

## AWARENESS AND INFORMATION

Creating awareness and disseminating information are among the most popular approaches used by colleges and universities. Promoting increased understanding about alcohol and its effects, offering alternative activities, and discussing personal choices are the goals of awareness and information programs.

The versatility, creativity and energy of the awareness and information component make it one of the most widely used approaches and one that extensively overlaps with the other nine components of a comprehensive campus program. The creative approaches demonstrate well-designed methods for communicating accurate information to a variety of target populations. Interviews with those submitting the initiatives reveal that it is important to be creative, both in the message and in the design and location of advertising. These professionals emphasize the value of having fun and being daring in these information campaigns. Further, they note that initial funding, such as that which came from the U.S. Department of Education's FIPSE grant program, was helpful and proves that a lot can be done with limited resources.

Typical approaches within this area are:

- An alcohol awareness week – or a day or a month – offers an opportunity for a wide variety of events in a focused period of time. On many campuses the awareness events are linked with a wellness theme. On other campuses they may be part of the National Collegiate Alcohol Awareness Week. These events include Safe Spring Break campaigns, rape awareness weeks, holistic health weeks and related theme weeks and months.
- Alcohol-free parties include substance-free events, such as dances, that offer alternatives to alcohol consumption and mocktails, where non-alcoholic beverages are served to students.
- Social marketing programs directly involve campus media in breaking down myths and correcting beliefs regarding abusive drinking. The primary purpose is to change campus norms and perceptions of these norms. Monthly campaigns and student perception campaigns, as documented at numerous institutions, might include newspaper ads, posters, perception surveys and campus newspaper advertisements.

- Theater groups offer another strategy, and demonstrate energy and creativity through improvisational and scripted skits. The Dead Day/Grim Reaper program helps illustrate alcohol-related crashes.
- New student orientations set the campus tone regarding alcohol issues as early as possible. They include written information, programs during the summer, correspondence with students and parents, and carnival-type activities, as well as awareness programs for all new students at the beginning of the academic year. Other helpful approaches are freshman initiatives, seminars, orientation programs, and parent letters.
- Games or game shows promote public awareness about alcohol issues.
- Other initiatives include outreach to local schools, newsletters, distribution of materials and gimmicks (such as highlighter pens, key chains, rulers, trash bags and red ribbons), campus newspaper advertisements, posters, resource centers, informational publications, brochure racks and moveable brochure racks. Related initiatives include campus-wide media efforts, awareness weekends, and efforts targeting specific groups.

Awareness and information efforts also have a place in a comprehensive program. Linkages to issues such as violent behavior, acquaintance rape and impaired driving are integral to these initiatives. Student organizations, such as BACCHUS chapters, provide helpful leadership.

Professionals commented on the importance of involving students in the design, pre-testing and implementation of awareness campaigns. Ongoing communication and collaboration among departments are essential to the successful implementation of awareness and information efforts.

Finally, from a conceptual perspective, campus leaders note that blending alcohol abuse prevention messages with a positive lifestyle and holistic health approach results in the greatest acceptance of the information.

# Alcohol Awareness Month

San Bernardino Valley College  
Southern Maine Technical College  
University of Missouri – Columbia

## Contacts:

**San Bernardino Valley College**  
Enrollment: 10,720  
Public, Two Year Institution

Joan Harter, M.A.  
Department of Human Services  
*Published in 1996 Sourcebook*

**Southern Maine Technical College**  
Enrollment: 2,532  
Public, Two Year Institution

Mark Krogman, LCSW  
Director  
Counseling Department  
*Published in 1996 Sourcebook*

**University of Missouri – Columbia**  
Enrollment: 22,136  
Public, Four Year Institution

Kim Dude, M.Ed.  
Assistant Director Student Life  
*Published in 1996 Sourcebook*

## Objectives:

- To increase student and staff awareness of alcohol issues
- To promote healthy living through a month-long series of activities and displays

## Description:

At the University of Missouri – Columbia, the annual Alcohol Awareness Month expands the Alcohol Awareness Week offered in previous years. With the theme “State of Mind,” it begins with a kickoff rally and a proclamation-signing ceremony offered at the campus’ administration building. The proclamation is signed by the presidents of all the major student organizations, the chairpersons of the faculty council and staff council, the chancellor and the mayor. Activities during the month include a panel of students in recovery, a

“jail and bail” program, a happy hour with alcohol-free beverages, information tables, a mock DWI crash, a peer education display, a community forum, a peer theater presentation, a panel on “how to help a friend” and an alcohol-free coffee house. One of the major events is “Don’t just talk the talk . . . Walk the walk,” a 24-hour walk in which groups of students in teams walk continuously for 24-hours in a tag team approach.

To bolster attendance, an incentive point system is used, names and addresses are taken at most of the Alcohol Awareness Month’s events and points are given at each event, with some events receiving more points than others. At the end of the month, monetary awards are given to the residence hall floor and hall, and the Greek pledge class and Greek house, that accumulate the highest percentage of attendance throughout the month.

The underlying messages of reducing heavy drinking and following the concept of 0-1-2-3 are promoted during the month. Students are told to drink 0 amount of alcohol if they are going to drive, no more than one drink per hour, no more than two nights of drinking per week and no more than three drinks in any one sitting. Some public service announcements are played on the local television station to further advertise the month.

At San Bernardino Valley College, the Alcohol Awareness Month employs volunteers from human services, student government and other student organizations. “Free for the Weekend” provides coupons for free entertainment for the following weekend

to those students who sign the pledge to remain alcohol free. During this month, the sponsors’ goal is to provide support and alternatives for students who choose to be alcohol/drug free and also to provide intervention and referral services for students who are abusing alcohol or drugs. Representatives from numerous agencies and programs in the community distribute information and make presentations throughout the month. The Office of Public Relations arranges television interviews and newspaper articles. Additional assistance is provided by local entertainment facilities, who provide coupons for free services.

At Southern Maine Technical College, a “menu” of potential activities is distributed to all faculty members. The menu approach offers them a range of choices from passive to interactive, enabling faculty to tailor the activity to their own comfort level and perception of student interest and receptivity. Faculty members are invited to sponsor an alcohol awareness activity in one of their classes during the awareness month. Members of the campus-wide Substance Abuse Advisory Board, made up of faculty, staff and students, assist in marketing the effort to department chairs and developing programs for the classroom setting. Topics include a community member talking about the 12-step process, a focus group, a structured interactive game, a discussion of the campus’ survey results and a videotape on alcohol advertising. Approximately 25% of the college’s students are reached by this approach.

# Alcohol Awareness Week

Dean College  
Georgia Southern University  
Mount Olive College

Rhodes College

## Contacts:

**Dean College**  
**Enrollment: 915**  
**Private, Two Year Institution**

Jennifer Drake-Deese, M.A.  
Coordinator  
Counseling Services  
*Published in 1996 Sourcebook*

**Georgia Southern University**  
**Enrollment: 14,138**  
**Public, Four Year Institution**

Edward Bayens, Ph.D.  
Director  
Judicial Programs  
*Published in 1996 Sourcebook*

**Mount Olive College**  
**Enrollment: 870**  
**Private, Four Year Institution**

Karen Van Norman, M.Ed.  
Dean  
Student Development  
*Published in 1996 Sourcebook*

**Rhodes College**  
**Enrollment: 1,489**  
**Private, Four Year Institution**

Ricci Hellman, Ed.D.  
Administrative Director  
Health Services  
*Published in 1996 Sourcebook*

## Objectives:

- To promote activities in conjunction with a campus-wide alcohol awareness week
- To heighten awareness of alcohol and related issues among students, faculty and staff

## Description:

While many campuses sponsor a week of activities during National Collegiate Alcohol Awareness Week, some campuses have their own distinct awareness week with a

wide variety of programs held on campus for members of the college community. At Georgia Southern University, numerous activities and programs are available. The most popular and well attended ones are the Simulated DUI Crash, the Victim Impact Panel, the Alcohol Liability/Risk Management Seminar, the Wrecked Car Exhibit, the MADD Poster Board Exhibit, and the Breath Analyzer. At the Simulated DUI Crash, student peer educators and volunteers are involved in an alcohol-related crash. Recreation of field sobriety tests, a 911 call response by emergency agencies, and the jaws of life attract the attention of campus members. The Seminar on Alcohol Liability/Risk Management, sponsored by two fraternities, addresses the risks that student organizations incur when they sponsor programs where alcohol is permitted. The president of the university signs a proclamation designating the week as an alcohol awareness week on the campus and states that the university is committed to presenting programs throughout the academic year that discourage the misuse of alcohol amount students on campus.

At Dean College, FREAK Week (Finding Responsible and Entertaining Alternatives on Kampus) is designed to educate and entertain students. The week of activities includes a mocktail booth, a crashed car, a simulated car crash with the Convincer, a discussion on heavy drinking, information tables, a pledge, socials and the "Wall of Reality."

Rhodes College sponsors two distinct awareness weeks: "Alcohol and Culture," and "Absolute Awareness." The former week emphasizes the impact of alcohol on the community and individual responsibility. The week includes a "Free Spirit Tent," discussions on alcohol and cultural diversity and on women and alcohol, and promotion of the "Safe Rides" program. "Absolute Awareness" focuses on how alcohol affects personal and collective lives. Activities include a bulletin board display, the movie "Under the Influence," an information booth of resources, a "Sobriety Checkpoint" demonstration, "Alcohol IQ Tests" with confidential self-assessments, "progressive drinking games" featuring students going through residence halls quizzing other students on facts related to alcohol, and a bi-weekly electronic newsletter.

At Mount Olive College, a week-long series of programs, events and promotions is designed to raise awareness about alcohol abuse and its consequences. Event planners encourage alternatives to alcohol use for the relief of stress and to have fun. Examples of programs include staged drunk-driving arrests and a subsequent trial which uses local police and attorneys. Other activities include a free day at the local health spa to relieve stress, mocktails served at a comedy show and stress relief kits placed in all student and faculty mailboxes. Each day features a different theme to address specific aspects of the topics.

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# Alcohol-Free Activities

East Carolina University  
Pasco Hernando  
Community College

Southern Illinois University  
at Edwardsville

## Contacts:

East Carolina University  
Enrollment: 17,657  
Public, Four Year Institution

Donna J. Walsh, Ph.D.  
Director  
Health Promotion and Wellbeing

Stephen Gray, M.S.  
Associate Director  
Mendenhall Student Center  
*Published in 1996 Sourcebook*

Pasco Hernando  
Community College  
Enrollment: 6,636  
Public, Two Year Institution

Bob Bade, M.A.  
Coordinator

Shirla Andes, M.A.  
Assistant Coordinator  
Student Activities  
*Published in 1996 Sourcebook*

Southern Illinois University  
at Edwardsville  
Enrollment: 10,938  
Public, Four Year Institution

Phil Parrish, M.Ed.  
Coordinator  
*Published in 1996 Sourcebook*

## Objectives:

- To promote awareness of the viability of alcohol-free activities
- To engage students in their own prevention efforts
- To provide students with information about alcohol and drugs

## Description:

A wide variety of activities can be offered to demonstrate the value of alcohol-free events. These may be instituted to address a problem (East Carolina University) or promote community involvement (Pasco Hernando Community College).

Midnight Madness is offered at East Carolina University to counteract the downtown Halloween night activities; this Halloween party has attracted an increasing number of ECU students and guests each year. Transformed by decorations, the campus center houses various alcohol-free events for students. Games and costumes are widespread, and prizes are given for pumpkin-carving contests. A dance, karaoke and shows with performing artists are offered on the same evening and fortune tellers and wizards are also on site. Food is served, and the building's bowling and billiards are available.

At Southern Illinois University at Edwardsville, Tons of Fun is offered as an annual late night function where more than 30 student organizations sponsor

activities in a carnival-like atmosphere. Events such as eating contests, bingo, frozen turkey bowling, wacky relays, twister and karaoke are sponsored by student organizations. At midnight, free pizza and soda are served, and a late night dance concludes the event.

Tons of Fun was designed to counteract the student belief that they cannot have fun without alcohol. It engages students in their own prevention efforts by having them volunteer to provide activities, work concessions or participate in games. Held on a Friday night, it helps bring students from their "designated party night" into an alcohol-free environment. A committee of students, faculty and staff meets to coordinate activity ideas. Many of the administrative details are arranged by the Alcohol and Drug Awareness Program staff and student volunteers are selected to staff the event.

