H2H: Shaping positive change at JMU

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”
- Maya Angelou

Paige Allen Hawkins, M.Ed.
University Health Center’s Substance Abuse Prevention
Meet new people
Have unforeseen adventures
Stop worrying what others think
Connect with friends on a new level
Create life-long memories
Get a much deserved break

- The Century Council
4-5 drinks in a two hour period

How many occasions, in a typical week, do you have more than 4-5 in a two hour period?

- < once per week: 35%
- 1-2 times per week: 43%
- 3-4 times per week: 14%
- 5-6 times per week: 4%
- >6 times per week: 3%
# First-year Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Aggregate Pre-Mat</th>
<th>JMU</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Survey 1</td>
<td>Survey 3</td>
</tr>
<tr>
<td>Non-drinkers</td>
<td>62%</td>
<td>51%</td>
</tr>
<tr>
<td>Drinkers</td>
<td>38%</td>
<td>49%</td>
</tr>
<tr>
<td>Heavy Episodic</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>(4/5 once past two weeks)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problematic Drinkers</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>(8/10 once past two weeks)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Aggregate Comparison – 15,000 students who also participated in the Pre-Matriculation timeframe.
JMU – Sample of 3068 first-year students, fall 2009
Daily Drinking Questionnaire – past two weeks
Key Messaging Insights

- Speak to universal truths that don’t require the support of statistics/facts or scare tactics
- Highlight the feelings of overconsumption not the math
- Peer based messaging works only if it’s really about a student’s own peers
- Peers have a great deal of influence on drinking behavior
- Embarrassing behavior is indicative of a great night out

- The century council
Effective Prevention Strategies

- Provide Information
- Build Skills
- Provide Support

- Change incentives/consequences
- **Reduce barriers/enhance access**
- Change physical design of the environment
- Modify policies and broader systems

Individual

H2H

Environmental
Mechanisms For Change

- Health Beliefs Model

People engage in behaviors to protect health if they:

- See themselves as vulnerable to negative consequences (Perceived Susceptibility)
- Regard consequences as important or serious (Perceived Severity)
- See benefits of changing as greater than the cost (Perceived Barriers)
What is Motivational Interviewing?

Motivational interviewing is a client-centered, directive method for enhancing intrinsic motivation to change by exploring and resolving ambivalence.

Four general principles of MI:
- Express Empathy
- Develop Discrepancy
- Roll with Resistance
- Support Self-Efficacy
Skills of Motivational Interviewing

- **OARS:**
  - Open questions
  - Affirmations
  - Reflective listening
  - Summaries

- **Non-verbal body language:**
  - Eye contact
  - Open, pleasant facial expression and posture
  - Warm, friendly tone of voice
  - Rate of speech is steady
  - Spatial proximity is not too close or too distant
Change Talk

- Desire: *I want to*
- Ability: *I can*
- Reason: *It’s important*
- Need: *I should*
- Commitment: *I will*
- Action: *I am ready*
- Taking steps: *I am doing it now*
### 2009-2010 BASICS Results

**Response Means by Variable Across Time.**

*Note. N = 45. Within each row, means with different superscripts are significantly different at p < .05*

* indicates significance of One-Way Repeated-Measures ANOVA (LSD no correction) p ≤ .05
2009-2010 BASICS Results

Response Means by Variable Across Time.

Note. N = 45. Within each row, means with different superscripts are significantly different at p < .05.

* indicates significance of One-Way Repeated-Measures ANOVA (LSD no correction) p ≤ .05.

AUDIT Scale possible scores range 0 to 40. RAPI Scale possible scores range 18 to 72. Situational Temptations Scale scores range 21 to 105.
BASICS & High Expectations