

FALL
COALITION
MEETING

Thursday, Oct. 16
3:00 - 4:30 pm
St. Luke's Health
Education Center



Coalition Update

FALL 2008

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Coalition receives sustainable funding

The work of the Campus Community Coalition will continue uninterrupted due to commitments from WWU and the Bellingham Police Department. Before leaving office, WWU's former President, Karen Morse, guaranteed permanent funding for the Coalition as part of her lasting legacy. The Bellingham Police Department also came forward to pledge its support for the Coalition, both through in-kind contributions for the Party Patrol and financial support for educational efforts.

The City of Bellingham has been a vital partner since the inception of the Coalition in 1999, when Morse and former Mayor Mark Asmundson joined forces to promote working relationships and communication

between the campus and community. The pledge of additional support from the Bellingham Police Department underscores the strength of the partnership between the Coalition and the City.

The Coalition also relies on the non-financial resources of its members: agencies, organizations, businesses, and individuals that together create a solid base from which to launch new programs. The Coalition's lasting wealth is the dedication of its members and their willingness to work towards a common goal.

No longer relying on grant money to further its mission, the future of the Campus Community Coalition is well situated. Thank you to everyone involved in this successful transition.

Welcome to WWU's new president

The Coalition extends a heartfelt welcome to Dr. Bruce Shepard and his wife Cyndie. Bruce took over the helm of WWU on September 1st with an eye towards working together, promoting innovation, and leading by listening.



Photo courtesy of University Communications

No stranger to the Northwest, Bruce has spent most of his professional career at Eastern Oregon University and Oregon State University. You can learn more about Bruce online at www.wwu.edu/president.

The Coalition looks forward to working with Bruce and Cyndie in our continuing efforts to promote working relationships and open communication between the WWU campus and the Bellingham community.

In his previous position as Chancellor of the University of Wisconsin—Green Bay, Bruce cultivated an impressive record of community building.

Thank you

The Coalition wishes to acknowledge the following people who have contributed to the Coalition's success:

- Karen Morse, former WWU President
- Mike Sledge, former University Residences Judicial Officer
- Ramiro Espinoza, 2007-2008 Associated Students President

We would like to extend a special note of appreciation for Wendy Henerlau, who served as the Coalition Program Assistant from August 2006 to August 2008. Wendy has accepted a position as Outreach and Special Events Coordinator for the Johnson County Historical Society in Iowa City, IA. With her education in public history and her love for wide open vistas of the Midwest, Wendy is looking forward to this new venture.

Congratulations and best wishes, Wendy!

Students study alcohol advertising

A group of WWU peer health educators participated in the Coalition-run Campus



Alcohol Advertising and Policy Project during the 2007-2008 academic year. Funded by a grant from the Washington State Coalition to Reduce Underage Drinking, this project focused on analyzing the alcohol advertisements on campus and identifying possible policy changes.

The students, Lifestyle Advisors from Prevention and Wellness Services, conducted an environmental scan of alcohol advertising on campus and found that advertising was most prevalent in the campus newspaper, *The Western Front*,

although flyers and posters were also commonplace around campus. While some ads included drink specials, very few explicitly promoted high-risk drinking, in contrast to ads observed in previous years.

The group also researched alcohol policies pertaining to WWU and *The Western Front* and identified possible policy changes based on feasibility and potential impact. Their research led to several discussions with key staff and advisors for *The Western Front* regarding alcohol advertising guidelines. While no formal policy changes have been made,



the project raised awareness regarding the concern for alcohol advertising that targets college students.

Future directions for the Coalition

The Coalition is undergoing a significant transition from being entirely dependent on grant funding to having a solid funding commitment from WWU, as well as additional support in 2008-2009 from the Bellingham Police Department.

This unique juncture holds both new opportunities and new challenges for the Coalition. Permanent funding allows the Coalition to respond more directly to the needs of the campus and community, rather than focus solely on grant-driven goals and objectives. The Coalition now has more latitude—and with it more responsibility—to determine what issues to address and how to address them.

The Coalition's Steering Committee met several times over the summer to discuss the next phase of the Coalition. The group developed recommendations regarding 1) the Coalition's structure, 2) the priority issues that the Coalition should address, and 3) revisions to the Coalition's mission statement that would broaden its focus and be more inclusive of other local colleges.

