We're all in this together:
WSU Greek PhotoVoice Project

Washington State University

Health Promotion Department

2020-2022

International Town & Gown Association

2025 Initiative Grant

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Table of Contents

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Introduction

Using 2025 Initiative Grant funds provided by the International Town & Gown Association (ITGA), Staff members from the Washington State University (WSU) Health Promotion (HP) Department had the opportunity to the work with students from the WSU Greek IFC (Interfraternity council) and fraternity community on the *We're all in this together: WSU Greek PhotoVoice Project* (GPVP). Specifically, grant funding was used in fall 2020—spring 2021 to document and analyze Greek social practices—the interaction between Greek community social gatherings, drinking alcohol, and the potential transmission of Covid-19—in order to develop community-based harm reduction efforts that address multiple concerns: High risk drinking at house parties and spread of the Covid-19 virus within the Pullman & WSU community.

Presenting concern and opportunity

The Pullman campus of WSU was in a unique position. Pullman is a small college town in eastern Washington and has a large population of WSU students (~15,000), which doubles the population when students are in town. Although the overwhelming majority of our courses were taught online from spring 2020 to fall 2021, thousands of students returned to town in August 2020 to live in off-campus housing and to socialize with friends, which has resulted in an increase of house parties. Consequently, COVID cases spread among the students and, to a lesser degree, the Pullman community.

This situation was highly relevant, given the co-occurring and significant increases in Covid-19 positive cases in the Pullman community, specifically within the WSU student population. Generally, though large parties are attended by WSU students from many different living groups, often, these parties are planned and hosted by members of the IFC community at rented houses ("live-outs") in the student neighborhoods in Pullman, near the WSU campus. At this time, most Covid-19 cases were traced back to social gatherings, some at large house parties hosted by members of the WSU Greek community that were held without social distancing measures (Whitman County Public Health Department, public announcement, August/September 2020).

This combination of large house parties and increasing Covid-19 virus transmission resulted in WSU being rated in the top 5 campuses nationally for fastest-rising number of Covid-19 cases and the city of Pullman documented as a "national hot spot" for most new cases relative to population in September, 2020 (Spokesman Review, September 20, 2020). This situation furthered broad community angst about health concerns, interfered with student academic success, and strained "town gown" relationships. And, other campuses in the U.S. experienced a situation similar to WSU; that being, off-campus student parties significantly impact the number of Covid-19 cases in college communities (NY Times, July 28, 2020).

Image 1. Map of the 5 WSU campuses, including the Pullman campus. WSU Office of Admissions webpage.

The implementation of this project focused on the immediate public health concerns of students and the Pullman community, given the ongoing context of the Covid-19 pandemic, a campus/community social lock down, and the shift to a virtual campus. Community planning and response efforts by the Greek/IFC community were impacted by the ongoing evolution of the Covid-19 pandemic in the Pullman. For example, in October 2020, the IFC leadership sent out an official announcement in support of compliance with state-wide social distancing mandates and specifically named Greek social/party events (see Image 2). In another example from late in the Spring 2021 semester (see Image 3), other Washington counties were opening up from mandated social distancing measures and moving forward into the State of Washington phase 3; however, Whitman County (including the city of Pullman and the WSU campus) remained in phase 2 with social distancing restrictions due to a rise in Covid-19 cases that were traced back to social gatherings, some at large house parties hosted by members of the WSU Greek community that were held without social distancing measures. During this time, the WSU IFC President sent out another official announcement regarding a cessation of all Greek community social activity and called for compliance to promote the health and wellbeing of the whole Whitman county community.

Image 2. October 2020 IFC announcement about the ongoing freeze on Greek community social activity due to rising Covid-19 cases.

Image 3. April 2021 IFC announcement about the ongoing freeze on Greek community social activity due to rising Covid-19 cases.

Executive summary

The GPVP results and outcome are summarized below by phase and related research question.

Phase 1: How do members of the Greek/IFC community socially interact, as depicted on student social media sites, at Pullman neighborhood parties with a focus on drinking alcohol and engagement in social distancing practices and other means of prevention of Covid-19 transmission and infection?

WSU Greek IFC Survey on social media use: The 6 question survey provided basic information to the GPVP team that WSU Greek students made changes to their likelihood of posting on social media, to their likelihood of socializing with someone (who often posts their nights out on social media), and their comfortability with social media posts from large parties without social distancing measures. The respondents reported a decrease in the likelihood of posting on Instagram and Snapchat from their night out *Since the pandemic*. The differences in posting behavior between Snapchat and Instagram as well as *Since the pandemic* and *Before the* pandemic may be linked to multiple contexts and experiences. The survey results had an important impact on GPVP team understanding of social media posts as a data source as well as theme development and the PREZI presentation to the IFC council by the GPVP team.

Social media data: Five themes were identified regarding how members of the Greek/IFC community socially interact as depicted on student social media sites: Gathering environment, Socializing/Party Frequency, Disregard for Guidelines/No Harm Reduction, Behavioral Acceptance, Harm Reduction/Protective Strategies) and 2 sub-themes (Indicators of high-risk substance use and Mental health/motivation) noted within the 5 themes.
1. Gathering environment: The WSU Greek/IFC community made changes in their gathering environments during the data collection timeframe of August 2020 to February 2021 These gathering environments were similar to those used for socializing and partying prior to the pandemic with the exclusion of highly visible locales. Partiers were in close proximity with no discernible attempts to socially distance, and no visible attempts to decrease the potential for Covid-19 transmission when in an indoor environment.
2. Socializing/Party Frequency: The WSU Greek Community continued to hold parties at a frequency and with a number of attendees that was not in compliance with social distancing mandates. Size and visibility of the parties decreased but the data indicated that the frequency of the parties was similar to pre-Covid-19 levels.
3. Disregard for Guidelines/No Harm Reduction: Data pointed to an active disregard for social distancing guidelines and a lack of harm reduction practice for decreasing Covid-19 transmission, which seemed not to stem from a lack of information or education about Covid-19 transmission risks; rather, it was rooted the desire for social interaction/partying.
4. Behavioral Acceptance: With few exceptions, the social media data depicted and described the acceptance of behaviors that were not in compliance with Covid-19 social distancing mandates. The interaction of several factors heavily influenced behavioral acceptance of non-compliance with Covid –19 social distancing mandates: Enacting group identity and a sense of normalcy through partying, mental health concerns and coping, and the perceptions of Pullman as being an exceptional place for socializing and partying.
5. Harm Reduction/Protective Strategies: There was evidence of actions taken in the fraternity community that did support harm reduction and the practice of protective strategies. Primarily, these efforts were focused on reducing harms related to decreasing legal concerns and incurring violations of the WSU code of conduct, rather than on reduction of harms directly related to the potential transmission of Covid-19.

Two sub-themes—Indicators of high-risk substance use and mental health/motivation: Data analysis indicated that, within the IFC/Greek community, social interaction and partying were a means to experience positive mental health, a sense of normalcy, belonging, and community. Group socializing and partying was a way to cope with negative mental health experiences. There is a perception that Pullman is an exceptional place for student socializing/ partying, where the social distancing mandates—enacted elsewhere—don't necessarily apply, which can, in turn, exacerbate the potential for Covid-19 transmission.

Phase 2: Based on the GVPV data collection and report in Phase 1, what harm reduction strategies do members of the WSU Greek/IFC leadership and community select to enact to address concerns related to the high-risk context of socializing at Pullman neighborhood house parties and the potential for Covid-19 transmission and infection? Did the GPVP presentation contribute to a better understanding of the issue for the organization and/or the community?

IFC leadership agreed that the themes and social media data depicted in Prezi presentation matched their own experiences. IFC leadership were able to differentiate types and levels of effectiveness of protective strategies and harm reduction practices depicted in the presentation and were able to differentiate the "pros and cons" of the types and levels of effectiveness of protective strategies and harm reduction practices. IFC leadership reported that they have been actively trying to implement small changes in their respective chapters to increase compliance with social distancing mandates and decrease the transmission of Covid-19 throughout the year. A number of challenges in IFC leadership roles were noted including the limitations of their authority as chapter presidents in working with the behaviors of members not living directly in the chapter house, specifically those that reside in "live outs" in the College Hill neighborhood. Additionally, disregard for guidelines and lack of harm reduction practices are linked to the length of time the Covid social distancing guidelines were in place, feelings of "fatigue" and "loss of energy", feeling "negative" about maintaining compliance, and "push back in regard to compliance. The harm reduction strategies IFC leadership selected to enact moving forward focused on a cost/benefit ratio: Instead of continued work on compliance with social distancing mandates, a majority of the IFC participants were focused on vaccination as a means to decrease potential harms and "get more freedom" to socialize.

Phase 3: Based on the strategies selected by the IFC leadership and community in Phase 2, what are the results and outcomes of those implemented harm reduction strategies on the high-risk context of socializing at Pullman neighborhood house parties and potential for Covid-19 transmission/infection? Sub-questions: Did the GPVP project lead to continued action on the chosen issue? Did the GPVP project lead to changes in conditions in the community? Were IFC leadership, CFSL staff and other policy makers influenced to bring about change?

Problem solving and goal setting in the PREZI session discussion with IFC participants was future oriented and focused on leadership working with their respective chapter members to get as many vaccinated for Covid-19 as possible before leaving for summer to reduce the potential for Covid-19 transmission as well as energizing fraternity membership for chapter participation in fall 2021. After the GPVP PREZI presentation and discussion, most of the post evaluation respondents *Agreed* that they intend to speak to their IFC/Greek community members and friends about ways to reduce harm and engage in protective strategies while socializing/partying, that the PREZI presentation helped them to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, social distancing practices & the transmission of COVID19, and that, after the PREZI presentation, IFC leadership is better able to take positive steps to encourage harm reduction and social distancing practices. Post evaluation respondents reported significant positive changes in feeling comfortable with speaking to Greek PhotoVoice project staff, CFSL staff, and policymakers about ways to change behavior in the Greek community regarding socializing/partying and the transmission of COVID-19. GPVP student-staff field note data provided evidence of instances of positive and active follow through by IFC leadership within their respective houses, primarily focused on vaccinations and the quarantine of Covid-19 positive members for ~3 weeks after the PREZI presentation.

Phase 4: How can PhotoVoice Methods and harm reduction strategies be utilized to address high risk drinking in the future?

Phase 4 of the Greek PhotoVoice project consisted of 2 parts: Phase 4a and Phase 4b. Phase 4a was a focused review by student-staff of Phase 1 data on high risk substance use, and how PhotoVoice can potentially be used to address the issue. Phase 4b was a student-staff focus group, which was asked a series of questions regarding the Greek PhotoVoice Project, high risk drinking, PhotoVoice methods, and future potential of PhotoVoice and the methodology used within the Greek PhotoVoice project. Findings include:

Phase 4a: PhotoVoice methods and harm reduction can potentially be utilized to address high-risk drinking through the following points:

- PhotoVoice can be used to present current harm reduction and high-risk drinking to the community.
- PhotoVoice can be used to spark discussion of harm reduction and high-risk drinking among community members.
- PhotoVoice can be used as a means to assist communities to bring positive change regarding harm reduction and high-risk drinking.

Phase 4b:

- PhotoVoice research method is a method that has potential to implement a more respectful and equitable means of communication and discussion between fraternity leadership and university administration.
- PhotoVoice methods could potentially be used alongside other methods of data collection to enhance discussions about high-risk drinking and participation in positive community changes.

Overall, when attempting to understand student behavior and socializing during the Covid-19 pandemic and social distancing mandates (Lederer and Stolow, 2021), students' behavior must be contextualized within the broader environment in which they reside (McLeroy, et al., 1988).

At the writing of this report, the global Covid-19 pandemic continues to impact the WSU campus and the interaction between Greek community social gatherings, drinking alcohol, and the potential transmission of Covid-19 remains a concern for WSU and the broader Pullman community. Given the positive reception of the GPVP by the WSU IFC community, a similar community participatory project may be beneficial to address the ongoing Covid-19 pandemic and harm reduction efforts.

Purpose

The purpose of this report is two-fold: First, to document the implementation and findings of the GPVP project. The GPVP focuses on the interaction between Greek community social gatherings, drinking alcohol, and the potential transmission of Covid-19 during spring 2021, in order to develop community-based harm reduction efforts that address both concerns: High risk drinking at house parties and spread of the Covid-19 virus within the Pullman & WSU community. Second, the purpose is to provide lessons learned and recommendations to other campuses, Greek communities, or other student groups that wish to implement a project similar to the GPVP.

GPVP team

- 3 Cougar Health Services HP staff members: Project Coordinator, PI, and Co-PI
- 3 WSU Fraternity members as project student-staff. Student-Staff members were specifically selected based on their strong involvement in the Greek community, positions of leadership, and interest in the PhotoVoice project.

Staff training

Project coordinator and student-staff received multiple trainings throughout the GPVP project on the following topics and skill areas:

- Confidentiality: Importance of and how to maintain confidentiality as well as ethical practice in data collection.
- PhotoVoice methods including multiple types of data collection and data management/storage (see page 9).
- *SHOWeD* methods including coding and descriptive theme development (see page 9)
- Use of credible and reliable information sources for reference: Research articles, public health and other governmental agencies, and national or regional surveys.
- The Dyad Strategies podcast (2021): Impact of Covid-19 on the fraternity experience.

Team collaboration

The GPVP team met virtually multiple times a week to carry out the PhotoVoice data collection process, coding and theme development, analysis and report writing, and development of the PREZI presentation of the findings. All project-related activities, meetings, and presentations were conducted in accordance with State of Washington and WSU social distancing regulations. Additionally the Project Coordinator met with student-staff member individually each week. Each phase of the project required a shift in focus and types of task the team worked on. Generally, the individual student-staff worked 10—15 hours per week and the Project Coordinator worked 15—20 hours per week on the project. The project PI provided trainings, direction and feedback at weekly team meetings. The project Co-PI provided administrative and budget support for project implementation.

Project timeline

The GPVP timeline was revised twice during the implementation process. Maintaining the GPVP timeline during the context of a Covid-19 pandemic and with students and staff in virtual attendance proved to be challenging. See Limitations and lessons learned section on page 50.

October 2020—Jan	January—March 15, 2021	March 16—April 15,	April 15—May 30,	June—Aug.	Aug. 2021—April
Process funds, hire & train staff	Phase 1: Social media data collection by team on social media posts August 2020 to February 2021	Phase 2: IFC Presentation, discussion, & planning	Phase 3: IFA Follow up & data analysis	Complete final report #1	Phase 4: High-risk substance use & focus group. Complete final report #2

Methods

Project phases and tasks:
- Phase 1: The GVPV team carried out the PhotoVoice data collection process, coding and theme development, analysis and report writing, and community presentation of the findings. Additionally, the team conducted a social media use survey among the WSU Greek Community
- Phase 2: The GVPV team, with student-staff in the lead, presented the GPVP data report to the Greek IFC leadership for feedback and discussion, including a pre/post survey.
- Phase 3: The GVPV team, with student-staff in the lead, followed up with IFC leadership and chapter members on implementation of agreed upon harm reduction strategies and to help problem solve through concerns and issues as well as taking field notes on interactions.
- Note on Phase 3: In the original project implementation timeline and methods the following was planned to answer the research question for Phase 3:
    - ◊ The grant IFC student-staff and the PI will meet bi-monthly with designated IFC representatives and CFSL staff to discuss and document implementation of the agreed upon measurable harm reduction strategies and to help problem solve through concerns and issues.
    - ◊ Evaluation: The grant IFC student-staff and the PI will use Outcome Evaluation methods and a Logic Model format to track the outcomes and impacts of the IFC selected harm reduction strategies (CDC Evaluation Working group, n.d.).
    - ◊ Evidence for measuring outcomes will be gathered based on the specific objectives outlined by the IFC leadership in their chosen strategies.
    - ◊ The GPVP team will assist IFC leadership in developing measurable objectives and outcomes (use of SMART evaluation objectives: Specific, Measurable, Actionable, Relevant, and Timely).
    - ◊ Outcome data and information will be gathered during bi-monthly meetings with IFC leadership, CFSL staff, as well as from other campus/community sources (Office of Community Standards, Whitman County Public Health, WSU and Pullman PD, etc.) for inclusion in the GPVP final report.
- Phase 4: Phase 4a focused review by student-staff of Phase 1 data on high risk substance use, and how PhotoVoice can potentially be used to address the issue. Phase 4b focus group data was coded for theme development, analysis and report writing.

