



Archived Document

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CCi E-News January 2011

UPCOMING TRAININGS:



The U.S. Department of Education's
HIGHER EDUCATION CENTER
for Alcohol, Drug Abuse, and Violence Prevention

Webinar: Using Social Media Strategically for Effective Alcohol and Other Drug Abuse and Violence (AODV) Prevention. As the use of social media (Facebook, Twitter, YouTube) increases, alcohol and other drug abuse and violence (AODV) prevention professionals on college campuses are exploring whether and how to incorporate these tools into their prevention work. This session will provide an overview of social media platforms, with an emphasis on those used most often by college students.

Wednesday, February 2, 2011 - 10:00 a.m.-11:30 a.m.
www.higheredcenter.org/services/training/webinars

Developing a Strategic Plan for Campus Alcohol & Other Drug Prevention Coming in late February, the Center will offer this new, self-paced online training.

Online Training dates: February 28 - March 11
Registration opens January 14, 2011
www.higheredcenter.org/services/training/online-training

UPCOMING COMMUNITY COLLEGE EVENTS

- March 2-4 Health Services Association of CA Community Colleges (HSACCC) Conference, Newport Beach
- March 15 Orange Coast College Spring Health Fair
- April 14 Fullerton College Health Fair



Orange County Community College Districts SPRING BREAK DATES

- South OC:** 3/13 – 3/19
- Rancho Santiago:** 3/21 – 3/27
- Coast:** 3/28 – 4/3
- North OC:** 4/18 – 4/24

2011 UPCOMING ADEPT OPPORTUNITIES

- February 11 Prevention Coalitions of OC meeting: 9-11 am, 1729 W. 17th Street, Building E, Santa Ana
- February 16 OC DUI Task Force meeting: 9-11 am, 1845 Park Ave., Costa Mesa
- March 17 OC Prescription (and over-the-counter) Drug Abuse Task Force meeting: location TBD
- Stay tuned! Spring National Prescription Drug Take Back Event - call for details: 714-834-2192
- MADD Power of Parents Talking with Teens about Alcohol training - call for details: 714-838-6199



Community Colleges Initiative: Laura Buscemi-Beebe, email: lbuscemi@ochca.com, phone: 714-834-4058

RESOURCES

The BACCHUS Network Saving Lives Since 1975



The BACCHUS Network™ is a university and community based network that promotes student and young adult based, campus and community-wide leadership on health and safety issues.

Web: www.bacchusgamma.org

LOOKING FORWARD



SATURDAY MAY 7, 2011

HUNTINGTON BEACH

Walk Like MADD is a fun, community-driven 5K walk that raises funds and saves lives. Web: www.MADD.org

7:30 a.m.-1:00 p.m. Health & Safety Fair

8:30 a.m. Opening Ceremonies

9:00 a.m. Walk begins

in Focus

RADD, 'The Entertainment Industry's Voice for Road Safety', an internationally recognized non-profit organization that empowers celebrities & media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts & safe driving through control behind the wheel, making responsible behavior the norm. Learn more at www.CollegeisRADD.org

I don't let my friends drive drunk



...Do You?





CCI E-News May 2011

UPCOMING TRAININGS



Community Anti-Drug Coalitions of America (CADCA)'s Mid-Year Training Institute Designed to improve your skills in implementing evidence-based strategies, participants take part in ½ day, 1-day and 2-day courses on everything from social media to how to implement environmental strategies.

When: July 24 - July 28, 2011

Where: Hyatt Regency Orange County, Anaheim

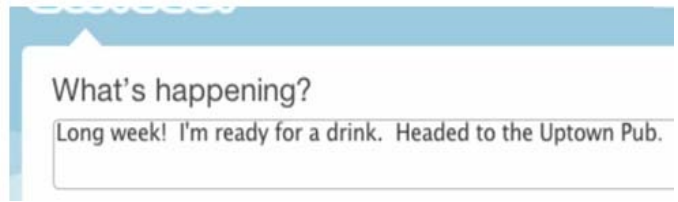
Early bird registration ends June 20th

<http://midyear.cadca.org/?q=node/1>

RESOURCES

YouTube Happy Hour FAIL [Click to view](#)

drivingtonight 406 videos



LOOKING FORWARD

Orange County Community College District 2011 Commencement Ceremonies

SOUTH ORANGE COUNTY		COAST	
May 20	Irvine Valley /ATEP	May 14	Coastline
May 20	Saddleback /ATEP	May 25	Orange Coast
		May 26	Golden West
RANCHO SANTIAGO		NORTH ORANGE COUNTY	
May 19	Santiago Canyon	May 25	Fullerton
May 20	Santa Ana College	May 26	Cypress
		June 17	School of Continuing Ed.

