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the **COLOR** of **DRINKING**

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Pronouns: She/Her/Hers
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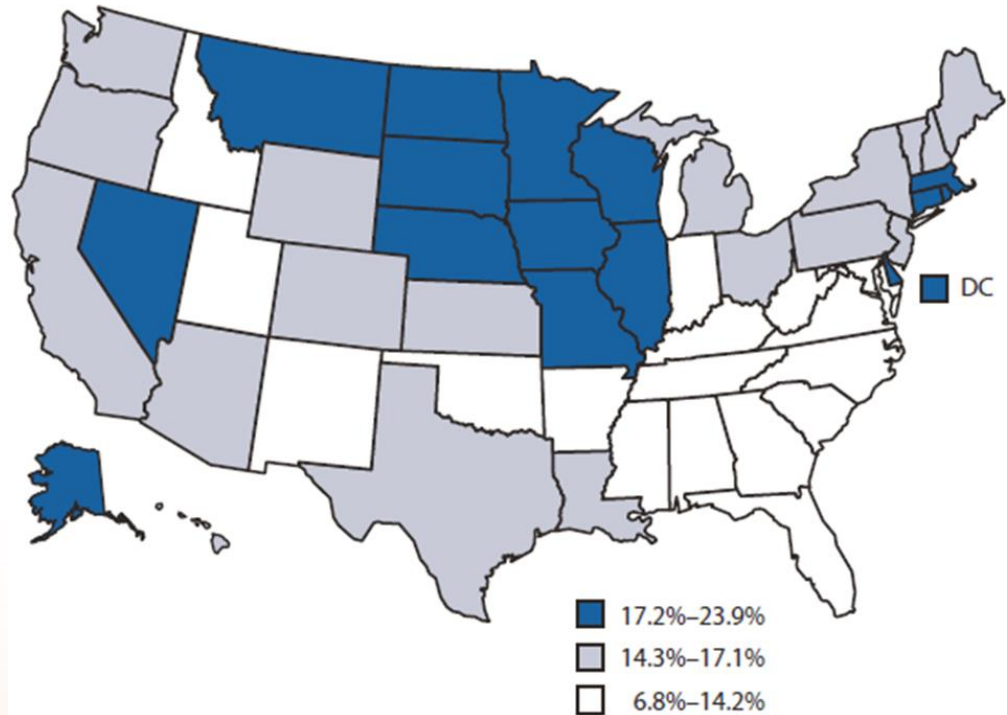
Context: UW-Madison

- **Demographics (2019):**
- 45,317 Students
 - 65.7% White
 - 14.4% International
 - 5.1% Hispanic
 - 8.2% Asian
 - 2.8% African American
- 31,185 undergrads
 - 51% female
 - 49% male
 - 50.3% in-state; 49.7 % out-of-state
 - 100% from top 50% of high school graduating class
 - Average family income \$154,600
 - 24% of students live on campus
 - 95% of first year students live on campus



Context of Alcohol Culture

Binge drinking rates for 18–44 year olds

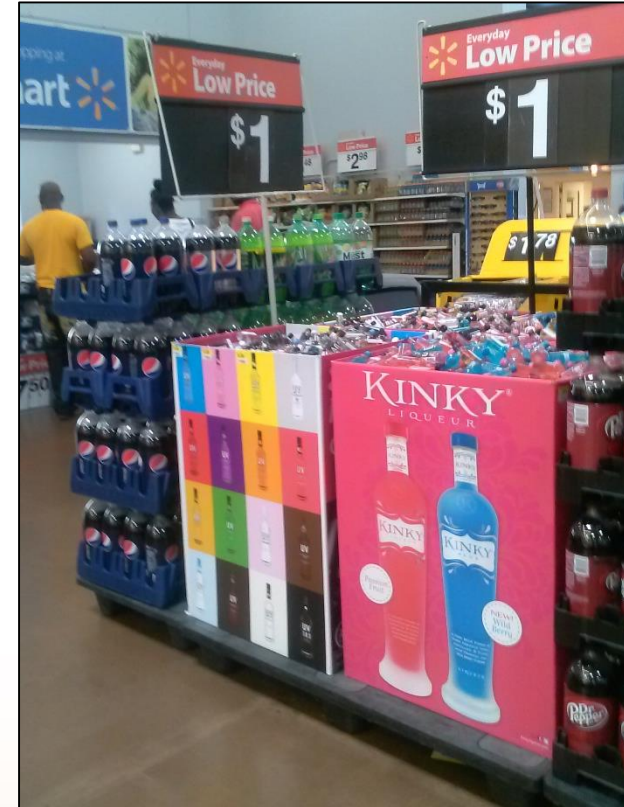


Source: MMWR, US DHHS, October 5, 2010



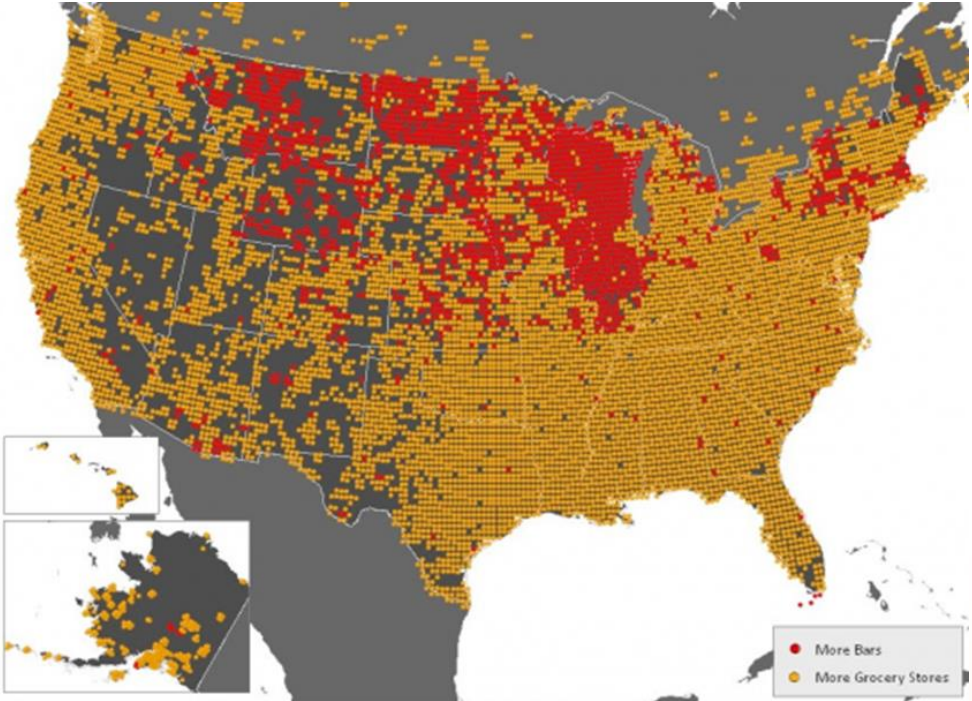
Context of Alcohol Culture

- Top 3 for lowest alcohol tax in the nation
- Several state laws protect business rather than health and wellbeing



