

Data Report:
2005 New Hampshire Higher Education
Alcohol, Tobacco and Other Drug Survey

UNH Results

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INTRODUCTION

The University of New Hampshire is extremely interested in the attitudes and behavior of its students in regard to alcohol, tobacco, and other drug use. With the help of the Office of Institutional Research and Assessment, the Office of Health Education and Promotion (OHEP), Health Services has assessed these attitudes and behaviors for a number of years. They currently use the New Hampshire Higher Education Alcohol, Tobacco, and Other Drug Survey on a bi-annual basis.

The 2005 New Hampshire Higher Education Alcohol, Tobacco, and Other Drug Survey results for the University of New Hampshire were obtained by using a sampled stratified by college, class, and gender and were represented by gender and class. Proportions for schools and colleges were not as representative as hoped for. There were 743 responses which resulted in an 86% response rate of the listed enrollment in the courses surveyed.

Table 1: Demographic Proportions

GENDER	Sample	Campus
Men	40.7%	42.7%
Women	59.2%	57.3%
Transgender	.1%	NR
CLASS		
Freshman	19.4%	23.1%
Sophomore	23.8%	23.6%
Junior	25.3%	23.3%
Senior	29.3%	29.7%
Grad	1.6%	0%
Other	.5%	.4%
SCHOOL/COLLEGE		
College of Engineering and Physical Sciences	8.8%	10.6%
College of Liberal Arts	36.1%	42.1%
College Life Sciences and Agriculture	10.4%	12.9%
School of Health and Human Services	16.1%	15.2%
Whittemore School of Business and Economics	20.5%	15.1%
Thompson School for Applied Science	7.3%	3.7%
Division of Continuing Education	.7%	.4%
STATUS		
Full-time	98.1%	97.4%
Part-time	1.9%	2.6%
PERMANENT RESIDENCE		
In-State	58.4%	59.1%
USA, but out-of-state	41.6%	40.9%
CURRENT RESIDENCE		
Residence hall	39.3%	NR
On-campus apartment	12.4%	NR
Off-campus apartment or house	36.0%	NR
Off-campus fraternity/sorority	3.5%	NR
At home with family	6.5%	NR
Other	2.4%	NR
TOTAL RESPONSES	743	10,429

SUMMARY OF RESULTS

Attitudes (see Graph 1)

- The majority (87%) of students' personal attitudes about drinking and getting drunk are conservative ("Drinking is never a good thing to do" or "Drinking is all right but a person should not get drunk") to moderate ("Occasionally getting drunk is okay as long as it doesn't interfere with academics or other responsibilities").
- Students believe that almost half (48%) of their peers believe getting drunk is okay even if it does interfere with academics or responsibilities and that frequently getting drunk is okay if that's what the individual wants to do. Actual responses indicate that only 12% of students share one of those two attitudes about drinking.

Average Weekly Consumption (see Graph 2)

- Forty-two percent of UNH students consume four or fewer alcoholic drinks in a week. This was not statistically different from the 40% who consumed 0-4 drinks in 2003 ($p = .32$).
- Fourteen percent of students report that they don't typically consume alcohol weekly. This was a statistically significant decrease from the 20% reporting non-use in a typical week in 2003 ($p = .001$).

Quantity & Frequency of Alcohol when "Partying" (see Graphs 3 and 4)

- The majority (67%) of students report that they party without alcohol or when they party their quantity is limited to seven drinks or fewer as compared to 64% in 2003. This was not a statistically significant increase from 2003 ($p = .07$).
- Students believe that the majority (53%) of their peers consume eight or more drinks when they "party". UNH Students are overestimating the amount their peers are consuming in party situations.
- The majority (60%) of students who do report partying with alcohol indicate that they limit this activity to one or two nights a week. Additionally, 17% of students report that they don't "party" leading one to believe that they either abstain from alcohol completely or limit their consumption to other types of settings (e.g. with a meal, among a small group of friends).
- Students believe that the majority (52%) of their peers "party" three or more nights a week. Students are overestimating the frequency with which their peers are "partying."
- There has been a slight decrease (82% to 78%) in the percentage of students "partying" 0-2 nights per week from 2003 to 2005. This difference is not statistically significant ($p = .03$).

Protective Behaviors (see Graph 5)

- Students are engaging in a number of protective behaviors when it comes to taking care of themselves or others in situations involving substance use.
- Listed below are some examples of protective behaviors that the majority of UNH students report employing either sometimes, usually or always: 99% report that they party with friends and people they know and 94% report that they watch over their friends who are consuming; thus, reducing the risk of crime or other consequences involving strangers. Additionally, 92% report eating before "partying" or going out, 88% report using designated drivers, 84% report consciously tracking the number of drinks

consumed, 54% report determining in advance and staying within a set number of drinks and 43% report choosing not to drink.

- When comparing actual behaviors with perceived behaviors of peers, students are accurate with their estimations for most protective actions.

Consequences (see Graph 6)

- The majority of students do not experience negative consequences from their substance use.
- For 13 of 20 consequences students were asked about on the survey, the percentage of students reporting they had never experienced that consequence in the past school year exceeded 70%.
- For 16 of the 20 consequences students were asked about on the survey, greater than 50% of students reported that they had never experienced that particular consequence in the past school year due to their substance use.

Abstinence from Substance Use (see Graph 7)

- The majority of students attending UNH do not engage in tobacco or other drug use, with the exception of alcohol.
- More than 8 out of 10 respondents reported that in the 30 days they had not used prescription drugs for non-prescription use, amphetamines, smokeless tobacco, cocaine, sedatives, hallucinogens, designer drugs, non-prescription steroids, or opiates.
- Approximately 71% of the respondents reported that in the last 30 days they had not used smoking tobacco while 63% had not used marijuana.
- There was a statistically significant decrease in the proportion of non-users of alcohol in past 30 days from 13% in 2003 to 8% in 2005 ($p < .001$).
- The decrease in non-users for marijuana in past 30 days (65% in 2003 and 63% in 2005) was not statistically significant ($p = .25$).

