

ENVIRONMENTAL AND TARGETED APPROACHES

The goal of environmental and targeted efforts is to change the behavioral and attitudinal norms of a college/university by focusing either on the campus as a whole or on specific groups. The campus can be divided into appropriate and manageable segments to facilitate working with specific audiences with unique needs. Messages and strategies are then shaped to each group's particular needs. Typical groups for targeted efforts include athletes, first-year students, fraternity and sorority members, judicial offenders and students in recovery. These approaches may include protocols, screening and selection efforts, and passive or active strategies. Sessions may be mandatory, encouraged, or voluntary. A broad definition of diversity on the campus is encouraged by campus leaders.

To provide more accurate information about student behavior and attitudes and campus services, environmental and targeted efforts use survey data, media strategies, campaigns, video tapes, newsletters, theater, public information campaigns, skills demonstration activities, and other programming. Another major element of this component are messages that demonstrate the wide diversity of students' needs on a campus. Specialty topics include peer education and sexual assault.

Some institutions provide activities on campus and in the surrounding community. These occur during weeknights and weekends, and may promote healthy choices as well as provide students with alternatives to frequenting neighborhood bars. Collaborative efforts among groups on campus and in the community help model the shared responsibility desired. Community involvement is encouraged

(e.g., housing students work in areas around a campus). Bartender training is another option. Wellness floors or substance-free residence halls and other residential approaches may form part of the housing facilities for students. Passive programming techniques may also be included. Professionals state that active student involvement and accountability are very helpful to the success of the initiative.

Social norms marketing is used within this approach, as it helps address misperceptions held by targeted audiences. These approaches help promote information about behaviors of concern as well as specific desired behaviors.

Another environmental/targeted approach is to form a presidential commission or council to provide vision and leadership for, and oversight and review of, the campus effort. Related efforts are found with campus-community collaboration, or campus involvement in community initiatives. These task forces can be short-lived, periodic or long-term.

Professionals have noted that the implementation of environmental and targeted efforts must be based on a need. They emphasize the importance of knowing the campus culture and the specific audience to be addressed and they further believe that feedback, which provides evaluations and insights about what works, must be provided. For these approaches to be successful, not only are administrative support and campus collaboration essential, but also a positive perspective on the part of all those involved in the implementation of the process is extremely important.

Alcohol-Free Housing

Saint Michael's College
Washington University

Contacts:

Saint Michael's College
Enrollment: 2,628
Private, Four Year Institution

Michael Samara, M.Ed.
Vice President

Megan Powers, M.S.
Coordinator
Alcohol Education and Programs
Published in 1996 Sourcebook

Washington University
Enrollment: 11,655
Private, Four Year Institution

Daniel R. Herbst, M.S.
Director
Health Awareness Program
Published in 1996 Sourcebook

Objectives:

- To provide an alcohol-free residence environment
- To provide support for those who do not wish to have alcohol present in their living environments

Description:

An alcohol-free residence hall is an environmental strategy that is available on some campuses. Substance-free housing was offered as a specialty housing option at Washington University several years ago. Prepared by the Center for Chemical Abuse Prevention Education (CAPE) and Residential Life, this option is offered to all residential students who wish to live in university housing where alcohol, tobacco products and other non-prescription drugs are prohibited. Developed in response to

students' requests, this type of residence hall reflects a growing concern for personal health and wellness.

At St. Michael's College, GREAT (Growing Recognition of the Effects of Alcohol on Thinking) Housing was established in response to recommendations from the campus' alcohol task force. This housing option is undertaken with the hopes of empowering the population of students who choose not to use and/or abuse alcohol. Based on a principle of peer support it is designed to offset and combat peer pressure. Campus officials hope that, with nurture and organization, these students will "find their voice on campus" and in turn work with other offices, departments and students to begin and maintain the process of changing the campus culture surrounding alcohol abuse.