Unfortunately, due to the contexts of the Covid-19 pandemic and timeline revisions, the following modifications needed to be made to the Phase 3 methods. See pages 31 to 40 for Phases 2 & 3 results and analyses.
- ◊ Instead of multiple follow up meetings, we integrated more group discussion, specific problem solving, and goal setting added to PREZI presentation and discussion.
- ◊ Most of the problem solving and goal setting in the PREZI session focused on IFC leadership working with their respective chapter members to get as many vaccinated for Covid-19 as possible.
- ◊ Follow up and data collection by the GPVP student-staff included text messages, phone calls, and emails to IFC presidents and chapter leadership. Field notes were completed on communication and observations of IFC leadership follow up post-PREZI presentation. Pre/Post Prezi presentation survey results were collected and analyzed.
- ◊ While maintaining the original GPVP methods in terms of Phase 3 would have been optimal, the modification did result in some positive results. The GPVP PI and Project Coordinator will follow up with the Center for Fraternity and Sorority Life in the fall, upon release of the report.
- ◊ Phase 4 was added into the project after discussion with ITGA staff as a means to potentially use PhotoVoice methods and findings in other settings, outside of a pandemic context.

Research questions by phase:
- Phase 1: How do members of the Greek/IFC community socially interact, as depicted on student social media sites, at Pullman neighborhood parties with a focus on drinking alcohol and engagement in social distancing practices and other means of prevention of Covid-19 transmission and infection?

- Phase 2: Based on the GVPV data collection and report in Phase 1, what harm reduction strategies do members of the WSU Greek/IFC leadership and community select to enact to address concerns related to the high-risk context of socializing at Pullman neighborhood house parties and the potential for Covid-19 transmission and infection?
- Phase 3: Based on the strategies selected by the IFC leadership and community in Phase 2, what are the results and outcomes of those implemented harm reduction strategies on the high-risk context of socializing at Pullman neighborhood house parties and potential for Covid-19 transmission?
- Phase 4: How can PhotoVoice methods and harm reduction strategies be utilized to address high risk drinking in the future?

Community-based participatory and PhotoVoice:

The GPVP utilized community-based participatory research (CBPR) and qualitative PhotoVoice methods (Greene, et al., 2018; Foster-Fishman, et al., 2013; Wang & Burris, 1997). In past research, CBPR and PhotoVoice have been used to address substance use and prevention efforts with positive results (Brazg, et al., 2011; Helm, et al., 2015; Lee et al., 2011; Valdez, et al., 2019). PhotoVoice is a process by which people can identify, represent, and enhance their community through specific photographic techniques. This approach examines ecological (social, political, public health, economic, cultural, etc.) factors that influence how a specified issue or problem plays itself out in a community.

The use of the PhotoVoice method had three main goals:
- Enable IFC members to record and reflect their community's social practices.
- Promote critical dialogue and learning about important issues through group discussion of images and data.
- Inform and assist community leadership and policymakers in developing and enacting harm reduction strategies related to the high risk context of socializing at Pullman neighborhood house parties and the potential for Covid-19 transmission and infection.

The anticipated result is an increased understanding of the issue, greater collective buy-in commitment, and development and enactment of mutually agreed on harm reduction strategies .

Additionally, the SHOWeD method was used by the GPVP student-staff for analysis of the data collected (Wang, Wu, Zhan, & Carovano, 1998). The method uses five questions to facilitate team discussion:
- What do you *s*ee?
- What is really *h*appening here? How does this relate to *o*ur lives?
- *W*hy does this situation, concern, or strength exist? How could this image *e*ducate the community and policy makers, etc.? (Or how can we become empowered through our new understanding?)
- What can we *d*o?

The purpose of the SHOWeD questions is to identify and document the problem being examined through PhotoVoice, critically discuss the roots of the situation, and develop strategies for change.

Social media use survey:

Social media content and how it was being used by WSU Greek students is central to the GPV project. The need to better understand changes in how students used or changed their use of social media came about as a result of multiple discussions among the GVPV Team members. GPVP student-staff determined—through data collection of social media, discussion with members of the WSU Greek community, and the content of their field notes—that WSU Greek students had changed the way they post about social gatherings, parties, and high risk drinking. Given this, student-staff requested that a short survey be added to the data collection process for the GPVP. The purpose of the survey was to gain a better understanding of how members of the WSU Greek community changed their social media habits as a result of Covid-19 pandemic regulations and to better understand if social distancing regulations and social stigma caused changes in how members of the Greek community shared their social experiences on social media during the pandemic. To better understand these phenomena, the student-staff designed a short survey of 6 questions using Google Docs that was reviewed by the GVPV staff. The student-staff used snowball recruitment techniques with cell phone and social network contact information of WSU Greek members, which was readily available to the GVPV student-staff through their personal social networks. Recipients of the survey invitation were asked to pass it along to other members within the WSU Greek/ Fraternity community for a period of 2 weeks in March 2021.

GPVP data sources:
- GPVP student-staff collected images, videos, and accompanying narratives depicting house parties in Pullman neighborhood from August 2020 to February 2021 that were uploaded by WSU students and located on student social media sites such as Snapchat, Instagram, TikTok, Reddit, Facebook, Discord, among others: 60 social media images, 12 videos
- Field notes: 17 field notes submitted
- Social media (Snapchat, Instagram posts) use survey: 115 responses
- PREZI presentation discussion and feedback: 27 IFC participants
- PREZI Pre/Post survey: 18 IFC participants.
- Focus Group: 3 student-staff from the GPVP team.

Confidentiality and data storage:

To address confidentiality, images utilized in the data analyses or the IFC leadership presentation did not include identifying information of individual students or student groups. All data sources were de-identified that included modifications such as blurring faces, blacking out text narrative, blocking or blurring background signs or structures, etc.

Verbal and written information on confidentiality and GPVP methods specific to social media data de-identification was provided to Greek community participants in the PREZI presentation and in interview discussions during which field notes were taken. Greek community participants in the social media use survey were provided with written information on confidentiality and GPVP methods of data de-identification.

All data and project documents were stored in a WSU HP TEAMS folder for virtual and collaborative work that had access limited to GPVP team access only.

Data analyses:

Social media image and text data was analyzed using a three-stage participatory group analysis method (Wang & Burris, 1997). The three stages are (a) selecting images that most accurately reflect the identified concerns, (b) contextualizing the images, and (c) codifying emergent issues, themes, or theories. The analysis and coding of the social media data was a collaborative and iterative process guided by continuous reflection, discussion of emerging themes among the project team members (Saldaña, 2013). The coding process, theme analysis, and review of the findings for the social media image and text data was conducted across multiple team meetings to develop intercoder agreement and consensus building in data interpretation (Butler-Kisber, 2010; Saldaña, 2013). Code book operational definitions for themes and sub-themes were developed and utilized in Excel software. To include the team members' varied perspectives and interpretations of the data, initial emerging themes were outlined with participant quotes and verbatim phrases by an individual team member and then presented to the rest of the project team for second round coding and categorization of emerging themes and sub-themes. Intercoder agreement and consensus building of secondary level codes was achieved through discussions in meetings.

Frequencies and descriptive statistics were conducted on the 115 participant responses to the social media use survey. Data graphics were created and utilized in the PREZI presentation with the IFC leadership as part of the data presentation and feedback discussion.

PREZI presentation discussion and feedback:
The recorded IFC leadership Zoom meeting transcripts were analyzed for emerging themes based on the research questions and discussion during the presentation. The transcript coding process, theme analysis, and review of the findings were a simultaneous process and research team meetings were held to develop intercoder agreement and consensus building in data interpretation (Butler-Kisber, 2010; Saldaña, 2013).

Field notes:

GPVP student-staff were provided a template for taking field notes and providing documentation of conversations and observations made regarding project research questions and social media data. Field notes were presented to the GPVP team for discussion on data interpretation and analyses.

PREZI Pre/Post survey:

IFC leadership attending the PREZI presentation was given a pre- and post-survey(10 and 13 questions respectively with 10 point Likert scale) via a Qualtrics link provided in the Zoom meeting chat (N=27, n=18, Response rate=66%). A dependent T-Test was conducted.

Focus Group:

Focused review by student-staff of Phase 1 data on high risk substance use, and how PhotoVoice can potentially be used to address the issue. Phase 4b focus group data was coded for theme development, analysis and report writing.

Results—Social media themes:

The GPVP team selected specific social media images, texts, field notes, and quotes from the project data sets for use within the PREZI presentation and this report as examples of the themes and sub-themes.

1. Gathering Environment: Specific environments that display social interaction and drinking practices of WSU and Greek students such as chapter letters, event lighting, trophy bottles, alcohol brand signs, and drinking games. Examples are fraternity houses, live-outs (rental or chapter owned houses associated with a fraternity and where a group of those chapter members live), apartments, bars and out-door locales.
2. Socializing/Party Frequency: Number of gatherings as well as the size of the group at the gatherings. Ways of socializing or types of parties are holidays and birthdays, dance parties, Cougar football Saturdays, kickbacks (relaxed smaller gatherings), drinking games (e.g. beer dye table) and Fat Rager (large loud party), and room drinking.
3. Disregard for Guidelines/No Harm Reduction: Socializing without regard for state of Washington and WSU Covid-19 restrictions. Examples include party invitations that encourage large groups and high risk drinking, boasting about disregard for guidelines, no mask wearing, physical touching and being in close proximity, more than 10 people in a photo/video, meeting indoors or room with poor ventilation (basement).
4. Behavioral Acceptance of Non-Compliance: Behavioral/Social Interactions in social media posts that reflect an acceptance of disregard for the CDC, State of Washington, and WSU Covid-19 guidelines for social distancing to decrease the risk of transmission. Examples include comments that outright or condone disregard, a high volume of likes and positive text responses on social media posts that depict non-compliance, a negative or sarcastic response to those pointing out a lack of compliance on social media posts. On social media, Members of the community boast, and encourage such behavior, with few instances of disapproval being expressed.
5. Harm Reduction/Protective Strategies: Social interaction and drinking practices that follow, partially or in full, CDC guidelines and/or recommendations from the university and the State of Washington for Covid-19 and social distancing. Strategies can include, social distancing at parties, number of people present at the party within guideline measures, wearing masks, no common containers, gathering outside, or any other strategies that work to reduce the transmission of COVID-19.

Social media sub-themes:

Across all main themes, the GPVP team found evidence for two sub-themes, regardless of whether or not students were attempting to engage in harm reduction practices and protective strategies related to Covid-19 guidelines:

1. Descriptors of motivations and mental health: Expressions or social displays related to the mental and emotional health of students either as a motivation to have social gatherings/parties or in response to attending social gathering/parties. Examples included needing social connection with peers, a sense of normalcy or hope through social gatherings and partying, relieving feelings or boredom, expressing comradery and belongingness with a particular group.
2. Indicators of high-risk substance use: Drinking games, use of hard alcohol, references to blacking out, boasting, expressions of Pullman and WSU as a specific place for students to socialize/party differently than other places (e.g. home, home town).

Image 4. Group of 5 fraternity members or more at a chapter event, November 2020.

Results and analysis:

Sub-themes: Descriptors of motivations and mental health

Group social interaction and partying as a means to:

- Experience positive mental health, sense of normalcy and of belonging or community.
- Relieve or cope with negative mental health experiences (e.g. boredom, stress, depression, drinking games to relieve boredom).

Descriptors of motivations and mental health were found across all themes and in the data through social media captions, images and graphics, and field notes or student/staff observations. Examples include a high number of likes, positive comments and positive emojis/symbols on social media post, images of large and small group gatherings, and overall positive facial expressions.

Perceptions of Pullman as being an exceptional place for socializing and partying can exacerbate the potential for Covid-19 transmission:

- The data indicate that Pullman is perceived and positively experienced as an escape, as *exceptional,* or a place of *exceptions* from students having to comply with Covid-19 social distancing mandates. Pullman is perceived and positively experienced as a place where—especially as members of the Greek community—students can socialize, party, and feel "normal."
- Examples include field notes or student/staff observations, text comments that include boasting, cloaked or inferred non-compliance with social distancing measures, positive comments and positive emojis/symbols on social media post about social/partying behaviors not in compliance with social distancing mandates in Pullman.
- Few examples in the data of student-to-student push back or calling out behaviors not in compliance with Covid-19 social distancing mandates.

Examples

- Consistent captions
- Boasting
- Looking for a sense of normalcy
- Hopeful
- Boredom
- Drinking games are more frequent from boredom.

Fieldnote: Had a conversation with a member of my house. He and I were talking about the **stress** in our lives. He mentioned how **during Covid,** he has **turned to alcohol and marijuana to cope with stress more often**. Additionally, he spoke on how he notices **a lot of other people** he knows **doing the same.**

Image 11. Six or more students at a party with no social distancing, 415 likes & 12 comments. "Halfway through 15th grade!" "So glad I could like across the street!"

Fieldnote: Member of the Greek community explained to other people in ... a fraternity that ... **they are now getting to socialize, being back in Pullman.** Exclaims that she understands why their parents made them stay at home but is **glad that they can have these (social) moments to feel a little normal.**

Results and analysis:

Sub-theme: Indicators of high risk substance use

Examples
- Drinking games
- Hard alcohol use
- Drinking out of common containers
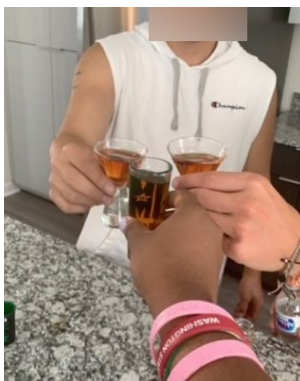
Image 12. Three or more students drinking shots.

Fieldnote: Had a conversation with friends in my chapter about next semester and how freshman act. The common feeling is that next semester (we) **will see more alcohol and risks than usual** in fall (2022). This is due to there being 2 freshman classes essentially, and a larger (group that) **wants to socialize** due to the pandemic. Additionally, the **FOMO (fear of missing out)** will be larger, due to people feeling like they **missed a years worth of activities.**

Liked by   and **158 others**

Thanks for welcoming me to my 20's

Image 13. Nine or more students at a party, no social distancing. 158 likes. "Thanks for welcoming me to my 20's.

Image 14. Medical documents from 2 local hospitals regarding instances of alcohol overdose and related to student code of conduct violations.

Indicators of high risk substance use are found in the data across all themes and through depictions or descriptions of drinking at higher quantities, high alcohol by volume percentages (use of hard alcohol use), use of common containers, drinking games, and need for emergency care for alcohol overdose. Data indicate that high risk substance use is:

- Linked to Greek community/fraternity expressions or enactment of belonging and group identity.
- Linked to expressions of positive social and mental health experiences as well as expressions of coping with negative mental health experiences.
- Intertwined with high risk social behaviors that can exacerbate the potential for Covid-19 transmission.

GPVP: Phase 1

Social media use survey:

During the Phase 1 social media data collection process, GPVP student-staff reported in team meeting that they were finding fewer social media posts across multiple apps and platforms than expected and that, subjectively, the posted social media content "seemed different", based on their pre-Covid-19 pandemic experiences as students within the Greek community, who use social media regularly. This resulted in multiple lengthy conversation about the use of GPVP primary data sources—social media posts—to answer the project research questions about Greek/Fraternity community experiences regarding the interaction of between Greek community social gatherings, drinking alcohol, and the potential transmission of Covid-19. The GPVP team concluded that, in order to be able to use the social media posts as our primary data source, there was a need to better understand changes to WUS Greek community student social media use, specifically Snapchat and Instagram. The survey results had an important impact on GPVP team understanding of social media posts as a data source as well as theme development and the PREZI presentation to the IFC council by the GPVP team. For example, at the IFC PREZI presentation GPVP student-staff specifically reviewed the survey data charts and built questions into the presentation in order to check if the social media data and themes presented matched the experiences of the IFC presidents. See the Methods on page 9 and the Limitations and lessons learned section on page 50 for more information on the social media survey.

Results and analysis:

Image 5. Before pandemic, how likely to post on Instagram.

Image 6. Since pandemic, how likely to post on Instagram.

Members of the Greek/Fraternity community were asked these questions specifically related the likelihood of posting social activities from their *Night out* on Instagram pre-pandemic and during the pandemic with response options on a 5 point Likert scale.

