



COALITION

2024-2027 Strategic Plan

Chapel Hill Campus & Community Coalition
to Reduce the Negative Impacts of High-Risk Drinking

June 2024

Developed on behalf of the Campus & Community Coalition membership:

Samantha Luu, MPH | CCC Director

Erika Akers | CCC Strategic Planning Intern, Gillings MPH Student

Background

The Campus and Community Coalition (CCC) to Reduce the Negative Impacts of High-risk Drinking was first charged in 2014 by then-University of North Carolina-Chapel Hill (UNC-CH) Chancellor Holden Thorpe and then-Town of Chapel Hill Mayor Mark Kleinschmidt. The CCC aims to lessen the secondhand harms of alcohol and promote a thriving downtown¹. Using a public health approach, the CCC works to change conditions in the environment to promote a healthier culture.

Since then, the CCC's role has been a catalyst for community-university collaboration on issues surrounding alcohol and substance mis/use harms. The CCC began meeting in its current form in 2016. The CCC is guided by the following vision, mission, values, and scope:

Vision

We envision a community–University, Downtown district, and neighborhoods–that can thrive socially and economically while promoting health and wellbeing for all.

Mission

To promote a place where *all* people thrive, the CCC works in partnership across the community to reduce the harms associated with high-risk drinking.

Values

- *Shared Power*: We listen to those most impacted by the problem, make decisions by consensus, and invite everyone to the table to be a part of jointly designed solutions.
- *Data-driven*: We're not making this stuff up—our strategies have been proven effective and our decisions are made based on local data.
- *Collaboration*: Changing a culture means that we cannot do this work alone. We prioritize partnerships in action.

Scope

The CCC focuses on reducing the negative community impacts of high-risk alcohol use by changing the environment in which high-risk drinking occurs, specifically in geographies on and near UNC-CH's campus and downtown Chapel Hill. Historically, our high-risk drinking behaviors have included underage drinking and binge drinking. After years of advocacy, the CCC broadened its definition of high-risk alcohol use to include poly-substance mis/use in line with local and national trends². The CCC is expansive in its thinking, recognizing that this work is bigger than alcohol, touching issues like sexual assault and mental health; racial equity and social justice; neighborhood wellbeing and quality of life; downtown prosperity and economic development.

¹ Secondhand harms of alcohol refer to negative consequences and costs to the larger community due to excessive drinking. Some of these include: emergency room visits and hospitalizations, motor vehicle crashes due to impaired driving, death, crime, property damage, long term health conditions (e.g. alcohol use disorders requiring treatment), over policing, violence (e.g. physical/sexual assault). For more information, read the [2021 Report on the Burden of Excessive Drinking in Orange County, NC](#).

² Pre-COVID data compiled in 2020 showing poly-substance use patterns: <https://impactcarolina.org/wp-content/uploads/Polysubstance-Fact-Sheet-Unlocked.pdf>



The CCC understands the role of alcohol and poly-substance mis/use in the current gender-based violence and mental health epidemics^{3,4}. As we navigate a rapidly evolving landscape, the CCC remains committed to the belief that it doesn't have to be this way and everyone is part of the solution cultivating environments that shift the culture so everyone can flourish; the CCC continues to rely on collaboration with UNC-CH and surrounding communities, in local and state efforts to tackle these interconnected issues.

Strategic Planning Process

After 4 years of work amidst a global pandemic and subsequently rapidly changing landscape on college campuses and surrounding community, the CCC decided to assemble a strategic planning-subcommittee to review progress from the most recent [2020 Action Plan](#), and assess the current landscape to strategically update its strategic plan for the next 3 years. The CCC paid careful attention to getting feedback from the larger coalition and key Town-Gown partners throughout.

Bringing Everyone Together

First, it was important to figure out who had a role to play in this work and who to bring together for the strategic planning sub-committee. Most of these people are already involved in the CCC. [Check out the current CCC members](#). In addition to those listed, the CCC also prioritizes working with students and downtown businesses in fulfillment of its mission. Each stakeholder has a unique role in this work. The resources below outline some of these roles by category:

- [Prevention with Purpose: A Resource for Campus Police and Public Safety Personnel](#)
- [Prevention with Purpose: A Resource for Faculty Members](#)
- [Prevention with Purpose: A Resource for University Presidents and Senior Administrators](#)
- [Prevention with Purpose: A Resource for University Student Affairs Professionals](#)
- [Prevention with Purpose: A Resource for Campus Health/Counseling Center Administrators](#)
- [Prevention with Purpose: A Resource for Engaging Student-Led Organizations](#)
- [Prevention with Purpose: Working with Community Coalitions](#)

Prevention with Purpose updates their resources periodically; for a complete list visit this [website](#).