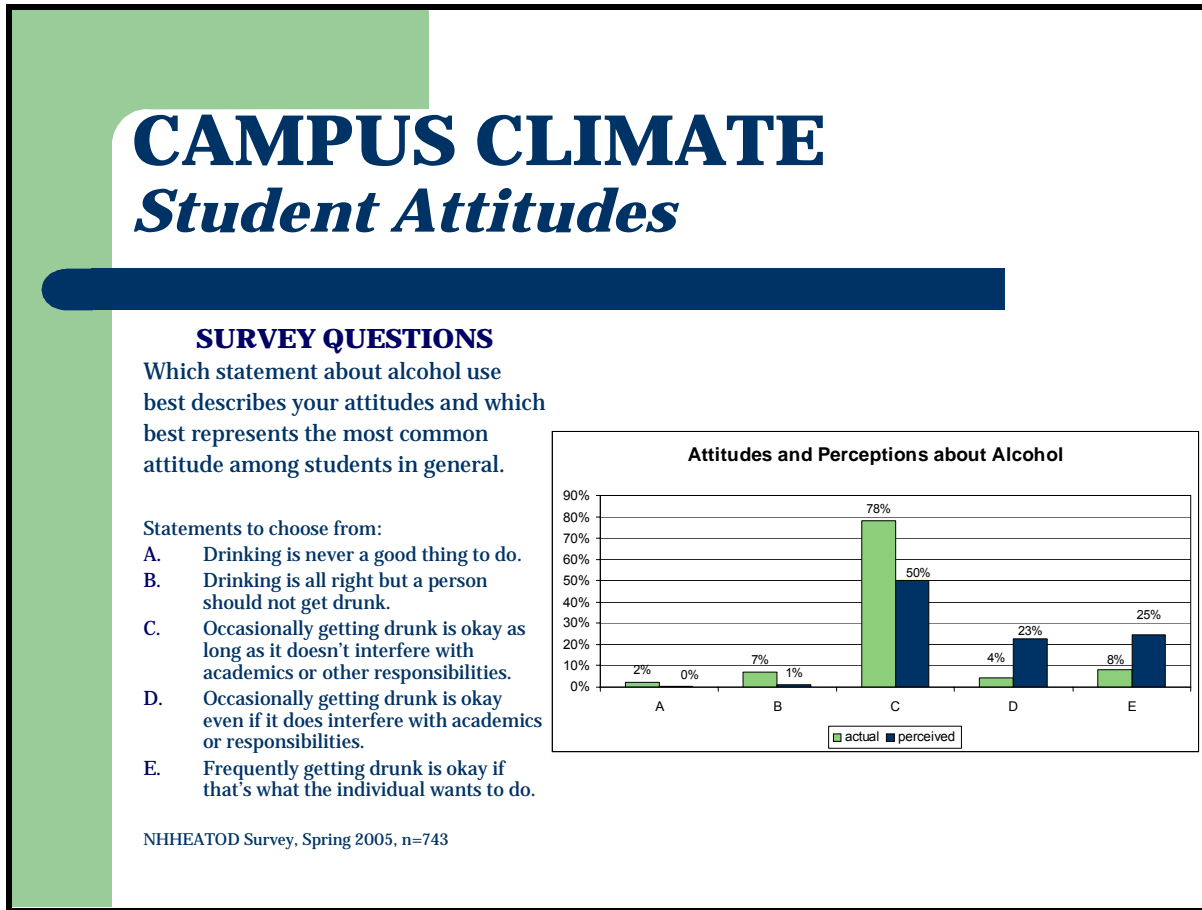
Substance Use – Actual vs. Perceived (see Graph 8)

- Students consistently over-perceive drug use among peers. In some drug categories, the discrepancy between actual and perceived responses was 36 times.
- For most drug categories respondents were asked about, the percentage of students that used them during the past 30 days was relatively small. Exceptions to this definition were in the areas of smoking tobacco, smokeless tobacco, alcohol, and marijuana.

The following graphs describe the results in more detail.