The Students Against Drunk Driving (SADD) Chapter at Pasco Hernando Community College organizes an Easter Egg Hunt since many students have children. The overall aim of the project is to provide a long-term alcohol awareness program in the community. During this hunt, the children search for eggs and win prizes, while parents receive information on how to talk to their children about drugs and alcohol. The event is offered over a two and one-half hour period, with different age groups scheduled for different times.

# Alternatives to Drinking

Georgia Southern University

## Contact:

Georgia Southern University  
Enrollment: 14,157  
Public, Four Year Institution

Sara B. Oswalt, M.P.H.  
Health Educator

*Published in 1997/98 Sourcebook*

## Objectives:

- To expand Alcohol Awareness Week programming to include alternatives to drinking
- To counteract the belief that consuming alcohol is part of the college student tradition
- To provide information about alcohol-free activities on campus and in the community

## Description:

Alcohol awareness programming is provided during the Alcohol Awareness Week and emphasizes safety issues such as drinking and driving, sexual assault, and unplanned sexual activity. Although responsible alcohol use is an important component for students who consume alcohol, this concept often implies that such use is permissible for underage drinkers and that support for non-drinkers is not present. To counteract the belief that consuming alcohol is always part of

campus activities, the Awareness Week has been expanded to emphasize alternatives to drinking, and is titled, "It's Super Being Sober." While the week is targeted to all students, the focus is on those under the legal drinking age.

There are four specific components to the program: an information fair, a volleyball tournament, a guide to alcohol-free activities, and an alcohol-free party competition.

The information fair promotes student organizations whose activities do not include alcohol. They provide options for students who want to get involved in alcohol-free activities. The information about these organizations complements facts about the risks of alcohol consumption. The "Spike The Ball, Not Your Drink" volleyball tournament provides an opportunity for students to get exercise and enjoy an alcohol-free activity. "The Best of the 'Boro" is a resource guide to community activities that are not centered around alcohol. The alcohol-free party competition provides an opportunity for groups of students to organize an alcohol-free theme party. Points are awarded for decorations, food, and beverages, and cash prizes are awarded for those with top scores.

Organization for the week of activities comes from a committee of staff, students, and faculty members. Individuals from various parts of the campus are responsible for specific activities. For example, representatives from Campus Recreation and Intramurals coordinate the volleyball tournament, while peer educators assist with judging the alcohol-free party competition. The committee's marketing strategies include mass distribution of flyers, public service announcements on the campus radio station, an article in the student newspaper, the electronic bulletin board, and a letter to faculty about upcoming events.

The traditional Alcohol Awareness Week events are well received, as are the new activities which focus on alternatives to drinking. In one recent week, 200 students took part in traditional activities such as the breath analyzer demonstration, and 300 students attended the Student Organization Management Seminar. Over 500 students entered the alcohol-free party competition, and 15 teams played in the volleyball tournament.

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## BACCHUS Chapter

Ashland University  
Ferrum College  
Georgia Institute of Technology

Indian River Community College

### Contacts:

**Ashland University**  
Enrollment: 5,823  
Private, Four Year Institution

Jennifer Mosher  
Health Educator  
*Published in 1996 Sourcebook*

**Ferrum College**  
Enrollment: 1,124  
Private, Four Year Institution

Patricia W. Crawley-Gray, RN  
Director  
Health Services  
*Published in 1996 Sourcebook*

**Georgia Institute of Technology**  
Enrollment: 12,900  
Public, Four Year Institution

Michelle Burne, M.P.H.  
Director  
Wellness Center  
*Published in 1996 Sourcebook*

**Indian River Community College**  
Enrollment: 21,134  
Public, Two Year Institution

Patricia Corey, RN  
Coordinator  
Health and Wellness  
*Published in 1996 Sourcebook*

### Objectives:

- To promote the responsible use of alcohol by those of legal age
- To provide positive and healthy events for the campus community

### Description:

A national organization, BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students) emphasizes numerous campus-wide alcohol awareness events and is a popular approach to implementing campus activities. At Ashland University, sponsored programs include a Lifesavers Pledge, a Spin and Win Game (alcohol- and drug-related questions), a Tree of Life Campaign (students pledge not to drink and drive during the holidays), a presentation on the legal consequences of underage drinking and on host responsibility by an attorney, an explanation of drunk-driving laws by a highway patrolman, Dead Day, a mocktail bar, a movie night at a local theater, a Red Ribbon campaign, wrist bands to use at social events where alcohol is served, and awareness week and spring break week campaigns.

At Ferrum College, BACCHUS is sponsored by the College Health Center and contributes to every major event and theme week at the college. In conjunction with other campus organizations (e.g., the student government, MADD, the residence hall association, faculty, student activities, etc.), the BACCHUS chapter works to provide quality programs. Activities include an alcohol orientation for new students, a

wellness fair, a Red Ribbon campaign, soberfest, driving reflex simulator, mock DUI arrest, coffee houses, mock car crash, radio shows, luminaries, safe break kits, raffles and the Vince and Larry crash test dummies.

Get A Buzz On Life (GABOL) is a student group that provides alternative activities for Georgia Institute of Technology students. This BACCHUS chapter sponsors major events such as the Safe Holiday and Spring Break pledge campaigns that encourage students to pledge to not drink and drive. Parties are hosted in conjunction with the residence hall association and awareness events for sexual assault and other alcohol-related problems are offered. Alcohol IQ games for National Collegiate Alcohol Awareness Week, including mocktails, are a major activity. Collaboration is extensive between GABOL and the wellness center, the student government and the residence hall association.

At Indian River Community College, the BACCHUS club works in conjunction with the Campus Coalition Government. They sponsor events in cooperation with National Collegiate Alcohol Awareness Week and for holiday and spring breaks, and they often include local agencies such as the police department. The club averages six events each year and attends a state-wide peer education conference. The group provides Bactails (alcohol-free cocktails) at most of their events. Posters, pamphlets and promotional materials are used to communicate the group's messages.

## Bathroom Stall Flyers

Caldwell College  
College of Eastern Utah

### Contacts:

Caldwell College  
Enrollment: 1,705  
Private, Four Year Institution

Sandy Rock, M.A.  
Director  
Substance Awareness Counseling  
*Published in 1997/98 Sourcebook*

College of Eastern Utah  
Enrollment: 3,000  
Public, Two Year Institution

Terry Holbrook  
Director  
Student Health & Wellness Center  
*Published in 1997/98 Sourcebook*

### Objectives:

- To get substance abuse information widely disseminated to students
- To assist in the process of changing campus norms about substance use
- To provide information in a non-threatening and entertaining way

### Description:

Information on alcohol and related issues is distributed widely across campus by placing flyers in bathroom stalls. Because of the strategic placement, these flyers receive attention from virtually everyone on campus.

At the College of Eastern Utah, a 9"x 12" plexiglass holder is installed in each stall and above each urinal in every bathroom on campus. This series, known as the "Buzz Clip," is changed every Monday morning. Caldwell College has resident assistants put up "Stall Stories" in the residences on a weekly basis; student employees place them in other campus restrooms.

On both campuses, attention is given to providing a variety of information. Information on alcohol issues, adapted from national publications such as the BACCHUS Beat, as well as general health and wellness information is included in the

flyers. At the College of Eastern Utah, wellness themes are chosen from nationally recognized theme months, weeks, and days. At Caldwell College, the flyers contain information on alcohol, as well as study tips and health issues.

At the College of Eastern Utah, topics suggested by students are often incorporated into the flyers in an effort to make the contents relevant, and artwork is created by students or staff members. A graphic arts student creates the weekly series in an advertising format, and additional coverage is achieved by having an ad series that addresses issues similar to those covered in the Buzz Clip run in the school newspaper.

Evaluation results from the College of Eastern Utah show that more students are receiving information, and the perception of alcohol and drug use is changing in a positive direction.

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# Bile Them Cabbage Down

Bethel College

## Contact:

Bethel College  
Enrollment: 2,150  
Private, Four Year Institution

Chad Hoyt  
Resident Director  
*Published in 1997/98 Sourcebook*

## Objectives:

- To promote open dialogue about drinking and its effects
- To encourage students to honestly evaluate their alcohol consumption

## Description:

The Residence Life staff created a Web site containing information related to alcohol consumption. This site offers perspectives from prominent staff and faculty leaders and provides links to other sites that address facts about alcohol and personal assessment of alcohol use.

The target audience is campus students who drink regularly. The planners of this Web site hope to promote honest dialogue about drinking and its effects, and the

ramifications that are unique to the college's community. A primary focus of this effort is on the interactive discussion groups linked to the page.

Not only is the program designed to provide information about alcohol, it also provides an honest evaluation of drinking as a personal lifestyle choice.

The style and language of the Web sites are intended to be relevant to students, thereby inviting dialogue between students engaged in heavier alcohol use. The page offers links to numerous alcohol-related resources (such as Alcoholics Anonymous). It also includes a brief health test assessment tool from the University of Iowa. To advertise the Web site a graphic designer from the college's Public Relations Department created door hangers that display the Web page's title and Web address. These door hangers are placed on residence hall doors.

Four questions serve as the primary link of the Web site: How has alcohol affected

your life? How do you think drinking and a Christian lifestyle go together? Is drinking while a student at Bethel an issue of personal integrity? Does one student's drinking affect the rest of the Bethel community?

Students are encouraged to respond to any of these questions; and the responses are posted to a news group that is confined to the college community. In addition, users of the college Web site are able to see others' responses to the questions. Users of the system are made aware that their responses may not be anonymous because of the computer-dependent nature of posted "from" addresses.

Additional sections of the Web site are "Listen Up" (statements about what others on campus have decided about alcohol) and "Take a Hike" (fact sheets, as well as links to other Web sites). The Web site can be reached at [http://www.bethel.edu/Student\\_Development/Alcohol\\_Awareness.htm](http://www.bethel.edu/Student_Development/Alcohol_Awareness.htm).

## Campaigns by the Month

Nebraska Wesleyan University  
Tidewater Community College

### Contacts:

Nebraska Wesleyan University  
Enrollment: 1,610  
Private, Four Year Institution

Jody Donovan, M.Ed.  
Director of Student Life  
Assistant Vice President for Student Affairs  
*Published in 1996 Sourcebook*

Tidewater Community College  
Enrollment: 17,660  
Public, Two Year Institution

Jan Taylor  
Student Activities Coordinator  
*Published in 1996 Sourcebook*

### Objectives:

- To promote alcohol-free social and recreational events as a proactive alternative to the use of drugs or alcohol
- To provide ongoing information on alcohol, drugs and wellness initiatives
- To emphasize and implement wellness activities as a proactive alternative to the use of drugs or alcohol

### Description:

Several approaches are used to enhance the educational experience with alternatives to negative societal influences. At Tidewater Community College, a holistic approach emphasizes theme-based activities throughout the academic year. These include: "None for the Road"; "Natural Highs"; "Naturally Spirited"; "Highlighting Your Life"; "Kisses are Sweeter than Wine"; "AIDS Awareness and Safer Sex"; and "Enabling". The "None for the Road" campaign, for example, has fact-based articles distributed to the entire student body, theme-based stickers placed on all commercial pizza boxes delivered during the first two weeks of the semester, and a "links of life" chain with colored paper rings signed by students who pledge not to drink and drive. During the "Naturally Spirited" campaign, a "Whine and Cheese Social" is offered with non-alcoholic grape juice and cheese crackers, and area night-clubs are encouraged to provide free soft drinks to designated drivers at New Year's Eve parties.

At the beginning of each semester, bookmarks with different alcohol and drug awareness or crisis contacts are placed in each book sold at the bookstore. Other

activities include an October Fest Fair, a Carnival Game, distribution of highlighter pens with the theme and message, fact sheets, lectures, flyers, and brochures.

Through the CHOICES program at Nebraska Wesleyan University, students receive an alcohol-related educational message in their campus mailboxes each month. Seasonally, they receive a promotional item: a key chain in the shape of a key ("the key to making good choices"); a cup with the logo "bubbling over with good choices" at winter break; a mini beach towel to "stay dry" during spring break; and a bumper sticker – a reminder of summer choices related to drinking and driving.

On a monthly basis, a CHOICES booth is set up at a varsity sporting event and staffed by student assistant mentors. Public awareness bulletin boards, located in high traffic areas on campus, contain facts, figures and memorable messages about alcohol use and alternative choices. In addition, student organizations sponsor a carnival and tail gate party during the first home football game: a "Jail and Bail Booth," a bar for mocktails, and numerous carnival booths for fun and awareness are set up near the stadium.

