

Multi-site social norms intervention for student-athletes: An analysis of the effect of program exposure on high risk drinking

David W. Craig, Ph.D.
Dept. of Chemistry

H. Wesley Perkins, Ph.D.
Dept. of Anthropology and Sociology

Hobart and William Smith Colleges
Geneva, New York 14456

Alcohol Education Project
www.AlcoholEducationProject.org

Abstract:

Social norms interventions targeting collegiate student-athlete sub-populations have been proposed as potentially effective in reducing high risk alcohol consumption. This study examines the impact of interventions with student-athletes using a web-based instrument from the HWS surveys online project to assess perceived alcohol norms and personal drinking behaviors in all school settings. Among schools employing this survey between 2001 and 2009, nine schools conducted this survey (N=4,864) at two time periods (baseline N=2,605 and after one year N=2,259), contacted all student-athletes enrolled in the school population, achieved a response from the majority of potential respondents in every instance (mean response rate 75%), and engaged in promoting social norms messages about student-athlete alcohol use. The analysis shows the overall positive impact of the intervention across time. The presentation also demonstrates the association between athletes' extended exposure to the intervention and lower problem drinking rates.



Criteria for Site Selection

- A pre- and post-survey with one year time interval
- All student-athletes included in sampling frame
- Achieved greater than 50% response rate each year
- Initiated a social norms intervention

Sample Demographics

(Nine schools from 8 states: CT, IL, MD, MN, NY, OR, VA, WI)

	Percent (N = 4,864)
Gender (Male / Female)	57 / 43
Age	
Less than 21	74
21-24	25
Greater than 24	1
Class Year	
1	36
2	28
3	20
4	16
Student-athlete the previous year (ongoing athlete)	45
Currently in-season	54
Majority of 5 best friends are also athletes	73



Protocol for Data Collection

- Web Survey scheduled in computer labs in 30 minute sessions
- Computers logged in using “generic” user account
- Common username / password provided publicly to each survey period.
- Usernames / Passwords time activated

Web Survey

Social Norm Surveys Online (<http://www.SocialNormSurveys.org>)
© Copyright 2008, H.Wesley Perkins and David W. Craig. All rights reserved.
For permission to reprint or use this online survey please contact
Alcohol Education Project
Hobart and William Smith Colleges, Geneva, NY 14456
<http://www.AlcoholEducationProject.org>

Survey of Student-Athlete Norms

Please login.

Username:

Password:

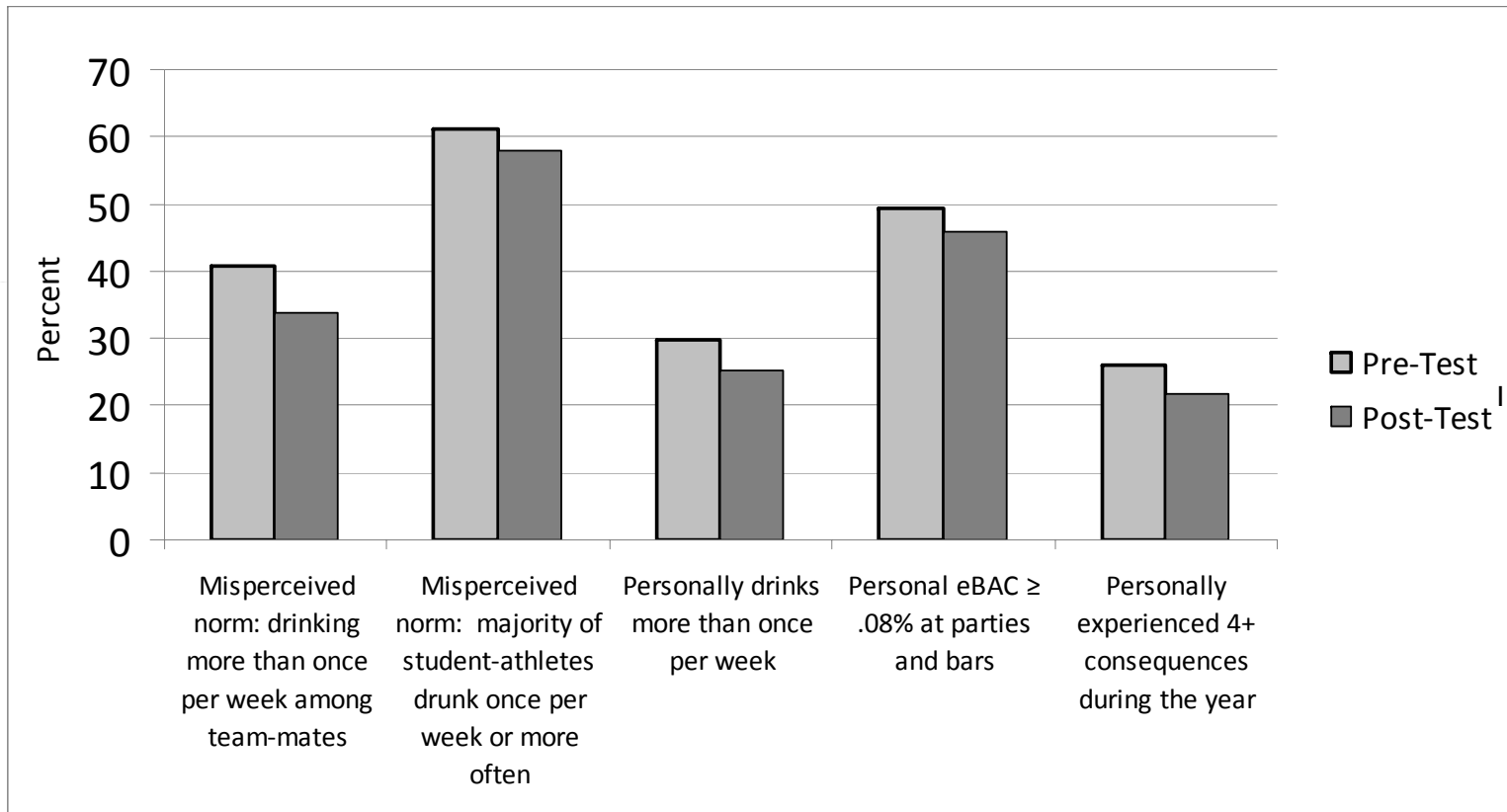
login



Social Norms Interventions

- Print media message delivery at all schools
 - (e.g. posters, table tents, and/or campus newspapers)
- Optional message delivery strategies
 - Team meetings
 - Screen savers and interactive electronic media
 - Targeted electronic mail
 - Novelty items

