

LEGISLATIVE #

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Prevention Strategies to Address Game Day Drinking



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Overview



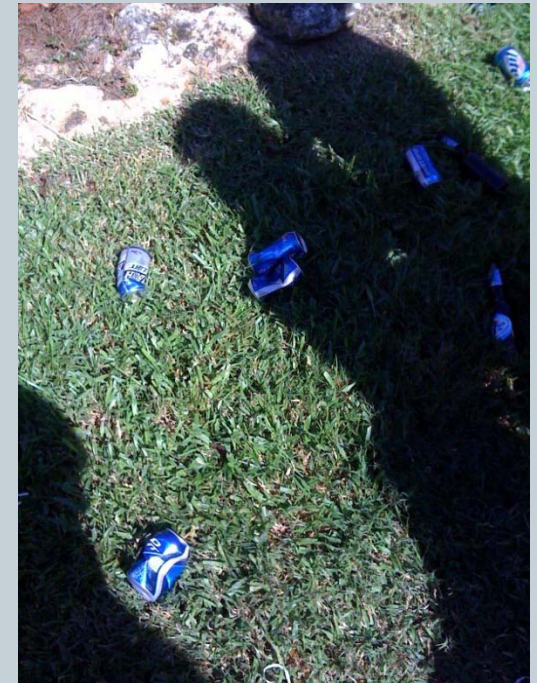
- **Scope of the Problem**
 - Qualitative Data
 - Quantitative Data
- **Social Marketing Campaign**
- **Current Campus Initiatives**
- **Future Campus Initiatives**
- **Best Practices**



Rationale



- Tens-of-thousands of people attend game day events!
 - Drink heavily-consume more alcohol and for a longer time than other social events
 - Public health issue
 - Liability



Celebratory Drinking



- **Most college students report drinking at some point during their college experience**
 - 44% engage in high-risk drinking (5/4 measure)
 - 22% engage frequently in high-risk drinking
- **College students who consume alcohol with motive to celebrate reach higher levels of intoxication**
 - Holidays (Halloween, Thanksgiving, New Years, St. Patrick's Day)
 - Special Events (Spring Break)
 - Special Occasions (21st Birthday)

Why Game Day?



- **Game Day occurs multiple times over a fall semester**
 - More social events associated with high-risk drinking
 - Celebration lasts all weekend
 - Strong environmental and cultural ties
- **Compared to:**
 - Events occur once a year
 - ✦ Holidays, Spring Break
 - Events occur once in a lifetime
 - ✦ 21st Birthday
 - ✦ Graduation



Game Day



- **Certain football games result in more alcohol consumption than others**
 - Homecoming
 - Rivalry Games
 - High-profile Games i.e., championships or bowl games





**Game Day
Qualitative Research Findings
Fall 2006 Focus Groups**

Drinking On Game Day



“Is there anything different about drinking on Game Day vs. a typical social occasion?”

Females

AND

Males

- Prolonged hours of extreme drinking
- Tailgate tradition on campus
- To enjoy the game more
- Start drinking earlier

Prolonged Hours of Extreme Drinking



- “On game day, I start drinking at like 10:00 in the morning, which is not like me.”
 - Female
- “You are drinking all day from like 9 a.m. to like 9 p.m.”
 - Male

Tailgate Tradition



- **“You always hear that you can’t go to a game unless you drink before. Nobody goes sober to the game.”**
 - Female

- **“Game day is on Saturday. No one has classes the next day and everyone is drinking.”**
 - Male

Enjoy the Game More



- “If you are not drunk and drunk people are falling on you in the stands, you get agitated. If you are drunk, you participate with them and go ‘yah’ and cheer.”
 - Female

- “You want to stay drunk throughout the whole game; you don’t want it to wear off.”
 - Male

Extreme Drinking on Game Days



- “Everyone’s going to find an excuse to drink anyways, like oh it’s a state rival or it’s the first game of the season or it’s just a really big game.”
 - Female
- “Drinking a six pack is not high-risk drinking, it is just a warm up before you go out.”
 - Male