A third of the participants (~34%) responded that they were likely to *Always, Often, or Sometimes* post pictures from their night out on Instagram *Before the pandemic* (see Image 5). Conversely, less than a tenth of the participants (~8%) responded that they were likely to *Always, Often, or Sometimes* post pictures from their night out on Instagram *Since the pandemic* (see Image 6). There was an increase (34%) from 33% *Before the pandemic* to 69.6% *Since the pandemic* of participants noting they were likely to *Never Post*, and a decrease (1.7%) from 2.6% *Before the pandemic* to 0.9% *Since the pandemic* that were likely to *Always* post. And, the greatest change in likelihood of posting on Instagram between *Before the pandemic* and *Since the pandemic* was *Most times*, from 8.7% to 0.9% respectively.

Overall, the respondents reported a decrease in the likelihood of posting on Instagram from their night out *Since the pandemic*.

Results and analysis:

Members of the Greek community were asked questions related to the likelihood of posting their *night out* on their Snapchat story pre-pandemic and during the pandemic. Participants were given options on a 5 point Likert scale of 1 being *Never posts a night out on their Snapchat story* and 5 being *Always posting a night out on the Snapchat story*.

Approximately, half of the survey participants (~49%) responded that they were likely to *Always, Often, or Sometimes* post pictures of their *Night out* on Snapchat Stories *Before the pandemic* (see Image 7). There was a decrease to less than a third of participants (~26%), who responded that they were likely to *Always, Often, or Sometimes* post pictures for their night out on Snapchat Stories *Since the pandemic* (see Image 8). The greatest change in likelihood of posting on Snapchat between *Before the pandemic* and *Since the pandemic* was *Never Post*, with a difference of 34.3%. Specifically, this was an increase from 13.9% *Before the pandemic* to 48.2% *Since the pandemic* of participants indicated that they were likely to *Never Post* on Snapchat.

Overall, the respondents reported a decreased in the likelihood of posting on Snapchat from their night out *Since the pandemic*.

The differences in posting behavior between Snapchat and Instagram as well as *Since the pandemic* and *Before the* pandemic may be linked to other contexts and experiences: Greek students may be:
- Socializing less, which can lead to posting on social media less.
- Continuing to socialize and party in groups but posting less.
- Motivated to post less on social media to avoid documenting violations of social distancing mandates
- Somewhat more likely to use Snapchat than Instagram to post their social and party activities that include social distancing violations, due to the disappearance of Snapchat posts within 24 hours or removal by user in less than 24 hours.
- Posting images, text messages, comments, and using emojis differently *Since the pandemic* in order to still remain in social contact with friends but not in a way that documents social distancing violations.

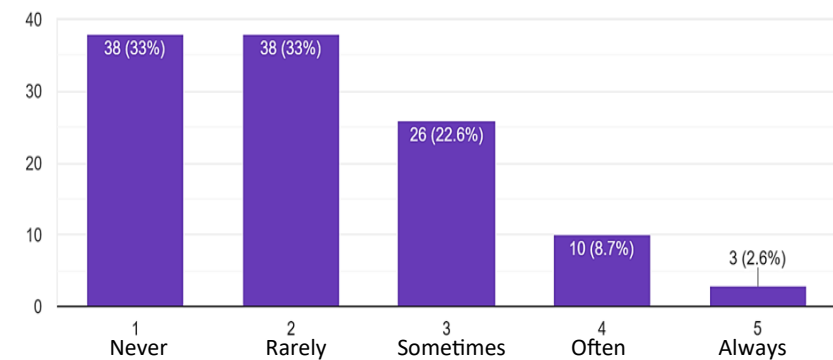Before the pandemic, how likely were you to post a Snapchat story from your night out?
115 responses

Image 7. Before pandemic, how likely to post on Snapchat

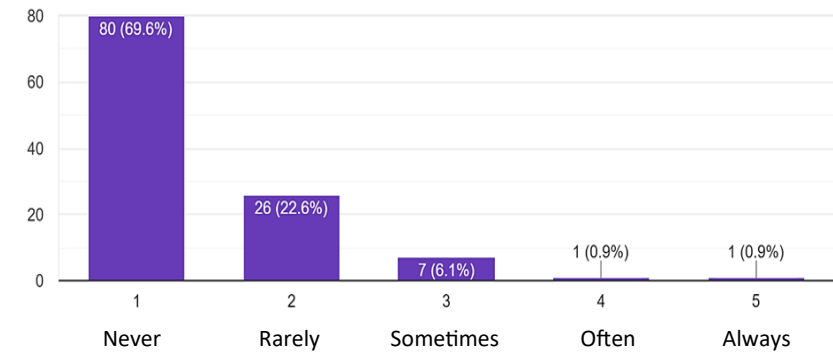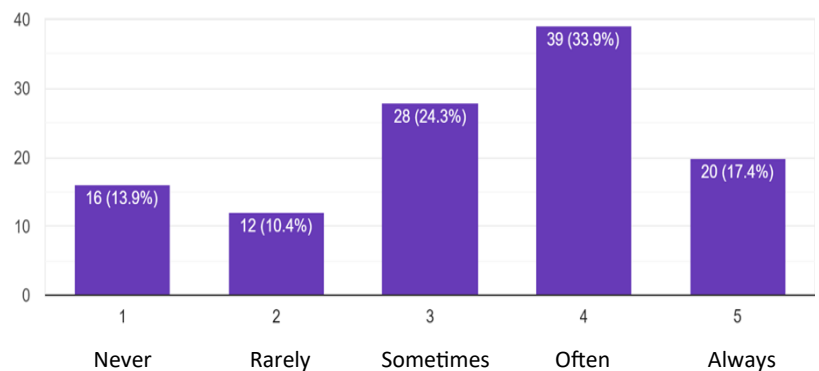Since the pandemic, how likely are you to post a Snapchat story of your night out?
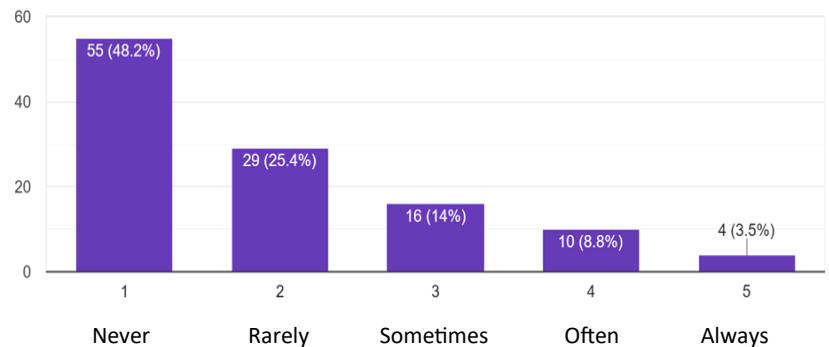114 responses

Image 8. Since pandemic, how likely to post on Snapchat.

GPVP: Phase 1

Results and analysis:

Members of the Greek community were asked these questions specifically relating to their level or frequency of comfortability when seeing someone post pictures of large parties/gatherings without social distancing and or a mask (See Image 9). Participants were given 5 options on a Likert scale with 1 as *Never* and 5 as *Always*. Responses were fairly evenly distributed across the Likert scale with ~41% of participants reporting that they are *Rarely* or *Never* uncomfortable as well as *Always* or *Often* uncomfortable seeing non-compliant behaviors on social media at parties/large gatherings. These data point to a broad range of respondent experiences in terms of comfortability or lack thereof with social media depictions of social distancing measures. Additionally, these data suggest a broad range of acceptance of non-compliant behaviors of others in terms of social distancing measures depicted on social media.

How often are you uncomfortable when seeing someone post pictures from a large party/gathering without social distancing or a mask?
115 responses
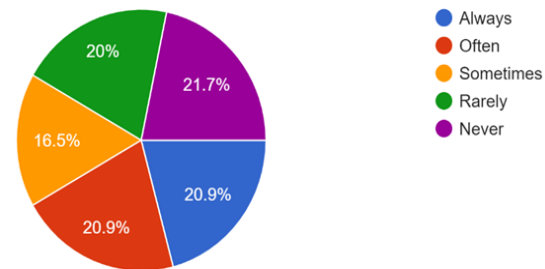
Image 9. Level or frequency of comfortability when seeing someone post pictures of large parties/gatherings without social distancing and or mask.

Members of the Greek community were asked questions specifically relating to their likelihood of socializing with someone that often posts their nights out on social media (See Image 10). Participants were given 5 response options on a Likert scale with 1 as Never and 5 as Always. Over 40% of respondents reported that they would *Rarely* or *Never* party with someone who often posts themselves on social media at parties/large gatherings. On the other hand, 28.7% of respondents reported that they would *Always* or *Often* party with someone who often posts themselves on social media at parties/large gatherings. Approximately, a third of students would *Sometimes* party with someone who often posts themselves on social media at

How likely are you to socialize/party with someone who often posts themselves at parties/large gatherings
115 responses
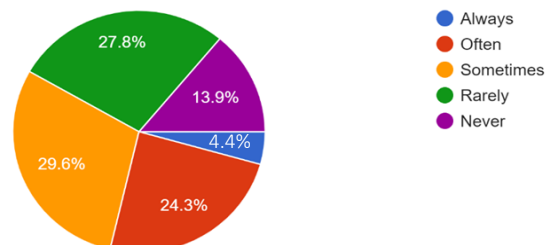
Image 10. Likelihood of socializing with someone, who often posts their nights out on social media.

parties/large gatherings. This data suggest that the majority of survey respondents may be reluctant to socialize with someone, who often posts their nights out on social media at parties/large gatherings.

In sum, the 6 question survey provided basic information to the GPVP team that WSU Greek students made changes to their likelihood of posting on social media, to their likelihood of socializing with someone (who often posts their nights out on social media), and their comfortability with social media posts from large parties without social distancing measures. Development and administration of the survey by the GPVP student-staff was in line with community-based participatory research (CBPR) methods and the survey results had an important impact on GPVP team understanding of social media posts as a data source as well as theme development and the PREZI presentation to the IFC council by the GPVP team. However, conclusions drawn from these data are limited and apply only to the survey respondents.

GPVP: Phase 1

Theme 1: Gathering Environment

Results and analysis:

Through analysis of the photographs, videos, and field notes in this theme, the GPVP team concluded that the WSU Greek Community made changes in the environments in which members gathered during the data collection time frame of August 2020 to February 2021

Although the Pullman community and the WSU campus formally adhered to Washington State mandated social distancing protocols (gatherings of 10 or fewer people, keeping a distance of 6 ft, etc.) and the Greek community leadership mandated a formal "suspension" of social events (see Image 3), the social media data depicts parties and social gatherings of large- and medium-sized groups that have more than 10 people from the Greek community. The gathering environments are similar to those used for socializing and partying prior to the pandemic (chapter house basements, live-outs) with the notable exclusion of highly visible locales such as a front yard or main floor of a live out or chapter house in the College Hill neighborhood in Pullman. There were a small number of social media posts regarding "kickbacks" and "room drinking" that involve fewer people and have a less active or competitive approach (e.g. decreased focus on drinking games) to drinking, although there was not evidence of social distancing measures taken, even with these smaller and quieter groups.

Image 15. Group of 18 fraternity members in close proximity on house stairs with keg cups visible.

With few exceptions, images of indoor gatherings show no windows or the windows covered, decreasing any visibility from the outside. Similarly, outdoor gatherings are in locales outside of the city of Pullman where the likelihood of others seeing the large group is minimal. The motivations for not using highly visible gathering environments during this time frame and context include avoiding legal problems, COVID-19 citations, and the scrutiny of community authorities and university administration.

Image 16. Group of 11 at a party in a living room with the window blinds shut and alcohol beverages visible. No social distancing or masks.

Image 17. Large group gathered outside on a local hiking trail and sitting in close proximity with no masks.

Theme 1: Gathering Environment

Whether indoors or out-of-doors, individuals visible on the posts are in close proximity and often touching. There are no masks visible, discernible attempts to socially distance, or visible or written attempts within a group to decrease the potential for Covid-19 transmission when in an indoor environment.

The sub-theme of high risk substance use is depicted in the social media data as drinking games, use of hard alcohol, and drinking from common containers. The sub-theme related to motivations and mental health was demonstrated in the high number of "likes" and other positive text responses on social media. Gathering in familiar party environments with friends and other chapter members as well as playing drinking games contributed to a sense of normalcy related to pre-Covid-19 social patterns.

GPVP Phase 2: PREZI presentation

Theme 1: Gathering Environment

Results and analysis: Questions, discussion and response of IFC leadership during and after the PREZI presentation.
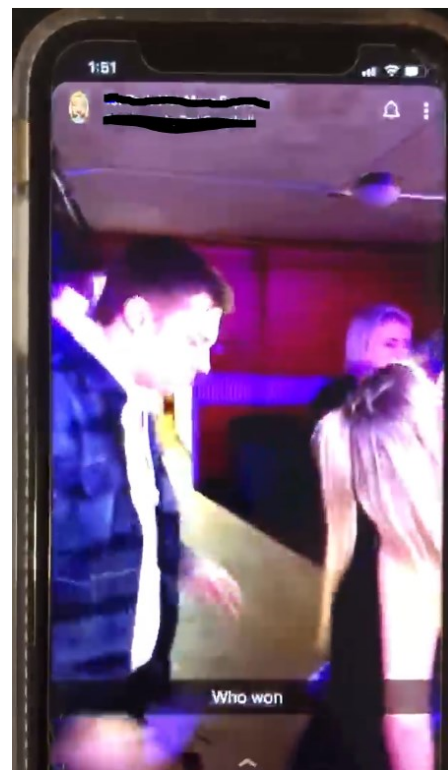
Image 18. Video screenshot: A group of people in a basement and 2 people "shotgunning" beer with a caption of *Who won* and other partiers cheering. No social distancing or masks. "Shot-gunning" is a way of drinking more quickly, which often can become competitive between partiers.

Examples

- Frat Houses
- Live outs
- Yard
- Apartments
- Bar
- Displays of drinking environment
  - Trophy bottles
  - Drinking games
  - Die table

Thoughts?

How do you feel about the interaction between party environment and Covid presented in this theme?

In what ways does changing your party environment change the risk of Covid transmission?

IFC Participant: *I would say... **outdoors is always better** because it's fresh air... if anything were to happen, outdoors is better*.

IFC Participant: *The pictures of people...in **close areas**, in the basements... where there's **no real fresh air** and the disease can be **transmitted very easily***.

PREZI presentation and IFC Leadership Response:

1. Overall, IFC leadership agreed that the gathering environments depicted in the presentation matched their own experiences and perceptions.
2. Outside gatherings are better than inside gatherings due to risk of transmission.

Theme 2: Socializing/Party Frequency

Image 19. Social media Halloween party invitation with registration link. High risk drinking references: *Free Booze!!!, 9:00 pm until Blacked Out.*

Results and analysis:

The WSU Greek Community continued to hold parties at a frequency and with a number of attendees that was not in compliance with State of Washington and WSU Covid-19 social distancing mandates. In addition to the social media data and fieldnotes, the experience and perception of the GPVP student-staff members regarding party frequency was that the size and visibility of the Greek community parties decreased but the frequency of the parties remain similar to pre-Covid-19 levels. Notably, invitations or images and texts were posted on social media for WSU Greek community "holidays" or events where medium to large parties took place such as sylly week (first week of class when the syllabus is handed out), Cougar Football Saturdays, Halloween, and birthdays. Pre-spring 2020, before the start of the Covid-19 pandemic, many WSU Greek members were unconcerned with the level of publicity and number of persons at community parties; however, with the onset of the Covid pandemic, the data suggests that this changed. For example, the Halloween party invitation in image 19 asks for online "registration", perhaps to limit the size of the group and/or to mask the location of the event. Interestingly, whether intended by the party organizers or not, formal party registration could be used for Covid-19 contact tracing.

Gathering in familiar party environments with friends and other chapter members as well as playing drinking games contributed to a sense of normalcy related to pre-Covid-19 social patterns. The sub-theme related to motivations and mental health was demonstrated in the confident and hopeful messages (see image 20) and in the high number of "likes" and other positive text responses on social media. Gathering on a regular basis with friends and other chapter members points to the prioritization of socializing over compliance with social distancing measures. This prioritization of social activities may be due to negative mental health experiences (loneliness, isolation, sadness, anxiety, etc), acts of defiance, lack of belief in the Covid pandemics, among other reasons.

Image 20. Screenshot of a large group of people dancing at a party and a caption of *Cure will be found soon*. At the time of this video upload in Spring 2021, Covid-19 vaccinations had just been approved for national distribution. No social distancing and no masks.

Theme 2: Socializing/ Party Frequency

Results and analysis: Questions, discussion and response of IFC leadership during and after the PREZI presentation.