Pre/Post Social Norms Intervention Impact



¹ All changes statistically significant at $p < .05$ or better

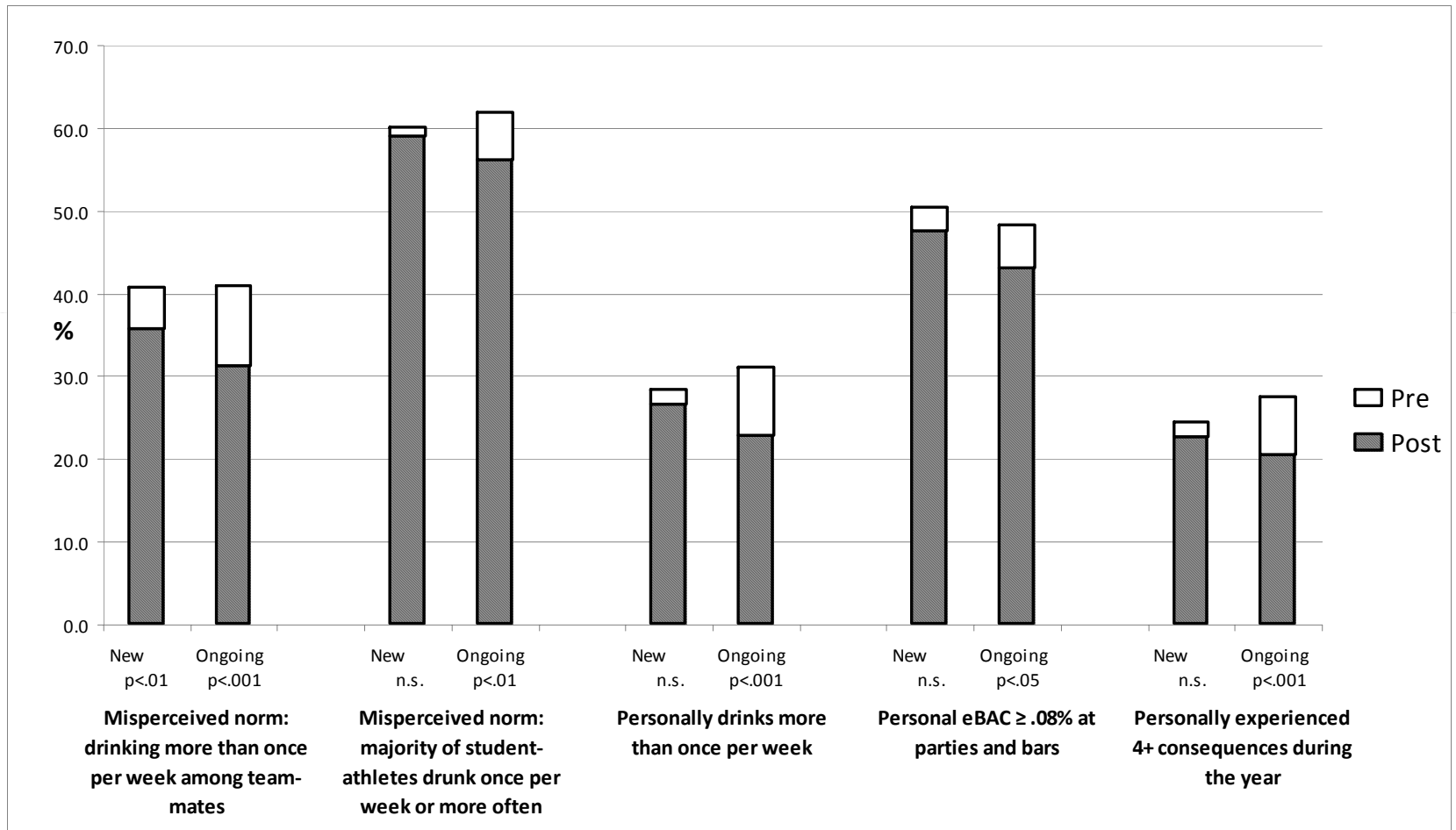
Odds ratios¹ predicting misperceived norms and personal drinking measures

	Misperceived norm: drinking more than once per week among team-mates (N=4,696)	Misperceived norm: majority of student-athletes drunk once per week or more often (N=4,665)	Personally drinks more than once per week (N=4,705)	Personal eBAC ≥ .08% at parties and bars (N=3,559)	Personally experienced 4+ consequences during the year (N=4,401)
Gender (male vs. female)	.35 ***	.82 **	.36 ***	.83 **	.50 ***
Age 21 and over	1.21	1.18	1.11	1.24	.95
Class Year (vs. 1 st year)					
Sophomore	.94	1.01	1.06	1.02	1.32 **
Junior	1.06	.95	1.32 *	1.02	1.19
Senior	1.28	1.08	1.67 **	.92	1.35 †
Currently in season	.32 ***	.72 ***	.36 ***	.81 **	.67 ***
Majority of five best friends are also athletes	1.06	1.23 **	1.00	1.20 *	1.36 ***
Post-intervention (vs. pre-)	.75 ***	.89 †	.83 **	.88 †	.80 **

¹Logistic regression controlled for individual school differences using dummy variables.

*Statistically significant pre/post difference at p<.05; ** p<.01; *** p<.001, and † p<.1.

Pre/Post Social Norms Intervention Impact on New and Ongoing¹ Student-Athletes



¹ Ongoing student-athletes were student athletes in the year prior to survey, new student-athletes were not.