Students living in GREAT Housing collaborate with many offices and departments on campus. Through the Admissions Office, they provide tours of this living environment to prospective students. Better marketing strategies have been utilized in promoting GREAT Housing (e.g., a pamphlet and a view book in the Admissions office). Through student activities, the weekly publication, "Let's Go Out," which lists on-campus and local weekend activities, is distributed and a "Van To Nowhere" program provides students with transportation to events. During the Spring and Fall Orientations, students from GREAT

Housing are members of a panel to relay their experiences of living in an alcohol-free environment. In addition, these students have created a means by which to build and maintain connections among members living in different alcohol-free areas of campus as well as with other departments on campus. Under the Office of Alcohol Education and Programs, they have created an Alcohol Advisory Committee (comprised of representatives from each area) whose primary responsibilities include sponsoring alcohol drug free activities on weekend nights and developing stronger connections with other departments on campus. In addition, they have created a Mentor/Mentee program to facilitate the development of community among new and returning students to GREAT Housing. Finally, they have all agreed to sign and live by a Community Living Agreement; thus members share responsibility for holding each other accountable for inappropriate behaviors.

Results from this process demonstrate interest; students are involved in ongoing discussions about how to further improve both the alcohol-free housing as well as the environment on the campus. At Washington University, requests for spaces in substance-free housing has increased five-fold in a three year time span.

Alternative Activities

Charles County Community College
Syracuse University
University of Missouri – Columbia

Contacts:

Charles County Community College
Enrollment: 5,925
Public, Two Year Institution

Linda Smith, M.Ed.
Project Manager
SMART Center
Published in 1996 Sourcebook

Syracuse University
Enrollment: 18,973
Private, Four Year Institution

Michael Elmore, M.A., M.Ed.
Director
Student Activities
Published in 1996 Sourcebook

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

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

Objectives:

- To offer alcohol-free activities for students
- To increase student awareness of and access to a variety of alcohol-free events

Description:

The availability of alcohol-free programs on the campus, and student awareness of their availability, is a central environmental strategy offered in a variety of formats.

At Charles Community College, a fashion show depicting healthy lifestyle alternatives is offered. Part of the National Collegiate Health and Wellness Week (NCHWW) activities and the Safe Break Campaign, this event promotes ways of staying healthy and safe during the Spring Break and throughout the year. The fashion

show depicts sports activities that individuals could become involved in during the Spring Break or at any time of the year. In the script of the show, messages address underage drinking, drinking and driving, helmet safety and other safety issues to remind students to choose healthy lifestyles. This campaign effort is planned by the Southern Maryland Alcohol/Drug Resource (SMART) Center. Students from BACCHUS, Peer Educators, and staff members from the SMART and Wellness Centers participate as models. Student volunteers demonstrate bicycle racing and roller skating. Local merchants loan necessary clothing and equipment to display active wear such as skiing, bicycling, rollerblading, basketball, aerobics, weight lifting, jogging and motor cross racing. The script incorporates the model's personal plans, dreams and goals.

The Arts Adventure Program at Syracuse University is designed to influence the student culture by encouraging students to experience the local offerings of theater, music and visual arts. The program is designed to increase student awareness of and access to artistic and intellectual expression in the out-of-classroom setting. The program charges first-year and transfer students a \$25 per semester fee and establishes an Arts Adventure account, which provides them with easy access to an array of more than 150 events in the surrounding community. An agreement reached with most arts presenters in the region has them provide tickets at half price for all

Arts Adventure participants. In addition, a van paid for by the program fees transports participants to off-campus locations free of charge.

At the University of Missouri - Columbia, the Alcohol Awareness Month includes several alcohol-free events. The "Non-Alcoholic Happy Hour" is typically the most popular event of the year. Alcohol-free drinks, pizzas, juices, submarines, cheese trays and other foods are donated by local vendors. In an effort to make the "Happy Hour" more educational, notice boards are prepared, with a variety of messages such as the correlation between alcohol abuse and academic problems. Also, special napkins are printed with the "zero-one-two-three" message. An alcohol-free coffee house offered at which free coffee mugs printed with the message "CHEERS to the Designated Driver" are distributed.

For all of the activities offered during Alcohol Awareness Month at the University of Missouri - Columbia, an incentive system is established to increase the critical mass of students involved. Names and addresses are taken at each of the events (except the Happy Hour) 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 the residence hall, as well as the fraternity/sorority pledge class and fraternity/sorority house, that accumulate the highest percentage of members in attendance throughout the month.

