APPLE Model & Campus Implementation

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Importance of Athletics Department

- Projects values to college athletes
- Extremely influential in a college athlete’s life
Responsibility

The Athletics Department has a responsibility to student-athletes to provide comprehensive, EVIDENCE-INFORMED interventions.

Be a positive influence for the entire campus.
Individual Protective Factors

Student-Athletes Value

• Team work
• Leadership
• Performance
• Value of sport
• Success!
Student-athletes **MUST** have a significant voice in the process.

Breakout session on working with your SAAC at 4:00 pm
APPLE Athletics Department Assessment

- Team Contact completed before the conference
- Assessment tied to each slice’s guiding principles
- Maximum score per slice = 100 points
- If your campus reported no written policy for a slice, you lost 50 points
- Annual policy distribution increased score
- Policies that equally cover ALL students affiliated with the Athletics Department increased score.
College AIM (Alcohol Intervention Matrix)

- User-friendly format for selecting evidence-based programs for campus substance abuse prevention.
- Rates ~60 interventions targeting individuals and campus environments for effectiveness and cost.
INEFFECTIVE alcohol programs include:

- Information/knowledge/education *alone*
- Values clarification *alone*
- Skills training on alcohol expectancy by showing/telling *alone*
Recruitment Practices
Recruitment Guiding Principles

• Uniform
• Consistent
• Neither promotes nor condones use
• Recruit behavior is a responsibility of the student host
Recruitment Best Practices

• Assess recruiting and hosting experiences
• List appropriate/inappropriate activities for visits
• Wallet-sized recruiting information cards
• Hosting information sessions
• Gather pre-visit information on recruit interests
Molloy College

- Created a survey for prospective student-athletes discussing what they would like to accomplish on their official visits
- Post-visit survey to gather feedback on the visit.
- Updated an activities list for prospective student-athletes when on campus.
- Post-visit survey for hosts.
Expectations and Attitudes
Expectations & Attitudes Guiding Principles

• Consistent for all
  ▪ student-athletes
  ▪ cheerleaders
  ▪ student managers
  ▪ student athletic trainers

• Athletics staff adhere to the same standards
Expectations & Attitudes Best Practices

• Orientation messages

• Student-athlete handbook

• Buddy teams

• Promote existing late-night programming

• Bystander intervention training
Best Practice: Bystander Intervention Training

- Raise awareness of problem behaviors
- Increase motivation to help
- Develop skills & confidence
- Ensure the safety & well-being of others

www.StepUpProgram.org

Developed by the University of Arizona with support from the NCAA, University of Virginia & BACCHUS Network

Breakout session at 2:00 pm
## Student-Athlete Willingness to Intervene

(NCAA 2016 Social Environments Survey)

<table>
<thead>
<tr>
<th>% Likely/Extremely Likely to do the following…</th>
<th>Men 2012</th>
<th>Men 2016</th>
<th>Women 2012</th>
<th>Women 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confront a teammate if he/she is treating partner inappropriately.</td>
<td>59%</td>
<td>70%</td>
<td>47%</td>
<td>67%</td>
</tr>
<tr>
<td>Intervene in a situation if it could lead to inappropriate* sexual behavior.</td>
<td>63%</td>
<td>78%</td>
<td>71%</td>
<td>90%</td>
</tr>
</tbody>
</table>

*Inappropriate” replaced with “unwanted” in 2016.
Texas A&M - Commerce

- #Responsible Lions
- Peer educators lead various seminars with teams, coaches and staff.
- Strong social media presence

Breakout session at 4:00 pm
Humboldt State University

- Campus-wide Bias Education Initiative trains groups on how to respond to incidents of discrimination on campus.
- Athletics partnered with BEI related to racial incidents and offensive behavior by fans at games.
Saturday Morning Team Meeting

- Review the APPLE concept and best practices.
  - College AIM evidence-based approaches for each slice
- Ask students to respond first
- RESOURCE: Administrator Facilitation Guide
Team Meeting Guidelines

• Discuss:
  • Your departmental assessment results
  • What is already in place at your school
  • Areas for improvement
  • New ideas to implement
Education
Education Guiding Principles

• Mandatory
• Specifically tailored to student-athlete needs
• Includes peer education
• Qualified training and supervision
• Staff are well informed on effective prevention
• Evaluation
NCAA on Institutional Drug Education

