

Recommended Reading

 Considered the primary text for selecting strategies for alcohol interventions, this is a must-read for preventionists and coalition members.

NIAAA's College AIM

Missouri Partners in Prevention is proud to be Missouri's higher education substance abuse prevention and mental health consortium. In order to see measurable change in the health, safety, and well-being on campus, campus prevention practitioners must employ evidence-based strategies and models. This series provides a brief synopsis of the publications, articles, and resource documents available to campuses to assist in their substance abuse prevention and mental health intervention efforts. These documents provide a great deal of technical assistance and support. Browse our recommended reading synopsis to learn more about these publications.

The National Institute on Alcohol Abuse and Alcoholism's (NIAAA) College Alcohol Intervention Matrix (AIM) is designed to help campuses identify individual and environmental level strategies to prevent alcohol-related problems among college students. A brief explanation of individual and environmental strategies is below:

Individual	Environmental
Target knowledge, attitudes, and behaviors of students	Target campus and community environments as a whole

While the College AIM only uses 2 levels, it may be helpful to think about the socio-ecological model as well when planning prevention and intervention strategies.



The matrix allows for comparison of the effectiveness of strategies to their cost to determine the most feasible options for campuses to implement.

The top individual level strategies with HIGH effectiveness are:

- Brief motivational interviewing (e.g. Brief Alcohol Screening and Intervention for College Students - BASICS)
- Multi-component education-focused program (e.g. AlcoholEdu for College)
- Personalized feedback interventions (e.g. eCHECKUP to go)
- Skills trainings with alcohol focus (e.g. Alcohol Skills Training Program-ASTP)

The top environmental level strategies with HIGH effectiveness are:

- Retaining and enforcing the legal 21 drinking age

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- Restricting happy hours/price promotions (times, days of the week, 2 for the price of 1)
- Establishing minimum unit pricing (e.g. 1 drink must cost at least \$X)

In the 2019 update of the College AIM, additional strategies with moderate effectiveness were identified and will be listed here as potential strategies for implementation. A new individual level strategy is Alcohol-Wise, a multi-component education-focused program that embeds eCHECKUP into its education. A new environmental level strategy is conducting reward and reminder or 'mystery shopper' visits where individuals appearing underage/intoxicated attempt to purchase alcohol. If sale is refused, a reward can be given and if sale is given, education and sharing of resources can be given as opposed to punitive measures.

Helpful Resources

Appendix A is strategy planning worksheet (page 27) which is helpful to evaluate current strategies by categorizing them as individual or environmental and cross checking them with the effectiveness ratings given by College AIM.

Appendix B (page 28) addresses FAQ's and is helpful for specific concerns.

Appendix C (page 29) lists additional resources effective alcohol prevention.

It is important to note that a mix of individual and environmental level strategies works best, and even though some strategies may have lower effectiveness on the matrix (e.g. education or establishing an alcohol-free campus), these are lower in effectiveness in isolation and are still important for a comprehensive prevention strategy.

Read 'A Guide to Campus Mental Health Action Planning' here!

collegedrinkingprevention.gov/collegeaim

Citations

1. College Alcohol Intervention Matrix (2019). National Institute on Alcohol Abuse and Alcoholism

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Published April 2020.

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