

## **DEVELOPMENT AND USABILITY OF AN ALCOHOL AND SEXUAL ASSAULT PREVENTION (ASAP) PROGRAM FOR COLLEGE STUDENTS**

R.M. Leone, D.W. Oesterle, L.M. Orchowski, K.C. Davis, & A.K. Gilmore

Georgia State University, Department of Health Policy and Behavioral Sciences and Mark Chaffin Center for Healthy Development, Atlanta GA 30303, USA

College sexual assault (SA) is a significant public health problem, with the highest rates of victimization among women and individuals who identify as sexual and gender minorities (SGM). Current programs fail to address the gender- and sex orientation-specific factors associated with SA victimization and perpetration risk. Further, despite alcohol's involvement in over half of SA, bystander programs fail to address the pervasive role of alcohol. A new approach is needed that includes evidence-based bystander and risk reduction content personalized by risk factors, including gender identity, sexual orientation, and alcohol use. The overarching aim of this project was to develop the Alcohol and Sexual Assault Prevention (ASAP) program, that targets alcohol use, SA victimization risk reduction, SA perpetration prevention, and SA bystander intervention for (1) cisgender heterosexual men, (2) cisgender heterosexual women, and (3) individuals who identify as SGM. In Study 1, college students ( $n=758$ ) from all three risk groups completed a survey on alcohol use and sexual behaviors that was used to develop social norms feedback for ASAP. In Study 2, an open pilot study obtained usability data among college students ( $n=26$ ) who reported engaging in heavy episodic drinking at least once during the past month. Nine participants identified as cisgender heterosexual women, 8 identified as cisgender heterosexual men, and 7 identified as SGM. After receiving personalized normative feedback and psychoeducation during ASAP, participants reported that, on average, they would like to see their BAC at a .047 the next time they consume alcohol. When asked why alcohol is involved in the majority of SA, participants highlighted the role of alcohol as an excuse for SA perpetration (e.g., "*It is used as an excuse*"), as well as how the pharmacological effects of alcohol may impair a potential victim (e.g., "*People are unable to defend themselves while drunk*"). Immediately following ASAP, participants reported reductions in injunctive drinking norms and greater prosocial bystander attitudes/intentions. Overall, participants were satisfied with the information quality, interface quality, and system usefulness of ASAP. Results of this open pilot study were promising in demonstrating preliminary efficacy of ASAP. Future research will assess preliminary feasibility and effectiveness in a pilot randomized clinical trial.