The APPLE Model: Campus Implementation & Team Meetings
How Important Is Your Athletics Department?

Projects **values** to student-athletes

Extremely influential in a student-athlete’s **life**

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Enabling / Reactive Institution  Proactive Institution
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:

Teamwork
Leadership
Performance
Value of Sport
Success!
Use Your Strengths!

**Student-Athletes Can Provide**
- Enthusiasm
- Input
- Positive Leadership
- New ideas
- Role Model
- Sell program to teams

**Athletics Department Can Provide**
- Structure
- Stability
- Positive support
- Culture/history
- Student-athlete advocacy
- Sell program to department
Student-Athletes **must** have a significant voice in the process.
THE APPLE MODEL

- Recruitment
- Expectations & Attitudes
- Policies
- Drug Testing
- Sanctioning
- Referral & Counseling
- Education
APPLE Athletics Department Baseline Assessment

- Team Contact completed before the Training Institute
- Assessment tied to each slice’s *guiding principles*
- Maximum score per slice = 100 points
  - 50 points awarded components of WRITTEN policies
  - Annual policy distribution increased score
- Policies that equally cover *ALL students affiliated* with the Athletics Department increased score
NCAA’s Substance Abuse Prevention and Intervention Tool Kit: Model of Behavior Change

https://www.ncaa.org/substanceabuseprevention
College AIM (Alcohol Intervention Matrix)

User-friendly format for selecting evidence-based programs for campus substance abuse prevention

Rating for ~ 60 interventions:
- Individual focus or campus environments
- Level of effectiveness and cost
Ineffective alcohol programs include:

- Information/knowledge/education alone
- Values clarification alone
- Skills training an alcohol expectancy alone
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**
- **Is recruit a good fit for your program/culture?**
• Created a comprehensive hosting policy
• Reviewed with coaches every semester
• “Conversations for the Car Ride Home” booklet
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
• Head coach sets the norm
Student-Athlete Beliefs About Intervention

- All community members play a role in keeping people safe
  - Percentages:
    - Women: 85%
    - Men: 78%

- I like thinking of myself as a helper
  - Percentages:
    - Women: 89%
    - Men: 77%

- Teammates will look up to me if I intervene
  - Percentages:
    - Women: 57%
    - Men: 59%
# Student-Athletes Becoming More Willing to Intervene

<table>
<thead>
<tr>
<th></th>
<th>% Willing to confront a teammate if he/she is treating partner inappropriately</th>
<th>% Willing to intervene in a situation if it could lead to inappropriate* sexual behavior</th>
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<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2016</td>
</tr>
<tr>
<td>women</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>47</td>
<td>67</td>
</tr>
<tr>
<td>men</td>
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<td>70</td>
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</tbody>
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*Inappropriate replaced with “unwanted,” 2016

2012 & 2016 Social Environments Survey
Best Practice: Bystander Intervention Training

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

Developed by the University of Arizona with support from the NCAA, University of Virginia and University of CA, Riverside

Life’s most persistent and urgent question is: WHAT ARE YOU DOING for others?
– Martin Luther King, Jr.

Winning is important, but it doesn’t exist independent from a culture of care.

How to cultivate relationships and communication with ALL members of the Athletics Department.
Colby College “JanPlan Mule Games”

Created campus alcohol-free programming during January term.

Events hosted by athletic teams.

Funded by Choices grant.
• Review the APPLE model and best practices.
  • College AIM evidence-based approaches for each slice
• Ask students on your team to respond first

RESOURCES:
Administrator Team Meeting Facilitation Guide
Team Meeting Guidelines

Discuss:

- Your Athletics Department Baseline Assessment results
- What’s already in place at your school
- Areas for improvement
- New ideas to implement
Education
Education
Guiding Principles

• Programming is mandatory

• Specifically tailored to student-athletes’ needs

• Includes peer education

• Qualified training and supervision

• Staff are well-informed on effective prevention

• Evaluation
NCAA on Institutional Drug Education

Required under Bylaw 14.1.4:
  • distribute 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
Peer Education: Student-Athlete Mentors (SAM)

