

CONSISTENCY OF ALCOHOL POLICY ENFORCEMENT

Partners in Prevention (PIP) has been Missouri's higher education substance abuse consortium since 2000. The coalition, made up of 21 universities in Missouri, works to promote healthy behaviors on college campuses. In order to gain an understanding of the current health behaviors of college students, PIP implements the Missouri College Health Behavior Survey (MCHBS) each year. Data gathered from the 2014 MCHBS highlights students' perceptions of the consistency of alcohol policy enforcement on our campuses.

DISCUSSION

To assess views of our efforts, we ask about students' knowledge of prevention programs, perceptions of our concerns and the consistency of enforcement. In general, we find that our students are aware of our programs (75%), and believe that we are concerned with the prevention of alcohol and drug abuse (80%). However, only 55% of our students believe that the alcohol policies are consistently enforced.

The data also reveals that there is a large range in the perception of consistency of enforcement by campus. The campus with the highest perception of consistency of enforcement is 78% and the campus with the lowest perception of consistency of enforcement is 32%. **The data also indicates a general trend that campuses with higher perception of consistency of enforcement have lower binge drinking rates.** These findings support the environmental management approach in which a strong predictor of student drinking behavior is predicated on access and acceptance of alcohol use. Theoretically, more drinking will occur in environments where students have a negative (or low) perception of conduct consequences associated with their drinking.

Student perceptions of prevention programs, campus concern and policy enforcement have been relatively consistent over the past three years. Trends may imply a slight decrease in student perceptions for all three areas. Student perceptions of prevention programs have decreased from 82% in 2012 to 75% in 2014. Student perceptions of campus concern have decreased from 85% in 2012 to 80% in 2014. Additionally, student perceptions of policy enforcement have decreased from 63% in 2012 to 55% 2014.

Do you believe that your campus is concerned about the prevention of drug and alcohol abuse?



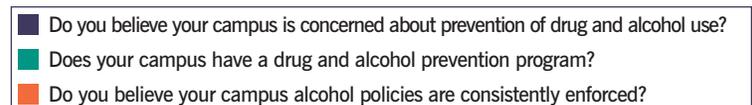
Does your campus have an alcohol and drug prevention program?



Do you believe that your campus alcohol policies are consistently enforced?



Student Perception Over the Past 3 Years



SUMMARY

Student perceptions of enforcement identify potential insights for environmental change efforts on our campuses. Basically, half of our students do not believe that our policies are consistently enforced. Environmental management approaches predict that if we can increase students' perceptions of consistent enforcement, we can reduce high-risk drinking.

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