SELECTED DATA RESULTS

■ Graph 1: Attitudes - Personal vs. Perceived Attitude

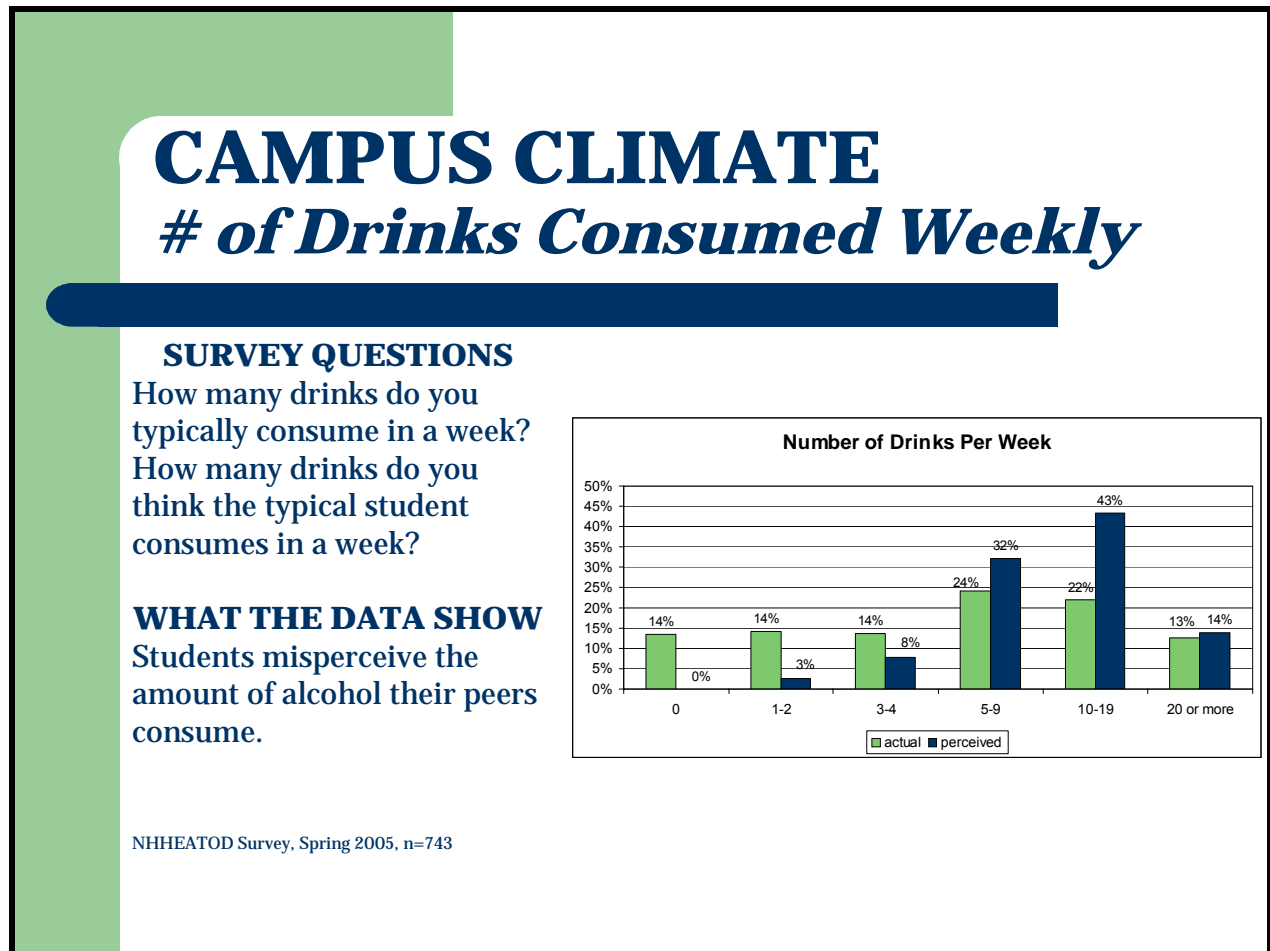


Results:

In general, the majority of students' own attitudes were conservative to moderate in nature with the majority of students believing that getting drunk is not okay if it interferes with academics or other responsibilities (middle blue bar).

Consistent with social norms theory, students perceive the attitudes of their peer group to be more liberal (orange bars on the graph) than their personal attitudes about drinking. This misperception, according to the theory, has an influence on one's personal choice to use alcohol and can lead to more high-risk behavior than the majority of students personally believe is acceptable.

■ **Graph 2: Number of Drinks Consumed in a Typical Week**

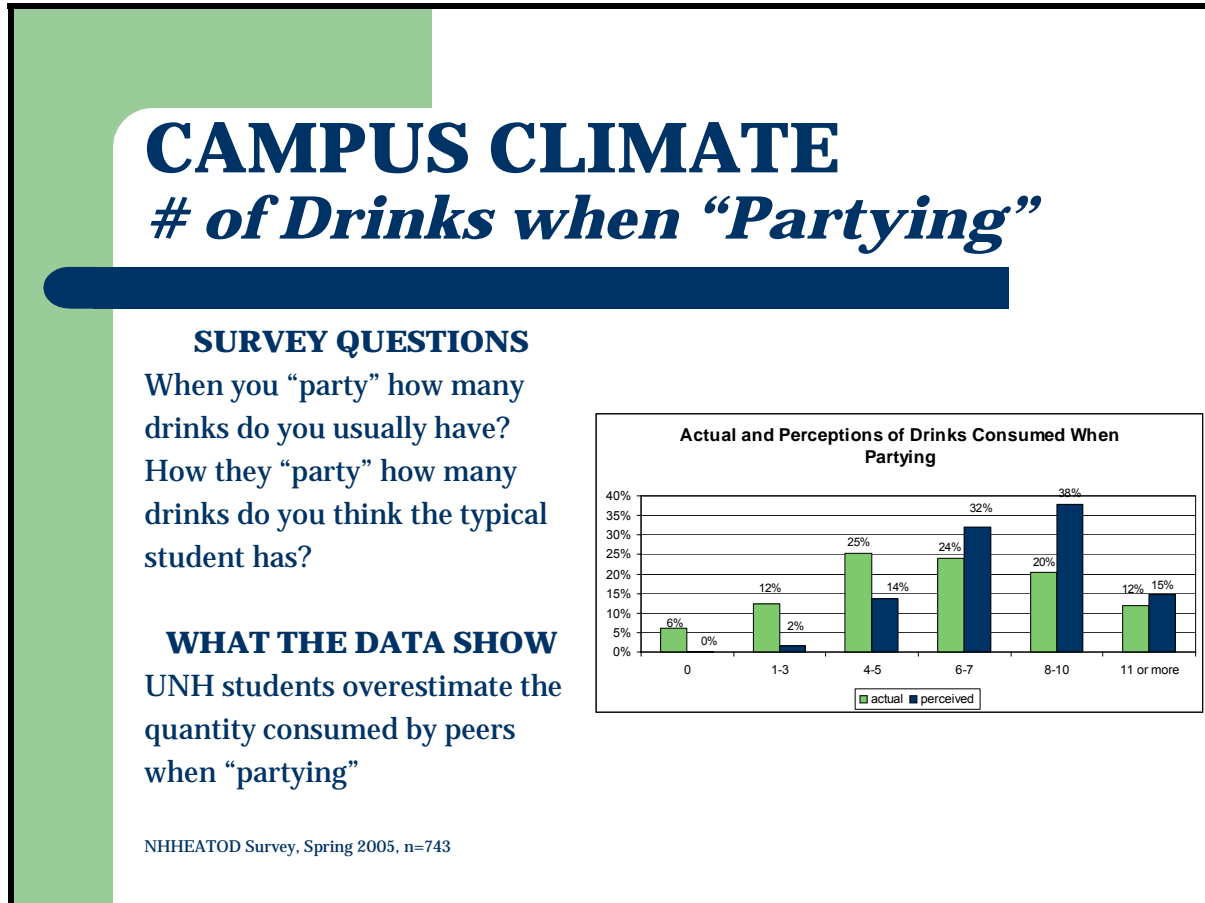


Results:

When asked to report on the amount of alcohol typically consumed in a week, 14% reported they had no alcohol as compared to 20% in 2003. This decrease in non-users was statistically significant ($p = .001$). A total of 42% reported that their intake was limited to 0-4 drinks. In 2003, 40% consumed 0-4 drinks, while this was true of 45% in 2001. There is not a statistically significant difference between the proportion of students consumed 0-4 drinks in 2005 compared to 2003 ($p = .32$).

