



**NORTH
CAROLINA
CENTRAL
UNIVERSITY**
FOUNDED 1910

**CAMPUS
COMMUNITY
COALITION**

Mission

The mission of the NCCU Campus Community Coalition Program is to minimize risky behaviors and their negative consequences while building an environment that supports and encourages healthy behavioral choices among African-American young adults (ages 18- 24) on the North Carolina Central University campus and in the surrounding community. This mission will be achieved through strategies aimed to reduce alcohol and drug use and high-risk sexual practices. Through this project we will build a community which values and supports healthy choices by young adults and create an atmosphere on the North Carolina Central University campus and in the surrounding community whereby young adults avoid high-risk behaviors that can lead to the transmission of HIV/AIDS.

Project Goals

1. Expand capacity to provide substance abuse and HIV prevention services on the North Carolina Central University campus and in the surrounding community.
2. Prevent the onset and reduce progression of substance abuse, including underage drinking on the North Carolina Central University campus and in the surrounding community.
3. Reduce substance-abuse related problems including the transmission of HIV on the North Carolina Central University campus and in the surrounding community.

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Interventions

Social Norms Campaign: is designed to correct misperceptions about alcohol, drug, and high risk sex practices by providing all students with accurate information about their peers from survey data. The social norms campaign includes the use of posters and social media messages.

Educational Theatre: is designed to provide first year students with information about alcohol, drugs, and high risk sex practices as well as the available resources on campus. All incoming students attend a peer theatre show entitled "Keeping it Real."

Environmental Strategies: alter behavior by targeting the physical, legal, and socio-cultural factors in the community. Working with Durham TRY, strategies to reduce community risk factors will be implemented in the neighborhoods surrounding campus. On campus, strategies will address policies, enforcement, and faculty engagement.

Condom Distribution: is a structural HIV and STI prevention intervention that is effective in increasing condom use and reducing unprotected sex. Wall mounted condom dispensers with free condoms have been installed in several residence halls and in community locations.

Therapeutic Treatment: is a brief group intervention to moderate a student's alcohol/drug consumption. Students in violation of campus alcohol or drug policies attend a 4 session counseling group that focuses on behavior change.

The Campus Community Coalition Project is sponsored by the Department of Health and Human Services/Substance Abuse and Mental Health Services Administration (SAMSHA).