

Maine's Higher Education Alcohol Prevention Partnership

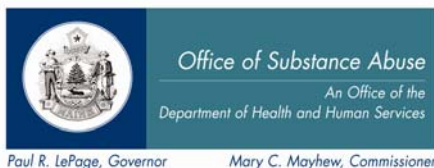
A Partnership between Maine's Colleges, Universities, and the Office of Substance Abuse

Maine Department of Health and Human Services

The Issue in Maine:

According to the statewide Maine College Student Substance Use and Related Health and Risk Behavior Survey from 2008 (N=4,280):

- ❑ 37% of Maine college students surveyed reported drinking 6 or more drinks on at least one occasion in the past month
- ❑ College students who engaged in high-risk drinking were 50% more likely to report having a C or lower grade point average than their peers who were low-risk drinkers or non-drinkers (33% compared to 22%). Non-drinkers were 4 times more likely to report having an A average than their high-risk drinking peers.
- ❑ High-risk drinking is a major factor in many problems that impact the health, safety, and success of college students, such as: sexual assaults and other violence, accidents and injuries, mental health, lower class attendance and performance, and strained personal relationships.



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Maine's Higher Education Alcohol Prevention Partnership (HEAPP) seeks to reduce high-risk alcohol use and its impact upon individuals, campuses, and communities statewide. HEAPP aims to establish an environment that supports healthy norms, and to create a unified effort within Maine's higher education community in order to share resources, implement evidence-based strategies and advocate with one voice.

Program Goals:

- ❑ Reduce the percentage of Maine college students who engage in high-risk alcohol use (which includes underage drinking).
- ❑ Reduce the percentage of Maine college students who experience negative life consequences as the result of high-risk alcohol use (their own drinking or another person's).
- ❑ Impact factors in the environment on and around campuses which affect students' drinking behaviors including:
 - Reduced availability of alcohol to those under 21
 - More effective and pro-active policy and law enforcement efforts
 - Reduced permissiveness of student, campus, and community norms around high-risk alcohol use.

Priority Populations:

Students enrolled at institutions of higher education in Maine, with specific emphasis on students between the ages of 18-25 years of age. As well as campus faculty, staff, and administrators, local law enforcement, parents, merchants, and other adults in Maine communities who can take action to prevent high-risk alcohol use and related high-risk behaviors among college students in Maine.

Program Successes:

- ❑ Increasing cross-campus networking, collaboration, and capacity for high-risk drinking prevention and related issues
- ❑ Furthering the development of campus-community coalitions and increasing the use of evidence-based prevention strategies
- ❑ Being highlighted at national conferences as a national leader in the area of statewide initiatives addressing campus substance abuse

January 2011