Students also misperceive the amount of alcohol consumed by their peers during the week. Fifty-seven percent of respondents believed that the typical student at UNH consumed more than 10 alcoholic drinks per week.

- **Graph 3: Number of Drinks Consumed when “Partying” – Actual vs. Perceived Norm**

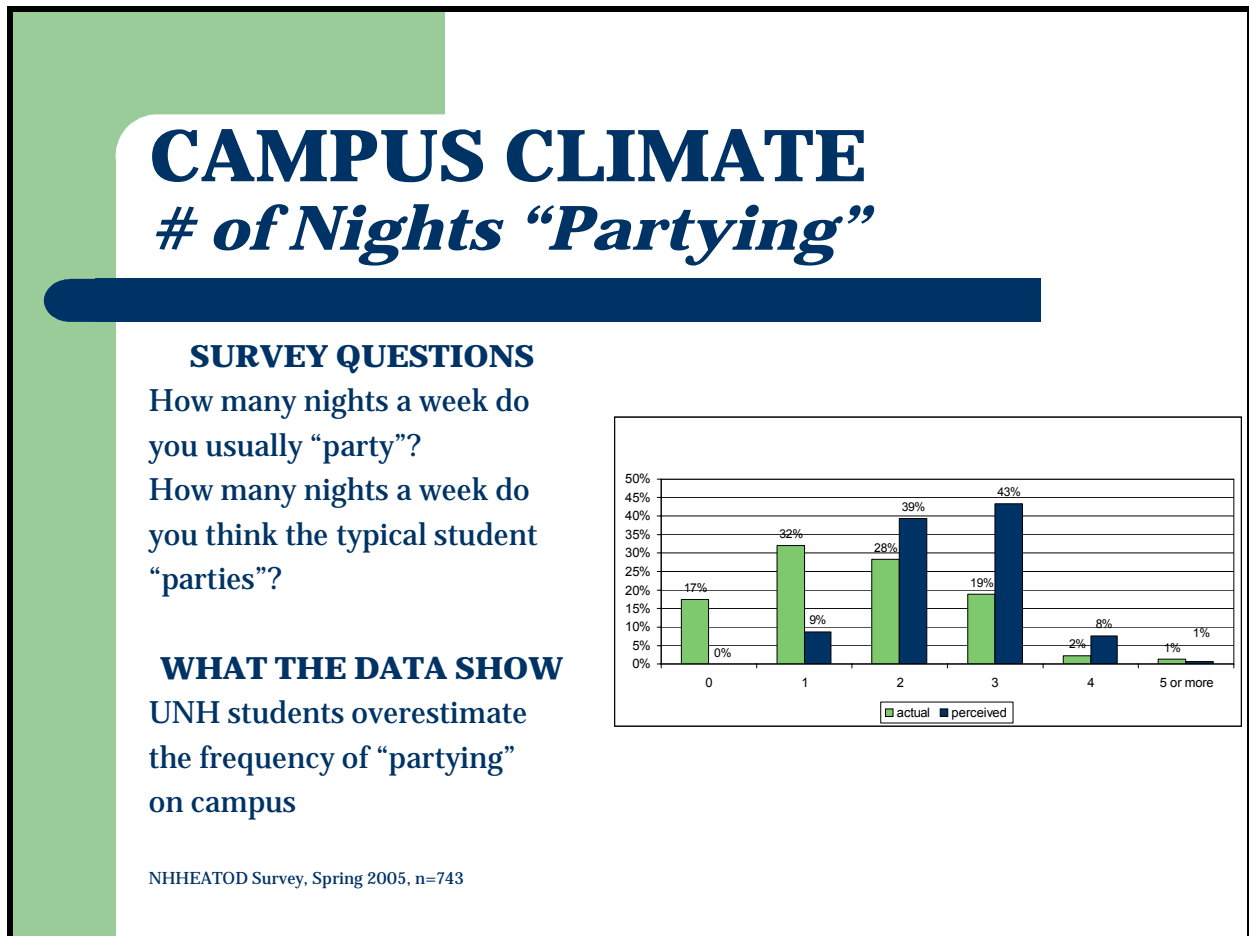


Results:

The majority (67%) of students at UNH either do not use alcohol when they party or consume seven or fewer drinks. While that may appear to some to be a large quantity of alcohol, as compared to students’ perceptions of others use, it is quite low. In 2003, 64% of students consumed seven or fewer drinks when partying, while in 2001, this percentage was 67%. The difference in drinks consumed when partying for 2003 and 2005 was not statistically significant ($p = .07$).

As social norms theory and the data suggests, students overestimate the quantity of alcohol their peers are consuming. The concern is that this overestimation can drive up use in “party” situations, a decision that often can result in negative experiences.