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## Campus-wide Media Effort

The College of Saint Rose

### Contact:

The College of Saint Rose  
Enrollment: 3,879  
Private, Four Year Institution  
John R. Ellis, M.Ed.  
Director  
Prevention Services  
*Published in 1996 Sourcebook*

### Objectives:

- To expose college constituencies to issues surrounding the use and abuse of alcohol and drugs
- To prepare media campaigns to coincide with holidays and events

### Description:

The College of Saint Rose implements a coordinated and comprehensive program utilizing media advocacy, curriculum infusion, peer education and environmental change. One major initiative is to expose the numerous constituencies on the campus, from the Board of Trustees to the students, to the physical, mental and social implications of the use and abuse of alcohol and drugs. This is done through a

massive multi-media blitz, using posters, handouts, brochures, newspaper articles and ads, balloons, videotapes, computer software programs and audiotaped public service announcements. These educational items are targeted and distributed to all campus constituencies.

Various groups on the campus incorporate the drug and alcohol prevention information into their routine activities. For example, the campus ministry includes prevention information in its regular bulletin and minority student services provides information in its programs. The academic computing office places computer mousepads with drug and alcohol prevention information imprinted on them in all computer labs on campus. Seven different messages, such as "This problem can infect or affect others" and "Too much of either one will cause serious problems" appear on the mousepad following the overall thematic statement "Getting Drunk is Like a Computer Virus."

The career services office includes prevention information in its regularly presented workshops and seminars and the alumni magazine features several articles on the college's prevention efforts. Often, these media campaigns are designed to take advantage of holidays and events such as orientation, Thanksgiving, Christmas, the Super Bowl, St. Patrick's Day and spring break. Materials include a card that encourages the wearing of a green ribbon on St. Patrick's Day to support low-risk drinking choices; a card on Valentine's Day to "Keep it Sober Sweetheart," a bookmark entitled "Study Hard and Party Smart" (a program on the four stages of drinking), and a social marketing series that contains facts on college student drinking.

One result of this dissemination of prevention information is the fact that the percentage of students who are aware that there is a Drug and Alcohol Prevention program on the campus increased from 23% to 58% in a three-year period.

# Conference on Drinking and Driving

University of Illinois at Springfield

## Contact:

University of Illinois at Springfield  
Enrollment: 4,702  
Public, Four Year Institution

Judy Shipp, Ph.D.

Clinical Counselor

Published in 1997/98 Sourcebook

## Objectives:

- To increase awareness about alcohol impairment and the consequences of drinking and driving
- To identify healthy alternatives to alcohol consumption and to promote responsible alcohol consumption

## Description:

A conference on drinking and driving is offered on campus, targeting the university community of students, staff and faculty.

To increase student interest and attendance, the event is held in conjunction with the campus' Springfest activities. Springfest teams whose members attend and participate in the conference are awarded bonus points for the team competition.

The day-long event begins with an ice breaker which helps participants address misperceptions about peer alcohol use. Speakers address various aspects of drinking and driving: legal aspects and consequences, closed-head injuries, DUI,

education and counseling, ramifications of incarceration, marketing influences on drinking behavior, healthy alternatives toward drinking, and partying responsibly. In addition, the campus police perform skits to demonstrate what happens when an individual is stopped for drinking and driving, taken to jail, and to court. To promote additional interest, the skits include a well-known university staff member featured as the "DUI offender."

The conference includes a free luncheon and ends with a mocktail reception, during which students sample and learn how to make Equally Attractive Non-Alcoholic Beverages (EANABs). The mocktail reception is an experiential learning activity that incorporates information presented during the conference and demonstrates principles of responsible behavior. Whenever participants order a drink, they receive a star to place on their name tag. Half-way through the reception, the campus police distribute colored pieces of paper corresponding to the number of stars on the name tags. Participants are asked to go to specific locations in the room in accordance with the color they are given. Participants then create a scenario describing potential consequences of having had the number of drinks they consumed (had the drinks

contained alcohol). The scenarios are read aloud with the consequences becoming more severe as the number of drinks consumed increases. Participants are asked to use a Blood Alcohol Content Estimator to read their potential blood alcohol content based on the number of stars on their name tag.

The theme of the conference is "All I Want To Do Is Have Some Fun," which represents a common attitude among college students. The focus of many of the conference sessions is on how to have fun safely. The titles of the conference sessions are based on popular music; for example, the DUI enactment skits are titled "Gimme 3 Steps," "I Can't Drive 55," and "The Heat is On." A music trivia contest is held with a prize awarded to the participant who correctly identifies the most musical performers whose songs are listed on the conference program.

The evaluation design includes the use of a pre-test and post-test instrument. Questions include knowledge of the law, consequences of alcohol use, perceptions of drunk driving, consequences of drinking and driving, how to drink responsibly, and marketing strategies used by the alcohol industry.

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## Dance Program

Oberlin College  
University of Northern Colorado

### Contacts:

Oberlin College  
Enrollment: 2,741  
Private, Four Year Institution

Barbara Mehwald, M.A.  
Assistant Dean  
Residential Life  
*Published in 1996 Sourcebook*

University of Northern Colorado  
Enrollment: 10,426  
Public, Four Year Institution

Ann Quinn-Zobeck, M.A.  
Coordinator  
Drug Prevention/Education Program  
*Published in 1996 Sourcebook*

### Objectives:

- To implement alcohol-free activities
- To promote a belief among students that they can have fun without the use of alcohol or drugs

### Description:

The Free Your Mind Dance Program is an alcohol-free, weekly event at the University of Northern Colorado, and is scheduled in direct competition with off-campus parties. Organized by the BACCHUS Club in the student-run Center for Alcohol Resources and Education for Students (CARES), the dances feature music by a professional disk jockey, crazy contests, prizes, and no-cost non-alcoholic drinks. The campus pub,

where the dances are held, agrees to not serve alcohol one night a week and lets the volunteers run the event. The dances are co-sponsored by campus organizations, including honor societies, residence halls, campus police and fraternities and sororities. Volunteers pick a theme and design advertisements.

At Oberlin College, an alcohol-free ballroom dance is sponsored by one residential community, with the goal of making a campus-wide statement and impact. Students volunteer to develop themes, secure funding, prepare decorations, organize setup and takedown, and handle publicity.

## Dead Days/Grim Reaper Program

Ohio Dominican College  
University of West Florida

### Contacts:

Ohio Dominican College  
Enrollment: 1,713  
Private, Four Year Institution

Christina Curtiss, M.Ed.  
Director

Jennifer Brown  
Director, Residence Life  
*Published in 1996 Sourcebook*

University of West Florida  
Enrollment: 7,818  
Public, Four Year Institution

Gregory E. Dziadon, Ed.S.  
Assistant Director, Student Affairs  
*Published in 1996 Sourcebook*

### Objectives:

- To help students experience the reality of the statistics of alcohol-related crashes
- To heighten awareness about alcohol-impaired driving

### Description:

The Dead Days Program at the University of West Florida incorporates the "Grim Reaper" who appears on campus randomly touching community members; each touch represents a life lost from an alcohol-related crash. The "victims" are marked by placing on each person a black ribbon or some other distinguishing feature. The 48-hour project is co-sponsored by a local fraternity chapter and coincides with homecoming

week, thus sending a serious message during the week of fun activities. The final appearance takes place on stage at a professional comedian's performance; all "dead people" in attendance stand while the significance of the program is explained.

At Ohio Dominican College, the Grim Reaper appears during the Health Awareness Fair. Two individuals dress up as the "Grim Reaper"; wearing black robes and carrying scythes, they walk silently around campus "killing" students. If a student is "killed," he/she goes to a central meeting place and dresses in the "ghost" attire. Students are notified ahead of time and are asked to get permission from their professors to wear the costume in class.

## Drink Think – Alcohol Conference

Wake Forest University

### Contact:

Wake Forest University  
Enrollment: 5,892  
Private, Four Year Institution  
Natascha Romeo, M.Ed.  
Health Educator  
*Published in 1997/98 Sourcebook*

### Objectives:

- To strengthen campus-wide awareness of problems related to alcohol
- To develop community resolve to deal with alcohol-related issues
- To create tangible programming ideas to deal with symptoms and root causes of students' heavy drinking
- To enhance existing formal and informal communication and support networks for students

### Description:

After studying results of campus-wide drug and alcohol surveys, staff members were concerned about addressing the heavy consumption of alcohol on campus. Student leaders decided to create an event where members of the campus community could talk openly about the alcohol problem on the campus. The University's

president provided leadership to implement a campus event where small working groups would concentrate on three areas: tell personal stories regarding alcohol, identify root causes of alcohol abuse among students, and create solutions.

To obtain student support for the conference, fraternity and sorority student leaders were approached to support the "Drink Think" conference. The fraternity and sorority organizations agreed to become conference co-sponsors and developed the theme of "Drink Think." Invitations to attend the conference were issued to students who were not in a fraternity and sorority by randomly selecting names from the university telephone directory.

The "Drink Think" campus-wide alcohol conference was attended by approximately 140 students, faculty, staff and guests. Representatives from most of the Atlantic Coast Conference institutions were also present. Two national speakers made large-group presentations; and small-group sessions, facilitated by trained students and professionals, were also offered.

During the small-group sessions, students told their own stories related to alcohol. In addition, participants defined the problem of alcohol abuse on campus and created causal maps for finding the root of the problem; these maps were later shared in a large-group session. Following the conference, the small groups met again to create solutions and make recommendations. Resolutions made by the task forces address a variety of topics, including the importance of the freshman year as a critical intervention period, the gap between perception and reality, the lack of organized activities late at night, the responsibility for campus social life, the potential for substance-free housing, the importance of teaching social skills, gender differences, and the need to develop a more caring campus community.

Attendees at the conference rated the event very highly; students were clear about what they had learned and said that this knowledge had had an impact on their behavior. The participants suggested that in future such events should last for a longer period of time.

Awareness and  
Information

## Drug and Alcohol Awareness Program

CHI Institute RETS Campus

### Contact:

CHI Institute RETS Campus  
Enrollment: 450  
Private, Two Year Institution

Jim Lincke  
Director  
Career Development  
*Published in 1997/98 Sourcebook*

### Objectives:

- To inform students, faculty, and staff of the effects of drug and alcohol abuse on their career path
- To educate the campus community about policy enforcement and available resources

### Description:

Leadership is provided by the Career Development Department for this program that is designed to demonstrate how involvement with substances can affect a student's career path. Because the campus goal is to prepare every student for employment in his/her chosen career field, and because many employers emphasize that their employees must be substance-free, campus leaders stress the potential consequences of drug/alcohol misuse.

To help get students and staff more involved, a monthly program is in effect. In September, the school's newsletter runs a "Write to the Editor" campaign, encouraging students, staff, and faculty to submit

an article on alcohol issues. October is Collegiate Alcohol Awareness Month, and December emphasizes MADD'S "Tie One On for Safety Month." Also included during the year is a "video viewing month," when each faculty member is asked to show at least one alcohol/drug awareness video to his/her class. Another month is a "Drug and Alcohol Bulletin Board Month." Other months emphasize the "I'm free for the weekend" campaign and nonalcoholic drink month.

Since the program has no funding, information is gleaned from campus and community sources. Staff and faculty donate books, articles, and features, and many community organizations offer articles and materials.

## Drug and Alcohol Weekend

King's College

### Contact:

King's College  
Enrollment: 2,271  
Private, Four Year Institution

Rev. Joseph A. Sidera, Ph.D.  
Director of Counseling  
*Published in 1996 Sourcebook*

### Objectives:

- To provide an opportunity to learn more about oneself and one's use and abuse of drugs and alcohol
- To promote healthier alternative activities

### Description:

To help students address drug and alcohol issues from a prevention perspective, the Drug and Alcohol Weekend (D/AWN) acts as a "wake-up call" before major problems occur. Away from the campus drinking milieu, D/AWN gives students the opportunity and direction to ask themselves about their abuse from a family, personal and environmental perspective. Through discussion, games and other activities, students reflect on why they are getting into trouble. Activities offered during the weekend include preparation of a personal coat of arms, completion of a personal substance abuse assessment, films

(e.g., "Finding Out," "The Champ" and "Do Right"), a focus talk by a recovering alcoholic, family reflections, meditation letters and private feedback from the Team.

This weekend is run by members from two College Counseling Centers (King's College and Misericordia College) and is offered two or three times a year depending on the need. Many students are referred by the Dean of Students with behavior change, leading to retention in college, as the desired outcome. Most of the students who participate in the weekend finish college, serving as a testimony to the helpfulness of this approach.

