



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Working Together: Understanding How Community Coalitions Can Partner with College Campus Prevention

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Learning Objectives

- Describe how to identify and build relationships with campus-based stakeholders
- Recognize current trends in higher education that provide an entry point for collaboration
- Discuss ways community coalitions and campus partners can work together toward shared prevention outcomes
- List strategies for and building sustainable year-round partnerships

Why Work Together?



Substance misuse and the related consequences impact the entire community. Joining together increases our progress towards a healthier community and campus.

Impact of Substance Misuse in the Community and on Campus

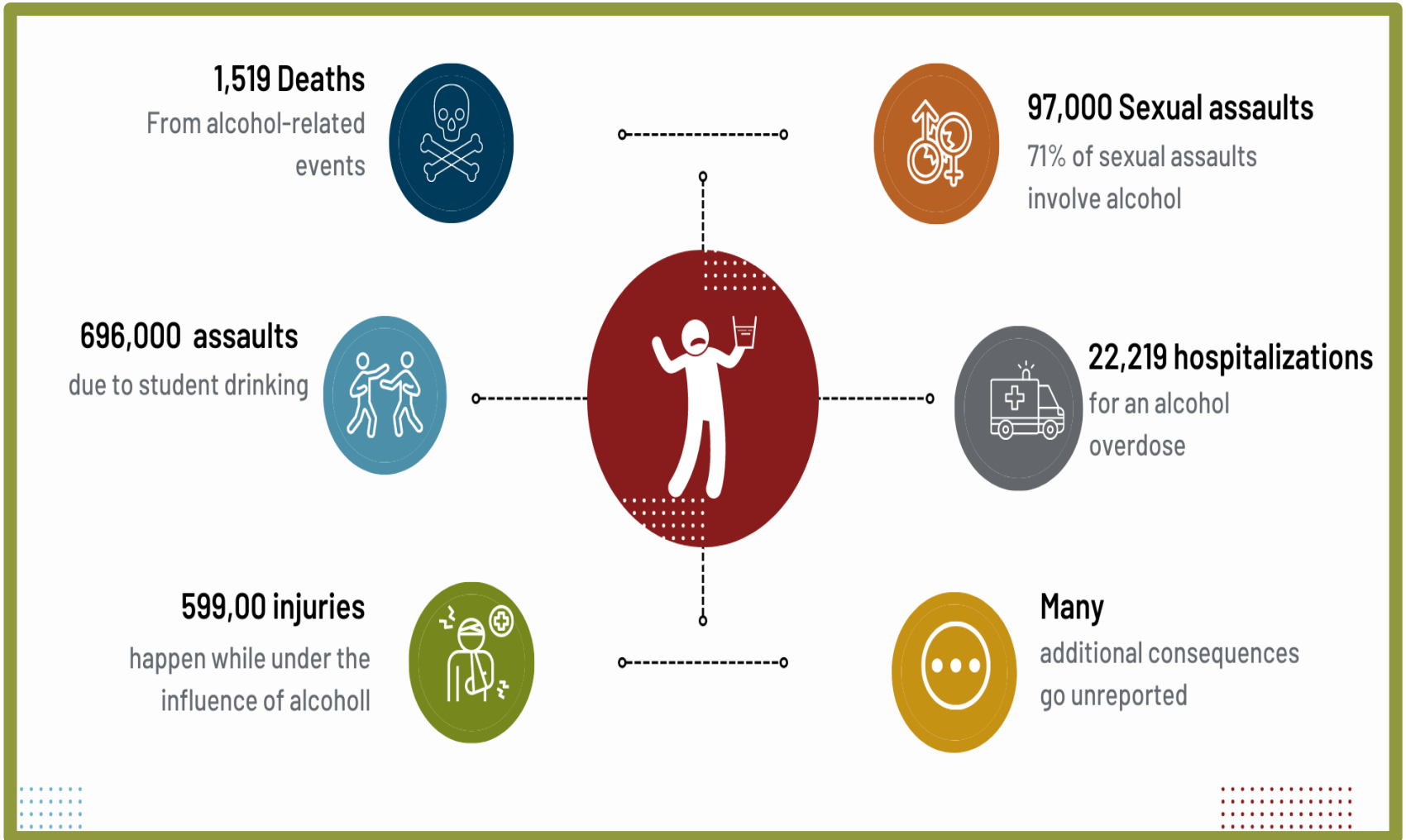
Community

- Decreased quality of life
- Noise
- Vandalism, property damage
- Increased public safety costs
- Strains on campus and community relations

