Context of Alcohol Culture

Binge drinking rates for 18–44 year olds

Source: MMWR, US DHHS, October 5, 2010
State Alcohol Density

Bars vs. Grocery Stores
Context of Alcohol Culture

- 50% of students exhibit high-risk drinking behaviors (national average is 36%)
- Alcohol Density: 376 establishments serve/sell alcohol within 3 miles of campus
- Average PBT of students transported to detox 0.222
ACHA High-Risk Drinking Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>UW–Madison Undergraduate Population</th>
<th>UW–Madison Total Population</th>
<th>National Reference Group</th>
<th>National Undergrad Reference Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>54%</td>
<td>47%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>2011</td>
<td>54%</td>
<td>42%</td>
<td>35%</td>
<td>36%</td>
</tr>
<tr>
<td>2015</td>
<td>50%</td>
<td>42%</td>
<td>36%</td>
<td>35%</td>
</tr>
</tbody>
</table>
ACHA High-Risk Drinking Rate

- Total UW-Madison Undergraduate: 50.3%
- Total UW-Madison Population: 42.1%
- 1st year undergraduate: 47.4%
- 2nd year undergraduate: 48.6%
- 3rd year undergraduate: 52.8%
- 4th year undergraduate: 56.1%
- 5th year or more undergraduate: 38.7%
- Graduate or professional: 23.9%
Context of Alcohol Culture

- Top 3 for lowest alcohol tax in the nation
- Several state laws protect business rather than health and wellbeing
#TheRealUW is being cat called on Langdon street w/ vulgar comments spewed about your race. Traumatizing.

Yik Yak

there's a black girl on my floor constantly bitching about oppression... bitch I scored 12 pts higher than you on my ACT, yet you have a full ride & I got zero scholarships #checkYOURprivilege
What are your initial thoughts?
What are your experiences with UW–Madison’s alcohol climate?
Road to the survey
2013 AlcoholEdu Incoming First-Year Students’ Drinking Rates Once on Campus

- **Non-drinker**
  - UW–Madison Students of Color: 66%
  - UW–Madison White Students: 33%

- **High-risk drinker**
  - UW–Madison Students of Color: 21%
  - UW–Madison White Students: 46%
Student feedback and input

- Associated Students of Madison
- Focus Groups
- MEChA
- Survey
Completion Rates

- Sample size 4,736 undergraduate students of color
  2,000 white undergraduate students

- Response 1,195 (25.2%) of undergraduate students of color
  333 (16.7%) of a sample of white undergraduate
Describe the alcohol culture at UW–Madison

Themes that emerged

Students of Color
- The alcohol culture is prevalent.
- The alcohol culture is how UW–Madison students socialize.
- The pressure to participate in the drinking culture is high.

White Students
- The alcohol culture is how UW–Madison students socialize.
- The UW–Madison alcohol culture encourages drinking heavily.
- Participation in the alcohol culture is dependent on who you socialize with.
Have you used alcohol within the last 30 days?

<table>
<thead>
<tr>
<th></th>
<th>Students of Color</th>
<th>White Students</th>
<th>Color of Drinking (2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>67%</td>
<td>82%</td>
<td>72%</td>
</tr>
<tr>
<td>No</td>
<td>18%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>I don’t drink</td>
<td>15%</td>
<td>8%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Drinker Type by Group

Students of Color
- Abstainer: 15.3%
- Nondrinker: 27.6%
- Moderate Drinker: 18.8%
- Heavy Episodic Drinker: 29.2%
- Problem drinker: 9.6%

White Students
- Abstainer: 8.4%
- Nondrinker: 10.9%
- Moderate Drinker: 23.6%
- Heavy Episodic Drinker: 35.6%
- Problem drinker: 21.4%
Summary about drinkers

- Students of color have higher rates of nondrinking and abstaining than white students.
- White problematic drinkers scored higher on an evidence-based flourishing scale than students of color in any drinker category and of white students in the other drinker categories.
Do you avoid specific areas—on or off campus—due to concerns about alcohol use of others?