Come to the fall Coalition meeting on October 16 to be part of the discussion about these proposed changes!

Coalition's work evaluated

From September 2004 to August 2008, the Coalition was supported by a large-scale grant from the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

While Coalition staff and members were busy on the "front lines" in Bellingham with work group meetings, Party Patrol, neighborhood door hangers, Let's Talk forums, and late night events, another level of activity was taking place behind the scenes: large scale evaluation.



The NIAAA paired the Coalition with nationally recognized researcher Bob Saltz from the Prevention Research Center in Berkeley to conduct the evaluation. Saltz analyzed web-based survey data collected in fall 2005 and fall 2006 from WWU and two other public universities in Washington State: one an intervention site with a very similar campus–community intervention and the other a comparison site.



The surveys garnered overall response rates of 45.6 percent in 2005 and 42.4 percent in 2006. Survey measures included alcohol consumption; alcohol-related problems; and students' perception of parties, alcohol prevention/enforcement activities, and neighborhood engagement.

Statistical analysis showed that the prevalence of binge drinking (defined as consuming five or more drinks in one sitting) was significantly lower at WWU and the other intervention school. These results suggest that alcohol control measures at the campus–community level

can be effective in reducing problematic drinking in college settings, and strongly



The NIAAA-funded project holds promise to make an important contribution to the field of alcohol prevention on college campuses because relatively few studies focus on environmental (also called "universal," "public health," and "campus–community level") approaches to reducing high-risk college drinking.



While this study is based on only three campuses without the benefit of random assignment to condition (intervention vs. comparison), the results nevertheless contribute to helping college administrators, prevention specialists, and community leaders design an optimal combination of programs, policies, and interventions for their campuses and communities.

The interventions and subsequent evaluation will be described in an article



currently under review for publication by the *Journal of Studies on Alcohol and Drugs*. It is titled "Evaluating a Comprehensive Campus–Community Prevention Intervention to Reduce Alcohol-Related Problems in a College Population."

New WWU club forms

A group of WWU students who participated in the Coalition's Let's Talk Forums last year have come together to form a new Associated Students club at WWU: the Viking Community Builders. The students felt that the issues addressed and dialogue promoted by the forums were important enough to warrant the creation of club that would allow more students to engage in this kind of community building work on an ongoing basis throughout the year.

The Viking Community Builders hope to bring awareness to issues affecting Western students' relationships with their neighbors and strengthen connections with the Bellingham community. The club will provide a forum to discuss issues, generate solutions, and enact them—all to promote dialogue among neighbors and build community.

CAMPUS COMMUNITY COALITION

Western Washington University
Prevention and Wellness Services
Old Main 555
516 High Street
Bellingham, WA 98225-9039

NEXT MEETING: OCTOBER 16

3:00 to 4:30 pm • St. Luke's Health Education Center

Hospitality in Bellingham

The 2007-2008 academic year marked the reconvening of the Hospitality Resource Alliance (HRA). The HRA originally formed in 1996 to bring together community members from diverse fields to discuss and support healthy businesses and safe communities. With the advent of the Campus Community Coalition in 1999, the HRA was folded into the membership of the Coalition and only met periodically until fall 2007.

HRA stakeholders include representatives from local bars, Liquor Control Board, Bellingham Police Department, University Police Department, WWU's Ending Violence Against Women Project, the Downtown Renaissance Network, Bellingham's Downtown Alliance for Music and Nightlife, neighborhood associations, local alcohol distributors, and WWU's Sustainable Transportation, which runs the late-night shuttle.

Recent meetings have focused on reestablishing channels of communication among stakeholders and identifying common concerns regarding late-night downtown and ways to

address these concerns both individually and collectively. Members are now working together on a customer education campaign to decrease alcohol-related problems in and around downtown bars.

The HRA meetings have helped to cultivate greater sense of stakeholder trust and cooperation and an increased awareness that, in spite of many differences, the group holds many goals in common. Notes Blair Smith of the Liquor Control Board, "No one [in the state of Washington] meets like this. What we're doing is special; we communicate and resolve issues."

In recognition of its exemplary collaboration, the HRA has been invited to present at the national networking conference of the Responsible Hospitality Institute in November. HRA presenters will join with representatives from Boulder, CO to share effective strategies, challenges, and lessons learned about partnership building involving hospitality in a college town.