State Alcohol Density

Bars vs. Grocery Stores

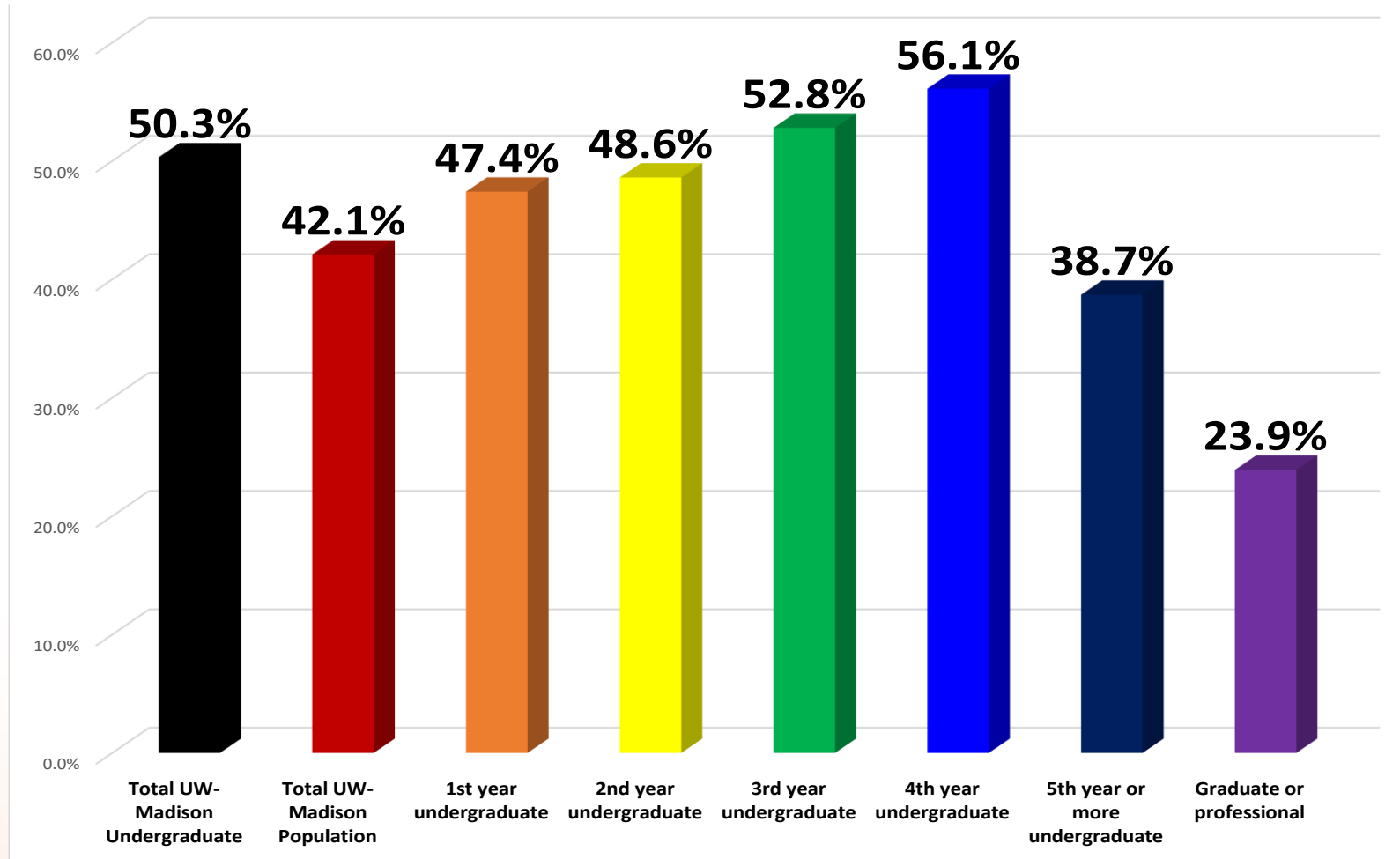


Context of Alcohol Culture

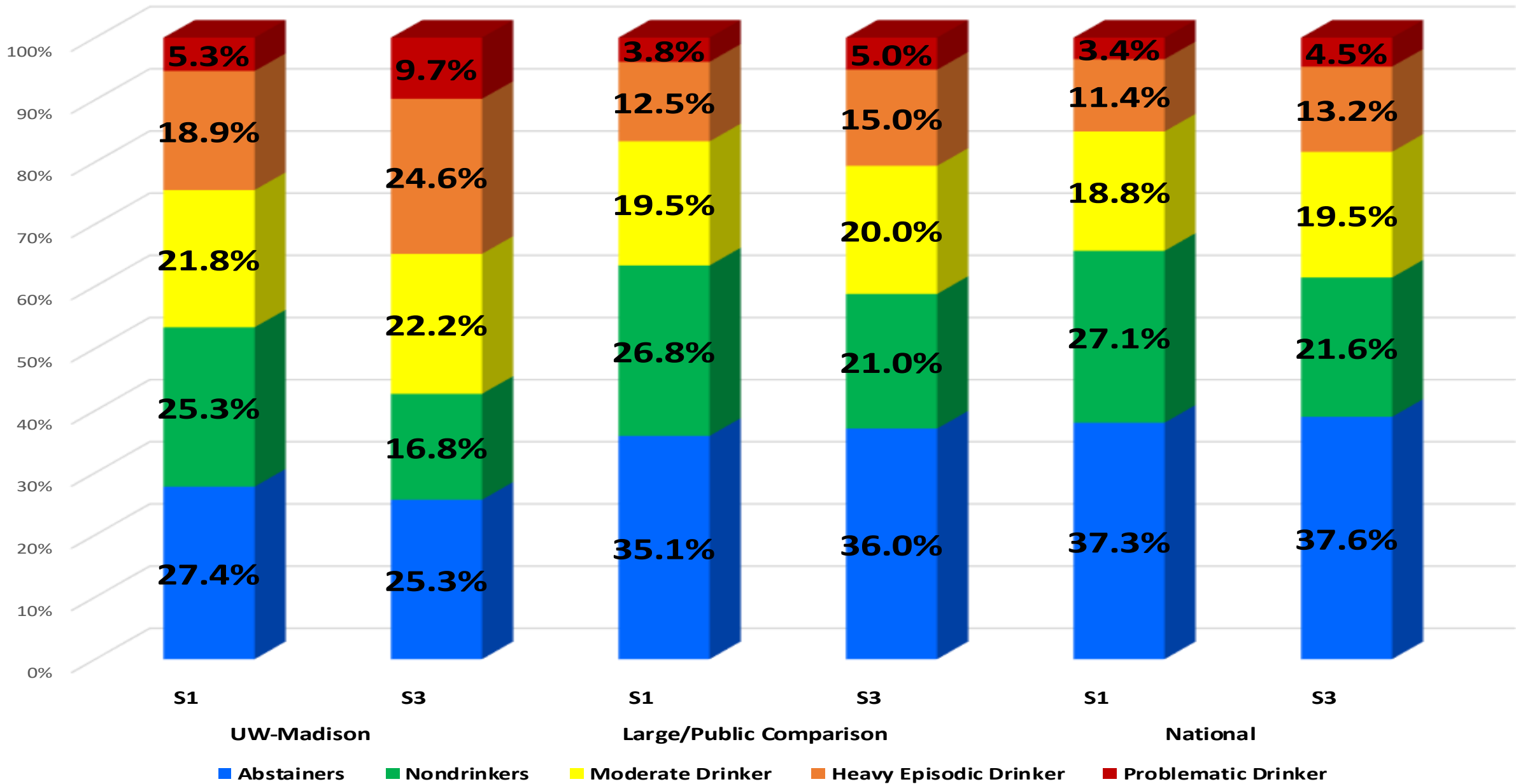
- 50% of students exhibit high-risk drinking behaviors (national average is 36%)
- Alcohol Density: 376 establishments serve/sell alcohol within 3 miles of campus
- Average PBT of students transported to detox 0.222



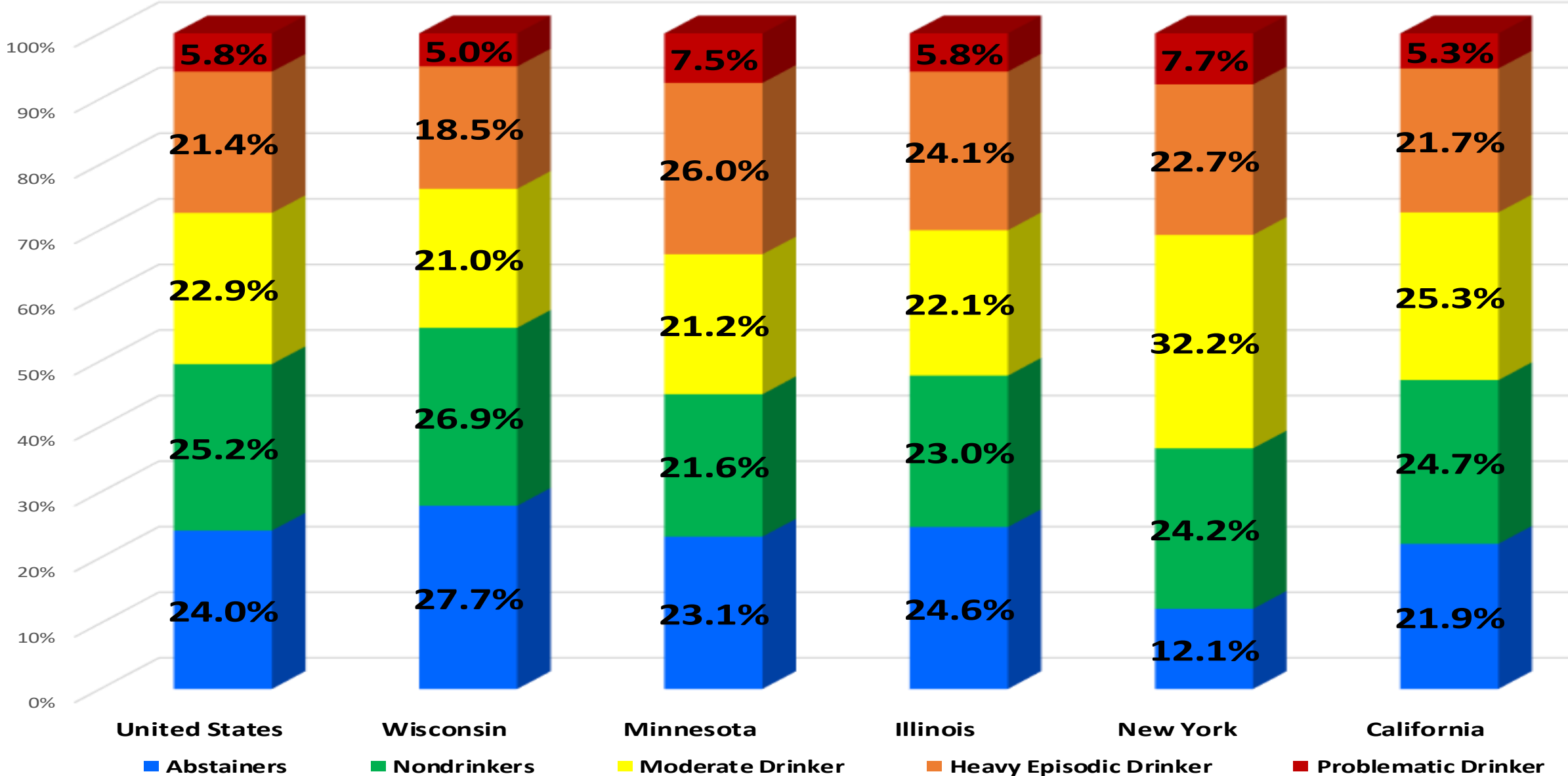
ACHA High-Risk Drinking Rate



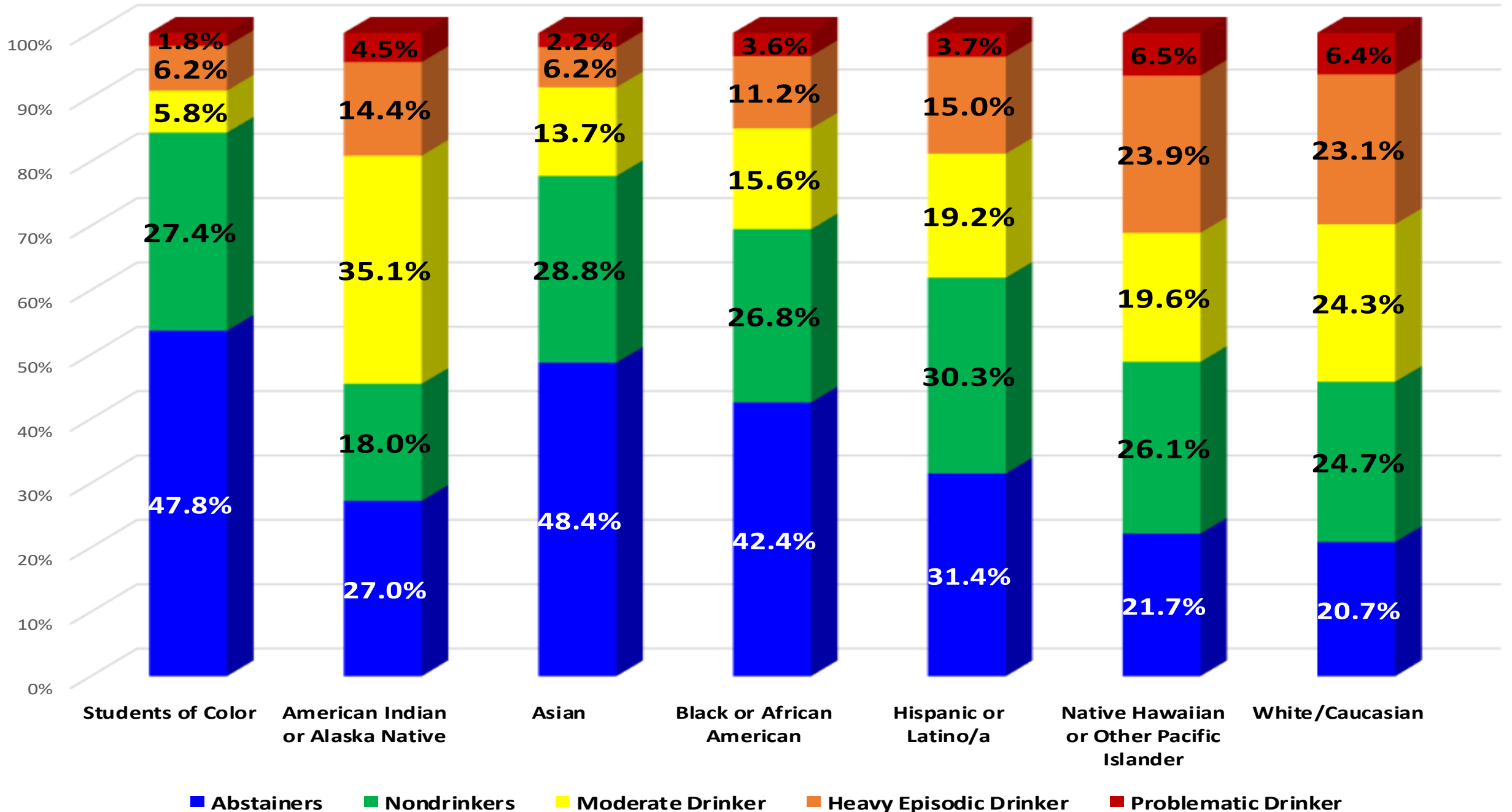
2019 AlcoholEdu Drinker Types Pre/Post Arrival to Campus



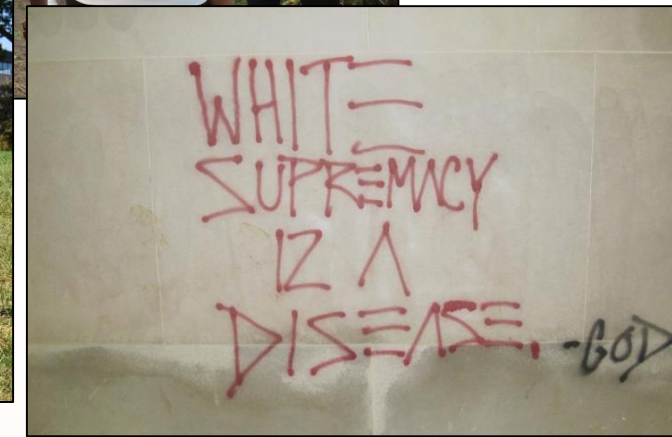
2019 AlcoholEdu Drinker Types by State Pre-Arrival to Campus



2019 AlcoholEdu Drinker Types By Race Pre-Arrival to Campus

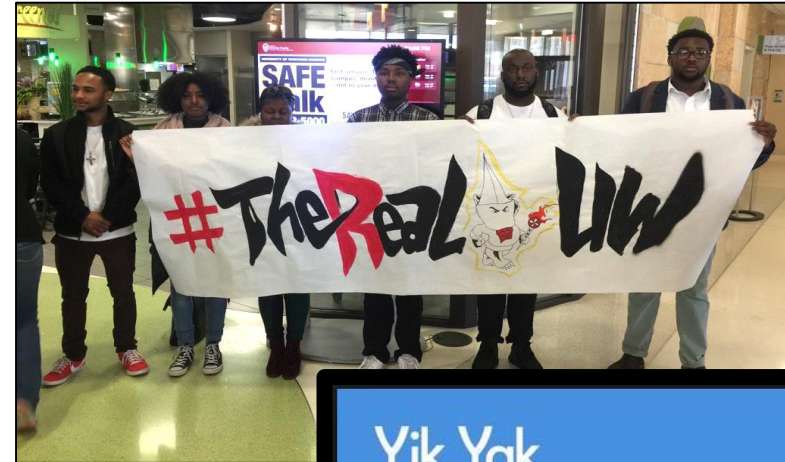


Campus Climate



#TheRealUW

#TheRealUW is being cat called on Langdon street w/ vulgar comments spewed about your race. Traumatizing.