- Students of Color:
  - Yes*: 41.6%
  - No*: 61.5%
  - Unsure*: 12.2%

- White Students:
  - Yes*: 31.3%
  - No*: 59.8%
  - Unsure*: 7.2%

- Color of Drinking (2015):
  - Yes*: 40.2%
  - No*: 10.0%
  - Unsure*: 0.0%
### Students of color

- 83% Fraternity/sorority housing
- 67% Langdon Street
- 48% House parties
- 47% State Street and bars
- 42% Tailgates
- 27% Lakeshore Path
- 23% Camp Randall
- 21% Southeast Residence Halls
- 15% Regent Street
- 5% Other Locations
- 4% Lakeshore Residence Halls

### White students

- 86% Fraternity/sorority housing
- 73% Langdon Street
- 54% State Street and bars
- 49% House parties
- 38% Tailgates
- 28% Southeast Residence Halls
- 23% Lakeshore Path
- 21% Camp Randall
- 14% Regent Street
- 4% Lakeshore Residence Halls
- 3% Other Locations
Have you considered leaving the university?

- Yes and Unsure: 28.8%
- No: 79.1%

Students of Color: 71.1%
White Students: 20.9%
## Reasons for considering leaving

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Students of color</th>
<th>White students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial climate</td>
<td>55%</td>
<td>40%</td>
</tr>
<tr>
<td>Mental health</td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td>Academic reasons</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Financial reasons</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Interpersonal reasons</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Alcohol climate</td>
<td>20%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Campus Climate Survey
Seriously Considered Leaving

- Students of Color: 19%
- White Students: 10%
<table>
<thead>
<tr>
<th>Reasons for Leaving</th>
<th>Students of color</th>
<th>White students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Climate and Culture</td>
<td>58%</td>
<td>40%</td>
</tr>
<tr>
<td>Personal Reasons</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Unsafe or Hostile Environment</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Financial Concerns</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>Relations with Other Students</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Academics Too Difficult</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>Managing Demands of School Work</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Too Much of a Party Atmosphere</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Difficulty Managing Demands of School and Activism</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Other Academic Issue</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Difficulty Managing Demands of School and Activism</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Too Much of a Party Atmosphere</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Career Change Options</td>
<td>17%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Has alcohol use impacted your health (physical, mental, overall well being) in the time you have attended UW–Madison?

<table>
<thead>
<tr>
<th></th>
<th>Students of Color</th>
<th>White Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>13.7%</td>
<td>19.1%</td>
</tr>
<tr>
<td>No</td>
<td>70.0%</td>
<td>64.4%</td>
</tr>
<tr>
<td>Unsure</td>
<td>16.4%</td>
<td>16.6%</td>
</tr>
</tbody>
</table>
21% of the general student body scored positively for depression

- Of those groups that fared worse:
  - Black students
  - Latino students
  - Lesbian, gay, bisexual
  - Transgender/gender non-conforming
  - Financially struggling students

- Used PH-Q 9 screener to evaluate symptoms (versus self-report)
Other specific populations fared worse:
- Black students, Latino students, Arab-American students
- Lesbian, gay, bisexual
- Transgender/gender non-conforming
- Financially struggling students

16% of the general student body scored positively for anxiety

- Used the GAD-9 to assess anxiety scores
Transgender/gender non-conforming students were about four times more likely to experience suicidal ideation compared to their cisgender counterparts.

Students of color were more likely to endorse suicidal ideation.

9% of the students experienced suicidal ideation in the last year
Female Undergraduate Victimization (Nonconsensual Penetration or Sexual Touching Involving Physical Force) Rates by Race

- American Indian or Alaska Native: 46.2%
- Asian: 17.6%
- Black/African American: 30.6%
- Native Hawaiian or Other Pacific Islander: 47.2%
- White: 28.9%
Has your personal alcohol use or the alcohol use of others impacted your overall sense of belonging at UW–Madison?

