

# ICSUS DATA UTILIZATION FOR COMMUNITIES

- **Assessment and Planning**
  - ICSUS data highlights broader community substance use trends, norms, and availability that may also be relevant to non-student populations. ICSUS data can strengthen community-wide grant applications and strategic planning efforts.
- **Early Intervention Insights**
  - Community coalitions that understand harmful behaviors among college students can identify which behaviors *start* in high school or earlier, and can intervene before these issues escalate.
- **Campaign Development**
  - ICSUS provides real numbers and insights into the student population living, working, and recreating in your area. Understanding this population allows you to tailor message flights and employ local-level data in norms-focused campaigns.
- **Community-Level Advocacy**
  - Community coalitions and institutions of higher education can share data and collaborate to make the case for local policies and resources that benefit college students, younger youth, and adults.
  - *Examples:* Happy hours and beverage promotions, Designated Outdoor Refreshment Areas (DORAs), liquor and tobacco license applications, billboards and signage, park and event policing, ID compliance checks, party enforcement, late-night rides, Narcan training and access, local resource guides
- **Other Sources of Student Data**
  - Campus law enforcement, campus health professionals, student services, off-campus health and mental healthcare providers, recovery and support groups, student government, student organizations, local surveys, focus groups

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## Opportunities for Campus-Community Collaboration

- Data sharing!
- Happy hours and beverage promotions
- Designated Outdoor Refreshment Areas (DORAs)
- Liquor and tobacco licensing
- Billboards and signage
- Park and event policing
- ID compliance checks
- Party enforcement
- Late-night rides
- Narcan training and access
- Local resource guides

## Other Sources of College Student Data

- Campus law enforcement
- Campus health professionals
- Student services
- Off-campus health and mental healthcare providers
- Recovery and support groups