# Facing The Wall

University of St. Thomas

## Contact:

University of St. Thomas  
Enrollment: 2,298  
Private, Four Year Institution  
Deborah Baker, Ph.D.  
Director  
Counseling and Testing Service  
*Published in 1996 Sourcebook*

## Objectives:

- To raise awareness that alcohol affects the lives of many people
- To promote participation in a ongoing communication activity

## Description:

As part of the National Collegiate Alcohol Awareness Week, a project called "The Wall: What Has Alcohol Meant in Your Life? Add Your Brick to the Wall" takes place in the student center. A large piece of butcher paper with the program caption at the top is secured to a prominent wall next to the campus cafeteria. On a table in front of this, students have access to 4"x 8" "bricks" (red construction paper) and crayons. They are asked to write ways that alcohol has played a part in their life and tape their brick to the wall. In addition to the bricks, the table contains alcohol-related educational pamphlets and flyers, and a description of the services of the counseling services office. Practicum students monitor the table to ensure that materials remain well stocked.

The project is viewed as a success since many bricks appear on the wall and many students stop to read the wall regardless of whether or not they placed their own brick on the wall. The bricks that appear primarily describe the negative effects of alcohol; however, there are some that describe the good feelings or perceived luck that alcohol use has produced for them. Since no bricks are censored, students respond to the messages they disagree with by writing another brick. Campus planners are considering another use of the wall as "Lessons I Have Learned From Previous Spring Break Adventures" as an awareness approach during the week prior to spring break.

Awareness and Information

## Focused Awareness Week Events

Hillsborough Community College  
Lycoming College  
Rochester Community College

### Contacts:

**Hillsborough Community College**  
Enrollment: 20,642  
Public, Two Year Institution

Claire Jordan  
Student Activities Advisor  
*Published in 1996 Sourcebook*

**Lycoming College**  
Enrollment: 1,524  
Private, Four Year Institution

Mark J. Britten, M.Ed.  
Director  
Counseling Services  
*Published in 1996 Sourcebook*

**Rochester Community College**  
Enrollment: 3,940  
Public, Two Year Institution

Melissa Bondy  
Director  
ADAPT (Alcohol and  
Drug Abuse Prevention Team)  
*Published in 1996 Sourcebook*

### Objectives:

- To use the campus alcohol awareness week to highlight the linkage between alcohol and certain consequences, such as date rape and violence
- To provide information about ways of preventing problems associated with alcohol
- To assist students identify and use campus and community resources that respond to substance abuse and related issues

### Description:

In an effort to illustrate the significant role that alcohol plays in date rape, and physical and sexual violence, focused awareness weeks are offered. Lycoming College addresses the linkage between alcohol abuse and physical violence. The "Clothesline Project" has students print messages on colored T-shirts, which are hung on a clothesline for others to view. The different colored T-shirts represent different categories of sexual and physical violence. The value of the Clothesline project is its dramatic visual appeal and the direct involvement of students in decorating shirts to express their experiences with and opinions about violence. The Clothesline is displayed in a different location on campus each day for five consecutive days, thereby helping ensure that all students, faculty and staff have an opportunity to view the messages.

At Hillsborough Community College, a presentation links abusive alcohol use and unhealthy sexual practices. The slogan "You've Got To Wrap The Mast" builds upon the analogy that "before you set sail, you've got to wrap the mast." Incorporated in the event are icebreakers, trivia games, participation events and an AIDS

questionnaire. Central to promoting the event are campus peer educators.

Rochester Community College's Rape Awareness Week consists of a series of events that focus on the theme, "Let's Make a World Without Rape." Students are encouraged to explore their own personal behaviors, with an emphasis that violence is a responsibility of everyone. The program illustrates the connection between substance use and violence, observing that alcohol and drugs contribute to, yet do not cause violence. Numerous campus and faculty members are encouraged to be involved, including extra-credit points and response papers. The community-wide "Take Back the Night" march and rally marked the kickoff of the college's activities. Activities scheduled during the week include an information booth, Dating Game (a skit about perceptions of date rape, communication and the effects of alcohol on the decision-making process), My Life (the story of a college student rape victim/survivor, which illustrates the connection between substance abuse and rape), a mock trial, a sexual health day, a movie ("The Accused"), a discussion of definitions of sexual assault and rape, and a closing ceremony celebrating the commitment to ending violence.

## Freshman Initiatives

University of Oregon  
University of Wisconsin  
at Parkside

### Contacts:

University of Oregon  
Enrollment: 16,681  
Public, Four Year Institution

Linda Devine, M.P.A.  
Assistant Director  
Student Life Retention Programs  
*Published in 1996 Sourcebook*

University of Wisconsin at Parkside  
Enrollment: 5,027  
Public, Four Year Institution

Marcy Cayo, M.S.  
Program Manager  
*Published in 1996 Sourcebook*

### Objectives:

- To inform new students about a variety of issues including alcohol use and wellness

- To address the misperceptions of freshmen regarding heavy drinking

### Description:

Detailed and focused campaigns are offered to freshmen beyond the orientation period. At the University of Wisconsin at Parkside, the "University Seminar" is required for all students and incorporates alcohol issues, such as drinking and driving, alcohol consumption levels, stages of use, heavy drinking and consequences of alcohol misuse. Designed to assist students to deal with the difficult decisions and peer pressure that they often face, it helps students recognize that the norm of heavy drinking is neither normal nor healthy.

The Focus on Freshmen project at the University of Oregon addresses freshmen misperceptions of the prevalence of heavy drinking. The Reality Check Information Campaign, conveys information in a low-key manner and advertises events that serve alternatives to heavy-drinking occasions (myth/reality advertisements, orientation tidbits, alternative activities, and the IntroDUCKtion presentation that discusses alcohol use and consequences). The "Drinking is Glamorous?" advertising campaign challenges the perception that drinking is glamorous and highlights the consequences of drinking for alcohol users and their friends.

Awareness and  
Information

## Funnel of Obsession

East Carolina University

### Contacts:

East Carolina University  
Enrollment: 17,445  
Public, Four Year Institution

Donna J. Walsh, Ph.D.  
Director of Health Promotion

Carolyn "Waz" Miller, M.S.  
Associate Director for Residence Life  
*Published in 1997/98 Sourcebook*

### Objectives:

- To increase awareness of how alcohol misuse affects individual lives
- To promote positive alcohol-free activities.

### Description:

A multi-disciplinary team developed this experiential seven stage funnel program to increase awareness about alcohol issues. Each stage lasts about 20 minutes. Beginning with "The Wall," students read and add to statements about how alcohol misuse has affected their lives. Next, groups of 10-15 view a video that incorporates clips from movies that are related to alcohol abuse, sexual assault, and other negative effects of substance abuse. The third group experience is a "party" where student life staff members role play a 21st birthday party. Situations relate to alcohol and relationship violence, date rape, and

alcohol-related death. Next, a brief court scene is shown where a student is found guilty of killing someone while driving under the influence of alcohol. The fifth room highlights facts and figures related to alcohol use, alcohol advertising, and local incidents, and presents positive social and entertainment alternatives offered by the campus community. The next setting is a group processing of the experience with a counseling professional. The final experience offers mocktails and provides pamphlets and brochures on campus resources and alcohol information.

The favorable feedback showed a strong emotional and intellectual experience.

# Games

Mississippi State University  
Park College  
Rutgers University

## Contacts:

**Mississippi State University**  
Enrollment: 14,152  
Public, Four Year Institution

Laura Walling, M.Ed.  
Director  
Recreational Sports  
*Published in 1996 Sourcebook*

**Park College**  
Enrollment: 8,494  
Private, Four Year Institution

S.L. Sartain, M.S. Ed., Ed.S.  
Dean of Students  
*Published in 1996 Sourcebook*

**Rutgers University**  
Enrollment: 33,416  
Public, Four Year Institution

Richard L. Powell, M.P.A.  
Coordinator  
Alcohol and Other Drug Education Program  
for Training (ADEPT)  
*Published in 1996 Sourcebook*

## Objectives:

- To increase student knowledge about alcohol facts
- To heighten awareness of alcohol issues and consequences related to their alcohol use
- To assist students in exploring choices involving alcohol use encountered in typical social settings

## Description:

A game format promotes information and insight about alcohol and its consequences in a creative and interactive manner. This is a stand alone event that may also may be incorporated into other activities.

For example, Park College implements a game show format in its orientation program; Mississippi State University schedules six "Bully Choices Quizshows" at home basketball games; and Rutgers University's game "Imagine That!" can be used in many settings.

An interactive game show format is used during Park College's new student orientation. This program consists of a panel of staff and community experts who pose questions to opposing teams of new students. The students respond and are given additional information following each question. Questions have to do with substance abuse, the campus drug and alcohol policy, relationships, and campus and community resources. This format was adapted from a program developed by Texas A&M University.

The Bully Choices Quizshows occur during halftime of selected home basketball games. During the semester, alcohol facts are printed in the student newspaper and are aired on the campus radio station. For example, "45% of MSU students say they prefer NOT to have alcohol available at parties" and "33% of MSU students reported driving while impaired by alcohol and/or drugs during the previous year"! During the basketball games, three students are selected from the crowd at random and escorted to the floor where the MC asks a question from the recently published facts. The first student to press the buzzer and

correctly answer the question is awarded a \$100 cash prize. During timeouts at the game, the announcer gives other alcohol-related messages to remind students of this event.

The game "Imagine That!" simulates several nights out during which alcohol is involved in various social settings. Individuals faced with choices regarding their relationships with others and their knowledge of the possible consequences of alcohol-related decisions learn about themselves and their friends and the choices that they both make. Participants discover that no two circumstances are the same for all individuals. The game does not advocate what is good or bad, or right or wrong; rather, it examines the consequences that can occur when individuals make personal choices. The first version of this game was created as a joint venture between a communication class and the Department of Health Education. This simulation game is designed to personalize the information in order to heighten participants' awareness regarding their behaviors. "Imagine That!" builds on the understanding that more than information about alcohol use is needed to affect behavior.

## Holistic Health Extravaganza

Dundalk Community College

### Contacts:

Dundalk Community College  
Enrollment: 3,444  
Public, Two Year Institution

David Agger, L.C.S.W.C.  
Assistant Professor

Kathy Szymanski, M.A.  
Director  
Substance Abuse Prevention and Assistance

*Published in 1996 Sourcebook*

### Objectives:

- To make health promotion and wellness explicit in activities and messages
- To institutionalize the college's substance abuse prevention effort

### Description:

A collaborative group of staff, faculty and students, in an effort to institutionalize the campus prevention effort, and to highlight the themes of health promotion and wellness, offered a "Holistic Health Extravaganza." This is a day-long event offered annually with information, samples and live demonstrations. The event is held during the week of the spring/vernal equinox, which signals nature's renewal in the Northern Hemisphere and a time of new beginnings and fresh growth. It offers the members of the community the opportunity to explore alternative choices promoting their own health and wellness

(the college states that it does not endorse or accept responsibility for the practices presented in the events). The goal of this interactive health fair is to create a proactive learning environment and to provide new, diverse and alternative information and resources that promote the health of members of the college community.

Activities include acupuncture, aromatherapy, astrology, chiropractic therapy, dance therapy, homeopathy, massage therapy, reflexology, wellness and yoga. Faculty members are encouraged to infuse a wellness module in their courses, as an extra credit activity or as a written or oral assignment.

Awareness and Information

## Informational Publications

Austin Peay State University  
Kansas State University

### Contacts:

Austin Peay State University  
Enrollment: 7,440  
Public, Four Year Institution

Diane Berty  
Director, LifeChoices  
*Published in 1996 Sourcebook*

Kansas State University  
Enrollment: 20,664  
Public, Four Year Institution

Bill Arck, M.S.  
Director, Education Service  
*Published in 1996 Sourcebook*

### Objectives:

- To communicate information on alcohol and drugs

- To promote students who choose not to use alcohol and drugs as the predominant student constituency
- To increase faculty and staff sensitivity to and awareness of drug and alcohol issues

### Description:

A newsletter, "Higher Education," is produced three times a year for distribution to Kansas State University students, faculty and staff to ensure that basic alcohol and drug information is communicated. The office staff compiles the latest facts, statistics and resources pertaining to that topic, with pertinent information from professors, research offices or departments on campus.

Some faculty members use the newsletter information in their classrooms and/or for departmental publications or flyers. Students regularly inquire about information seen in the newsletter.