Break out @ 4:40 pm

Athlete2Athlete: The Power of Peer-to-Peer Influence

Steps to set up a SAM program

Examples of athletics community outreach

Impact of the SAM program
Best Practice: Correct Misperceptions

- Marketing campaigns specific to student-athletes
  - “SAMs Say” poster series since 2009
- Formal team-based presentations
- Large-scale programs with clickers

**Hangovers**

- Increased heart rate
- Increased blood pressure
- Dehydration
- Decreased concentration
- Decreased endurance

**Avoid the Hangover**

- Keep track of how many drinks you’ve had
- Alternate between alcoholic drinks and water
- Pour your own drinks
- Eat foods that are high in protein before and after drinking

**Pro Tips for Staying Safe**

- Implement a team-wide healthy system
- Don't leave your drink unattended
- Charge your cell phone before going out
- Don't drink anything if you are unsure of its contents
- Know where your drink is coming from, serve yourself or receive it directly from the bartender
- Check on friends and teammates, at the end of the night to make sure they get home safe

**DID YOU KNOW?**

- 92.5% of student-athletes report that alcohol use has never affected their performance in practice or a game
- 66.9% of student-athletes consume 0-4 drinks in one sitting
- 53.7% of student-athletes do not drink while in their competitive season

**Heavy drinking has decreased significantly among student-athletes since 2005**

- The majority of student-athletes NEVER use alcohol in season
- 97.7% of student-athletes have never been late to a practice or a game due to alcohol use

- 25% of student-athletes don't drink at all

**Resources on Grounds**

- Holly Deering: Advisor, Student-Athlete Mentor Program
  - holly@virginia.edu
  - 434.922.8314

- Sports Psychologists
  - Dr. Jason Freeman
  - jfreeman@virginia.edu
  - 434.924.2733
  - Dr. Karen Sigel
  - ksigel@virginia.edu
  - 434.924.3479

**Create a positive team culture and a healthy environment**
NCAA Education Resources

- CHOICES grant awards
- Health and Safety publications
- Health and Safety posters
- Alcohol & Other Recreational Drug Prevention

www.ncaa.org/health-safety

www.ncaa.org/mentalhealth

www.ncaa.org/violenceprevention
Drug Free Sport Axis

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.

Log into
Drug Free Sport Axis!

Password:
Ncaa1
Ncaa2
ncaa3

1-877-202-0769

https://dfsaxis.com

Break out @ 2:30 pm
Online Alcohol Education: Part of a Comprehensive Plan

Online, evidence-based program to prevent AOD-related harm for first-year student-athletes

SAVE Act compliant

https://athletewellness.uncg.edu

Break out @ 4:40 pm
HAZE: The Movie

The Gordie Center’s 37-minute film (updated in 2018) tells Gordie’s story to help prevent a future tragedy

www.gordie.org
Best Practice: Promoting Healthy Relationships

ONE student can make a difference!

Learn about free tools, resources and multimedia campaigns & how to use them effectively.

One student. One student.org
Discuss:

• Which evidence-based programs are you using?
• Are you providing education on alcohol, or just banned drugs?
• Which evidence-based 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

• Applies to coaches, staff, student athletes, managers, athletic trainers, cheerleaders
Policies Best Practices

*If it’s not in writing, it’s not in effect.*

- Policies must be department-wide with significant student input.
- Reviewed by campus legal counsel.
- Team rules may be more restrictive than departmental policies.
  - **Team-by-team** policies ALONE are not effective.
  - **Coach-driven** policies are not effective.
- Address **out-of-season** behaviors.
Discuss:

• 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
Guiding Principles

• Required education on NCAA banned drugs

• Uniform policy including informed consent and sanctions

• Student-athletes agree
  • ...not to use banned drugs
  • ...to be tested according to campus and NCAA policies

• 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
✓ Lab

Do What’s Right
Drug Use Deterrence

- Create culture of trust
- Shared responsibility
- Strong written policy
- Comprehensive education
- Drug testing

