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- James Baker, president, Pan American Services
- William DeJong, PhD, director, Higher Education Center for Alcohol and Other Drug Prevention
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- John W. Smeaton, PhD, vice provost for student affairs, Lehigh University
- Lawrence Wallack, PhD, professor of public health, School of Community Medicine, Portland State University
- Tim Westerbeck, president, Westerbeck Communications

We thank the individuals (see Appendix B) from the following coalitions for taking the time to be interviewed by the Silver Gate Group for this report and for their thoughtful review of several drafts of the report:

- Building Responsibility Coalition of the University of Delaware and the city of Newark
- Coalition to Create a Quality Learning Environment of the University of Vermont and the city of Burlington
- NU Directions of the University of Nebraska-Lincoln and the city of Lincoln
- Stepping Up Coalition of the University of Iowa and Iowa City

We appreciate their candor in our interviews with them that sought capture the experiences of the Advocacy Initiative as well as the comments they provided to help assure that the report both accurately reflected those experiences and would benefit others working to prevent problems related to high-risk drinking by college students. To the extent that we achieved that goal, the credit is theirs. To the extent that we didn't, the fault is ours.

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For additional copies contact the A Matter of Degree National Program Office at 312/464-4516.

## PREFACE

The A Matter of Degree (AMOD) Advocacy Initiative was a two-year project designed by National Program Office (NPO) staff members Lisa Erk, Richard Yoast and Sandra Hoover, with the assistance of a national technical resource group. The Advocacy Initiative's goal was to help the ten campus-community partnerships of AMOD more effectively test the environmental management model to prevent high-risk drinking among college students. This model seeks to alter the physical, social and economic environments that influence student drinking decisions through policy and enforcement measures. Four of the ten grantees were chosen to receive sustained, on-site technical assistance and training to broaden coalition members' understanding of the model and expand their capacity to achieve its objectives.

A key learning of this project is that a specific set of professional skills is vital to the success of a coalition's effort to change community policies and normative beliefs that create and exacerbate the entrenched and complex problem of college binge drinking. These skills include community organizing, media advocacy and strategic planning, which are discussed in greater detail in this report. The American Medical Association's (AMA) Office of Alcohol and Other Drug Abuse, the national program office of AMOD, contracted with Pan American Services (PAS) to provide this technical assistance and training.

An important goal was to help each coalition develop and implement strategies to broaden public awareness and understanding, not only of the problems associated with high-risk drinking, but also of policy solutions based on an analysis of those factors in the campus-community environment that encourage young people to drink to excess.

The AMA also contracted with Fenton Communications to create a national media strategy, designed specifically to provide national media coverage from which local media "hooks" could be developed to help drive policy change at the community level. Two major national media campaigns garnered more than 1,000 combined print and broadcast stories and catapulted the AMA into the headlines as a national leader in the effort to reduce high-risk and underage drinking. As part of these campaigns AMA chair J. Edward Hill, MD, was featured on the "Good Morning America" show declaring college binge drinking as a "major public health problem." Most importantly, this media coverage helped pave the way for dozens of local media stories in AMOD campus communities.

This case history report recounts the experiences of the following campus-community collaborations:

- University of Delaware and the city of Newark, Delaware
- University of Iowa and Iowa City, Iowa
- University of Nebraska-Lincoln and the city of Lincoln, Nebraska
- University of Vermont and the city of Burlington, Vermont

This report is a journalistic account of the experiences of the four campus-community collaborations. The case histories are based solely on interviews with campus and community representatives at all four sites conducted in fall 2001 and fall 2002 and interviews with AMA and PAS staff, as well as a review of written reports, meeting minutes, public documents and press accounts in national, local and campus media. Appendix B lists the names all of those interviewed for the case history report. All those interviewed agreed to be audio taped and quoted. In addition, the report compilers provided all those interviewed the opportunity to review and comment on the manuscript to ensure that it accurately reflected their accounts.

Under a separate grant from The Robert Wood Johnson Foundation, the Harvard School of Public Health College Alcohol Study (CAS) is conducting a comprehensive evaluation of the AMOD initiative. Additional information on that project is available at [www.hsph.harvard.edu/cas/](http://www.hsph.harvard.edu/cas/).

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