Once people from the larger CCC membership were identified, they (or a designee) were invited to join the strategic planning sub-committee. The sub-committee, of nearly 25, met through a series of 5 meetings between January and April 2024; the sub-committee dived into existing data, evidence-based strategies, and leveraged their collective professional expertise and lived experience to prioritize and

³ Lashmi & Lekhansh, Alcohol Use and Gender-Based Violence, Current Addiction Reports, 2021. DOI: 10.1007/s40429-021-00354-y

⁴ Cohn, et al., Population-level patterns and mental health and substance use correlates of alcohol, marijuana, and tobacco use and co-use in US young adults and adults..., The American Journal on Addictions, 2018. DOI: 10.1111/ajad.12766

select strategies that reflect a largely environmental change approach. Throughout the process, there were two additional opportunities for broad CCC member input during Quarterly Meetings.

Members of the Strategic Planning Sub-Committee:



Some of the sub-committee members at a brainstorming meeting in February 2024

University Staff

1. Aaron Bachenheimer, Associate Vice Chancellor for Student Engagement, UNC-CH
2. Katrina Konopka, Asst. Dir. of Athletic Event Management, UNC-CH Athletics
 - *Designee of UNC-CH's Associate Athletic Director John Bruner*
3. Dean Blackburn, Director of Student Wellness, UNC-CH
4. Fran Muse, Director Carolina Student Legal Services, UNC-CH
5. Imani Belton, Assistant Director for Student Conduct, UNC-CH
 - *Designee of UNC-CH's Director of Student Conduct Jenni Spangenberg*
6. Ion Outterbridge, Director Fraternity & Sorority Life, UNC-CH
7. Melissa Cox, Assistant Professor Dept. Health Behavior, UNC-CH
8. Sarah Leger, Assistant Director Residential Conduct & Care, UNC-CHm

University Students

9. Erika Akers, UNC-CH Graduate Student, Strategic Plan Intern, Campus & Community Coalition
10. Maryam Khan, Director State & External Affairs, UNC-CH Undergraduate Student Government
11. Ryan Kalo, Deputy Director State & Local Relations, UNC-CH Undergraduate Student Government

Law Enforcement

12. Celisa Lehew, Chief of Police, Town of Chapel Hill
13. Ryan Daniels, Patrol Division Captain, Town of Carrboro Police Department
14. David James, Manager of Community Services, UNC-CH Police Department
 - *Designee of UNC-CH Police Department Chief Brian James*
15. Rabsheem Holland, Captain, UNC-CH Police Department
 - *Designee of UNC-CH Police Department Chief Brian James*

Town & Community

16. Loryn Clark, Deputy Town Manager, Town of Chapel Hill
17. Shay Stevens, Community Relations Manager, Town of Chapel Hill
18. George Barrett, Executive Director, Marian Cheek Jackson Center
19. Trish Halsey, Director, Carpe Diem
20. Janet Cherry, Director of System of Care, Chapel Hill Carrboro Community Schools



21. Jeri Lynn Schulke, Executive Director, Chapel Hill Downtown Partnership (CHDP)
22. Samantha Luu, Director, Campus & Community Coalition CHDP
23. Marcy Williams, Director Health Promotion & Education Services, Orange County Health Department

Getting on the Same Page

There is a wealth of data and research on what works to reduce high-risk drinking and its related impacts in college communities. The CCC does not have to reinvent the wheel to create the change we want to see—others have done the research to prove what works. With that in mind, at the beginning, and throughout the strategic planning process the sub-committee completed readings to re-familiarized themselves with the guiding principles and frameworks below.

Guiding Principles

The [Findings & Recommendations of the Town/Gown Collaborative Report](#) includes a full list of principles, but a few are highlighted below:

[Evidence-based, public health approach] Town and University leaders and administrators shall fully comprehend and proactively and consistently use an evidence-based, public health approach to promote wellness and safety and to actively discourage high-risk drinking among the entire Chapel Hill community.

[High-risk focus] Our focus is on reducing the negative impacts of high-risk drinking on our entire community, including those associated with the University. We define high-risk drinking as drinking in a way that increases the risk of negative consequences. Because state law prohibits alcohol use by those under 21, underage drinking is high-risk drinking.