Other Notable Quotes (males)



- **“Campus police are more lenient. Everyone on the side of the road has cups in their hands.”**
- **“Beam Team is a tradition to a lot of people. A liter of Jim Beam before you go to the game.”**

Reasons for Drinking Less (males)



- “I usually keep it down a little so I can actually know what’s going on during the football game.”
- “I don’t want to be too drunk when the actual game is taking place, so I slow down until the game, and then after the game, I get back on the horse and get going.”
- “Sooner or later you are bound to drink way too much and leave the game before you normally would.”

Summary Focus Group Findings



- Tailgating is a UF tradition - ritual
- People start drinking earlier and drink for an extended period of time
- Police are more lenient
 - i.e., open container law
- Fans drink to enjoy the game more
- Alcohol is used to get rowdy

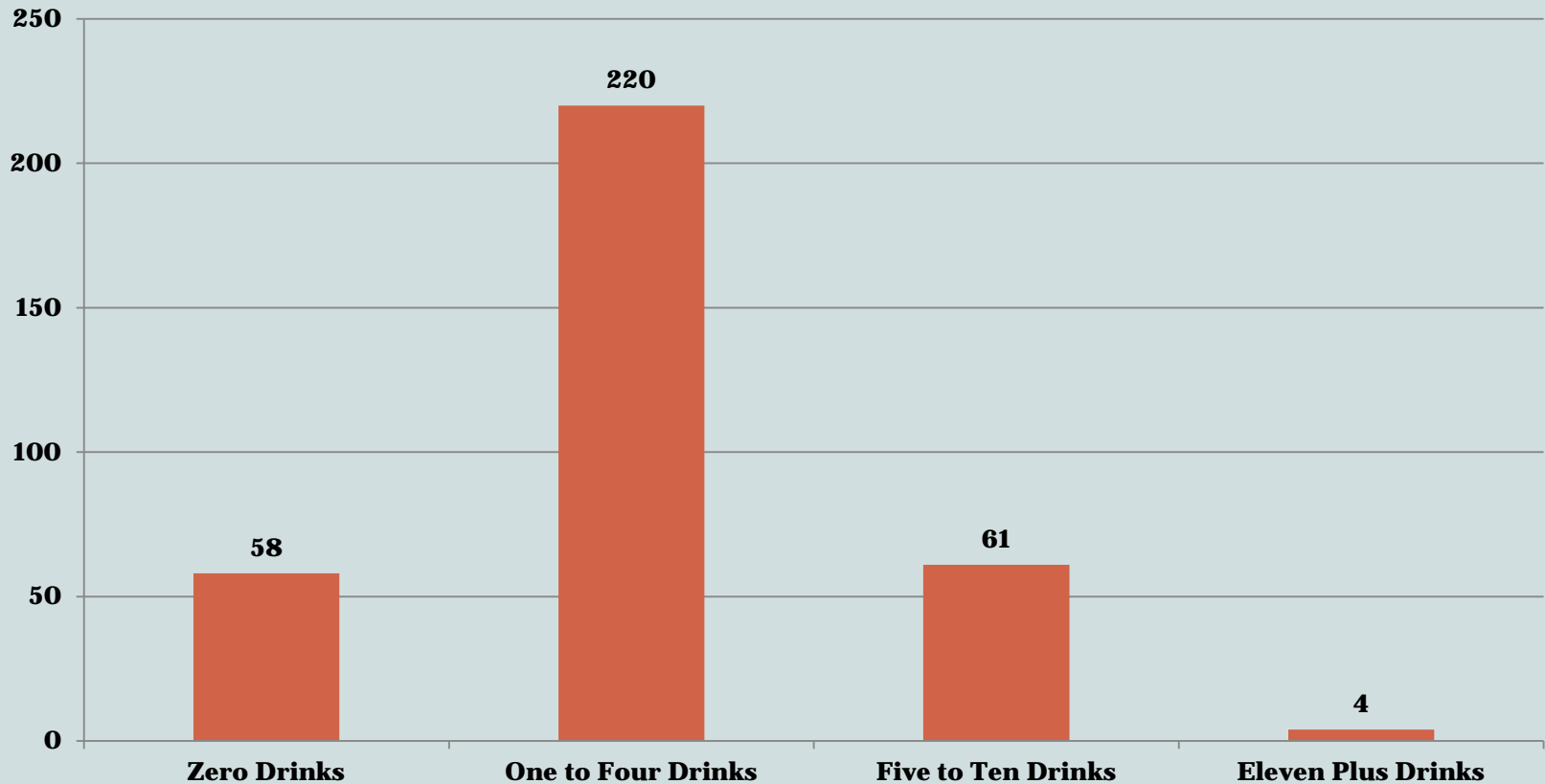


**Game Day Survey
Quantitative Research Findings
Fall 2009**

Drinking Before Game



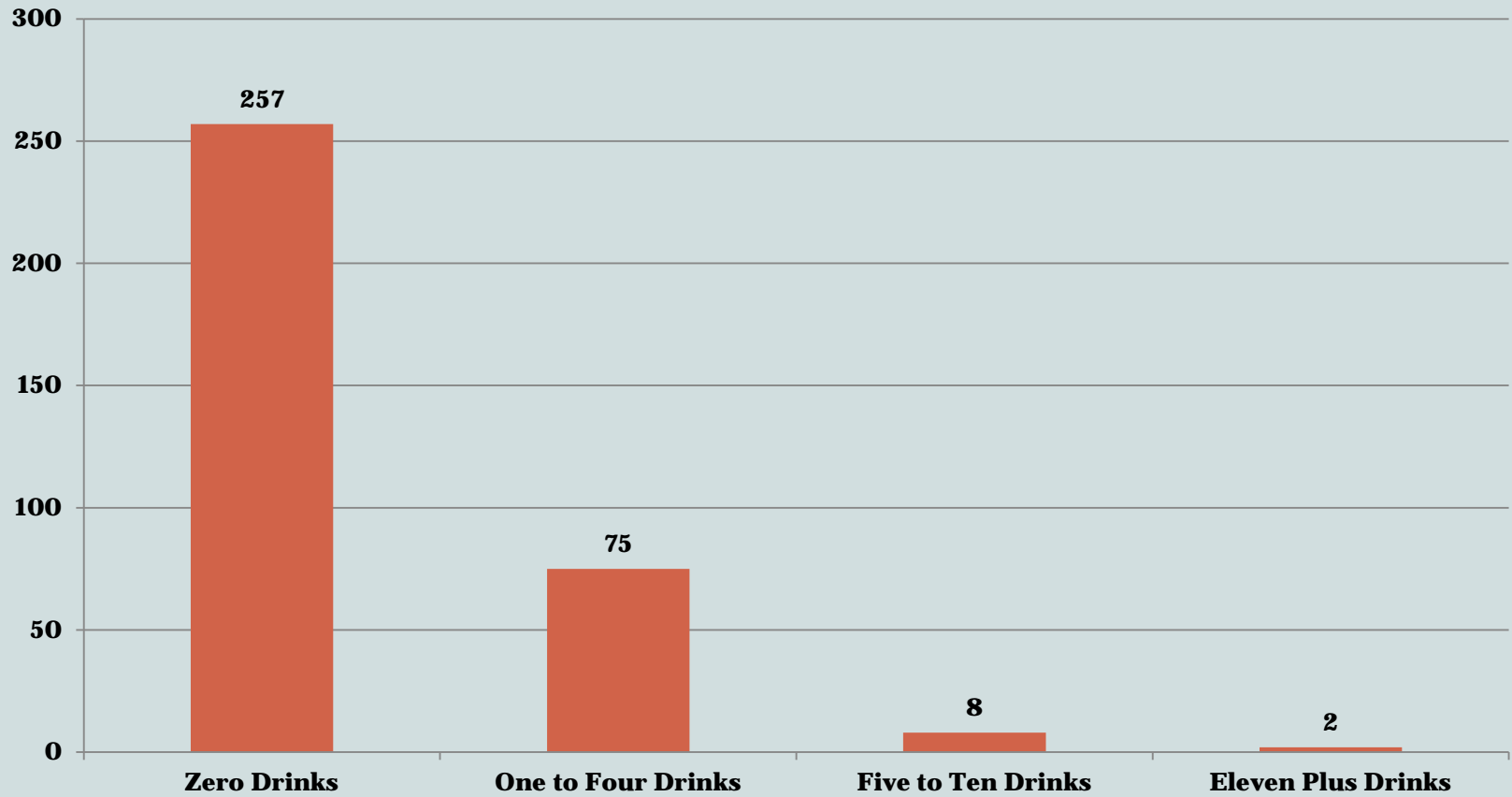
On average, how many alcoholic drinks do you typically consume during the two hours BEFORE a home football game?



