Aim Statement

Cornell University seeks to foster fundamental change in the campus and community culture related to alcohol. Through our participation in this collaborative, we will achieve within three years a 22% reduction in the rates of binge drinking among first-year students enrolled in the Greek system (from a current rate of 61% to 46%). The rate of binge drinking among non-Greek first-year students will reduce by 10% from a rate of 22% to 19%.

Specific strategies for the first year of this initiative include:

- During the fall semester, no first-year students will be allowed to attend events where alcohol is present.
- No alcohol will be present at formal or informal fraternity or sorority recruitment activities, whether on or off campus.
- Since Cornell's housing policy prohibits the use of alcohol as an implicit or explicit condition for initiation into or affiliation with a group, team, or organization, there will be zero tolerance for such use.
- CU Police will coordinate enforcement with the Ithaca Police Department to promote consistent treatment of University-owned versus privately-owned fraternities and to increase the likelihood that fraternity parties are not displaced to off-campus locations.

NOTE: The University’s long-term aim is to achieve both overall reductions in high-risk drinking and comparable rates of drinking between members of the Greek system and nonmembers.

Outcome Measures Over Time

<table>
<thead>
<tr>
<th>Year</th>
<th>Intervention One</th>
<th>Intervention Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Students could bring up to six cans of beer to the event</td>
<td>Access to the Slope restricted to temporary winter housing</td>
</tr>
<tr>
<td>2012</td>
<td>No restrictions in access to event</td>
<td>Access to the Slope restricted by temporary fencing</td>
</tr>
</tbody>
</table>

Environmental Overview

**Where are freshmen drinking?**

- Campus Code of Conduct that does not apply off campus, most often in the fall of 2011.
- No beverages of any kind permitted to be brought into the event.
- No alcohol served to those of legal drinking age.
- No Greek events where alcohol is present.
- No beverages of any kind permitted to be brought into the event.
- No alcohol served to those of legal drinking age.

**Where are high-risk drinkers drinking?**

- Greek students.
- Non-Greek students.
- These data refer to fall semester visits.

High-Risk Environment: Greek System

- Cornell University has a large Greek system:
  - 56 chapters
  - 12 Panhellenic sororities
  - 39 Interfraternity Council (IFC) fraternities
  - 15 Multicultural Greek Letter Council (MGLC) sororities and fraternities
  - 25 to 30% of undergraduate students

- For members of Greek organizations, rates of binge drinking and associated harm are 2-3 times higher than that of non-Greek students. In 2009-2011, these three students died from AOD related causes. Two were members of fraternities who consumed excessive amounts of alcohol, including one who was forced to drink in a hazing activity.

- In fall 2011, a significant policy change was implemented.

- It was designed to limit:
  - Hit year student involvement in the Greek scene during the fall semester
  - Fraternity drinking in both fall and spring semesters Fall 2011 data suggests a large percentage of freshmen still attended parties at fraternities. However, fewer parties were reported. It is probable that the larger parties, which had been previously held in the chapter houses, have moved to "amphibious" houses and apartments where chapter members live together.

- In Collegetown, the off-campus residential area next to Cornell, survey data reflect that off-campus parties are the location where freshmen drunkenness is most often in the fall of 2011.

- With few resources from local police in this area, and a campus Code of Conduct that does not apply off campus, enforcement in Collegetown remains a challenge.

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**Campus Improvement Team**

- (January travel team)

**Campus Improvement Team (home team)**

**Multi-Pronged Strategy**

<table>
<thead>
<tr>
<th>Driver</th>
<th>Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention</td>
<td>Pursuing development of “Cayuga’s Ratchets” (based on Green Team Model)</td>
</tr>
<tr>
<td>Risk Identification and Management</td>
<td>Identifying primary care acceptors</td>
</tr>
<tr>
<td>Alcohol Toxicity Management</td>
<td>Identifying primary care acceptors</td>
</tr>
<tr>
<td>Effective Brief Intervention</td>
<td>Partnering with local treatment agency to provide BACSA for students off-campus alcohol abusers</td>
</tr>
<tr>
<td>Environment and System</td>
<td>Communication of reduced blame policy to help freshman involve ment in drinking as fraternity</td>
</tr>
<tr>
<td>System</td>
<td>Planning to improve data sharing with local law enforcement</td>
</tr>
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**Outcome Measures Over Time**

- Percent of Cornell students reporting one or more episodes of binge drinking in the past two weeks
- 2005 Spring PULSE
- 2006 Spring PULSE
- 2007 Spring PULSE
- 2008 Spring PULSE
- 2009 Spring PULSE
- 2010 Spring PULSE
- 2011 Spring PULSE
- 2012 Spring PULSE

**Environmental Overview**

**Where are freshmen drinking?**

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- No restrictions in access to event

**Where are high-risk drinkers drinking?**

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