[Culture/environmental change] Alcohol use patterns and problems are deeply entrenched in the culture of the community. Our solutions shall be data-driven and focused on changing the environment in which decisions about drinking are shaped.

[Town/gown collaboration] The Town and University each have an interest in greater collaboration to address problems and solutions to reduce impact of high-risk drinking, and can do so in a mutually supportive environment conducive to the fulfillment of our respective missions.

Guiding Frameworks

Results Based Accountability (RBA)

The [Results Based Accountability](#) framework was developed by Mark Freidman at Clear Impact to help groups get from talk to action quickly by emphasizing simplicity, action, collaboration, and accountability through measurable results, like in our [scorecard](#). RBA is unique in that it uses “turn the curve thinking”⁵. This framework has guided the coalition in the past and is heavily used within the evaluation plan as it aims to monitor progress through three questions:

⁵ “Turn the Curve Thinking” involves looking at “the curve” and “[Turning the curve](#)”. “The curve” is the trendline of data you’re looking at. (e.g. one curve the CCC might look at is binge drinking rates among UNC



1. How much did we do?
2. How well did we do it?
3. Is anyone better off?

Collective Impact

In 2011, The Stanford Social Innovation Review published an [article](#) explaining “collective impact” as an increasingly common approach, that much of the CCC’s philosophy is based upon. Collective Impact is designed for addressing complex social issues requiring cross-sectional collaboration to effectively mobilize resources, generate emergent solutions, and foster collaboration. It brings together various stakeholders around 5 key components for lasting change:

1. Common Agenda
2. Shared Measurement Systems
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support Organizations

Many of these components mirror CCC values, goals, and guiding principles. Learn more about Collective Impact efforts [here](#).

Campus & Community Frameworks

CollegeAIM

A matrix developed by the National Institute on Alcohol abuse and Alcoholism (NIAAA) alongside alcohol researchers and staff from colleges across the country who’ve contributed decades of literature, best practices, and interventions. The matrix covers more than 60 interventions all ranked for effectiveness, cost, resources required, and separated by individual and environmental strategies. Learn more on the [CollegeAIM website](#).

Maryland Collaborative

Established in 2012 and includes 19 college and university members working together alongside community partners to reduce excessive alcohol use in campus communities through data-driven policies and practices. This statewide collaborative is the first of its kind and serves as a model and resource-rich guide for others doing similar work in other states. Learn more on the [Maryland Collaborative website](#).

Evidence-Based Public Health Frameworks

Primary Prevention and Harm reduction are two widely-used approaches in public health which are complementary in this work and require careful balance for lasting impact.

Primary Prevention

students). “Turning the curve” means getting the data to go in the direction you’re hoping. With the example curve of binge drinking rates among UNC students, if the curve is trending upward, we would employ strategies known to reduce binge drinking among college students in order to “turn the curve” and see binge drinking rates goes down.



Focuses on preventing alcohol and substance use initiation and/or escalation

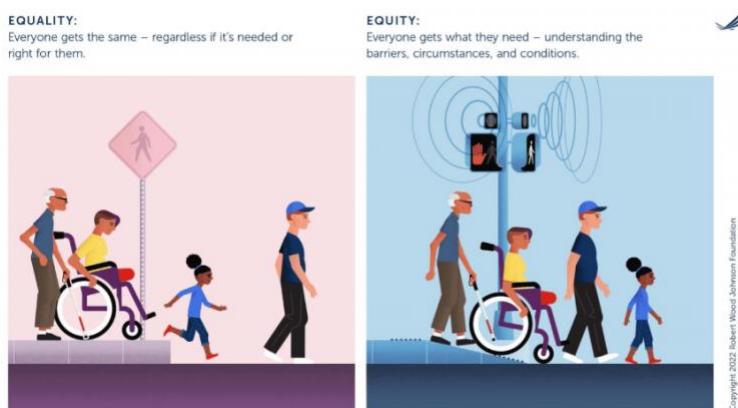
Harm Reduction

Focuses on reducing the negative consequences for those who use alcohol or other substances

Health Equity is another important guidepost in public health work, the CCC's work being no different. Health Equity is an evolving constant defined below.

