the COLOR of DRINKING

Alcohol as a Social Justice Issue

Reonda Washington, MPH, CHES
Substance Abuse Prevention Specialist
Pronouns: She/Her/Hers
Healthy Campus-University Health Services
Link to Booklet

• https://www.uhs.wisc.edu/prevention/colorofdrinking/
Social Justice Definition

- **Social Justice** is both a process and a goal. The goal of social justice is full and equal participation of all groups in a society that is mutually shaped to meet their needs. Social justice includes a vision of society in which the distribution of resources is equitable and all members are physically and psychologically safe and secure. Social justice involves social actors who have a sense of agency as well as a sense of responsibility toward and with others, their society, and the broader world in which we live. Social justice requires action. (Bell, 2007)
Context: UW-Madison

- **Demographics (2019):**
  - 45,317 Students
    - 65.7% White
    - 14.4% International
    - 5.1% Hispanic
    - 8.2% Asian
    - 2.8% African American
  - 31,185 undergrads
    - 51% female
    - 49% male
    - 50.3% in-state; 49.7% out-of-state
    - 100% from top 50% of high school graduating class
    - Average family income $154,600
    - 24% of students live on campus
      - 95% of first year students live on campus
Context of Alcohol Culture

Binge drinking rates for 18–44 year olds

Source: MMWR, US DHHS, October 5, 2010
Context of Alcohol Culture

- Top 3 for lowest alcohol tax in the nation
- Several state laws protect business rather than health and wellbeing
State Alcohol Density

Bars vs. Grocery Stores
Context of Alcohol Culture

- 50% of students exhibit high-risk drinking behaviors (national average is 36%)
- Alcohol Density: 376 establishments serve/sell alcohol within 3 miles of campus
- Average PBT of students transported to detox 0.222
ACHA High-Risk Drinking Rate

![Bar chart showing high-risk drinking rates by year and student type]

- Total UW-Madison Undergraduate: 50.3%
- Total UW-Madison Population: 42.1%
- 1st year undergraduate: 47.4%
- 2nd year undergraduate: 48.6%
- 3rd year undergraduate: 52.8%
- 4th year undergraduate: 56.1%
- 5th year or more undergraduate: 38.7%
- Graduate or professional: 23.9%
#TheRealUW is being cat called on Langdon street w/ vulgar comments spewed about your race. Traumatizing.

Yik Yak

there's a black girl on my floor constantly bitching about oppression... bitch I scored 12 pts higher than you on my ACT, yet you have a full ride & I got zero scholarships #checkYOURprivilege
Multi-Contextual Model for Diverse Learning Environments

Mattering and Belonging

• **Physical Presence** is a foundational outcome for everyone and everything=> students have to be recruited & enrolled in university, in major, in course, in X (notably, structural/compositional diversity).

• Once physically present, Social Psychological Presence (**Mattering**) and Relational Presence (**Belonging**) are crucial factors which undergird and influence most other desired student outcome indicators.
- What are your initial thoughts?
- What are the dynamics of your campus alcohol culture?
- What are the dynamics of your racial climate?
- What are the top health issues on your campus?
- What data do you have on your campus?
Road to the survey
Link to Booklet

• [https://www.uhs.wisc.edu/prevention/colorofdrinking/](https://www.uhs.wisc.edu/prevention/colorofdrinking/)
2013 AlcoholEdu Incoming First-Year Students’ Drinking Rates Once on Campus

Non-drinker
- UW–Madison Students of Color: 66%
- UW–Madison White Students: 33%

High-risk drinker
- UW–Madison Students of Color: 46%
- UW–Madison White Students: 21%
Student feedback and input

- Associated Students of Madison
- Focus Groups
- MEChA
- Survey
Completion Rates

- Sample size: 4,736 undergraduate students of color
  2,000 white undergraduate students

- Response: 1,195 (25.2%) of undergraduate students of color
  333 (16.7%) of a sample of white undergraduate
Describe the alcohol culture at UW–Madison

Themes that emerged

**Students of Color**
- The alcohol culture is prevalent.
- The alcohol culture is how UW–Madison students socialize.
- The pressure to participate in the drinking culture is high.