Thoughts?

What ways do members of the Greek Community socialize and party that make controlling the spread of Covid significantly more difficult?

How have your members partying habits and partying frequency changed since the start of the pandemic?

IFC Participant: *I think the posting is definitely something that comes into play ... I think there's definitely **people who aren't posing as much**. And then [other] people are just **showing they don't care.** But I think the punishments [that WSU/Pullman has] is definitely **affecting people** in terms of like **the publicity behind** how frequently they go out or to the extent that they go out.*

IFC Participant: *People are getting really **good at hiding** [partying]... and now a lot of [parties/events] are just happening... But I think people are getting really good at hiding it from those who would care to report.*

IFC Participant: *I kind of see what [name hidden] said about the **size of the ... [parties] has probably decreased,** but as far as frequency, I **don't think frequency has really gone down** much. I think people still [go out] Thursday through Saturday and drinking and doing their thing per normal. Things just might be a little bit smaller overall. [Lots of head nodding in agreement].*

PREZI presentation and IFC Leadership Response:

1. Overall, IFC leadership agreed that the frequency of parties depicted in the presentation matched their own experiences and perceptions: Size of party somewhat decreased and gathering environments are slightly changed but party frequency remains close to pre-Covid-19 levels.

2. Greek community partiers are posting about social gatherings and parties less often and differently on social media.

3. Sanctions and negative publicity regarding non-compliance with Covid-19 social distancing has had an impact on the Greek community in terms of frequency and location of partying, and size of party.

Image 21. Group of 12 Greek community members in close proximity with a keg cup visible. No social distancing and no masks.

GPVP: Phase 1

Theme 3: Disregard for Guidelines/No Harm Reduction

Results and analysis:

The GPVP team found that a strong majority of the social media posts and field notes data depict an active disregard for social distancing guidelines and a lack of harm reduction practice for decreasing Covid-19 transmission. Per the project data sources and discussion between the Greek student-staff, the disregard for guidelines and lack of harm reduction practice does not stem from a lack of information or education about Covid-19 transmission risks; rather, it is rooted in one of the primary reason students join a fraternity: Social opportunities and interaction.

Social interaction, especially large parties, is how many community members enact being part of a Greek chapter. A disregard for Covid-19 guidelines and a lack of harm reduction practice during social events also are linked to the sub-themes of motivation and mental health. For example, one fieldnote from a project student-staff member observed and documented the following interaction:

> "A member of the Greek community explains to a group of [newly arrived] people in a fraternity that they have been quarantined ... being home with their parents ... [but are] now getting to socialize being back in Pullman. The person exclaims that he/she understands why parents made students stay at home but is glad that they can have ... [this time socializing in Pullman] to feel a little normal...."

Image 22. Crowded indoor Greek community party with keg cups visible and text reference to rap music. 185 likes. No social distancing and no masks.

Image 23. Four students with open mouth dental guards that can be used in drinking games. These drinking games can increase the chance of Covid-19 transmission due to excessive saliva discharge and breath.

The social media data and field notes point to this enactment of socializing and large parties while in Pullman—despite the Covid-19 social restriction—by members of the Fraternity community as a means to feel normal, feel hopeful, avoid boredom, and to gain a sense of belonging in their chosen community, which took priority over the enactment of social distancing guidelines and harm reduction practices for the benefit of the broader Pullman community.

Image 24. Crowded indoor dance party with no social distancing or masks.

The length of time of the Covid-19 social distancing mandate and student feelings of "just giving up" on and feeling negative about maintaining compliance had an impact on the disregard for the Covid-19 guidelines and harm reduction practices as referenced in the following sections regarding the IFC council discussion and in theme 4, Behavioral Acceptance.

Theme 3: Disregard for Guidelines/No Harm Reduction

Results and analysis: Questions, discussion and response of IFC leadership during and after the PREZI presentation.

Thoughts?

How do your chapter members feel about Covid restrictions?

How receptive do you think members are to implementing small changes?

What kind of conversations are had before hosting social events that directly conflict with Whitman County guidelines surrounding Covid?

Examples

- 10+ people in photo/video
- No masks
- Indoors
- Physical touching/ close proximity
- Transmission enhancers

IFC Participant: *At least in my house, there's* **pushback,** *like every single time there's any restriction at all placed because people* **just want normality**. *So* **pretty negative.**

IFC Participant: I agree with [name], I think most of our community has seen… a lot of **negative backlash** for new regulations… that are coming out about Covid. I've seen just a lot of **negative attitudes** about [Covid guidelines], not only from my own chapter, but from almost every chapter. At this point, [IFC students are] **not receptive.**

IFC Participant: … *One thing is that we've been dealing [the pandemic] for so long that, at the start, guys would listen… and I think they're just kind of starting to* **give up the hope** *that, like, at least this year, we're not going to do anything normal. So they've kind of just* **disregarded the rules**.

PREZI presentation and IFC Leadership Response:

1. Overall, IFC leadership agreed that the disregard for guidelines and lack of harm reduction practices depicted in the presentation matched their own experiences and perceptions.
2. Participating in social events and parties is a means of feeling "normal" and "belonging" for fraternity chapter members.
3. Disregard for guidelines and lack of harm reduction practices are linked to the length of time the Covid social distancing guidelines were in place, feelings of "just giving up" on and feeling negative about maintaining compliance.
4. IFC participants directly experienced and observed backlash, negativity, and disregard for social distancing guidelines from chapter members while in their role as chapter leaders.

Theme 4: Behavioral acceptance of non-compliance

Results and analysis:

There are Greek community members who took Covid-19 social distancing seriously; however, with few exceptions, the collected social media posts and field notes data depicted and described the acceptance of behaviors that were not in compliance with Covid-19 social distancing mandates. Behavioral acceptance is defined as: Interactions that reflect a social/behavioral acceptance for the disregard for state of Washington and WSU Covid-19 guidelines. This was demonstrated through social media comments that ignore or actively condone disregard for state of Washington and WSU Covid-19 guidelines, through encouragement of high risk drinking and large parties, through the high volume of likes and interactions on social media posts, and encouragement of high risk social behavior in text messages.

While some social media data were visually and textually overt in depicting behavioral acceptance (see Image 25), other data were loosely cloaked or sarcastic in terms of behavioral acceptance, especially in regard to group sizes at parties that are in violation of Covid-19 social distancing mandates (see Image 26).

See pages 16 to 18 for more information on the project survey about student social media posting.

Image 25. Group of students at a party in close proximity with a visible beer can. Over 720 likes and 46 comments. Text narrative reads, "I miss my... fam already :(I love you."

Image 26.Text between 2 members of Greek community, who engage in a cloaked or sarcastic conversation that makes light of social distancing and group size requirements.

A full examination of the complex motivations and contexts for acceptance of and engagement in non-compliance with Covid-19 social distancing measures goes beyond the scope of this project. However, as previously noted in the sub-themes of indicators of high-risk substance use and descriptors of motivations and mental health on pages 13 to 15, IFC/Greek community behavioral acceptance of non-compliance with Covid 19 social distancing mandates was influenced by contextual interactions between enacting group identity and a sense of normalcy through partying, mental health concerns and coping, and perceptions of Pullman as being an exceptional place for socializing and partying.

There was little reference in the social media data about "behavioral acceptance" and the impacts of non-compliance with Covid-19 social distancing mandates on the broader, non-student population in the Pullman and WSU community. Additionally, there were few instances in the social media data or field notes of expressed disapproval by students regarding the lack of compliance with Covid-19 social distancing mandates, especially in regard to party behaviors. In the divided screen image of a video (see Image 27) the expressed disapproval regarding partying and the lack of compliance with Covid-19 social distancing mandates is responded to with rude hand gesturing by partiers, who are dancing at a large crowded party in violation of Covid-19 social distancing mandates. Verbally telling others or putting out aggressive social media messages that one hopes "you get Covid", is not an effective means of working with others in regard to high risk behavior change. In turn, displays of defiance and even socially aggressive responses toward fellow students, who have valid concerns about Covid-19 transmission also is not an effective means of engaging with others about difficult health circumstances and social trade-offs. Moya and colleagues (2020) note that the dynamics of behavior change and compliance with social distancing measures during the Covid-19 pandemic requires identifying the adaptive challenges and tradeoffs people are facing, understanding how people use social information to learn how to deal with these, and recognizing that people adopt social norms in a group-based context. Notably, the complexity of the dynamics of behavior change and compliance creates challenges and dilemmas at multiple levels and, in the case of a member of the WSU Greek community, includes the individual, the chapter, the WSU Greek community, the campus, the city, the state, and so forth.

During a pandemic social lock down, the social media exchange depicted in Image 27 maybe one of the primary ways that students can interact and speaks to the tensions between students regarding different perspectives and actions taken in regard to public health concerns. Beyond social media exchanges, the Greek community and individual chapter houses have regularly scheduled social venues (all member chapter meetings, chapter leadership meetings, IFC meetings, etc.) that allow for open group discussion, to which non-Greek students may not have access. For example, in a 3/3/21 Field note, one GPVP student-staff member documented a conversation between multiple fraternity brothers:

> 3/3/21 Field note: They [the fraternity brothers]... voiced how increasingly frustrated they are with how the university is handling Covid-19. They want to have the chance to socialize, and they want to have reasons to go on campus. Additionally, they asked ... what the university can really do if they decide to break a rule regarding Covid-19.....

Image 27. Tik Tok video with a divided screen of one student responding to another and 50 responding "likes." The original video (right side) has a caption of, *If you attend or throw a Halloween party, I hope you get covid*. The response video (left side) shows a party scene with a dancing partier using a rude hand gesture directed at the original posting. The party in the video is crowded with no social distancing or masks.

While full group consensus with social distancing mandates may not occur, Greek students do have appropriate, effective, and engaged opportunities to work through concerns and differences in terms of what is acceptable behavior for individual, in their chapter, and for the broader community.

Theme 4: Behavioral Acceptance

Results and analysis: Questions, discussion and response of IFC leadership during and after the PREZI presentation.

Thoughts?

How does the attitude your members have about Covid make controlling the spread difficult?

As a leader in the Greek Community, how is it risky/harmful to not speak out about behaviors that may go against CDC and Whitman County guidelines?

Examples
- Likes on social media post.
- Positive comments on social media post
- Overall interaction with post
- Boasting of potentially harmful behavior
- Encouragement for drinking

IFC Participant: *I have ... (a much smaller chapter than others).... (It's) completely different even within mine. I still* **have to reinforce the idea that COVID is real**, *because the guys that think it's not real, at least in my experience, tend to be a little more vocal about it. ... So I've had to try and* **lead by example** *in that realm. Even if I haven't wanted to or personally may agree with some things, I've still had to set an example to my guys to show that it's something that we have to abide by.*

IFC Participant: *There's kind of a* **loss of energy to try**. *I think that we've just gotten into this cycle where... we have to abide by all these guidelines and it's starting to feel like normal. So I think a lot of people are starting... to* **push back**.... *(M)aybe (fraternity members are) not necessarily actively against the guidelines, like they understood why they were there. But I think we're starting to get* **more pushback** *from those on-the-edge kind of people.*

IFC Participant: *I wouldn't say they would follow the guidelines, but they were a lot* **more conscious about it.** *But then as time went on and everyone just* **got so tired of dealing with it**, *then they're just like, "yeah, we* **don't care anymore**."*

PREZI presentation and IFC Leadership Response:

1. Disregard for guidelines and lack of harm reduction practices are linked to the length of time the Covid social distancing guidelines were in place, feelings of "fatigue" and "loss of energy", and feeling "negative" about maintaining compliance.
2. As chapter leaders, participants directly experienced and observed backlash, verbal "push back", negative attitude, and behavioral disregard for social distancing guidelines from chapter members.
3. During the 2020-21 academic year, IFC leadership reports taking steps to:
   - Actively engaged with their chapter members
   - Utilized role modeling or "leading by example"
   - Verbally addressed health misinformation and misperceptions about Covid-19
   - Worked to maintain compliance with guidelines, even when they personally disagree
   - Addressed different types of leadership challenges based factors such as size of chapter

Theme 5: Harm Reduction/Protective Strategies

Results and analysis:

The Harm reduction/Protective strategies theme was defined as: Participating in Covid-19 harm reduction strategies as per the state of Washington and WSU Covid-19 guidelines and mandates. These strategies consisted of social distancing, use of masks, not drinking out of common containers, less than 10 people at a gathering, and other factors outlined by the CDC that reduce the spread of Covid-19.

As previously noted, the majority of social media posts and field notes data depicted an active disregard for social distancing guidelines in this report, a lack of harm reduction practice for decreasing Covid-19 transmission, and strong acceptance of these behaviors within the Greek community. Despite this, there was evidence of actions taken in the fraternity community that did support harm reduction and the practice of protective strategies, some of which were more directly successful than others at decreasing the potential risk of Covid-19 transmission. Additionally, many of these efforts were focused, primarily, on reducing harms related to decreasing legal concerns and the potential for incurring violations of the WSU code of conduct, rather than focused on reduction of harms directly related to the potential transmission of Covid-19.

Image 28. Person signing a *Covid-19 Liability Waiver* at a fraternity party. No social distancing and no masks.

Harm reduction efforts reported included :

- Online party registration as a means to screen and limit the number of attendees (See image 19)
- Socializing and partying out-of-doors (See image 30)
- Requiring signature on a Covid-19 Liability waiver (See images 28 & 29)
- Socializing virtually via Zoom or watching a movie or sports event together online (See image 31)
- Enforcing social distancing guidelines and quarantining within the chapter house after positive tests for Covid-19 (5/1/21, fieldnote, page 40)
- Imposing chapter specific rules for members about social media postings that depict social gatherings and parties (4/21/21 fieldnote, page 40)

For example, the Covid-19 Liability Waiver form in Image 28 and 29 appears to be a document internal to a specific chapter house and, most likely, written by chapter members. The waiver asks for the partiers name, signature, and the name of the person "who brought you."
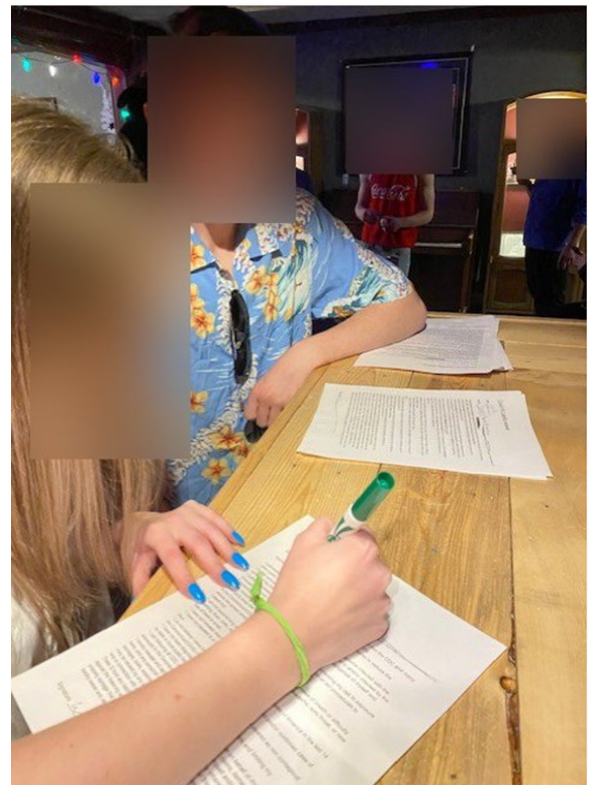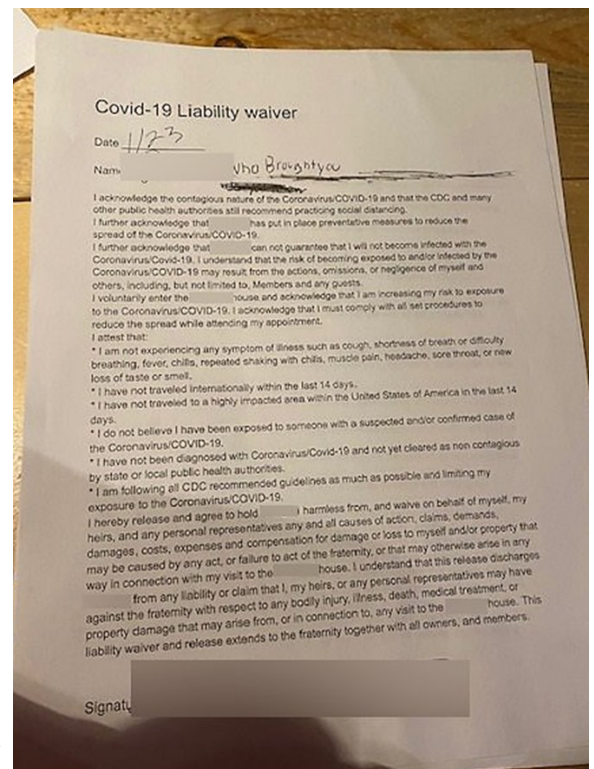

Image 29. Close up of the de-identified *Covid Liability waiver* from a fraternity party.