Health Equity

Defined by the World Health Organization as the absence of unfair and avoidable or remediable differences in health among population groups defined across social, economic, demographic, and geographic lines. The graphic below from the Robert Wood Johnson Foundation illustrates the difference between equality and equity, as well as depicts an equitable outcome that is a product of key strategies centering those most impacted (currently and historically), disaggregating data, and thinking holistically about solutions.



In addition to these guiding frameworks and principles, the CCC also recognizes that not everything makes it into peer-reviewed journals and we're not starting from zero. We welcomed best practices from other similar universities, emerging strategies that may have worked in other settings or substances, and ideas from CCC members who drew on their own lived experience and/or professional expertise. The CCC also drew on years of local work and data collection, too, to guide renewed efforts. Regardless of the origin of the strategy the CCC focused on environmental-level strategies from the [Social Ecologic Framework](#), rather than individual-level strategies⁶.

Data Landscape

After level-setting with shared language and understanding to guide the process, the sub-committee turned its attention to the data. They looked back at the process for creating the previous, 2020 Action Plan. This plan was pre-empted by a 2019 data dive from the baseline year, academic year 2013-14, to the 2018-19 academic year. The key metrics of binge drinking and the proportion of students

⁶ Environmental level Strategies are those strategies that focus on factors within organizations, communities, and public policy that impact larger groups of people rather than individual level strategies which are those focusing on factors within a person or between people (interpersonal) that may impact a select few people.

experiencing negative consequences had been on downward trends but ticked back up in the 2018-19 year. Additionally, alcohol-related enforcement, and therefore opportunities for intervention, have been trending downward since the baseline year. Essentially, showing there wasn't as much progress as the CCC had hoped.

After looking at the [data from 2013 to present](#). The sub-committee then turned its attention to the current data landscape from the 2020 Action Plan until the end of the 2022-2023 academic year.

From 2020-2023, university students' binge drinking in the past two weeks had steadily increased since 2020, exceeding the target by 43%, but without an increase in consequences of alcohol. Consequences of alcohol are trending in the right direction with a 4.41% reduction, but still 15.6% above the target. Looking at the broader Chapel Hill community, alcohol-associated injuries near UNC have recently declined from upward increases, but overall putting them 30% higher now than the historic low in 2020.

However, the CCC was able to access some local data from law enforcement partners. Nearly all enforcement-related measures are trending in the right direction, with the exception of Be A Responsible Seller (BARS) training requests, and a slight uptick in on and off-campus police department alcohol actions in 2021 and 2022. This highlights some progress and successes, but also a need for additional work in some areas.

The CCC, unfortunately, lacks recent data for high school and middle school students which hinders our ability to monitor trends or track the progress of strategies within those populations.

The CCC would have liked to have had more recent and local trend data, but data collection efforts were negatively impacted by the COVID-19 pandemic. Instead, the CCC used trends from national quantitative data and extrapolated where possible (using the assumption that our local data has typically followed national trends), qualitative experiences from colleagues on the ground, and will be supplanted by qualitative data collection during academic year 2024-25.

Here are a few examples:

Nationally

An attitude of "it's just a phase" permeates the normative environment around college drinking. The media is saturated with stories of college drinking, and many perceive binge drinking and related consequences as just a part of the college experience. The COVID-19 Pandemic demanded enormous pivots from many CCC stakeholders and [exacerbated existing issues of poor mental health and loneliness](#). Especially for youth whose formative years of social-emotional development were spent in significant social isolation due to public health measures like social/physical distancing required to combat the COVID-19 pandemic; substance mis/use have been coping tools for rusty social skills and stress relief. The nature of substances used has also evolved with the peak of the opioid and fentanyl crisis as well as increasing legalization and availability of cannabis products.

Statewide

Changes made to state law have added additional alcohol into the environment and may perpetuate the norm that alcohol must be present for successful events or economic development. Examples include [social districts](#), [alcohol delivery and to-go drinks](#), and [alcohol service at collegiate athletic events](#).



Moreover, the push to legalize marijuana in North Carolina has grown stronger while cannabis products have been made increasingly available.

Locally

Staffing changes and challenges broadly meant disruptions in typical prevention and educational initiatives as well as relationships built across our community. Colleagues at regional universities have noted an increase of cannabis-involved incidents in recent years.