Campus

- Death
- Injury
- Assault
- Hospitalizations
- Sexual violence
- Academic failure

Negative Impacts Beyond Academics





**Working Together Toward
Shared Outcomes**

Collective Impact



An intentional way of working together across a community and sharing information for the purpose of solving complex social issues from multiple angles

Collective Impact on Campus

Initiatives should include a wide range of campus departments and organizations, such as:

- Campus law enforcement
- Campus housing
- Faculty
- Fraternity and sorority life
- Student affairs



Increasing Impact: Communities and Campus

Initiatives including community sectors and campus partners can be even more impactful. In addition to campus departments, community coalitions bring even more sectors to the table including:

- Local government
- Youth serving organizations
- Business owners
- Landlords
- Parks department
- Local law enforcement

Current Trends in Higher Education



Understanding higher education allows for timely,
mutually beneficial partnerships

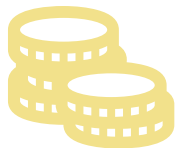
Building Collaboration During Changing Times

- Title IX legislation and mandates
- Enrollment cliff
- Dual enrollment programs
- Staff retention, burnout, quiet quitting, recruitment challenges
- Changing workplaces-virtual/hybrid options
- Movements to defund police include campuses
- Social media and reputation management



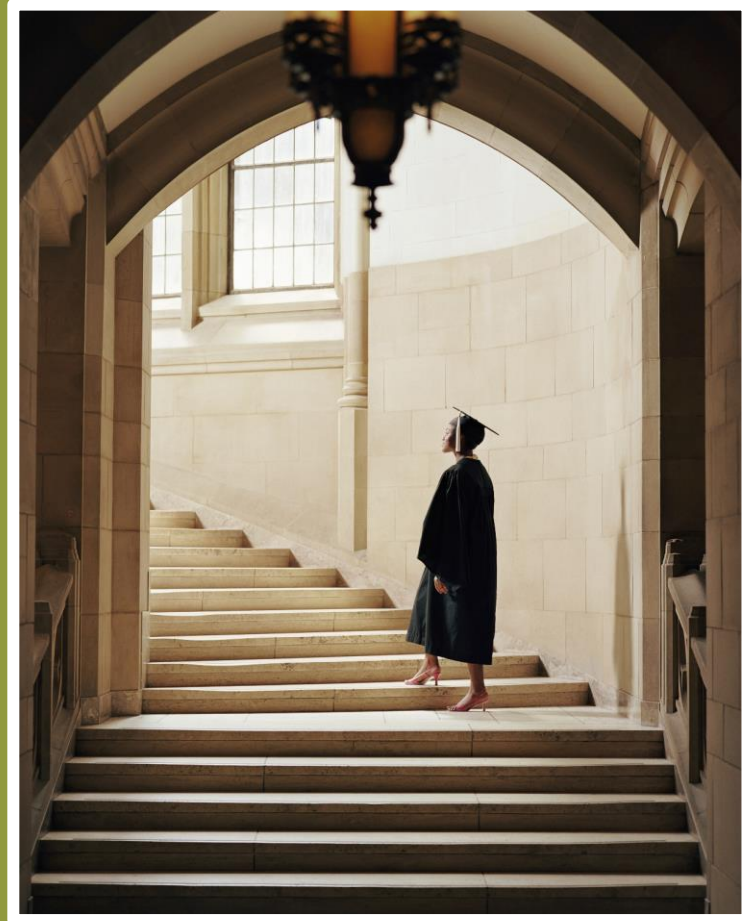
Building Collaboration During Changing Times, continued

