Streamline Alcohol Prevention Planning with 360 Proof

Friday, January 17, 2020 | 10:45 – 11:45 a.m. | Room: Bolden 5

Jason Kilmer, University of Washington
Jennifer Jacobsen, Macalester College
Julie Muller, 360 Proof
360 Proof is a platform to reduce the consequences of alcohol use and enhance campus collaboration

Comprehensive, Flexible, Evidence Based, Member Benefit
Agenda

• Welcome
• The Why & The How
• The What
• Questions & Comments
Presenters

- Jason Kilmer, PhD, University of Washington Associate Professor, Psychiatry & Behavioral Sciences School of Medicine
- Jennifer Jacobsen, Macalester College Director of Sexual Violence Prevention Education, Laurie Hamre Center for Health & Wellness
- Julie Muller, Administrator, 360 Proof
Acknowledging the history of New Orleans cocktails and aligning them with approaches to prevention
Ramos Gin Fizz

- Gin, heavy cream, lemon, lime, simple syrup, orange flower water, fresh egg white, club soda
- Needs to be shaken 12 minutes
- Some bars moved to machine shakers
- “The most labor intensive drink known to humanity” (from “Drinking NOLA”)

**Parallels to prevention?**
- Always doing something, but not particularly cost-effective
- Possibility of much less labor-intensive efforts out there
- Computer- or web-based approaches doing what people had done
French 75

- Gin, lemon juice, simple syrup, champagne
- Meant to be fun, sparkly, and visible
- Exact origins a little fuzzy
- **Parallels to prevention?**
  - Offer visible and fun activities (sometimes at great cost to the campus)
  - “We’ve always done this” – origins are a little fuzzy, even if not everyone wants to do it
Drive Through Daiquiri
• Rum, sugar, ice, artificial coloring
• Cheap
• Literally combines cars and alcohol
• Parallels to prevention?
  • Well-intended shit show, from a best practice standpoint
Vieux Carre

- Rye whiskey, cognac, bénédictine, vermouth, bitters
- Created to celebrate immigration and diversity
- **Parallels to prevention?**
  - Emphasizes a mix of ingredients
  - Considers history, tradition, and cultural diversity
- Can be very powerful
Why something like 360 Proof?

• Alcohol prevention on a college campus can’t just be on one person or one office
• If we’re all about student success, investing in AOD prevention is a no brainer, but it’s not just about throwing money at an issue
• Important to have strategy behind and consistency in policies, education, enforcement, prevention, intervention, and support
• Given involvement of NCAA, important to build (or strengthen already built) bridges between intercollegiate athletics and student affairs or student life
Explore the Program

Overview
How does something like 360 Proof work?

- Builds in assignment to bring key stakeholders to the table

Planning Worksheet
How does something like 360 Proof work?

• In self-study, allows campus professionals to examine what is really known about AOD on campus and what isn’t known
  • What do statistics about use/non-use suggest?
  • What story do statistics about enforcement tell?
  • Can people identify what’s being done on campus?

Step 3: Understand Campus Alcohol Use

Gather information about what student drinking looks like on your campus and what is currently being done to create a safe and healthy campus environment.
How does something like 360 Proof work?

Step 5: Select Evidence-Based Strategies

“Evidence-based” means that a sufficient number of research studies have shown that the program does decrease high-risk drinking and consequences.

A. Review Recommended Strategies
Look at the NIAAA Resource to learn which strategies have demonstrated effectiveness.

B. Conduct Team Meeting and Record Strategies
Use the Step 5 Sample Agenda or other agenda to choose strategies that will achieve goals, then record in the Step 5 Worksheet.

C. Explore 360 Proof PFI and Coaches’ Modules
View sample 360 Proof PFI and the Coaches’ Modules to inform campus use.

• Encourages & Supports the use of Evidence-Based Strategies
The PFI

Not a survey

For all students
How does something like 360 Proof work?

• Emphasizes a learning community
  • Learn from campus partners
  • Learn from other campus’s experiences
  • Learn from national experts on “hot” or emerging topics
How does something like 360 Proof work?

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Coaches Modules

For Coaches

The Coaches' Modules are designed to equip coaches with insights into alcohol-related behavior and consequences, as well as strategies for communicating with student-athletes in a manner that engenders trust, confidence and accountability.

Coaches' Module 1:
Overview of 360 Proof (2:58)

Coaches' Module 2:
Understand Student-Athlete Alcohol Use (3:46)

Coaches' Module 3:
The Consequences of High-Risk Alcohol Use (2:58)

Series of 6, all 3-4 minutes

No log on required. Infographic videos
Questions?

Comments?
Visit the 360 Proof Booth
To Learn More &
Spin To Win!
Thank you!

See you in Austin, Texas!