

Alcohol Policy Implementation Committee
Meeting Notes
June 3, 2003

Attendance: Lea Stewart, Brian Rose, JoAnn Arnholt, Elizabeth O'Connell-Ganges, Lee Schneider, Adrienne Coleman, Dan, Linda Lederman, Lisa Laitman

Discussion

Cab Program. Elizabeth O'Connell-Ganges presented information on the taxi-cab program. The program has been in existence for 16 years. Participants call an 800# which then contacts participating regional cab companies to dispatch the ride. Rides are covered up to \$100 per ride, though it appears that users front the money to the driver and then seek reimbursement. If true, this would undercut one of our purposes in pursuing the card. University of Arizona offers the card (50,000 students). So does the City of East Brunswick (800o cards). There is no institutional cost as the card is funded by selling advertising listings on the card. The general consensus was that we should pursue it further if there was a way to offer the card where students do not have to pay out-of-pocket to use rides. Elixabeth and Chief Roberson will investigate further and report back.

Police response to emergency intoxication calls. Adrienne Coleman reported on a situation that she observed first-hand at Rutgers Fest where the first question asked of friends who called on behalf of an intoxicated student was "how old is she". Remainder of response was appropriate. Establishes that training for police needs to be focused on inter-relationship dynamics and trust-building more so than on skills of proper response.

Marketing. The Committee has an extended discussion relative to strategies to market information so that students would have emergency call numbers and other critical information readily available in times of need. Among the ideas we discussed were:

- a. encouraging students to program in emergency #'s into their cell phones. This might be done by occasional tabling by student health advocates where students could receive a giveaway item (e.g., a pen that itself would have pre-printed information) if they showed a cell phone with the information programmed in).
- b. using text messaging systems to subscribers to send helpful messages periodically
- c. providing other incentives for students to carry information on emergency contacts (e.g., a discount card for campus vendors that would also have the information pre-printed on it)
- d. providing a model web-page of information collected from existing sources and announcing the webpage on various student listservs.

Lisa Laitman raised as a possible initiative the development of an Inter-disciplinary approach to managing high-risk students whereby teams from counseling, health, student

and academic services might meet and share information necessary to develop a holistic response. Such an approach needs to consider possible privilege issues as to the counselors in particular. Lisa will investigate the use of such an approach at other schools further and report back.

Lisa Laitman raised the issue of improved data collection as a way to improve the depth of information that could be made available to students and to policymakers alike. For example, national data on # of deaths and academic problems related to alcohol on college campuses. The Committee commented upon the general lack of assessment of student trends at Rutgers in particular. It was noted that we might recommend a more generalized program of student assessment at Rutgers that might include a variety of concerns (e.g., why are students on academic probation, in debt, etc.).