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Audience of Interest: Greek Life Members at The University of Georgia

Health Topic: Binge drinking among college students participating in Greek life at The University of Georgia

Theory: Social Cognitive Theory

Objectives:

1. By the end of the school year, 75% of students participating in Greek life will understand the definition and severity of binge drinking.
2. By the end of the school year, 50% of students participating in Greek life will reduce their binge drinking habits by 2 drinks per drinking occasion.
3. By the end of the school year, 60% of students participating in Greek life will have changed their beliefs that binge drinking is normal.

(PRECEDE) Phase 1: Social Assessment

- Quality of Life Issues:
 - Binge drinking and excessive alcohol use reduces overall quality of life and impacts physical and emotional well-being while also impacting the relationships individuals have.
 - Hangover, exhaustion, withdrawal symptoms, violent behavior, DUI/arrests, kidney and liver issues, respiratory issues, chronic cough, mental health issues, risky behavior, risky sexual behaviors, infectious disease transmission, overdose

Phase 2: Epidemiological Assessment

- Health
 - Binge drinking can result in worse health outcomes for college students
 - Increased risk of:
 - High blood pressure
 - Heart attack
 - STIs
 - Unsafe sex
 - Chronic inflammation of pancreas, brain, stomach, and/or liver
 - Alcohol poisoning
- Environmental Factors:
 - The Greek life environment (social events, parties, tailgates) can make individuals susceptible to engaging in risky behaviors when drinking alcohol.
 - Easy access to drugs, alcohol, fake IDs
 - Second hand smoke/high

- Hazing/peer pressure
 - Lack of sleep from hazing/noise/partying
 - Lack of supervision from authority figures
- Behavioral Factors:
 - Binge drinking has been normalized in college culture, especially in Greek life organizations. It is easy for individuals to not see the issue with binge drinking if everyone is participating.
 - Excessive use of drugs and alcohol
 - Sharing drinks/vapes(spread of infectious diseases)
 - Drinking in the morning to cure a hangover, vicious cycle of substance use
- Genetics
 - Genetic predisposition to addiction

Phase 3: Educational & Ecological Assessment

- Enabling
 - Peer pressure from other members/executive members
 - Forced participation
 - Alcohol present at parties and functions
 - Easy access to drugs, alcohol, fake IDs, bars/nightclubs
- Reinforcing
 - Excessive drinking is a norm in greek life
 - Receive praise for the more alcohol/drugs consumed
 - Encouragement to overdrink, taping alcohol to hand until you finish it
 - Growing tolerance
- Predisposing
 - Not having knowledge on the health impacts of alcohol and drug abuse.
 - Growing up around alcohol use, parents, family, peers
 - Influence of media (movies, TV shows, music, etc.)
- Most Important Factors
 - Easy access to drugs and alcohol
 - Peer pressure/social norms to use and overuse substances
 - Creating a larger need to smoke

Phase 4: Administrative & Policy Assessment and Intervention Alignment

SMART Objectives

Cognitive (knowledge-based): By the end of the school year, 75% of students participating in Greek life will understand the definition and severity of binge drinking.

- Specific: Students participating in Greek life at UGA

- Measurable: 75% of students will retain knowledge regarding binge drinking, will be measured through a survey immediately after intervention and again at the end of the school year, each question will be timed to prevent lying/random answering
- Achievable: Disseminating knowledge through Interfraternity and Panhellenic Councils since they have authority over Greek life students.
- Realistic: Most individuals may have a general but inaccurate definition of what binge drinking is and its effects.
- Time-Phased: By the end of the school year

Skills-Based: By the end of the school year, 50% students participating in Greek life will reduce their binge drinking habits by 2 drinks per drinking occasion.

- Specific: Students participating in Greek life at UGA
- Measurable: 50% of students will reduce their drinking habits. This will be measured through a set of surveys before and immediately after an intervention, and again at the end of the school year.
- Achievable: Expecting results from only half of students enrolled in Greek life is attainable since a good amount of students will not take the intervention seriously or will need a more individual intervention to change binge drinking habits
- Realistic: Social factors and general self efficacy may still impact an individual's decision to drink alcohol excessively.
- Time-Phased: By the end of the school year

Affective: By the end of the school year, 60% of students participating in Greek life will have changed their beliefs that binge drinking is normal.