- Required under NCAA Bylaws
  - disseminate list of banned drugs
  - educate on products that may contain them
- Minimum Guidelines-Conduct Alcohol/Other Drug Education
  - for NCAA, conference, institution and team
  - each semester
Best Practice: U.Va.’s Student Athlete Mentor (SAM) Program

• Created in 1989

• Peer-to-peer education

• Positive aspects of peer influence
  o Internal team resource, role model
  o Recognize and prevent problems
  o Community service

• Student-run leadership
Lindenwood University

- Athlete Mentor Program (AMP)
- Developed after attending APPLE
- Focuses on education and departmental unity

Breakout session at 4:00 pm
Best Practice: Correct Misperceptions

• Marketing campaigns **SPECIFIC** to student-athletes
• Formal team-based presentations
• Large-scale programs with clickers

**Breakout session at 2:00 pm**
Millersville University

- Surveyed Student-Athletes to find positive social norms and misperceptions
- Developed campaign with Student-Athlete peer educators
- Funded through NCAA Choices grant
NCAA Education Resources

- CHOICES grant awards
- Health and Safety publications
- Heath and Safety posters
- Sports Medicine Handbook

www.ncaa.org/studentathleteaffairs
www.ncaa.org/health-safety
www.ncaa.org/mentalhealth
www.ncaa.org/violenceprevention
Drug Free Sport Axis
(formerly the Resource Exchange Center/REC)
is a trusted nutrition, health and wellness resource, combining scientifically proven dietary information with the most up-to-date research on supplements and over-the-counter and prescription drugs.

- NCAA partner
- Staffed by Drug Free Sport
- Provides authoritative info on supplements, medications and banned drugs
- 1-877-202-0769
  https://dfsaxis.com
  Password: ncaa2

Log into
Drug Free Sport Axis!

Breakout session at 2:00 pm
Online, evidence-based program to prevent alcohol & other drug-related harm for student-athletes.

FREE for first-year students!

https://athletewellness.uncg.edu/

Breakout session at 4:00 pm
HAZE: The Movie

BREAKOUT SESSION AT 3:00PM

GORDIE’S CALL

www.Gordie.org
Showed "HAZE" to all in the athletics programs
Followed by a discussion with support from athletics administration.
Team Meeting Guidelines

• Discuss:
  
  • Which evidence-based programs are you using?
  
  • Are you providing education on alcohol or just banned drugs?
  
  • Which approaches would be easiest to implement on your campus?
Policies
Policies Guiding Principles

- Guided by federal legislation and NCAA regulations
- Clearly define testing standards, procedures, and sanctions.
- Well-disseminated
- Uniformly enforced
- Regularly reviewed
NCAA Minimum Guidelines
for Institutional Alcohol, Tobacco and Other Drug Education

- Review and develop individual team drug and alcohol policies.
- Review the department of athletics' drug and alcohol policy.
- Review institutional drug and alcohol policy.
- Review NCAA alcohol, tobacco and drug policy including the tobacco ban, list of banned drug classes and testing protocol.
- Discuss nutritional supplements and their inherent risks.
- Allow time for questions from student-athletes.
- Review institutional or conference drug-testing programs (if applicable).
- Review conference drug and alcohol policy.
Policies Best Practices

IF IT’S NOT IN WRITING, IT’S NOT IN EFFECT

- Policies must be department-wide with significant student input
- Team rules may be more restrictive than departmental polices
  - Team-by-team ONLY policies are not effective
  - Coach-driven policies are not effective
- Address out of season behaviors

AD Panel discussion at 2:00 pm
Central Washington University

- Before attending APPLE, there were no policies specific to student-athletes.
- Created alcohol/drug use policies based on APPLE guiding principles and model policies from individual teams on their campus.
- Now have clearly outlined expectations and consequences for students who use any substances.
University of North Georgia

- Focused on educating student-athletes on state laws, campus policies and procedures.
- Help international student-athletes avoid consequences of purchasing/consuming alcohol by educating them on US alcohol laws.
- Educate international student-athletes on cultural differences of alcohol use.
Team Meeting Guidelines

- Do your policies reflect what is REALLY happening at your school?
- How can policies be improved by student-athlete input?
- Which parts of your policy should be worked on first?
Drug Testing
Drug Testing Guiding Principles