- Changing demographics of undergraduate population
- Increased cost of college degree
- Housing and food insecurity among students
- Declining mental health among young people
- Outsourcing of mental health services
- Terminology shift from prevention to “well-being”



Changes on Campus Present Opportunities

- Mental health/suicide prevention/resilience
- Health promoting universities via the Okanagan Charter
- Loneliness/connection/belonging
- Prevention staff with expanded or elevated roles on campuses

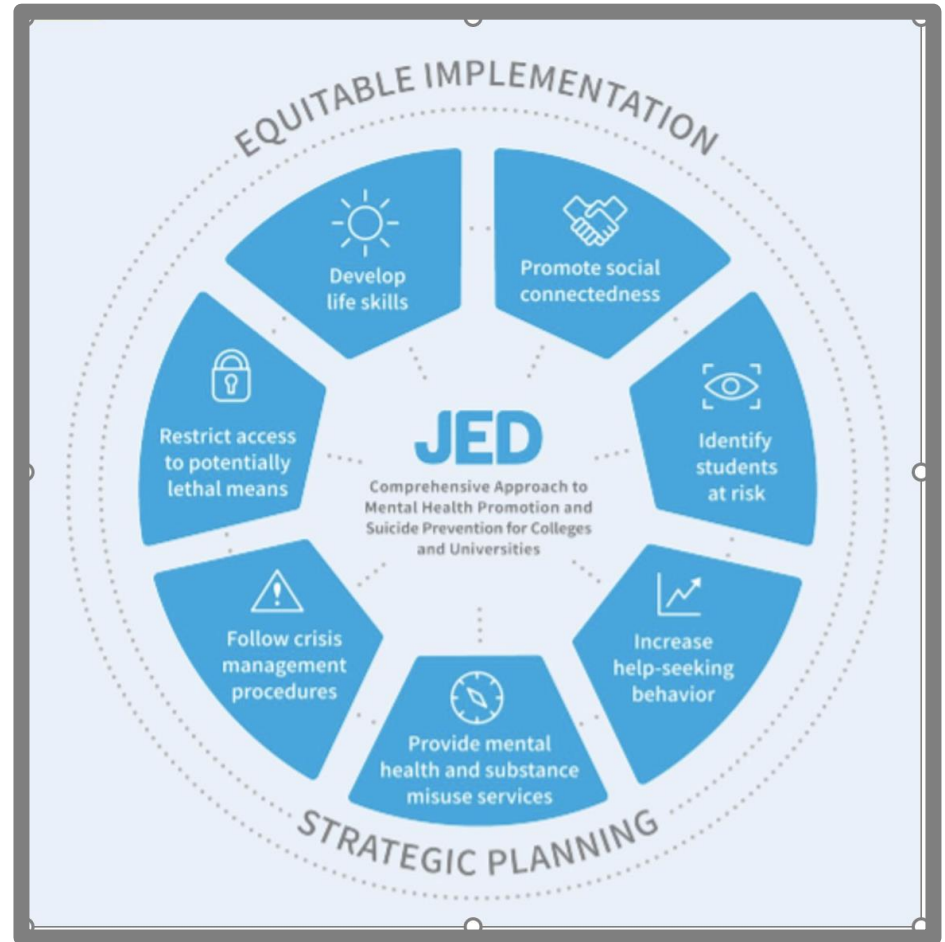


New Campus Approaches Can Build New Partnerships

- Mental health/suicide prevention/resilience
- Health promoting universities
- Focus on loneliness/connection/belonging
- Prevention staff with expanded or elevated roles on campuses
- Increased focus on healthy communities, community engaged research, built environment and health, health equity

JED Foundation

A comprehensive public health approach to promoting mental health and preventing suicide that assesses efforts and identifies strengths and areas for improvement