2020 Action Plan Progress Updates

After looking at the national, state, and local data trends and before the sub-committee could begin strategy selection, they needed to spend the first few strategic planning meetings checking in, celebrating, and evaluating the progress made towards the strategies within the 2020 Action Plan. To do this, the sub-committee used a garden metaphor. Defined as:

Seeds: not yet started, early days but still relevant

Seedlings: energy around it, needs work/resources

Flowering/Harvest: partially embedded, near completion, or in maintenance phase

Compost: no longer relevant, abandoned

These updates are available in digital form in this [Prezi](#). During these share outs, pests and fertilizers were tracked throughout.

Pests: like real pests, these are looming/hidden issues that negatively affected the progress of these strategies; some that came up in discussion:

- Stakeholder involvement, multiple layers of approvals, staff transitions, communication between institutions, competing interests between stakeholders, COVID-19, and unclear policy with loopholes

Fertilizers: like real fertilizers, these are things that have enabled the success and progress of a strategy; some that came up in discussion:

- Funding support, successful mechanisms of change (e.g. pattern identification leading to education efforts leading to behavior change), transparency, collaboration, community buy-in for strategies (specifically off-campus communities), CCC integration in Chapel Hill and Carrboro (speaking to established credibility), and consistency.

In addition to tracking pests and fertilizers, the sub-committee identified patterns, areas of momentum, and areas of concern to help guide the next phase of the strategic planning process. One overarching need that cross-cut many strategies and coalition engagement processes was increasing direct representation of those most impacted by the negative impacts of high-risk alcohol and substance use. In line with the CCC's shared power value and health equity emphasis, this includes increased collaboration and inclusion of youth, those in recovery and those disproportionately impacted (e.g. BIPOC, LGBTQIA+, etc.). The CCC recognizes that it does have student representation but also a desire to have a stronger youth voice moving forward, especially K-12 and UNC-CH students.



At the end of the process of building a collective assessment of the current landscape from data and the stories behind it through the 2020 Action Plan, the sub-committee decided to embark upon a revision of the strategies adopted in the 2020 CCC Action Plan and the [Town/Collaborative Findings & Recommendations Report](#). The goal was to reprioritize strategies that were working or needed pivoting from previous/current work as well as add in additional evidence-based strategies that research has shown help “turn the curve” on college drinking and poly-substance mis/use. In the remaining meetings, the sub-committee brainstormed strategies to keep or re-adopt, and selected new strategies to add. They then prioritized proposed strategies through a modified SWOT analysis and voted on the totality of the slate of strategies.

New Strategic Plan

The new strategic plan consists of 12 strategies split into 5 Strategic Areas for Environmental Change



The diagram above is an adapted organizational tool used by Sally Linowski, director of the [CCC at the University of Massachusetts-Amherst](#), of which our coalition is largely based. All five areas complement each other to change the environment in which high-risk drinking and substance mis/use occurs. They are not mutually exclusive, so a strategy may fall into more than one category but is only included once for clarity. Strategies marked with an “*” have the most conclusive research supporting their efficacy at reducing alcohol use and related harms in collegiate communities.

I. Strategic Area 1: Limit Alcohol Availability/Access

1. *Maintain Limits on Alcohol On/Off Campus Through Campus Alcohol Policy and Others
 - **Description:** The [UNC-CH Campus Alcohol Policy](#) currently limits places where alcohol can be consumed on campus. The Town of Chapel Hill also has limits on alcohol at town-sponsored events, maintains an open container ordinance, and has not adopted a social district. The CCC should advocate for these limits to remain in place.
 - **Rationale/Underlying Theory:** Availability is often a focal point of intervention to prevent substance mis/use, including the harms related to high-risk alcohol use. Studies show that setting (and consistently enforcing) limits on where alcohol can and cannot be consumed on and near college campuses can mitigate risk.
 - **Status:** This was a previous CCC commitment. Since then, the number of venues where alcohol is available on campus is stable (except for Athletic venues) and the number of venues at which alcohol and other substances are available near/off-campus is increasing (e.g. bars, restaurants,

smoke shops). There is a need to involve additional UNC-CH departments (outside of Student Affairs) with more decision-making and accountability for university venues and continue to monitor the ecosystem of near/off-campus venues.