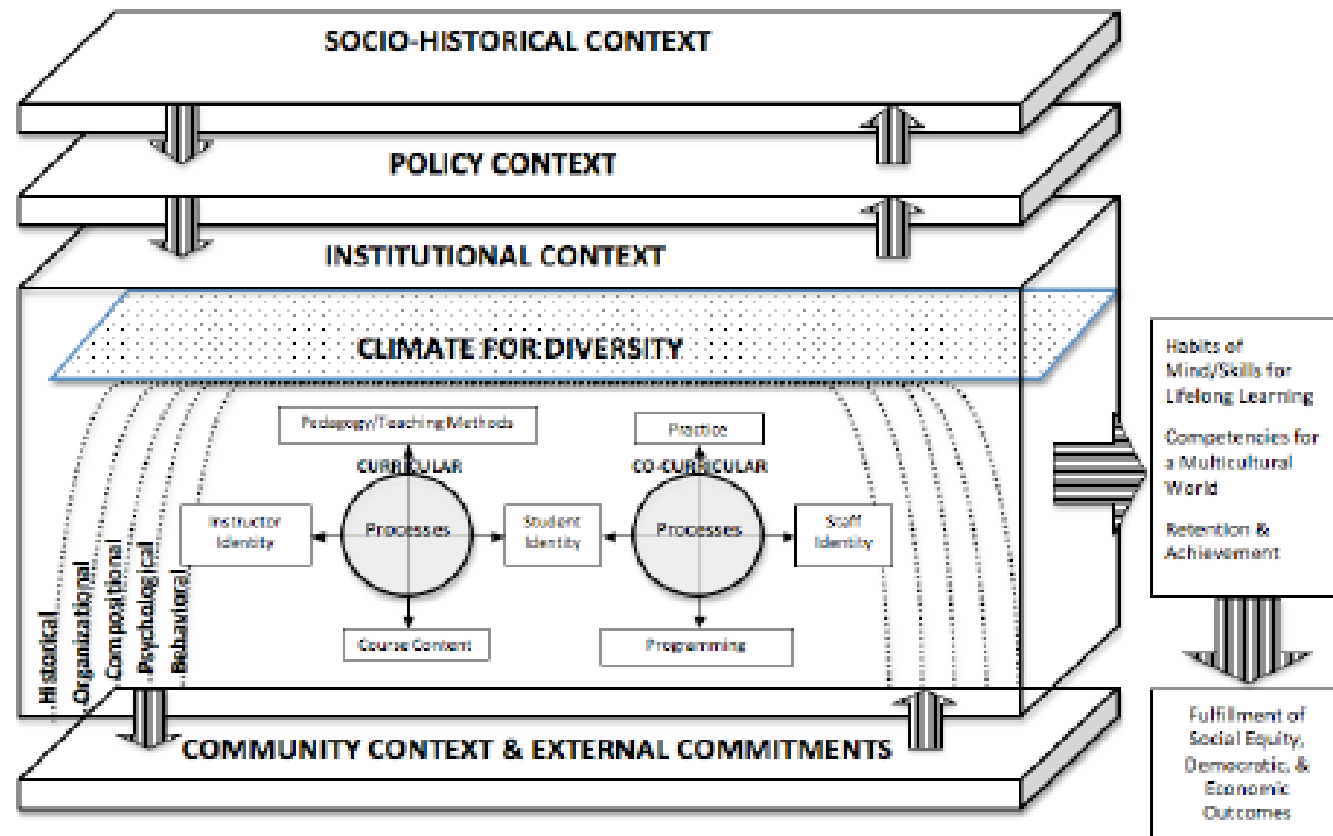
Yik Yak

88
UPVOTES

there's a black girl on my floor constantly bitching about oppression.. bitch I scored 12 pts higher than you on my ACT, yet you have a full ride & I got zero scholarships
#checkYOURprivilege



Multi-Contextual Model for Diverse Learning Environments



Source: Hurtado, S., Alvarez, C.L., Guillermo-Wann, C., Cuellar, M., & Arellano, L. (2011). A model for diverse learning environments: The scholarship on creating and assessing conditions for student success. [In press]



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Mattering and Belonging

- **Physical Presence** is a foundational outcome for everyone and everything==> students have to be recruited & enrolled in university, in major, in course, in X (*notably, structural/compositional diversity*).
- Once physically present, Social Psychological Presence (**Mattering**) and Relational Presence (**Belonging**) are crucial factors which undergird and influence most other desired student outcome indicators.



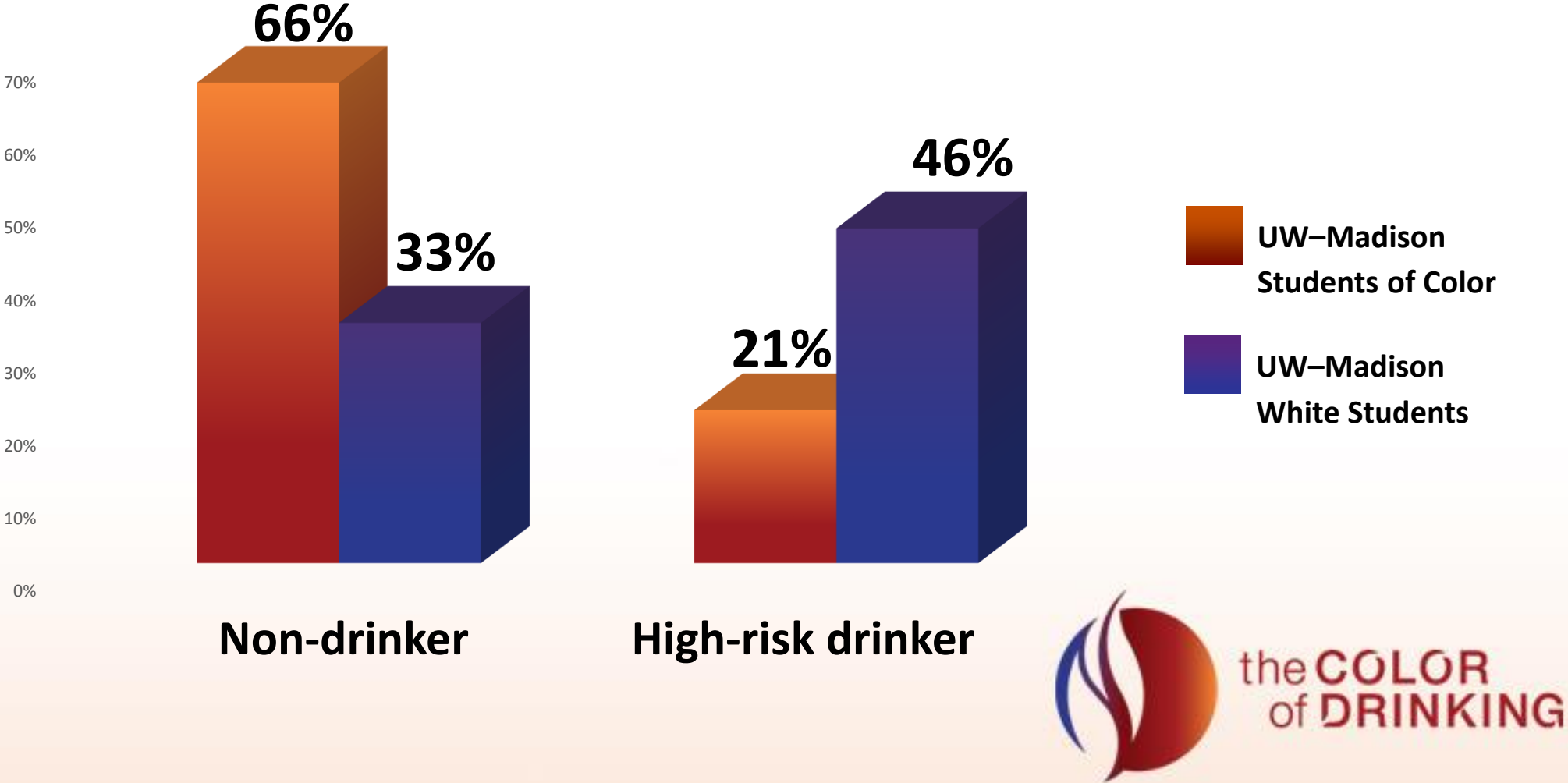
- What are your initial thoughts?
- What are your experiences with Wisconsin's alcohol culture?
- In what ways do alcohol and racial climate overlap?
- In your work for UW-Extension what ways do you foster mattering and belonging among populations that you work with?



Road to the survey



2013 AlcoholEdu Incoming First-Year Students' Drinking Rates Once on Campus



Student feedback and input

- Associated Students of Madison
- Focus Groups
- MEChA
- Survey



Completion Rates

- Sample size 4,736 undergraduate students of color
2,000 white undergraduate students
- Response 1,195 (25.2%) of undergraduate students of color
333 (16.7%) of a sample of white undergraduate



Describe the alcohol culture at UW–Madison

Themes that emerged

Students of Color

- The alcohol culture is prevalent.
- The alcohol culture is how UW–Madison students socialize.
- The pressure to participate in the drinking culture is high.

White Students

- The alcohol culture is how UW–Madison students socialize.
- The UW–Madison alcohol culture encourages drinking heavily.
- Participation in the alcohol culture is dependent on who you socialize with.