■ Graph 4: Number of Nights when “Partying” – Actual vs. Perceived Norm

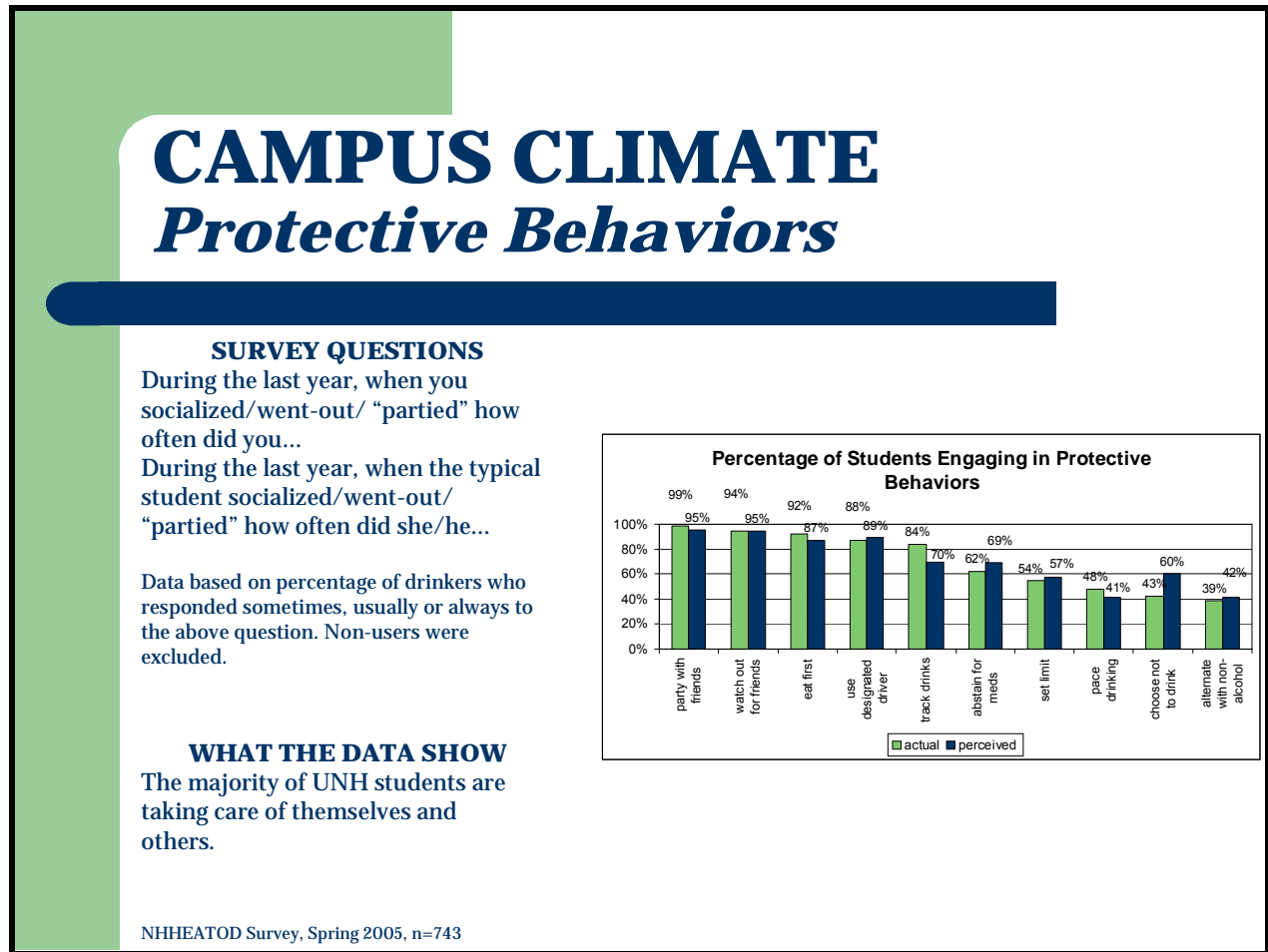


Results:

In addition to overestimating peers’ consumption when “partying”, respondents also overestimate the frequency of “partying” on campus. Seventeen percent of UNH students report not “partying” at all and an additional 32% report their “partying” is usually limited to one night a week. Thus, almost half (49%) of the students party one or fewer nights per week. However, when asked about their peer group, they believe that 9 out of 10 students (91%) party 2 or more nights a week.

The percentage of students partying 0-2 nights a week rose from 80% in 2001 to 82% in 2003 and dropped to 78% in 2005. The increase from 2003 to 2005 was statistically significant (p =.03)