Austin Peay State University uses several approaches to communicate student drug and alcohol use data and information. This includes small ads in the campus paper such as "Take the time to care for yourself and your friends...celebrate a Safe Spring Break." Another ad states, "Remember the 3Rs: Respect for self; Respect for others; Responsibility for all your actions. Have a Safe Break!"

# Living With a Buzz

Millersville University

## Contact:

Millersville University  
Enrollment: 7,510  
Public, Four Year Institution

Sara Lindsley, M.S.  
Director  
Wellness and Community Service  
*Published in 1997/98 Sourcebook*

## Objectives:

- To create awareness about alcohol and related issues, including physical and emotional perspectives
- To discuss issues, attitudes, and social pressures that contribute to students' choices about substances
- To identify dynamics associated with being a group member or an individual

## Description:

Developed by students in the Peer Health Education Program, this program is designed to be used with any member of the student population. The strategy, which has five distinct parts, begins with an explanation of the purpose of the program, which is to discuss issues concerning attitudes, and social pressures. The ground rules for the 60-minute program are also explained. These include the right to pass, the value of all questions, the non-allowance of put-downs, the use of

correct terminology, and the importance of keeping the discussion confidential.

The second part is an ice breaker entitled "Human Continuum" with signs reading "agree" or "disagree" placed at opposite ends of a wall. Different statements written on index cards are passed out to the students. One at a time, each student reads the statement and then stands along the continuum to reflect the degree of his/her agreement with the statement. Discussion is facilitated by questions, such as "Why did you choose that position?"

The third part of the activity is the "social pressure" exercise, in which two volunteers have a "chugging race." An already opened bottle of soda is poured into two glasses; the winner is the first one to finish the drink, with the overall winner winning the best out of three races. The winner then challenges another member of the group to the race; this can continue for four rounds. Throughout the process no one is told what they are drinking and no explanation is given before the exercise is over.

Discussion following this exercise focuses on whether the contestants are aware of what they are drinking and whether they ask what it is. The discussion makes the

point that sometimes alcohol is added to soft drinks without people knowing it.

Discussion focuses on issues of trusting others and being inquisitive in party situations. Pressures the contestants feel from the group cheering, personal pride in winning the race, and the reasons why contestants continue to participate are discussed.

The fourth aspect of the program emphasizes social pressures on a more personal level. Each participant writes down a situation concerning drugs or alcohol in which he/she felt social pressures to do something. Each is asked to record what he/she did and why he/she chose that action. The written responses are collected, mixed up, and redistributed. Each person reads the situation aloud and gives his/her opinion as to why the person did the thing he/she did, and the social pressures that were applied, suggests another way of dealing with the pressure, and offers an alternative behavior. The purpose of the exercise is to look at social pressure, why it occurs, and alternative ways of dealing with those pressures.

An evaluation documents the value of this program. Students overall rate the program high and find it both fun and informative.

# Lollanbooza

College of Saint Benedict  
University of Illinois at Chicago

## Contacts:

College of Saint Benedict  
Enrollment: 1,897  
Private, Four Year Institution

Lu Ann Reif, R.N., M.P.H.  
Health Educator  
*Published in 1997/98 Sourcebook*

University of Illinois at Chicago  
Enrollment: 25,559  
Public, Four Year Institution

Julie Koenigsberger  
Director of the Wellness Center  
*Published in 1997/98 Sourcebook*

## Objectives:

- To promote healthy lifestyle choices among students
- To promote awareness of healthy alternatives to drinking
- To raise the awareness of students about the use of drugs and alcohol

## Description:

The Lollanbooza Program is a college-wide program that attempts to modify a campus culture that promotes alcohol. The event offers a variety of fun alcohol-free activities held over several days. Its name, Lollanbooza, is based on the annual alternative concert tour, Lollapalooza.

At the University of Illinois at Chicago, week-long programming is offered and marketed to students campus-wide. The positive educational and fun events include

a question/answer booth stationed next to a crashed car, and the Take-a-Shot Program where students compete against players from the university's basketball team. Also offered is the Alternacarnival which provides music, entertainment, prizes, and activities such as a Velcro Obstacle Course, a human sling shot bungee race, an aerobic exercise demonstration, and a giant twister game. Educational programs, with discussions led by trained peer educators, include "The Reality of Date Rape" and "How to Cure a Hangover and Other True Brew Facts."

At the College of St. Benedict, the program is designed to expose first-year students to social life without alcohol before they become introduced to campus events with heavy alcohol consumption. The Lollanbooza events are held over several days during the early part of the fall academic term. Activities include presentations to faculty and staff, discussions with first-year students, a professional juggling team, a country-western event, karaoke, a professional cultural event, a sand volleyball tournament, a barbecue, a scavenger hunt, and a walk/run/roll.

Planning for each of these Lollanbooza events is conducted by committees comprising staff, faculty, and students. At the College of St. Benedict, primary leadership comes from the health advocate.

At the University of Illinois at Chicago, student committee members are recruited from the summer orientation program.

To market the event, the University of Illinois at Chicago uses banners in the student unions, newspaper ads, leaflet flyers, e-mail reminders, electronic sign messages, and vocal promotion. The university also has a logo that displays a cartoon character throughout its advertising. In addition, temporary tattoos displaying the cartoon mascot character are handed out at events and promotional booths. Marketing at the College of St. Benedict includes flyers, table tents, newspaper promotions, closed-circuit television ads, and posters.

The evaluation of the events is very positive. Administrative support is high at the College of St. Benedict where a change in campus activities resulted from Lollanbooza, which replaced a disturbing annual fall event. The program at the University of Illinois at Chicago has high attendance with active student interest in the event. Over the past several years, increases have been observed in attendance at programs and participation by student organizations.

Awareness and  
Information

## Mocktails

Baltimore City Community College  
Villanova University

### Contacts:

**Baltimore City Community College**  
Enrollment: 6,806  
Public, Two Year Institution

Scharmaine Robinson, RN  
Coordinator  
Health Services  
*Published in 1996 Sourcebook*

**Villanova University**  
Enrollment: 10,735  
Private, Four Year Institution

Janice Janosik, M.S.  
Director  
Center for Alcohol and Drug Assistance  
*Published in 1996 Sourcebook*

### Objectives:

- To enhance students' awareness of having fun without the use of alcohol

- To increase student awareness and understanding of alcohol and related issues

### Description:

Providing alcohol-free beverages is a part of many campus programs, and is also a stand-alone activity. The Health and Wellness Center of Baltimore City Community College provides mocktails during events/weeks that focus on alcohol awareness: National Alcohol Awareness Month, National Collegiate Alcohol Awareness Week, and the weeks prior to school closing for winter and spring breaks. Mocktails are offered for four hours a

day during each of these occasions so that they are available to both day and evening students. Located near the campus Health and Wellness Center, the mocktail table is staffed by student workers, who also provide information on alcohol-related topics.

Villanova University offers mocktails at events co-sponsored by the Campus Activities Team during Merry Christmas Villanova Week. With the theme of "Toast The Holidays Safely," the Center provides free mocktails and snacks during a two-day Christmas Bazaar which is heavily attended by students, faculty and staff. Free coasters and key chains are also distributed, as is information about drinking and driving.

## Natural Highs

Carroll Community College

### Contact:

**Carroll Community College**  
Enrollment: 2,501  
Public, Two Year Institution

Sherry Glass, M.S.  
Director  
*Published in 1997/98 Sourcebook*

### Objectives:

- To reward students for their creativity, ingenuity, and success in organizing a college-wide activity
- To broaden membership in alcohol-awareness activities
- To provide students with information about how to have fun safely

### Description:

In a college course entitled Achieving Academic Success, students are given several options for an outside project. One option is to work on planning for the Alcohol and Drug Awareness Week. Students who chose this option decided upon the "Natural Highs" theme and devised activities to remind their classmates how to reach this natural state. The students purchased approximately \$80 worth of games they remembered playing as children: Lego, Silly Putty, Scrabble, Candy Land, Checkers, and others. Seventy-five pumpkins were also donated for a pumpkin-decorating contest. Further, the students arranged for information tables

and solicited support from the local hospital, a mental health center, Mothers Against Drunk Driving, and the college Wellness Center. Vince and Larry, the "crash dummies," also made an appearance.

The activity was held in the center of the campus and had excellent visibility. Health and physical education instructors were invited to bring their classes to the program. At the event, the game tables were always busy. Faculty members challenged students to play some of the games. The students received positive reinforcement from their peers, and the instructors were pleased with their completed project. Faculty members continue to offer this as a permanent option for future classes.

## Natural Highs Day

Dickinson College

### Contact:

Dickinson College  
Enrollment: 1,840  
Private, Four Year Institution

Mary Spellman

Director

*Published in 1997/98 Sourcebook*

### Objectives:

- To increase name recognition of the campus' BACCHUS chapter
- To promote responsible decision making regarding the use of substances in social life

### Description:

The Natural Highs Day event sponsored by the BACCHUS chapter targets the entire campus community. While the main participants are students, many faculty and staff bring their families to show support and participate. The purpose of the day is to promote positive lifestyle choices and provide information regarding the wealth of fun and exciting substance free options. The co-sponsorship of the Springfest committee and the Greek Councils has increased participation and awareness in the student body.

Natural Highs Day is a free, carnival event with human challenge games as well as traditional carnival activities. It is held on one of the main residential quads, an area through which most students walk on their way to the academic buildings, the union, the cafeteria, and the sports complex. Advertising consists of posters, table tents, t-shirts, campus radio spots, and newspaper ads. Food and alcohol-free beverages are provided. There is no formal "educational session" during the event but information and flyers and educational displays are provided.

Awareness and Information

## New Drug Awareness Seminars

Casper College

### Contact:

Casper College  
Enrollment: 3,767  
Public, Two Year Institution

Don Benson, D. Psy.

Director of Counseling

*Published in 1997/98 Sourcebook*

### Objectives:

- To provide information about how people's lives are affected by alcohol and drugs
- To help students make informed choices about their own substance use
- To provide resources for identifying an alcohol/drug problem and referral resources to deal with these problems

### Description:

The Drug Awareness Seminars are a series of presentations on various problems associated with alcohol and drugs in society. Recognizing that alcohol and drugs have an impact on the lives of many people, experts and helping professionals from numerous specialties contribute to the seminars. Topics include resilience of survivors of alcoholic families; women and addiction; addictions and war veterans; strategies for building resiliency in children; Alcoholics Anonymous; and drugs, alcohol and pregnancy.

An annual spring event offered throughout the day and evening for three consecutive days, these 90-minute presentations

provide in-depth information on a wide variety of topics. Attendees are students, faculty, and staff of the college. The event is also open to the surrounding community at no cost. Faculty members encourage students to attend by providing class credit for papers on selected topics. Further, continuing education credits are offered by the state to teachers and mental health professionals.

Seminars are promoted through press releases and articles in the newspapers. Public service announcements and interviews are carried on local radio and television. The seminars are well received, according to evaluations, the number of attendees, and the number of professionals volunteering their time.

## New Opportunities for Role Models

Wesleyan University

### Contact:

Wesleyan University  
Enrollment: 2,905  
Private, Four Year Institution

Lynn DeRobertis  
Program Coordinator  
*Published in 1997/98 Sourcebook*

### Objectives:

- To correct misperceptions about student drinking behaviors
- To acquaint students with role models, staff, location of campus services and alcohol-free social activities
- To present the campus health education program as a positive proactive program

### Description:

The NORM (New Opportunities for Role Models) targets first-year students to make them aware of the difference between what they perceive the university's social life to be and what it actually is. During orientation week, first-year students arrive and settle into their living areas. The audience is divided into teams based on living areas.

The program is a game called Wes Squares, which is an adaptation of the Hollywood Squares game. The theater department prepares a three-tier stand to accommodate the "nine squares" on stage. These "squares" are upperclass students chosen as positive role models. Positive statistics from the campus drug/alcohol survey are used

as the basis for questions about drugs and alcohol on campus. Also included are questions about the location of offices, student services, and related resources. Prizes for correct answers are donated by local merchants and include gift certificates, t-shirts, writing pads, and round trip airline tickets. The winning team receives a pizza party with donated pizzas.

This popular event has students striving to get the right answer, more because of the spirit of competition than because of the prizes. Returning students want to become one of the "Wes Squares," as it is an honor to serve in this role. In addition, campus departments ask to have questions about their offices included in the program.