Environmental and Targeted Approaches

CALVIN & HOBBS

Bucknell University

Contact:

Bucknell University
Enrollment: 3,698
Private, Four Year Institution

Robert Thomas, M.A.
Coordinator
Alcohol and Other Drug Programs
Published in 1996 Sourcebook

Objectives:

- To provide members and the rest of the university community with desirable opportunities relative to current campus norms
- To sponsor numerous on and off campus alcohol-free activities

Description:

The name CALVIN & HOBBS stands for Creating A Lively Valuable Ingenious New Habit Of Being (at) Bucknell (and) Enjoying Sobriety. As the organization's constitution states, this student group "was set up with the goal of providing its members and the rest of the Bucknell community with active

and desirable choices to the current 'norms' of the Bucknell social community." The effort was conceived, planned, and implemented by students with the assistance of the coordinator of Alcohol and Other Drug Programs, the Office of the Dean of Students, and a faculty member. The members express to their fellow classmates that they no longer use drugs or alcohol to enjoy themselves.

This student group has become officially recognized by the university, sponsors numerous activities on and off the campus, such as bowling, ice skating, hiking, bands and movies. Some of these events are scheduled to begin in the evening after university sponsored activities have ended.

Involvement in CALVIN & HOBBS gives members opportunities to improve confidence, self-esteem and leadership abilities. The group is promoted as a social option and is open to anyone who wants to have fun. Advertising for membership builds

upon individual motivation and the desire to be a role model. It attempts to attract a person who "wants to be accepted on weekends by others for who you are not what you drink."

Membership in the group expanded dramatically during the first year, with interest expressed or participation by over 400 students. While 60% of the members are first-year students, the group encompasses all classes as well as fraternity/sorority members. The group recently moved into a former fraternity house, which provides attractive social space for group functions.

The group has been recognized for innovative programming by Trend (Turning Recreational Excitement in New Directions), a division of the National Council on Alcoholism and Drug Dependence, for innovative programming.

Drinking and Driving Initiatives

Duke University

Contacts:

Duke University
Enrollment: 11,511
Private, Four Year Institution

Jeanine Atkinson, M.S.
Substance Abuse Specialist

John Dailey, M.P.A.
Community Police Officer
Published in 1997/98 Sourcebook

Objectives:

- To raise awareness of the dangers of alcohol abuse and alcohol's correlation with many campus problems
- To educate students concerning state alcohol laws including driving while impaired
- To improve student-police relations

Description:

Working collaboratively, the Duke University Police and the University Substance Abuse Specialist offer an alcohol laws/alcohol impairment demonstration to students. The presentation contributes to the awareness and educational elements of a comprehensive alcohol program involving policy, enforcement, environmental factors, and intervention.

The presentation consists of an interactive lecture and an alcohol impairment demonstration. Information concerning alcohol related incidents involving Duke students is illustrated through past police reports and newspaper articles.

State alcohol laws are demonstrated. For example, a student in the audience under 21 years of age is given a beer to hold. The alcohol possession law is thus demonstrated and explained, as are the penalties for offenders. Other alcohol laws are similarly demonstrated. The examples generally provoke questions which clarify students' understanding of alcohol laws.

The popular part of the program is the demonstration of alcohol impairment by two students. Prior to the program, these over 21 volunteers have several 12 ounce beers while supervised by a campus police officer or the substance abuse specialist. The goal is to show impairment, not being drunk. The volunteers are briefed about the rules and goals of the demonstration and sign waivers beforehand. Generally, the students are able to stand and talk to the officer in front of the group: when they attempt the divided attention roadside sobriety tests they perform poorly.

Their Blood Alcohol Concentration (BAC) is then measured with an Alco-Sensor. The volunteers' failure on the sobriety tests gets the audience's attention and drives home the point that people can appear to be "fine" to drive but are actually impaired. Even those who do well on the roadside tests usually have a BAC between .08 and .10, meeting the legal requirement for impairment in the state.

