The APPLE Model:
Campus Implementation
&
Team Meetings

Individual Protective Factors

Student-Athletes Value:
- Teamwork
- Leadership
- Performance
- Value of Sport
- Success!
Athletics Department Projects
Values to Student-Athletes
Extremely influential in a student-athlete’s life

“Resource allocation, priorities and outcomes or behaviors that are rewarded (well-being vs win–loss record) show coaches whether mental health is viewed as an organizational priority.”

The Athletics Department has a responsibility to student-athletes to provide comprehensive, evidence-informed interventions.

Be a positive influence for the entire campus.
Coach Role: Promoting an athletics environment that supports mental well-being and resilience:

“Intentional time allocation in the athlete’s normal practice schedule for learning positive psychosocial skills is associated with better developmental outcomes.”\(^1\)

Fostering “a process oriented mindset, where effort and improvement are emphasized...can optimize the positive psychological experiences of sport participation.”\(^2,3\)

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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
- Team contacts: full report on the APPLE Portal: appleathletics.org

NCAA’s Substance Abuse Prevention and Intervention Tool Kit:
Socio-Ecological 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

www.APPLEathletics.org lists College AIM-rated interventions by APPLE slice

https://www.collegedrinkingprevention.gov/collegeaim/

Ineffective alcohol programs include:

X Information/knowledge/education *alone*

X Values clarification *alone*

X Skills training an alcohol expectancy *alone*
Action Planning Tool: “Explore the APPLE Model”

- Guiding principles for each “slice”
- Evidence-based prevention programs (NIAAA – College Alcohol Intervention Matrix) by slide
- Programs developed by past APPLE attendees
  - Listed by slice and NCAA Division
Recruitment Guiding Principles

- Uniform
- Consistent
- Neither promotes nor condones use
- Recruit behavior is a responsibility of the student host

Recruitment Suggestions

- 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 & Attitudes
**Expectations & Attitudes**

- Consistent for **ALL**:
  - Student-Athletes
  - Cheerleaders
  - Student Managers
  - Student Athletic Trainers
  - Athletics staff adhere to the same standards

**Guiding Principles**

**Expectations & Attitudes**

- Orientation messages
- Head coach sets the norm
- Student-athlete handbook
- Promote existing late-night programming
- Bystander intervention training
- Buddy teams
Student-Athlete Beliefs About Intervention

<table>
<thead>
<tr>
<th>Statement</th>
<th>Women</th>
<th>Men</th>
</tr>
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<tbody>
<tr>
<td>All community members play a role in keeping people safe</td>
<td><img src="gray" alt="Circle" /></td>
<td><img src="gray" alt="Circle" /></td>
</tr>
<tr>
<td>I like thinking of myself as a helper</td>
<td><img src="gray" alt="Circle" /></td>
<td><img src="gray" alt="Circle" /></td>
</tr>
<tr>
<td>Teammates will look up to me if I intervene</td>
<td><img src="green" alt="Circle" /></td>
<td><img src="green" alt="Circle" /></td>
</tr>
</tbody>
</table>

NCAA 2016 Social Environments Survey
http://www.ncaa.org/about/resources/research/ncaa-social-environments-study

Student-Athletes Are More Willing to Intervene

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Women</strong></td>
<td><img src="green" alt="Circle" /></td>
<td><img src="green" alt="Circle" /></td>
<td><img src="green" alt="Circle" /></td>
<td><img src="green" alt="Circle" /></td>
</tr>
<tr>
<td>% Willing to confront a teammate if he/she is treating partner inappropriately</td>
<td><strong>47</strong></td>
<td><strong>71</strong></td>
<td><strong>59</strong></td>
<td><strong>63</strong></td>
</tr>
<tr>
<td>% Willing to intervene in a situation if it could lead to inappropriate* sexual behavior</td>
<td>*Inappropriate replaced with &quot;unwanted,&quot; 2016</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

NCAA 2012 & 2016 Social Environments Survey
http://www.ncaa.org/about/resources/research/ncaa-social-environments-study
Pre-Season Screening & Follow-Up

- Mental health providers work with the team all year
- Conduct pre-season substance use/misuse screening
- Follow-up evaluation and treatment as needed
- Resulted in:
  - Earlier problem identification
  - Increased treatment
- Athletic trainers and academic advisors also can screen for and deliver brief motivational interventions.


Bystander Intervention Training

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

Break out @ 2:00 pm

Step UP!

http://stepupprogram.org/about/

Developed by the University of Arizona with support from the NCAA, University of Virginia and University of CA, Riverside
Science-based, structured intervention that strengthens resilience competencies among student-athletes.