Drinking During Game



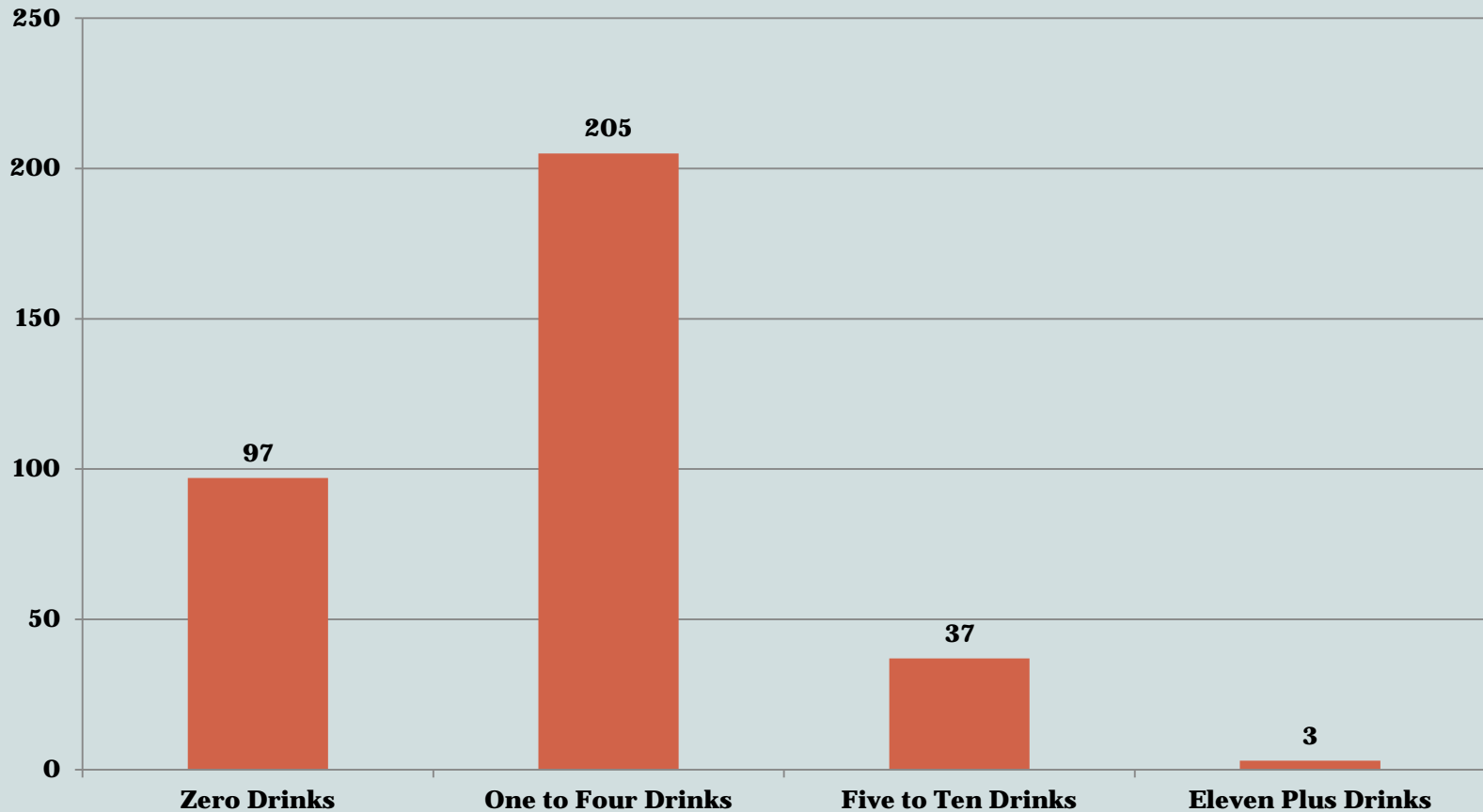
On average, how many alcoholic drinks do you typically consume DURING a home football game?