The liability waiver content includes an acknowledgment of the "contagious nature" of Covid-19, that the CDC recommends practicing social distancing, that the fraternity cannot guarantee that the partier will not become infected with Covid-19, and that the partier is not experiencing Covid-19 symptoms and agrees to holds the chapter "harmless", among other items. It is out of the scope of this report to note if this liability waiver actually is legally binding. The chapter members appear to have put in some thought and effort to decreasing potential legal harms but, unfortunately, these efforts to not extend to protective strategies that actually reduce the risk of Covid-19 transmission. Also, the signed waiver may give a false sense of security or sense of safety as the form may not have been fully read by the signee before signing and the chapter has no means of verifying any of the individual Covid-19 exposure or health information. On a positive note, the signed liability waiver could be helpful if contract tracing for Covid-19 transmission is needed and some partiers may decline to sign the form and skip the party, as well as the potential exposure to Covid-19.

Socializing and partying out of doors was the most common and most effective means of harm reduction depicted in the social media data. Often, these activities took place during the day with fewer than 10 people and included drinking games such as beer dye with each partier using their own solo cup.

An example of socializing as a chapter over Zoom was noted in the data (see Image 31), which allows for a group get together with no potential for Covid-19 transmission. While some chapters attempted virtual gatherings, generally, students did not consider these to be satisfying social experiences (see IFC participant note on page 31), especially after spending most of the day online in their classes.

Image 30. Two people pictured playing beer dye out-of-doors at a fraternity social event.

Another field note taken on February 22nd, 2021, documents the observation how a Greek house enforces guideline:

> Members of a fraternity are putting in strict rules for posting on social media about drinking or pictures with excessive number of pictures. Could lead to being sent to Standards [WSU Code of Conduct or CFSL Standards Code] and potentially being fined. Most members seemed not too happy of this rule but are aware that it will help the fraternity.

This field note describes efforts by a chapter to, primarily, reduce the harms regarding legal and conduct violation concerns for individual members and the chapter as a whole. Reducing posts on social media could potentially result in a secondary impact of a reduction in the actual number parties or the reduction of the perception that large social gatherings are safe and happening on a regular basis.

Super bowl is tomorrow at 3:30 (west coast time)! Attached is a zoom call where we can watch the game together, and I'm going to start the call at around 3:10.

Image 31. A Superbowl football game Zoom invite for fraternity chapter members to watch together and to maintain social distancing.

Theme 5: Harm reduction/Protective Strategies

Results and analysis: Questions, discussion and response of IFC leadership during and after the PREZI presentation.

Examples
- Own drinks
- Wearing Masks
- Group sizes within the recommended limit

Thoughts?

Between these three pictures, which one is a better protective strategy for controlling the spread of Covid? Why?

Why is it important to try and implement protective strategies in our social life and parties?

What are some protective strategies your members have already put into place?

IFC Participant on Zoom social events: *Because the* **social interaction is not nearly the same***, when you're not seeing somebody face to face or are* **not actually with them***.*

IFC Participant: *I think ... it's three* **different ways of mitigating risk***. So clearly, the first one is* **acknowledging that there's risk and allowing people to participate** *if they choose to, knowing that that's a risk. The second one is actually* **mitigating the risk** *by having fewer people around. Then the last one, there's just* **no risk because you're not gathering.** *So it's three different ways. I don't know if you can really equate them, but definitely pros and cons to each of them for sure.*

PREZI presentation and IFC Leadership Response:

1. Overall, IFC leadership agreed that the protective strategies and harm reduction practices depicted in the presentation matched their own experiences and perceptions.
2. IFC participants were able to differentiate types and levels of effectiveness of protective strategies and harm reduction practices depicted in the presentation.
3. IFC participants were able to differentiate the "pros and cons" of the types and levels of effectiveness of protective strategies and harm reduction practices depicted in the presentation.
4. IFC leadership noted that one harm reduction practice—Zoom social events—may not meet a student's need for in-person social interaction and, consequently, students are significantly less motivated to participate in these types of events, even though the risk for Covid-19 transmission is eliminated.

Results of final discussion: Questions, discussion and response of IFC leadership on post-presentation problem solving and goal setting.

As noted earlier in the methods section, instead of multiple follow up meetings with IFC leadership in Phase 3, we integrated more group discussion, specific problem solving, and goal setting into PREZI presentation and discussion.

> How did this presentation make you feel?
>
> Do you think the themes and photos provide an accurate snapshot of Greek Life during Covid?
>
> How do you think your fraternities members would respond to this presentation?

> IFC Participant: There's been a lot of **pushback.** Guys are tired. Guys just want everything to go **back to normal**. Something I've seen and I have had **members come to me** is (that) a lot of my members have either had Covid at some point ... or know someone who has had it and **hasn't actually seen the direct negative effect of it**, other than...the cold (symptoms)....So then, (Greek students wonder) why is this going on? So like, making clear that ...there was a couple of hospitalizations this week or something like that, just kind of **letting people know**, hey, **this is still here and that it is bad.**

> IFC Participant: I think after seeing the presentation ..., they might **start to question it**.... I think that the communication, or at least the expectation for a long time has been ...(that) the number of people that can gather has shifted. But I think that they're going to see **it** (the presentation) as ...**twisting the situation...**

> IFC Participant: A lot of it is **very familiar.**

> IFC Participant: Members are just **getting tired** and are **trying to follow the rules** and **be as mindful**.... **What if we kind of shifted** to how can we **reenergize** those members that are having a hard time continuing with ... Covid guidelines? ... we're a year into this and it's hard. So **how could we try to get more buy in** back with them?

PREZI presentation and IFC Leadership Response:

1. Overall, IFC leadership agreed that the protective strategies and harm reduction practices depicted in the presentation matched their own experiences and perceptions.
2. IFC leadership reported that many students are trying actively to comply with Covid social distancing mandates.
3. Disregard for guidelines and lack of harm reduction practices are linked to the length of time the Covid social distancing guidelines were in place, feelings of "fatigue" and "loss of energy", feeling "negative" about maintaining compliance, and "push back in regard to compliance.
4. Challenges to IFC leadership include working with or "controlling" the behaviors of members not living directly in the chapter, perception of shifting Covid-19 guidelines and ongoing demand for student compliance, the disconnect between relatively mild student experience of having Covid and the more harmful experience of Pullman community members impacts fraternity member compliance with social distancing mandates.
5. A potential means of increasing IFC/Greek Community compliance with Covid-19 social distancing mandates is to regularly update the ongoing negative impacts to the broader community and to develop a sense of belonging and empathy with the wider Pullman community.
6. A majority of the IFC participants expressed a desire to "shift" and be more future-oriented, positive, and "get more buy-in" from their chapter members, rather than focusing on continued work with chapter members to comply with social distancing mandates.

Results of final discussion: Questions, discussion and response of IFC leadership on post-presentation problem solving and goal setting.

How can we convince members to make small small changes?

What problems do you think our community will face in the coming semesters.

How can we adapt our solutions for upcoming semesters?

IFC Participant: I think I can all speak for all the chapter presidents, as we've been **trying to implement small changes** throughout our community for the entire year, like cutting down from basement parties or not doing anything in the chapter house.

And what the big issue is right now is we **can't control what our members do in the live outs.** So, sure, we can implement small changes that like, say, you have to do your live out parties in your front yard playing beer die instead of doing something inside.

But at the end of the day, we've been **trying to do better** ... like not doing anything in the chapter house, but we **can't control what happens in live-outs.** So I think that's the hardest part right now, is **trying to bridge the gap** between, ...university students signing a lease and living in a house that just so happens to be on Greek row and (it) **so happens that they're all brothers**.

What we're doing in the chapter house, I think I can speak for all of us in saying we were **trying really hard in our own facilities where we have power to do so** ... to mitigate those [risks] making small changes to dwindle the Covid problem.

IFC Participant: ...it is **hard to control** the members that aren't living at a chapter facility

But it really **comes down to the individual** and who that person signing that particular lease is. We can't control, like, **we're not the authority.** I mean, we can do **as much as we can as President(s)**. But at the end of the day they're their **own tenants,** I guess that is kind of **the big-gest issue** we've been struggling with lately.

Does everyone kind of feel that same sort of sentiment?

IFC Participants: Most heads **nodding in agreement.**

PREZI presentation and IFC Leadership Response:

1. IFC leadership reported that they have been actively trying to implement small changes to increase compliance with social distancing mandates and decrease the transmission of Covid-19 throughout the year.
2. IFC leadership perceives their biggest challenge or "struggle" as centered on the limitations of their authority as chapter presidents in working with or "controlling" the behaviors of members not living directly in the chapter house, specifically those that reside in "live outs" in the College Hill neighborhood.

Results of final discussion: Questions, discussion and response of IFC leadership on post-presentation problem solving and goal setting.

> So what kind of stuff were you planning that was able to, you know, get your members a little more energized?

> IFC Participant: I think that whole heartedly getting energy back into the community, at this point, is going to be either **incredibly difficult or impossible without the vaccine just rolling out.** I think that most of the people ,who are the largest problem, are already far too deep into this mentality... They just won't come back or they're going to have the mentality like, "oh, I have the vaccine, ... (I'm) totally fine". (But) not to party or anything right now, no one's supposed to be doing that, but you get a lot more freedom than you did (before the vaccine). So I think that everyone at this point is **just waiting for the vaccine. I think re-energizing the community is going to be a steep task.**

> IFC Participant: We just **got a new house**, so that's an easy one. But I started a **new recruitment scholarship program**.... I just restarted the **alumni calling** thing and gave an actual goal to it. Planning out **brotherhoods for road trips** for the summer, **recruiting events** just, making the **whole summer plan** now, because we're so close to the end.

> IFC Participant: I've been **giving assignments to my exec and other officers to plan,** since we're basically a month away from **90 percent of the chapter being vaccinated.** So I've just been giving them ideas and stuff to do in the first weeks of the summer. And I kind of stopped everyone from squabbling as much about the lockdown, just **they got distracted by the future, good things that were coming** because it really is close at this point.

IFC Leadership Response:

1. IFC leadership expressed concern that upcoming recruitment and participation in the Greek community has been negatively impacted by the decrease in opportunities to socialize and party due to the pandemic.
2. Focusing on getting chapter membership vaccinated was seen as the most effective way to "energize" the community, to decrease negative attitudes and harmful behaviors, and to reduce conflict between members.
3. Cost/benefit ratio: Rather than focusing on continued work on compliance with social distancing mandates, participants expressed and were focused on:
   - A desire to "shift" and be more future-oriented, positive, and to "get more buy-in" from members
   - Getting chapter members vaccinated as a means to decrease potential harms and "get more freedom" to socialize, rather than continued work on compliance with social distancing mandates.
4. Current "energizing" and "distracting" tasks or activities for individual chapters that are planned by the IFC leadership include new recruitment scholarship program, calling alumni for donations and chapter participation, planning recruitment trips, planning "brotherhood" trips, delegating assignments to the chapter council.

GPVP: Phase 3

Results and analysis:

Prior to and then immediately after the GPVP presentation, the IFC Leadership were asked to take a short pre/post Qualtrics survey regarding their perceptions, attitudes, and intention or willingness to work toward harm reduction and Greek community changes regarding the interacting context of neighborhood parties, drinking, and Covid-19 transmission and infection. The pre/post survey provides data on any differences in perceptions, attitudes, and intention or willingness to work toward change through harm reduction strategies before and after the GPVP presentation.

Greek PhotoVoice Eval	
Time Period	Spring 2021
Total Number of Participants	N = 27
Total Number of Individual Cases	n = 18, Pre & post eval response
Response Rate	66%

Evaluation questions:
- Did the GPVP presentation contribute to a better understanding of the issue for the organization?
- Did the GPVP project lead to continued action on the chosen issue? Specifically, what action?
- Did the GPVP project lead to changes in conditions in the community?
- Were IFC leadership, CFSL staff and other policy makers influenced to bring about change?

Null hypothesis:
There will be no difference between the mean pre- and post-eval responses.

Likert Scale:

Strongly Disagree (0)	Disagree (1-2)	Somewhat Disagree (3-4)	Somewhat Agree (5-6)	Agree (7-8)	Strongly Agree (9-10)

Questions and analyses:
See Greek PhotoVoice Eval summary chart on pages 36 to 37. The null hypothesis was rejected. The majority of IFC student leaders answered in the "Agree" categories (Somewhat Agree/Agree/Strongly Agree) for both the pre/post-evaluation statements. There were differences in the pre/post-mean scores; however, no significant differences found between the pre/post-mean scores for Q1-9. Significant differences were found between the mean scores of pre/post-eval Question 10 (SD = 2.12, t (17) = 2.33, p = .03). A strong majority of respondents answered positively about setting intention, better understanding social behaviors in the Greek community, and willingness to take positive steps toward harm reduction in the Greek community after participating in the Prezi presentation (See pages 38 and 39) .

In Q1, Q6, Q7, and Q9 the mean score increased from pre- to post-eval positively (e.g. slightly higher numerical or Likert scale score), though not with significant differences, and the means scores stayed within the Somewhat Agree to Agree categories. Themes/ideas within these questions include intention to change behavior (self & community), a sense of togetherness/community, and importance of acceptance of those in the Greek community that practice harm reduction while socializing/partying.

In Q2 to Q 5 and Q8 the mean score from pre to post decreased (e.g. slightly lower numerical or Likert scale score), though not with significant differences, and the means scores stayed within the Agree to Somewhat Agree categories. Themes/ideas within these questions include interaction between the 3 research variables (social gatherings, drinking alcohol/partying, and the transmission of COVID19), the ability to take positive action or have positive impact, and the presence of stigma or disapproval about harm reduction practices in the IFC/Greek community.

The lack of significant changes between Q1 to Q9 scores reflect many of the previously noted PREZI discussion and field note themes:

- Overall, IFC leadership agreed that the protective strategies and harm reduction practices depicted in the presentation matched their own experiences and perceptions.
- IFC leadership reported that many students in the Greek community are trying actively to comply with Covid social distancing mandates.
- Disregard for guidelines and lack of harm reduction practices are linked to the length of time the Covid social distancing guidelines were in place, feelings of "fatigue" and "loss of energy", feeling "negative" about maintaining compliance, and "push back in regard to compliance.
- IFC leadership perceives their biggest challenge or "struggle" as centered on the limitations of their authority as chapter presidents

Significant differences were found between the mean scores of pre/post-eval Question 10 (SD = 2.12, t (17) = 2.33, p = .03). There was an increase in the post mean score (pre = 6.4 and post = 8.0) from feeling Somewhat Agree to Strongly Agree. The significant differences between pre/post-eval in "feelings of comfort" may be due to the leadership of IFC members on the GPVP team and in the data presentation, assurance of confidentiality of the data, data sources that were directly from the Greek community and across multiple data types, the harm reduction approach and use of motivational interviewing strategies during the presentation and discussion (Motivational Interviewing Network of Trainers - MINT, n.d.).

A strong majority of respondents answered positively about post-presentation behaviors and follow through to Questions 11 to 13 (see pages 38 to 39) regarding their intention to speak to their IFC/Greek community members and friends about ways to reduce harm and engage in protective strategies while socializing/partying; that the presentation helped them to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, social distancing practices & the transmission of COVID19; and that IFC leadership is better able to take positive steps to encourage harm reduction and social distancing practices. These responses reflect previously noted PREZI discussion and field note themes: A majority of the IFC participants expressed a desire to "shift" and be more future-oriented, positive, and "get more buy-in" from their chapter members, rather than just focusing on continued work with chapter members to comply with social distancing mandates. See Prezi discussion and field note data problem solving and goal setting as well as evidence of post-presentation behaviors and follow through on pages 31 to 33 and page 40.

