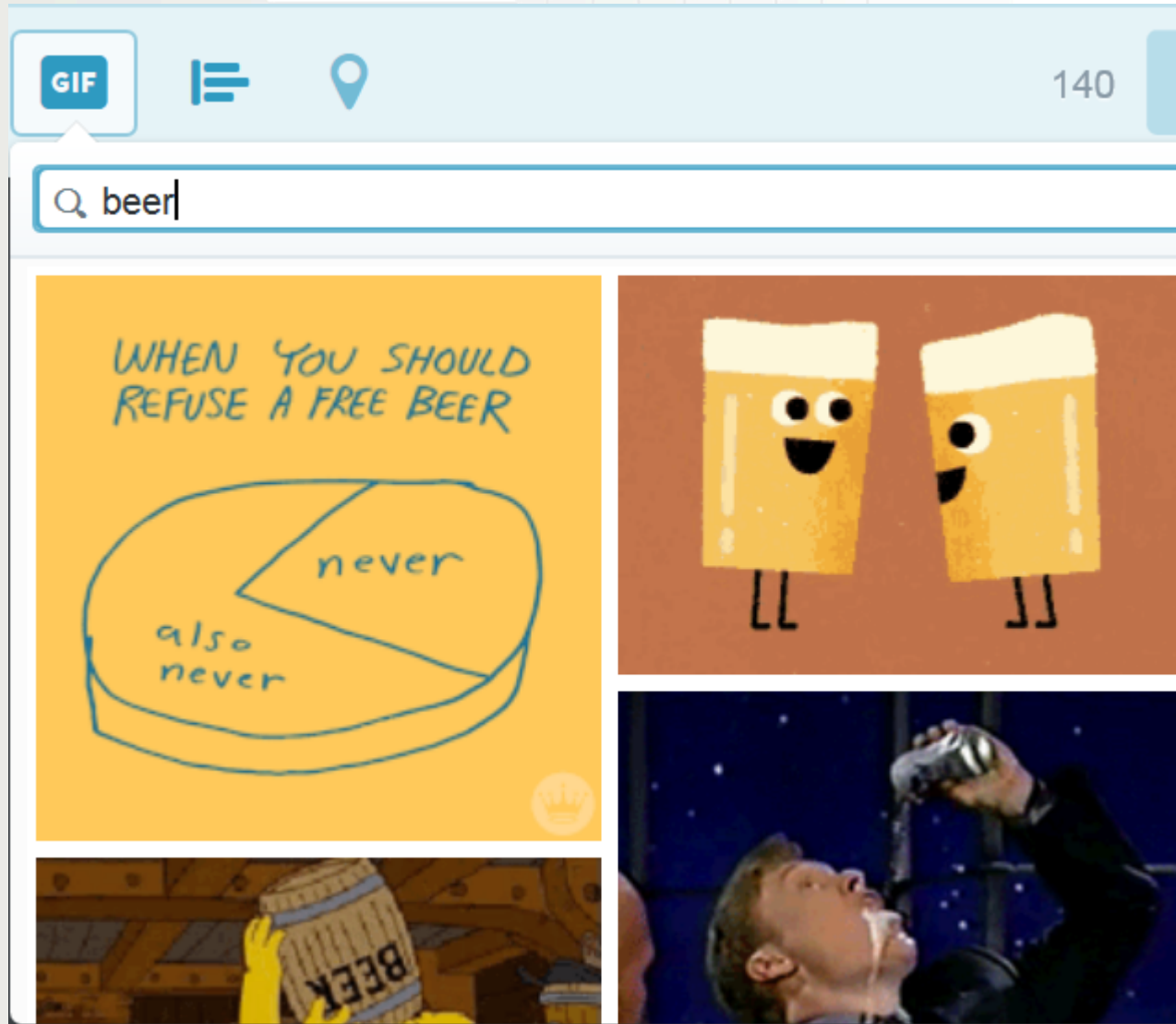
# Marijuana on twitter

- Pro-marijuana tweets outnumber anti-marijuana tweets by a factor of  $> 15$ .
- The most common themes, in descending order
  - Tweeter wants/plans to use marijuana
  - Tweets about frequent/heavy or regular marijuana use
  - MJ has health benefits and/or should be legalized (Cavos et al., 2015)

# Graphics Interchange Format (GIF)



# Graphics Interchange Format (GIF)



# @GTCounseling



This account is only for announcements of the Georgia Tech Counseling Center. This account is not monitored for replies. Any message tweeted "@" or otherwise directed to the Counseling Center via Twitter will not be read.

