WILL STUDENTS DRINK?
ASK THEIR FAMILIES FIRST

Jenna Parisi and Amy Swank
Gonzaga University

2020 NASPA Strategies Conferences
Gonzaga University
- Small, Private, Jesuit University, Eastern Washington
- 5,200 undergrad

Office of Health Promotion
Established in 2019
- 4 FT staff
- 8 undergrad interns

Parent and Family Relations
Established in 2009
- Reports to the Division of Student Development
- 2 FT staff
Presentation Agenda

- Evidence of Importance
- Campus Case Study
- Reflection and Group Discussion
Evidence of importance

1. Peer-reviewed literature
2. Best practice frameworks
3. Personal examples

• Turrisi et al, 2013. *Journal of Studies on Alcohol and Drugs.*
  • The results underscore the value of pre-college parental interventions and targeted efforts to reduce high-risk drinking among college students.

  • Parental permissiveness of alcohol use is related to use of alcohol by college students in their 1st through 4th years of college.
Families as Influencers

70% of incoming students said Gonzaga families and supporters were the biggest factor in selecting Gonzaga.

Once students are here, we need to continue to engage their network! Family-centered prevention can help us implement effective harm reduction strategies.

- Families communicate with students daily or weekly, using various communication modalities, especially text messaging.
- Most families discussed family values related to alcohol and drug use prior to the start of first year.
- Families have a choice about the type of influencers they want to be.
Socioecological model

Society
Norms and regulations at the state, federal, and global level

Community
Norms and regulations at the neighborhood and city level

Institutional
Gonzaga structure, norms, rules, policies

Interpersonal
Relationships and group dynamics/affiliations

Individual
Knowledge, skills, attitude, personality, personal strengths
### NIAAA College AIM

**collegedrinkingprevention.gov**

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<tr>
<th>Lower costs $</th>
<th>Mid-range costs $$</th>
<th>Higher costs $$$</th>
<th>Moderate effectiveness</th>
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<td><strong>Skills training, alcohol</strong> focus: Expectancy challenge intervention (ECI)—Experiential</td>
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<td><strong>Skills training, alcohol plus general life skills:</strong> Parent-based alcohol communication training</td>
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Other Tools

a parent handbook for
Talking with College Students About Alcohol

COLLEGE PARENTS MATTER
have the conversation

360 PROOF
Personal Examples

- Brief motivational interventions with students
- Educational trainings with students
- Conversations with parents and families
- Alcohol listening tour project
- What have you heard?
Gonzaga Case Study

1. Communication
2. Programming
3. Partnership
Programming

- Data Collection
- PFC Training
- Family Essentials
- Orientation Session
- 21st Birthday Card Program
Data collection

- Zag Into Action closing survey
- P&FC audit – The “PIE”
- Incident reports
- Call logs
- P&F survey
Programming

Data Collection

PFC Training

Family Essentials

Orientation Session

21st Birthday Card Program
Dear Gonzaga Families,

We are looking forward to welcoming each new Bulldog to Gonzaga University. As parents, we understand that this is a time of transition for your family. As assured that Gonzaga offers a caring and welcoming community, dedicated to helping your students become their best selves. Cura personalis, which means care for the whole person, is part of our mission as a Catholic, Jesuit, and humanities institution. As a Gonzaga Family, you have an opportunity to continue to play a pivotal role in helping your student practice self-care and achieve their goals while at college.

Alcohol and other drug use can have a significant negative impact on a college student’s life, and on the campus community. However, research has shown that parents can play an important role in influencing their student’s behavior. As we strive to provide an environment conducive to learning and personal growth, we urge you to use this guide as a resource. It includes information and recommendations for initiating conversations with your student about alcohol and other drugs. You will also learn about the extensive measures the university is taking to educate each student, so that we can help prevent illegal and high-risk alcohol and drug use.

Your support is essential. Together, we can work to nurture the health and well-being of your student.
Orientation Session

2-3pm **Party Culture**

As your student arrives on campus, it’s a time of new experiences, new friendships and making memories that will last a lifetime. For many students, the college years are their first experience with sustained independence and this can lead to experimentation with drugs and alcohol. The consequences of these choices are more significant, more destructive, and more costly than many parents and families realize. Join Gonzaga campus partners for an honest discussion about the party culture at Gonzaga, and how you can engage and empower your student to make healthy choices regarding alcohol and drugs.

Hosted by **Panel of Gonzaga Campus Partners**
21st Birthday Card Program

We heard your Zag is turning 21!
Programming

Data Collection

PFC Training

Family Essentials

Orientation Session

21st Birthday Card Program
Reflections and Discussion

- Outcomes and impact of our partnership
Discussion

- Taking it back to your campus!
References

- Council for the Advancement of Standards in Higher Education, Parent and Family Programs
THANK YOU

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Office of Health Promotion

Parent & Family Relations 2009-2019

Learning lived.
Division of Student Development

Gonzaga University