
MISSOURI COLLEGE HEALTH BEHAVIOR SURVEY FACT SHEET

Partners in Prevention is Missouri's higher education substance abuse consortium dedicated to creating healthy and safe college campuses. The Partners in Prevention Coalition is comprised of 21 public and private college and university campuses across the state. First implemented in 2007 by Partners in Prevention, the Missouri College Health Behavior Survey (MCHBS) is designed to understand the role of alcohol, drugs (illegal and prescription), mental health issues, and gambling on student health and wellness. The survey also provides information regarding attitudes, perceptions of other student's behaviors, campus and community laws, and policies. The MCHBS is administered online every Spring semester to undergraduate students at all coalition campuses across the state. The Partners in Prevention Coalition helps to implement and analyze the data collected from the survey, which in turn is used to design a variety of programming at participating colleges and universities.

MCHBS EXAMINES A VARIETY OF HEALTH BEHAVIORS

Tobacco use

What types of tobacco products do students use? Have students tried to quit, and if so, by what means?

- » Questions in this section identify what type of tobacco products are being used, how often, and in what settings or situations. These questions also seek to identify the age of first use, the role of tobacco as a social behavior, attempts to quit (how, when and why), perceptions of health consequences, and the feelings of students about having a smoke free campus policy. This section focuses not only on cigarette use, but a range of tobacco products including smokeless tobacco, hookah, and E-cigarettes.

Illicit substance abuse

How often have students used or abused illicit substances and prescription drugs? Where do they commonly engage in substance abuse?

- » The survey seeks to understand the abuse of illicit substances in the context of social behavior and determine the consequences of substance abuse as they relate to social, personal, and academic concerns. This section surveys which substances are being abused, how often, by (or with) whom and where such abuse occurs. Includes a wide range of questions targeting specific commonly abused substances (cocaine, methamphetamine, inhalants, ecstasy, heroin, amphetamine, prescription drugs, marijuana, and bath salts).

Alcohol use and abuse

Do students use a designated driver or other protective behavior strategies? Have they encountered legal problems or trouble with campus administrators? Roughly 70 questions on the survey focus on targeting alcohol use and abuse on campus.

- » Questions in this section of the survey concern how students consume alcohol, where they drink, the direct and indirect consequences of their drinking on academic and social life, how they obtain alcohol (if they are minors), frequency of alcohol use, drinking behavior, and reasons for drinking or abstaining. This section also includes information on how much students consume, binge drinking behavior, and protective behavior strategies students employ such as using a designated driver.

Sense of community and belonging

Do students feel connected to the campus community? Have they considered leaving the University? Do they have a sense of belonging to the campus?

- » These questions gauge the feelings of students as they understand their place within the campus community and how such would affect other behaviors.

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Sexual Behavior

What role do drugs and alcohol play in students sexual behavior and experiences?

- » Identifies the role of alcohol and drugs in sexual behavior and elicits information about possible abusive relationships and unwanted sexual contact.

Driving Safety

Do students text or wear their seatbelt while they drive? Do they often speed or drive while they are drowsy?

- » The survey studies the behaviors of students while driving. Questions seek to understand the frequency of engagement in a variety of safety behaviors that include texting, speeding, driving distracted, and other driving behaviors.

Perceptions of prevention and policy on campus

Are students aware of the prevention efforts colleges and university are implementing? Do students feel the campus is concerned about alcohol and drug prevention? Do they feel such policies are enforced effectively and consistently?

- » This portion helps to understand the awareness of the prevention efforts on campus.

Gambling

How many times a year do you gamble?

- » Survey questions attempt to understand the frequency of gambling and what types of gambling are occurring as well as addressing the causes and consequences of gambling. These questions address specific types of gambling, such as casino gambling, sports betting, and card games.

Stress, Well-being and Mental Health

To what extent has stress interfered with students academic life?

- » This portion examines varying aspects of mental health. It includes the impact of stress on academic and personal lives of students, thoughts and attempts of suicide, student utilization of campus resources and services (for health and well-being), as well as identifying a large scope of behaviors and incidents that include but are not limited to sexual assault, eating disorders, depression, and alcohol abuse.

Perceptions of other Students' Health Behaviors

How often do you think the typical student on your campus uses marijuana?

- » Information is collected on student perceptions regarding the frequency and severity of other student's high-risk behaviors. It is common on college campuses for students to over perceive the frequency and severity of other students high-risk behavior including alcohol. Campuses can use this information to create social norms campaigns and measure the impact of these campaigns.

Demographics

The survey includes a large variety of demographic questions to help better understand the surveyed population. Demographic questions range from residence (on-campus, off-campus), student affiliations (Greek, Honors Societies, ROTC, etc.), ethnicity, disability status, sexual orientation, area of major study, and the county of Missouri high school graduation to provide a detailed and definitive understanding of students.

RESPONSE RATES AND DATA GENERALIZATIONS

Approximately 20% of the students complete the survey for each campus, representing a random sample of roughly 5% of the total student population. Twenty percent (20%) return rates are consistent with national averages of campus-based alcohol prevalence surveys. Research supports that a random selection of 5% of the population is sufficient to provide appropriate reflections of the campus population.

While a 5% return rate may appear low, it is consistent with most national opinion polls. By randomly selecting students, and conducting the survey with fidelity, the results obtained from 5% of the population are generalizable to the student body. In the 2013 implementation of the MCHBS, the overall response rate for the PIP21 schools was 20%. This indicates that the MCHBS was able to capture over 5% of the student population at our 21 colleges and universities in Missouri.

CONTACT US

To learn more about this survey, Partners in Prevention, or any of the other resources that may be available, please contact Evan Ramsey at 573-884-8253 or G202 MU Student Center, Columbia, Missouri, 65211.