

University of Richmond, 1995-1997

POPULATION:

Two studies were conducted: Study A of 453 students and Study B of 200 students.

EVALUATION DESIGN:

In Study A, the students received the *On Campus Talking About Alcohol* (OCTAA) curriculum as part of the Dimensions of Wellness course in 1997. In Study B, 100 students receive OCTAA as part of the Dimensions of Wellness course and were compared to 100 randomly selected students that had not received OCTAA. In Study A, students completed a post-test at the end of the OCTAA program. The CORE Alcohol Survey was administered to the students in Study B.

EVALUATOR:

Carol Johnson, Director, Health and Sport Science Department, URWell Program, University of Richmond.

REFERENCE

OCTAA (On Campus Talking About Alcohol) Program, 1997 Evaluation Report. Carol Johnson, Director, Health and Sport Science Department, URWell Program, University of Richmond.

FINDINGS:

Study A

- ◆ 51% of the students indicated they were going to re-evaluate their drinking attitudes to reflect using the low-risk guidelines, as outlined in the OCTAA program. Another 36% were uncertain about re-evaluating, and 13% indicated no intention to re-evaluate.
- ◆ 2% of the students indicated they were going to make positive changes in their drinking behavior as a result of the course. 47% indicated uncertainty as to whether they would make positive changes in their drinking, and 12% indicated they were not intending to make positive changes.

Study B

- ◆ 10% fewer of the underage students and 8% fewer of students of all ages receiving OCTAA reported drinking in the past 30-days compared to the control students who did not receive OCTAA (76% versus 86%, respectively, for underage; and 76% versus 84%, respectively, for all students).
- ◆ 27% more of the students receiving OCTAA reported feeling there is “great risk” associated with taking four or five drinks nearly every day, compared to the control students (65% versus 38%, respectively).
- ◆ 8% fewer of the students receiving OCTAA reported having “binged” in the past two weeks, compared to the control students (55% versus 63%, respectively).

- ◆ Numerous positive attitude changes occurred such as 43% fewer OCTAA students reporting that alcohol makes women sexier, compared to control students (29% versus 72%, respectively).

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