GPVP: Phase 3

IFC leadership PREZI presentation and discussion: Pre/Post Survey Summary Chart: Q1 to Q5

Question	Pre-Eval Mean	Post-Eval Mean	Significant differences Pre/Post means	Notes/Interpretations
Q1: I think the phrase, "we are all in this together" expresses how the IFC/Greek community addressed practices and the COVID-19 pandemic in the whole Pullman community.	5.4 Somewhat Agree	5.6 Somewhat Agree	No, SD= 2.04, t (17) = 0.35, p = .73	After going through GPVP presentation, participants reported no significant difference/change in their initial positive expression of Somewhat Agree in thinking that the phrase, "we are all in this together" expresses how the IFC/Greek community addressed practices and the COVID-19 pandemic in the whole Pullman community.
Q2: There is an interaction between IFC/Greek community social gatherings, drinking alcohol/partying, transmission of COVID-19, & social distancing practices.	6.8 Somewhat Agree	6.4 Somewhat Agree	No, SD= 2.94, t (16) = 0.58, p = .57	Although there was a slight decrease in the pre- to post- mean score, participants reported no significant difference in their positive perception of Somewhat Agree that there is an interaction between IFC/Greek community social gatherings, drinking alcohol/partying the transmission of COVID-19, and social distancing practices.
Q3: My chapter members can take active steps to reduce potential harms and decrease the transmission of COVID-19 while socializing/partying.	7.6 Agree	6.3 Somewhat Agree	No, SD= 2.88, t (17) = 0.33, p = .75	Although there was a decrease in the pre- to post- mean score, participants reported no significant difference in their positive perception that chapter members can take active steps to reduce potential harms and decrease the transmission of COVID-19 while socializing/partying. There was a decrease in the post mean score (pre = 7.6 and post = 6.3). from the Agree to the Somewhat Agree category.
Q4: WSU IFC and chapter leadership can positively impact how the IFC/Greek community socializes, drinks alcohol/parties, and engages in COVID-19 social distancing practices.	7.4 Agree	6.3 Somewhat Agree	No, SD = 2.42, t (17) = 1.95, p = .07	Although there was a decrease in the pre- to post- mean score, participants reported no significant difference in their initial positive perception of WSU and chapter leadership regarding positively impact how the IFC/Greek community socializes, drinks alcohol/parties, and engages in COVID-19 social distancing practices. There was a decrease in the post mean score (pre = 7.4 and post = 6.3). from the Agree to the Somewhat Agree category.
Q5: There are some basic harm reduction or protective strategies WSU IFC/Greek community members can take to decrease likelihood of COVID-19 transmission & still socialize/party with friends.	7.8 Agree	7.3 Agree	No, SD = 2.50, t (17) = 0.75, p = .46	Although there was a decrease in the pre- to post- mean score, participants reported no significant difference in their initial positive perception of some basic harm reduction or protective strategies WSU IFC/Greek community members can take to decrease the likelihood of COVID-19 transmission and still socialize/party with friends. There was a slight decrease in post mean score (pre = 7.8 and post = 7.3) within the Agree category.

IFC leadership PREZI presentation and discussion: Pre/Post Survey Summary Chart: Q6 to Q10

Question	Pre-Eval Mean	Post-Eval Mean	Significant differences Pre/Post means	Notes/Interpretations
Q6: If the number of COVID-19 cases goes up in Whitman County, I intentionally change my social distancing and partying behaviors.	5.9 Somewhat Agree	6.9 Somewhat Agree	No, SD = 2.30, t (17) = 1.84, p = .08	After going through GPVP presentation, participants reported no significant difference in their initial positive intention to change their social distancing and partying behavior if the number of COVID-19 cases goes up in Whitman County. There was an increase in the post mean score (pre = 5.9 and post = 6.9) within the Somewhat Agree category.
Q7: If the number of COVID-19 cases goes up in Whitman County, IFC/Greek community members intentionally change their social distancing and partying behaviors.	5.0 Somewhat Agree	5.4 Somewhat Agree	No, SD = 2.64, t (17) = 1.34, p = .198	After going through GPVP presentation, participants reported no significant difference from their initial positive perception that IFC/Greek community members would intentionally change their social distancing and partying behaviors if the number of COVID-19 goes up in Whitman County. There was a slight increase in the post mean score (pre = 5.0 and post = 5.4) within the Somewhat Agree category.
Q8: There is stigma and disapproval of students who engage in harm reduction and social distancing practices (mask wearing, small groups, socializing/partying within the IFC/Greek community.	6.3 Somewhat Agree	5.4 Somewhat Agree	No, SD = 3.02, t (17) = -1.33, p = .20	After going through GPVP presentation, participants reported no significant difference from their initial belief that there is a stigma and disapproval of students who engage in harm and social distancing practices. There was a decrease in the post mean score (pre = 6.3 and post = 5.4) within the "Somewhat agree" category.
Q9: It is important to increase the IFC/Greek community acceptance of students who engage in harm reduction and socializing/partying.	7.0 Agree	7.1 Agree	No, SD = 2.85, t (17) = 0.66, p = .52	After going through GPVP presentation, participants reported no significant difference from their initial positive perception that it is important to increase IFC/Greek community acceptance of students who engage in harm reduction and socializing/partying. There was a slight increase in the post mean score (pre = 7.0 and post = 7.1) within the Agree category.
Q10: I feel comfortable with speaking to IFC leadership, Greek PhotoVoice Project staff, and CFSL staff and policymakers about ways to change behavior in the Greek community regarding socializing/partying and the transmission of COVID-19.	6.4 Somewhat Agree	8.0 Strongly Agree	Yes, SD = 2.12, t (17) = 2.33, p = .03	After going through GPVP presentation, participants reported significant positive changes in feeling comfortable with speaking to IFC leadership, Greek PhotoVoice project staff, and CFSL staff, and policymakers about ways to change behavior in the Greek community regarding socializing/partying and the transmission of COVID-19. There was an increase in the post mean score (pre = 6.4 and post = 8.0) from feeling Somewhat Agree to Strongly Agree.

IFC leadership PREZI presentation and discussion: Post presentation eval only, Q11 to Q12

Q11: About 95% of the student participants *Somewhat Agreed/Agreed/Strongly Agreed* that they intend to speak to their IFC/Greek community members and friends about ways to reduce harm and engage in protective strategies while socializing/partying. Mean score is 7.6 or *Agree.* About 6% *Disagree* that they intend to speak to their IFC/Greek community members and friends about ways to reduce harm and engage in protective strategies.

Q12: Approximately, 89% of the participants *Somewhat Agreed/ Agreed/ Strongly Agreed* that the presentation and discussion helped them to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, social distancing practices (mask wearing, small groups, socialize out of doors, etc.), & the transmission of COVID19. Mean score is 7.7 or *Agree.* About 11% of the student participants *Disagree* that the presentation and discussion helped them to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, social distancing practices.

Q11: As a result of the Greek PhotoVoice Project presentation and discussion, I intend to speak to my fellow IFC/Greek community members and friends about ways to reduce harm and engage in protective strategies while socializing /partying.

- Strongy Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

Image 32. As a result of the GPVP presentation and discussion, intention to speak to their IFC/Greek community members and friends about ways to reduce harm while socializing/partying.

Q12: The Greek PhotoVoice Project presentation and discussion helped me to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, & social distancing practices.

- Strongy Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

Image 33. Presentation and discussion helped to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, and social distancing practices.

Image 34. Seven or more students at an indoor party in close proximity with no social distancing measures. Alcoholic drinks are visible and 265 likes on the social media post.
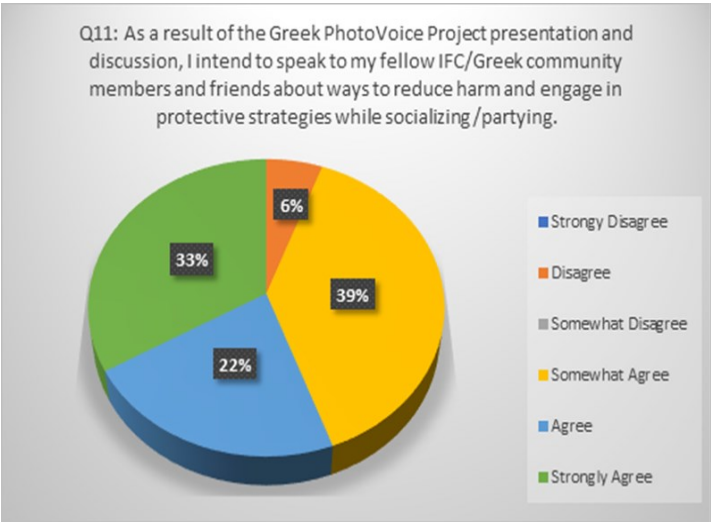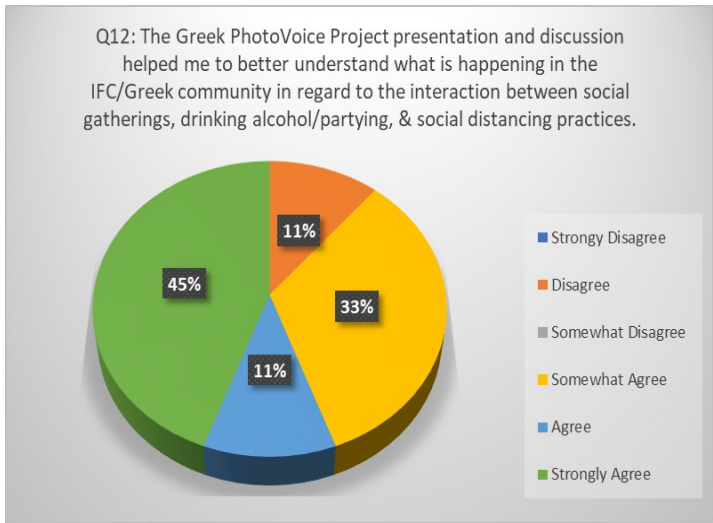
GPVP: Phase 3

IFC leadership PREZI presentation and discussion: Post presentation eval only, Q13.

Q13: After going through Greek PhotoVoice workshop, about 89% of the student participants *Somewhat Agreed/Agreed/ Strongly Agreed* that IFC leadership is better able to take positive steps to encourage harm reduction and social distancing practices (mask wearing, small groups, socialize out of doors, etc.), while socializing/partying within the IFC/Greek community. The mean score is 7.3 or *Agree.* About 11% of the student participants *Somewhat Disagree & Strongly Disagree* that the presentation and discussion about IFC leadership is better able to take positive steps to encourage harm reduction and social distancing practices.
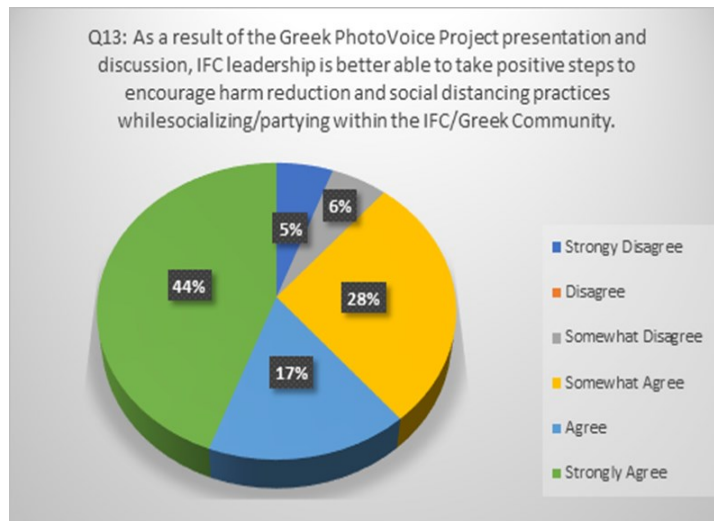
Image 35. As a result of the GPVP presentation and discussion, IFC leadership is better able to take positive steps to encourage harm reduction and social distancing practices while socializing/partying within the IFC/ Greek community.

GPVP: Phase 3

Research question: Based on the strategies selected by the IFC leadership and community in Phase 2, what are the results and outcomes of those implemented harm reduction strategies on the high-risk context of socializing at Pullman neighborhood house parties and potential for Covid-19 transmission/infection?

Results and analysis:

Observations and fieldnotes after the April 15 IFC leadership presentation and discussion.

4/19/21 Field note: ... Fraternity president ..... wants to take small steps to make it easier for everyone to get to a better sense of normal. He got to answer some questions ... regarding the vaccine and students who live out of state.

4/21/21 Field note: Was in a conversation with leaders in the (IFC) community. I overheard our presentation being discussed. The person who saw it was telling people to be smart about what they do and post. He stressed that the presentation accurately represented what was currently happening within the community and did not want to see these specific people contribute to it on social media.

Results and analysis: Observations and fieldnotes after the April 15 IFC leadership presentation and discussion regarding actions taken and follow through by IFC leadership.

As noted earlier due to the contexts of the Covid-19 pandemic and a revised timeline, the following modifications needed to be made to the Phase 3 methods (see page 9). Instead of multiple follow up meetings, we integrated more group discussion, specific problem solving, and goal setting added to PREZI presentation and discussion on April 15, 2021. See pages 31 to 33 for final Prezi presentation discussion and IFC participant responses from the presentation transcripts. Most of the problem solving and goal setting in the PREZI session was future oriented and focused on IFC leadership working with their respective chapter members to get as many vaccinated for Covid-19 as possible before leaving for summer as well as energizing fraternity membership for chapter participation in fall 2021.

> 4/15/21 Field note: A fraternity president relayed information back to his fraternity on a Facebook post about what he learned from the recent PhotoVoice presentation. He explained how he knows people are tired of this pandemic and want a sense of normalcy and he wants to take small steps to go back to in-person classes and events. He listed ways to help is by suggesting getting vaccinated, even leaving vaccine finder link for people to use. He also mentioned that he would not pressure anyone into getting the vaccine but explains how this would help the fraternity and help the community.

Follow up and data collection by GPVP student-staff included text messages, phone calls, and emails to IFC presidents and chapter leadership from April 15, 2021 to May 7, 2021, which is the end of WSU Spring semester. Field notes were completed on communication and observations of IFC leadership follow up post-PREZI presentation. The field note data provides evidence of positive impact and immediate follow through by IFC leadership (post Prezi presentation) within their respective houses, primarily focused on vaccinations and quarantining Covid-19 positive members; although, due to the lack of multiple ongoing planning/goal setting sessions and documentation of follow through over time, the full impact of the PREZI presentation and discussion within the fraternity community is unknown.

> 4/22/21 Field note: During a call (with Greek student leadership) discussing housing changes, I overheard many housing boards for fraternities and sororities state that they can require their members to be vaccinated. I also heard that there will be a push for all members living in next fall to be vaccinated.

> 5/1/21 Field note: A fraternity went through rounds of COVID testing. Majority result came back positive, especially live-in members. The president took action and said for live-outs to come to the chapter house. Live-ins should quarantine if results came back positive. There will be no parties or having people over. He also enforced a rule that if these chapter rules are broken, being sent to Standards would be the punishment and membership status would be in question.

GPVP: Phase 4a

PhotoVoice methods and harm reduction can be utilized to address high-risk drinking:

- Means to display current drinking culture: PhotoVoice methods can be an effective means to display current drinking culture or contexts and harm reduction practices through multimedia to the community of concern. This is done through utilizing PhotoVoice and the SHOWeD method training (p. 8) and methods (p. 9). The Greek PhotoVoice project used PhotoVoice and the SHOWed method to develop themes, which was presented to the Greek community via Prezi presentation (see Phases 1 and 2, p. 13-33).
- Spark equitable and respectful discussion: PhotoVoice, within a multi-media presentation, can be a highly effective means to spark discussion of harm reduction strategies and high-risk drinking among potentially community members reticent to discuss substance use behaviors (see p. 19, 21, 23, 25, 28-33). To do such, please refer to the methods (p. 9), limitations (p. 50), and recommendations and lessons learned (p. 51).
- Highly flexible and generalizable methods: Presentation of PhotoVoice data is highly flexible and can be implemented with a mix of multimedia platforms (i.e., Phases 1 and 2, p. 13-33). Each theme developed in Phase 1 on the Greek PhotoVoice Project was paired alongside community discussion on habits associated with said theme (p. 19, 21, 23, 25, 28-33). These flexible PhotoVoice methods are highly generalizable to other campuses and high-risk student groups to address high-risk drinking and harm reduction in the future. To do such, refer to the methods (p. 9), limitations and lessons learned (p. 50), and recommendations and lessons learned (p. 51).
- Positive change: PhotoVoice can be used as a means to assist communities to bring about positive individual and community change in regard to harm reduction and high risk drinking. Unfortunately, due to project limitations and constraints, the WSU Greek PhotoVoice Project was not able to report positive community changes; however, past research (Valdez et al., 2019; Wang & Burris, 1997; Wang et al., 2000; Wang et al., 1998) and data from the Phase 4b student-staff focus group, point to this potential. Steps toward the above stated potential community and individual behavior change can be accomplished by using PhotoVoice methods (p. 9) and referencing the recommendations and lessons learned (p. 51).