ARTICLES



DUI Among College Students: The Elephant in the Room

“Each year, an estimated 1,700 college students die as a result of alcohol use (Hingson et al., 2007).” **DUI** is the elephant in the room that we collectively manage not to see. [Read more...](#)

How Alcohol Consumption Predicts GPA

A new survey shows that a college student's GPA correlates directly to the amount of time they spend buzzed. In the 1960s, college kids studied 24 hours a week...now, just 7.25 hours a week... [Read more](#)

Celebrating Safely



As the graduation and summer break seasons approach, the attached flyer can be used to remind students to be safe during these months of heightened risk for injury.

For a campus tailored version, contact lbuscemi@ochca.com

in Focus



Urban Dictionary: Vodka 'Eyeballing' Video of this competitive 'drinking' game that began in England and has spread through the U.S. can be found on You Tube. Pouring vodka directly onto the eye is believed to enter the bloodstream through the veins of the eye causing a faster high than drinking alcohol, a claim refuted by the American Academy of Ophthalmology. Former 'eyeballers' are coming forward with stories of chronic pain and eye-watering. Experts warn of long-term damage including ulcers, scarring, vision impairment and blindness.

UPCOMING ADEPT MEETINGS

- May 18 OC DUI Task Force meeting: 9:00-11:00AM, Location: 1845 Park Ave., Costa Mesa
- May 19 OC Prescription & Over-The-Counter (Rx OTC) Drug Abuse Prevention Coalition meeting: 3:00-5:00PM
Location: Fountain Valley Hospital Medical Office Building: 17100 Euclid at Warner, Fountain Valley





UPCOMING TRAININGS

A New Membership Association-- SCOPE

JUNE 15, 2011 - The School and College

Organization for Prevention Educators (SCOPE), a not-for-profit association and interdisciplinary hub for school, college and community prevention educators, prioritizes the advancement of primary prevention research, practice, implementation and bringing dedicated educators together. [Read here](#)



1st SCOPE Annual International Conference 2011

When: October 21-23, 2011

Where: Orlando World Center Marriott, Orlando, Florida

Details: [Registration](#); [Call for Proposals](#); [Conference format](#)

ARTICLES



Study Examines Public Health Effects of Minimum Legal Drinking Age (MLDA) July 15, 2011- Recent economic analyses: setting the MLDA at 21 clearly reduces alcohol consumption and its major harms. [Read here](#)



Long Term Memory of young adults damaged by binge drinking due to the neurotoxic effect of alcohol on the developing hippocampus, a new study published May 16, 2011, suggests.

"Our main finding was a clear association between binge drinking and a lower ability to learn new verbal information in healthy college students...most attention has focused on negative consequences such as traffic accidents, violence or public disorder, society and students themselves are unaware of the damaging effects binge drinking may have on the brain." [Read here](#)

has focused on negative consequences such as traffic accidents, violence or public disorder, society and students themselves are unaware of the damaging effects binge drinking may have on the brain." [Read here](#)

UPCOMING ADEPT ACTIVITIES

OC DUI Task Force: 1845 Park Ave., Costa Mesa; **Time/Dates:** 9:00-11:00 am, 8/17, 9/21, 10/19, 11/15, 12/21

OC Rx & OTC (Over-the-Counter) Abuse Prevention Coalition: Fountain Valley Hospital, Saltzer Conference Center, 17100 Euclid at Warner, Fountain Valley, **Time/Dates:** 3:00-5:00 pm, 9/22, 11/17

