



Don't Stall, Just Call Initiative



In Collaboration with Community Partners at a College Campus

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BACKGROUND

- College Drinking has become a ritual that students see as an integral part of their college experience.
- A Junior Undergraduate Student died of complications from alcohol poisoning January 2014.
- Family collaborated with multidisciplinary team at college to increase medical amnesty awareness to call for help and to educate on signs of alcohol poisoning.

CONSEQUENCES OF COLLEGE BINGE DRINKING/YEAR

Death	1,825 die from alcohol related unintentional injuries.
Assault	696,000 students are assaulted by another student who has been drinking.
Sexual Assault	97,000 students report experiencing alcohol-related assault or date rape

ROLE OF NURSE LEADERS IN CREATING A SAFE CAMPUS

"The greatest chance for creating a safer campus will likely come from a combination of individual- and environmental-level interventions that work together to maximize positive effects. Strong leadership from a concerned college president, in combination with an involved campus community and a comprehensive program of evidence-based strategies, can help address harmful student drinking." (National Institute on Alcohol Abuse and Alcoholism, 2015)

TRANSDISCIPLINARY APPROACH



Community Members
 Coordinator, Wellness Center
 Coordinator, Student Services
 Undergraduate Nursing Program Director
 Coordinator, Campus Safety
 Medical Director, Emergency Department
 Coordinator of Counseling Services
 Associate Dean, College of Public Health
 Dean of Student Affairs

PURPOSE & PROJECT

To increase student education on a college campus related to alcohol poisoning prevention and medical amnesty.

1. Coordinated a multidisciplinary team meeting on campus to discuss problems related to alcohol consumption on campus and strategies to increase awareness.
2. Don't Stall, Just Call Magnets and posters were approved to be placed on campus (on campus and off campus).
3. Mary Ciammetti, founder of the Don't Stall, Just Call Program, CTC Wellness Foundation, Community Partner, was a guest speaker at the four year assembly undergraduate nursing student forum held September 2014 and a guest speaker at a College of Public Health course.
4. With support of Campus Safety, text messages were sent to students reminding them of medical amnesty prior to large events (football games).
5. Nursing students presented an alcohol poisoning program to student clubs and a health fair project on campus.
6. With support of College of Public Health Administration and Student Services, a Public Service Announcement was created and implemented for the home football games.
7. Resident Assistants were educated on the Don't Stall, Just Call Program September 2015.
8. Obtained statistics for the number of calls made to campus safety over two years.

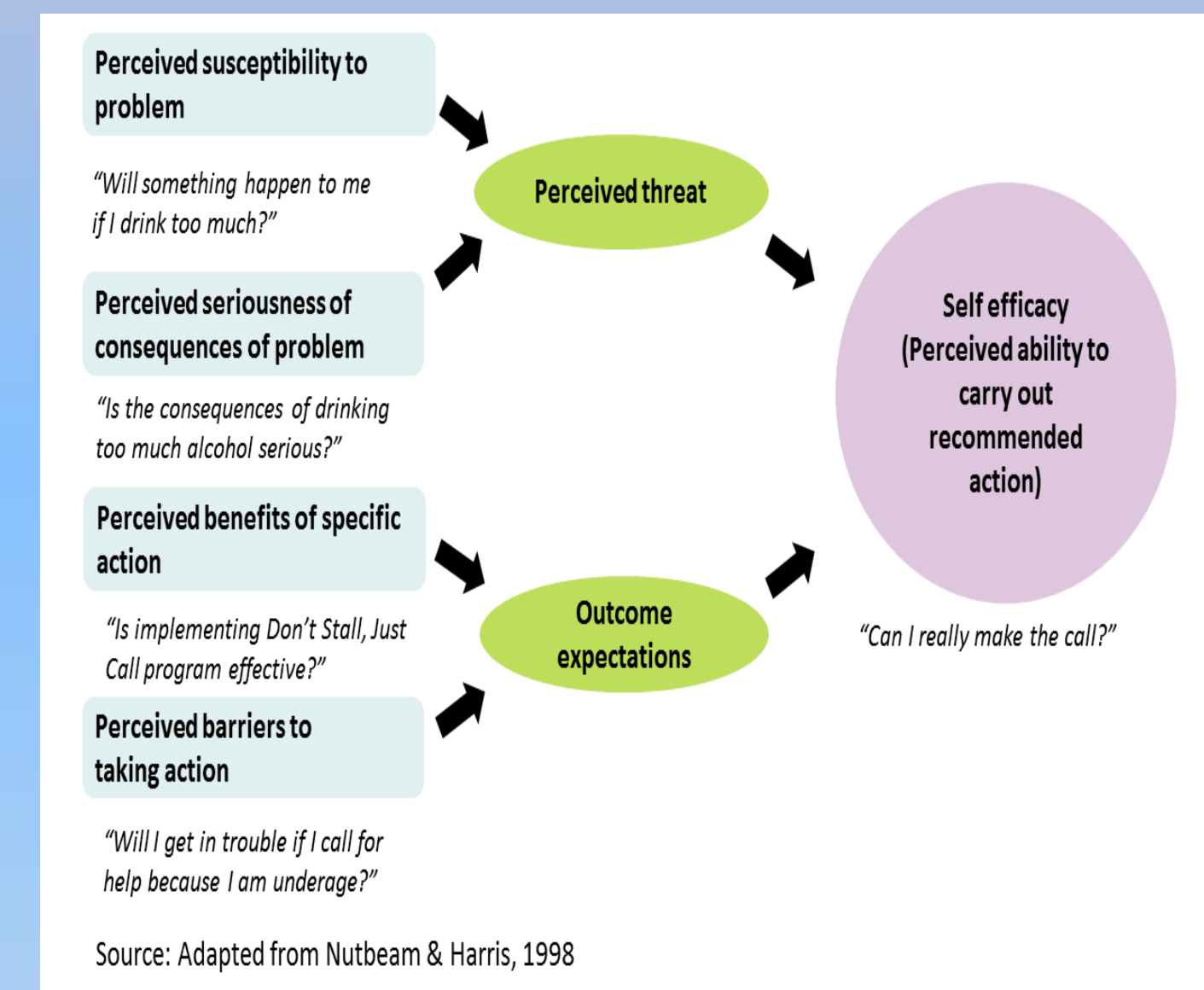
COLLEGE CAMPUS EDUCATION TOOLS



OUTCOMES

Academic Year	Number of Calls related to Medical Amnesty/year
2014-2015	47
2015-2016	90
2016-2017	83

HEALTH BELIEF MODEL



COLLEGE STUDENTS' TESTIMONIALS

"I also love the presentation for Don't Stall Just Call. I think that really hit home for the college student population and I wish I could show that video to all of my college friends including high school students that are applying to college."

"The "Don't Stall Just Call" presentation had a huge impact on me. I teared up a couple of times during the presentation. It inspired me to teach others about the signs of alcohol poisoning. It was scary and devastating to hear that a family lost someone my age to something that could have been prevented with more education."

"The alcohol awareness presentation was very moving & important - especially for freshman. I would recommend that being at the freshman orientation to all 7000 new students to Temple each year."

REFERENCES

CDC. Alcohol-Related Disease Impact (ARDI) application. 2013; www.cdc.gov/ardi. Accessed December 17, 2015

National Institute on Alcohol Abuse and Alcoholism, December 2015. <http://pubs.niaaa.nih.gov/publications/CollegeFactSheet/CollegeFactSheet.pdf>.

Nutbeam, D. & Harris, E. (1999). *Theory in a nutshell: a Guide to Health Promotion Theory*. Roseville, Australia: McGraw-Hill.