- **Yes**: Students of Color - 28.0%, White Students - 33.0%
- **No**: Students of Color - 57.4%, White Students - 56.5%
- **Unsure**: Students of Color - 14.6%, White Students - 10.5%
Top Belonging Themes

Students of Color
- If you don’t drink, you don’t fit in at UW–Madison.
- Alcohol use by others makes me feel isolated.
- Alcohol use amplifies racial issues.

White Students
- Alcohol helps you fit in and belong.
- If you don’t drink, you don’t belong.
- Alcohol helps you meet new people.
- Drinking alcohol helps me feel like I belong at UW–Madison.
- Alcohol helps you bond with people socially.
Campus Climate Survey

How often do you feel like you belong?

- **White Students**: 75%
- **Students of Color**: 50%
Campus Climate Survey

How often do you feel...

<table>
<thead>
<tr>
<th>Feeling</th>
<th>Students of Color</th>
<th>White Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>65</td>
<td>80</td>
</tr>
<tr>
<td>Welcomed</td>
<td>65</td>
<td>87</td>
</tr>
<tr>
<td>Respected</td>
<td>64</td>
<td>83</td>
</tr>
<tr>
<td>Excluded</td>
<td>23</td>
<td>9</td>
</tr>
</tbody>
</table>
Microaggressions

For this survey, **microaggressions** were defined as:

*Brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial slights and insults towards people of color.*

*(Sue et al, 2007)*
Have you experienced microaggressions at UW–Madison?

- Yes: 61.7% (Students of Color)
- No: 38.3% (Students of Color)

Color of Drinking (2015)
Have you witnessed a microaggression? Have you intervened?

<table>
<thead>
<tr>
<th></th>
<th>Students of Color witnessed</th>
<th>Students of Color intervened</th>
<th>White students witnessed</th>
<th>White students intervened</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes and unsure</td>
<td>84%</td>
<td>50%</td>
<td>60%</td>
<td>45%</td>
</tr>
<tr>
<td>No</td>
<td>16%</td>
<td>50%</td>
<td>40%</td>
<td>55%</td>
</tr>
</tbody>
</table>
Campus Climate Survey

Have you experienced or witnessed hostile, harassing, or intimidating behavior?

- Percentage of Students of Color: 45%
- Percentage of White Students: 30%

Yes
I have to find alternative study spaces because of the alcohol culture.

When assigned group work, group meetings are scheduled around the consumption of alcohol.

My professors or TAs discuss alcohol in the classroom.

Have you experienced the following?

Students of Color

White Students

46.6% 43.7%
37.4% 41.8%
49.3% 57.0%
Have you experienced the following because of your own alcohol use in the last year?

<table>
<thead>
<tr>
<th>Event</th>
<th>Students of Color</th>
<th>White Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too hungover to attend class</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>Chose to drink instead of study</td>
<td>39%</td>
<td>48%</td>
</tr>
<tr>
<td>Received a poor final grade because I chose to drink instead of study</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Missed class</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Performed poorly on an assignment</td>
<td>16%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Survey Debrief

- What are your initial thoughts?
- Thinking about your role on campus, how does this information affect you or your work?
UWPD added Langdon Street to The First 45 Days

Red Gym Hosted the “Red Gym After Hours,” an alcohol free event open to all students.

University Housing changed policy to address violators and help them see the environmental impact of their drinking behavior.

Center for Leadership and Involvement asked Fraternity and Sorority Life to not load their buses in front of the Red Gym.
Summary

- Alcohol use on this campus is correlated with academic and social success among majority students.

- Students of color experience more negative consequences than white students by not participating in the drinking culture, which impacts
  - Safety, mental health, considering leaving the university, and sense of belonging.

- High-risk drinking is how UW–Madison students connect. Allowances are made both academically and socially to participate in HRD.
Questions, Thoughts, Reactions?
Contact Information

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