

WV College Student Health

American College Health Association
National College Health Assessment

Outline

- What is the WVCIA?
- What is the ACHA-NCHA?
- Behavioral health data on WV college students
- How we use the data

The WVCIA

The WVCIA is the organization that proactively addresses alcohol, other drug, and associated violence issues at the college level.

www.wvcia.org



Alcohol Impacts Student Success

A Report from The WV Collegiate Initiative to Address High Risk Alcohol Use

The Problem

In West Virginia, the direct cost of underage drinking in 2010 was estimated to be \$163 million, or \$1.29 per drink consumed (the average drink retails for \$1.08).¹ Nationally, one in seven college students both under and over the legal drinking age reported having 10 or more drinks in a row at least once in the prior two weeks of being surveyed, one 2009 study reported. The same study found that 40% of full-time students reported binge drinking (consuming five or more drinks in one sitting) in the prior two weeks of being surveyed.²

This picture is slightly better in West Virginia, largely due to collaboration between West Virginia's campuses and various state agencies. According to 2012 data from college students in West Virginia, approximately 34% engaged in binge drinking and 24% reported driving after having any amount of alcohol in the 30

Nationally, 40% of full-time students reported binge drinking, compared to 34% of WV college students. This is largely due to collaboration between WV campuses and various state agencies.

days prior to the survey. Over 54% of West Virginia college students reported drinking three or more hours when asked how much time they spent drinking alcohol the last time they partied or socialized.³ Table 1 below shows the reported negative consequences experienced by WV college students after drinking alcohol in the past year.

Table 1: Negative Consequences Reported by WV Students after Drinking Alcohol³

Consequence	% of Students Reporting
Did something you later regretted	32.2%
Forgot where you were or what you did	30.3%
Had unprotected sex	26.2%
Physically injured yourself	15.7%
Physically injured others	3.2%
Reported one or more negative consequences	52.3%

The ACHA-NCHA

- Largest known comprehensive data set on health of college students
- Several domains:
 - Physical Health, Nutrition, Exercise, Sleep
 - Substance Use
 - Mental Health
 - Sexual Behavior
 - Violence and Safety

WV Participation: 9 schools in 2010; 12 in 2012

Limitations

- Survey via web or paper administration
 - 8 institutions chose web, with response rate of 15%
 - 4 chose paper, with response rate of 78%
- Self-report data
- Timing of survey
- Generalizability
- Statistical significance is not assessed

ACHA-NCHA WV Results from 2012

Demographics

	2010	2012	WV College Students
<i>Gender</i>			
Male	29.8%	34.4%	44.4%
Female	69.0%	61.7%	55.6%
Other/No response	1.3%	3.9%	-
<i>Age</i>			
18-19	26.3%	25.8%	28.2%
20-21	27.5%	33.1%	21.5%
22+	46.2%	41.1%	50.3%
<i>Race</i>			
White	87.1%	81.5%	82.4%
Black	3.6%	6.4%	6.6%
American Indian/Alaska Native	0.1%	0.3%	0.4%
Asian/Pacific Islander	1.6%	1.9%	1.3%
2 or more races	3.8%	5.1%	1.2%
Other/unknown	3.8%	6.4%	6.3%
<i>Sample size</i>	2,811	4,388	

Overall Health

- In 2012, 91.1% described general health as good, very good, or excellent
- 4 out of 5 college students have health insurance, with their parent's plan as the primary source (62.4%)

Academics and Health

- Within the past 12 months, students reported the following factors affecting their academic performance:
 - Stress: 27.0%
 - Sleep difficulties: 20.1%
 - Anxiety: 19.2%
 - Cold / Flu / Sore Throat: 14.5%

Nutrition and Exercise

- 31.3% of students reported eating 3 or more servings of fruit/vegetables per day
 - Of those, 3 out of 5 described themselves as in excellent or very good health
- 3 out of 4 students engaged in moderate-intensity cardio or aerobic exercise for at least 30 minutes in the past 7 days
- 3 out of 5 engaged in vigorous-intensity cardio or aerobic exercise for at least 20 minutes in the past 7 days

Injury Prevention

Injury prevention activities in the past 12 months:

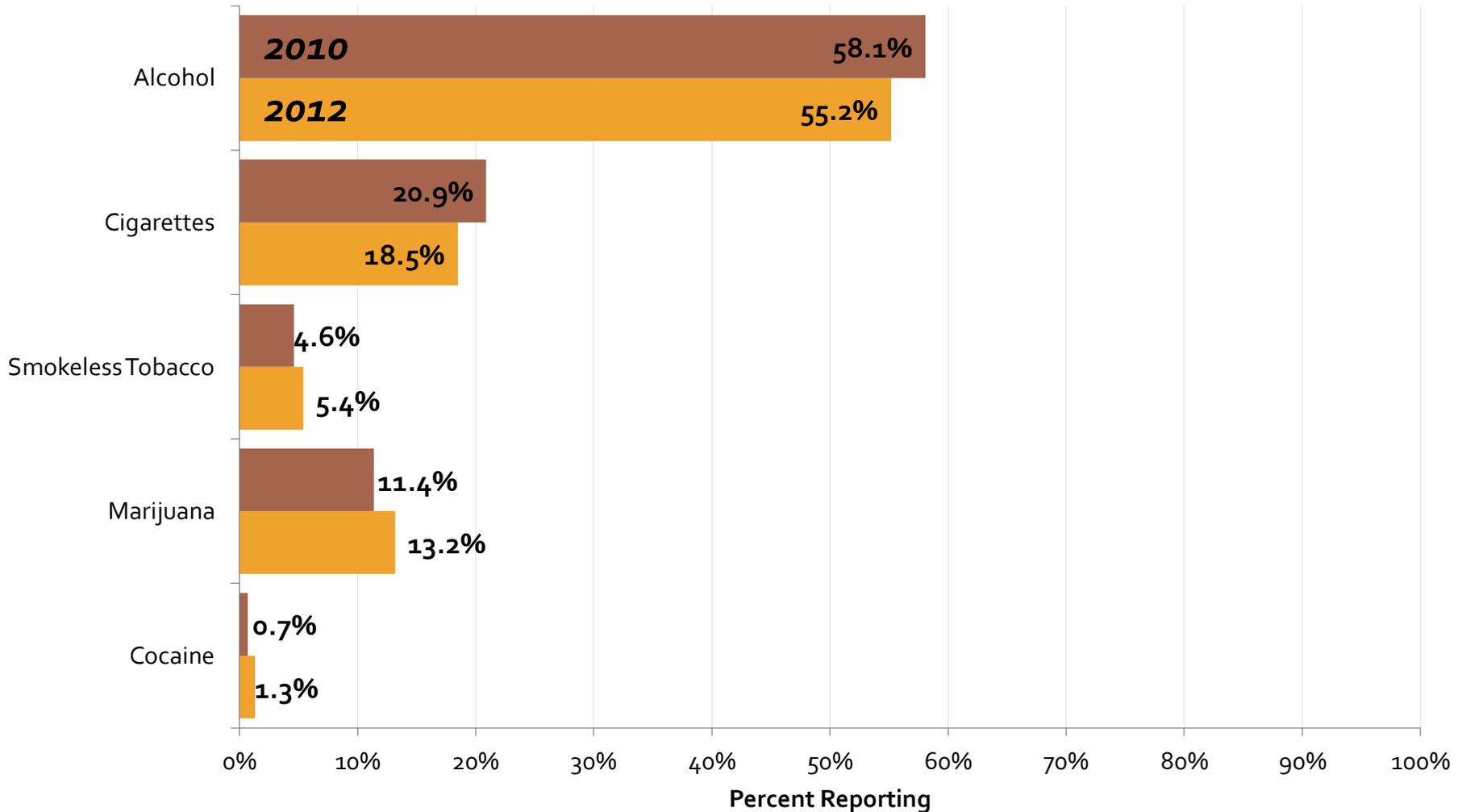
	Never	Rarely or Sometimes	Mostly or Always
Wore a seatbelt when rode in a car	1.2%	10.0%	88.8%
Wore a helmet when rode a bicycle	39.7%	22.8%	37.5%
Wore a helmet when rode a motorcycle	5.8%	7.7%	86.5%
Wore a helmet when inline skating	53.7%	14.6%	31.7%

