

COALITION UPDATE

SPRING / SUMMER 2004

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COALITION MISSION AND GOALS FINALIZED

The Campus Community Coalition planning group finalized the Coalition's new mission statement and goals at its April 21 meeting, after receiving input at the December 10, 2003 and March 12, 2004 quarterly meetings.

The revised mission of the WWU—Bellingham Campus Community Coalition is to promote working relationships and communication between the campus and community by striving to enhance shared responsibility, prevent and address problems related to stu-

dent alcohol misuse, and contribute to the health and safety of the entire community.

The Coalition's goals to achieve this mission are to:

- Increase students' involvement in the neighborhoods in which they live
- Increase compliance with alcohol related laws through education and enforcement
- Decrease loud and disruptive parties on- and off-campus
- Increase property managers' accountability to their tenants and neighborhoods

- Increase WWU's efforts to promote responsible choices and address student alcohol misuse through prevention education

- Increase and diversify Coalition funding and resources

Many thanks to the following group members for their efforts:

Renee Collins, Jim DeGolier, Tom Dixon, Pat Fabiano, Melissa Locke, Richard Maneval, Vanessa Melton, Kent Nelson, Leslie Ochs, Kunle Ojikutu, Jim Shaw, Michael Sledge, Brian Waller, and Frank Ward, and Coalition Coordinator Lara Welker.

WWU SEEKS FUNDING FOR COALITION EFFORTS

WWU recently submitted a proposal in response to the National Institute on Alcoholism and Alcohol Abuse (NIAAA) grant program to prevent and address problems related to student alcohol misuse.

The NIAAA grant program, "Rapid Response to College Drinking Problems," was designed to provide a rapid funding mechanism for timely research on interventions to prevent or reduce alcohol-related problems among college students.

The overarching aims of the WWU proposal "Campus Community Strategy to Change the Drinking Culture" are to test and evaluate the efficacy of:

- Limiting college student access to alcohol through increased enforcement of minimum drinking age laws in the WWU-Bellingham campus community and compare the effects with two Washington State campus-communities that serve as assessment-only sites.

- The *Neighborhood Engagement with Students (NEST) Project*, which aims to increase the bonds of students to campus and community and enhance their sense of belonging and responsibility by (a) decreasing the role of alcohol in student life, (b) increasing student service learning projects in Bellingham neighborhoods, and (c) increasing neighborhood accountability interventions.

We look forward to hearing the results of the NIAAA review panel soon.

**UPCOMING
MEETING:**

Friday, June 4, 2004

11:45 am to 1:30 pm

St. Luke's Community
Health Education Center

3333 Squalicum Parkway

FREE PARKING

FREE LUNCH

RSVP 650-6863 or
Lara.Welker@wwu.edu

DSHS ANNOUNCES FUNDING OPPORTUNITY

WWU is currently writing a proposal in response to a grant announcement by the WA State Department of Social and Human Services (DSHS) to fund Reducing Underage Drinking (RUaD) projects in WA State. The funding for these projects comes from an *Enforcing Underage Drinking Laws* grant awarded to DSHS by the U.S. Office on Juvenile Justice and Delinquency Prevention (OJJDP).

OJJDP's funding goal is to "reduce the availability of alcoholic beverages to minors and to prohibit their consumption of alcoholic beverages," to be achieved at least in part through enhanced enforcement of underage drinking laws and increased collaboration between law enforcement agencies and prevention partners.

DSHS requires all applicants to address the availability of alcohol to youth by funding retail compliance checks to

be conducted by the WA State Liquor Control Board.

WWU also plans to request funding for increased support of attractive alcohol-free events, increased amplification of moderate alcohol use norms at WWU via print ads, and increased participation on the Coalition by students and parents of students.

The RUaD proposal is due June 22. If awarded, the Coalition could receive up to \$75,000.

" WWU also plans to request funding for increased support of attractive alcohol-free events . . ."

THANK YOU STUDENTS!