■ Graph 5: Protective Behaviors

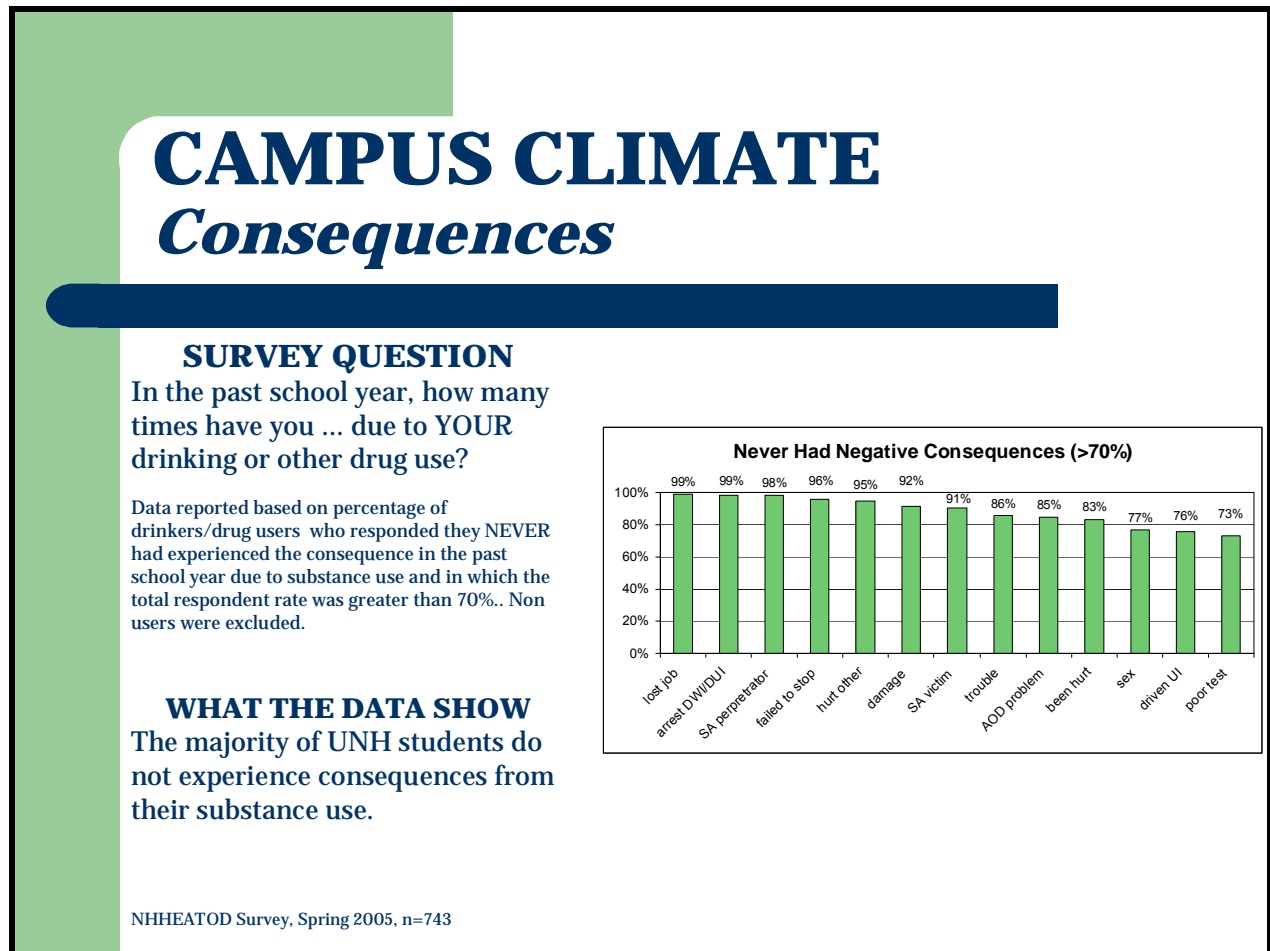


Results:

Students were asked ten questions pertaining to behaviors that would be considered “protective” when drinking. For each question students were asked to respond whether they always, usually, sometimes, rarely or never engaged in the behavior.

Over 80% of UNH students engage in five of these protective behaviors. Students’ perceptions were also fairly accurate regarding the protective behaviors of their peers.

■ Graph 6: Consequences



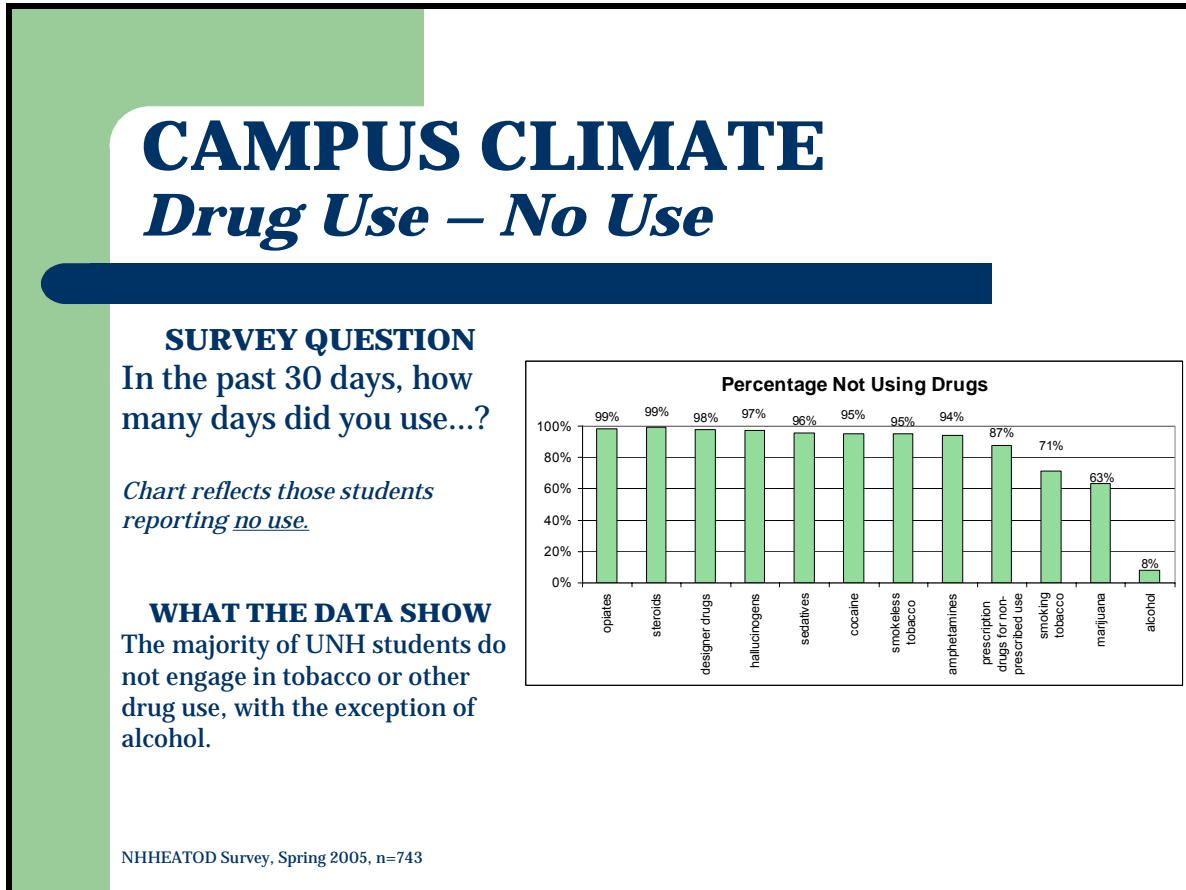
Results:

Students were asked 20 questions pertaining to consequences experienced during the past school year as a result of their own drinking or other drug use. Responses are reported only for students who stated that they drank or used drugs but had never had each of these negative consequences.

For 13 of 20 categories, the response rate was greater than 70% as indicated in Graph 7. For 16 of 20 categories, a majority of students (greater than 50%) responded that they had NEVER experienced that particular consequence in the last school year due to substance use.