2. *Enact a Municipal Social Host Ordinance

- **Description:** Social host ordinances (SHO) have been used in university communities nationally to prevent and address issues stemming from house parties. The ordinance issues civil penalties to landlords/property owners/tenants using a meaningfully deterrent fine to prevent these parties from being egregiously disruptive.
- **Rationale/Underlying Theory:** Quality of life in near-campus neighborhoods is negatively impacted by disruptive house parties. This issue is especially poignant in the context of gentrification of near campus and downtown neighborhoods, like Northside, one of Chapel Hill and Carrboro's historically African-American neighborhoods. Alcohol is often obtained by underage drinkers in social settings, including parties in residential areas. SHOs mitigate underage access and harms associated with disruptive house parties (e.g. interpersonal violence, noise, trash, vandalism, and parking) through meaningful deterrents like fines and inclusion of roommates and landlords in accountability. Emerging data indicates that residences and house parties are locations where other non-alcohol substances are accessible and used.
- **Status:** The CCC petitioned the Chapel Hill Town Council to consider a SHO in January 2024, per its previous strategic plan. We will continue to urge decision-makers to consider an Ordinance. In the absence of an Ordinance, we would continue to advocate for meaningful prevention of disruptive house parties and their associated harms.

II. Strategic Area 2: Restrict Alcohol Marketing & Promotion

3. Commit to Maintaining Compliance with Existing Policies in Alcohol Ads/Marketing *Off-Campus*

- **Description:** North Carolina General Statute ([Chapter 18B](#)) outlines how retailers can advertise alcohol, alcoholic beverages, and specials.
- **Rationale/Underlying Theory:** Marketing restrictions are challenging to get done/uphold, but when done well, they are one of the most effective strategies to reduce consumption.
- **Status:** This strategy expands on on-campus-only work from the previous strategic plan; there have been challenges with compliance in marketing and event-specific variance.

4. Commit to Maintaining Compliance with Existing Policies in Alcohol Ads/Marketing *On-Campus*

- **Description:** [UNC-CH's Campus Alcohol Policy](#) currently prohibits alcohol marketing on campus, but compliance with the prohibition is unclear.
- **Rationale/Underlying Theory:** Marketing restrictions are challenging to get done/uphold, but when done well, they are one of the most effective strategies to reduce consumption. Inconsistencies in policy and implementation are a source of confusion which send mixed prevention messages.
- **Status:** This is a readopted strategy from the previous plan; there has been a slow creep of increased marketing even though marketing is not permitted per campus alcohol policy. Clarification on any exceptions and enforcement of the policy is needed.



III. Strategic Area 3: Offer Alcohol-Free Social/Recreational Options

5. Support Substance-Free Programs Coordination

- **Description:** Strengthen and support programs (including but beyond [Carolina After Dark](#)) to increase Town-Gown collaboration for substance-free social and recreational options.
- **Rationale/Underlying Theory:** Offering alcohol-free and substance-free late-night activities may reduce use by providing social options without substances and supporting those in recovery. This programming changes the norms surrounding engaging and available activities and is considered a protective factor.
- **Status:** UNC Student Wellness was tasked with this in the previous strategic plan and has had some success and quasi-endowment funds to support Carolina After Dark; but could use more collaborative support and coordination for sustained success, expansion, and awareness. Furthermore, programming beyond Carolina After Dark could include a greater audience than solely University students.

IV. Strategic Area 4: Maintain Consistent Enforcement of Laws & Policies

6. *Support *Best Practices* for Compliance Checks to Limit Underage Access to Alcohol & Promote Responsible Beverage Service

- **Description:** Consistent and frequent compliance checks are effective in ensuring that alcohol is responsibly served in on-premise establishments and sold at off-premise establishments. They involve using an underage buyer attempting to purchase alcohol. If the server refuses the alcohol sale (by properly verifying the age of the underage buyer), the establishment “passes”; if the server proceeds with the sale without properly verifying the age of the underage buyer, the establishment “fails”. Consequences for failure include fines for the server/seller individually and the ABC permit holder.
- **Rationale/Underlying Theory:** Enforcing age-limits for alcohol and substance purchase is highly effective at reducing sales to underage persons and limiting their access to alcohol and other substances. Media exposure from these checks work to reinforce community norms that underage sales are not acceptable.
- **Status:** This is a modified re-adopted strategy, as CHPD currently aims to conduct compliance checks at every establishment twice per year. If an establishment fails a check, they are re-checked until they pass. Our current focus will be supporting collaboration for consistency across jurisdictions and maintaining frequency.

