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 voice in the process.
Use Your Strengths!

Athletics Department offers:
- Structure
- Stability
- Positive support
- Empowerment
- History
- Avenue for change

Student-Athletes offer:
- Enthusiasm
- New ideas
- Positive leadership
- Role models
- Recruitment
- Desire to help
Find Common Ground

Student-athletes and administrators all want:

- Academic success
- Healthy relationships
- Leadership opportunities
- Performance opportunities
- Bright future
- Protect institutional reputation
APPLE Pre-Conference Assessment Results

• 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
Evidence-based Prevention Approaches

Tier 1
- Demonstrated effectiveness in a college population

Tier 2
- Effective in the general population but not evaluated with college students

Tier 3
- Promising strategies that need additional research

Tier 4
- Ineffective
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**
Saint Louis University

- Survey to assess recruits’ experiences
- Mandatory “responsible host training”
  - NCAA rules/regulations
  - Guidelines for appropriate activities for recruits
- Wallet cards with ideas for appropriate activities for unofficial and official visits
- Social norms poster campaign
Expectations and Attitudes
• 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
- Bystander intervention training
- Buddy teams
- Late-night listserv
Belmont Abbey College – Rise Above
• Work with groups on how to respond to incidents of discrimination on campus.
• Athletics has worked with BEI regarding racial and other offensive behavior by fans at games.
Make Your Game Plan

UVa Alcohol & Drug Abuse Prevention Team (ADAPT)
Peer Educators

Make Your Game Plan: Go Hoos!
Saturday Morning Team Meeting

• **Review** the APPLE concept and best practices.
  • NIAAA 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
• Peer education
• Qualified training and supervision
• Staff are well informed on effective prevention
• Evaluation
NCAA on Institutional Drug Education

• Required under NCAA Bylaw 14.1.4.
  • 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
  • Internal team resource, role model
  • Recognize and prevent problems
  • Community service

• Student-run leadership
• Triton Health Educators
• Began with CHOICES grant
• Peer-led presentations to athletic teams
• Alcohol and other health topics

Triton duo working with fellow student-athletes on making the right choices

APR 5, 2015 | POSTED BY MARY ANN MITCHELL

College is about having fun. But sophomore Miranda Rohlfing of the women's golf team and sophomore Evan Garrod of the men's soccer team want to make sure their fellow University of Missouri-St. Louis student-athletes are doing it safely. The two are part of a new organization on campus called Triton Health Educators and more specifically are raising
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

www.StepUpProgram.org

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

- Student-led bystander intervention project focused on preventing sexual assault, dating violence, and stalking
- Aims to create conversations about ways students can disrupt and respond in the moment to violence they may witness.
Best Practice: Correct Misperceptions

- Marketing campaigns **SPECIFIC** to student-athletes
- Formal team-based presentations
- Large-scale programs with **clickers**
Marauders Make Smart Choices!

- CHOICES grant funding
- Campaign created by Marauder Choices student-athlete peer educators

Learn more at millersville.edu/chep/choices
NCAA Education Resources

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

www.ncaa.org/studentathleteaffairs
www.ncaa.org/health-safety
www.ncaa.org/mentalhealth
www.ncaa.org/violenceprevention
• Subscribed to by NCAA
• Staffed by Drug Free Sport
• Provides authoritative info
• Supplements, medications and banned drugs
• 1-877-202-0769

www.drugfreesport.com/rec
Password: ncaa2
Online, evidence-based program to prevent alcohol & other drug-related harm for student-athletes.

http://myplaybook.drugfreesport.com/
Shippensburg University

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

• Discuss:
  • Your departmental assessment results
  • What is already in place at your school
  • Areas for improvement
  • Evidence-based ideas to implement
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.
- View the NCAA drug-education and drug-testing video.
- 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 policies are not effective
  - Coach-driven policies are not effective
- Address out of season behaviors
• 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.
Team Meeting Guidelines

• Do your policies reflect what is REALLY happening at your school?

• How can policies be better with 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
  • Lab
Drug Use Deterrence

- Shared responsibility
- Strong written policy
- Comprehensive education
- Drug testing
NCAA Drug Ed/Testing Video

• Orientation
• Team meetings
• Road trips
• Pre-championship meeting

www.ncaa.org/health-and-safety/policy/drug-testing
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
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
• University Counseling Center meets twice yearly with each team
• Counseling staff presents at Student Athlete Orientation
• Display case in the study hall has:
  – Photos of Islander Athlete Mentors along with name, sport and contact information.
  – How to contact Counseling Center for services.
Involve coaches

• PowerPoint presentation
• “It Matters” video

www.virginia.edu/gordiecenter/apple
• Discuss:
  • Your departmental assessment results
  • What is already in place at your school
  • Areas for improvement
  • New ideas to implement
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)*
A-B-C-D-E Method for Goal Setting*

 Audience - Who is the target population?
 Behavior - What is the behavior you want to change?
 Condition - Under what condition will it happen? When?
 Degree - By how much?
 Evidence - As measured by...? How do we know?

*Source: Virginia Effective Practices Project
Example: Measurable Goal

**Audience:** (who) student-athletes

**Behavior:** (what) reduce alcohol use quantity and/or frequency

**Condition:** (when) after implementing a social norms campaign

**Degree:** (how much) 10% reduction in Q/F of alcohol use

**Evidence:** (how do you know) pre/post test using Core Survey

By April 2016, as a result of a social norms marketing campaign, student-athletes will reduce how much alcohol they drink by 10% as measured by pre- and post-tests using the Core Campus Survey of Alcohol and other Drug Norms.
Example: Measurable Goal

**Audience:** (who) freshmen student-athletes

**Behavior:** (what) increase accurate knowledge of drinking norms

**Condition:** (when) after attending SAM alcohol ed. program

**Degree:** (how much) 50% will know true drinking norms

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

By October 2015, 50% of freshmen student-athletes who attend a SAM alcohol program will know accurate social norm statistics as measured by pre/post tests.
Conference schedule

- Educational sessions – make a team plan
- Lunch by role – get out of your teams!
  - Student or administrator
- Decide now where your team meeting will be
- Team reporting session on Sunday morning