GPVP: Phase 4b

During Phase 4, a PhotoVoice focus group was assembled. The PhotoVoice focus group consisted of PhotoVoice student-staff. The student-staff were asked a series of questions reflecting on the PhotoVoice process.
- What did you most enjoy about the project?
- What stood out as take-a-way learning points? How do you see yourself applying this in the future?
- How did you engage with broader fraternity membership or Greek community throughout the process? How did that go?
- If you could od the project over again, what would you do differently?
- How could you see PhotoVoice being used to benefit students in the Greek Community at WSU? At other institutions?
- Would you recommend PhotoVoice as a process to address substance use in fraternities? Why/why not?
- PhotoVoice is often used with people who typically do not have a voice in their community. How do you feel this applies to fraternities?
- PhotoVoice can also be used to identify problems, map resources, identify needs, and evaluate efforts. How could PhotoVoice be applied for these uses within fraternities?
- What type of supports would be needed for a fraternity to use PhotoVoice?
- Realistically, what do you think would be the best use of PhotoVoice in fraternities to address substance use?

These questions were answered by student-staff within the context of the Phase 4 research question, "How can PhotoVoice methods and harm reduction strategies be utilized to address high risk drinking in the future?" The following three themes found within the focus group interview data.

1. PhotoVoice methods are an effective means to implement a more respectful and equitable means of communication and discussion between fraternity leadership and university administration.
2. Focus group student-staff stated that PhotoVoice methods could potentially be used alongside other methods of data collection to enhance discussion about high risk drinking and participation in positive community changes.
3. Difficulties of working towards culture change within the Greek community.

Theme 1 results and analysis:

The student-staff discussed how PhotoVoice is a neutral, empowering, non-judgmental presentation that asks: "*Here is what we found. Is this what you are also experiencing?*" and "*Do you want to change? How?*" It is not a presentation that states, "*You have a problem, now fix it.*"

This further tied into students responses that believe PhotoVoice to allow for active reflection and "*listening,*" not "*just hearing,*" even for those no engaged in a verbal discussion. These student statements along with PhotoVoice methods being community driven that lead to student-staff believing that PhotoVoice is a research method that can be used to show the full context of a situation rather than just the rules-based situation.

> Focus Group: PhotoVoice is blunt and straight to the point, it's in your hands, it's a very personal way

> Focus Group: there is just so much reluctance from leadership to like that, buy in and, like you don't want to tell the university, because the university is going to come down on you with a hammer.

> Focus Group: Sharing that information within the Community, not recording out, not as a not as a formal research project, but as a way to facilitate conversations within the Community, about here are some changes we want.

Additionally, student-staff expressed frustrations on prior non-PhotoVoice related communication with university administration. For example, the student-staff felt communication with university administration to be one-sided and inequitable, favoring the university's interests.

While the student-staff voiced their frustrations on communication with the university administrations, potential benefits of using the PhotoVoice method to strengthen communication were discussed as well. Within the context of high-risk drinking, a more respectful and equitable means of communication and discussion between fraternity leadership and university administration would give more potential for discussion and implementation of harm reduction strategies.

Theme 2 results and analysis:

The student-staff stated that PhotoVoice methods potentially could be used alongside other methods of data collection to enhance discussions about high-risk drinking and participation in positive community changes. The student-staff also stated PhotoVoice methods with multiple data sources (i.e. Images, text, surveys, transcripts, etc.) can be beneficial to provide multiple perspectives and a means to examine the community concern or evaluation question

Student-staff recounted their experiences with data collection and analysis in other projects, and stated they were not frequently exposed to the multiple types of data within the GPVP method. Additionally, the student-staff believed that the use of multiple sources of data withing PhotoVoice methods could add validity within the data analysis. PhotoVoice methods increase accessibility to participation in the project due to the multiple data sources, especially for a young group of students. This statement is supported by transcript experts and GPVP methods, see page 9.

> Focus Group: I like having a new system of thinking, where it was like...Trying to take in a bunch of subjective data and create themes around it instead of taking data

Theme 3 results and analysis:

There were discussions within the focus group about the difficulties of working towards positive and sustainable change within the Greek community and WSU administration. The student-staff voiced frustrations of communication with university administrations. The students stated the perception that there was a lack of good faith action and poor or inconsistent communication from the WSU administration to the Greek community. The student-staff also spoke on the benefits of using PhotoVoice methods to bring about positive culture change in their community through multimedia presentation and discussion on community issues or harm reduction strategies, as in Phase 2 (p. 19, 21, 23, 25, 28-33).

> Focus Group: One of the reasons why people use voice, they want to create change, but they want to create the change from within the community, so they want the Community to own the change, so if the Community was going to own The change is there a way you think research question could be narrowed.

> Focus Group: The Community that the university already like treats you know, is already targeting when like stuff starts to go bad you know, like a lot of the Covid and partying you know that was happening artists, but they target, you know great crowd specifically on that.

> Focus Group: Sharing that information within the Community, not recording out, not as a not as a formal research project, but as a way to facilitate conversations within the Community, about here are some changes we want.

For more information on how to use PhotoVoice methods to spark discussion on a community lead topic, refer to the methods (p. 9), limitations and lessons learned (p. 50) and recommendations and lessons learned (p. 51).

In sum, the student-staff reported that, in the past, there was a lack of good faith action towards positive culture change between the Greek community and the university, and that PhotoVoice methods can be used to start discussions on community driven change. Student-staff believed that the PhotoVoice is a method that has potential to be used as a more respectful and equitable means of communication and discussion between fraternity leadership and university administration. Overall, the student-staff stated that PhotoVoice methods have potential to enhance discussion and participation of Greek participants/community members. This increase of equity and respect within relationships and communication can work to help bring about community-driven harm reduction strategies. Additionally, the above described potential positive outcomes can be utilized within other campus communities by using PhotoVoice methods (p. 9) and referencing the recommendations and lessons learned (p. 51).

Summary and conclusion

The GPVP results and outcome are summarized below by phase and related research question.

Phase 1: How do members of the Greek/IFC community socially interact, as depicted on student social media sites, at Pullman neighborhood parties with a focus on drinking alcohol and engagement in social distancing practices and other means of prevention of Covid-19 transmission and infection?

WSU Greek IFC Survey on social media use: The six question survey provided basic information to the GPVP team that WSU Greek students made changes to their likelihood of posting on social media, to their likelihood of socializing with someone (who often posts their nights out on social media), and their comfortability with social media posts from large parties without social distancing measures. The respondents reported a decrease in the likelihood of posting on Instagram and Snapchat from their night out *Since the pandemic*. The differences in posting behavior between Snapchat and Instagram as well as *Since the pandemic* and *Before the* pandemic may be linked to multiple contexts and experiences. Development and administration of the survey by the GPVP student-staff was in line with community-based participatory research (CBPR) methods and the survey results had an important impact on GPVP team understanding of social media posts as a data source as well as theme development and the PREZI presentation to the IFC council by the GPVP team.

Social media data: Five themes were identified regarding how members of the Greek/IFC community socially interact as depicted on student social media sites: Gathering environment, Socializing/Party Frequency, Disregard for Guidelines/No Harm Reduction, Behavioral Acceptance, Harm Reduction/Protective Strategies) and 2 sub-themes (Indicators of high-risk substance use and Mental health/motivation) noted within the 5 themes.

1. Gathering Environment: The WSU Greek Community made changes in their gathering environments during the data collection timeframe of August 2020 to February 2021 These gathering environments are similar to those used for socializing and partying prior to the pandemic with the exclusion of highly visible locales. Images of indoor gatherings show no windows or the windows covered, decreasing any visibility from the outside. Outdoor gatherings are in places where the likelihood of others seeing the large group is minimal. Partiers are in close proximity and often touching. There are no masks visible, discernible attempts to socially distance, or visible attempts to decrease the potential for Covid-19 transmission when in an indoor environment. The motivations for not using highly visible gathering environments during this time frame and context include avoiding legal problems, COVID-19 citations, and the scrutiny of community authorities and university administration. Gathering in familiar party environments with friends and other chapter members as well as playing drinking games contributed to a sense of normalcy.
2. Socializing/Party Frequency: The WSU Greek Community continued to hold parties at a frequency and with a number of attendees that was not in compliance with State of Washington and WSU Covid-19 social distancing mandates. The size and visibility of the Greek community parties decreased but the data indicated that the frequency of the parties was similar to pre-Covid-19 levels. With the onset of the Covid pandemic, there were changes in how parties were advertised on social media and how the identities and numbers of partiers were gathered prior to the event (e.g. online party registration).
3. Disregard for Guidelines/No Harm Reduction: Data pointed to an active disregard for social distancing guidelines and a lack of harm reduction practice for decreasing Covid-19 transmission. The disregard for guidelines and lack of harm reduction practice seems not stem to from a lack of information or education about Covid-19 transmission risks; rather, it is rooted in one of the primary reason students join a fraternity: Social opportunities and interaction. Socializing and large parties by members of the Fraternity community was a means to feel normal, feel hopeful, avoid boredom, and to gain a sense of belonging in their chosen community, which took priority over the enactment of social distancing guidelines and harm reduction practices for the benefit of the broader Pullman community. The length of time of the Covid-19 social distancing mandate and student feelings of "just giving up" on had an impact on the disregard for the Covid-19 guidelines and harm reduction practices.

4. Behavioral Acceptance: With few exceptions, the collected social media posts and field notes data depicted and described the acceptance of behaviors that were not in compliance with Covid-19 social distancing mandates. The interactions between enacting group identity and a sense of normalcy through partying, mental health concerns and coping, and the perceptions of Pullman as being an exceptional place for socializing and partying, heavily influenced behavioral acceptance of non-compliance with Covid –19 social distancing mandates. There was little reference in the social media data about the impacts of non-compliance with Covid-19 social distancing mandates on the broader, non-student population in the Pullman and WSU community. Additionally, there were few instances of expressed disapproval by students regarding the lack of compliance with Covid-19 social distancing mandates, especially in regard to party behaviors. The Greek community and individual chapter houses held regularly scheduled virtual and some in person venues that allowed for open discussion and opportunities to appropriately work through concerns and differences of opinion regarding what is acceptable behavior individually, in their chapter, and for the broader community.

5. Harm Reduction/Protective Strategies: There was evidence of actions taken in the fraternity community that did support harm reduction and the practice of protective strategies (e.g. Online party registration as a means to screen and limit the number of attendees or socializing and partying out-of-doors). Many of these efforts were focused, primarily, on reducing harms related to decreasing legal concerns and incurring violations of the WSU code of conduct, rather than focused on reduction of harms directly related to the potential transmission of Covid-19 (e.g. Imposing chapter specific rules for members about social media postings that depict social gatherings and parties or requiring signature on a Covid-19 Liability waiver).

Two sub-themes: Descriptors of motivations and mental health and indicators of high-risk substance use

The data indicate that high risk substance, primarily alcohol use, is linked to Greek community/fraternity expressions or enactment of belonging and group identity and interacts with high risk social behaviors that can exacerbate the potential for Covid-19 transmission. Additionally, it is linked to expressions of positive social and mental health experiences as well as expressions of coping with negative mental health experiences.

Further, the data indicate that, within the IFC/Greek community, large and small group social interaction and partying was a means to experience positive mental health, sense of normalcy and of belonging or community. Additionally, it was a way to relieve or cope with negative mental health experiences (e.g. boredom, stress, depression, drinking games to relieve boredom). There is a perception within the IFC/Greek community of WSU and the city of Pullman as an exceptional place for student socializing and partying, where the social distancing mandates enacted elsewhere, don't necessarily apply, which can, in turn, exacerbate the potential for Covid-19 transmission.

Phase 2: Based on the GVPV data collection and report in Phase 1, what harm reduction strategies do members of the WSU Greek/IFC leadership and community select to enact to address concerns related to the high-risk context of socializing at Pullman neighborhood house parties and the potential for Covid-19 transmission and infection? Did the GPVP presentation contribute to a better understanding of the issue for the organization and/or the community?

Overall, IFC leadership agreed that the social media data and themes depicted in the presentation matched their own experiences and perceptions. IFC participants were able to differentiate types and levels of effectiveness of protective strategies and harm reduction practices depicted in the presentation and were able to differentiate the "pros and cons" of the types and levels of effectiveness of protective strategies and harm reduction practices depicted in the presentation. IFC leadership reported that they have been actively trying to implement small changes to increase compliance with social distancing mandates and decrease the transmission of Covid-19 throughout the year including:
- Actively engaged with their chapter members
- Acted as liaisons between membership and WSU administration
- Utilized role modeling or "leading by example"
- Verbally addressed health misinformation and misperceptions about Covid-19
- Worked to maintain compliance with guidelines, even when they personally disagree
- Experienced different types of leadership challenges based factors such as size of chapter

IFC leadership noted a number of challenges in their leadership experience and for their chapters:

- Disregard for guidelines and lack of harm reduction practices are linked to the length of time the Covid social distancing guidelines were in place, feelings of "fatigue" and "loss of energy", and feeling "negative" about maintaining compliance.
- The perception and experience of shifting Covid-19 guidelines and ongoing demand for student compliance
- The disconnect between relatively mild student experience of having Covid and the more harmful experience of Pullman community members impacts fraternity member compliance with social distancing mandates.
- As chapter leaders, participants directly experienced and observed backlash, verbal "push back", negative attitude, and behavioral disregard for social distancing guidelines from chapter members .
- IFC leadership perceives their biggest challenge or "struggle" as centered on the limitations of their authority as chapter presidents in working with or "controlling" the behaviors of members not living directly in the chapter house, specifically those that reside in "live outs" in the College Hill neighborhood.
- IFC leadership expressed concern that upcoming recruitment and participation in the Greek community has been negatively impacted by the decrease in opportunities to socialize and party due to the pandemic.

Harm reduction strategies IFC leadership selected to enact:

- One potential means of increasing IFC/Greek Community compliance with Covid-19 social distancing mandates is to regularly update the ongoing negative impacts to the broader community and to develop a sense of belonging and empathy with the wider Pullman community.
- A majority of the IFC participants expressed a desire to "shift" and be more future-oriented, positive, and "get more buy-in" from their chapter members, rather than focusing on continued work with chapter members to comply with social distancing mandates.
- Current and ongoing "energizing" and "distracting" tasks or activities for individual chapters that are planned by the IFC leadership include new recruitment scholarship program, calling alumni for donations and chapter participation, planning recruitment trips, planning "brotherhood" trips, delegating assignments to the chapter council.
- Cost/benefit ratio: Rather than focusing on continued work on compliance with social distancing mandates, a majority of the IFC participants were focused on vaccination as a means to decrease potential harms and "get more freedom" to socialize, rather than continued work on compliance with social distancing mandates.
- Focusing on getting as many chapter members vaccinated as soon as possible was seen as the most effective way to "energize" the community, to decrease negative attitudes and harmful behaviors, to reduce conflict between members, and to get back to a "normal" way of socializing together in the Greek community.

Phase 3: Based on the strategies selected by the IFC leadership and community in Phase 2, what are the results and outcomes of those implemented harm reduction strategies on the high-risk context of socializing at Pullman neighborhood house parties and potential for Covid-19 transmission/infection?
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Sub-questions:

- Did the GPVP project lead to continued action on the chosen issue?
- Specifically, what action? Did the GPVP project lead to changes in conditions in the community?
- Were IFC leadership, CFSL staff and other policy makers influenced to bring about change?

Results and analysis:

- Most of the problem solving and goal setting in the PREZI session discussion with IFC participants was future oriented and focused on leadership working with their respective chapter members to get as many vaccinated for Covid-19 as possible before leaving for summer to reduce the potential for Covid-19 transmission as well as energizing fraternity membership for chapter participation in fall 2021.