Drinking After Game



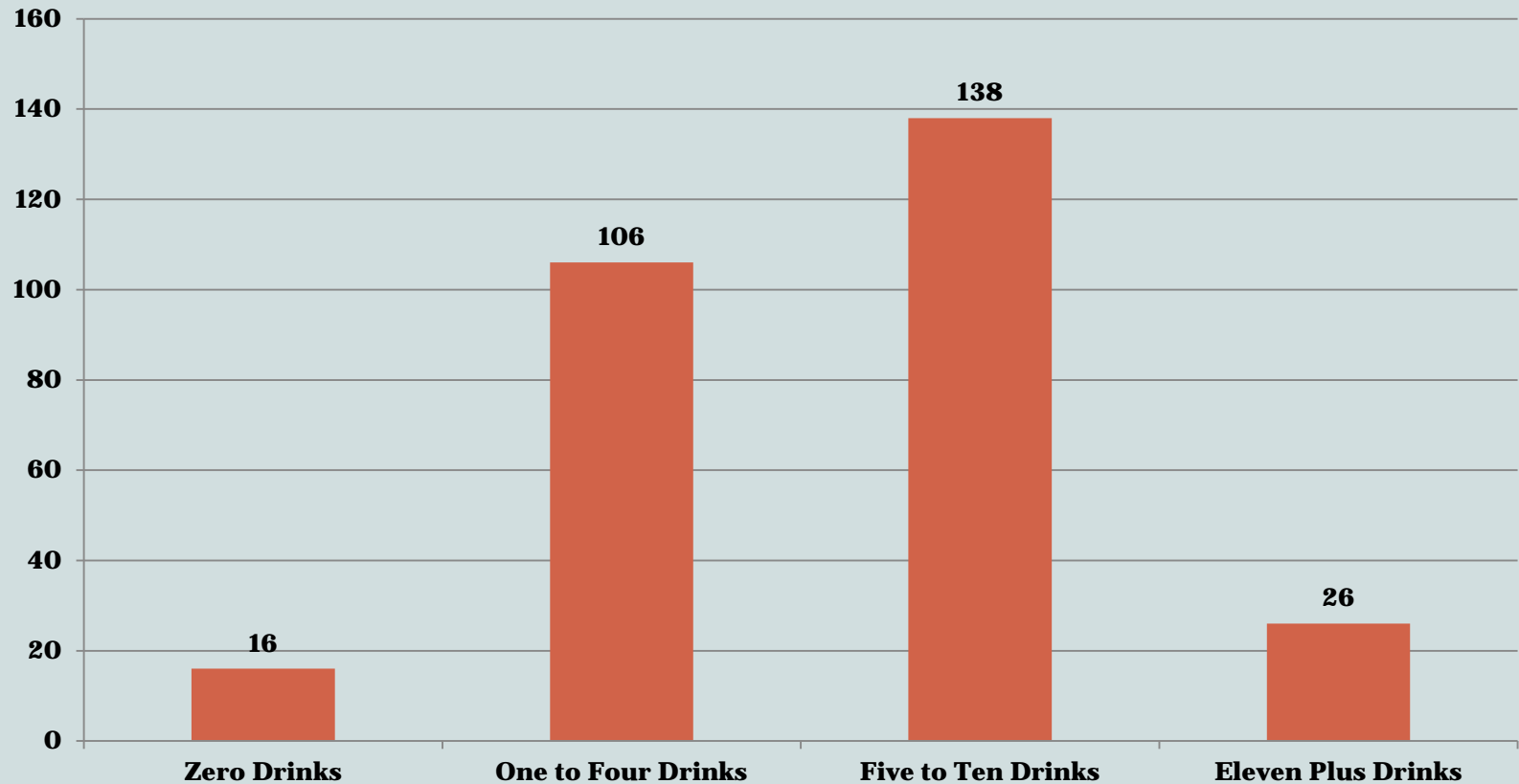
On average, how many alcoholic drinks do you typically consume during the two hours AFTER a home football game?