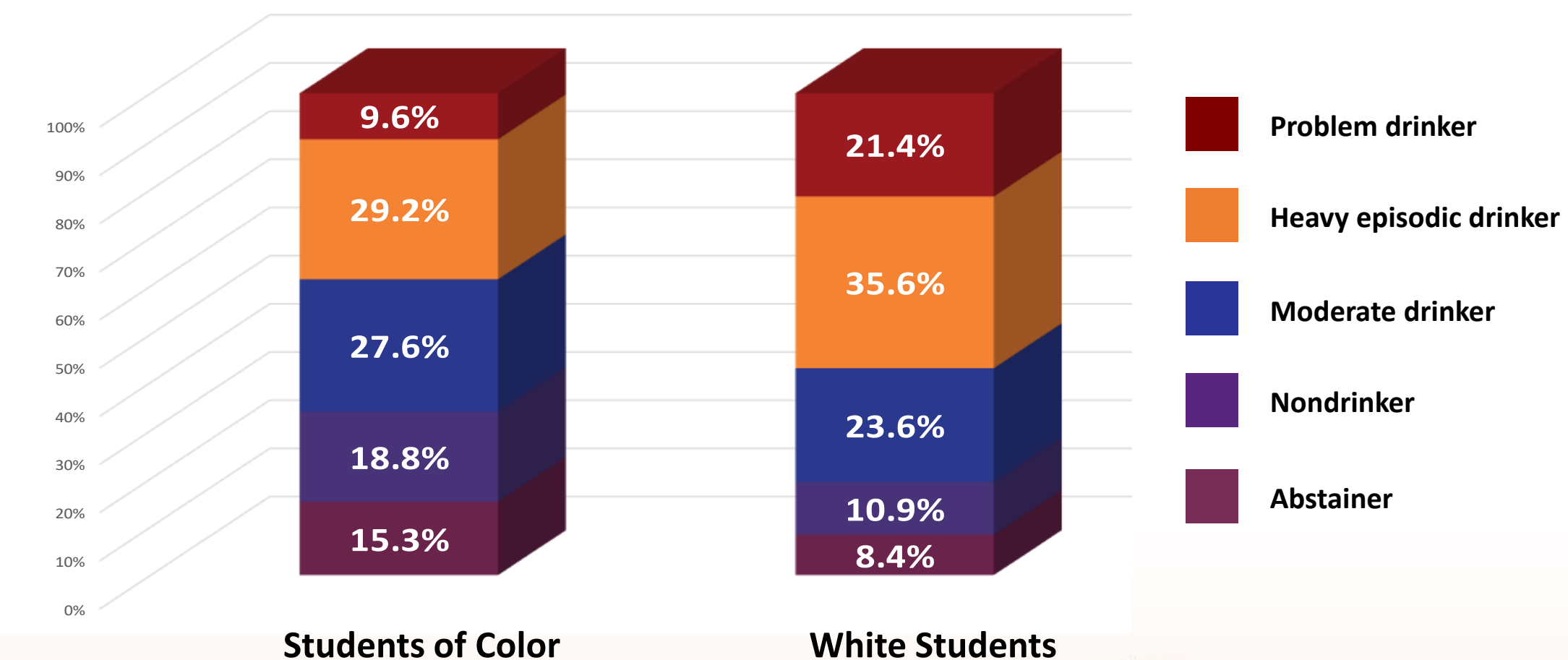


Color of Drinking Take Away #1

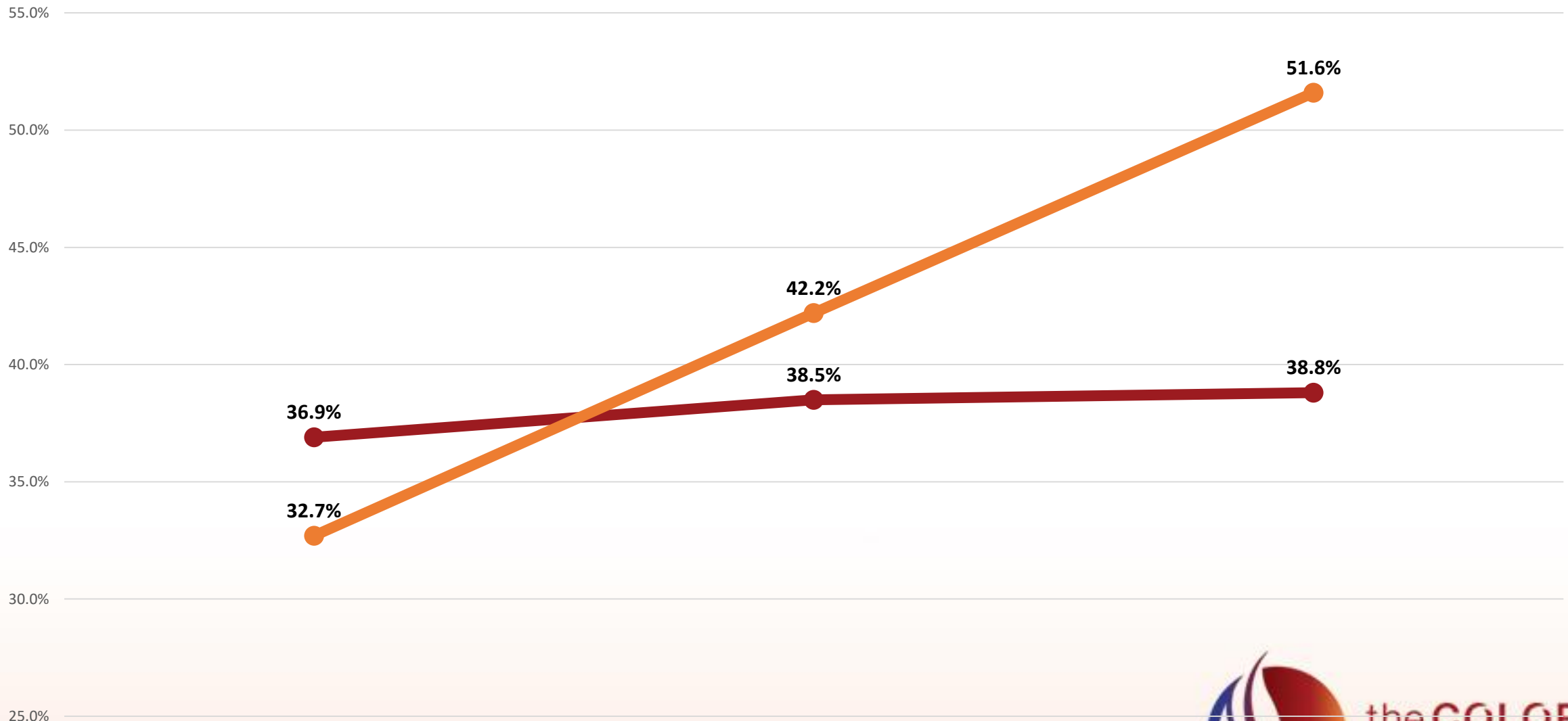
Alcohol Use by The Majority is a Protective Factor for Academic and Social Success.



Drinker Type by Group



**Color of Drinking Percentage of Drinker Risk and Top Flourishing Scores (52-56)
on Diener Flourishing Scale**



No Alcohol Use

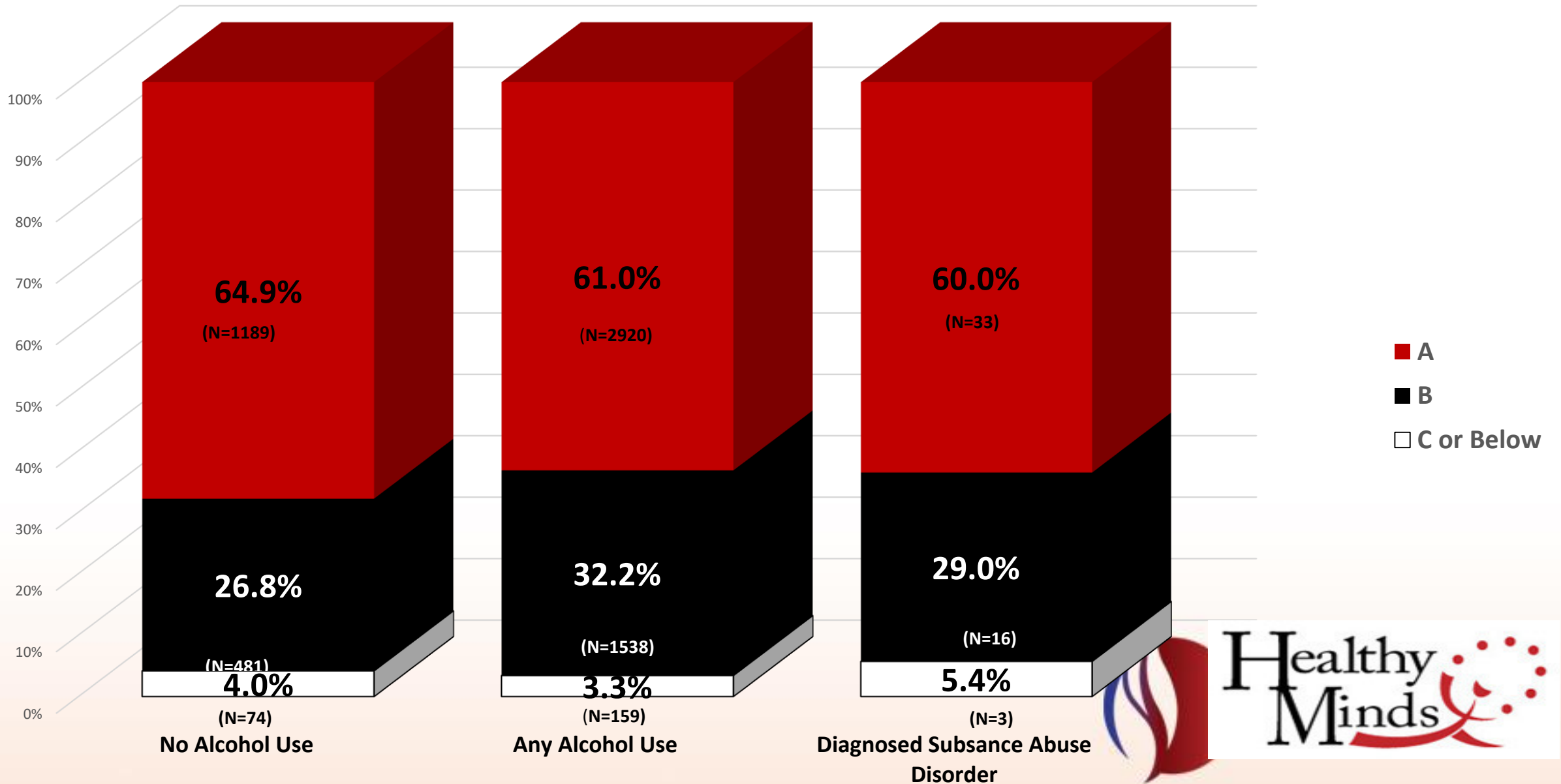
Moderate Drinker

High Risk Drinkers

Students of Color **White Students**



2016 Healthy Minds Self-Reported Average GPA and Alcohol Useage



Campus Grade and Alcohol Trends

- 2017 the Average GPA of Adjudicated Alcohol Students was 3.8
- Greek Women (Highest Risk Female Group) Consistently have a higher than campus GPA

2017-2018 Residents of Witte and Sellery had the highest reported GPAs.



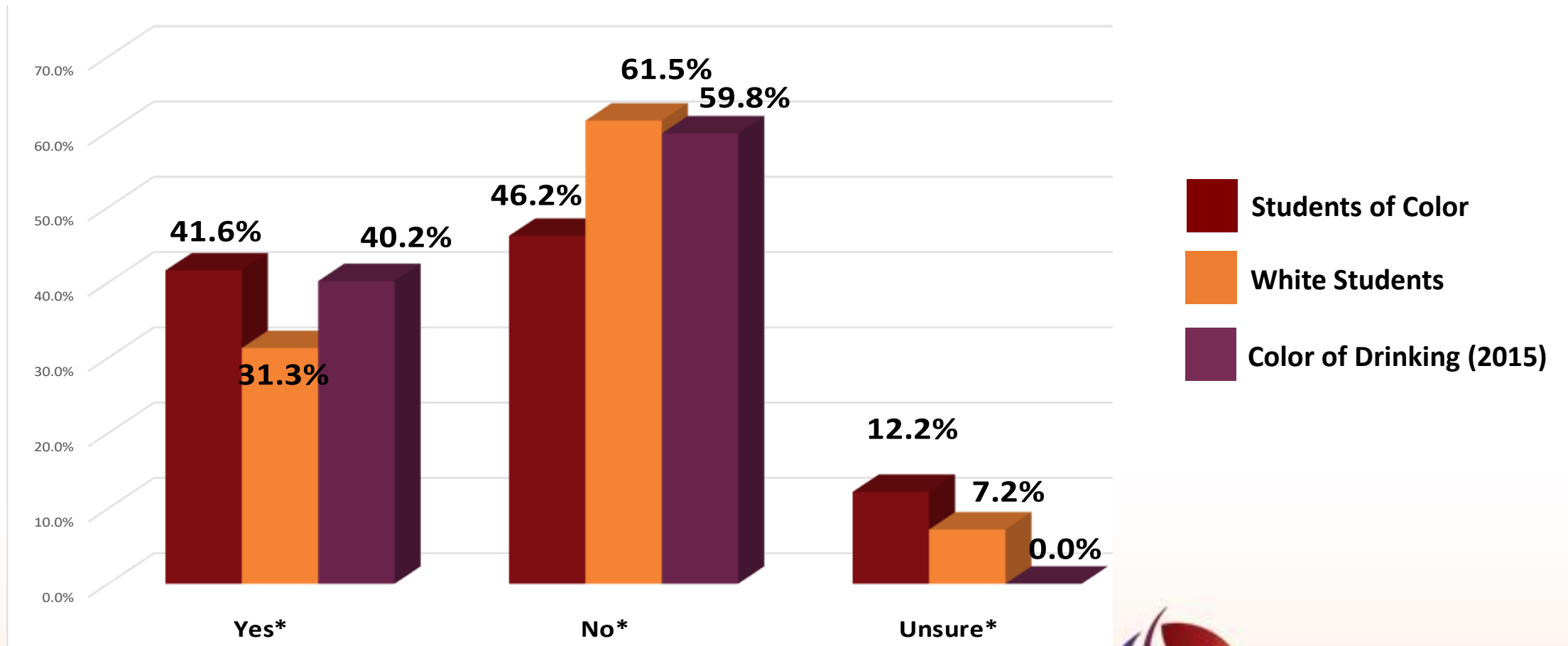
Color of Drinking Take Away #2

Safety is a concern among all students.

Students of color's safety is impacted more disproportionately.