**NOTE: Students responding "N/A, did not do this activity within the last 12 months" were excluded.*

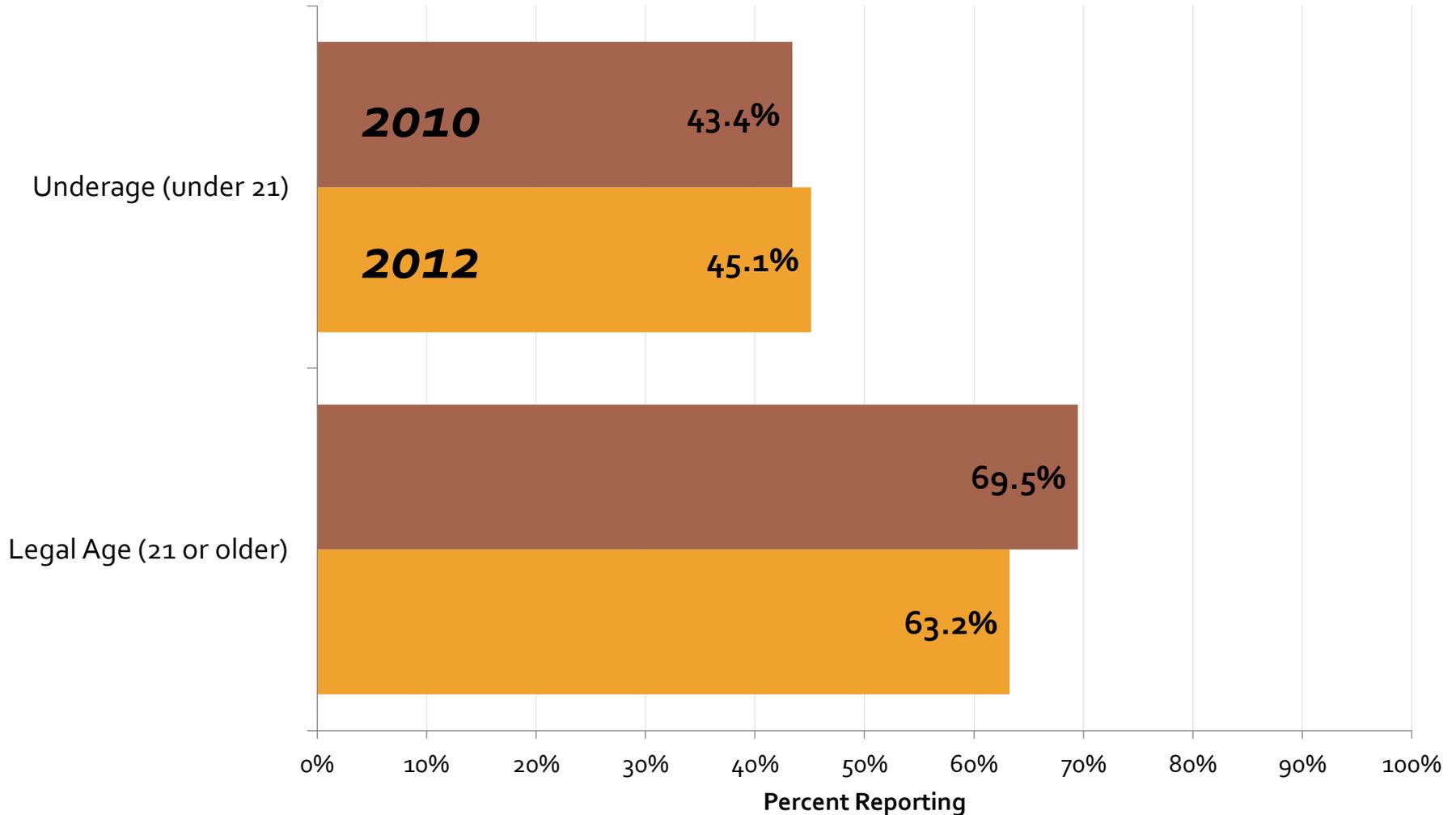
Violence and Personal Safety

Experienced in past 12 months:	Male	Female	Total
Verbal threat	29.9%	20.9%	24.5%
Emotionally abusive intimate relationship	10.4%	16.1%	14.1%
Physical fight	13.5%	5.9%	9.2%
Stalking	5.7%	8.9%	8.0%
Sexual touching without their consent	2.8%	6.3%	5.2%
Sexual penetration attempt without their consent	0.5%	2.7%	2.1%
Sexual penetration without their consent	0.7%	1.8%	1.5%
Sexually abusive intimate relationship	1.2%	2.3%	2.1%