## Newspaper Advertisements

University of Florida

### Contact:

University of Florida  
Enrollment: 38,277  
Public, Four Year Institution

Liz Broughton, Ed.D.  
Assistant Professor  
*Published in 1996 Sourcebook*

### Objectives:

- To raise awareness of alcohol issues in an entertaining and creative way
- To increase student/peer discussion about alcohol issues

### Description:

The "Mark and Val Saga" is a series of ads that depict characters and situations that are surreal, much like daily "soap operas";

this awareness approach reaches nearly every student for the entire semester. Humor is central to this process as it promotes interest in following the story and provides ice breakers for ongoing discussions. The ads are placed in the "Connections" section, which is similar to "personals" of the student newspaper at a cost of approximately \$300 per semester. To elicit interest, ads are more frequent and more eccentric at the beginning of the semester and are usually run on Tuesday, Wednesday and Thursday each week. The planners scheduled a "Meet Mark and Val" program in which the two student assistants who developed the project sit at a table in a

student high traffic area to answer questions regarding alcohol, relationships and the purpose of the ads.

A pair of comments in the series begins with Val saying: "Mark, thank you for a liberating experience, I felt like a child again running through the grass at the nudist colony. Where were you after Wednesday's Luau? Val." The response from Mark was: "Val, Wednesday? It's Wednesday already?! The last thing I remember is break dancing at the Luau and I woke up this morning in Daytona. Luckily, I had my roller blades and was able to make it back for class. Mark."

## Notre Dame Social Life

University of Notre Dame

### Contact:

University of Notre Dame  
Enrollment: 11,123  
Private, Four Year Institution

Gina Kigar, M.A.  
Coordinator, Office of Alcohol and  
Drug Education  
*Published in 1996 Sourcebook*

### Objectives:

- To provide factual real life learning experiences of student and alcohol use
- To increase the number of students reached through alcohol abuse prevention messages

### Description:

Trying to find a prevention tool to fit the uniqueness of the campus and its student body, the Office of Alcohol and Drug Education determined a videotape was the best tool. The videotape, which was produced by an on campus video production company, features students, staff and alumni.

An advisory committee of students and staff wrote the skit, designed the layout and assisted in the recruitment of students to be featured in this product. A realistic approach is used with attention to an accurate and

complete portrayal of university life, pressures, friends, fitting in and alcohol use/abuse.

Although the video is designed for freshmen, it is used in residence halls with all students to begin small group discussions on alcohol use. Led by peer educators trained in group facilitation and knowledgeable in alcohol facts, these discussions emphasize self-responsibility and healthy decision making.

Awareness and  
Information

## Orientation Programs

Eastern Michigan University  
Hastings College  
University of Portland

### Contacts:

Eastern Michigan University  
Enrollment: 23,777  
Public, Four Year Institution

Mary Jo Desprez, M.A.  
Coordinator, Health Education  
*Published in 1996 Sourcebook*

Hastings College  
Enrollment: 1,882  
Private, Four Year Institution

Judy Sandeen, RN  
Director, Campus Health Services  
*Published in 1996 Sourcebook*

University of Portland  
Enrollment: 2,600  
Private, Four Year Institution

Bill Zuelke, M.S.  
Counselor, Alcohol and Drug Prevention  
*Published in 1996 Sourcebook*

### Objectives:

- To make each new student aware of the norms for alcohol use on the campus
- To promote student responsibility for behavior and resulting consequences

### Description:

Eastern Michigan University offers "First Year: Decisions for Life," an interactive two-hour program deals with issues and situations students face during their first semester. These include drug/alcohol use, sexual activity, communication, and acquaintance rape. Staff and peer educators present information and facilitate audience participation to emphasize students' responsibilities.

Hastings College offers "Olympics of the Mind, Body and Soul," geared toward dispelling the myth of the "imaginary peer" who abuses alcohol and is generally irresponsible. The week of social and educational activities includes a carnival-type day and celebrates the joys of chemical-free fun. The Olympics counteracts the image of college as a time to "push risk-taking to the limits."

"Alcohol 101: Drinking at U.P." is part of the University of Portland's effort of providing accurate information alcohol use, non-use, values, history and goals. The two-hour evening session presents a videotape, a dramatic sociogram of student alcohol use, and group discussions about alcohol use and alternative behavior.

## Parent Letter

Augsburg College

### Contacts:

Augsburg College  
Enrollment: 2,958  
Private, Four Year Institution

Casey McGuire  
Health Educator

Lisa Broek, M.A.  
Health Education Coordinator  
*Published in 1996 Sourcebook*

### Objectives:

- To address alcohol use norms prior to new students' arrival at college
- To promote discussions on alcohol use between parents and their son/daughter

### Description:

The Center for Counseling and Health Promotion staff believes that it is important to address the issue of alcohol use prior to the arrival of first-year students at the college. The staff also wants parents and students to know that the campus has a prevention program and hopes that the letter will promote a dialogue about healthy choices between parents and incoming students.

The development of the letter is a collaborative approach among several campus offices. The Admissions staff provides parents' names and addresses and prints each letter and the Center for Counseling and Health Promotion pays for the postage.

The letter is sent to parents of incoming students who report that they live with their parents. The letter discusses the comprehensive health promotion program and encourages parents to discuss alcohol use and safety issues with their son or daughter. It also encourages parents to examine alcohol use in the context of healthy choices.

The letter sent, under the signature of the health education coordinator, to a parent with a daughter adds: "Please join us as partners in addressing your daughter's choices during her college career. The decisions she makes as early as her first year can expand or limit future opportunities."

## Perception Survey

Marshall University

### Contact:

Marshall University  
Enrollment: 12,659  
Public, Four Year Institution

Carla Lapelle, M.A.  
Coordinator  
Student Health Education Programs  
*Published in 1996 Sourcebook*

### Objectives:

- To determine students' perceptions of drinking behavior and compare them with actual drinking behavior
- To educate students about discrepancies between what they believe occurs and what actually occurs

### Description:

The Perception Survey is a weekly telephone survey, conducted for six weeks each semester, to determine students' perceptions of others' drinking behavior. The Office of Student Health Education Programs polls students about their Thursday night alcohol use and what they think most students do. Students selected for the polling are taken from a list of students' phone numbers, without student names, from the University Computer Center. One hundred students are contacted weekly for six weeks. Four questions are asked during the survey: "What percent of students do you believe went out to drink last Thursday night?" "What percent

of students do you think got drunk last Thursday night?" "Did you drink last Thursday night?" and "Did you get drunk last Thursday night?"

The results are printed in the student newspaper to allow students the opportunity to note discrepancies between what they believe is normal behavior and what normal behavior actually is. The hope is that students will change their own behaviors to fit the actual normal behavior on the campus.

Feedback from students suggests that there is an awareness of the discrepancies noted in the printed results.

# Pledge Program

Muhlenberg College  
Stanly Community College  
University of Portland

## Contacts:

**Muhlenberg College**  
Enrollment: 1,714  
Private, Four Year Institution

Corrine E. Lamack  
Counselor  
Counseling and Development  
*Published in 1996 Sourcebook*

**Stanly Community College**  
Enrollment: 1,645  
Public, Two Year Institution

Karen Yerby  
Director  
Orientation and Student Services Support  
*Published in 1996 Sourcebook*

**University of Portland**  
Enrollment: 2,600  
Private, Four Year Institution

Bill Zuelke, M.S.  
Coordinator, Prevention Specialist  
*Published in 1996 Sourcebook*

## Objectives:

- To support responsible users and non-users of alcohol
- To generate conversation about alcohol use on campus
- To increase awareness among students about alcohol abuse

## Description:

Implementation of a voluntary pledge campaign is offered as a stand alone activity or as part of an awareness week. At the University of Portland, the "Pledge" emphasizes teaching about responsible use of alcohol and attempts to increase awareness of actual campus norms. Muhlenberg College incorporates a Pledge Program as part of its "Choice Week," and Stanly Community College conducts this before the winter break.

At Muhlenberg College, students, faculty and staff pledge to remain alcohol free for a weekend and demonstrate their support by purchasing a pledge button for two dollars and signing a banner, which reads, "I Made The Choice! Can You?" At the University of Portland, all faculty, staff and students are invited to participate in the Pledge through a mailing, and those who accept receive a pledge pin as a thank-you gift. Both institutions list the names of those who make pledges in the campus newspaper.

The University of Portland's pledge is taken by individuals who agree to be responsible in their use of alcohol, acknowledge non-use as one responsible choice and agree to remain alcohol free if they are operating a motor vehicle, or are pregnant or taking medication. Further, the person signing the pledge acknowledges societal norms as their guideline for responsible alcohol use

and agrees not to participate in activities often perceived to be associated with college drinking (drinking games, speed or competitive drinking, drinking solely to get drunk and "pre-function" drinking).

Muhlenberg College sponsors competition among members of different athletic teams to see which team can sign up the most pledges with a prize awarded to the winning team. In Muhlenberg's program, approximately 10% of the students agreed to remain alcohol free for the weekend. At the University of Portland, hundreds of individuals signed the pledge and it was considered one of the top four stories of the academic year by the student newspaper.

Party Smart incorporates several segments into its implementation. Students, faculty and staff sign pledges from a pledge tree; these pledges are shaped like Christmas ornaments, which are then hung on the Christmas tree in the cafeteria. A drunk-driving scene is portrayed on the road leading to the college: wrecked cars, a hearse, tombstones, and banners warning about drinking and driving are visible to passersby. Members of the police department conduct sessions on drinking and driving, and alcohol-free beverages, recipes and other information are provided. In addition, faculty members incorporate these messages into their courses.

## Posters

The Ohio State University  
University of San Francisco

### Contacts:

The Ohio State University  
Enrollment: 49,542  
Public, Four Year Institution

Jacque Daley-Perrin, M.Ed.  
Director  
Student Wellness Center  
*Published in 1996 Sourcebook*

University of San Francisco  
Enrollment: 8,407  
Private, Four Year Institution

Linda A. Pratt  
Coordinator  
Substance Abuse Prevention Program  
*Published in 1996 Sourcebook*

### Objectives:

- To reach a large, diverse student population through realistic media
- To provide visual representations of the effects of alcohol abuse
- To change the accepted norms of behavior by supporting positive behaviors

### Description:

Beginning with the creation of a name and logo, the University of San Francisco uses a social marketing approach project to achieve the above-stated goals. The "Progressive Party" publishes a quarter-page ad each week in the student newspaper. This project includes of four different marketing campaigns entitled: the "Mr. Jones," campaign, the "Student

Role Model," campaign, the "This is College, Be Yourself," and "USF Core Statistics."

In the Mr. Jones campaign, one of the headings cites Mr. Jones as being "glad he has more than just 'drinking heavily' to list under 'extra-curricular activities' as he types up his resume." Another heading says, "After looking back on a year of mindless drinking and needless hangovers, Mr. Jones looks to the new year to discover a more progressive college social scene, one with less drinking." The Student Role Model campaign publishes names and photographs of and background information on individuals on the campus, area of their academic emphasis, and whether or not they consume alcohol. Incorporated in the ads are statistics from the campus. In an ad on one individual who drinks occasionally, it states that she is "part of the 50% of USF students who practice such low-risk drinking behavior"; this ad concludes by stating that "It's an easy art to master."

For the "This is College, Be Yourself" campaign, one poster says, "The only way you're going to make friends when you get to college is to go to parties every night and drink as much as you can. GIVE ME A BREAK! This is college, be yourself." The USF Core Statistics campaign uses artwork to

broadcast statistics from the Core Survey administered on the campus.

At The Ohio State University, posters are created to reach as many students as possible. The posters are visually exciting with student-focused messages, and with immediate applications to their lives. These posters use real images to make important points about alcohol abuse in a way that does not further negative stereotypes and misperceptions.

The organizers of this project are the student wellness center and other campus groups. Subgroups within the university are targeted and input is solicited from groups and organizations. These weekly posters feature negative effects of alcohol, alcohol and unsafe sex, and alcohol and misconduct. One has a picture of two students with their heads over toilets and the caption reads, "Is that what you mean by hanging out with your friends"? Another has an individual taking care of someone else who has passed out. Posters are delivered throughout the campus each week and distribution is as widespread as possible, with placement in residence halls, classroom buildings, businesses, and community organizations.