**White Students**
- The alcohol culture is how UW–Madison students socialize.
- The UW–Madison alcohol culture encourages drinking heavily.
- Participation in the alcohol culture is dependent on who you socialize with.
Color of Drinking Take Away #1

Alcohol Use by The Majority is a Protective Factor for Academic and Social Success.
Drinker Type by Group

<table>
<thead>
<tr>
<th></th>
<th>Students of Color</th>
<th>White Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem drinker</td>
<td>9.6%</td>
<td>21.4%</td>
</tr>
<tr>
<td>Heavy episodic</td>
<td>29.2%</td>
<td>35.6%</td>
</tr>
<tr>
<td>Moderate drinker</td>
<td>27.6%</td>
<td>23.6%</td>
</tr>
<tr>
<td>Nondrinker</td>
<td>18.8%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Abstainer</td>
<td>15.3%</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

Legend:
- Problem drinker
- Heavy episodic drinker
- Moderate drinker
- Nondrinker
- Abstainer

Students of Color
- 15.3% Abstainer
- 27.6% Nondrinker
- 18.8% Moderate drinker
- 29.2% Heavy episodic drinker
- 9.6% Problem drinker

White Students
- 8.4% Abstainer
- 10.9% Nondrinker
- 23.6% Moderate drinker
- 35.6% Heavy episodic drinker
- 21.4% Problem drinker
Color of Drinking Percentage of Drinker Risk and Top Flourishing Scores (52-56) on Diener Flourishing Scale

- No Alcohol Use
  - Students of Color: 32.7%
  - White Students: 36.9%
- Moderate Drinker
  - Students of Color: 38.5%
  - White Students: 42.2%
- High Risk Drinkers
  - Students of Color: 38.8%
  - White Students: 51.6%
2016 Healthy Minds Self-Reported Average GPA and Alcohol Useage

- No Alcohol Use: 64.9% (N=1189)
  - A (N=481): 26.8%
  - B (N=1538): 32.2%
  - C or Below (N=74): 4.0%

- Any Alcohol Use: 61.0% (N=2920)
  - A (N=159): 32.2%
  - B (N=1538): 3.3%
  - C or Below (N=2920): 64.9%

- Diagnosed Substance Abuse Disorder: 60.0% (N=33)
  - A (N=3): 29.0%
  - B (N=33): 5.4%
Campus Grade and Alcohol Trends

• 2017 the Average GPA of Adjudicated Alcohol Students was 3.8

• Greek Women (Highest Risk Female Group) Consistently have a higher than campus GPA

2017-2018 Residents of Witte and Sellery had the highest reported GPAs.
Safety is a concern among all students. Students of color’s safety is impacted more disproportionately.
Do you avoid specific areas—on or off campus—due to concerns about alcohol use of others?

![Bar chart showing percentage of students who avoid specific areas due to concerns about alcohol use.](chart.png)
Do you avoid specific areas on or off campus due to concerns about alcohol use of others?

- **Black/African American Student**: 66.9%
- **Asian/Asian American**: 54.0%
- **Latinx, Hispanic, Spanish**: 56.6%
- **Biracial**: 52.3%
- **Multiracial**: 60.9%
- **Different Identity**: 38.4%
<table>
<thead>
<tr>
<th>Location</th>
<th>Students of color</th>
<th>White students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraternity/sorority housing</td>
<td>83%</td>
<td>86%</td>
</tr>
<tr>
<td>Langdon Street</td>
<td>67%</td>
<td>73%</td>
</tr>
<tr>
<td>House parties</td>
<td>48%</td>
<td>54%</td>
</tr>
<tr>
<td>State Street and bars</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>Tailgates</td>
<td>42%</td>
<td>38%</td>
</tr>
<tr>
<td>Lakeshore Path</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>Camp Randall</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Southeast Residence Halls</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Regent Street</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Other Locations</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Lakeshore Residence Halls</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Has alcohol use impacted your health (physical, mental, overall well being) in the time you have attended UW–Madison?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.7%</td>
<td>70.0%</td>
<td>16.4%</td>
</tr>
<tr>
<td>19.1%</td>
<td>64.4%</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

Students of Color

White Students
21% of the general student body scored positively for depression

- Of those groups that fared worse:
  - Black students 27%
  - Latino students 36%
  - Lesbian, gay, bisexual 37%
  - Transgender/gender non-conforming 53%
  - Financially struggling students 34%

- Used PH-Q 9 screener to evaluate symptoms (versus self-report)
Other specific populations fared worse:

- Black students 23%, Latino students 35%, Arab-American students 27%
- Lesbian, gay, bisexual 26%
- Transgender/gender non-conforming 37%
- Financially struggling students 29%

Used the GAD-9 to assess anxiety scores

16% of the general student body scored positively for anxiety
9% of the students experienced suicidal ideation in the last year

- Transgender/gender non-conforming (40%) students were about four times more likely to experience suicidal ideation compared to their cisgender counterparts.
- Students of color were more likely to endorse suicidal ideation.
Female Undergraduate Victimization (Nonconsensual Penetration or Sexual Touching Involving Physical Force) Rates by Race

- American Indian or Alaska Native: 46.2%
- Asian: 17.6%
- Black/African American: 30.6%
- Native Hawaiian or Other Pacific Islander: 47.2%
- White: 28.9%
Alcohol-facilitated Sexual Assault

Nationwide, approximately **50-75%** of sexual assaults on college campuses involve the use of alcohol by either the victim, perpetrator, or both.