7. *Advocate for and Encourage Policies to Promote Responsible Beverage Service Training (RBST) (At Multiple Levels)

- **Description:** Embed RBST into business practices/policies to encourage alcohol retailers to have this training.
- **Rationale/Underlying Theory:** Widespread training for alcohol sellers/servers can reduce sales to underage and reduce overservice/sales to already intoxicated persons.
- **Status:** RBST has been a previous CCC commitment, but pandemic impacts and high staffing turnover made widespread full staff training challenging. Additionally, there is a lack of regulatory ways to incentivize RBST uptake. The CCC plans to explore different approaches to

achieving this. RBST (partnered with Bystander Intervention training) is offered to ABC-permitted businesses, but the content could be tailored to event organizers and sellers of other substances.

8. Advocate for Increased Access ID Verification for Responsible Service of Alcohol & Other Substances

- **Description:** Promote the implementation of enhanced ID verification procedures and/or technology to improve responsible service of alcohol and other substances which encourages safer consumption.
- **Rationale/Underlying Theory:** Age verification technology helps reduce underage access to substances and availability.
- **Status:** False/Fake Identifications are illegal; however, they are difficult to detect, easily obtained, and commonly used to access alcohol and alcohol-selling establishments by underage youth. Further, they are being used to purchase other substances from retailers who have few dedicated training resources. A team of UNC-CH Gillings School of Global Public Health researchers are currently piloting a new technology that they expect to roll out more widely; in addition, other efforts are being undertaken like [Orange Partnership's Alcohol and Tobacco purchase surveys](#) at off-premise locations. The CCC expects to continue advocacy for the expansion of this work.

V. Strategic Area 5: Change Normative Environment & Correct Social Norms Misperceptions

9. *Implement a Campaign to Promote Positive Parenting Behaviors

- **Description:** Support the creation and implementation of a campaign to promote the role parents and families play in preventing and shaping the culture around substance mis/use. A campaign should focus on increasing a parent's/family member's knowledge and utilization of best practice parenting behaviors (e.g. locking up alcohol and communicating about alcohol) to reduce substance access and support mental health of adolescent and young adults as they make decisions to drink/use substances.
- **Rationale/Underlying Theory:** Parents are major influences of adolescent and young adult behavior and perception of acceptability (re: alcohol and other substance mis/use); they can also be sources of substance access.
- **Status:** There is currently a Family Alcohol Education Campaign project underway with CHCCS which focuses on alcohol's impact on the brain. At UNC-CH, parents are addressed briefly at orientation. Many effective positive parenting interventions/programs exist, but none have been selected for CCC implementation, so the CCC expects to bring these projects together for a coordinated campaign.

10. Support Expansion of Good Samaritan in All Policies

- **Description:** Advocate for updates to State-level Good Samaritan Policies, and University-level Medical Amnesty language. These could include protections for additional bystanders and inclusion of substances beyond alcohol.
- **Rationale/Underlying Theory:** Emerging research [suggests](#) that legal and academic amnesty reduces barriers to receiving care and meets people where they need. These practices support health equity and are generally aligned with harm reduction.



- **Status:** This is a new strategy we are exploring. Several other coalitions advocate for the state's expansion of Good Samaritan Laws.
11. *Launch a (UNC-CH) Student Awareness Campaign, Inclusive of Social Norms
- **Description:** Educate and influence substance mis/use behaviors of UNC-CH students at a population level using a comprehensive communications campaign.
 - **Rationale/Underlying Theory:** UNC-CH students largely do not drink alcohol in a high-risk way (underage, binge, poly-substance), but their perception of social norms (including peer behavior, peer/parent/community permissiveness) and awareness of risk mitigating behaviors vary. Creating clear, consistent, and widely known expectations for behavior will promote positive social norms/perceptions and encourage healthy behaviors regarding substance mis/use.
 - **Status:** A risk mitigation campaign is currently being designed to roll out in Fall 2024 at UNC-CH. There is interest from the CHCCS in a similar campaign.
12. *Support Access to Intervention & Screening
- **Description:** Utilize multiple pathways (e.g., digital platforms, mentors/advisors, or departments, co-curricular opportunities) to encourage student screening and intervention that do not rely exclusively on enforcement.
 - **Rationale/Underlying Theory:** By expanding screening, opportunities for intervention and treatment are also expanded.
 - **Status:** UNC-CH has purchased e-CHUG ([e-CHUG Alcohol](#) & [e-CHUG Cannabis](#)) and planned to roll out in Spring 2024; it is anonymous, optional, and refers a person to on and off-campus resources upon completion. It is not yet integrated into curriculum but is a possibility to expand reach through this plan.