Welcome
Jim Hintz and Mayor Betsy Patterson welcomed attendees and introduced the presenters from the University of Massachusetts-Amherst and Amherst Police Department.

University of Massachusetts-Amherst Campus & Community Coalition to Reduce High-Risk Drinking Presentation (CCC)

a. Presenters were Mike Kent, Captain Amherst Police Dept; Martha Nelson Patrick, University Relations, Co-Chair, Campus and Community Coalition to Reduce High Risk Drinking; Diane Fedorchak, Retail Partners Committee Chair; Sally Linowski, Director, Center for Health Promotion, CCC Co-Chair
b. The CCC works to promote responsible decision-making about alcohol and other drug use and is a nationally recognized model program for substance abuse prevention.
c. Statistics: The community has about 35,000 residents and 55% of them are between 18-24 years old; UMass-Amherst has about 25,000 students; 12,000 live on campus; currently a 53% binge drinking rate among UMass-Amherst students
d. Community Concerns
   • The Hobart Hoedown is a gathering of students around the end of finals that began in the early 90’s. Hobart Lane is a dead-end street where thousands of students gathered to party. It required Amherst, State and University police officers to shut down the event. They used roadblocks and searched every car entering the area.
   • In May of 2003 the students decided to expand on this tradition by communicating electronically to formulate a plan to create a larger event.
   • That night 14 police officers were hurt, 2 police cars were destroyed and 30 students were arrested
   • The Police Chief decided to park the wrecked cruiser in front of the police department to display to the community what had taken place and offered a $500 reward for information on the student who started this riot.
   • Within hours tips were coming in and they were able to find the student who started this event. The Dean of Students Office expelled the student and fined him $2,500 in damages.
e. Coalition Formed
• A diverse group of leaders from UMass and the community who came together to address issues.
• Using environmental management strategies, they are working to change aspects of the culture which supports dangerous drinking
• Membership has evolved and they are engaging with smaller towns and surrounding towns.
• The collation started in 2004
• There was a two day strategic planning session to assess the current initiatives
• Information for the NIAA report was used to help compile information

f. Strategies for changing college drinking culture
• Limit alcohol availability
• Restrict alcohol marketing and promotions
• Offer alcohol free social events and receptions
• Increase policy and law enforcement
• Change the normative environment and correct misperceptions
• Heavy episodes of drinking are down 11% from 2003 when it was 77%. UMass-Amherst. There has been a 26% drop in underage drinking and frequent episodic drinking is down 16%.

g. BASICS (Brief Alcohol Screening and Intervention for College Students)
• To reduce high risk drinking- non judgmental and confrontational
• Evidence of effectiveness for students
• Individualized intervention
• Improved retention and academic success, decreased recidivism rate
• Takes time to build relationships, collaboration builds over the years

h. UMass-Amherst Police Department and Amherst Police Department
• UMass has 60 officers who work closely with the Amherst Police Department
• They have increased parking surveillance to reduce the flow of alcohol
• Security cameras from dorms and parking are location specific
• There is an increased communication with the Court
• Active referrals of protective custody to campus BASIC program
• Housing Services also makes referrals to BASIC’s Program

i. Strategy of Policy and Enforcement
• Campus/ judicial policy process review
• Greek Neighborhood Roundtable
• Municipal Strategies Roundtable
• Neighborhood forum (neighborhood concerns and strategies with university)
• Town Bylaw review

j. Campus policy changes
• Alcohol policy updated
• A review of drinking games, paraphernalia and Good Samaritan Laws
• Riotous behavior policy
• Elimination of level 1 appeals, any 1st offender is requires to attend the BASICS program
• Policy changes took place in January of 2006. Student leaders helped with the reviews and residential Life had student’s read over the changes and sign that they have received a copy when they checked back into their dorms.
• Weekly meetings are held on Mondays in the Dean of Students office to share information from the weekend. These meetings include the Dean of Students staff, the Assessment &Care Team, the Risk Assessment Team and members from both the University and Town Police Department.

k. Using public transit to advertise & reaching out to the community
• With 5 years of Social Norm Campaigns, 96% of students have seen the social norms messages
• 72% of UMass students support the alcohol policy
• Resources were provided to landlords and handouts were made
• Landlords association became part of the collation
• All out-of-state students were notified of the Town and State laws
• In 2009 the CCC created a new bylaw called the Nuisance House Bylaw. This allows for police to fine the host of the party (or each resident) $300.00 for disturbance.

l. Municipal Outcomes
• Strategies and roundtable discussions resulted in the formation of a Bylaw Subcommittee
• The Town of Hadley, MA added the Open Container and Keg Registration Bylaws to their towns
• Amherst’s Open Container Bylaws was upheld
• Fines increased for Amherst Town bylaws
• They are now looking at non-criminal bylaws such as public urination
• Mutual Aid agreements for surrounding towns
• Nuisance House/ Social Host Laws were created

m. Landlord Strategies
• Model lease agreement shared widely
• Campus judicial check is available for landlords
• They hold an Annual Landlord Meeting
• Keep communication ongoing

n. Retail Partners Committee
• Performs compliance checks with undercover police
• Provides Server Training in collaboration with Package Store Association
• Provide information on Best Practices
• Don’t do any stings with underage clients to keep a positive relationship
• Offered trainings at peak hiring times

o. Lessons Learned
• Review all science based data-health & safety should be the focus
• You need the buy in of the community and University
• BASICS helped drive environmental changes
• Celebrate and acknowledge members, present awards (positive reinforcement)
• Be open and adapt to changes- Don’t count your chickens before… because surprises happen!