

**Alcohol Wellness and Responsibility Education Corporation
Special Called Meeting
Mayo-Underwood Building
500 Mero Street
Room 247CE
Frankfort, KY
May 29, 2024
1:00 pm – 3:00 pm**

1. Welcome, Introductions/Roll Call (Allyson Taylor)
2. Background/History of the Malt Beverage Education Fund & Fiscal Overview (Gene McLean, Leigh Ann Thacker, Chris Nolan)
3. By-Laws Revisions (Brad Oakley, Chris Nolan)
4. Discussion and approval of 2024-25 meeting schedule (Allyson Taylor, Leigh Ann Thacker, Chris Nolan)
5. FY 2024 Funding Request – Kentucky Coalition for Responsible Alcohol and Substance Misuse Education (Sara Barnes, Kentucky Distillers' Association)
6. Adjourn

Virtual access via Microsoft Teams

Meeting ID: 298 567 082 906

Passcode: vcz53H



Kentucky Coalition for Responsible Alcohol and Substance Misuse Education *Housed at the University of Kentucky, M-G CAFE Extension Office*

The Kentucky Distillers' Association (KDA) has partnered with higher education partners across the state to implement an established, credible program to effectively reduce underage drinking and impaired driving among college-aged individuals in Kentucky.

Research shows that proper education and effective campus support positively impacts decisions related to responsible consumption of alcohol.

The Kentucky Coalition for Responsible Alcohol and Substance Misuse Education pilot program will launch in the Summer of 2024. This three (3) year pilot program will be the first Coalition of colleges and universities around the Commonwealth centered in Education and Harm Reduction strategies for underage drinking and impaired driving.

Surrounding states (Tennessee, Missouri, Illinois, Indiana and Ohio) have successfully implemented this program, which provides evidence-based, data-driven prevention strategies for immediate use on campuses.

The ten (10) schools currently participating are Bellarmine University, Centre College, Eastern Kentucky University, Kentucky State University, Northern Kentucky University, Morehead State University, Murray State University, Transylvania University, University of Kentucky and University of Louisville. The Coalition would be a membership organization; however, funding and training would be available to serve any campus in the state of Kentucky.

All member campuses, will be provided:

- Annual and on-going assessments
- Year-round training and technical assistance to campuses
- Funding to campuses to operationalize their strategic plan for harm reduction
- Evidence-based, data-driven harm reduction strategies

To be Coalition Member campuses have to:

- Implement the annual Assessment of Collegiate Healthy Behaviors
- Be compliant with Safe and Drug Free Campuses (Biennial Review)
- Attend coalition meetings to share in the responsibility of creating healthier campuses
- Write a strategic plan for implementation of prevention strategies that is due each September 1 based on their campus data

This programs support will establish holistic well-being programs and provide full-time staff to ensure consistency and accountability for the Coalition. The KDA has raised funds to support this program for three (3) full years, during which time, sustainable grant funding will be secured for the continuation and advancement of the program.

**Budget, program outline and projected outcomes provided on next pages*

Proposed Budget
Kentucky Coalition for Responsible Alcohol and Substance Misuse Education

Personnel	\$196,500
<i>Project Manager</i>	
<i>Coordinator*</i>	
<i>Marketing Coordinator*</i>	
<i>Clerical Support</i>	
<i>*include fringe benefits</i>	
Travel	\$9,500
<i>Monthly meetings</i>	
<i>Consultants and trainers</i>	
<i>National Higher Education Conferences</i>	
Supplies	\$9,000
<i>General office</i>	
<i>State conference</i>	
<i>Monthly meetings</i>	
Printing	\$1,500
<i>Educational marketing (brochures, posters)</i>	
Miscellaneous	\$106,000
<i>Survey Incentives</i>	
<i>Campus Resource Support</i>	
<i>**\$10,000 per institution involved</i>	
Total	\$322,500

Program Outline
Kentucky Coalition for Responsible Alcohol and Substance Misuse Education

Overall Strategy: To connect and support higher education institutions across Kentucky in the shared mission to create healthy and safe college campus communities through education and positive cultural change.

The Coalition will strive to provide the following programs/supports to all participating institutions of higher education across the state of Kentucky. The program is not intended to support one institution greater than any other participating Institution however recognizes opportunities will be dependent on school participation throughout the pilot project.

- Strategic planning and advising through the established Fund Administration Committee for all participatory campuses
- Data Assessment and analysis utilizing a shared National/Statewide Health Assessment tool
- Provide opportunities for ongoing professional development and mentoring to participatory universities
- Ongoing networking and support to enhance overall student well-being and substance misuse education
- Funding to campuses to implement and operationalize strategic programs
- Additional funding opportunities and reduced contracts with providers
- Development, training, implementation, and technical assistance to campuses
- Evaluation of current research, resources, and evidence-based practices
- Opportunities to explore pilot projects utilizing promising practices and theories in the field of prevention and harm reduction
- Organized meetings across the state and opportunities to attend state and national conferences
- Support in ensuring compliance with Safe and Drug-Free campuses Biennial Review
- Standardized annual statewide evaluation and data reporting

Projected Outcomes
Kentucky Coalition for Responsible Alcohol and Substance Misuse Education

Potential and Projected Outcomes:

- A decrease in availability of alcohol to college students.
- A decrease in student drinking rates including; binge drinking, underage students accessing alcohol, average number of drinks per week and number of times students drink per week.
- A decrease in the negative consequences of binge drinking including violence.
- A decrease in the number of students drinking and driving or riding with a peer who has been drinking.
- An increase in the number of students who identify a designated driver as a person who has consumed no alcohol.
- An increase in the accuracy of students' perception of their peer's AOD use.

Outcomes measured by coalition and campus assessments:

- An increase in the number of alternatives, alcohol free programming on the participating campus communities.
- An increase in the number of campus/community coalitions at campuses throughout the state.
- An increase in the skill level of those students and professionals who participate in training opportunities.
- Collection of annual, statewide baseline data on students at all participating Kentucky colleges and universities.



For more information on the program or how to get involved, please reach out to Sara Barnes, sara@kybourbon.com or Ashley Hinton, Ashley.hinton@centre.edu