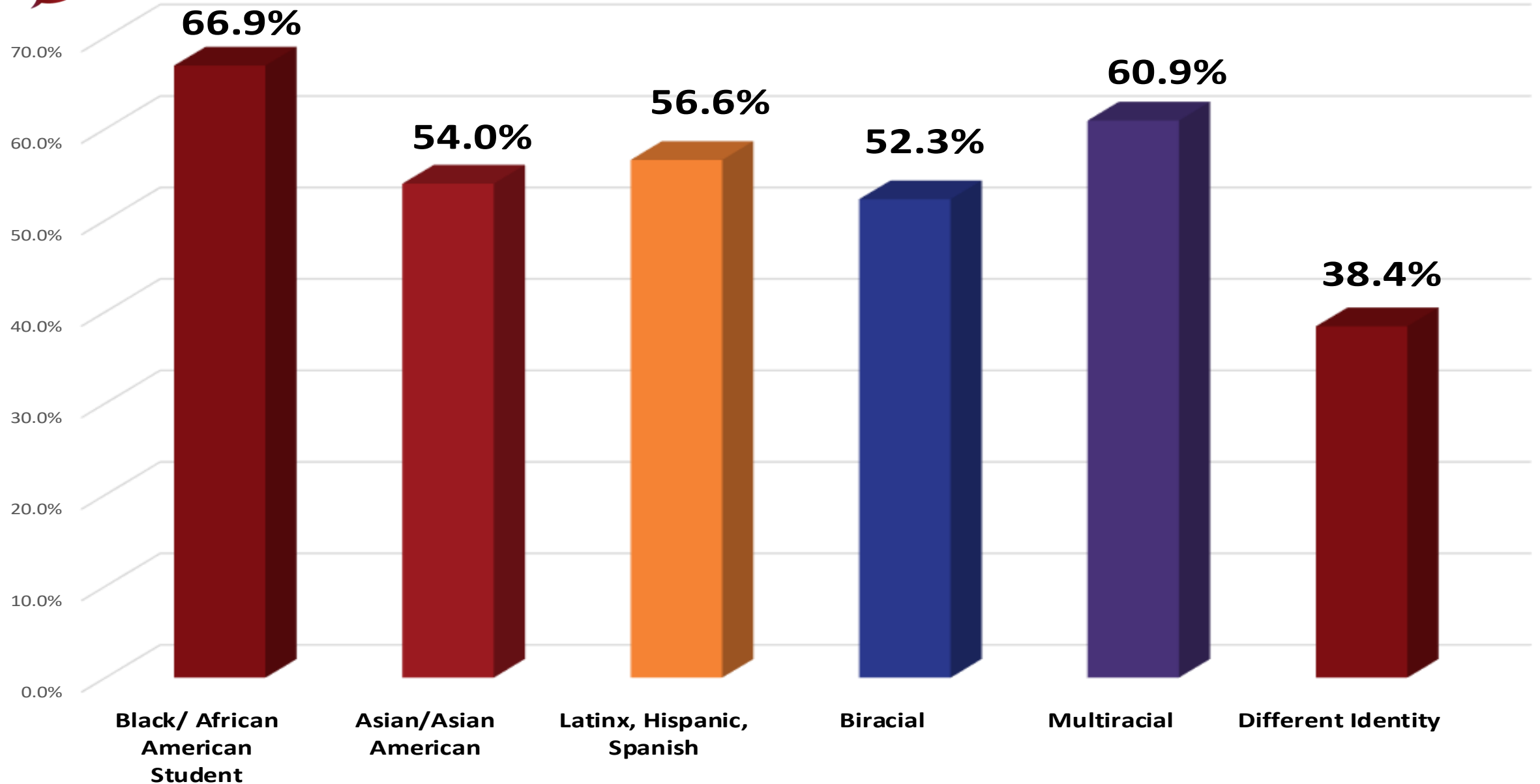


Do you avoid specific areas—on or off campus—due to concerns about alcohol use of others?





Do you avoid specific areas on or off campus due to concerns about alcohol use of others?



Students of color

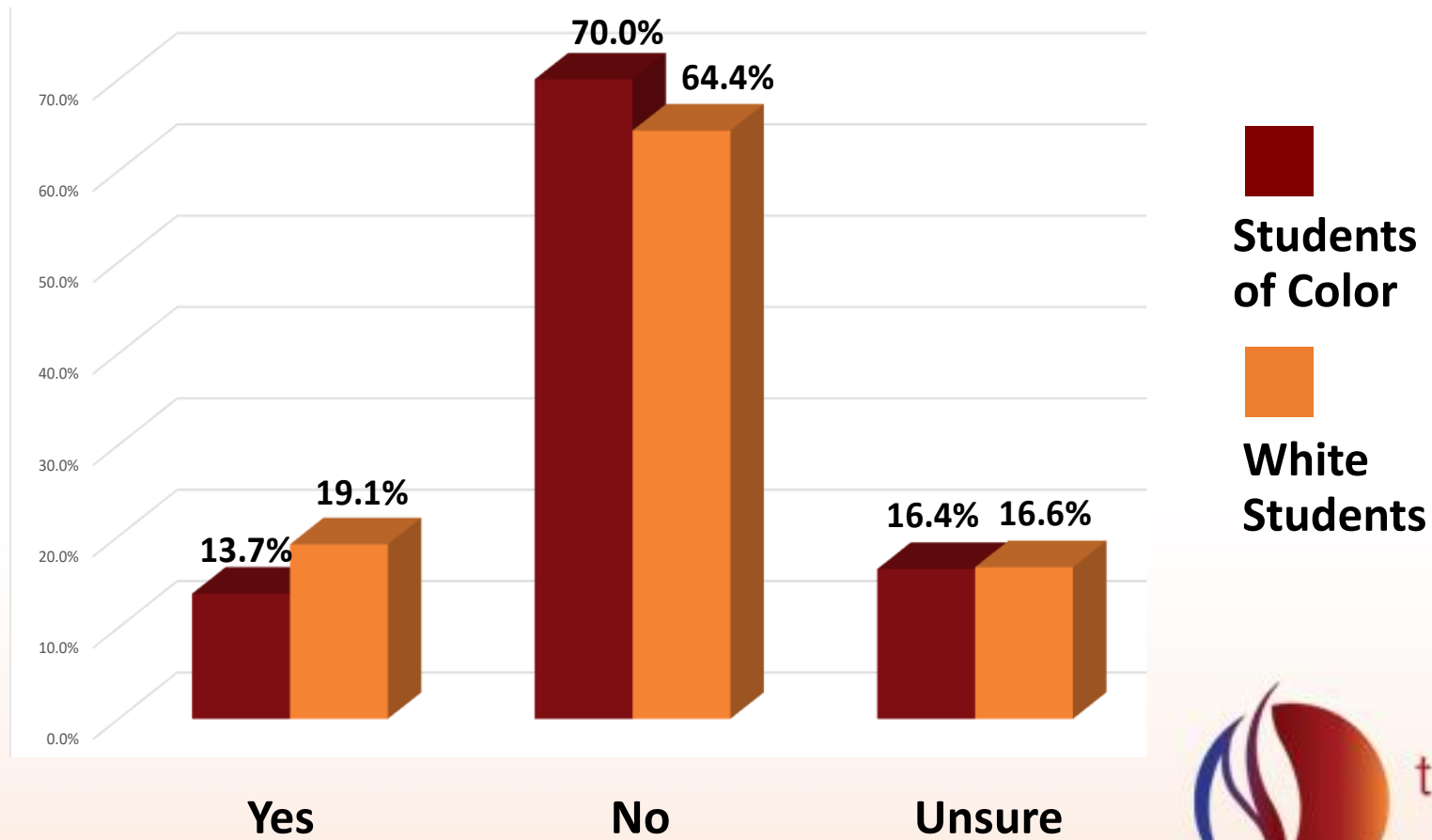
- 83% Fraternity/sorority housing
- 67% Langdon Street
- 48% House parties
- 47% State Street and bars
- 42% Tailgates
- 27% Lakeshore Path
- 23% Camp Randall
- 21% Southeast Residence Halls
- 15% Regent Street
- 5% Other Locations
- 4% Lakeshore Residence Halls

White students

- 86% Fraternity/sorority housing
- 73% Langdon Street
- 54% State Street and bars
- 49% House parties
- 38% Tailgates
- 28% Southeast Residence Halls
- 23% Lakeshore Path
- 21% Camp Randall
- 14% Regent Street
- 4% Lakeshore Residence Halls
- 3% Other Locations



Has alcohol use impacted your health (physical, mental, overall well being) in the time you have attended UW–Madison?





21%

**of the general student body
scored positively for depression**

- Of those groups that fared worse:
 - Black students 27%
 - Latino students 36%
 - Lesbian, gay, bisexual 37%
 - Transgender/gender non-conforming 53%
 - Financially struggling students 34%
- Used PH-Q 9 screener to evaluate symptoms (versus self-report)





16%
**of the general student body
scored positively for anxiety**

- Other specific populations fared worse:
 - Black students 23%, Latino students 35%, Arab-American students 27%
 - Lesbian, gay, bisexual 26%
 - Transgender/gender non-conforming 37%
 - Financially struggling students 29%
- Used the **GAD-9** to assess anxiety scores





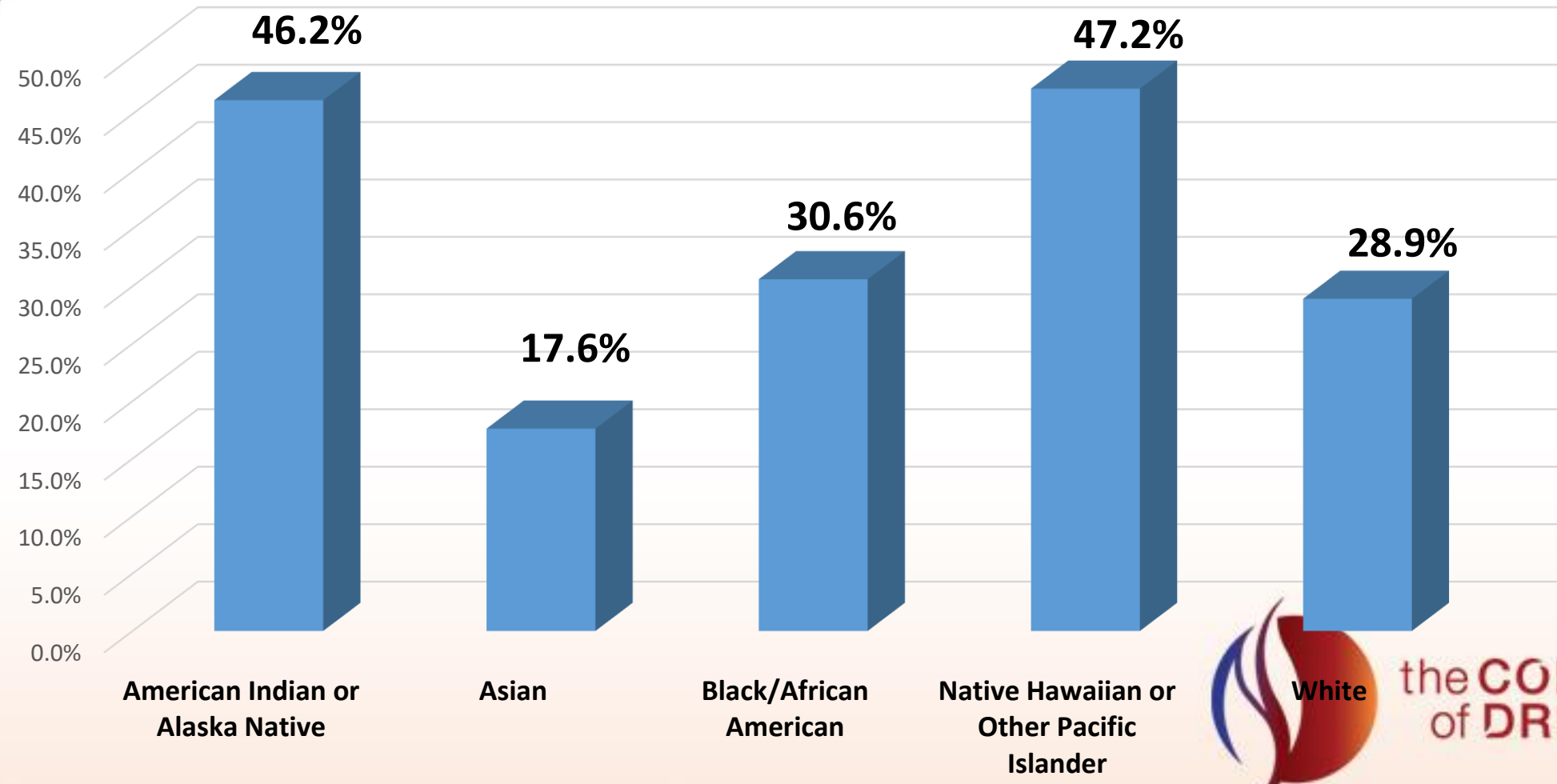
9%
**of the students experienced suicidal
ideation in the last year**

- Transgender/gender non-conforming (40%) students were about four times more likely to experience suicidal ideation compared to their cisgender counter parts.
- Students of color were more likely to endorse suicidal ideation.





Female Undergraduate Victimization (Nonconsensual Penetration or Sexual Touching Involving Physical Force) Rates by Race



Alcohol-facilitated Sexual Assault

Nationwide, approximately **50-75%** of sexual assaults on college campuses involve the use of alcohol by either the victim, perpetrator, or both.

On the UW-Madison campus, **76%** of sexual assaults involve the use of alcohol.