3rd National Prescription Take Back Event: **Time/Date(s):** 10:00 am-2:00 pm, Saturday, October 29
Online: [Drug Disposal - National Take-Back Initiative](#) or call for details: 714-834-2192

NOTEWORTHY



The National College Health Improvement Project (NCHIP):

Improve student health at colleges and universities by preventing binge drinking: Identify what works. Where. Why. **How:** The Learning Collaborative on High-Risk Drinking [Read here](#)



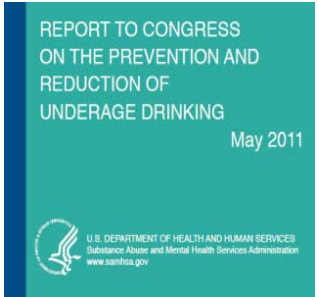
As of January 1, 2012 California will be the seventh state to have a caffeinated beverages ban on the books.

Governor Jerry Brown signed SB 39 into law Monday, August 1st banning the importation, production and sale of caffeinated beer beverages by California retailers. Often referred to as "black-out in a can," caffeinated alcoholic beverages suppress the effects of intoxication causing individuals to misjudge their intoxication level. Impaired driving and alcohol poisoning are among the increased risks associated with its use.



"Underage alcohol use is everybody's problem—and its solution is everybody's responsibility"

This sentiment as stated by the Surgeon General in *The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking*, is expounded upon in the recently released *Report to Congress on the Prevention and Reduction of Underage Drinking*, by The Substance Abuse and Mental Health Services Administration (SAMHSA). [Read here](#)



in Focus

2012 SAFE SPRING BREAK RESOURCES



Ensure Your Students Make Safe, Smart Decisions

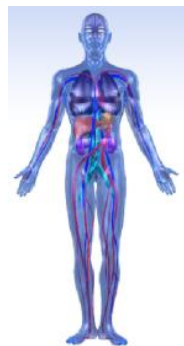
TIPS (Training for Intervention Procedures) is the global leader in education and training for the responsible service, sale, and consumption of alcohol. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving.

TIPS for the University provides students with the knowledge and confidence necessary to reduce high-risk drinking behavior among their peers. More than 1,200 campuses nationwide have implemented TIPS for the University. Make your institution part of this successful training initiative.

Contact **Laura Buscemi-Beebe** to schedule a training at 714-834-4058 or lbuscemi@ochca.com



Need Prevention Materials to Post on Campus? Impaired driving prevention campaign: Contact Kathryn Kendrick if you are interested in this [free](#) resource: 714-834-3294, kkendrick@ochca.com



AN ONLINE RESOURCE: Alcohol and You: An Interactive Body

Virtually every organ system is affected by alcohol. Drinking in moderation may cause problems to one's body, and drinking heavily over the years can cause irreversible damage. However, most diseases caused by excessive drinking can be prevented.

Get Started

COLLEGE DRINKING
Changing the Culture

PREVENTION: MULTIPLE STRATEGIES WORK



The U.S. Department of Education's
HIGHER EDUCATION CENTER
for Alcohol, Drug Abuse, and Violence Prevention

Prevention Update: Environmental Management Approach

to Improve College Student and Community Relations to Reduce Binge and High-Risk Alcohol Use and Other Drug Problems - The Higher Education Center has identified **five areas of strategic intervention** that are effective in altering the environment with respect to alcohol and other drug abuse:

1. Offer substance-free social, extracurricular, and public service options.
2. Create a health-promoting normative environment.
3. Limit availability of alcohol and other drugs.
4. Restrict the marketing and promotion of alcohol and other drugs both on and off campus.
5. Develop and enforce campus policies and enforce laws to address high-risk and illegal alcohol and other drug abuse and violence.

Implementation is strengthened by strong presidential leadership; a campuswide task force (faculty, staff, and students); engagement with the community; and the active participation of college officials in public policy debates, especially at the state level.

UPCOMING TRAININGS

College Health: Architects of Change

American College Health Association's 2012 Annual Meeting - The theme, "Architects of Change," inspires us to assume an active rather than passive approach to impacting the future of college health on our campuses, regionally and nationally.

