University of Oregon
Office of Student Life
364 Oregon Hall
5216 University of Oregon
Eugene, OR 97403-5216
(541) 346-3216
(541) 346-5811 (fax)

Funded through Safe and Drug-Free Schools and Communities
U.S. Department of Education
Project Funding:
New View 2000 was awarded through a national grant competition of the Office of Elementary and Secondary Education in the U.S. Department of Education. Funds for this project were authorized by the Safe and Drug-Free Schools and Communities Act (SDFSCA) and are intended to fund drug and violence prevention programs for students enrolled in institutions of higher education.

Project Staff:
This grant will be administered under the Office of Student Life at the University of Oregon.

Project Timeline:
Project activities are already underway and will conclude summer 2000.

Our Focus Population: First Year Students
New View 2000 provides a more focused, comprehensive model for prevention work with first-year students than is typically implemented. First-year students are in transition and are known to be more dualistic developmentally and prone to experiment with newfound autonomy. They are also most affected by peer group norms within those arenas that have significance to them, such as residence hall communities, Greek organizations, athletic teams, and first-year student-focused courses. New View 2000 enhances the extensive array of academic and social programs for first-year students that are currently in place at the University of Oregon.

Project Goals and Objectives:

- Reduction in the rate of binge drinking of first-year students (year one).
- Reduction in the marijuana use of first-year students (year two).
- Reduction in violent behaviors and other harmful health and social consequences related to alcohol and other drug use of first-year students.

How We’re Accomplishing These Goals:

- Increase the accuracy of first-year student perceptions of peer alcohol use and marijuana use.
- Increase student perceptions of the enforcement of alcohol and drug policies on campus.
- Decrease the student perception that the social atmosphere on campus promotes alcohol use.

If college students think everyone is drinking, then students consume more due to an influence of an imaginary peer.

(Social Norms Approach to Prevent Binge Drinking at Colleges and Universities, 1996)
Facts in Brief...

- The University of Oregon has a long-standing commitment to proactively addressing substance abuse on campus. In 1996, the Department of Education honored the UO for having one of the best alcohol prevention programs in the United States.
- The total two-year grant award is $236,000. New View 2000 is the largest grant of its kind at the University of Oregon.
- New View 2000 is a comprehensive effort, based on an environmental social norms approach. This involves using a coalition of existing academic, social, and living groups to communicate accurate messages about alcohol and other drug use. Our partners in this effort include:
  * Faculty teaching first-year student courses (Freshman Seminars, Composition, etc.)
  * Residence Hall staff
  * Greek system staff
  * Orientation staff
  * Student leaders and representatives
  * Athletic staff and coaches working with first-year student athletes
  * Student Health Center staff
  * Traditional student services staff
- Project strategies have been developed to specifically address the goals of this project. These strategies include:
  
  Media campaign to reframe misrepresentations of alcohol consumption by UO students:
  
  New View 2000 is developing targeted media messages to radically adjust misperceptions and to encourage healthy and safe behaviors. Messages are created collaboratively with students, whose input and participation in the development of these messages is ongoing.

  Increasing the number of late-night social and recreational options for students:
  
  The increased scheduling and advertisement of activities for students will lessen alcohol and drug use by reinforcing the norm that alcohol is not a necessary element for social interaction. Examples of this effort are the publication and distribution of monthly campus events calendars and increased funding and marketing for the university’s PARTY (Promoting Alcohol Responsibility Throughout the Year) Fund to encourage student groups to develop and operate on-going late night events.

  Continued Enforcement and Review of Laws and Policies:
  
  By correcting the perception that policies are inconsistently enforced, students’ alcohol and drug use may decline. This includes building on the work of the campus Alcohol Policy Review group, which has been active since December 1997 to address gaps and inconsistencies in existing policies.

- Upon the conclusion of grant activities, University of Oregon hopes to share with other institutions of Higher Education, prevention techniques and programming strategies that have proven to have a positive impact on campus alcohol abuse, drug use, and violent behaviors.

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New View

Profile of First-Year Students:

→ Total UO enrollment: 16,780
→ Total first-year student enrollment: 2,289
→ Median age of first-year students: 18.8
→ 65% reside within university residence halls
→ 65% enroll in learning communities for first-year students
→ 12% are members of the Greek system
→ 3% are intercollegiate athletes


The Stats:

→ As is the national trend, UO students believe that their peers drink and use other drugs more frequently and in greater quantities than actual usage rates indicate. Per the 1997 UO CORE Survey, 96% of all students believed their peers consumed alcohol at least once a week, though only 52% did.

→ The 1998 University Health Survey asked, “How many drinks do you think most students have when they go out drinking or to a party?” 61% of students believed their peers had five or more drinks. In actuality, 80% of students consume four or fewer drinks when they party.
Office of Student Life
Mission Statement
The Office of Student Life helps students derive full benefit from their University of Oregon experience by:
- Assessing and communicating the needs of a changing student body;
- Providing education and support programs and services;
- Working to insure that all students are supported and accepted;
- Minimizing the obstacles to student success;
- Celebrating the accomplishments of individuals and the campus community.

Additional Information
For additional information about New View 2000 or UO student services, contact:

Sheryl Eyster, M.S.
Project Coordinator
364 Oregon Hall
5216 University of Oregon
Eugene, OR 97403-5216
(541) 346-3216

Project Staff:

Project Investigator
Laura Blake Jones, M.Ed.
Associate Dean of Student Life

Project Co-Investigator
Weston H. Morrill, Ph.D.
Dean of Student Life

Project Coordinator
Sheryl Eyster, M.S.

Evaluator
Ken Kempner, Ph.D.
College of Education

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