Okanagan Charter For Health Promoting Universities



<https://www.healthpromotingcampuses.org/okanagan-charter>

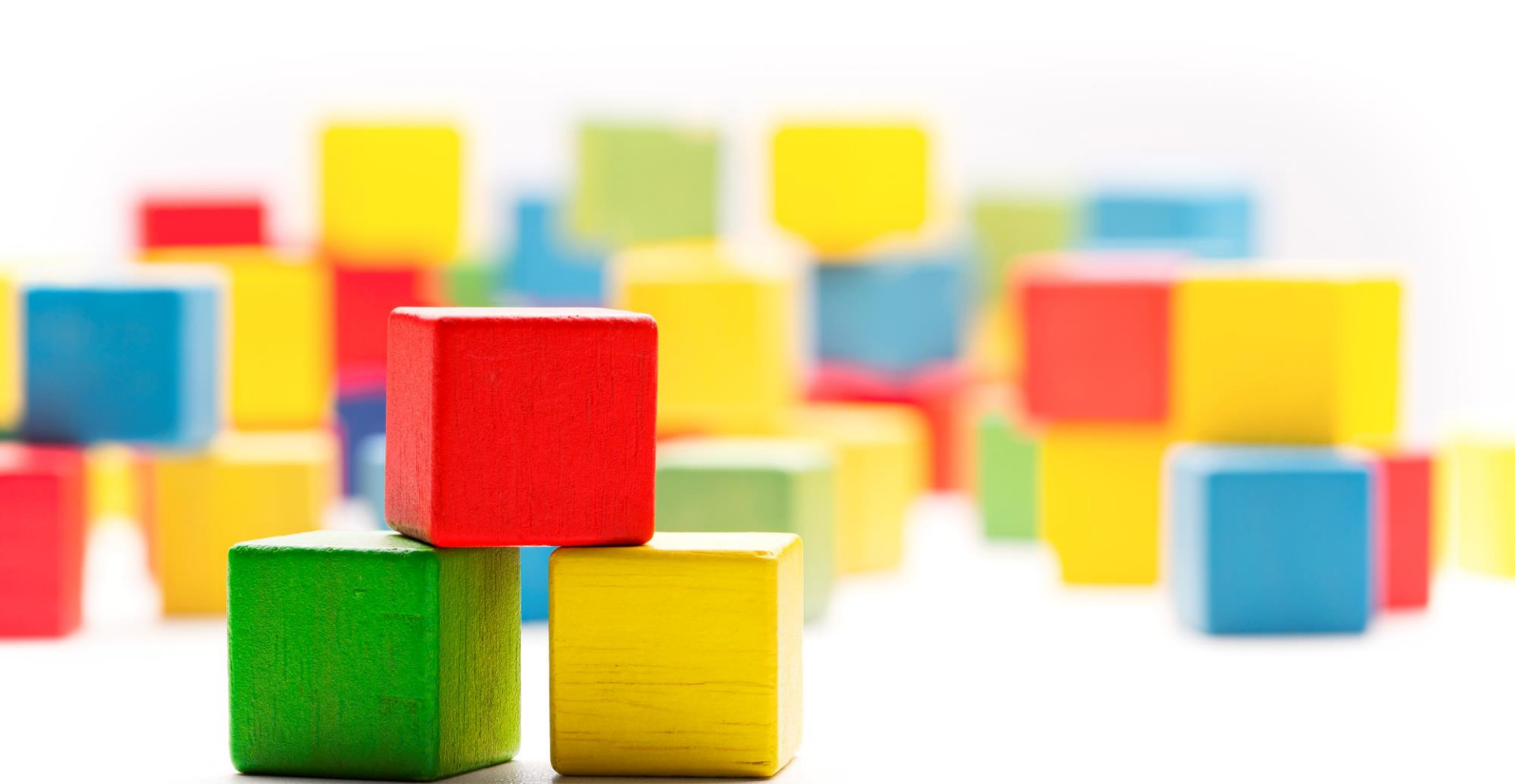
Two Calls to Action:

