The APPLE Model & Campus Implementation

How Important Is Your Athletics Department?

Projects values to student-athletes
Extremely influential in a student-athlete’s life

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!

Athletics Department Can Provide
- Structure
- Stability
- Positive support

Student Athletes Can Provide
- Enthusiasm
- Input
- Positive Leadership

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:

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 & Attitudes

Guiding Principles

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

Best Practices

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

(% who agree/strongly agree)

- All community members play a role in keeping people safe
  - women: 85, men: 78
- I like thinking of myself as a helper
  - women: 89, men: 77
- Teammates will look up to me if I intervene
  - women: 57, men: 59

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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2016</td>
</tr>
<tr>
<td>women</td>
<td>47</td>
<td>67</td>
</tr>
<tr>
<td>men</td>
<td>59</td>
<td>70</td>
</tr>
</tbody>
</table>

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

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

Break out @ 2:00 pm
Campbell University

- Campus-wide bystander intervention program
- Peer-to-peer approach
- Sexual assault prevention/response focus

Break out @ 4:10 pm

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 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 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
Student-Athlete Mentors (SAM)  
University of Virginia

- 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 Illinois at Urbana-Champaign

- Illini FAM – Freshman Athlete Mentor Program
- Focus on transition issues unique to student-athletes
- Created as an APPLE Action Plan

Break out @ 4:10 pm

Best Practice: Correct Misperceptions

- Marketing campaigns specific to student-athletes
- Formal team-based presentations
- Large-scale programs with clickers

Break out @ 2:00 pm
University of Texas at Austin

• What’s SUPP? Horns UP!
  • Substance Use Prevention Program
  • Collaboration among student-athletes, Behavioral Health & Department of Public Health
  • Social norms and peer education focus

Break out @ 4:10 pm

NCAA Education Resources

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

www.ncaa.org/health-safety
www.ncaa.org/studentathleteaffairs
www.ncaa.org/mentalhealth
www.ncaa.org/violenceprevention

Break out @ 3:05 pm
Log into
Drug Free Sport Axis!

Password:
Ncaa1
Ncaa2
ncaa3

www.ncaa.org/health-safety
www.ncaa.org/studentathleteaffairs
www.ncaa.org/mentalhealth
www.ncaa.org/violenceprevention

1-877-202-0769
myPlaybook
Welcome to myPlaybook!

myPlaybook by Tenman Experience is a web-based academic curriculum designed to change student athlete behavior through interactive and engaging courses that address topics such as substance use, mental health, stress management, and more.

Online, evidence-based program to prevent AOD-related harm for student-athletes (SAVE Act compliant)

FREE for first-year students!

https://athletewellness.uncg.edu

Break out @ 4:10 pm

---

Gordie's Call

www.gordie.org

Documentary short film

Screening @ 7:15 tonight

---

St. John's University

- Showed HAZE to all athletics teams
- Followed by discussion with support from athletics administration
- Evaluated their program!
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
- Applies to coaches, staff, student athletes, managers, athletic trainers, cheerleaders
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
- 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 @ 3:05 pm

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

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

Break out @ 2:00 pm

Berry College

- 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
Sanctioning

Sanctioning Guiding Principles

- Sanctions actions are:
  - Appropriate
  - Clearly specified
  - Well-disseminates
  - 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 counselor in review of sanction policies

*Don't abandon the athlete.*
Sanctioning Best Practices

- Implement BASICs as the recommended sanction for any ATOD policy violation.
- 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 identifies marijuana as a banned substance in the “illicit drug” class.
- There is no “medical exception” waiver available
- NCAA penalty for a positive test:
  - Half the season for ALL sports played (1st positive test)
  - Full calendar year of eligibility in ALL sports (2nd positive test)

Referral & 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
University of Michigan: “Tiny Shifts” Videos

Referral & Counseling Best Practices

- Involve Coaches:
  - “Coaches Assist” PowerPoint presentation
  - “It Matters” video
  - Institute to Promote Athlete Health and Wellness
  - APPLE website

https://athletewellness.uncg.edu/

University of California, Los Angeles

- Student-Athlete Mentors & Bruin Athletic Council hosted a Student-Athlete Wellness Fair in the week before finals.
- 10-minute health and wellness sessions included:
  - Social Norms and Substance Use in Student-Athletes.
  - Sports and Personal Identity.
  - How is Your Inner Voice Helping or Hurting You.
- Over 100 student-athletes attended!
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 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 Action Plan Worksheet

Worksheet follows the Admin. Facilitation Guide in your booklet

Action Planning

What You’re Excited About

What You Need
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 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 2019, 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 2018, 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 “Pop-Up Conversations” on Sunday morning for Q&A
- Evaluations for this morning are online!