Majority of victims were ingesting alcohol voluntarily the night of perpetration

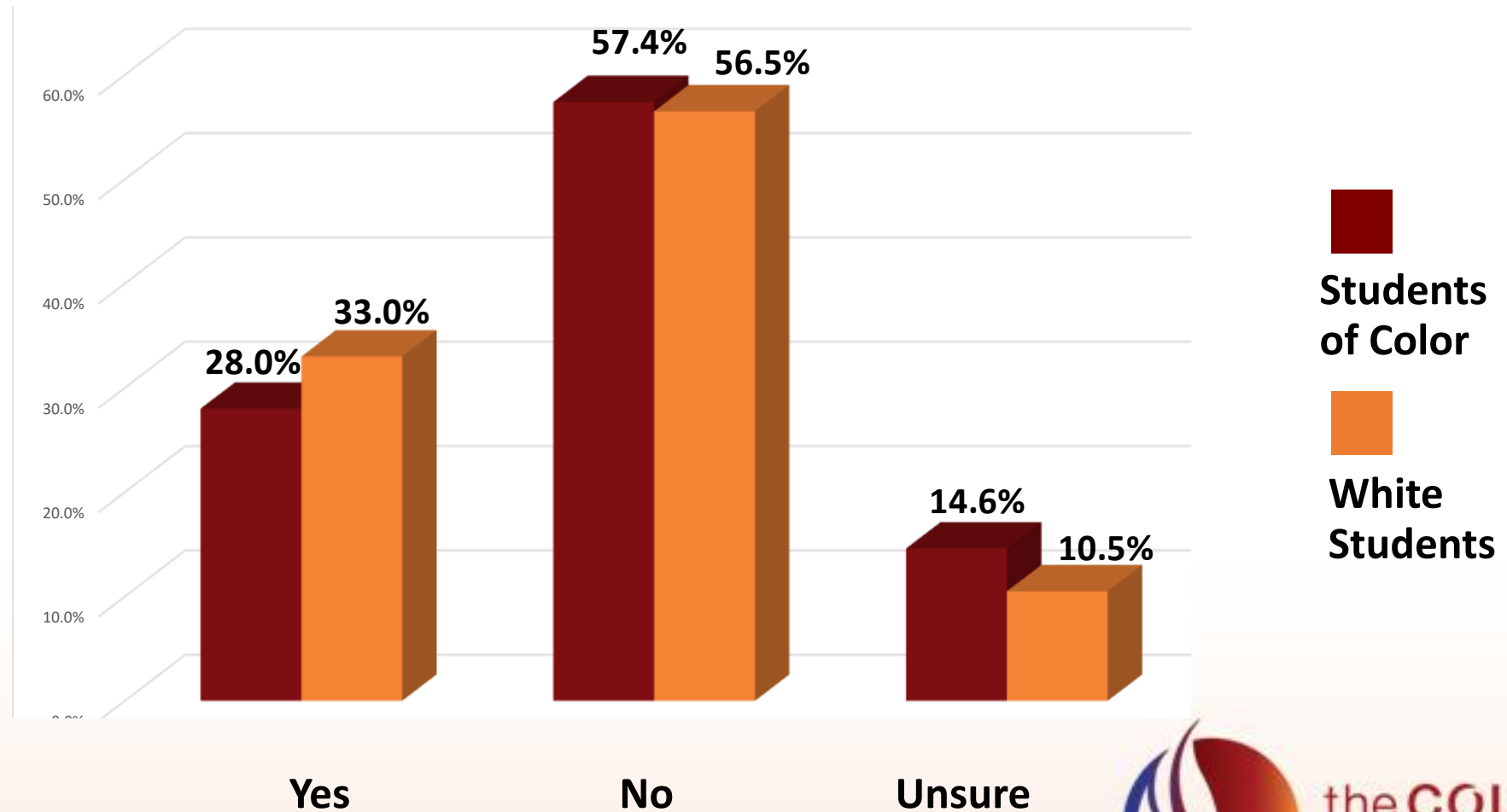


Color of Drinking Take Away #3

Alcohol use specifically high-risk drinking is tied to how UW-Madison students connect and belong



Has your personal alcohol use or the alcohol use of others impacted your overall sense of belonging at UW–Madison?



Top Belonging Themes

Students of Color

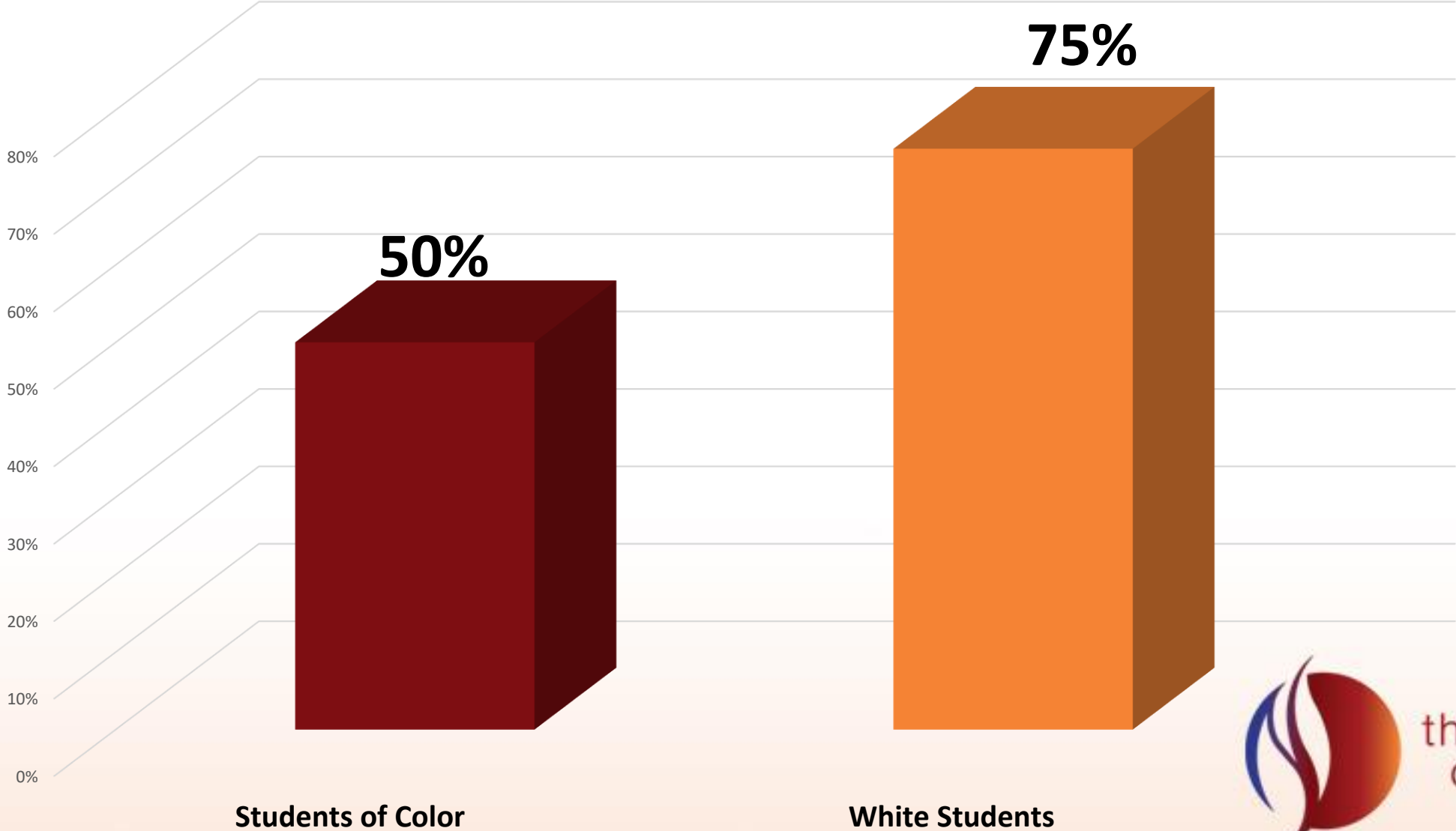
- If you don't drink, you don't fit in at UW–Madison.
- Alcohol use by others makes me feel isolated.
- Alcohol use amplifies racial issues.

White Students

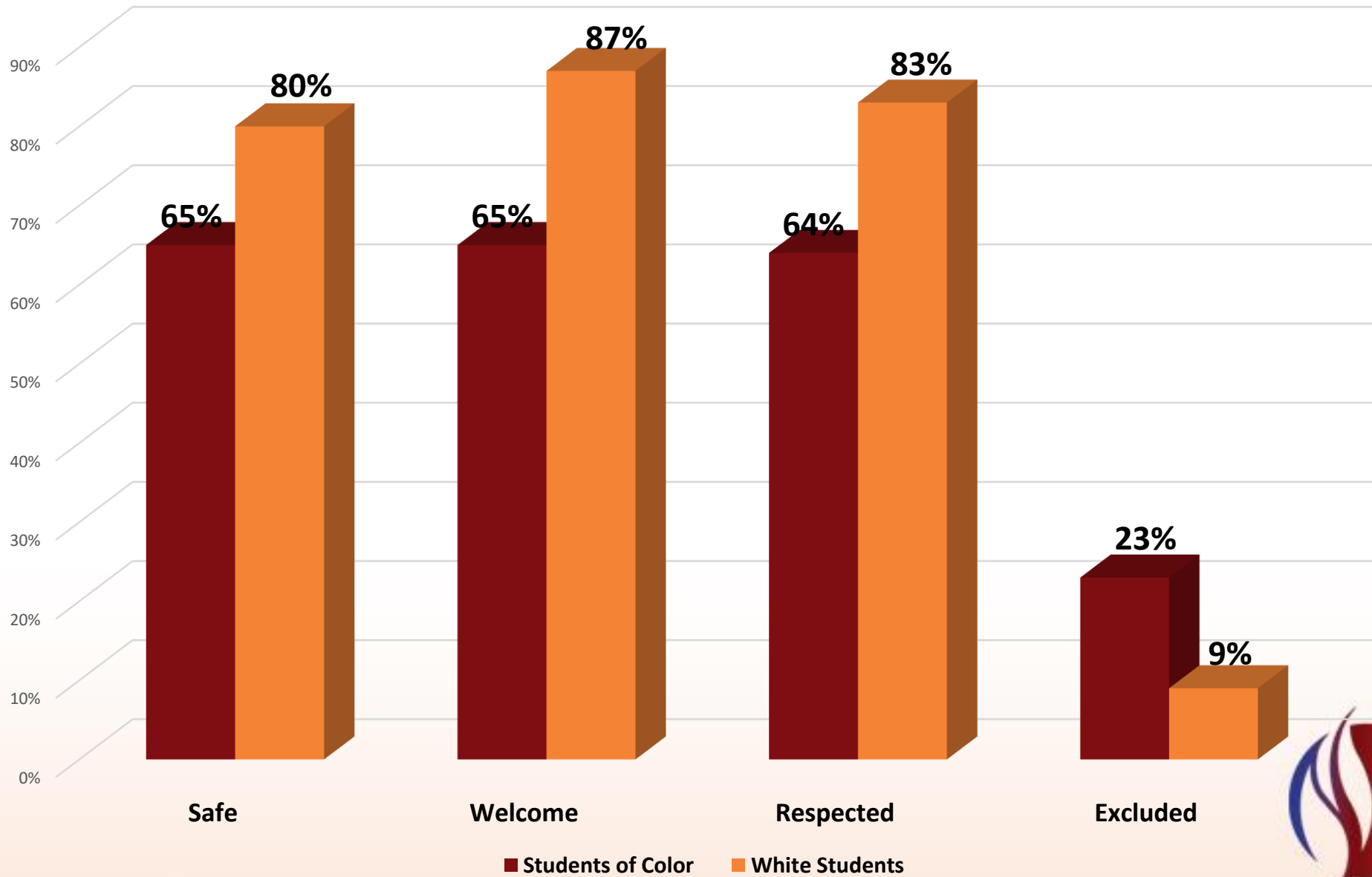
- Alcohol helps you fit in and belong.
- If you don't drink, you don't belong.
- Alcohol helps you meet new people.
- Drinking alcohol helps me feel like I belong at UW–Madison.
- Alcohol helps you bond with people socially.



2016 UW-Madison Campus Climate Survey: How Often Do You Feel Like You Belong?



2016 UW-Madison Campus Climate Survey: How often do you feel....



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Color of Drinking Take Away #4

Racial climate and microaggressions impact student of color's wellbeing and retention the most.