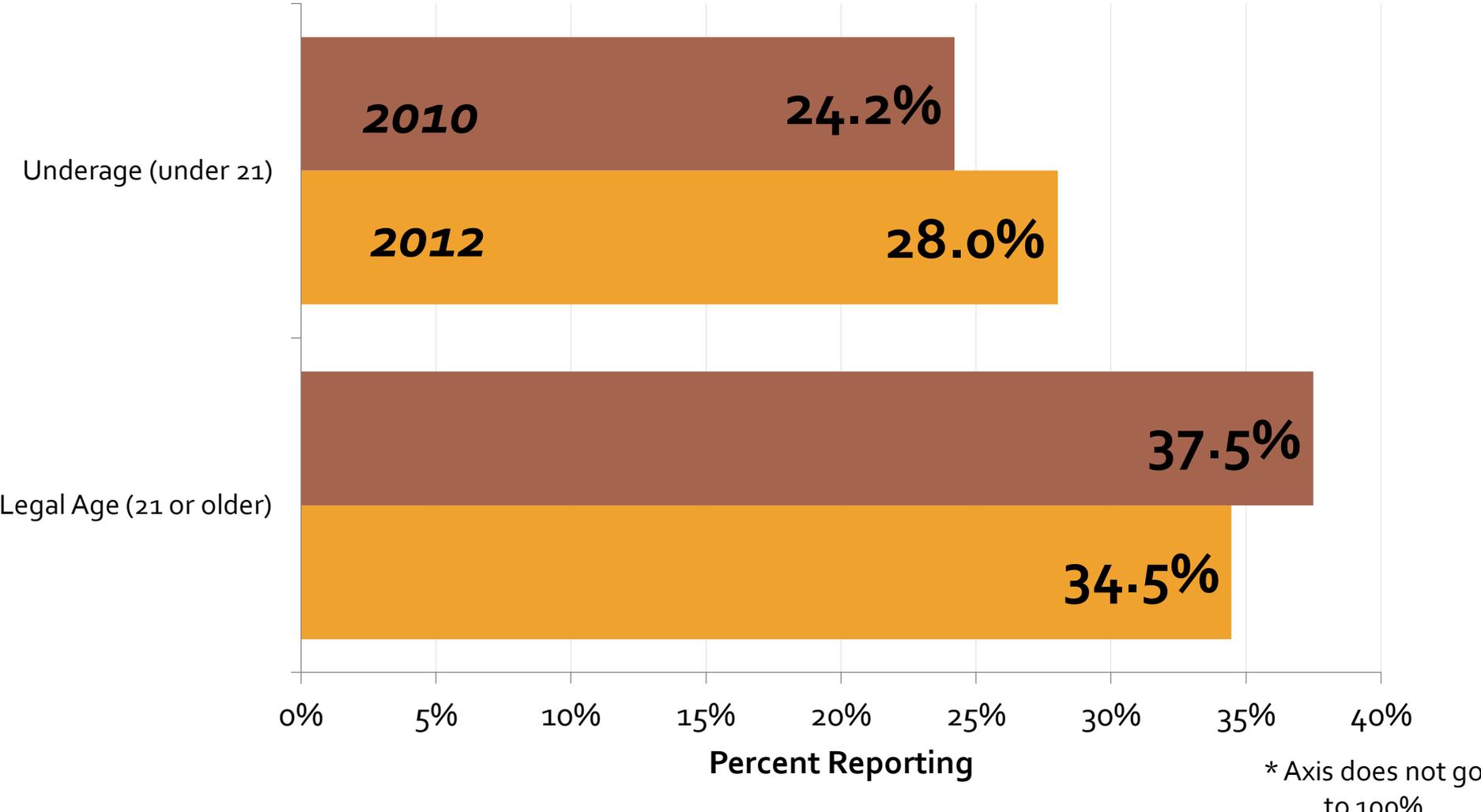
Past 30 Day Use, Select Substances



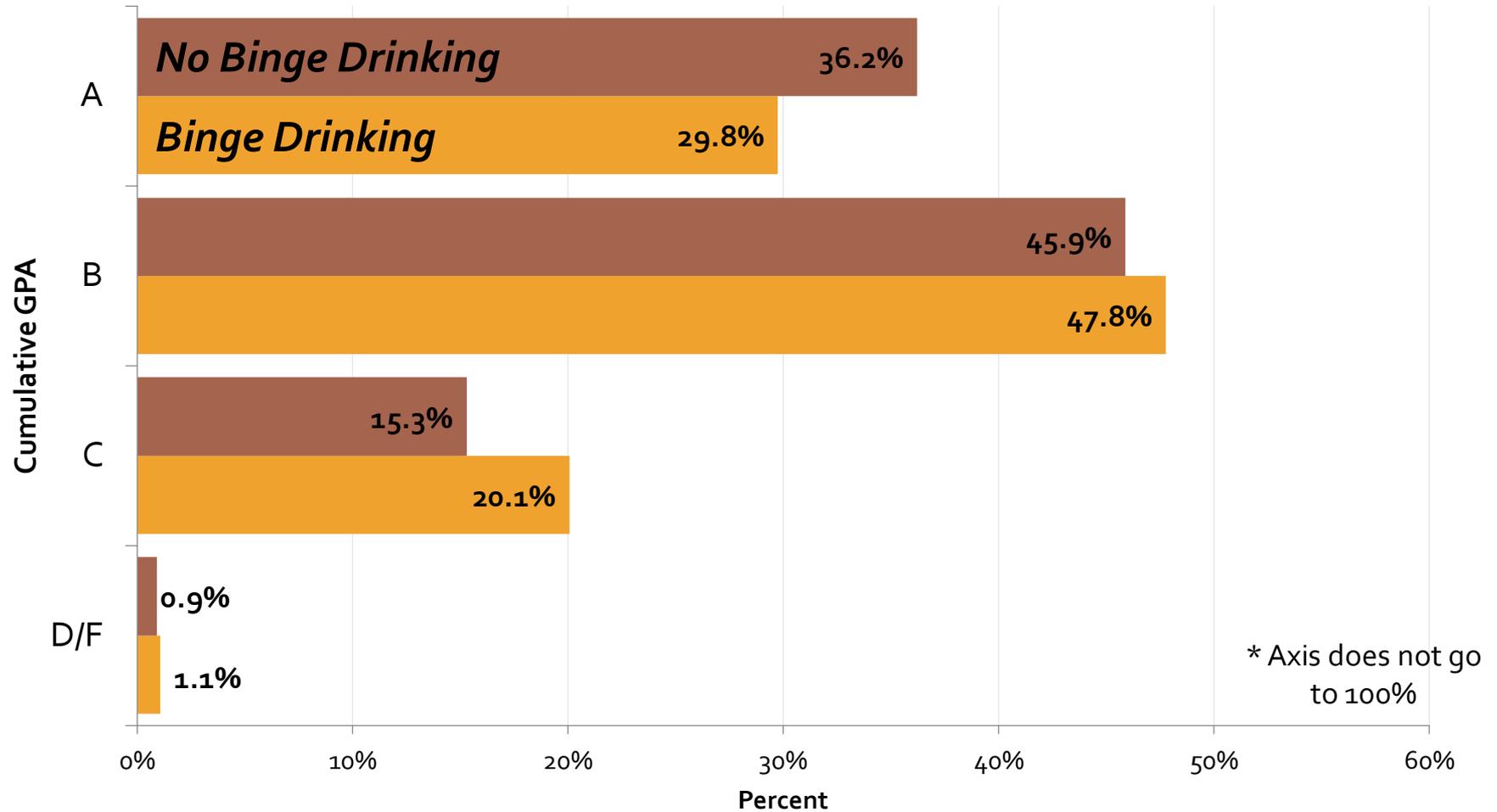
Any Past 30 Day Alcohol Use, by Age



Past 2 Week Binge Drinking, by Age



Cumulative GPA and Binge Drinking



Negative Consequences 2012

During the past 12 months, did you experience any of the following when drinking alcohol?	<u>Underage (18-20)</u>		<u>Legal Age (21+)</u>	
	Any Alcohol	Binge	Any Alcohol	Binge
Did something regret	30.7%	45.3%	30.9%	49.6%
Forgot where/what did	32.4%	52.3%	27.8%	48.7%
Trouble with police	4.9%	8.8%	3.2%	5.6%
Sex not giving consent	2.5%	3.7%	1.7%	3.2%
Sex not getting consent	0.4%	1.2%	0.7%	1.3%
Unprotected sex	23.4%	38.1%	26.2%	41.1%
Physically injured self	16.0%	26.5%	14.5%	26.5%
Physically injured other	3.5%	6.8%	2.8%	4.6%
Considered suicide	1.5%	1.6%	2.1%	2.9%

* Caution must be made in comparing, as the consequence was measured in the past 12 months while alcohol use was measured for the respondent's lifetime and binge drinking was measured in the past two weeks.

Academic Consequences 2012

Within the last 12 months, has alcohol use affected your academic performance?	<u>Underage (18-20)</u>		<u>Legal Age (21+)</u>	
