

United States Department of Education Models on College Campuses
Project Description

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The NU Directions Campus-Community Coalition at the University of Nebraska-Lincoln is one of ten “A Matter of Degree (AMOD)” sites funded by the Robert Wood Johnson Foundation and evaluated by the Harvard School of Public Health. The coalition was established in 1998 and consists of forty members representing all aspects of the community and campus. In 2004, the University of Nebraska-Lincoln (UNL) was identified as one of five AMOD sites that have demonstrated successful implementation of a comprehensive environmental strategy (Weitzman, Nelson & Wechsler, 2004). UNL data from the Harvard College Alcohol Study (CAS) indicates a reduction in “binge” drinking rates among the general population from 62.5% in 1997 to 47% in 2003. 2005 data from the Omnibus Survey by UNL’s Bureau of Sociological Research found the number of “binge drinkers” at UNL had been reduced to 41.5%. Similar reductions were found in both self-reported primary and secondary harms related to alcohol consumption for the population.

The project proposed by the Nebraska Prevention Center would form the Nebraska Collegiate Consortium to Reduce High Risk Drinking will disseminate the tools and technical assistance training needed to replicate a comprehensive environmental strategy to reduce high-risk alcohol consumption and related harms at state colleges, universities and community colleges in the state of Nebraska, which represents 79% of the 117,021 college students in the state. The project will assist these institutions in

establishing effective campus task forces that could become incorporated in existing community coalitions established through the Nebraska State Incentive Partnership Agreement (SICA) in order to engage a comprehensive strategic plan for the campus-community. Linking with SICA funded coalitions will greatly increase sustainability. Project activities include administrator commitment, technical assistance for strategic plan development leading to more formal campus taskforces which will better prepare campuses to join existing community coalitions, the collection and dissemination of statewide and campus-specific baseline data and technical assistance training in environmental scanning, coalition development, strategic planning, and evaluation. The project will provide evaluation assistance using existing evaluative tools created by the NU Direction coalition. The results will contribute to the literature on environmental strategy as well as the development of statewide initiatives to reduce campus alcohol problems.

Nebraska Colleges and Universities to be involved in the project:

Central Community College
Chadron State College
Metropolitan Community College
Mid-Plains Community College
Nebraska Indian Community College
Northeast Community College
Peru State College
Southeast Community College
University of Nebraska-Kearney
University of Nebraska-Omaha
Wayne State College
Western Nebraska Community College