

**KEY FINDINGS FROM THE 2014 MISSOURI COLLEGE HEALTH BEHAVIOR SURVEY**

Partners in Prevention (PIP) has served as the Missouri higher education alcohol prevention consortium since 2000. Consisting of 21 public and private colleges and universities, the members of PIP focus on lowering college student underage and high-risk drinking, impaired driving, and other risky health behaviors. In order to achieve healthier and safer campus communities, lower the high-risk and underage alcohol use rates, campuses implement strategic plans for prevention which include evidence-based strategies. These evidence-based strategies include educational efforts, social norming campaigns, policy review and enforcement, and the implementation of approaches to address the riskiest drinkers on campus. To identify progress of our goals, and to obtain data for program implementation, PIP created the Missouri College Health Behavior Survey (MCHBS). The survey, modeled after the CORE Alcohol and Drug Survey, is an annual, online survey implemented each spring semester since 2007. The survey assesses the role of alcohol, drugs (illegal and prescription), mental health issues, and gambling on student health and wellness. The survey also provides information regarding attitudes, perceptions of other student's behaviors, campus and community laws, and policies.

**The following are key findings from the 2014 Missouri College Health Behavior Survey:**

**Alcohol Use:** Seventy-six (76%) of Missouri college students used alcohol in the past year, a rate that has been decreasing since 2012. However, 70.8% of Missouri college students reporting using alcohol in the past month, compared to 62.6% in 2012. This suggests that while more students are abstaining, those students who choose to drink are doing so more regularly. However, despite the increase in regular use, the rate of student binge drinking has remained steady since 2012 at 26.3%, and lower than the national average.

**Underage Alcohol Use:** While alcohol use is illegal in the State of Missouri for those under age 21, 67% of Missouri college students under age 21, consumed alcohol in the past year and 26.2% of underage students participated in binge drinking in the past 2 weeks.

**Location of Alcohol Use:** Most Missouri college students (66.7%) consume alcohol at off-campus social gatherings or friends' houses. Most strikingly, the number of students consuming alcohol at Fraternity/Sorority houses has increased significantly in the past three years, with 13% reporting the behavior in 2014 and 7.9% of students reporting the behavior in 2012.

**Concerning Alcohol-Related Behavior and**

**Consequences:** While the number of students who abuse alcohol on a regular basis on college campuses statewide has decreased to 1 in 4 students, the number of students

experiencing significant consequences due to their drinking is concerning. In 2014, 28.5% of students rode in a car with a driver who had been drinking and 23.5% of students drove after drinking. This is a significant traffic safety concern for communities statewide. Additionally, 27% of Missouri college students experienced a black out or memory loss as a result of their drinking in the past year and 16% of Missouri college students reporting being forced or coerced into drinking more than they wanted. This behavior suggests that some students may be engaging in high risk drinking behavior unwillingly and may be subject to hazing or other peer pressure situations within their college experience.

**Policy Enforcement:** A decreasing number of students on Missouri's colleges and universities believe that the policy about alcohol on campus is consistently enforced (55% in 2014, down from 63.2% in 2012). Additionally, a smaller number of students (48.5%) feel that the policies on their campus regarding alcohol are effective.

**Sexual Assault:** In 2012, 11.5% of Missouri college students reported that they had experienced sexual assault in the past year. In 2014, the number of students has risen to 14.6%. With the national and local emphasis on Title IX regulations, this is a trend that Partners in Prevention will work with member campuses to monitor in upcoming years.

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## MISSOURI COLLEGE HEALTH BEHAVIOR SURVEY IMPLEMENTATION

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Once Institutional Review Board approval is attained on each campus, a random sample of approximately 25% of student email addresses is obtained from campus enrollment offices. Samples are stratified, 60% male to 40% female to account for differential gender responding. Exceptions are applied to campuses with a disproportionate male enrollment.

Most campuses implement the survey over a 2-3 week period in February or March. Reminder emails are sent to students who have not yet chosen to participate. Approximately 20% of the students complete the

survey for each campus, representing a random sample of roughly 5% of the total student population. Twenty percent (20%) return rates are consistent with national averages of campus-based alcohol prevalence surveys.

Research supports that a random selection of 5% of the student body is sufficient to provide appropriate reflections of the campus population. In the 2014 implementation of the MCHBS, the overall response rate for the PIP21 schools was 26%. This indicates that the MCHBS was able to capture over 6% of the student population at our 21 colleges and universities in Missouri.

### Other Health Behaviors Assessed on the Missouri College Health Behavior Survey

#### Alcohol Use

- age of first use
- past year prevalence
- high-risk or binge drinking
- associated negative consequences
- protective factors

#### Other Substance Use

- tobacco use
- illicit or illegal drug use
- prescription drug use

#### Demographics

- age, height and weight
- gender
- ethnicity
- sexual orientation
- disability status
- year in school
- major area of study
- veteran status

#### Campus Connectedness

- living arrangements
- transfer student
- thoughts of leaving campus
- organizational involvement
- sense of belonging to campus

#### Student Perceptions

- policy enforcement
- perceptions of other student behaviors
- social norms

#### Other Areas Assessed

- Gambling Behavior
- Driving Behavior
- Relationships, Violence and Abuse
- Mental Health and Well-Being
- School Specific Questions

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Beginning in the fall of 2012, Partners in Prevention began publishing research briefs. These briefs provide overviews of specific health and safety issues of Missouri

college students. To access these topics covered go to: <http://pip.missouri.edu/research.html> or contact Dan Reilly at [reillyd@missouri.edu](mailto:reillyd@missouri.edu).