- To embed health into all aspects of campus culture, across the administration, operations and academics
- To lead health promotion action collaboration locally and globally
 - Recognizes that the well-being of people, places and the planet are interdependent

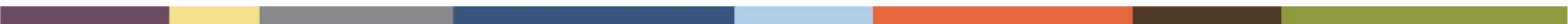
Areas of Focus for Town-Gown Relations

- Economic development
- Safe, affordable housing
- Civic engagement
- Community-building
- Shared resources
- Public safety
- Diversity, equity and inclusion
- Neighborhood quality of life
- Academic talent recruitment and retention





How to Identify and Build Relationships with Campus Stakeholders



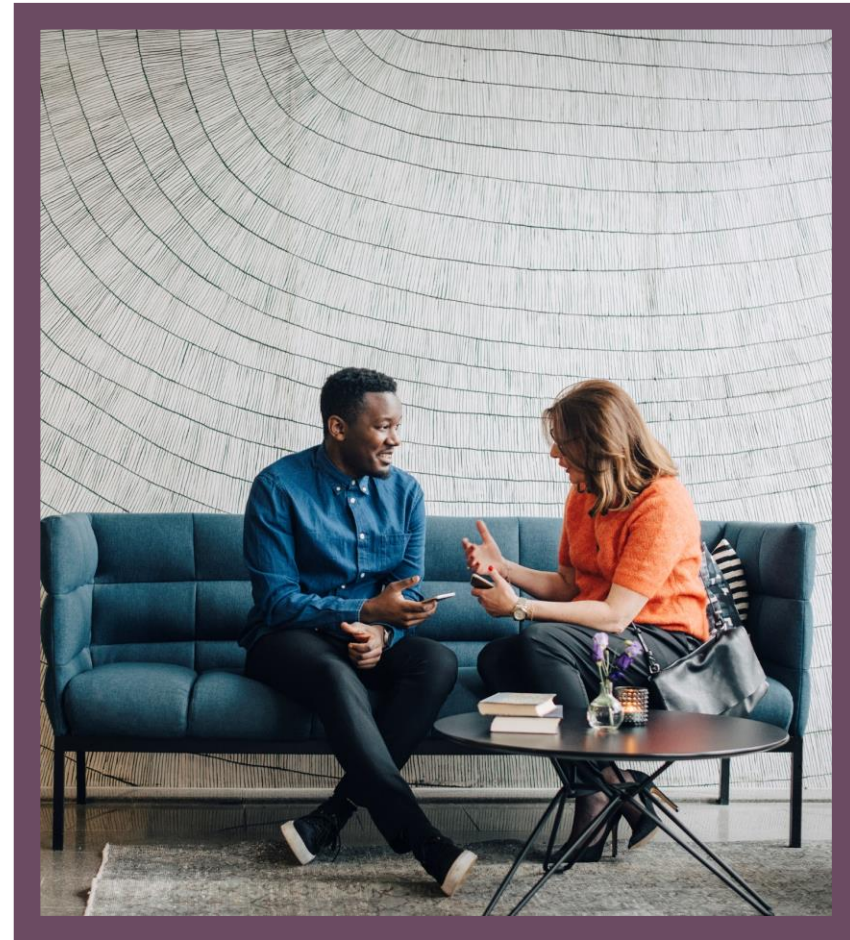
Identifying Campus-based Stakeholders: Know the Jargon

- Student affairs
- University public relations
- Student success
- Residential communities
- Learning commons
- Student engagement
- Campus police
- Student peer education groups
- Health center
- Residence life
- Off-campus life staff
- Student government
- Emergency preparedness staff
- Athletics development
- Alumni relations

Connecting with Campus-based Stakeholders

Ask good questions:

- With what issues are you most concerned?
- What efforts are going well?
- What is in place?
- What is on your wish list?
- Who else do you suggest I talk to?