## know the five signs

If you need to contact the Counseling Center, call (404) 894-2575 or visit the Center in Rm. 238, Student Services Building, M-F 8:00 am - 5:00 pm.

To speak to an after-hours counselor on-call, call (404) 894-2575 and follow the voice prompts. If you are in an immediate emergency, call 911.

**Georgia Tech**  
**Counseling Center**

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
2,504	204	469	111	1

Tweets   Tweets & replies   Media

**GT Counseling Center** @GTCounseling · 23m  
Thanks for the follow, Alyson Salas

Who to follow · Refresh · View all

**Johns Hopkins Medicine**  
Followed by Healthy Habits

[Follow](#) [Promote](#)



@BuzzOnHealthGT



## How can Health Promotion help you succeed at Georgia Tech?



AlcoholEdu® / Haven

Condom Availability Program

Dietitian Consultations

Eating Disorder Treatment Team

Free HIV Testing

Health Educator Consultations

Online Mental Health Screening

Sexual Violence Victim-Survivor Advocacy

Tobacco Cessation

Yoga for EveryBody



@buzzonhealthGT



[www.healthpromotion.gatech.edu](http://www.healthpromotion.gatech.edu)

404-894-9980

Georgia Tech Health Promotion

# Social Media Objectives (CDC, 2011)



- Highlight content
- Spark action
- Encourage awareness of an issue

# Screening for Mental Health, Inc. - College Response #KnowYourScoreGT



[TAKE A SCREENING](#)

[ARTICLES](#)

[PRIVACY POLICY](#)

## How are you feeling?

Mental health is a key part of your overall health. This program is anonymous & confidential. Following the brief questionnaire you will see your results, recommendations, & key resources. Follow #KnowYourScoreGT for more additional messages related to health screenings.

GEORGIA INSTITUTE OF TECHNOLOGY



[TAKE A SCREENING](#)



# College Response

*Academic year 2014-2015*



## Objectives:

- Maintain a social media presence
- Increase utilization of service

**Drink, Drank, Drunk**

It doesn't take much to go

From one extreme to the other

**#KnowYourScoreGT**

# College Response Campaign



- Monthly posts Facebook & Twitter
- Postcard to all students living on campus
- Table events with free t-shirts for completion (National Alcohol Screening Day)



**GT Health Promotion** @buzzonhealthgt · Apr 10

Concerned about a friend's drinking? Take a brief assessment to learn the signs of an alcohol problem: [ow.ly/Lafun](https://ow.ly/Lafun) #KnowYourScoreGT



**StampsHealthServices** @stampshealth · Apr 10

FREE t-shirt. Last day. Complete an alcohol assessment and score your shirt in Health Promotion: [ow.ly/Ladje](https://ow.ly/Ladje) #KnowYourScoreGT



**StampsHealthServices** @stampshealth · Apr 9

Concerned about a friend's drinking? Take a brief assessment to learn the signs of an alcohol problem: [ow.ly/LacOu](https://ow.ly/LacOu) #KnowYourScoreGT



**GT Health Promotion** @buzzonhealthgt · Apr 8

Tap into your potential, not just the keg. Take an anonymous alcohol assessment online at: [ow.ly/LafrG](https://ow.ly/LafrG) #KnowYourScoreGT



**StampsHealthServices** @stampshealth · Apr 7

Tap into your potential, not just the keg. Take an anonymous alcohol assessment online at: [ow.ly/LabS4](https://ow.ly/LabS4) #KnowYourScoreGT