- Required education on NCAA banned drugs
- Uniform policy including informed consent and sanctions
- Student-athletes agree
  - not to use banned drugs and
  - To be tested according to campus and NCAA policies/regulations
- Compliance forms are explained and signed
- Campus complies with NCAA drug testing administrative duties
Drug Testing Best Practices

• Ensure **Integrity** of the System
  • Confidentiality
  • Collection procedures
  • Chain of custody
  • Certified Lab
Drug Use Deterrence

- Identify program goals
- **Shared** responsibility
- **Strong** written policy
- **Comprehensive** education
- Drug testing

Breakout session at 3:00pm
Sanctioning
Sanctioning Guiding Principles

• Sanctions actions are
  • Appropriate,
  • clearly specified,
  • well-disseminated and
  • uniformly enforced.
Sanctioning Best Practices

• Opportunity for education and self-reflection
• Sanctions may vary based on whether the behavior was:
  • planned
  • spontaneous
  • first-time or
  • part of a larger pattern

*Don’t abandon the athlete*
Sanctioning Best Practices

• Implement **BASICS** as the recommended sanction for any ATOD policy violation.
  • BASICS - Brief Alcohol Screening and Intervention for College Students
  • In-person, personalized, normative feedback on behaviors.
  • Partner with Counseling Center to offer this evidence-based intervention.
• **Refer** to clinicians for assessment
• **Ensure** confidentiality
• **Follow-up**
Saint Michael’s College

- Goal: create consistent alcohol policy and sanctions regarding consumption before competition
- Collected data on team-by-team policies & sanctions
- Met with Athletics Administration and SAAC for input and approval
- Surveyed coaches about policy/sanction change
Referral and Counseling
Referral and Counseling Guiding Principles

- **Specify** timeliness, confidentiality, and expected follow-up
- **Include** a range of options
- **Accessible**
- Students can be **seen** in a timely manner
- **Develop** relationships with counseling staff
Referral & Counseling Best Practices

• Train staff in brief motivational intervention
• Refer to clinicians for assessment
• Host annual/semiannual meetings with campus & community resources
• Ensure confidentiality
• Follow-up
NCAA Sport Science Institute Resources
Referral & Counseling Best Practices

Involve coaches

- PowerPoint presentation
- “It Matters” video
- Breakout session at 3:00 pm

apple.studenthealth.virginia.edu/coaches-assist

https://athletewellness.uncg.edu/
Hope College

- Safe Harbor program
- Student-athletes can self-refer for ATOD problems
- Focus on intervention and assistance over punishment
Team Meeting Guidelines

Discuss:

- What are the barriers for student-athletes to get help?
- If you have drug testing, do student-athletes perceive selection to be random?
- Are your sanctions enforced consistently?
- Are you using evidence-based sanctions?
- Who monitors compliance?
Saturday afternoon team meeting: Identify an area of focus for your action plan

- Discuss any **new ideas or approaches** you have learned
- Decide on a project that relates to **ONE slice** of the APPLE model
- Begin to **detail how you will implement** this project using ....
  - **Action Plan Worksheet**
    
    *(follows the Administrator Facilitation Guide)*
Excitement

Need

ACTION PLAN
Easy Goal Setting

- **Who** is the target population?
- **What** is the behavior/attitude you want to change?
- **When** will it change? What will be new/different that will cause the change?
- **How much** will it change?
- **How will you know** it changed? How do you measure/evaluate?
Example: Measurable Goal

(who) freshmen student-athletes

(what) increase accurate knowledge of drinking norms

(when) after attending SAM alcohol ed. program

(how much) 50% will know true drinking norms

(how do you know) pre/post 5-item survey using clickers

By January 2018, 50% of freshmen student-athletes who attend a SAM alcohol program will know accurate social norm statistics as measured by pre/post tests.
Example: Measurable Goal

(who) student-athletes
(what) reduce alcohol use quantity and/or frequency
(when) after implementing a social norms campaign
(how much) 5% reduction in Q/F of alcohol use
(how do you know) pre/post test using Core Survey

By May 2018, as a result of a comprehensive social norms marketing campaign, student-athletes will reduce how much alcohol they drink by 5% as measured by pre- and post-tests using the Core Campus Survey of Alcohol and other Drug Norms.
Don’t Forget

• Breakout Sessions— make a team plan
• *Informal* team reporting session on Sunday
• Evaluations online at [www.appleathletics.org](http://www.appleathletics.org)