Challenging College Alcohol Abuse (CCAA)

TARGET AUDIENCE

This program is for college students.

SUMMARY

The Challenging College Alcohol Abuse (CCAA) program, developed at the University of Arizona, is a school-based program that is designed to reduce alcohol consumption and negative consequences related to alcohol use.

EVIDENCE

One study that utilized a random sample of student survey data found an overall decrease in binge drinking rates over a 3-year period, decreases in alcohol use in general, reductions in alcohol-related consequences (e.g., getting into a fight or argument after alcohol or drug use, being taken advantage of sexually after alcohol or drug use), and improvements in alcohol- and drug-related attitudes and perceptions. The cross sectional nature of the data and the lack of a control group limit the placement of this program.

COMPONENTS

CCAA uses information sharing and mass media to address and correct student misperceptions about drinking norms (e.g., the typical student drinks heavily) and change attitudes about alcohol and drug use among students. The program involves a number of strategies.

- A campus survey initially gathers data about actual student drinking behaviors and misperceptions regarding drinking practices;
- Social marketing messages provide accurate alcohol and drug use information and are displayed in newspapers, magazines, fliers, posters, and other forms of media. In addition, presentations to freshman classes and orientations are included;
- A no-alcohol policy is developed and enforced for campus activities; and
- Grants are provided to establish more non-alcohol activities and events that would appeal to the student body.

PREVIOUS USE

CCAA has been implemented at the University of Arizona since 1994.
## TRAINING

Training information was not located.

## CONSIDERATIONS

Considerations for implementing this program include hiring suitable staff to implement the program (i.e., full time, part time, paid, and volunteer); possibly hiring a consultant to oversee the project; and ensuring adequate funds to cover costs for staffing, advertisements, surveys, evaluations, and supplies.

The Clearinghouse can help address these considerations. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

## IMPLEMENTATION

If you are interested in implementing CCAA, the Clearinghouse is interested in helping you!

Please call 1-877-382-9185 or email Clearinghouse@psu.edu

### TIME

Implementation time ranges from 25 to 52 weeks and depends on the number of students surveyed and the amount of media outlets used.

### COST

Implementation of the social norms media campaign for 1 year costs approximately $25,000; environmental management, survey development, supplies, consultation, and administrative development could cost an additional $25,000.

## EVALUATION PLAN

To move the CCAA program to the Promising category on the Clearinghouse Continuum of Evidence, at least one evaluation should be performed comparing the intervention group to a comparable control group demonstrating positive effects lasting at least one year from the beginning of the program or at least six months from program completion.

The Clearinghouse can help you to develop an evaluation plan to ensure the program components are meeting your goals. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

## CONTACT

Contact the Clearinghouse with any questions regarding this program.

Phone: 1-877-382-9185  Email: Clearinghouse@psu.edu

You may also contact Erie County Council for the Prevention of Alcohol and Substance Abuse by mail 1625 Hertel Avenue, Buffalo, New York 14216, phone 1-716-831-2298, fax 1-716-831-9580 or email eccpasa@eccpasa.org or contact Peggy Glider by phone 1-520-621-5973 or email glider@health.arizona.edu or visit www.eccpasa.org/contact/

## SOURCE


www.militaryfamilies.psu.edu