# College Response: Outcomes

196%

Screening	2013	2014	2015
Total	290	857	518
Depression	-	206	141
Alcohol	-	200	98
Bipolar	-	78	48
Eating Disorder	-	144	69
General Anxiety Disorder	-	202	132
Post Traumatic Stress Disorder	-	27	28

*Completion numbers based on July 1-June 30*

# Received recognition from the Screening for Mental Health, Inc. as a Top 10 Online Screening Site for National Alcohol Screening Day 2015



**StampsHealthServices** @stampshealth · 15 Mar 2015  
#MarchMadness is in full gear. Take a break for a brief health assessment:  
[ow.ly/Jpjlz](http://ow.ly/Jpjlz) #KnowYourScoreGT



← ↻ ❤️ 1 ⋮



**StampsHealthServices** @stampshealth · 2 Apr 2015  
Take a 3 minute alcohol assessment:  
[screening.mentalhealthscreening.org/georgiatech](http://screening.mentalhealthscreening.org/georgiatech) #KnowYourScoreGT



← ↻ ❤️ ⋮

# Academic Year: 2015-2016



**Georgia Tech Health Promotion**

Published by Tammy Turner [?] · July 28 at 9:54am · 🌐

1000+ first year students have already completed AlcoholEdu or Haven - Georgia Tech's Online Health Program. <http://healthpromotion.gatech.edu/.../a.../alcoholedu-haven.aspx>



1 Like

👍 Like

💬 Comment

➦ Share

**411**

People Reached

**8**

Post Clicks

**411** People Reached

**1** Likes, Comments & Shares

**1**

Likes

**1**

On Post

**0**

On Shares

**0**

Comments

**0**

On Post

**0**

On Shares

**0**

Shares

**0**

On Post

**0**

On Shares

**8** Post Clicks

**1**

Photo Views

**7**

Link Clicks

**0**

Other Clicks ⓘ

#### NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page



**AlcoholEdu** *I liked the fact that the material was presented from a perspective designed to inform students about alcohol rather than attempting to frighten them to abstain from alcohol use. It was logical, structured, and interesting. I learned more than I expected.*

**Haven** *I thought the information was something everything should know, especially on a college campus. I also liked how much it was emphasized that one should never blame a victim of sexual assault.*



# AlcoholEdu

FOR COLLEGE



## Student Engagement

The **Student Engagement Report** lists students who have expressed interest in specific healthy activities.


[Get Report](#)

### Recovery Support

0 students would like to be contacted by your school to learn more about alcohol and other drug addiction recovery related programs and services available on your campus.

[VIEW](#) | [EXPORT](#)

# Go Purple Day...

 **Georgia Tech Health Promotion** added 26 new photos to the album: #GoPurpleGT Preparation!  
Published by Tammy Turner [?] · September 15, 2015 · 🌐

Preparing bracelets to use at #GoPurpleGT events. Thanks to the International Student Spouse Support group for creating bracelets to support people in recovery.



**+23**

 **Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 720 people.

403 people reached [Boost Post](#)

 6  1 Share 

**343** People Reached

**34** Likes, Comments & Shares

<b>29</b> Likes	<b>6</b> On Post	<b>23</b> On Shares
<b>3</b> Comments	<b>0</b> On Post	<b>3</b> On Shares
<b>2</b> Shares	<b>1</b> On Post	<b>1</b> On Shares

**1,077** Post Clicks

<b>1,001</b> Photo Views	<b>0</b> Link Clicks	<b>76</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



# #gopurplegt

Top

Live

Accounts

Photos

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More options ▾



**GT Counseling Center** @GTCounseling · 30 Sep 2015

Thanks to everyone who took part in #GoPurpleGT last week! For Recovery Program info, visit [b.gatech.edu/1YOXT0c](http://b.gatech.edu/1YOXT0c)

