

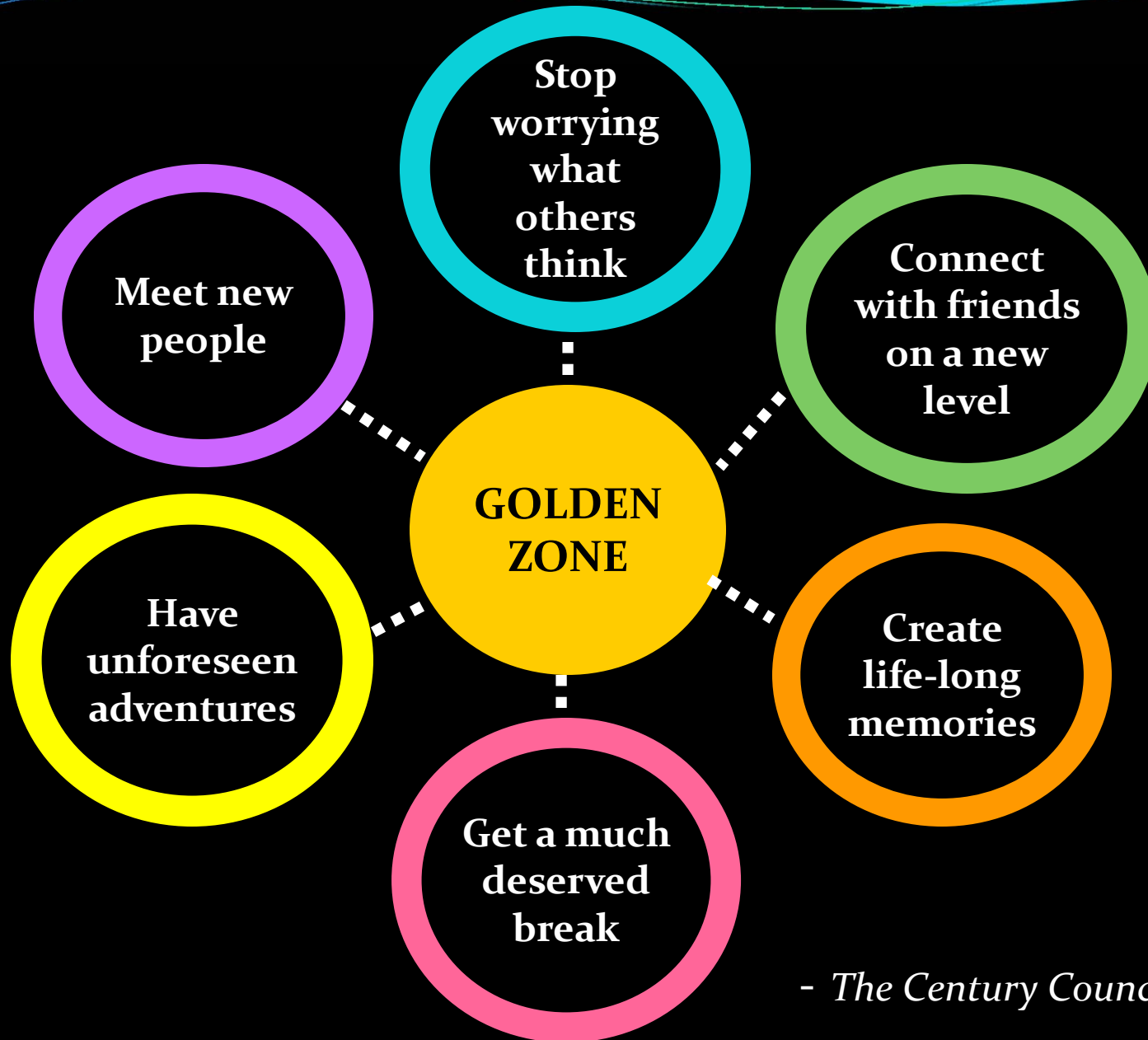


## *H2H: Shaping positive change at JMU*

**“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**

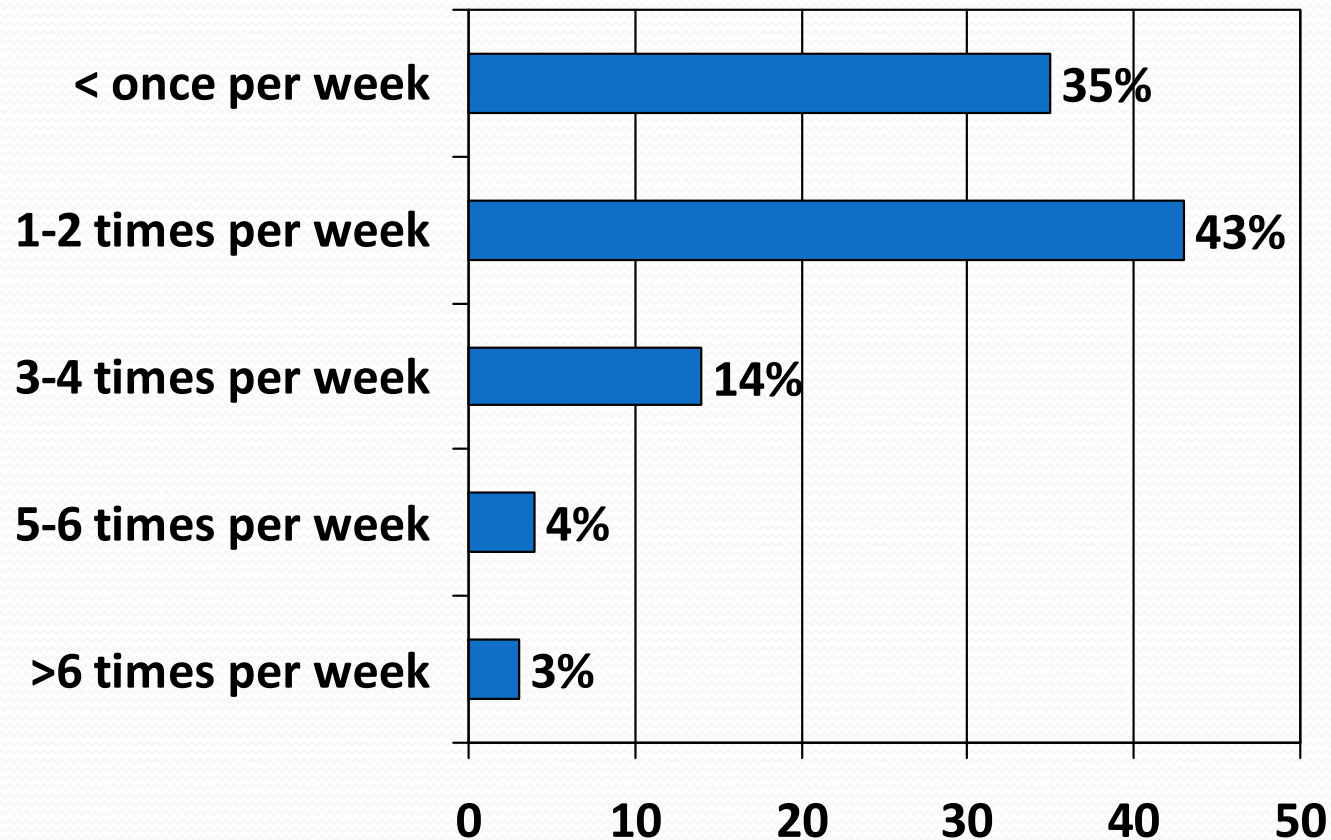
Paige Allen Hawkins, M.Ed.  
University Health Center's Substance Abuse Prevention



- *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?