This information is important to review in the context of those who are experiencing consequences and realizing that such incidents are not “normal” and therefore should be treated seriously. Too often, consequences are just seen as a normal college experience and are generalized when, in fact, survey data from students indicates that these behaviors are far from normal for many types of incidents.

Graph 7: Drug Use – No Use



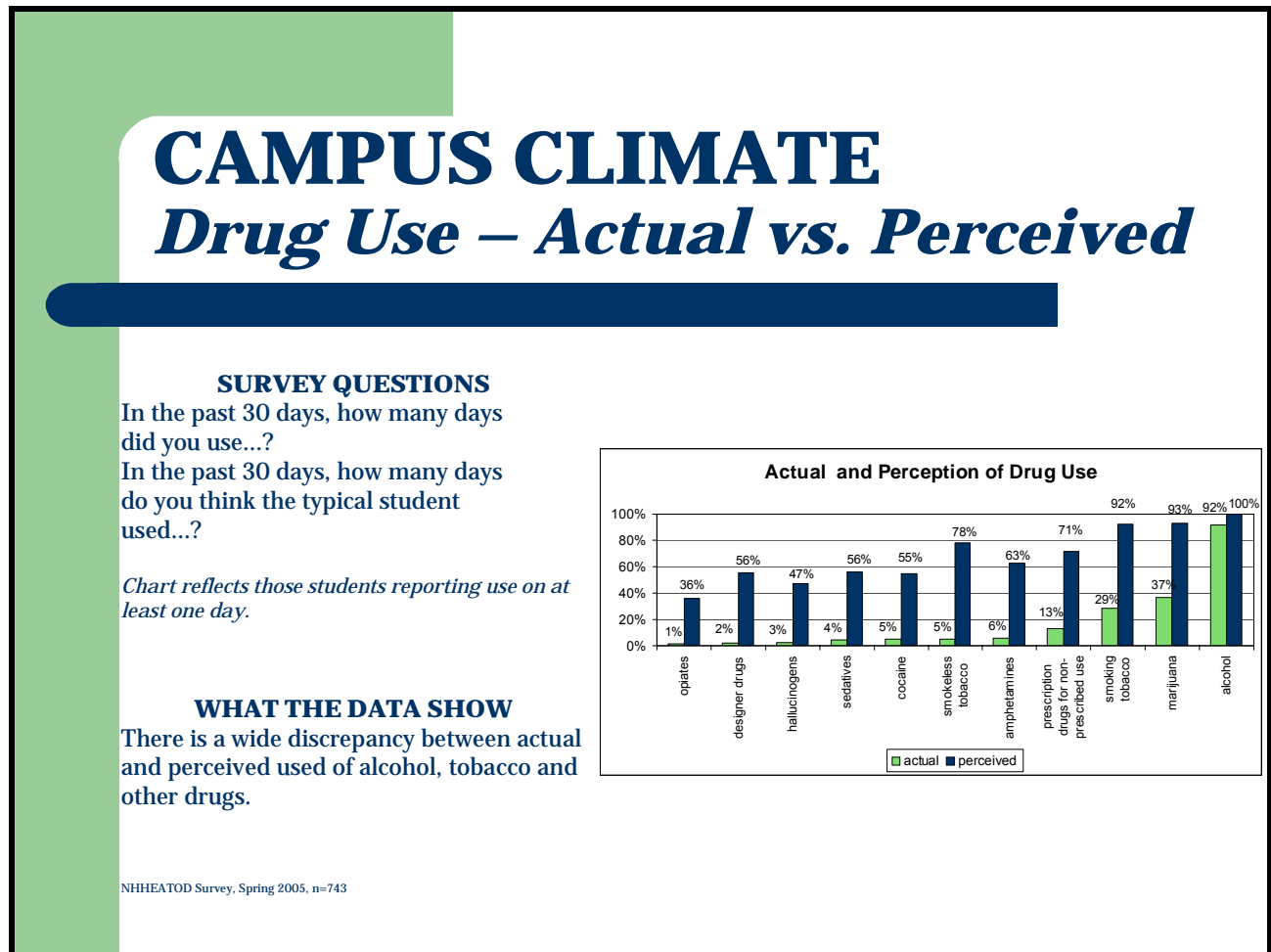
Results:

As the data show, the majority of students at UNH do not engage in tobacco or other drug use, with the exception of alcohol use. And while it is of concern that we have students engaging in use of illicit substances and we need to address those matters, it is critical not to lose sight of the fact that it is far from the majority of students who are making those choices. And as the data points out for alcohol, while the majority of students (92%) have used alcohol at least one day in the last 30 days, it is a minority of students who are engaging in the types of high-risk, frequent use that may result in academic and social consequences.

There was a statistically significant decrease in the proportion of non-users of alcohol in past 30 days from 13.3% in 2003 to 8.1% in 2005 ($p < .001$).

There was not a statistically significant decrease in percentage of students not using marijuana in the past 30 days ($p = .25$). This percentage was 63.2% in 2005 and 64.9% in 2003.

■ **Graph 8: Drug Use – Actual vs. Perceived**



Results:

UNH students were asked to respond to questions regarding their own use of substances over the and their perception of others use during the 30 days prior to the survey in the following categories: alcohol, marijuana, prescription drugs for non-intended or “recreational” purposes, smoking tobacco, smokeless tobacco, sedatives, amphetamines (speed, diet pills), cocaine (coke, crack, rock, freebase), hallucinogens (LSD, PCP), designer drugs (ecstasy, MDMA), opiates (heroin, smack, horse), and non-prescription steroids.

It is apparent that the use for most substances is very small; however, perception of others’ non-use remains consistently higher. This chart only describes the number of days a substance was used and not how often during those days use occurred.

EFFORTS TO ADDRESS HIGH-RISK USE OF ALCOHOL BY STUDENTS

The Higher Education Center, a federally funded agency providing resources for high-risk alcohol reduction to the higher education community, has identified the use of multiple prevention strategies as a best practice in impacting the campus community. Best practices have to be implemented as appropriate to the uniqueness of institutions as well as available resources.