- Specific: Students participating in Greek life at UGA
- Measurable: 60% of students will no longer believe that binge drinking is normal. This will be measured through a set of surveys before and immediately after an intervention, and again at the end of the school year. The surveys will ask students opinions on consuming different amounts of alcohol within different time periods to determine their beliefs on binge drinking.
- Achievable: Students participating in this intervention will learn how much alcohol is classified as binge drinking and its negative effects. Through this we expect students to denormalize binge drinking.
- Realistic: Whether or not students act on their newly developed beliefs, we predict that they will form a more negative opinion surrounding binge drinking.
- Time-Phased: By the end of the school year

Theory: Social Cognitive Theory

- The use of Social Cognitive Theory is based on the dynamic interactions that occur between a person, their behavior, and their environment.

- Binge drinking in Greek life is highly influenced by the drinking behaviors of others in the fraternity/sorority.
- This plan strives to educate college students in Greek life about the consequences of binge drinking (outcome expectations) and educate these students on their ability to reduce their own risky drinking behaviors (self-efficacy).

(PROCEED) Phase 5: Implementation

Intervention:

Education: Our intervention will include multiple seminar sessions in Tate Grand Hall to educate sorority and fraternity members at UGA about binge drinking. We will hold 1 seminar session a month for 4 months during the fall semester with 2 behavioral strategies between each session. The seminars will include statistics and information about binge drinking from a health promotion expert. The seminar will also include testimonials from past and current greek life members who have recovered from binge drinking/alcoholism/addiction or have reduced their alcohol consumption to a healthy amount. These testimonials will be more impactful since they are coming from peers. The seminars will educate greek life members on the free resources available to them through the university. At the last seminar we will have a student who participated in each behavioral intervention speak about their experience and how it has helped them reduce their alcohol consumption.

Behavioral Strategies: Our intervention will include multiple free events put on by the university to encourage students participating in Greek life to attend alcohol free events rather than going to parties or downtown where they will be more likely to binge drink. Some of the events will include a mocktail mixology class, similar to the cooking classes held by the health center, disco/dance party at Tate Student center to give students a fun place to socialize and dance without being in the presence of alcohol, and other fun event held on Thursday, Friday, and Saturday nights since those are the most common days for binge drinking.

At the end of the intervention, surveys will be sent out to every individual who participated in the interventions (All Greek Life students). An incentive to ensure survey completion is an amount of money for the philanthropy of the fraternity and sorority with the most engagement. Although surveys will be presented in an anonymous fashion, we can determine what sorority/fraternity the individual completing the survey is from. One of the first questions of the survey could be what sorority or fraternity are you a member of. The philanthropy a fraternity/sorority represents is very important and something they pride themselves in. Providing an opportunity to win money that goes towards their philanthropy can be a great incentive for participation.

Phase 6: Process Evaluation

- Predisposing
 - Educating students on binge drinking and alcohol abuse and its negative effects.

- Specifically educating Greek Life members (fraternities/sororities).
- Reinforcing
 - Monitoring Greek Life participation at events and seminars each month through ID scans or event passes that are affiliated to the Greek Life the individual is part of.
 - At the end of each event, a short survey will be sent out for individuals to complete that asks about their alcohol use within that month.
 - These responses can be used to determine behavior changes and general beliefs.
- Enabling
 - Making resources and extra support available to students throughout and after this intervention.

Phase 7: Impact Evaluation

- Behavior
 - At the end of the intervention we will be able to see how behaviors have changed throughout the semester through the monthly surveys on alcohol consumption.
 - Behaviors will also be tracked through the event pass used by the university to scan students into the alcohol-free events to measure the participation of members of each sorority and fraternity.
- Environment
 - Increasing knowledge around binge drinking will impact some students before others, shifting the direction of peer pressure/social norms from binge drinking towards a healthy/decreased/nonexistent consumption of alcohol.
 - The university hosting fun events without alcohol on days where binge drinking is most common give Greek life members a healthy environment to socialize.

Phase 8: Outcome Evaluation

- Health
 - Greek life students who participate and fully embrace the intervention will experience better health. This can be measured through survey questions asking about illness, days sick, days of class missed, and hangover symptoms.
- Quality of Life
 - Students who decrease their binge drinking habits will experience an increase in quality of life. This will be similar to the evaluation of health using survey questions. Additional questions will include improved mood, more energy, less risky behavior, improved productivity and better overall health.
- At the end of the intervention, Greek life students will understand what binge drinking is and how it negatively impacts the social, mental and physical health of an individual. They will also learn how to interact in environments where alcohol is typically present without feeling the urge or necessity to drink excessively.