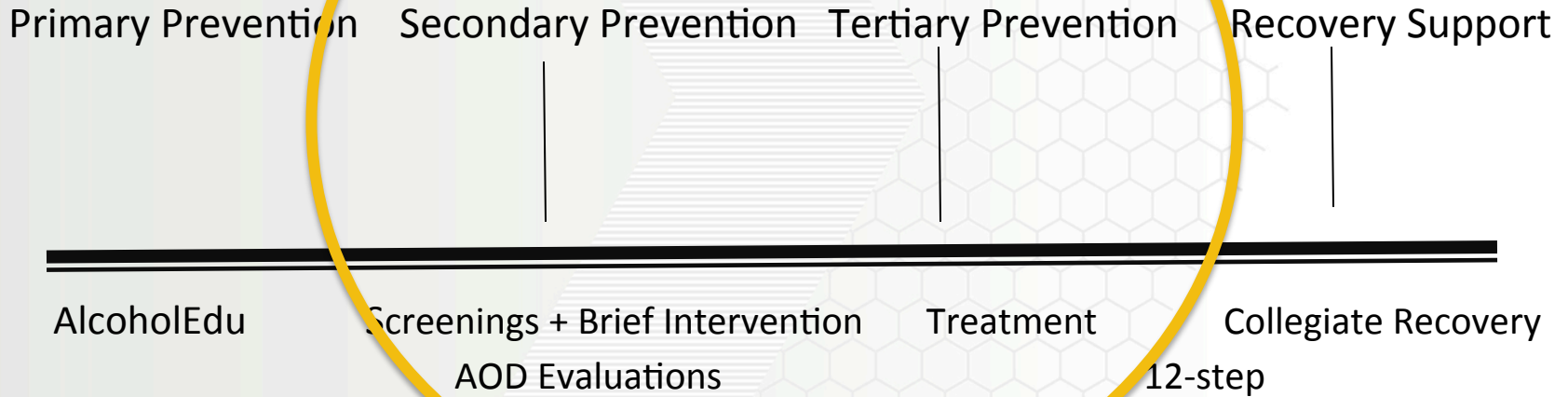


**GT Health Promotion** @buzzonhealthgt · 25 Sep 2015

Have you seen the @GeorgiaTech Collegiate Recovery Programs: "Addiction and Art" [counseling.gatech.edu/content/469/ad...](http://counseling.gatech.edu/content/469/ad...) #RecoveryMonth #GoPurpleGT



# Continuum of care



# GTCC AOD Clinical Services



- Alcohol and Other Drug Treatment Team
  - Erin English, Ph.D., Licensed Psychologist
  - Lacy Currie, Ph.D., Licensed Psychologist
  - Jennifer Fortner, M.D., Psychiatrist
  - Patsy Rowan, Psy.D., Postdoctoral Fellow
  - Kathleen Clark, LPC, Pre-doctoral Intern
  - Monica Manuel, M.S., Pre-doctoral Intern
- Team provides weekly staff consultation and treatment recommendations for students who present to the Counseling Center and Psychiatry for substance-related issues, whether voluntarily or mandated
- Recommendations are based on DSM-V diagnostic criteria and the American Society for Addiction Medicine's Criteria, developed in 2013

# GTCC AOD Clinical Services



- Universal screening, Brief Intervention and Referral to Treatment
  - All clients complete the Alcohol Use Disorders Test, Counseling Center Assessment of Psychological Symptoms, and answer questions about other drug use at intake
  - Clinicians receive ongoing training related to assessment, brief intervention and referrals to AOD services
- Group Therapy
  - “Seeking Balance” is offered to those Counseling Center clients who are seriously considering making a change with regard to their alcohol and/or other drug use; there is no expectation of abstinence
- Individual Therapy
  - For those clients with mild substance use disorders who may be effectively served within the Counseling Centers’ brief therapy model (up to 16 sessions); often recommended in conjunction with group therapy
- Mandated Alcohol and Other Drug Evaluations
  - Require 3 appointments: Testing, Face-to-Face Evaluation, and Feedback + Recommendations
- Referrals to higher levels of care