	Any Alcohol	Binge	Any Alcohol	Binge
Didn't happen to me, N/A	46.4%	27.0%	52.6%	31.2%
Experienced, academics not affected	45.9%	57.2%	41.3%	57.5%
Lower exam grade	4.6%	10.1%	3.9%	8.2%
Lower course grade	1.2%	2.3%	0.6%	1.0%
Incomplete or dropped course	0.5%	1.0%	0.5%	1.0%
Significant disruption to thesis	0.4%	0.8%	0.3%	0.4%

* Caution must be made in comparing, as the consequence was measured in the past 12 months while alcohol use was measured for the respondent's lifetime and binge drinking was measured in the past two weeks.

Behavioral Health Indicators 2012

	Past 2 weeks	Past 30 days	Past 12 months
Ever felt things were hopeless	15.2%	8.7%	22.2%
Ever felt very lonely	19.6%	12.0%	20.0%
Ever felt very sad	23.0%	12.0%	23.0%
Ever felt so depressed it was difficult to function	9.6%	6.2%	15.8%
Ever felt overwhelming anxiety	19.5%	11.3%	18.8%
Ever felt overwhelming anger	14.0%	9.5%	18.4%
Ever intentionally injured self	1.5%	1.0%	2.8%
Ever seriously considered suicide	1.6%	1.0%	4.9%
Ever attempted suicide	0.4%	0.3%	0.9%

Academics and Behavioral Health

- Within the past 12 months, students reported the following factors affecting their academic performance:
 - Depression: 12.2%
 - Concern for a troubled friend or family member: 10.7%
 - Death of a friend or family member: 6.7%
 - Attention Deficit/Hyperactivity Disorder: 5.7%

Practical Examples

How we use the data

- For planning purposes
 - Professional development for our members
 - Campus activities and prevention programs
 - Data for grant applications with partner groups
- To complete the federally required biennial review as part of the Drug-Free Schools and Communities Act (EDGAR Part 86)
- To select Healthy Campus 2020 priorities (www.acha.org/healthycampus)

How we use the data

- Social Norms Marketing: a marketing technique based on social norms theory, which holds that people's behavior is often based on what they think is "normal", but often this perception is wrong. This technique combines social norms theory with social marketing by correcting misperceptions about behavior.

"86% of MU students don't smoke.... Join the Herd"

We correct misperceptions about alcohol through many programs.

1. BASICS: Brief Alcohol Screening and Intervention for College Students
2. AlcoholEdu: online education program
3. Classroom programs using clickers and immediate feedback



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