APPLE Model & Campus Implementation
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.
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.

![College AIM Website](image-url)
INEFFECTIVE alcohol programs include:

- Information/knowledge/education *alone*
- Values clarification *alone*
- Skills training on alcohol expectancy by proxy/didactic/discussion *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**
Loyola University Maryland

- 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
- Bystander intervention training
- Buddy teams
- Promote existing late-night programming
### Student-Athlete Beliefs About Intervention

<table>
<thead>
<tr>
<th>% Who Agree/Strongly Agree</th>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>All community members play a role in keeping people safe.</td>
<td>85%</td>
<td>78%</td>
</tr>
<tr>
<td>I like thinking of myself as a helper</td>
<td>89%</td>
<td>77%</td>
</tr>
<tr>
<td>Teammates will look up to me if I intervene</td>
<td>57%</td>
<td>59%</td>
</tr>
</tbody>
</table>

NCAA 2016 Social Environments Survey
## Student-Athlete Willingness to Intervene

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

*Inappropriate* replaced with “unwanted” in 2016.
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
Gustavus Adolphus College

- Life of a Gustie Athlete program
- Targets 1st year student-athletes
- Interactive presentations with follow up discussion
  - Social choices
  - Balancing academics and athletics
  - Social media
- Presenting @ 3:35pm and 4:15pm
Find a voice, change a culture!
Student-athletes take a larger role year-round programming
Peer mentor program
Long-term view to culture change

Presenting @ 3:35pm and 4:15pm
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 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
University of Delaware

- Helping Each Newcomer Succeed (HENS) Mentorship Program
  - First-year orientation program
  - Pair new students with upperclass student-athletes
  - Foster communication and support

- Presenting @ 3:35pm and 4:15pm
Best Practice: Correct Misperceptions

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

- Subscribed to by NCAA
- Staffed by Drug Free Sport
- Provides authoritative info
- Supplements, medications and banned drugs
- 1-877-202-0769

https://dfsaxis.com
Password:
ncaa1
ncaa2
ncaa3

Log into Drug Free Sport Axis!
Online, evidence-based program to prevent alcohol & other drug-related harm for student-athletes.

https://athletewellness.uncg.edu/

SAVE Act compliant
HAZE: The Movie

GORDIE'S CALL

September 21, 2017

www.Gordie.org
St. John’s University

- Showed **HAZE** to all athletics teams
- Followed by a discussion with support from athletics administration.
- Evaluated program!
- Breakout session @ 1:30pm
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
Wilson College

- APPLE team reviews existing policies annually and endorses new policies to AD for review.
- Policies written by student-athletes or with heavy student involvement.
- SAAC then reviews, provides feedback and approval.
- SAAC distributes policies to teams.
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
  • Lab
Drug Use Deterrence

- **Shared** responsibility
- **Strong** written policy
- **Comprehensive** education
- Drug testing
University of Missouri-Kansas City

- Uses peer education to educate student-athletes on drug testing policies/procedures
- More engaging than administrator-only presentations

- Presenting @ 3:35pm and 4:15pm
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 AlcoholScreening 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**
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

Helping Support Student-Athlete Mental Health:
A primer for campus stakeholders outside of athletics
University of Michigan’s “Tiny Shifts” videos

http://www.ncaa.org/health-and-safety/medical-conditions/mental-health
Referral & Counseling Best Practices

Involve coaches

- PowerPoint presentation
- “It Matters” video

www.virginia.edu/gordiecenter/apple
https://athletewellness.uncg.edu/
Student-Athlete Mentor Program

• Trained by counseling and health promotion staff
• All first-year student-athletes assigned a peer mentor
• Meet 2-3x each semester.
• Returning SAs help train new members
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)*
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 October 2017 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 April 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 morning by NCAA division
• Evaluations for this morning on the table