Break out @ 3:35 pm
Sanctioning
Sanctioning Guiding Principles

- Sanctions actions are:
  - Appropriate
  - Clearly specified
  - Well-disseminated
  - Uniformly enforced
Sanctioning Best Practices

- Opportunity for **education and self-reflection**
- Sanctions may vary based on whether the behavior was:
  - Planned or spontaneous
  - First-time or part of a larger pattern
- Clearly identify an appeals process
- Involve Dean of Students’ Office/campus legal counsel in review of sanction policies

*Don’t abandon the athlete.*
BASICS: A Sanctioning Best Practice

• Brief Alcohol Screening and Intervention for College Students.
  • In-person, personalized, normative feedback on behaviors using a Motivational Interviewing approach.
  • Partner with Counseling Center to offer this evidence-based intervention to increase motivation for change.

• Refer to clinicians for assessment

• Ensure confidentiality

• Follow-up!
Marijuana Sanctioning

• NCAA: marijuana is a banned substance in the “illicit drug” class.
• There are no “medical or therapeutic use” exceptions EVEN if a doctor has ‘prescribed’ marijuana
• NCAA penalties for a positive test:
  • 1
  st
  offense: Half the season for ALL sports played
  • 2
  nd
  offense: Full calendar year of eligibility in ALL sports
• Sanctions apply even in states where recreational marijuana use has been legalized
Referral and Counseling
Referral & 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!**
Sport Science Institute Resources

MIND, BODY AND SPORT
Understanding and Supporting Student-Athlete Mental Wellness

HELPING SUPPORT STUDENT-ATHLETE MENTAL HEALTH:
A primer for campus stakeholders outside of athletics
Referral & Counseling Best Practices

Involve Coaches:

- “Coaches Assist” PowerPoint presentation
- “It Matters” video

https://athletewellness.uncg.edu/
Best Practice: Train Peers to Intervene

Seize the Awkward

Conversation Starters
Get ready to get talking

Break out @ 2:30 pm
Grinnell APPLE team developed a plan to build support and reduce stigma for mental health in athletics through collaboration. Learn about their process, programming, practices and resources.
University of Michigan: “Tiny Shifts” Videos
Best Practice: Safe Harbor Programs

• Student-Athlete self-refers for a voluntary evaluation and counseling for a substance use disorder.

• Institution works with the Student-Athlete to prepare a Safe Harbor treatment plan

• Students generally retain their athletics aid and are not suspended from the team unless medically necessary.
Team Meeting Guidelines

Discuss:

• If you have drug testing, do students perceive selection for drug testing to be random?

• Are your sanctions enforced consistently across teams?

• Are you using evidence-based sanctions?

• Who monitors compliance?

• What are the barriers for student-athletes to get help for a substance misuse problem?
APPLE Model Programs by NCAA Division
Saturday PM Team Meeting

- Discuss any **new ideas or approaches** you have learned
- Decide on a project that relates to **ONE APPLE slice**
- Begin to **detail** how you will **implement** this project using the **APPLE Action Plan Worksheet**

**Worksheet and sample action plans** follow the Administrator Team Meeting Facilitation Guide
Action Planning

What You’re Excited About

What You Need

ACTION PLAN
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 and evaluate?
Example: Measurable Long-term 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 April 2020, 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.
Example: Measurable Short-Term 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 April 2019, 50% of freshmen student-athletes who attend a SAM alcohol program will know accurate social norm statistics as measured by pre/post tests.
Don’t Forget!

- Breakout Sessions – make a team plan
- Informal “Q&APPLE” session after dinner to network and discuss ideas with other teams
- Evaluations for this morning are online!
- [www.APPLEathletics.org](http://www.APPLEathletics.org)
Q & APPLE
7:15 – 8:00 pm

Peer Mentor Programs
Key West A

Increasing Engagement & Buy-In
Florida 5

Creating Education Programs
Florida 6

Creative Funding
Florida 7