On the UW-Madison campus, **76%** of sexual assaults involve the use of alcohol.

Majority of victims were ingesting alcohol voluntarily the night of perpetration.
Color of Drinking Take Away #3

Alcohol use specifically high-risk drinking is tied to how UW-Madison students connect and belong
Has your personal alcohol use or the alcohol use of others impacted your overall sense of belonging at UW–Madison?

![Bar chart showing the percentage of Students of Color and White Students who answered Yes, No, or Unsure to the question.](chart.png)
Top Belonging Themes

Students of Color

- If you don’t drink, you don’t fit in at UW–Madison.
- Alcohol use by others makes me feel isolated.
- Alcohol use amplifies racial issues.

White Students

- Alcohol helps you fit in and belong.
- If you don’t drink, you don’t belong.
- Alcohol helps you meet new people.
- Drinking alcohol helps me feel like I belong at UW–Madison.
- Alcohol helps you bond with people socially.
2016 UW-Madison Campus Climate Survey: How Often Do You Feel Like You Belong?

- Students of Color: 50%
- White Students: 75%
2016 UW-Madison Campus Climate Survey: How often do you feel....

- Safe: 65% Students of Color, 80% White Students
- Welcome: 65% Students of Color, 87% White Students
- Respected: 64% Students of Color, 83% White Students
- Excluded: 9% Students of Color, 23% White Students
Racial climate and microaggressions impact student of color’s wellbeing and retention the most.

Color of Drinking Take Away #4
Microaggressions

For this survey, **microaggressions** were defined as:

*Brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial slights and insults towards people of color.*

*(Sue et al, 2007)*
Have you experienced microaggressions at UW–Madison?

- **Students of Color**: 61.7% Yes, 62.0% No
- **Color of Drinking (2015)**: 38.3% Yes, 38.0% No
Experienced a Microaggression at UW-Madison

- Black/African American Student: 79.1%
- Asian/Asian American: 55.3%
- Latinx, Hispanic, Spanish: 63.5%
- Middle Eastern/North African: 62.5%
- Biracial: 52.3%
- Multiracial: 60.9%
- Different Identity: 38.4%
People often walk up to me and ask "Is it okay if I use the n-word in songs" or ask me questions about rap/slang/clothing as if I'm the all-knowing authority on all things black. People also attribute any athleticism I have to my skin color. In class, when talking about race many people look at me as if they need to make sure they aren't offending me when they need to decide whether to say "black" or "African American".

“People/faculty at this university seem to think I am not capable of succeeding like my white peers. Never will have a sense of fitting in”

“A lot of classroom related instances, mostly by teachers teaching about Natives wrongly and making us appear like we are no longer here or that we were crazy savages, etc.”
“I think it would be excessive to list all of them. Big ones: my roommate freshman year was a walking microaggression (specifically relating to people of color). I'm the leader of a student org where people microaggess (and straight up macroaggess) constantly. When I tell the other officers (all of whom are white) they tell me I'm over reacting, which in and of itself is a microaggression.”

“A coordinator was smiling and talking with a Caucasian student when she was receiving her notecard. When I went to ask for one after the student left, the coordinator's reaction changed completely and they started frowning.”
Have you witnessed a microaggression? Have you intervened?

<table>
<thead>
<tr>
<th></th>
<th>Students of Color witnessed</th>
<th>Students of Color intervened</th>
<th>White students witnessed</th>
<th>White students intervened</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes and unsure</td>
<td>84%</td>
<td>50%</td>
<td>60%</td>
<td>45%</td>
</tr>
<tr>
<td>No</td>
<td>16%</td>
<td>50%</td>
<td>40%</td>
<td>55%</td>
</tr>
</tbody>
</table>
2016 UW-Madison Climate Survey: Have you experienced or witnessed hostile, harassing, or intimidating behavior?

Students of Color: 35%

White Students: 28%
Have you considered leaving the university?