Microaggressions

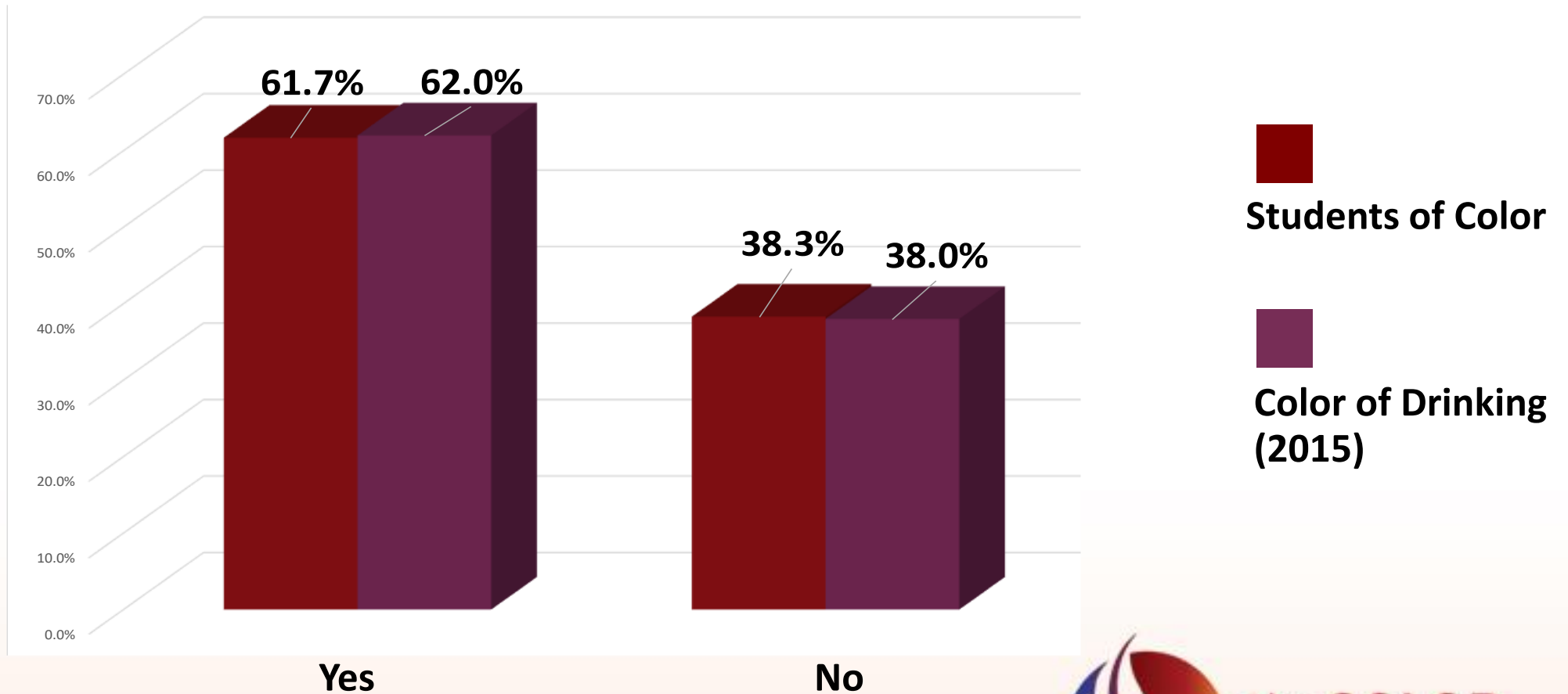
For this survey, **microaggressions** were defined as:

Brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial slights and insults towards people of color.

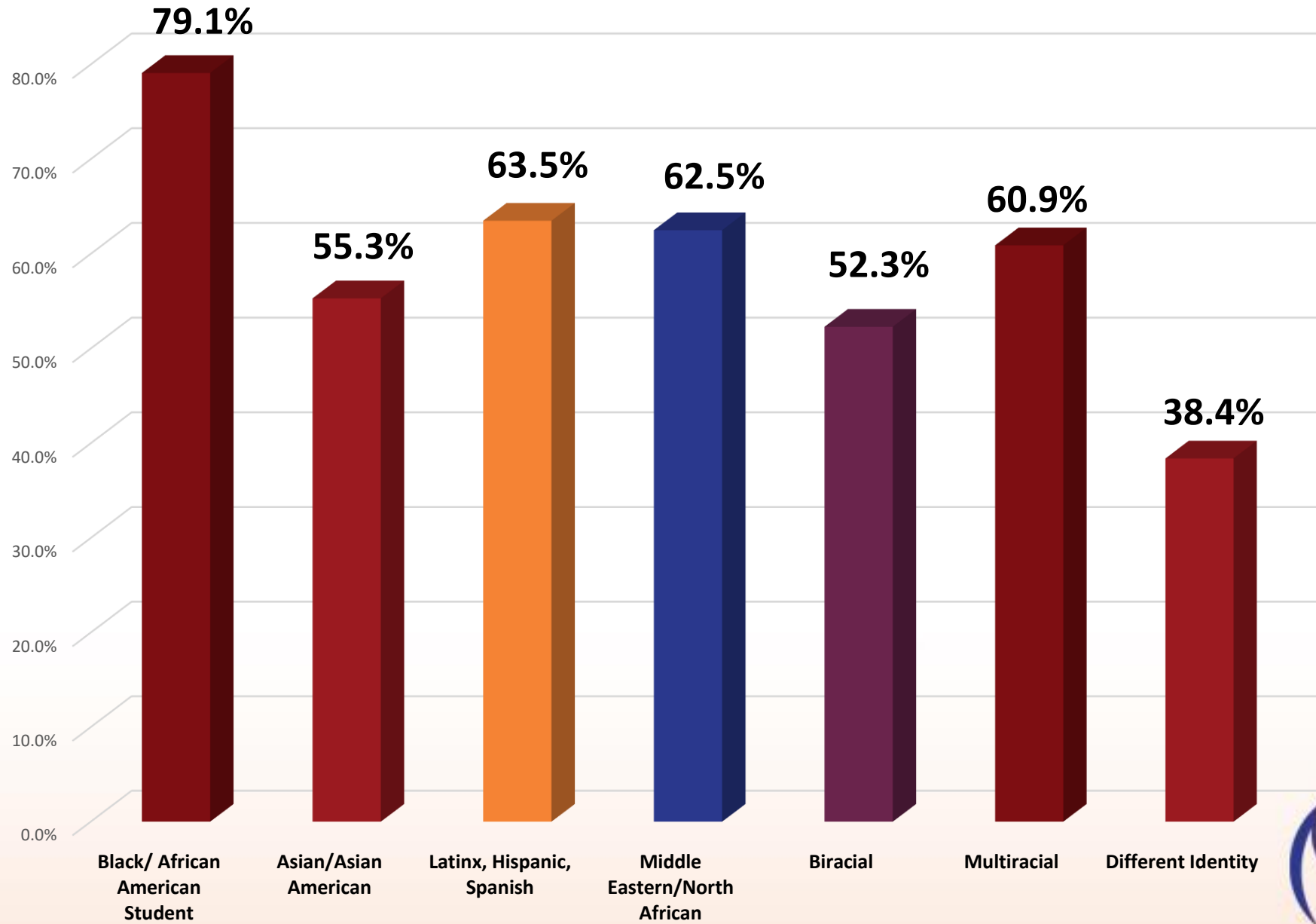
(Sue et al, 2007)



Have you experienced microaggressions at UW–Madison?



Experienced a Microaggression at UW-Madison



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- *People often walk up to me and ask "Is it okay if I use the n-word in songs" or ask me questions about rap/slang/clothing as if I'm the all-knowing authority on all things black. People also attribute any athleticism I have to my skin color. In class, when talking about race many people look at me as if they need to make sure they aren't offending me when they need to decide whether to say "black" or "African American".*

“People/faculty at this university seem to think I am not capable of succeeding like my white peers. Never will have a sense of fitting in”

“A lot of classroom related instances, mostly by teachers teaching about Natives wrongly and making us appear like we are no longer here or that we were crazy savages, etc.”



“I think it would be excessive to list all of them. Big ones: my roommate freshman year was a walking microaggression (specifically relating to people of color). I'm the leader of a student org where people microaggress (and straight up macroaggress) constantly. When I tell the other officers (all of whom are white) they tell me I'm over reacting, which in and of itself is a microaggression.”

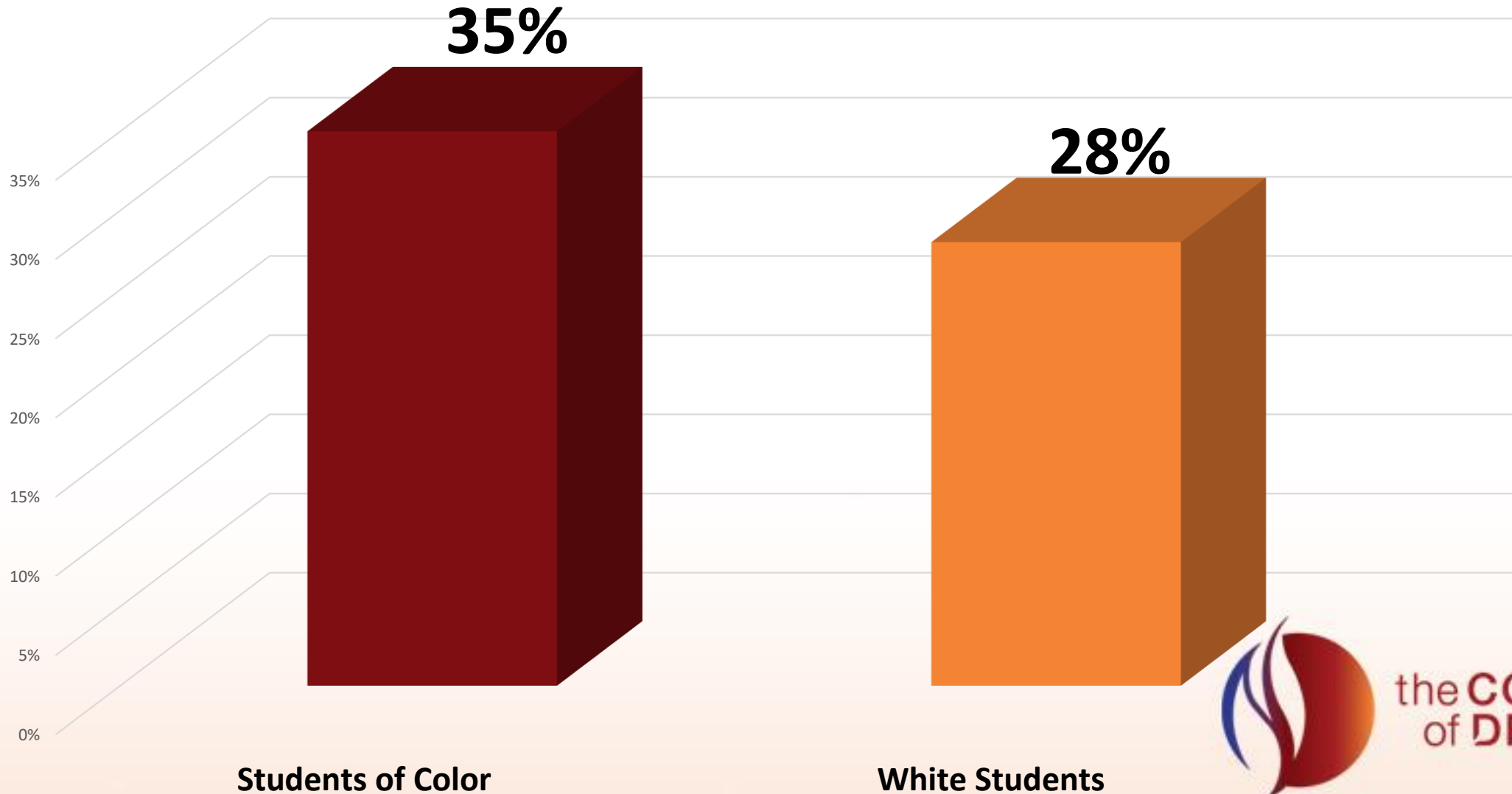
“A coordinator was smiling and talking with a Caucasian student when she was receiving her notecard. When I went to ask for one after the student left, the coordinator's reaction changed completely and they started frowning.”