# Why assess every client?

- “Alcohol and other drug (AOD) use is so widespread in clinical populations that practitioners can assume it may be an issue even in the absence of warning signs. AOD use needs to be ruled out, not in.”
- “For many patients with mild to moderate problems with AOD, a little attention to the problem goes a long way because the therapist is in a prime position to do early intervention.”
- “AOD use influences feeling states and behavior long before people meet criteria for addiction”
  - ~Margolis & Zweben, 2011, p. 3

# WHY ASSESS EVERY CLIENT?

“ADDICTION IS A PRIMARY,  
CHRONIC DISEASE OF BRAIN  
REWARD, MOTIVATION, MEMORY  
AND RELATED CIRCUITRY.”



# Consistently High Rates of heavy alcohol Use in the College Population

## *Campus Rates of Alcohol Use (National Data, 2011-2013; N=143,191):*

- 69 % of students have used alcohol in the past 30 days
- 44 % of students have consumed alcohol in a high-risk way (5+ drinks) in last 2 weeks
- 62 % of students under 21 have used alcohol in past 30 days

## *Campus Rates of Drug Use (National Data, 2011-2013; N=143,191):*

- 32 % of students have used marijuana in the past year
- 19 % of students are current marijuana users (have used within the past 30 days)
- 12 % of students have used other illegal drugs (not including marijuana) in the past year
- 6 % of students are current other illegal drug users

–Most commonly used other illegal drugs in the past 30 days: amphetamines (diet pills, speed); designer drugs (Molly) – though heroin abuse is increasing

- -Core Alcohol and Other Drug Survey, The Core Institute:  
[http://core.siu.edu/\\_common/documents/2011%20-%202013.pdf](http://core.siu.edu/_common/documents/2011%20-%202013.pdf)

# Negative Consequences

- 32 % of students endorsed public misconduct at least once during the past year (DUI, fights/arguments, vandalism, trouble with police)
- 80 % of the time, alcohol was involved in unwanted sex
- 60 % of the time, alcohol was involved in physical violence
- 22 % of students reported serious personal problems (suicidality, sexual assault, trying unsuccessfully to stop using) at least 1 time in the past year due to drinking or drug use



# Discrepancy between perception and harm

**% of students who acknowledged  
having a problem with alcohol**

**16%**

**% self-reported consequences  
related to drinking**

- 50% neglected responsibilities
- 42% had academic setbacks
- 39% developed a tolerance
- 37% drove after drinking 2+ drinks
- 36% blacked out
- 34% noticed change in personality
- 30% passed out
- 16% went to school or work high/  
drunk

# Brief interventions work

- Screenings and Brief Interventions have strong evidence of effectiveness (Tier 1 NIAAA strategy)

# HOW TO CONDUCT A BRIEF INTERVENTION

- Educate clients about high-risk drinking behaviors and whether their use patterns are consistent with high-risk or low-risk use – in an empathic and nonjudgmental way
- Encourage low-risk drinking behaviors
- *Refer for alcohol or other drug focused treatment interventions in-house or in community before treating other issues*

