## Health Promotion

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<th>Department Name:</th>
<th>Health Promotion</th>
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<td><strong>Program or Service:</strong></td>
<td>ADE AlcoholEdu</td>
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**Brief description of program or service:** AlcoholEdu for College is an on-line alcohol education course, developed by EverFi, Inc., and is used nationally by hundreds of colleges and universities. At Boston College, we require all incoming first year students to complete AlcoholEdu the summer before matriculation. Students complete Part I of the course in July/August and complete Part II of the course 45 days later.

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1. State the formal learning and/or operational outcomes for the program, service, or department:

- All incoming first year students at Boston College will complete AlcoholEdu for College
- Students who complete AlcoholEdu will demonstrate an increase in alcohol-related knowledge from pre to post test
- Students will report being prepared to help someone who may have alcohol poisoning
- Students will report being prepared to establish a plan ahead of time to make responsible decisions about drinking
- High-risk drinkers will increase their readiness to change the way they drink
- Students will report an increase in positive behavioral intentions

2. Where are these learning outcomes published? Be specific. (Where are the department’s learning expectations accessible to potential students: on the web or in your department’s handouts?): Alcohol and Drug Education Program website

3. What data/evidence is used to determine whether participants have achieved the stated outcomes? (What method did you use? What were you measuring?):

Throughout the AlcoholEdu program, students complete three on-line surveys about their knowledge, attitudes, and behaviors. For the 2015-2016 academic year, 1577 incoming freshmen completed all three surveys.

The following variables were measured:

- The average pre-test and post-score to demonstrate an increase in knowledge as a result of completing the course (for example, knowledge-based topical areas included alcohol knowledge, physiological effects, risk reduction, understanding the influence of alcohol, and factors influencing drinking behavior)
- The extent to which students who completed AlcoholEdu reported that the course prepared them to help someone who may have alcohol poisoning
- The extent to which students reported that the course prepared them to establish a plan ahead of time to make responsible decisions about drinking
- The extent to which high-risk drinkers "no need to change the way they drink" before taking AlcoholEdu, indicated their readiness to change after completing the course
### 4. Who collects and interprets the evidence? When and how often does this occur? Who assists in interpreting and analyzing the data?

EverFi, Inc. (the company that developed and implements AlcoholEdu) collects the survey data on line from students as they complete the course. EverFi, Inc. also prepares an Impact Report annually to demonstrate course impact. The data is stored in Campus Labs and Alcohol and the Associate Director of Health Promotion analyzes and interpret the raw data annually.

EverFi, Inc. makes improvements to their course annually based on assessment data collected across hundreds of institutions. Boston College decides at the end of each contract whether or not to renew and continue to utilize AlcoholEdu (every 4 years).

### 5. Individuals with whom the data is shared (list primary and secondary stakeholders and narrative as to why):

Data is shared with key stakeholders such as the Vice President of Student Affairs, AVP of Student Affairs, Director of Office of Health Promotion, Alcohol Task Force committee members, Directors in Student Affairs, and incorporated in presentations to faculty, staff, and students in order to better understand our incoming freshmen class and alcohol-related issues they face once they matriculate. Data is also used to advocate for institutional level changes in policies and practices and informs program development in OHP.

### 6. What changes have been made as a result of using the data/evidence? (What was the change? What data led you to make that change?) If no change, indicate why:

AlcoholEdu is a product we purchase from an outside vendor. They update the course annually to make improvements. National research studies have demonstrated the efficacy of AlcoholEdu.

We make minor adjustments annually to improve implementation. Last year we asked the Dean of Students Office to follow up with students who failed to complete the program.

Throughout the AlcoholEdu program, students complete three surveys about their knowledge, attitudes, and behaviors. For the 2015-2016 academic year, 1577 incoming freshmen completed all three surveys. The following findings indicate the program is effective in helping students reach our desired learning outcomes:

- The average pre-test score was 67% and the average post-test score was 89%, reflecting a 22% increase in knowledge as a result of completing the course (for example, knowledge-based topical areas included alcohol knowledge, physiological effects, risk reduction, understanding the influence of alcohol, and factors influencing drinking behavior)
- 88% of students who completed AlcoholEdu reported that the course prepared them to help someone who may have alcohol poisoning
- 83% of students who completed AlcoholEdu reported that the course prepared them to establish a plan ahead of time to make responsible decisions about drinking
- Among the 61% of high-risk drinkers (269 students) who saw "no need to change the way they drink" before taking AlcoholEdu, 83% of those students (220 students) indicated their readiness to change after completing the course
- After completing the course, students reported an increase in several positive behavioral intentions such as reducing the number the drinks, reducing the frequency drinking, alternative alcoholic and non-alcoholic beverages, pacing drinks, and setting a drinking limit

### 7. How do you As a result of the Dean of Students Office contacting those students who failed to
| **know that the changes have resulted in improved learning outcomes? (continuous improvement evidence):** | complete AlcoholEdu, additional students completed the course and fulfilled the requirement. |