- **Yes and Unsure**: 28.8%
- **No**: 79.1%

- **Students of Color**: 71.1%
- **White Students**: 20.9%
# Reasons for considering leaving

<table>
<thead>
<tr>
<th>Reasons for Leaving</th>
<th>Students of Color</th>
<th>White Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial climate</td>
<td>55%</td>
<td>40%</td>
</tr>
<tr>
<td>Mental health</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>Academic reasons</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Financial reasons</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Interpersonal reasons</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Alcohol climate</td>
<td>20%</td>
<td>19%</td>
</tr>
</tbody>
</table>

---

*the COLOR of DRINKING*
2016 UW-Madison Climate Survey: Have You Seriously Considered Leaving UW-Madison?

- Students of Color: 19%
- White Students: 10%
## Reasons for Leaving

<table>
<thead>
<tr>
<th><strong>Students of color</strong></th>
<th><strong>White students</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Climate and Culture 58%</td>
<td>Personal Reasons 40%</td>
</tr>
<tr>
<td>Personal Reasons 37%</td>
<td>Financial Concerns 36%</td>
</tr>
<tr>
<td>Unsafe or Hostile Environment 30%</td>
<td>Academics Too Difficult 27%</td>
</tr>
<tr>
<td>Financial Concerns 29%</td>
<td>Campus Climate and Culture 27%</td>
</tr>
<tr>
<td>Relations with Other Students 26%</td>
<td>Difficulty Managing Demands of School and Activism 26%</td>
</tr>
<tr>
<td>Academics Too Difficult 23%</td>
<td>Other Academic Issue 24%</td>
</tr>
<tr>
<td>Managing Demands of School Work 22%</td>
<td>University Is Too Big 22%</td>
</tr>
<tr>
<td>Too Much of a Party Atmosphere 16%</td>
<td>Relations with Other Students 18%</td>
</tr>
<tr>
<td>Difficulty Managing Demands of School and Activism 15%</td>
<td>Career Change Options 17%</td>
</tr>
<tr>
<td>Other Academic Issue 15%</td>
<td>Too Much of a Party Atmosphere 17%</td>
</tr>
</tbody>
</table>
Allowances and exceptions are made academically to support drinkers and the alcohol culture.
I have to find alternative study spaces because of the alcohol culture.

When assigned group work, group meetings are scheduled around the consumption of alcohol.

My professors or TAs discuss alcohol in the classroom.
Have you experienced the following because of your own alcohol use in the last year?

<table>
<thead>
<tr>
<th></th>
<th>Students of Color</th>
<th>White Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too hungover to attend class</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>Chose to drink instead of study</td>
<td>39%</td>
<td>48%</td>
</tr>
<tr>
<td>Received a poor final grade because I chose to drink instead of study</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Missed class</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Performed poorly on an assignment</td>
<td>16%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Survey Debrief

- What are your initial thoughts?
- In your role on your campus, what are pieces from Color of Drinking that you can take back?
Initial Campus Responses

- UWPD added Langdon Street to The First 45 Days
- Red Gym Hosted the “Red Gym After Hours,” an alcohol free event open to all students.
- University Housing changed policy to address violators and help them see the environmental impact of their drinking behavior.
- Center for Leadership and Involvement asked Fraternity and Sorority Life to not load their buses in front of the Red Gym.
Strategic Campus Responses

• Color of Drinking is listed in the Vice Chancellor of Student Affairs Strategic Priorities

• The Identity and Inclusion is using Color of Drinking

• Fraternity and Sorority Life are using Color of Drinking as one of the guiding pieces in outcomes from the review.
  • Langdon Street Coalition

• Student Involvement Coalition have used Color of Drinking in Response to the Homecoming video and in their list of demands
How Students Have Used COD:

• In Spring 2016, Student activist used Color of Drinking 1 Data to advocate for Our Wisconsin

• In 2018-2019 School year students and MSC staff utilized Color of Drinking 2 to help advocate for Cultural Centers.

• Fall 2019 Color of Drinking was incorporated into the Badgers Step Up! Program
Summary

- Alcohol use on this campus is correlated with academic and social success among majority students.

- Students of color experience more negative consequences than white students by not participating in the drinking culture, which impacts:
  - Safety, mental health, considering leaving the university, and sense of belonging.

- High-risk drinking is how UW–Madison students connect. Allowances are made both academically and socially to participate in HRD.
Questions, Thoughts, Reactions?
Contact Information

Reonda L. Washington, MPH, CHES
Substance Abuse Prevention Specialist
University Health Services
608-265-4163
Reonda.Washington@wisc.edu

https://www.uhs.wisc.edu/prevention/colorofdrinking/