# NIDA's Principles of effective treatment



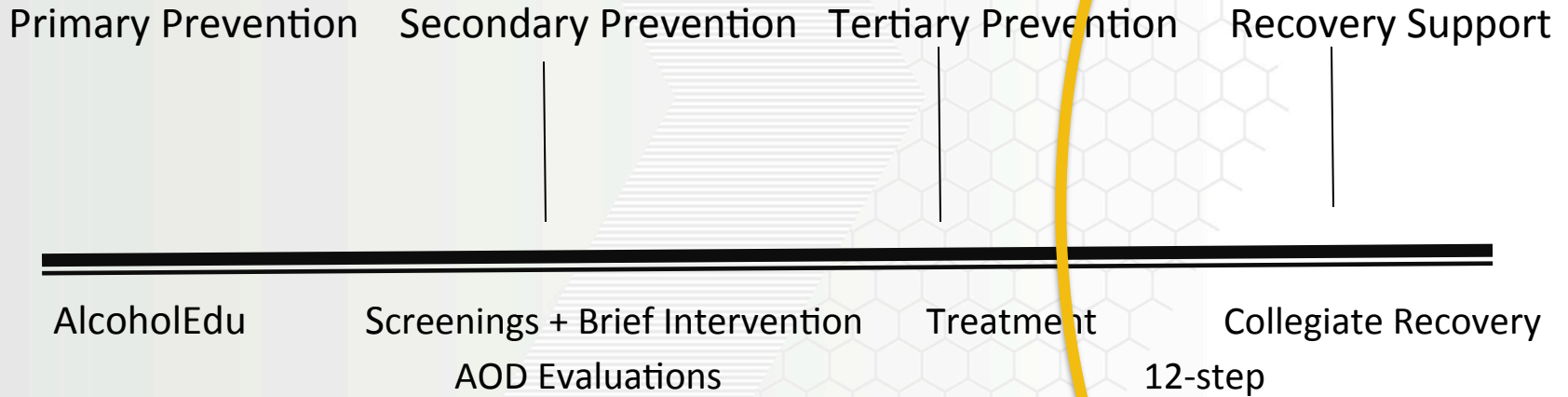
- No single treatment is appropriate for all;
- Treatment needs to be readily available;
- Effective treatment attends to the multiple needs of the individual;
- Treatment plans must be assessed and modified continually to meet changing needs;
- Remaining in treatment for an adequate period of time is critical for effectiveness;
- Counseling and other behavioral therapies are critical components of effective treatment;
- Medications are an important element of treatment for many patients;

# Principles of effective treatment, continued



- Co-existing disorders should be treated in an integrated way;
- Medical detox is only the first stage of treatment;
- Treatment does not need to be voluntary to be effective;
- Possible drug use during treatment must be monitored continuously
- Treatment programs should assess for HIV/AIDS, Hepatitis B & C, Tuberculosis and other infectious diseases and help clients modify at-risk behaviors
- Recovery can be a long-term process and frequently requires multiple episodes of treatment

# Continuum of care





# What we do

- Help students achieve growth and success in their recovery and academically
  - Weekly Recovery Seminar
  - On-Campus AA Meeting (“Buzzed on Service”)
  - Sober Social Events
  - Weekly breakfasts
  - Dedicated study space (GTCC conference room) Monday-Friday evenings
  - Graduation Receptions
  - National Recovery Month Events
- Participating students must have a demonstrated commitment to their own recovery process *and be willing to support their peers* in recovery through program activities.

# Our values



- Wellness through sober and healthy living
- Academic Excellence
- Leadership and civic engagement
- Connection through meaningful relationships

# Student data and feedback

- What has been the most rewarding part of your participation?
  - Support, friendships, accountability, building community
  - “The on-campus AA Meeting has solidified my recovery this semester and helped me see the solution to this disease.”
- How has being part of the CRP benefited your recovery?
  - I have been given access to counselors with relevant training and experience
  - I have “accountabilibuddies” that help me work through problems that come up.
- What have you learned about yourself over the past semester?
  - “Every day is a challenge, and I have to make a decision not to use or drink. I need this group to help me feel safe on campus and to maintain my sobriety.”
  - “Extended time in sobriety has not reduced the need for constant review and reinforcement of recovery practices.”

# Student data and feedback

- All students said the CRP “moderately” or “very much” helped them to focus on maintaining sobriety.
- All students said that participation in the CRP “very much” provided sober social support.
- All students identified the on-campus AA meeting as “very important.”

## Examples of Campus Collaboration

- AOD Task Force
  - Sanctioning Model
  - Good Samaritan Provision
- National Recovery Month programming
- Dean of Students referrals
- Screening Days

# NIAAA AIM ACTIVITY

Confused by the many possible  
college alcohol interventions?

Nearly 60 strategies rated at

**COLLEGE!AIM**





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