The presentation also discusses the difference in alcohol effects for males and females, the potential for alcohol related injury and sexual assault, the consequences of arrest or citations, and the availability of campus resources for further information or help. Handouts include the costs of a conviction for driving while impaired (including lawyer fees and insurance fee increases), a BAC chart specific to gender, and a flowchart describing the recommended medical intervention for several alcohol related emergencies.

Evaluation shows that students demonstrate increased understanding of the effects of alcohol, increased awareness of state alcohol laws, and improved perceptions of campus police.

Environmental and Targeted Approaches

Fraternity/Sorority Initiatives

Indiana State University
University of Colorado at Boulder

Contacts:

Indiana State University
Enrollment: 11,641
Public, Four Year Institution

Julie Miller, M.S.
Assistant Director
Student Health Promotion
Published in 1996 Sourcebook

University of Colorado at Boulder
Enrollment: 24,548
Public, Four Year Institution

Amber Tetlow, M.A.
Greek Liaison
Published in 1996 Sourcebook

Objectives:

- To address the social environment in fraternities and sororities
- To promote healthy settings for fraternity and sorority members
- To educate fraternity/sorority members about health issues that have an impact on the quality of their life

Description:

Because of the involvement of fraternity and sorority members in alcohol-related incidents, campus officials often implement targeted approaches for members of these organizations. Indiana State University incorporates the Greek Peer Advocate Program and the University of Colorado at Boulder utilizes a TEAM Campus Weekend. Each of these efforts is designed to change the culture of the fraternities and sororities.

The aim of the Greek Peer Advocate Program is to provide more systematic prevention and health information for fraternities and sororities. A peer education

model was selected to affect the norms within the fraternity/sorority system. The Greek Peer Advocate Program trains students to serve as health resources for their respective fraternity and sorority chapter. Greek Peer Advocates (GPAs) complete a series of "Greek Shops" on core health issues, such as alcohol and drugs, stress management, fitness and healthy relationships. Following training, GPAs attend bi-weekly meetings, complete one-on-one sessions with a staff member, and provide one health education program each month for their chapter. They also participate in campus-wide health education events, such as health fairs and awareness campaigns.

The University of Colorado at Boulder's TEAM Campus Weekend focuses on leadership in the fraternity and sorority environment. Several speakers address issues including responsible behavior and changing culture as well as alcohol-free social functions. Based on previous negative publicity, student leaders decided to take action to reverse the trends with alcohol-related incidents, and the corresponding negative publicity. They wanted to raise awareness within the fraternity/sorority community, educate peers on responsible behavior and the consequences of not employing it, and facilitate changes in behavior by enforcing stricter policies. Further, they wanted to offer alcohol-free alternatives to activities that have involved excessive alcohol consumption in the past.

The TEAM Campus Weekend is sponsored by GAMMA (Greeks Advocating Mature Management of Alcohol). Further support is provided by the campus Greek Liaison Office, the alumni advisors, and student leaders. Implementation of the Greek Peer Advocate Program is conducted collaboratively by students from Greek Affairs and Student Health Promotion. Graduate field work students, graduate assistants and undergraduate interns are also incorporated from an academic program and undergraduate interns from the Social Department assist in the program.

The number of participating chapters increases with each successive training series of the Greek Peer Advocate Program. Currently, two-thirds of the campus chapters have named a GPA with some chapters naming several GPAs. Evaluation includes a needs assessment, a pre/post survey to measure mastery of training topics, and a pre/post test using the Wellness Inventory administered to randomly selected chapter members. At the University of Colorado, the number of alcohol-related problems associated with Greek events has dropped. Fraternity and sorority members are reported to be more involved in guiding their own actions and in identifying responsible ways to develop and implement institutional policies through participation in campus committees.