Total Number of Drinks



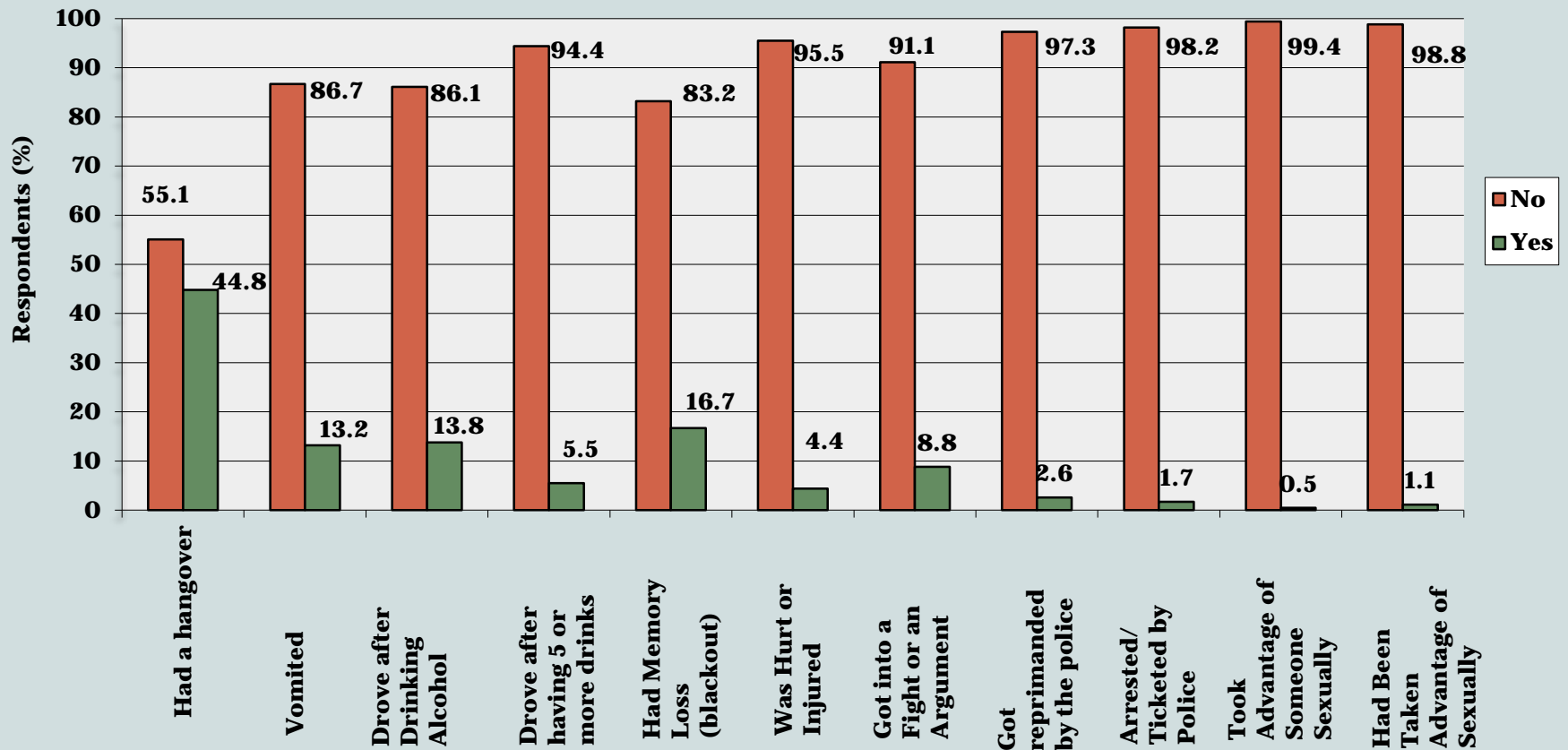
On average, what is the TOTAL number of alcoholic drinks you typically consume before, during, and after a home football game?