## Safe Driving Campaigns

Aims Community College  
Bryant College  
Castleton State College

Chowan College

### Contacts:

**Aims Community College**  
Enrollment: 6,970  
Public, Two Year Institution

**Ron Fay, M.A.**  
Director  
Student Life  
*Published in 1996 Sourcebook*

**Bryant College**  
Enrollment: 3,748  
Private, Four Year Institution

**Doris Helmich, M.Ed.**  
Health Educator  
*Published in 1996 Sourcebook*

**Castleton State College**  
Enrollment: 2,028  
Public, Four Year Institution

**Julia Burke**  
Director  
Office of AOD Education  
*Published in 1996 Sourcebook*

**Chowan College**  
Enrollment: 816  
Private, Four Year Institution

**Linda Tripp**  
Director  
Counseling and Career Development  
*Published in 1996 Sourcebook*

### Objectives:

- To increase awareness about the hazards of drinking and driving
- To motivate students to prevent problematic negative consequences of drinking during Spring Break and other times of the year

### Description:

Safe Driving Campaigns prepare students for the academic recess when they often drive long distances. Bryant College sponsors four days of events before the break. Included are informational tables, with resources about speed limits and DUI laws in each state traversed en route to Florida, blood alcohol concentration (BAC) charts and a contract promising to drive sober. Speakers, mocktails, door prizes and a mock car crash are also part of the campaign.

The mock car crash incorporates the "jaws of life," and is timed to occur while a fire drill is in progress so that all students in class witness the event. Police and fire personnel respond as they would for an actual car crash and observers are handed BAC charts as they return to class.

Aims Community College sponsors a week-long event in the winter term to address the hazards of drinking and driving, alcohol's involvement with domestic violence, family and friends and the legal consequences of drinking. The effort begins with a reenactment of a drunk-driving collision, in which law enforcement personnel, ambulances, paramedics, the Airlife helicopter, the fire department and rescue personnel participate. Among the other

25 volunteers for this effort are survivors of alcohol-related crashes and representatives from the district attorney's office, a regional insurance agency and recovery centers.

At Chowan College, the residence hall council of a freshman hall volunteered to assist in setting up a mock car crash. The local fire chief's assistance was solicited, and he contacted the police department and rescue squad and obtained two junked cars. The residence hall council set up the time, date and place, and scheduled the "accident" to occur around dinnertime to attract the students' attention as they walked from the cafeteria. Several volunteers dressed in black and painted their faces white to represent crash victims. They wore fake blood and placed themselves in the cars and on the pavement beside the cars.

Castleton State College offers a "Lights On For Life Day" which encourages all motorists to drive with their vehicle headlights on during the day, as a memorial for the victims of impaired driving and a reminder of the dangers of drunk and drugged driving. Using materials from the National Highway Traffic Safety Administration, the campus organization SHADE (Safe Healthy Adult Decision Educators) sponsors this event to remind campus members about the importance of respecting standards regarding impaired driving and also that law enforcement is watchful of this type of behavior. Campus and community officials collaborate to prepare joint proclamations to take a stand against impaired driving.

Awareness and  
Information

# Social Marketing Campaign

Virginia Polytechnic Institute  
and State University

## Contact:

Virginia Polytechnic Institute  
and State University

Enrollment: 25,492

Public, Four Year Institution

Carolyn Penn, M.Ed.

Director

Office of Health Education

Student Health Services

Published in 1997/98 Sourcebook

## Objectives:

- To involve students, faculty and staff in a "caring" orientation
- To promote healthy alcohol decision making by students
- To reduce the risks of negative consequences from alcohol misuse

## Description:

The alcohol awareness effort is promoted through the campus' Social Marketing Campaign. The theme of this campaign – "Catch the Wave . . . of Friends Helping Friends" – serves as the basis for disseminating prevention messages through advertisements, newsletters, posters, and other marketing material. Each aspect of the campaign is a component of the overall campus alcohol education and prevention effort. Target audiences include residence hall students, staff, and faculty. The Social Marketing Campaign was selected as a new approach to campus alcohol education and prevention because traditional programs were poorly attended and viewed negatively by students.

Created by staff members of the Office of Health Education of University Student Health Services, the campaign underwent design, development, pretesting, and revision. Other campus departments, such as the Dean of Students Office, Residential

and Dining Programs, University Counseling Center, and the Women's Center, were helpful in providing data and ideas for implementing various components of the campaign. This team approach of brainstorming and planning helped departments on campus to network and coordinate.

The initial portion of the six-part campaign is a pamphlet distributed to all faculty. "Students in Crisis – Guide for Faculty Response" provides suggestions about how to include alcohol education in courses and tips to help prevent alcohol misuse and abuse.

Second, incoming freshmen students receive an orientation booklet from the Dean of Students Office. This booklet contains a one-page advertisement which encourages students to "Catch the Wave . . . of VA Tech Students Who Choose Not to Drink." This advertisement supports and encourages abstinence from drinking among first-year students, which is consistent with the state law on underage drinking.

Third, all residence hall students receive an alcohol emergencies door hanger. This explains how to recognize and respond to alcohol emergencies and instructs students what to do in such cases. Students are encouraged to intervene when friends are at risk to reduce serious negative consequences. A door hanger contest encourages students to post this resource on their door for a chance of winning a \$25 gift certificate from a local department store. Several times each semester, staff members and peer educators identify doors that have the door hanger posted. The room occupants are then entered into a drawing for prizes

with one gift certificate awarded to each roommate.

The "Catch the Wave . . . of Friends Helping Friends" contest – the campaign's fourth component – encourages students to pledge with a friend to help one another prevent and avoid troublesome situations. Students submit a pledge entry form and complete a questionnaire. Students who fulfill the contest requirements are placed in a drawing for portable CD players.

A three-part banner series, displayed during the Alcohol Awareness Week, is the fifth aspect of this campaign. To question students' assumptions about heavy drinking, a new banner is displayed outside the student union each week for three weeks. The banners read, in order: "What would you say to a friend who downed six cans of green beans in one night?" "What would you say to a friend who downed six cans of tuna fish in one night?" "Why would you let a friend down six cans of beer in one night?"

A two-part poster series incorporates data from recent national studies. The first poster addresses the issue of alcohol and grades and utilizes results from the Core study. It challenges students to think about how their grades are affected by the amount of alcohol they consume. The second poster thanks students who have ever had to "babysit" a drunk friend and challenges students to consider how their drinking behaviors impact on their friends.

"Drinking at Virginia Tech," a colorful pamphlet designed with life protecting information, is the final component. The pamphlet describes stages of drinking, a drinking-on-campus assessment, and prevention tips.

# Spring Party Challenge

The University of Maryland  
in College Park

## Contact:

The University of Maryland  
in College Park  
Enrollment: 31,500  
Public, Four Year Institution

Jody Gan, M.P.H.  
Coordinator  
Alcohol and Other Drug Prevention  
Programs  
*Published in 1997/98 Sourcebook*

## Objectives:

- To promote alcohol-free events for students
- To increase students' skills in planning parties
- To demonstrate to students that they can have a good time without alcohol

## Description:

Each year the University Health Center sponsors the "Spring Party Challenge" for the best alcohol-free party held on campus or off campus. The contest is open to any group of registered students – including campus organizations, resident hall floors,

fraternities and sororities, clubs, sports teams, or groups of friends. Each group identifies a "party planner" who registers the party and attends a required party-planning workshop. The party-planning workshop is run by peer educators who explain the rules of the competition. The workshop content also includes tips for having a successful party and information about problems associated with alcohol use on campus.

Marketing for the event includes sending flyers to all campus resident assistants and resident directors, all students who live in substance-free housing, and representatives of each of the 300 student organizations. Advertisements are also placed in the campus newspaper.

An information packet is made available at the party-planning workshop. It contains an entry form, party ideas, a party-planning checklist, sources of obtaining decorations and party favors,

locations of on-campus and off-campus party facilities, sources of food, recipes for non-alcoholic drinks, and related information. Items on the party-planning checklist are a calendar, facility/location, budget, staffing/safety, food/beverage, entertainment/setting, marketing/promotion, transportation, and clean-up/aftermath.

Parties are evaluated based on standardized scoring criteria, which include attendance, theme, entertainment and activities, refreshments, and guests' level of enjoyment. The party with the highest score wins a cash prize of \$300. Honorable mentions of \$100 are also awarded. All groups who register are sent a letter commending their participation.

This activity is well received on campus, with many student groups indicating their continued support for the contest. The evaluations of the party-planning workshop are quite positive.

Awareness and  
Information

## Student Perception Campaigns

California State University,  
Long Beach  
University of Iowa

### Contacts:

California State University,  
Long Beach  
Enrollment: 27,304  
Public, Four Year Institution

Shifra Teitelbaum, M.A.  
Director  
CSULB Student Health Center  
*Published in 1996 Sourcebook*

University of Iowa  
Enrollment: 27,671  
Public, Four Year Institution

Pat Ketcham, Ed.M.  
Coordinator

Celine Hartwig  
Coordinator  
Residence Hall Education/Cultural  
Programming

Cathy Barnett, M.S.  
Health Educator  
*Published in 1996 Sourcebook*

### Objectives:

- To provide accurate information and correct misperceptions about student alcohol and drug use
- To decrease students' tolerance of disruptive behavior by heavy drinkers

### Description:

In an effort to supplement the campus prevention efforts, California State University, Long Beach, has implemented the Accuracy Campaign which addresses student misperceptions and provides the good news

about students and their choices. It is based on research that suggests that students make many of their choices based on what they perceive as valued by other students, and on what is popular and what is not popular. Through a range of creative venues, the Accuracy Campaign challenges students' assumptions, initiates provocative discussions in a non-judgmental and non-threatening way, and highlights for the campus community the large number of students making healthy choices.

The Accuracy Campaign is an ongoing program; each semester new student interns are recruited to generate and implement new and creative strategies. Centered around diverse events, the campaign incorporates contests in classes and new student orientation, at information tables, and with the campus radio station. In addition, faculty members are enlisted to participate. They are provided with a script for the campaign and are asked to take a few minutes in their classes to have students guess the statistics and to provide a candy reward for those who provide correct answers. Sample statistics include: "71% of CSULB students have never driven under the influence of alcohol" and "52% of students only drink alcohol once a month or less."

The University of Iowa has a media campaign designed to challenge and correct student misperceptions of their peers' alcohol use. Every two weeks a new series of media strategies is implemented, including ads in the campus newspaper, bulletin board packets, print materials, electronic messages at athletic events, table tents and posters. Other campus programming on drugs and alcohol is monitored carefully to ensure that messages that are contrary to the project (i.e., messages that "everyone is doing it") are not unwittingly sent.

This project involves a carefully controlled research component with the selection of certain residence halls as the target populations and the remaining serving as the control group. A pre-test is implemented in the fall to identify attitudes, behaviors and perceptions regarding student alcohol use and a post-test is completed at the end of the academic year. Data derived from the survey help to determine the ways in which a media campaign aimed at correcting students' misperceptions regarding their peers' alcohol use is more effective in the prevention of alcohol abuse than traditional programming efforts. Focus groups and staff reports suggest that the media campaign has been seen by most students and that they feel it is on target and appropriate.

# Student to Student Guide

Boston College

## Contact:

**Boston College**  
**Enrollment: 14,695**  
**Private, Four Year Institution**

**Kimberly Timpf, M.Ed.**  
Assistant Dean  
Alcohol and Drug Education  
*Published in 1997/98 Sourcebook*

## Objectives:

- To provide information about alcohol-free activities in the community surrounding the campus
- To address questions students have regarding campus policies and procedures

## Description:

Students in the Alcohol and Drug Issues Council of the Undergraduate Government of the College developed a publication entitled "Student to Student: A Guide to Good Times at Boston College." The purpose of the council is to create alternatives to alcohol-focused socializing, challenge existing perceived norms of drinking by student leaders, and provide resources for students on university policies and procedures regarding alcohol abuse. The council's resource publication, designed to assist

new students, was created in response to requests by students and to information gathered from the survey of incoming students, which indicated that a large number of students were non-drinkers and that many did not focus their socializing around alcohol.

To prepare the booklet, five members of the council researched information by category. Information on an activity provides a description, location, telephone number, hours of operation, directions by public transportation, and approximate price range where applicable. Major topic areas in the booklet are: Desserts and Coffee Houses, Other Fun Places to Eat, Movies and Dinner, Music and Dancing, Comedy/Theater, Ongoing Performances, Day Trips, Museums, On-Campus Activities, Outdoor Adventures, Sports, Shopping/Malls, Points of Interest, Performance Centers, and Historical Landmarks/Sightseeing.

In addition, council members responded to questions frequently asked by students regarding the campus alcohol policy.