Collaborations With Faculty And Students



Internships, practicums, graduate degree projects, dissertations



Public health courses often partner with community agencies for program evaluation, program planning, data analysis, other student projects in the “real world”



Think broadly: Courses in regional planning, construction, and landscape architecture can be tapped in to improve the built environment

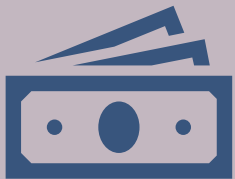
Academic Calendar Cheat Sheet



Find parent and family academic calendar on institution website



Rich with important dates, milestones, traditions, and seasonal priorities



Note: Fiscal years run July 1-June 30 most often in higher ed; this is different often from state and federal grant timelines and budgets

Summer

- Freshmen and parent orientation
- Construction
- Faculty off contract
 - Sports camps, conferences in campus facilities
 - Staff training and readiness



Fall

- Move in
- Clubs/organizations recruit
- Greek Life recruitment
- Red zone is first six weeks
- Neighborhood concerns
- Homecoming
- Halloween



Winter

- Faculty on research agenda
- Limited student events
- Off campus students may go home



Spring

- Black History Month
- Sexual Assault Awareness Month
- St Patrick's Day
- Spring Break
- Cinco de Mayo
- Graduation
- Alumni Events



What Does Your Community Coalition Bring To A Campus?



Local and regional data



Strategic Prevention Framework



Connections with youth serving agencies



Funding via grants



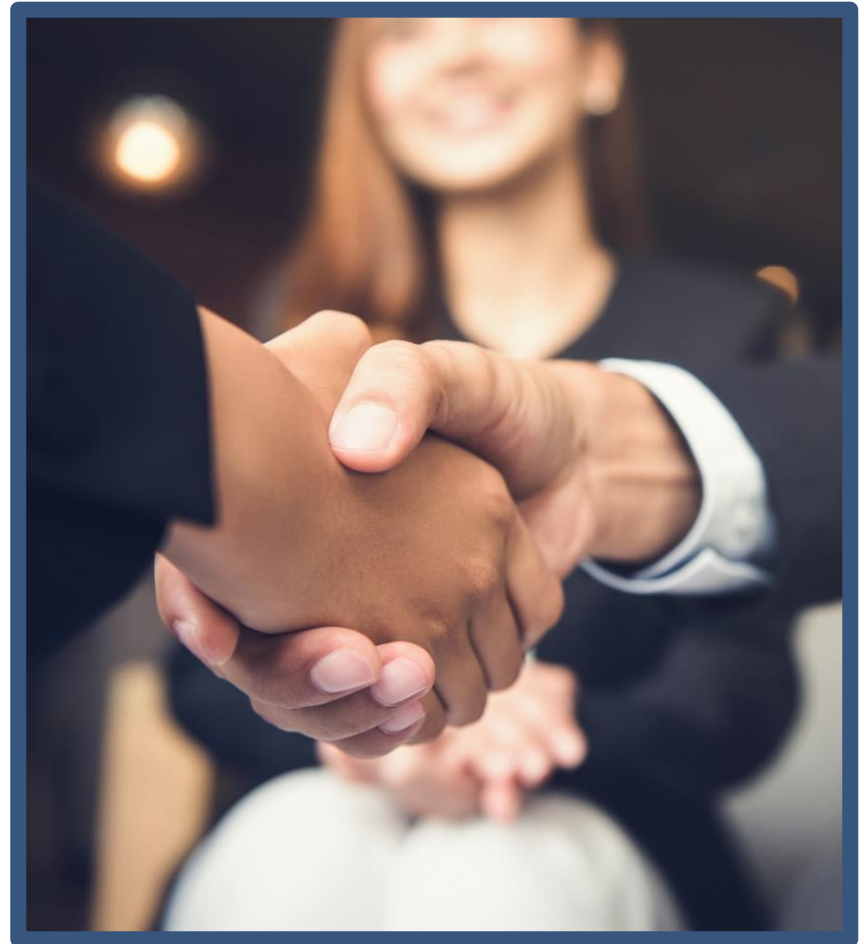
Grant writing expertise



Relationships

Community Benefits from a Committed Campus

- How might your coalition interact with this new program?
- What might community engagement look like?
- What leadership skills or opportunities might you help students develop?