Several students that have been very involved in the Campus Community Coalition this year will graduate this spring. We would like to thank them for their commitment and vital contributions and wish them all the best in their future endeavors:

Paul Graves, Associated Students President

Andrew Dawe, Associated Students Vice President for Activities and Lifestyle Advisor

Courtney Hiatt, Associated Students Vice President for

Student Life
Vanessa Melton, Drug Information Center Coordinator and Lifestyle Advisor

We would also like to thank our other continuing student members as we look forward to working together next year:

Jamie Albert, Lifestyle Advisor

Jessica Evans, Lifestyle Advisor

Kate Lilly, Student Member-At-Large

Allison Ormsby, Student Senate and Lifestyle Advisor

Donna Peyton, Lifestyle Advisor

Meagan Rylander, Lifestyle Advisor

Rachel Zommick, Associated Students Vice President for Legislative and Community Affairs (and 2004-2005 President-Elect!)



Andrew Dawe



Courtney Hiatt



Paul Graves



Vanessa Melton

BOOKMARK OUR SITE: WWW.COALITION.WWU.EDU

The Coalition website is live and continues to evolve with your input.

Check it out! 

www.coalition.wwu.edu



If you would like to be linked to our website or if you have any suggestions, please contact Coalition Coordinator Lara Welker at 650-6863 or

RESEARCH YIELDS DATA ON OFF-CAMPUS PARTIES

WWU recently participated in a Michigan State University study of off-campus parties at 13 colleges and universities nationwide. The project analyzed (a) quantitative student survey data, (b) qualitative student focus group data, and (c) archival police data from party incident log sheets.

Survey Results. The survey was sent to 1,500 randomly-selected full-time undergraduate students. Findings include:

- Students nationwide tend to **identify many negative consequences** when they think about off-campus parties
- WWU students tend to party, drink, and go to bars **less often** than the aggregate national sample
- WWU students are **less likely to have fake IDs** than the aggregate national sample
- More WWU students report **never going to off-campus parties** than the aggregate national sample.

- WWU students reported that they were **not very likely to walk around looking for parties.**
- WWU students who hosted parties reported that they **prefer to throw smaller parties.**

Focus Group Results. Four student focus groups (total N=29) were conducted during the data collection period.

Knowing people at parties emerged as an important factor in whether or not a party is considered enjoyable, safe, and comfortable.

Students agreed that “bad” parties were those where people did not know one another and where negative consequences of drinking alcohol were evident (e.g., intoxicated people, fights, disrespecting property).

Students also indicated that they watch out for their friends at parties, employing such protective factors as taking away keys, offering alternatives to alcohol, offering to drive people home, and creating codes to help each

other out of unwanted sexual situations.

Police Data Results. Bellingham Police collected archival data in order to obtain a clearer picture of the extent of off-campus parties.

Between September 26 and October 31, 2003, 59 parties were investigated as a result of noise complaints. The majority of those parties were hosted by WWU students (64%). The first weekend of fall quarter and Halloween weekend proved to be the busiest weekends during this data collection period.

Our thanks to Lt. Dave Doll and the Bellingham Police Party Patrol for collecting this important comparison data.


Summary. While a minority of students may “party” in a way that puts them at risk and causes noise in the neighborhoods, this study supports that, compared to the national sample of 13 colleges and universities, WWU students seem to prefer moderate, low-risk environments for socializing.

SOCIAL NORMS MARKETING WORKS

Social norms marketing employs commercial marketing techniques to promote accurate normative behavior.

The following ads are examples of Western’s 2003-2004 social norms campaign, cre-

ated by student graphic designer Natalie Patterson.

These ads are printed in the student newspaper, displayed on city buses, and posted on bulletin boards across campus. 

“WWU students tend to party, drink and go to bars less often than the aggregate national sample.”



**Don't miss our
quarterly meeting
Friday, June 4!
Details on page 1.**

The Bellingham–WWU
Campus Community
Coalition was established in
1999 by WWU President
Karen W. Morse and
Bellingham Mayor Mark
Asmundson.

Our mission is to promote
working relationships and
communication between
the campus and community
by striving to enhance
shared responsibility,
prevent and address
problems related to student
alcohol misuse, and
contribute to the health and
safety of the entire
community.

**CAMPUS COMMUNITY
COALITION**

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