Council members determined the answers by interviewing members of the university community, including university police, judicial affairs officers, and university housing officials. Once the information was compiled, the students and an advisor to the council met with marketing personnel to design the booklet. Funding for production of the booklet was provided by the student government.

Copies of the booklet are distributed to every freshman within the first three weeks of classes. The council members go from room to room in each freshman residence hall and personally explain the philosophy and purpose of the council and the reasons for publication of the resource.

Response to the publication has been very positive. Students have become familiar with the council's activities, resulting in applications for positions on the council. Popularity of the programs and events sponsored by the council has also increased.

Awareness and Information

## Weekly Advertisements

College of William and Mary  
University of Arizona

### Contacts:

College of William and Mary  
Enrollment: 7,547  
Public, Four Year Institution

Mary K. Crozier, Ed.S.  
Substance Abuse Educator  
*Published in 1996 Sourcebook*

University of Arizona  
Enrollment: 35,306  
Public, Four Year Institution

Koreen Johannessen, M.S.W.  
Director  
Health Promotion and Prevention Services  
*Published in 1996 Sourcebook*

### Objectives:

- To address common student misperceptions
- To support healthy student norms through an intensive media campaign
- To promote accurate information on student drinking
- To encourage students to reduce risks surrounding the use of alcohol, and to address other health issues

### Description:

The campus Health Promotion and Prevention Services of the University of Arizona uses a variety of approaches to address campus drug and alcohol use. Risk reduction and harm minimization is emphasized through a focus on three domains: individual, peer group and community. One of the main strategies

to address these domains is an extensive media campaign.

Common student misperceptions and healthy student norms are presented via two display ads each week in the student newspaper, newspaper inserts, newsletters, flyers distributed to student groups and posters in the residence halls during awareness weeks. Information gathered from the annual Core Survey and a Health Enhancement Survey about students' perceptions regarding their peers' use of alcohol guides the media campaigns and the content of presentations. In addition, several focus groups are conducted each month to assess the effectiveness of the media campaign.

The ad series "Myth/Reality: The Difference is Reality" depicts photographic artwork with statements of fact (for example, "65% of U of A students have five or fewer drinks when they party," "U of A students are healthy" and "At a BAC of .05 most people feel relaxed, light-headed and happy. The more and faster you drink, the less you feel the pleasant, stimulating effects and will more rapidly experience the depressant effects").

"Alcohol and the Campus," a newspaper insert, presents charts on alcohol use and academic performance, a 12-item quiz, an Alcohol IQ, a continuum of use, two Blood

Alcohol Concentration charts (one for men, one for women), community resources, campus and state laws involving alcohol, and an item on the power to make personal choices.

At the College of William and Mary, weekly flyers are distributed to increase campus awareness and to address many of the myths that surround alcohol issues. The "What do you think now?" series of flyers incorporates quotes from students. A flyer entitled "So you think you can't refuse a drink?" carries responses such as, "I say, `no I don't drink beer 'cause it doesn't agree with me'" or "I say, `sorry, I'm not really interested.'" "So you think getting drunk is cool?" has responses such as, "When my friend's boyfriend becomes drunk he always gets real violent" or "A friend of mine drank too much on his birthday and started passing out in the deli. He made it to the bathroom, threw-up, and basically doesn't remember his birthday." Other poster titles are, "So you think alcohol makes you happy?" "So you think drinking alcohol has no consequences?" "So you think you can't help your friends who drink too much?" "So you think people learn from their past experiences?" "So you think alcohol will help you meet people?" and "So you think partying won't hurt your grades?"

## Additional Awareness and Information Programs

### Alcohol and Drug Awareness Committee

Great Basin College  
Enrollment:3,000  
Public, Two Year Institution

Bernadette Longo, R.N.  
Chairperson, Nursing Instructor, Student Development Specialist  
*Published in 1997/98 Sourcebook*

#### Objectives:

- To help individuals make more educated choices
- To create awareness about and provide information on various aspects of substance use, misuse, and abuse

#### Description:

The focus on campus is on awareness as the starting point in influencing the culture of the campus. Understanding substance abuse and promoting a healthy climate are stressed, as is information on support systems and treatment. Activities include an awareness week, support groups, displays, presentations, library resources, and red ribbons. The unique partnership with the college rodeo club is designed to promote health and drug free rodeos.

### All-U-Day Tailgate Party

Penn State Worthington  
Scranton Campus  
Enrollment:1,325  
Public, Four Year Institution

Mary H. Brown, R.N.C.  
College Health Nurse  
*Published in 1997/98 Sourcebook*

#### Objectives:

- To encourage awareness of responsible driving to and from a football game
- To sponsor an alcohol-free tailgate party prior to a football game

#### Description:

The All-U-Day Tailgate Party targets the entire campus community of students, staff, and faculty. Its aim is to encourage participants to enjoy themselves without drinking. Activities include serving pizza, hoagies, and soda from the tailgate of a truck. Various games are offered with prizes given to the winners; for example, throwing a hula-hoop around the "Nittany Lion," Alcohol Trivia Contest, and guessing the total of the numbers on the jerseys of the Nittany Lion football team.

Students define goals, design the games and shop for prizes for the winners. This annual event, sponsored by the Health Club and Student Union Board, receives positive feedback.

### Halloween Mini-Drama Project

Mountain Empire  
Community College  
Enrollment:2,834  
Public, Two Year Institution

Janet Lester, M.A.  
Associate Professor/Counselor  
*Published in 1997/98 Sourcebook*

#### Objectives:

- To provide an opportunity for collaboration between college and community leaders
- To communicate to youth the potentially tragic results of drug and alcohol abuse

#### Description:

Rather than displaying the usual ghosts and goblins during Halloween week, the haunted house, held in the local National Guard Armory and co-sponsored by college and Community, features free mini-drama entitled "Terror on 13th Street" that illustrates the tragic consequences that can result when young people experiment with substances. As the "grim reaper" leads groups through the 10 scenes, the story of the tragic death of a teenager unfolds.

Scenes included are street scenes, a court room, a jail with criminals, family confrontation, mixture of alcohol and pills, an emergency room, a morgue, a funeral scene, an alley, and a graveyard. Students are asked to sign substance-free contracts.

Community involvement is essential to the success of this project. Campus personnel, students, civic clubs, the school system, community leaders and volunteers all collaborate on and support this annual substance abuse prevention project.

## Additional Awareness and Information Programs

### Health Tips

McHenry County College  
Enrollment: 4,933  
Public, Two Year Institution

Linda Brogan, R.N.  
Health Promotions Specialist  
*Published in 1997/98 Sourcebook*

#### Objective:

- To provide health tips to students in creative ways

#### Description:

Using the Health Observances Calendar as a guide, a DOS program provides health tips for computers. Whenever these computers are turned on, a health tip automatically appears. These brief tips give information, highlight campus programs, and address specific health issues unique to the campus. The message on the main-frame is changed every week and is installed on approximately 80% of the student-use computers. As the computers are updated constantly, information can be changed readily. The messages are brief and include a contact name for additional information. One example is "April is National Awareness Month. In Illinois last year there were 1,566 fatal automobile accidents, 681 of these fatalities were alcohol related. Operating on a grant from the State of Illinois, the McHenry County Sheriff's Department has dedicated over 140 hours per month to extra DUI patrols."

### Promise Tree

Indian River Community College  
Enrollment: 22,068  
Public, Two Year Institution

Patricia Corey, R.N.  
Health and Wellness Coordinator  
*Published in 1997/98 Sourcebook*

#### Objective:

- To promote responsible choices regarding alcohol

#### Description:

Sponsored by BACCHUS and incorporated within the campus BACTOBERFEST, this activity involves the construction of a "Promise Tree." Students and employees sign their name to a "leaf" representing their promise to make responsible choices regarding alcohol. Approximately 250 "promises" from a diverse campus population are attached to the "Promise Tree." Created in the fall, the tree is transformed into a winter scene prior to the winter holiday break. The transformation from fall to winter represents each individual's commitment to keep his or her promise throughout the season.

### RADAR

Rosemont College  
Enrollment: 758  
Private, Four Year Institution

Virginia LaRossa, Ph.D.  
Director of Counseling  
*Published in 1997/98 Sourcebook*

#### Objective:

- To provide opportunities for students to discuss drug and alcohol issues

#### Description:

This program is held weekly in the freshman residence hall and is attended mostly by first-year students. Students gather to watch the popular television show "Friends"; RADAR (Rosemont Alcohol and Drug Awareness Resources) peers remain after the show and provide information about alcohol and drugs. They also discuss any drug and alcohol issues touched on by the television program. Refreshments are served during the event.

## Safe Break Kits

Saint Mary College  
 Enrollment:592  
 Private, Four Year Institution  
 Nancy Longhibler, M.Ed.  
 Counselor  
*Published in 1997/98 Sourcebook*

### Objective:

- To promote personal responsibility for one's own choices

### Description:

For the campus' Safe Spring Break Week, BACCHUS members distribute "Safe Break Kits" provided by health services, etc. The kits include a pamphlet on first aid, bandaids, antiseptic wipes, aspirin, and ibuprofen. BACCHUS adds a card describing alcohol poisoning and how it should be handled.

## Series of Campaigns

University of Redlands  
 Enrollment:3,723  
 Private, Four Year Institution  
 Doug Everhart, M.A.  
 Director  
 Leadership and Recreation  
*Published in 1997/98 Sourcebook*

### Objective:

- To focus attention on specific issues such as alcohol

### Description:

The campus PRIDE (Promoting Responsible and Informed Decisions through Education) Substance Abuse Prevention Program believes that a series of programs over a period of time works more effectively than a program that is offered only once. During the academic year, PRIDE is directly responsible for seven awareness week or month campaigns, when attention is focused on a specific issue or topic. During these periods, various educational and social programs, speakers, contests, and informational and promotional items are offered. Examples of these focused weeks are Alcohol Awareness Week, Red Ribbon Week, Drunk and Drug Driving (3D) Prevention Month, Alcohol Awareness Month, and Safe Spring Break.

## Student Club Poster Contest

Walters State Community College  
 Enrollment:5,824  
 Public, Two Year Institution  
 Millicent Prince, R.N.  
 College Nurse  
*Published in 1997/98 Sourcebook*

### Objectives:

- To reach more students by adding an academic facet to the campus program
- To help students make intelligent decisions about alcohol and drugs

### Description:

The Student Club Poster Contest, as part of the overall campus effort, involves many students. Memos are sent to all clubs and advisors inviting them to participate in the contest. The poster messages must support the goals and objectives of alcohol/drug awareness and prevention. After the posters have been judged, they are displayed throughout the campus, with first, second, and third place winners identified. Each club that participates receives \$25. The first place winner receives \$100, and the second and third place winners receive \$75 and \$50, respectively.

## Additional Awareness and Information Programs

### Summer Previews

Northern Arizona University  
Enrollment: 20,131  
Public, Four Year Institution

Virgil Pedro, M.S.W.  
Counselor  
*Published in 1997/98 Sourcebook*

#### Objective:

- To provide new students and their parents with information on alcohol, drugs and related issues

#### Description:

During the summer orientation program, one evening of vignettes is offered for students and their parents. The Summer Previews counselors act out a series of vignettes on alcohol abuse, date rape, drinking and driving, eating disorders, and related issues. Students are divided into small groups where they discuss their reaction to the vignettes. Counseling and Testing Center staff help facilitate the discussion and assist students who might experience a serious reaction to the vignettes.

### Super Bowl SunDRY

Hillsborough Community College  
Enrollment: 782  
Public, Two Year Institution

Claire Jordan  
Student Activities Advisor  
*Published in 1997/98 Sourcebook*

#### Objectives:

- To influence students' decisions regarding drinking and driving
- To incorporate a peer-to-peer approach
- To promote responsible choices regarding alcohol use

#### Description:

Since the majority of students are of legal drinking age and are primarily commuters, strategies offered to address alcohol abuse build on existing social events. The Peer Education Programming Committee of the Student Government Association works with interested students to develop a theme and assign responsibilities designed to combine elements of interest to students and bring information to them in a non-threatening manner.

The Super Bowl SunDRY Program targets students who are on campus on the Friday before Super Bowl Sunday and offers alcohol-free beverages and food, and distributes materials on responsible choices. Some of the materials include brochures from national alcohol brewers on designated driver programs and consumption choices.

To advertise the program, flyers and posters are distributed around campus, information is distributed to faculty members, and notices are placed in the campus newsletter.