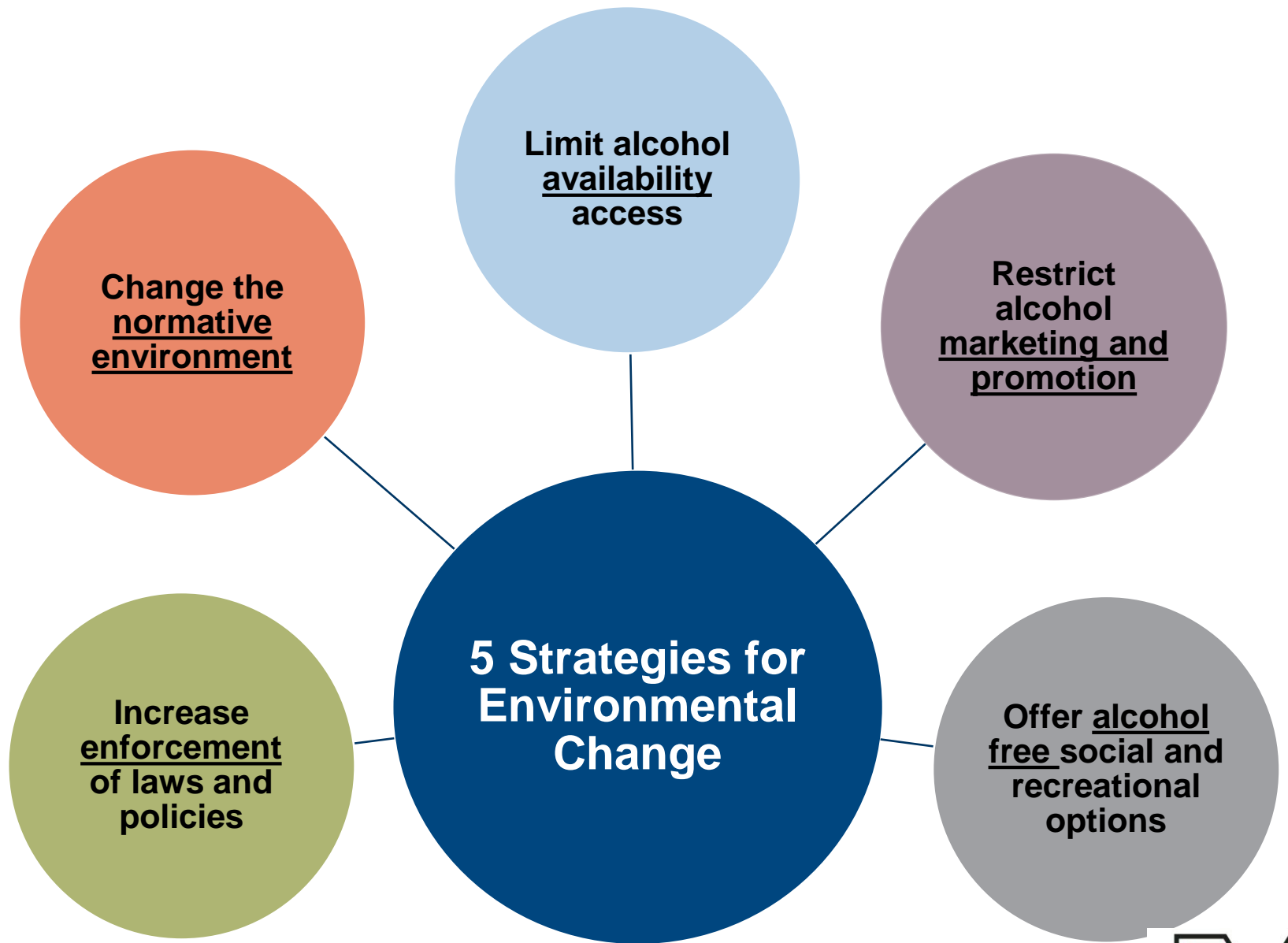
Coalitions In Action

An example from University of Massachusetts, Amherst's
Community and Campus Coalition