Friday Midnight Movies

State University of
New York College at Brockport

Contact:

State University of
New York College at Brockport
Enrollment: 9,047
Public, Four Year Institution
Susan C. Hawkes, M.S.
Director
Student Activities and the College Union
Published in 1997/98 Sourcebook

Objectives:

- To provide appealing alcohol-free activities for students, primarily freshmen
- To provide transportation to alcohol-free activities to minimize problems of access to the events

Description:

To compete with parties where alcohol is served, to minimize underage drinking and the use of fake IDs, and to minimize effects on residents and property, the Student Government sponsors Friday Midnight Movies at the local town movie theater. These provide an appealing activity for students, primarily freshmen. On a bi-weekly basis, the entire theater, complete with popular films on three screens, is rented for the students. By showing their college ID at the Student Government box office, students get a ticket for the movie of their choice.

The Student Government's operating budget absorbs the cost of staffing and

operating the box office, tickets, promotion, publicity, advertisements, and other incidental expenses. Advertisements are published weekly in the student newspaper, and information is promoted through the Student Government's Web site and the campus' cable TV. Four student volunteers collect tickets and monitor the sellout crowds.

Realizing that some of the films end after the town's "no parking" ordinance goes into effect at 2 a.m., the Student Government negotiated with the Chief of Police and the Mayor to ensure that students attending the movie do not get parking tickets. In addition, the Student Government established a late night shuttle bus for the Friday movies.

Healthy Lifestyles Program

North Adams State College

Contact:

North Adams State College
Enrollment: 1,729
Public, Four Year Institution
Kevin T. Clark
First Year Experience Coordinator
Published in 1997/98 Sourcebook

Objective:

- To promote alcohol-free activities for first-year students on traditional "party nights"

Description:

The Healthy Lifestyles Program begins by mailing all first-year residential students a Healthy Lifestyle Choice form to determine their interest in being housed on a Healthy Lifestyles residence hall floor. A follow-up call is placed to students who select this option to determine the nature of their commitment. At the beginning of the semester, information meetings are held with students who live on the Healthy Lifestyles residence hall floors to create activities for traditional "party nights."

These students plan and participate in a series of activities, including bowling, movies, games, skating, skiing, mall trips, and attending various on-campus events. Students who do not live on the Healthy Lifestyles floors, upperclass students from other residence areas, and those who typically choose to engage in "party behavior" are welcome to attend.

One outgrowth of this initiative is the development of a coffeehouse series which takes place on Saturday nights.

Learning Community Experience

University of Wisconsin – Madison

Contact:

University of Wisconsin – Madison
Enrollment: 40,305
Public, Four Year Institution

Aaron Brower, Ph.D.
Professor

Published in 1996 Sourcebook

Objectives:

- To create an environment that promotes healthy choices and behaviors
- To motivate academic learning
- To help students create a first-year experience that integrates their academic and social life

Description:

The program staff of the Bradley Learning Community (BLC), a freshman residence hall, developed a structured community in which residents feel well connected and integrated into the various components of student life. The Bradley Learning Community has three main features that are not shared programmatically by students living in other university housing arrangements. These are the integration of academic and social activities, involvement of faculty in students' lives outside of the

classroom, and a focus on community development within the residence hall.

Students have frequent and varied contact with faculty teaching in the program. Ten "Faculty Fellows" teach sections of popular courses in the residence hall, lead discussions with groups of students, help supervise the student's community service and interest cluster involvement, and serve as advisors and mentors to students in their academic and social decisions.

Some students participate in structured community service activities within the community surrounding the campus. The settings for these community service experiences are closely matched to the interests and strengths of each individual student.

Students also participate in "Reflective Journal Groups" which thematically integrate their social and academic activities during the year. These journal groups include discussions and reflections on broad topics, such as environmental concerns, the arts or technology. Student activities throughout the year are related to their journal groups.

During the first phase of this project, patterns of student culture and behavior at critical points throughout the academic year are documented. Results gathered are used to refine the focus and implement the ongoing longitudinal study of how healthy and thoughtful student choices and behaviors are best shaped by structured living/learning communities. Comparisons are made between the BLC students and others living in university residence halls to document the living/learning experience and its impact on the residents. A matched comparison group is identified on issues such as goals, expectations and aspirations. Individual academic and social behavior is also documented with noted changes on items such as grade point average and learning skills, academic progress, integration into the university community, drinking behavior, drunk-driving citations, alcohol-related health problems and/or injuries, and other health issues.