Negative Consequences



Have you experienced any of the following due to drinking alcohol before, during, or after a home football game over the course of the 2009 college football season?



UF Social Marketing Campaign



- Created various game day specific messages
- Part of overall social marketing campaign
- U.S. Department of Education grant to decrease high-risk drinking and associated consequences
- Messages tested with target population
- Positive call to action in each message
- Messages evaluated



Drink less and enjoy the game more!

**Consider setting
a limit to the
number of drinks
you consume
on game day.**

*Note: if you consistently
drink more than you
intend you may have a
drinking problem and
should consult with a
counselor.*




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Drink Less
Enjoy the Game More!

**Respect the
SWAMP!**



**LESS
is More!**

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Most students
have 0-4 drinks
on game day!

**Respect the
SWAMP!**



**LESS
is More!**

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***Momma
says:***

***Hydrate
on water
not alcohol!***



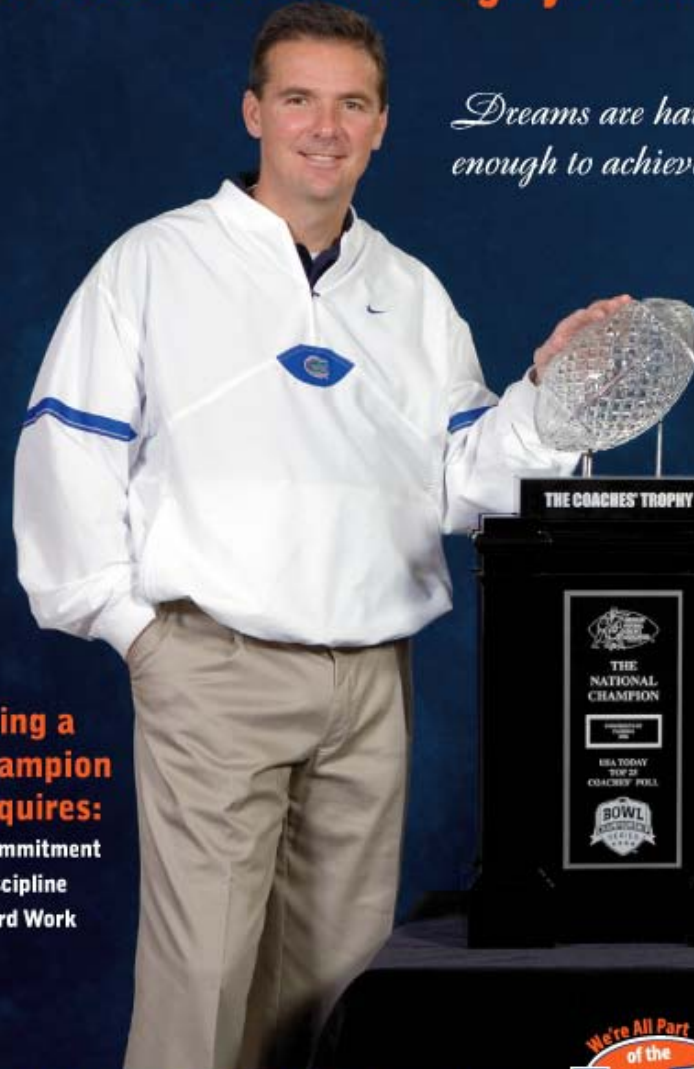
**Consuming fewer drinks may increase
your enjoyment of the game.**