# First-year Drinking Rates

	Aggregate Pre-Mat		JMU	
	Survey 1	Survey 3	Survey 1	Survey 3
Non-drinkers	62%	51%	53%	36%
Drinkers	38%	49%	47%	64%
Heavy Episodic (4/5 once past two weeks)	24%	32%	33%	49%
Problematic Drinkers (8/10 once past two weeks)	7%	10%	9%	17%

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

Individual

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

**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



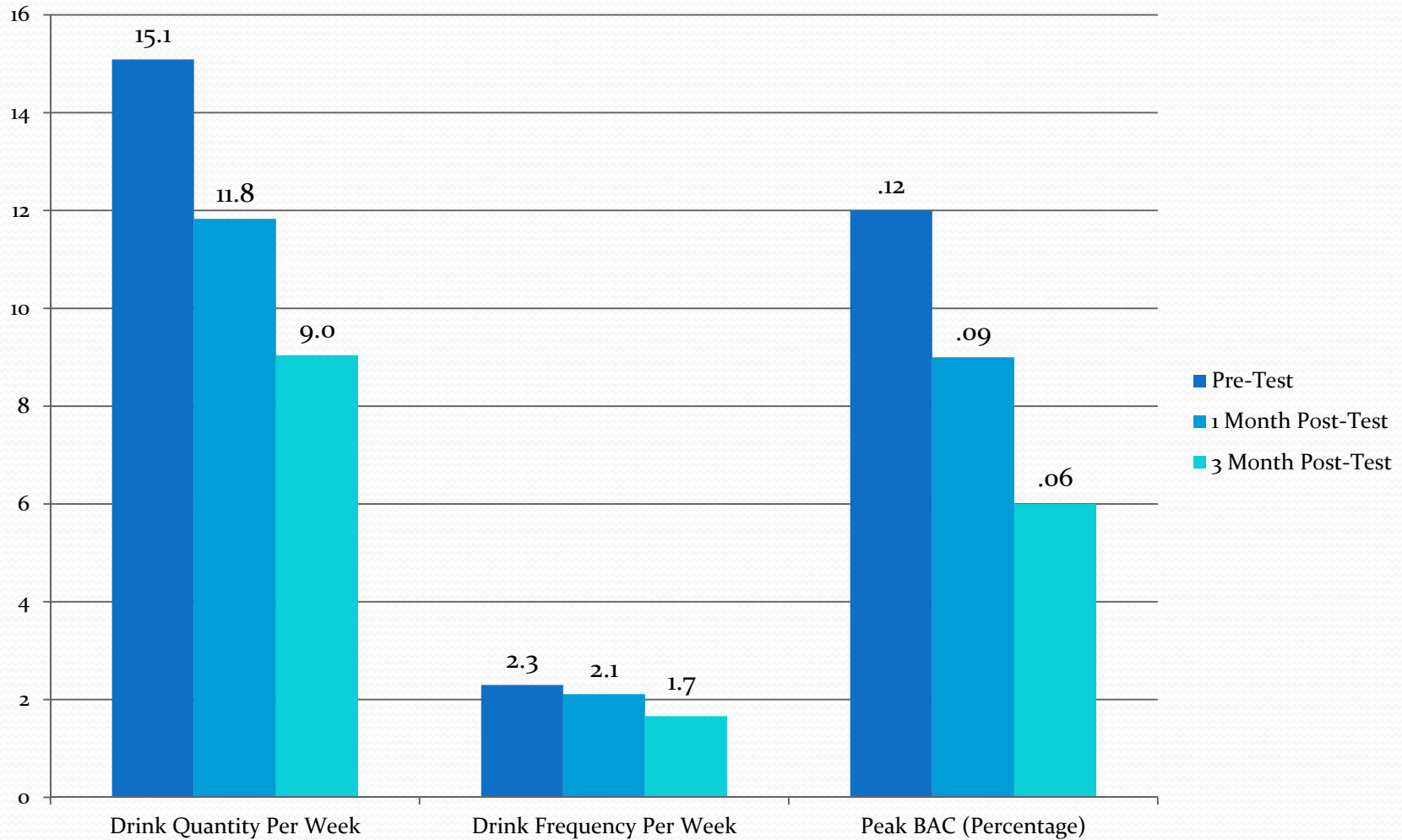
