

**U.S. Department of Health and Human Services
Non-Competing Grant Progress Report**

**Submitted by: Center for Alcohol and Substance Education, University of Virginia
November 1, 2006**

A. Specific Aims

The goal of this grant project is to reduce the number of alcohol-related negative consequences experienced by the members of University of Virginia (UVA) fraternities and sororities. The project goal and intervention strategies have not been modified from those stated in the project proposal.

B. Studies and Results

Intervention chapters received the Small Group Social Norm (SGSN) program during the fall semester of 2005. This experimental condition provides fraternity and sorority members with chapter-specific information on normative alcohol consumption, protective behaviors and chapter expectations related to hazing.

To assess fidelity of the SGSN program implementation, facilitator pre and post surveys results were analyzed. These surveys were designed to gain feedback from each student facilitator prior to and upon completion of the SGSN program training and again after program implementation. Focus groups were conducted in December to determine if the content, format and presentation style of the SGSN program met the needs of chapter members. Focus group results confirmed that students appreciated the opportunity to discuss chapter-specific data in a non-judgmental format.

At the end of the fall semester, intervention and control chapters received monetary incentives based on their participation in the September alcohol behaviors survey. Intervention chapters who had 75 percent or greater attendance at the SGSN program received an additional monetary incentive. A total of \$19,100 was awarded in fall 2005.

In March and April 2006, focus groups were conducted to provide student perspectives on relevant content for the Online Personalized Normative Feedback (OPNF) intervention. Participants were asked to critically evaluate elements of example feedback reports. Recommendations of these focus groups included emphasizing chapter, council, and university-wide norms of quantity of drinking; protective behaviors; and charts that show how individual students compare to these norms.

On April 12th 2006, a link to the project web-based survey became active. Three e-mail reminders were sent to chapter presidents before the survey ended on April 26th. An overall response rate of 90 percent was achieved. A total of \$13,800 was awarded to chapters for their participation in the survey.

During the summer of 2006, project staff worked with consultants to examine the implementation strategy and evaluation of the SGSN program and to prepare for development of the OPNF intervention. On July 24th and 25th, U01 research partners traveled to the project site to discuss the OPNF project design and evaluation plan. This collaboration has resulted in the successful development of feedback reports for each of the four Greek governing councils at UVA.

The second year of grant education and recruitment efforts began in late August of 2006, when project representatives scheduled and attended individual chapter meetings of all of the 45 chapters at UVA. On September 20th, a link to the project web-based survey became active. The survey closed on October 4th. The final survey response rate was 94 percent.

During the fall semester of 2006, intervention chapters will receive the peer-facilitated SGSN program between October 23rd and November 17th. In October, 49 chapter representatives attended one of four, three-hour facilitator training sessions which focused on social norm theory, facilitation skills, a review of the program script and a practice session.

C. Significance

Using a well-designed algorithm for generating confidential identification codes, we achieved a 75 percent match rate in our second administration of the online survey. Data analysis demonstrates a strong and consistent positive correlation between the number of drinks and number of negative consequences students report experiencing. This is true for all negative consequences and for those identified as the most serious of negative consequences.

While there is no statistically significant change in the number of negative consequences when comparing intervention to control, the trend is in the predicted direction. Given the high retention rate, this means the difference may increase with continued intervention. Further analysis will include additional data points and analyses of sub-groups within the target population.

Publications include: "Experience-Based Suggestions for Achieving a High Survey Response Rate," published in the *Report on Social Norms* and "Applying Social Norms Theory within Affiliation Groups: Promising Interventions for High-Risk Drinking," recently accepted for publication in the National Association of Student Personnel Administrators' *NASPA Journal*.

D. Plans

In November and December, focus groups will be conducted to examine a draft of the OPNF reports. The OPNF design will be finalized and tested in January. Intervention chapters will receive the OPNF intervention in February of 2007. The online survey will be re-administered in April. Monetary incentives will be provided for participation in the OPNF project and the spring survey.