Living/Learning Contract

Yakima Valley Community College

Contact:

Yakima Valley Community College
Enrollment: 6,051
Public, Two Year Institution

Wendy Wallace
Coordinator
Student Resident Center
Published in 1996 Sourcebook

Objectives:

- To provide a healthy residence hall setting
- To involve students in the process of implementing standards for their own living environment

Description:

The Student Resident Center provides an on campus, multi-cultural, living and learning experience for students. The Center has adopted a living/learning contract that addresses, among other things, the issue of alcohol. The contract is a part of the living agreement between the college and the student resident.

At the beginning of the academic year, all student residents attend an orientation session. One of the activities of this session is to review the policies in the student handbook. As documented in the handbook, the college believes that students "should have the opportunity to set expectations for one another in their own community." At the same time it is acknowledged that established guidelines should reflect local, state and federal laws, as well as policies and procedures of the college. Included in the policies is the alcohol policy, which prohibits the possession, consumption, or furnishing of alcoholic beverages in the Student Resident Center and its adjoining grounds. At the end of the session, students sign a living/learning contract, acknowledging that they have been informed of the college's policies and procedures.

When a policy violation occurs, a clear procedure is enacted and a judicial review committee is convened. This committee, comprised of other residents, resident advisors and staff of the college, reviews the incident and makes a recommendation regarding appropriate disciplinary action.

College officials cite that, after instituting the living/learning contract, the annual damage to the residence hall was reduced to 20% of its prior amount. Further, reports of rape and other violent crimes decreased dramatically. As a result, the Student Resident Center has been recognized as a safer place to live, which has an increase in the number of residents and thus an increase in revenue.

Environmental and Targeted Approaches

Media Campaign

Bridgewater State College

Contact:

Bridgewater State College
Enrollment: 8,393
Public, Four Year Institution

Ann Doyle
Outreach Coordinator
Alcohol/Drug Education
Published in 1997/98 Sourcebook

Objectives:

- To change students' attitudes towards and patterns of use of alcohol and drugs
- To train peer educators to lead students through an alcohol/drug education program

Description:

McADOC (Media Campaign Addressing Drugs on Campus) is a peer-based alcohol and drug education and prevention program. Students selected to serve as McADOC peer educators become a member of either the production team or the promotion team after they receive training. The student peer educators conduct a media campaign and offer a range of programs on campus.

The promotion team offers educational programs, campus-wide events, and social marketing campaigns designed to change students' attitudes about drugs and alcohol and their use of these substances. The team creates ten 30-second video public service announcements (PSAs) each year; these PSAs are shown on campus and on the local cable station.

The production team is responsible for the production of the video public service announcements which requires the use of campus media services. The peers borrow video equipment to shoot the PSAs and then edit the public service announcements in the studio.

The promotion team conducts an ongoing awareness and educational campaign. Marketing is conducted through newspaper advertisements, flyers, information tables, and promotional items. McADOC peers also offer alcohol-free events on campus, including encouraging community members to perform during the "Open Microphone Night."

Midnight Madness

Baldwin – Wallace College

Contact:

Baldwin – Wallace College
Enrollment: 4,789
Private, Four Year Institution

Janie Ehrman, M.Ed.
Director
Health Center
Published in 1997/98 Sourcebook

Objective:

- To provide alcohol-free activities for students on a weekly basis

Description:

Midnight Madness was developed and implemented by students who represent Greek Life, Athletics, and other student organizations to provide an alternative to the traditional Wednesday bar night on campus. The College Recreation Center and the college Health Center sponsor activities that are offered from 11:00 P.M. to 1:00 A.M. each Wednesday. These activities include volleyball, floor hockey, indoor soccer, basketball, water sports, card games, board games, country line dancing, and self-defense. In addition, special activities such as "Velcro Olympics," "Sumo Wrestling," and "Bouncy Boxing" are offered. Free food, t-shirts, music, and prizes are provided each week.

Program assistance is provided by a graduate student from Student Life and the Director of the Campus Health Center. Funding is provided by a grant from the State Department of Alcohol and Drug Addiction Services. In addition, local businesses provide free food, t-shirts, water bottles, game tickets, gift certificates, and other in-kind services.