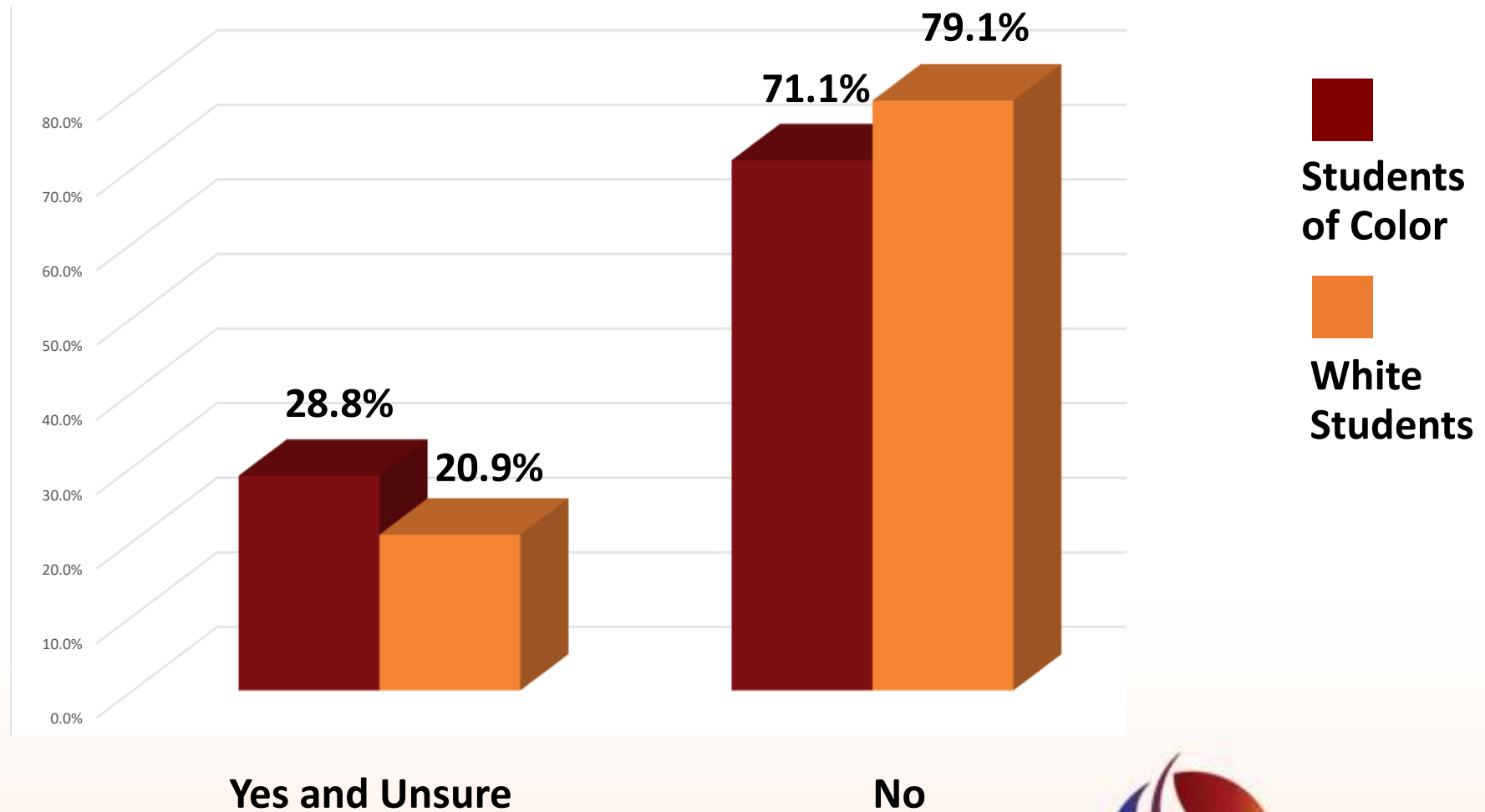
Have you witnessed a microaggression? Have you intervened?

	Students of Color witnessed	Students of Color intervened	White students witnessed	White students intervened
Yes and unsure	84%	50%	60%	45%
No	16%	50%	40%	55%

2016 UW-Madison Climate Survey: Have you experienced or witnessed hostile, harassing, or intimidating behavior?



Have you considered leaving the university?



Reasons for considering leaving

Students of color

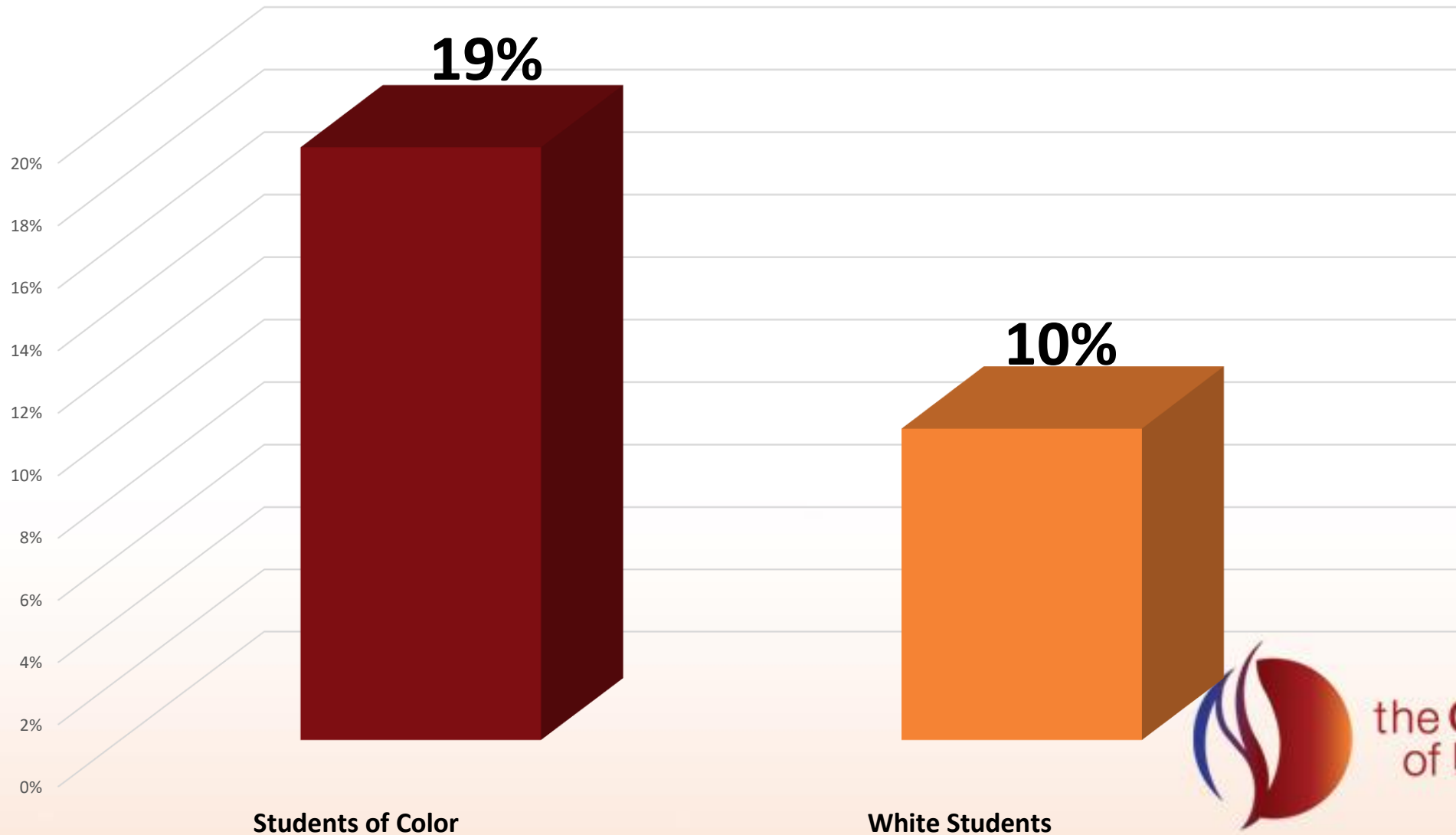
- 55% Racial climate
- 45% Mental health
- 40% Academic reasons
- 25% Financial reasons
- 23% Interpersonal reasons
- 20% Alcohol climate

White students

- 40% Academic reasons
- 38% Mental health
- 33% Interpersonal reasons
- 30% Alcohol climate
- 24% Other reasons
- 19% Financial reasons



2016 UW-Madison Climate Survey: Have You Seriously Considered Leaving UW-Madison?



Reasons for Leaving

Students of color

- 58% Campus Climate and Culture
- 37% Personal Reasons
- 30% Unsafe or Hostile Environment
- 29% Financial Concerns
- 26% Relations with Other Students
- 23% Academics Too Difficult
- 22% Managing Demands of School Work
- 16% Too Much of a Party Atmosphere
- 15% Difficulty Managing Demands of School and Activism
- 15% Other Academic Issue

White students

- 40% Personal Reasons
- 36% Financial Concerns
- 27% Academics Too Difficult
- 27% Campus Climate and Culture
- 26% Difficulty Managing Demands of School and Activism
- 24% Other Academic Issue
- 22% University Is Too Big
- 18% Relations with Other Students
- 17% Career Change Options
- 17% Too Much of a Party Atmosphere

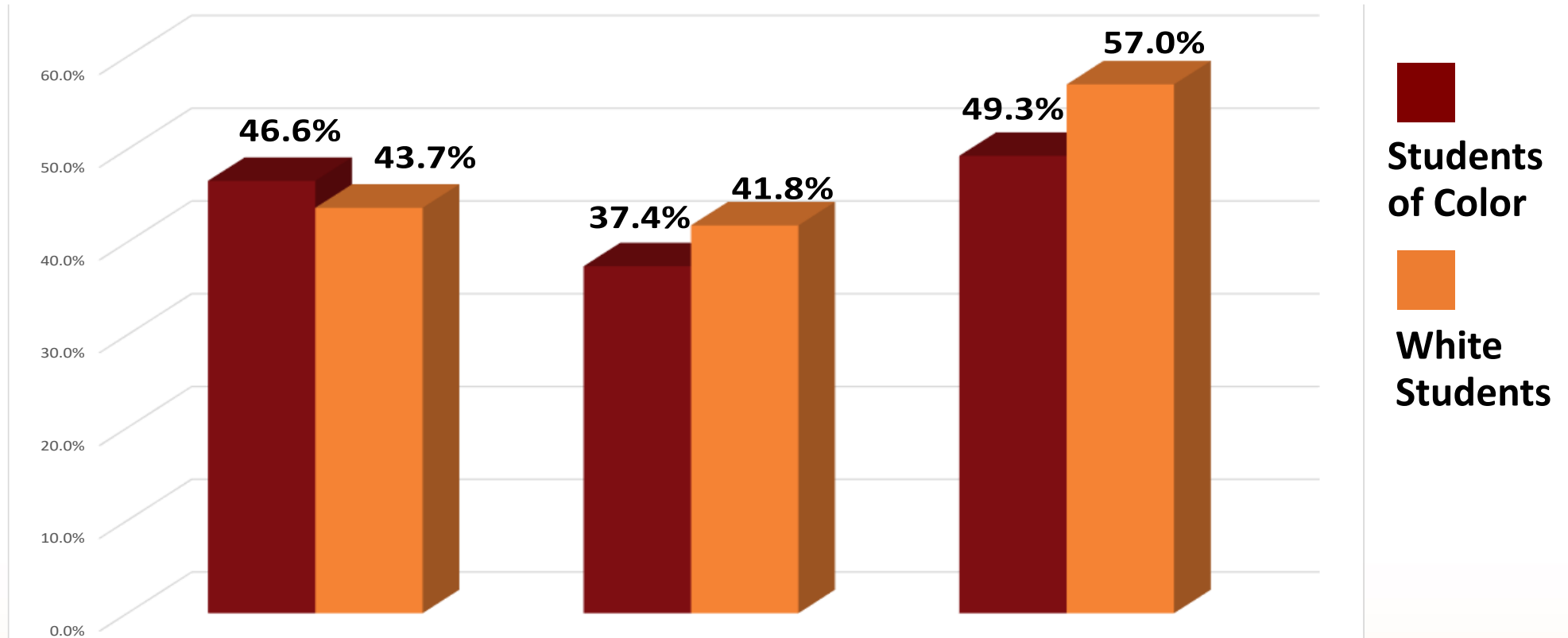


Color of Drinking Take Away #5

Allowances and exceptions are made academically to support drinkers and the alcohol culture.



Have you experienced the following?



I have to find alternative study spaces because of the alcohol culture.

When assigned group work, group meetings are scheduled around the consumption of alcohol.

My professors or TAs discuss alcohol in the classroom.



**the COLOR
of DRINKING**

Have you experienced the following because of your own alcohol use in the last year?

	Students of Color	White Students
Too hungover to attend class	18%	29%
Chose to drink instead of study	39%	48%
Received a poor final grade because I chose to drink instead of study	12%	13%
Missed class	16%	20%
Performed poorly on an assignment	16%	25%

Survey Debrief

- What are your initial thoughts?
- Thinking about your role in the UW Extension , how could you utilize this data?





Campus Responses

- UWPD added Langdon Street to The First 45 Days
- Red Gym Hosted the “Red Gym After Hours,” an alcohol free event open to all students.
- University Housing changed policy to address violators and help them see the environmental impact of their drinking behavior.
- Center for Leadership and Involvement asked Fraternity and Sorority Life to not load their buses in front of the Red Gym.



How Students Have Used COD:

- In Spring 2016, Student activist used Color of Drinking 1 Data to advocate for Our Wisconsin
- In 2018-2019 School year students and MSC staff utilized Color of Drinking 2 to help advocate for Cultural Centers.
- Fall 2019 Color of Drinking was incorporated into the Badgers Step Up! Program



Summary

- Alcohol use on this campus is correlated with academic and social success among majority students.
- Students of color experience more negative consequences than white students by not participating in the drinking culture, which impacts
 - Safety, mental health, considering leaving the university, and sense of belonging.
- High-risk drinking is how UW–Madison students connect. Allowances are made both academically and socially to a participate in HRD.



Questions, Thoughts, Reactions?



Contact Information

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<https://www.uhs.wisc.edu/prevention/colorofdrinking/>