■ Environmental Management

University Statement on Alcohol and Other Drugs: In July of 2004, the President of the University approved a *University Statement on Alcohol and Other Drugs*.

The University of New Hampshire is a vibrant living and learning community. Being a member of the University community is a privilege. Therefore, while UNH is committed to enabling all students, both on- and off-campus, to flourish in a civil and respectful community, the University is also dedicated to upholding the laws on the illegal use of alcohol and other drugs. The University will respond swiftly and consistently to any and all alcohol and drug violations that impact the respectful climate in which we reside. The expectations for UNH students as responsible members of the greater community are clearly stated, as are the consequences for violation of alcohol and drug laws.

Social Norms Strategy: The use of the social norms approach to education is based on theory and research showing that students misperceive their peers' attitudes and behaviors regarding alcohol, and students tend to drink according to these misperceptions. The social norms approach provides information on these misperceptions by challenging the perception that high-risk use is the norm and by supporting lower-risk use of alcohol. By informing students of the accurate norms about alcohol use on campus, it is anticipated that students will change their drinking behaviors to be consistent with the true campus norm.

Policies and Enforcement: UNH Police, the Town of Durham Police and Residential Life staff work to ensure that federal, state, local and campus policies are enforced and dealt with appropriately through the Judicial and Mediation Programs Office and/or local court system.

Post-violation prevention efforts on the college and university campuses include individual sessions/assessments by staff within the Office of Health Education and Promotion at Health Services for students who are admitted to the hospital or taken into protective custody due to alcohol or other drug use, parental notification, stiffer sanctioning for repeat violations of alcohol or other drug policies, and/or sanctioning that includes mandatory alcohol or other drug counseling.

Alcohol Planning Group: The work of this group, comprised of students, faculty, staff, a parent and community member, is to address the high-risk drinking culture and its impact on the learning environment through an examination of gaps in our current efforts and through utilization of past reports' efforts and best practices.

The New Hampshire Higher Education Alcohol and Other Drug Committee: This committee is made up of representatives from various colleges and universities in the state to conduct research, work on state wide initiatives to address alcohol and other drug use, and provide support to campus efforts.

Substance Free Events: Through the Memorial Union, Campus Recreation, student organizations, and residence halls, the campus sponsors many activities that are intentionally substance-free. The MUB, in conjunction with Health Service, has created the After-Hours webpage (<http://www.unhmub.com/afterhours/>) which list campus and local events and opportunities available to students on nights and weekend.

Substance Free Housing: UNH provides housing for students in Engelhardt Hall who choose to live free of substances and to students who are in recovery for alcohol or other drug addiction.

■ Educational Efforts

Campus-wide programs: The Office of Health Education and Promotion at Health Services offers a number of large group programs on alcohol, tobacco and other drugs.

Orientation Programs: June and WildCat orientation staff provides information to first year, and transfer students and their parents regarding policies, alcohol, tobacco and other drug issues, and campus resources. A DVD is also being developed for first-year students and parents on community expectations regarding alcohol, policies, consequences and resources.

Curriculum Infusion: Information on alcohol, tobacco and other drugs is presented through a variety of in-class curricula including courses specific to alcohol and other drug use from a psychological or sociological perspective, courses designed to teach low-risk alcohol use, etc.

Targeted (or Across the College) Programs: The Office of Health Education and Promotion at Health Services offers programs targeted to specific smaller audiences such as class visits or residence hall programs.

Prevention Programs Specifically for Athletes: These programs provide information about the effects of alcohol, tobacco and other drug use on athletic performance and health and well-being as part of the Athletic Department's Life Skills Program.

Prevention Programs Specifically for Fraternities and Sororities: Fraternities and sororities are required to present a number of educational programs to their members. Alcohol and drug education programs can be one of the programs implemented to fill this requirement.

Passive Education: Education information on alcohol and other drugs in addition to resources are shared with the University community through web pages, brochures, articles, bulletin boards, and tables.

"UNH Freekend": This weekend is sponsored by Student Senate as part of ongoing student-led efforts to better promote alcohol awareness on campus.

Information training for faculty and staff: The Office of Health Education and Promotion at Health Services provides information for faculty and staff on recognition and referral for alcohol and other drug issues.

■ Counseling and Support Services

Counseling: Through the Office of Health Education and Promotion at Health Services and the Counseling Center, UNH provides short-term alcohol and/or other drug counseling. Students in need of long term or in-patient care are referred to off-campus agencies.

Support Groups: The Office of Health Education and Promotion at Health Services sponsors support groups for students who are currently questioning their alcohol and other drug use as well as a group for students early in their recovery process. The Office of Health Education and Promotion keeps a listing of local support groups for AA, Alanon, etc. The office offers support groups for students who are currently questioning their alcohol and other drug use as well as a group for students early in their recovery process.

Conclusion

The majority of UNH students are not using tobacco and other drugs on our campus. When students choose to use alcohol, they are doing so in low risk ways. They are engaging in protective behaviors to guard against negative consequences resulting from their use.

For most measures of alcohol use and quantity, the figures are not significantly different in 2005 than in 2003. There were statistically significant decreases in non-users of alcohol from 2003. There was not a statistically significant difference in the proportion of students using marijuana from 2005 to 2003. As was evident in 2001 and 2003, students misperceive the amount and frequency that their peers use alcohol, tobacco, and other drugs. According to social norms theory this misperception could be a contributing factor to higher usage rates among students.

UNH has taken many steps to address the alcohol and other drug issues on campus. These comprehensive actions include education, counseling and support, and environmental management. Each one of us can play a part in addressing these issues so that our students can be healthy and productive students, citizens, and individuals.

Information adapted from The Higher Education Center for Alcohol and Other Drug Education. Environmental management: A comprehensive strategy for reducing alcohol and other drug use on college campuses. Retrieved January 7, 2002 from the World Wide Web: <http://www.edc.org/hec/framework/>

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