The program appears to be popular, with an average attendance of 2,200 students each week. Students appreciate the wide variety of activities, particularly the free food, and say they would have been partying at bars if the activities had not existed.

Natural High Club

Southwest Missouri State University

Contact:

Southwest Missouri State University
Enrollment: 16,349
Public, Four Year Institution

Terri Oehm, M.A.
Coordinator
Wellness Education
Published in 1997/98 Sourcebook

Objectives:

- To encourage students to make a conscious commitment to healthier living by participating in outdoor recreational activities
- To use positive peer pressure to influence students to choose alcohol-free social activities

Description:

Starting as a collaborative effort between professional staff in the Taylor Health and Wellness Center and the Recreation and Intramural Sports Office, the university's Natural High Club is a peer-led program. Students are the primary decision makers regarding club activities and goals. Natural High activities include social and educational meetings, co-sponsorship of outdoor adventure trips, community service, and participation in various campus events. Freshmen are the primary targets. Upperclass students serve as role models for freshmen, changing the perception that all college activities involve alcohol.

Marketing initiatives include collaborative

efforts with the campus news services department. Press releases are issued to the local media, flyers are distributed on campus, announcements are placed in the campus newspaper, and meetings are held in the residence halls and on campus. The Spring Break Giveaway is another strategy. This white-water rafting trip for two is the prize in a drawing. In order to enter, students must document that they attended the campus Health and Wellness Fair and visited a minimum of six exhibits or screenings.

Success of the Natural High Club is attributed to the strong support provided by the upper-level administration, the community, as well as the planning designed to meet the needs of students on campus.

Newspaper Media Campaign

State University of
New York College at Cortland

Contact:

State University of
New York College at Cortland
Enrollment: 6,588
Public, Four Year Institution
Catherine Layton, M.S.W.
Coordinator
Substance Education/Prevention
Published in 1997/98 Sourcebook

Objectives:

- To encourage students to critically examine their own heavy alcohol use behaviors
- To present humorous, eye-catching ads that will appeal to all groups on campus

Description:

"The Adventures of Dick" media campaign is an alcohol/drug awareness program that consists of a series of display ads published in the student newspaper. Targeted to all students, especially the drug and alcohol

users, the ad series depicts the antics of a fictitious college student, named Dick, and his heavy use of drugs and alcohol. This humorous, yet poignant, story of Dick's experiences with drinking and drug use provides a means through which college students can examine their own behaviors in a non-threatening manner. A female character, Dickette, is a recent addition to the series.

Each of the ads features multiple cartoon figures together with prevention messages. For example, one shows Dick forgetting his evening class and another ad shows him looking "un-cool" as the result of negative consequences associated with substance use.

The ads are created in cooperation with a student editor, who is responsible for graphics, layout, and publishing of the

campus newspaper. Ideas for "The Adventures of Dick" are generated through informal discussions in classes, with individual students, and with student groups. The humorous nature of both the Dick cartoon character and the text of the ads contributes to the broad appeal of this campaign. Because the circumstances in which Dick finds himself are not uncommon to college students, all students, whether users or non-users, can relate to him.

Anecdotal evaluation findings range from student-initiated discussions about Dick in classes and residence halls to students cutting out the ads and posting them in their rooms and apartments. Students look for the new ad each week.

Norms Correction Efforts

Washington State University

Contacts:

Washington State University
Enrollment: 19,571
Public, Four Year Institution

Jeanne Far, M.A., M.Ed.
Research Director

John Miller
Program Coordinator
Alcohol and Substance Abuse Prevention
Program
Published in 1997/98 Sourcebook

Objectives:

- To correct misperceptions about campus alcohol norms held by the campus' highest-risk group
- To document the program's effectiveness in correcting student misperceptions about alcohol practices and beliefs

Description:

Building on efforts to address misperceptions held by high-risk groups about campus alcohol norms, the norm correction program targets the Greek system and freshmen residence halls. Earlier programming documents that, when students' too-liberal misperceptions about beliefs and behaviors are changed, the amount of alcohol the students consume is reduced. The campus-wide program begins with responses to a questionnaire mailed to a random sample of students. Information regarding both estimated and actual beliefs and behaviors of students throughout the campus is summarized.

