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**
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.
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
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?
Loyola University Maryland

- Created a comprehensive hosting policy
- Reviewed with coaches every semester
- “Conversations for the Car Ride Home” booklet
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
• Head coach sets the norm
Student-Athlete Beliefs About Intervention

All community members play a role in keeping people safe

I like thinking of myself as a helper

Teammates will look up to me if I intervene

(% who agree/strongly agree)

women  men

NCAA 2016 Social Environments Survey
Student-Athletes Are 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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</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2016</td>
</tr>
<tr>
<td>women</td>
<td>47</td>
<td>71</td>
</tr>
<tr>
<td>men</td>
<td>59</td>
<td>63</td>
</tr>
</tbody>
</table>

*Inappropriate replaced with “unwanted,” 2016

NCAA 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

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

Developed by the University of Arizona with support from the NCAA, University of Virginia and University of CA, Riverside
We’re All In: A Culture of Care in Athletics

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.
What does SAAC do nationally?

On campus?

How can you engage your campus SAAC in your action plan?

Best Practice: Engaging Student-Athletes

DII National Student-Athlete Advisory Committee (SAAC) representative panel discussion

Breakout @ 4:45 pm

NCAA Division II
MAKE IT YOURS™
Saturday AM Team Meeting

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

RESOURCE: Administrator Team Meeting Facilitation Guide

APLLE Training Institute Administrator Team Meeting Facilitation Guide

This guide will help you facilitate your team’s action planning during the Institute by providing prompts and follow-up questions.

General Guidelines for All Team Meetings

Every team member should have input. Action plans should be the result of consensus formed after thorough discussion. Make sure everyone contributes to the creation of your action plan. Remember the best plan is the one that you can make work!

Saturday Morning Team Meeting

Goal: Honestly assess your athletics department’s strengths and weaknesses

During the APPLE Model Campus implementation session, you are provided time to discuss each “slice” of the APPLE. Review each slice as directed and review the results of your departmental assessment.

Recruitment

1. Discuss the results of the departmental assessment. What seems accurate? What is surprising?

2. What programs, policies, procedures, etc. are already in place at our school?

3. What are some areas for improvement?
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
HawkEm 101 Student-Athlete Mentor Program.

Gives incoming freshman and transfer student-athletes the opportunity to engage and learn from fellow UNG student-athletes during first semester.

Mentors matched with mentees from different teams to create more comradery within the student-athletes.
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
NCAA Education Resources

- CHOICES grant awards
- Health and Safety publications
- Heath 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.

Break out @ 2:30 pm

1-877-202-0769

Log into Drug Free Sport Axis!

Password: ncaa2

https://dfsaxis.com
HAZE: The Movie

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

www.gordie.org
Ending relationship violence

Workshops for student-athletes, coaches, and administrators

Updated Escalation Workshop

New video content
Team Meeting Guidelines

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
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
Panel discussion with

Rob Redding
Henderson State University

Darnell Smith
University of Central Oklahoma

Jude Wolbert
Rollins College

Best Practice: Getting Buy-In

Breakout @ 4:45 pm

How do you get your AD’s attention?

How do you find support for your action plan?

Bring your questions!
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
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
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:
  - 1st offense: Half the season for ALL sports played
  - 2nd 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!**
NCAA Sport Science Institute Resources

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

MENTAL HEALTH BEST PRACTICES
Understanding and Supporting Student-Athlete Mental Wellness
All PSAC schools created campus-specific mental health management plans based on the NCAA best practices guide.

Clarion University will discuss their new procedures and protocol.
Best Practice: Train Peers to Intervene
Referral & Counseling
Best Practices

• Involve Coaches:
  • “Coaches Assist” PowerPoint presentation
  • Coaches Assist for Empathic Response: hour-long online training

www.coachesassist.org
Science-based, structured intervention that strengthens resilience competencies among student-athletes.

2017 NCAA Innovations Grant
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

APPLE Model

Recruitment Practices

Expectations & Attitudes

Policies

Education Programs

Drug Testing

Sanctioning

Referral & Counseling

Policies

Education Programs

Drug Testing

Sanctioning

Referral & Counseling

The administration and Compliance procedures are regularly reviewed to ensure policies that incorporate standards set in current federal Drug-Free Schools and Drug-Free Campus regulations. The policies clearly define ATOD testing standards, which are well disseminated to all athletics personnel, uniformly enforced, and made clear to all students.
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**

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

Review Saturday Breakout Session Options

Decide as a team who will go to which breakout sessions this afternoon.

<table>
<thead>
<tr>
<th>Session 1 Topics: Team Member(s):</th>
<th>Supplements &amp; Nutrition</th>
<th>HAZ: The Movie</th>
<th>Resilience</th>
<th>Marijuana</th>
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<tbody>
<tr>
<td>Session 2 Topics: Team Member(s):</td>
<td>Drug Testing</td>
<td>Bystander Intervention</td>
<td>Sexual Assault</td>
<td>Culture of Care</td>
</tr>
<tr>
<td>Session 3 Topics Team Member(s):</td>
<td>SAAC Panel</td>
<td>Mental Health Toolkit</td>
<td>Student Athlete Mentor</td>
<td>Administrator Panel</td>
</tr>
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</table>
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 October 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

Evaluations are online!

www.APPLEathletics.org