When: May 28 – June 1, 2012

Where: Sheraton Chicago Hotel and Towers, Chicago, IL

Details: [Registration](#); [ACHA 2012 Annual Meeting Goals](#)

UPCOMING ADEPT OPPORTUNITIES



OC DUI Task Force, General meeting

3rd Wednesday, odd months

1845 Park Ave., Costa Mesa:

Time/Dates: 9:00-11:00 am, 3/21, 5/16



OC Rx & OTC (Over-the-Counter)

Abuse Prevention Coalition

3rd Thursday, odd months

Fountain Valley Hospital, Saltzer Conference Center

17100 Euclid at Warner, Fountain Valley

Time/Dates: 3:00-5:00 pm, 3/15, 5/17



CCi E-News August 2012

UPDATE



After nearly 20 years, funding for the Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention (Center) ends August 31, 2012 - "...the roots of many of the college prevention field's best practices— environmental prevention, strategic and comprehensive programs—can be traced to the work of the Center." [Click to learn more](#)

ARTICLES



College students can have as good a time at a party when they don't drink
Students were less likely to drink alcohol when their beliefs about the positive effects of drinking were challenged.

Researcher Scott-Sheldon: "Being aware that it isn't the alcohol that causes the outcomes, but the positive expectancies associated with alcohol, triggered by the social setting, may help you limit or avoid drinking." [Read more](#)



Roughly 1 in 4 college students who drink will experience a blackout in a given year. [Read more](#)



Increases in cigarette prices lead to significant increases in binge drinking in young adults, a new study suggests. [Read more](#)

Parents know best, but are they accurate? Parents overestimated other parents' permissiveness toward their respective child's drinking. This is the first study to document the influence of parental normative misperceptions regarding alcohol use by their college-age children, reinforcing the importance of parental attitudes on alcohol-related attitudes and behaviors in college. [Read more](#)

PARENTS, YOU'RE NOT DONE YET.

Have you talked with them about drinking and college?



[Download this printable brochure](#)



Laura Buscemi-Beebe, email: lbuscemi@ochca.com, phone: 714-834-4058

TOOLS YOU CAN USE



The College e-Kit, produced by the [Underage Drinking Enforcement Training Center at the Pacific Institute for Research and Evaluation \(PIRE\)](#), is designed to connect law

enforcement, prevention advocates, campus representatives, students and other community leaders with helpful resources to effectively reduce underage student access to alcohol and consumption of alcoholic beverages through use of environmental management practices.



Developed by [Prevention Strategies](#), **myPlaybook** is an evidence-based tutorial designed to prevent alcohol and other drug-related harm among

college student-athletes. As the only online drug education program created specifically for college student-athletes, this interactive web-based program engages users with state-of-the-art instructional design. [Drug Free Sport™](#)



Whether you're a "party thrower" or a "party goer," this site has tips on reducing the risks of alcohol-related problems.

HIGHER EDUCATION CENTER: PREVENTION UPDATES

AOD Screening Tools for College Students (June 2012)

Screening students goes beyond simply identifying and referring students... there is a direct dose-response relationship between drinking and a number of alcohol-related consequences. **Persons drinking 3-4 drinks per day have a 2- to 3-fold risk** for accidents, stroke, liver disease, cancer, and hypertension. This effect is independent of the presence or absence of alcoholism." [Read more](#)

Prevention at Community Colleges (April 2012)

While there are a number of similarities among community colleges and four-year colleges and universities, especially with commuter campuses, there are also a number of differences ... These characteristics have implications for implementing health and safety programming at community colleges. [Read more](#)

UPCOMING ADEPT MEETINGS



OC DUI Task Force, General meeting
3rd Wednesday, odd numbered months
1845 Park Ave., Costa Mesa:
Time/Dates: 9 – 11 a.m., 9/19, 11/21



OC Rx & OTC (Over-the-Counter) Abuse Prevention Coalition
3rd Thursday, odd months
Fountain Valley Hospital, Saltzer Conference Center
17100 Euclid at Warner, Fountain Valley
Time/Dates: 3 – 5 p.m., 9/20, 11/15

5th National Prescription Take Back Event, 10 a.m. – 2 p.m., 9/29