# Skills of Motivational Interviewing

- *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



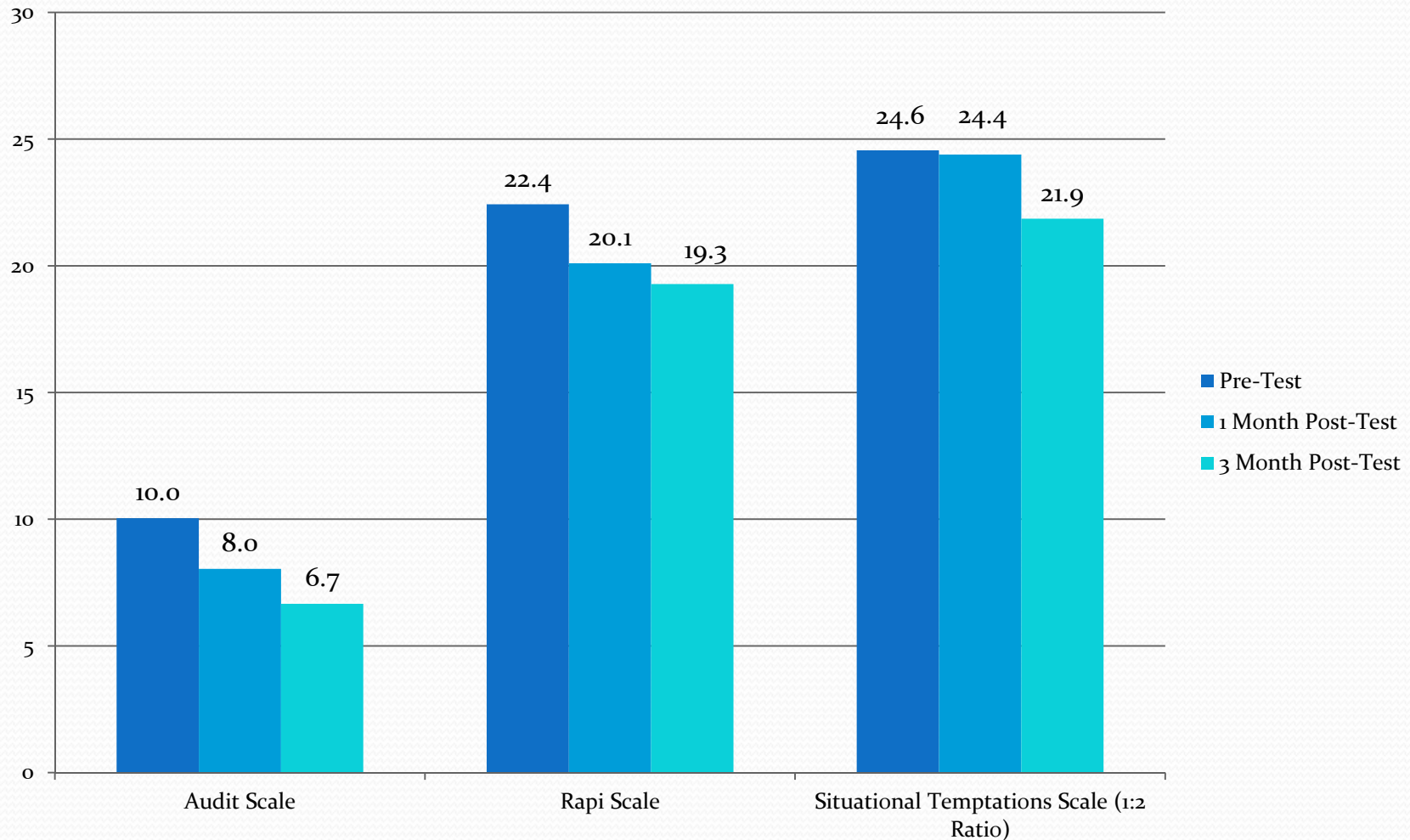
*Response Means by Variable Across Time.*

*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)  $p \leq .05$



# 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)  $p \leq .05$ . 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



**your call**

[jmu.edu/yourcall](http://jmu.edu/yourcall)