An Example: UMass Amherst Campus and Community Coalition

- A quick review of 15 years of coalition work in Amherst, Massachusetts
- Assessing readiness
- Interventions for the right problem at the right time with the right solution
- Failures are part of the process!
- Always share the successes





Municipal Outcomes

Town Bylaws

- Nuisance house
- Keg registration
- Open container
- Increased fines for bylaw violations

Enforcement Efforts

- Mutual aid agreement
- Targeted enforcement efforts on and off campus
- Retailer training to reduce overservice and underage consumption



Alcohol Retailer Strategies

- Server training
- Responsible retailer program
- Bars agreed to ban certain alcohol promotions
- Purchase surveys and compliance checks
- End of pub crawls
- All supported and led by our local community coalition and boosted by UMass partners



Landlord Strategies

- Model lease agreement includes guest limits, noise rules, parking
- Semesterly landlord meeting with town police chief and campus community coalition
- Campus conduct check for landlords
- Online certification course for first time student renters
- Ongoing information dissemination



Emerging Issues

- “Party crawl”
- Day drinking
- Party promoters capitalize on student market
- Need for event specific prevention
- Tailgating, crowds and unregulated alcohol consumption at football games



Source: Sam Greenwood/Getty Images

New Strategies Engaged Students And Community Coalition Members

- Party Smart Registration
- Walk This Way
- Team Positive Presence
- Environmental Design Approach
- Addressed high risk party areas and events
- Altering the physical environment to change behavior, reduce crime and fear and improve quality of life



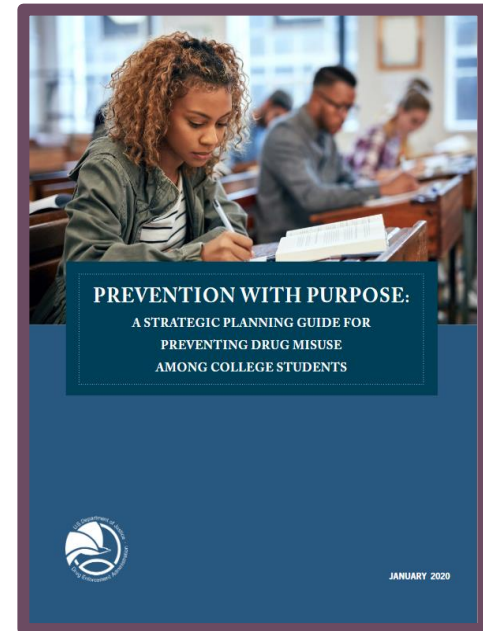
Five Key Lessons from COVID-19

1. Stick to what works
2. Be vocal and challenge assumptions
3. Take hold of gaps in policy and processes that were laid bare by COVID-19
4. Nurture and build relationships with any new partners in prevention
5. Be bold. Prioritize health and well-being to make it through the storm. Keep momentum.



Resources

- [Working with Coalitions](#)
- [Campus Drug Prevention](#)
- [New Guide for Prevention Professionals on College and University Campuses](#)
- [Prevention with Purpose: A Strategic Planning Guide for Preventing Drug Misuse Among College Students](#)
- [American College Health Association](#)
- [JED Foundation](#)
- [International Town Gown Association](#)
- [NIAAA College AIM](#)
- [Health Promoting Universities/Okanagan Charter](#)



Questions?



Presenter



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Sally Linowski, Ph.D., CHES, has 30 years of experience in substance use prevention, community building and teaching in higher education. She serves as a consultant to campuses nationally on the strategic implementation of comprehensive prevention programs, including extensive experience ensuring compliance with federal mandates and planning and implementing individual and environmental prevention approaches. Sally has expertise in building meaningful campus and town partnerships and engaging students in addressing off campus student concerns as peer leaders.