- After the GPVP PREZI presentation and discussion,
  ◊ 95% of the post evaluation respondents *Somewhat Agreed/Agreed/Strongly Agreed* that they intend to speak to their IFC/Greek community members and friends about ways to reduce harm and engage in protective strategies while socializing/partying.
  ◊ 89% of the post evaluation respondents *Somewhat Agreed/ Agreed/ Strongly Agreed* that the presentation and discussion helped them to better understand what is happening in the IFC/Greek community in regard to the interaction between social gatherings, drinking alcohol/partying, social distancing practices (mask wearing, small groups, socialize out of doors, etc.), & the transmission of COVID19.
  ◊ 89% of the post evaluation respondents *Somewhat Agreed/Agreed/ Strongly Agreed* that IFC leadership is better able to take positive steps to encourage harm reduction and social distancing practices (mask wearing, small groups, socialize out of doors, etc.), while socializing/partying within the IFC/Greek community.
  ◊ Post evaluation respondents reported significant positive changes in feeling comfortable with speaking to IFC leadership, Greek PhotoVoice project staff, and CFSL staff, and policymakers about ways to change behavior in the Greek community regarding socializing/partying and the transmission of COVID-19.
- WSU administration and CFSL staff were highly involved in the early stages of project planning and partnering with health promotion staff. CFSL staff cooperated with the GPVP team through communication to the Greek/IFC community leaders, and the scheduling and attending the GPVP presentation. This report and the project results will influence the CFSL and IFC's response to the ongoing Covid-19 pandemic going forward into the fall 2021 semester.
- The GPVP student-staff field note data provides evidence of instances of positive and active follow through by IFC leadership within their respective houses, primarily focused on vaccinations and quarantining Covid-19 positive members for ~3 weeks.
- Due to the revisions in the GVPV timeline and methods as well as the ongoing and changing circumstances involved in the Covid-19 pandemic, particularly the emergence of the Delta variant, the full and ongoing impact of the PREZI presentation and discussion within the fraternity community is difficult to measure.

Phase 4: How can PhotoVoice Methods and harm reduction strategies be utilized to address high risk drinking in the future?

Phase 4 of the Greek PhotoVoice project consisted of 2 parts: Phase 4a and Phase 4b. Phase 4a was a focused review by student-staff of Phase 1 data on high risk substance use, and how PhotoVoice potentially can be used to address the issue. Phase 4b was a student-staff focus group that was asked a series of questions regarding the Greek PhotoVoice Project, high risk drinking, PhotoVoice methods, and future potential of PhotoVoice and the methodology used within the Greek PhotoVoice project. Findings include:

Phase 4a: PhotoVoice methods and harm reduction can be utilized to address high-risk drinking:

- PhotoVoice can be used to present current harm reduction and high-risk drinking to the community.
- PhotoVoice can be used to spark discussion of harm reduction and high-risk drinking among community members.
- PhotoVoice can be used as a means to assist communities to bring positive change regarding harm reduction and high-risk drinking.

Phase 4b:
- PhotoVoice research method is a method that has potential to implement a more respectful and equitable means of communication and discussions between fraternity leadership and university administration.
- PhotoVoice methods can be used alongside other methods of data collection to enhance discussions about high-risk drinking and participation in positive community changes.

The PhotoVoice methods can be used to address high-risk drinking by presenting current harm reduction and high-risk drinking to the Greek community, sparking non-judgmental conversations with the community, and as a means to assist communities to create positive change regarding high-risk drinking outside of the context of a pandemic. Additionally, the data revealed a disconnect between the Greek community with university administration. The use of PhotoVoice methods has potential for a more equitable and respectful means of communication that could enhance discussions around positive change within the community.

In closing, when attempting to understand student behavior and socializing during the Covid-19 pandemic and social distancing mandates, Lederer and Stolow (2021) put it succinctly:

> Students' behavior must also be contextualized within the broader environment in which they reside (McLeroy, et al., 1988). Much of students' college experience takes place outside the classroom (NASPA, 2004). College is a period of psychosocial development, during which students cultivate a sense of belonging and seek social connectedness (Mayhew, et al., 2016; Strayhorn, 2019). COVID-19 contract restrictions, such as social distancing, quarantining, and refraining from group gatherings, are antithetical to these core elements of collegiate life. Combined with the COVID fatigue (ie, emotional exhaustion due to COVID-19) that students are likely already experiencing (Gerada and Walker, 2020), it would be intelligible that students' risk/reward ratio may become skewed, especially if the consequences are invisible (ie, students not discerning their role in community spread on- and off-campus). As adolescent researcher Laurence Steinberg (2020) stated about the reopening of campuses, "It's one of those perfect storms—people who are inclined to take risks in a setting that provides ample temptation to do so. (p. 276)

At the writing of this report in August 2021, the global Covid-19 pandemic continues to impact the WSU campus and the interaction between Greek community social gatherings, drinking alcohol, and the potential transmission of Covid-19 remains a concern for WSU and the broader Pullman community. Given the positive reception of the GPVP by the WSU IFC community, a similar community participatory project may be beneficial to address the ongoing Covid-19 pandemic and harm reduction efforts within local contexts and the embedded concentric social groups in a college town.

Limitations and lessons learned

Timing and timeline:
Due to a variety of factors, the timing and the scheduled grant timeline for implementing the GPVP came months after the Covid-19 pandemic began and the context of a virtual campus was put into place, that being, late fall through spring. Although unavoidable, there were negative impacts on the implementation of the project due to this context. First, by the time the GVPV team completed all the Phase 1 tasks, the academic year was almost finished. With only 3 weeks in the Spring semester remaining, there was not enough time, to complete the final phase of the project and work directly with, not singly with IFC leadership, but the broader fraternity community to generate discussion, goals, and implement positive change. Second, by April, the IFC leadership had already been working for months with their chapter members to increase compliance with Covid social distancing measures and were highly fatigued and burned out. With earlier implementation in the fall semester, the GVPV team may have been able to provide more support to the IFC leadership and during a time when they were less fatigued and the fraternity member were more motivated to change behavior.

Focus on fraternities and IFC:
Linked to the issue of timing and timeline noted above as well as limited staffing resources, the GPVP focused solely on the fraternity community and IFC and the other WSU Greek community living groups (PanHellenic sororities and the Multicultural Greek Council) were not included in the project. Primarily, the decision to focus on only the fraternity community was made due to the practice of WSU fraternities as the "drivers" and hosts of the large neighborhood parties near campus. Given that the Greek community, as a whole, socializes and parties together, including all living groups in a GPVP would provide more comprehensive information and broader community participation in enacting positive changes. Notably the experiences and cultural practices of the Greek community differ by living group and chapter, which would need to be taken into consideration in any community participatory project.

Using social media images and posts:
Due to the limited scope and methods of this project, we did not report if there were actual changes in the frequency and size of WSU Greek Community neighborhood parties based on social media posts. Indeed, there may have been a high frequency of smaller gathering that did comply with Covid-19 social distancing measures within the WSU Greek community that were not documented on social media and were not highly discussed within the WSU Greek community. See pages 9 and 16 to 18 for information on methods and the survey administered to better understand WSU Greek community social media experiences.

Additionally, it is difficult to fully understand how much the posting on social media of social events were impacted by student concerns about compliance with social distancing policies; although, the feedback from IFC leadership and fraternity community members was that the GVPV data presentation matched their experiences regarding parties, socializing, and alcohol use at WSU Pullman. In the future, if there is a re-occurrence of the pandemic lockdown and social distancing measure are re-instated—perhaps with even greater stringency, the use of social media images and posts may be of limited use in understanding student social and party experiences.

Ongoing Covid-19 pandemic in fall 2021:
At the writing of this report, the global Covid-19 pandemic continues to impact the WSU campus and the interaction between Greek community social gatherings, drinking alcohol, and the potential transmission of Covid-19 remains a concern. Given the positive reception of the GPVP by the WSU IFC community, a similar community participatory project may be beneficial to address the ongoing Covid-19 pandemic and harm reduction efforts.

Recommendations and lessons learned

Project planning, training, and timeline:

- The GPV project worked in a pragmatic, creative, and inclusive manner to examine the public health concerns of self-care, empathy, and mutual care between different groups within a larger community. These types of community-based efforts and methods can be applied to other intractable public health issues such as violence, poverty, racial disparities, risk of suicide, and mental health concerns (Chonody et al., 2013; Christensen, 2017; Graham et al., 2013; Seitz & Strack, 2016; Wang et al., 2000).
- Student-staff GPVP team members, who were part of the Greek/IFC community, was essential to all aspects of the Community Participatory Research project: data collection, analyses, presentation, development of recommendation. Greek/IFC student-staff in highly visible and leadership roles, especially in presenting project information, gave "credibility" to the project with other Greek/IFC students and leaders.
- Community resources such as the local county health department when addressing health/safety guidelines, legal concerns, or news releases were used in order to ensure accurate and up-to-date information.
- Provide basic motivational interviewing training to GPVP staff members, especially prior to any group data presentations (MINT, n.d.). Emphasize the importance of open and confidential conversation between the GPVP team and Greek community leadership and members to generate buy-in and increased disclosure about the experiences and needs of the community.
- Provide basic trainings on data collection and analysis as well as allow for adequate weekly meeting times, staff trainings, and collaborative virtual or in-person work times. Undergraduate student-staff members are hardworking but may not have much experience in research techniques or highly collaborative projects.
- Build in opportunities within the timeline to celebrate successes that keeps team members motivation and follow through strong.
- Plan for a means to understand how students are communicating on social media, especially during a pandemic or other event that may change how people utilize social media due to enforcement and concerns about acceptable behavior.
- Consider timeline, data management, and team capacity when planning the data collection and analyses portion of the project. The GPVP project collected multiple types of data (images, texts, field noted, surveys) across the project, which made for a rich and interesting data set; however, analyses and integrating data sets into a report can be challenging and time consuming.
- Utilize means of communication, data storage, and project organization that allows for team meetings and collaboration, whether meeting in-person or virtually (e.g. Zoom, TEAMS, OneDrive, etc.).

Harm reduction and motivational interviewing strategies:

- Keep the focus on the importance of harm reduction and protective strategies with minimal focus on enforcement or threat of non-compliance to Covid social distancing protocols and measures throughout the full implementation of the PhotoVoice project and interaction with the Greek community.
- It was important for the GVPV team to have a wide range of harm reduction options available for discussion with IFC/Greek leadership, including a strong emphasis on vaccination as a means to immediately reduce harm to individuals, the Greek community, and the Pullman campus/community as a whole. Focusing on a variety of harm reduction options can help to address the interacting variables of Greek membership and identity, high risk drinking, the emphasis on an active social life, and the limited effectiveness research based interventions targeting positive behavior change in the Greek community (Brown-Rice et al., 2017).
- View the high risk use of alcohol through a complex lens that takes multiple factors into consideration including mental health concerns and substance use as a means of coping, the developmental need for social support and interaction with friends, varying political and social views on the existence of the Covid pandemic and the need for social distancing measures, etc. Have project students staff lead substance use prevention and harm reduction training when possible.
- Use motivational interviewing techniques and emphasize harm reduction strategies when interacting with all project participants, especially Greek student leaders.

Student leadership and support:

- Recognize the potential IFC and chapter leadership experience of stress and burnout within the context of implementing the GPVP project. Greek student leaders are in demanding positions in terms of accountability to the community, the university, and to their chapter members.
- Consider offering motivational interviewing skills training (MINT, n.d.) to Greek student leaders as one of the goals of a GPV Project, as a means to support communication and leadership development.
- Consider making a "crisis management plan" for Greek/IFC leadership as part of the community participatory project in the case of ongoing developments of the Covid-19 pandemic or other future pandemics. The Covid -19 pandemic is evolving rapidly and may be impacting U.S. college campuses for months, if not years, to come (Rubin, et al., 2020). Other pandemics—beyond Covid-19—are expected to emerge in coming years (Naguib, et al., 2020). Understanding the contexts of social practices and virus transmission among high risk populations will contribute to pandemic preparedness as well as overall harm reduction efforts of co-occurring high-risk substance use and viral infection.
- Involve individual chapters in the project discussions and goal setting as much as possible, to broaden the number of students involved in the overall process and to provide support to IFC leaders.
- Given that the Greek community, as a whole, socializes and parties together, including all Greek living groups in a GPVP would provide more comprehensive information and broader community participation in enacting positive changes. Notably the experiences and cultural practices of the Greek community differ by living group and chapter, which would need to be taken into consideration in any community participatory project.
- Plan on using a full academic year for the project for a community participatory research project addressing Covid-19 pandemic resurgence or a different future pandemic. A full 9 to 12 months will provide much needed support to student leaders throughout the pandemic event and will capitalize on the motivations and abilities to make positive collective and individual behavior changes.

Phase 4 Focus Group recommendations and lessons learned

- PhotoVoice is a means to create positive culture change within a community through community cooperation, gathering examples of community issues, the undeniability of photographic evidence, and through creating community interest and motivation.
- It is recommended to have multiple PhotoVoice presentations, to multiple audiences with follow up sessions to increase the chances of follow through and positive change.
- PhotoVoice data gathering and presentation should be in a neutral place to assist with direct and respectful conversations and discussions to gain new perspectives.
- There is a need for planning and specific methods/parameters for a PhotoVoice project to work within an individual fraternity chapter. PhotoVoice could be problematic to implement in a chapter due to risk management policies within the organization.
- It may be better to implement PhotoVoice methods within the entire Greek community, due to the Greek community socializing as a whole, and the showcasing a larger population with multiple points of view.
- Use PhotoVoice to map resources and identify problems within organizations, or between organizations.
- PhotoVoice can be used to understand the often-cloaked social pressure to drink, identify community and individual needs, and physical structures that contribute to harm.
- Incentivize the use of the PhotoVoice project and presentation by offering chapter programming credit or community service hours.
- Begin using PhotoVoice within Greek chapters with strong leadership and membership. There will be higher potential for implementing change.
- Use PhotoVoice for Greek chapter specific Brotherhood/Sisterhood workshops. This will give fraternity members a chance to see and reflect on how things are actually going in their house and how they feel about it.

Paula M. Adams, MA, HP Director, Co-PI: Currently in the position of director of health promotion at WSU, Paula has 19 years of experience in prevention, health education, and health promotion in higher education. She has a master's degree in strategic communication and is near completing a doctoral degree in prevention science. Paula led writing and implementation of $1 million in federal grants to bring collaborative, systemic change to WSU Pullman around sexual violence prevention & suicide prevention.

Dawson Dalfrey, Student-Staff: Dawson is a Junior at WSU and is studying international business. He is a member of the Theta Xi Fraternity. Additionally, he was an ASWSU senator & Finance Committee Chair in 2020.

Devin J. Lucas, Student-Staff: Devin is a Junior at WSU and is studying Sport Management. He is a member of the Farm House fraternity. Currently, Devon is on his 2nd term as Chapter President and was past Recruitment Chair.

Patricia L. Maarhuis, PhD, PI: Patricia has worked in collegiate substance use prevention & recovery support for over 20 years and has written and implemented over $850K in grants to support these efforts. Currently, she works as a health promotion specialist at WSU in Pullman. As well, she has authored/edited publications and reports on intersections between education, culture, & high-risk health experiences.

Alex Phillips, Student-Staff: Alex is a Senior and will graduate in December 2021 with degree in Accounting and Management Information System. He is a member of Phi Kappa Theta and has held leadership positions in his chapter including Facility Manager and Community Service Chair.

Andy Song, BA, CHS-HP, Project Coordinator: Andy graduated from WSU in 2019 with a BA in Sociology and a minor in Youth at Risk. He began interning at Health Promotion at WSU the summer of 2019. Currently, he is a Health Educator in Health Promotion specifically working with the Mental Health Promotion and Suicide Prevention programs as a full-time staff member.

Alex Phillips, Student Staff, Senior, majoring in Accounting, Member of Phi Kappa Theta

Dawson Dalfrey, Student Staff, Junior, Majoring in International Business, Member of Theta Xi

Devin Lucas, Student Staff, Junior, Majoring in sport Management, Member of FarmHouse

Andy Song, Grant Coordinator: Health Educator, Mental Health Promotion and Suicide Prevention

Patricia Maarhuis, PhD, Grant PI: Health Promotion Specialist, Research and Program Development

Paula Adams, MA, Co-PI: Health Promotion Director

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Suggested citation:

Dalfrey, D., Lucas, D. J., Phillips, A., Song, S., Maarhuis, P., Adams, P. (2022). *We're all in this together: WSU Greek PhotoVoice Project.* Pullman WA: Cougar Health Services, Health Promotion Department, Washington State University. https://cougarhealth.wsu.edu/greek-photovoice-project/

Note: Suggested citation has GPVP student-staff in lead authorship in alphabetical order, followed by GPVP HP staff in order of project involvement.