2017 NCAA Innovations Grant

http://www.ncaa.org/about/resources/research/changing-minds-changing-lives-winning-transition-college

Peer-to-peer education
Student-run leadership
“Campfire” Program

- Break the stigma of mental health struggles for student-athletes.
- Monthly meetings in small groups for peers to discuss issues in an open, honest, vulnerable environment.
- Create meaningful relationships with other S-A.
Late Night Events and Safe Tailgates

• St. Francis University focused on engaging the entire campus in programming and reducing risky weekend behaviors
• Created APPLE Leadership Team
• Late Night events put on for entire campus.
• Safe Tailgates at many events.

Saturday AM Team Meeting

Review:
• Your campus scores
• APPLE model guiding principles
• CollegeAIM evidence-based approaches for each slice

Ask students on your team to respond first
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

Too much caffeine? You do the math...

https://ncaa.org/sites/default/files/22.%20%20Caffeine%20Poster%208x22%20%20Caffeine%20Poster%208x22%202019.pdf
https://ncaa.org/sites/default/files/22.%20%20Caffeine%20Poster%208x22%20%20Caffeine%20Poster%208x22%202019.pdf
NCAA Education Resources

- Health and Safety publications
- Heath and Safety posters
- Alcohol & Other Recreational Drug Prevention:

Password:
- ncaa1
- ncaa2
- ncaa3

Break out @ 3:10 pm
https://dfsaxis.com
1-877-202-0769

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
https://dfsaxis.com
Correct Misperceptions

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

Peer Education

- Health and Wellness Captains: Peer-to-peer network on health and wellness issues.
- Collaboration between Sports Performance and Student-Athlete Success.
- Created “Keep Your Head Up” short video to promote student-athlete help seeking.

https://apple.studenthealth.virginia.edu/sams-say-campaign
HAZE: The Movie

Breakout @ 3:10

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

Promoting Healthy Relationships

Sunday Keynote

Ending relationship violence

Workshops for student-athletes, coaches, and administrators

Updated Escalation Workshop

New video content

https://www.joinonelove.org/
**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

**Research on Emerging Risks**

E-cigarettes and Vaping Associated Lung Injury (EVALI)

- Risk of vaping nicotine and/or THC
- Practical prevention strategies
- Cessation resources

Break out @ 2:00 pm
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

• Guided by federal legislation and NCAA regulations

• Clearly define testing standards, procedures, and sanctions

Guiding Principles

✓ Well-disseminated
✓ Uniformly enforced
✓ Regularly reviewed

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

Policy Considerations

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
Help Seeking, Medical Amnesty Policies & Establishing a Culture of Care in Athletics

Are student-athletes less likely to call for help during an alcohol emergency?

Review of medical amnesty policies, which promote bystander intervention during alcohol or other drug emergencies.

A culture of care in athletics is critical to promoting help seeking behaviors.

Team Meeting Guidelines

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 Considerations

Drug Testing is “a known deterrent to substance use among athletes.”

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 @ 2:00 pm

Drug Free Sport
INTERNATIONAL
https://www.drugfreesport.com/
Concerned that student-athletes didn’t understand drug testing process
• Created a humorous video starring a football player to educate student-athletes and reduce stress

https://vimeo.com/228977552
Sanctioning Guiding Principles

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

Sanctioning Considerations

- 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: An evidence-based intervention**

- Brief Alcohol Screening and Intervention for College Students.
  - In-person, personalized, normative feedback on student behaviors using a Motivational Interviewing approach.
  - Increases students’ own motivation for change.
  - Your counseling center may already offer this program!


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**Marijuana Sanctioning**

- NCAA: marijuana is a banned substance in the “cannabinoids and narcotics” 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: withhold next 50% of the season of competition for ALL sports
  - 2\(^{nd}\) offense: 1 full season of competition in ALL sports
- Sanctions apply even in states where recreational marijuana use has been legalized
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

Suggestions

• 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

http://www.ncaa.org/sport-science-institute/supporting-student-athlete-mental-wellness
Involve Coaches

- Coaches are central in “creating a destigmatizing environment where mental health seeking is a core function of training & self-care.”
- Student-athletes are more likely to seek help when coaches have “positive attitudes... regarding seeking mental health treatment.”
- Coaches can:
  - help student-athletes learn resilience, psychological flexibility and self-compassion.
  - communicate the importance of mental healthcare to parents.


University of Michigan:

“Tiny Shifts” Videos

2014 NCAA Innovations Grantee

http://www.ncaa.org/champion/pragmatic-approach

https://youtu.be/ITf8_vXJY9k?utm_source=twitter
Train Peers to Intervene

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?

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
Action Planning

What You’re Excited About

What You Need

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 2021, 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 2020, 50% of freshmen student-athletes who attend a SAM alcohol program will know accurate social norm statistics as measured by pre/post tests.
Engaging Campus Partners: Fostering Relationships for Success

Facilitated discussion of:

- How to break down silos
- Collaborating across campus
- Finding common goals

Programs Developed through APPLE

https://apple.studenthealth.virginia.edu/apple-model
We Need Your Feedback!

Returning administrators:
Focus group starts at 12:30 in the Ash Lawn Boardroom