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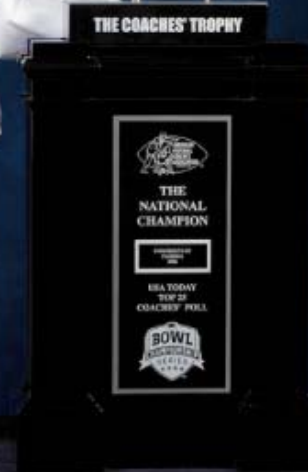
Don't let alcohol sabotage your future!

*Dreams are hard
enough to achieve sober.*



Being a Champion Requires:

- Commitment
- Discipline
- Hard Work



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Drinking Is No **Game.**

*15
Timmy LeBlanc*

**Don't let
alcohol
sabotage
your future.**

**If you choose to
drink, please limit
the number of drinks
you consume.**



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Did You Know?

Half of the
student population
doesn't drink
on game day.



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Did You Know?

City of Gainesville Ordinance #4-4B prohibits possession of opened bottles or cans, flasks, cups, or glasses containing any amount of alcohol on all city streets, sidewalks, or parking lots, including the entire University of Florida campus.

This includes tailgating on

game day.

Thank you for your cooperation!



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Current Campus Initiatives



- **Education**
 - Social Marketing Messages
 - UPD and Stall Stories
 - UAA Gator Fans Code of Conduct online and print
 - UAA GameDay Guide brochure with ticket pickup
- **Game Day Management Task Force**
- **Open letter placed in student newspaper**
 - Head football coach, SG president, VPSA
- **2002 No-Reentry Policy**
- **2009 Fan Text Messaging System**
- **UAA Gator FanFest**

Current Campus Initiatives



- **Strong senior administrative support**
 - First SEC school to join 'Campaign for Alcohol-Free Sports TV'
 - Banning of alcohol and tobacco sponsorship on campus
 - Following best practices in field to address alcohol and drug abuse issues
- **FL/GA game**
 - Decrease number of locations selling alcohol by 50%
 - Ban sale of shots at Jacksonville Landing
 - Stricter enforcement of laws governing alcohol sales
 - Request Jacksonville to increase presence of ABT
 - Request Jacksonville to limit occupancy at the Landing

Current Campus Initiatives



- **Law Enforcement**

- ~300 law enforcement officers at each home game
- Past 5 years designated group of officers patrol campus on bike hours prior to start of the game
- Primarily issue warnings to deter high-risk and underage drinking
- Increase their presence on campus
- Decrease over past few years of number of kegs on campus and overall excessive drinking on home game days

Future Campus Initiatives



- **Game Day Tailgating Website**
 - Highlight Game Day Wellness Promotion
 - ✦ Hydration, sun protection, calorie monitoring, protective strategies and legal issues for alcohol consumption, safe transportation, recycling)
- **Continue PSA's with influential individuals (Coach, SG President, VPSA)**
- **Continue to implement social marketing campaign**
 - Highlighting positive normative behavior
 - Promoting laws specific to campus and community

Best Practices Recommendations



- **Educate**
- **Provide alcohol-free game day alternatives**
- **Increase enforcement of underage drinking and open container laws**
- **Designate tailgating areas on campus which clearly delineate where alcohol consumption is legal**
- **Limit the number of tailgating hours**

Summary



- **Game day drinking represents a serious public health problem**
- **High-risk drinking rates may be higher in the fall because of game day**
- **White males who are of legal drinking age drink at the highest rates on game day**
- **Specific game day policies need to be implemented and enforced**

Questions?



Go Gators!!!