Subsequently, the same questionnaire is distributed to members who live in a fraternity or sorority house. During the scheduled in-house program, members are presented with their own house's findings, which are compared to those for the entire Greek system and the campus as a whole.

The discussion that follows this presentation is lively and engaging.

Responses to attitude questions, such as "drinking is never a good thing to do," to "a frequent 'drunk' is okay if that's what the individual wants to do," are also tallied. Participants indicate whether they think other students drink more or less than they do, and compare their estimates about other students with what these students report. Specific topics include alcohol consumption at a party, consequences of drinking, frequency of consuming alcohol, and overall quantity of alcohol consumed. The presentation discusses how often students are encouraged to drink more than they would like to, how often someone else's drinking interferes with what they want to do, and related questions.

While formal findings are not yet available, a general decrease in heavy drinking on the campus is noted.

Environmental and Targeted Approaches

Office of Alcohol and Other Drug Prevention Services

The College of Saint Rose

Contact:

The College of Saint Rose
Enrollment: 3,879
Private, Four Year Institution

John R. Ellis, M.Ed.
Director
Alcohol and Other Drug Prevention Services
Published in 1996 Sourcebook

Objectives:

- To implement a coordinated, comprehensive drug and alcohol prevention program
- To incorporate multiple strategies to affect the overall campus climate

Description:

A major component of this campus-wide program is the implementation of the Campus Climate Council (CCC). A group which meets monthly to assess the overall climate of the campus, CCC recommends and/or offers appropriate programs and activities that foster a happy, safe and educational environment for all campus constituencies. Consisting of student, faculty, administration and staff representatives, the group focuses on drug and alcohol prevention initiatives. When the CCC was formed, it was charged with three tasks: (1) to assess the attitudes and issues regarding alcohol and drug use and abuse on campus; (2) to study the impact of the attitudes and behaviors on the campus and the surrounding community; and (3) to recommend modifications and/or changes in policies, sanctions and programming in the area of alcohol and drug prevention. Outcomes anticipated by the college were a campus community that was more aware of the dangers of alcohol and drug use and

abuse, a drop in the consumption of alcohol by the student population, and a decrease in academic and judicial problems related to drug and alcohol use.

The CCC further attempts to integrate, coordinate and expand prevention programming for the college by working with various offices and groups that provide programming. Co-sponsoring or offering additional complementary programs is another strategy. Many of these programs are presented in residence halls or at special events. Programs have been provided at New Student Orientation, administrative meetings, Student Leadership Development retreats, and meetings of the Board of Trustees.

The prevention program's major goal is to expose all college constituencies to the physical, mental and social implications of the use and abuse of alcohol and drugs. One strategy is a massive multi-media campaign offered throughout the academic year, utilizing posters, handouts, brochures, newspaper articles, advertisements, balloons, videotapes, computer software programs and audiotaped public service announcements. Often the media campaign is designed to take advantage of regular holidays and events such as Thanksgiving, St. Patrick's Day, Spring Break and the Super Bowl. Examples of campaign materials are a card labeled "Wear a green ribbon on St. Patrick's day to support low-risk drinking choices" (10 specific strategies are also on the card) and the "Study hard and party smart" evaluation card which provides facts about alcohol consumption

(the card can be reformatted and used as a bookmark).

During National Collegiate Alcohol Awareness Week, the campus bookstore offers 20% off the purchase price of glassware for a specified period of time. The advertisement states "Just because it's a beer mug doesn't mean that you have to drink beer out of it!" The flyer suggests that the glassware could be put to good use as pencil holders, candy cups, paperclip holders, flower vases and non-alcoholic beverage glasses. A flyer called "The 10 Commandments of Low-Risk Drinking" includes items such as "Thou shalt not drink alcoholic beverages, if thou art under age 21"; "Thou may switch to alcohol-free beverages to prevent inebriation" and "Thou shalt not drink and drive nor drive and drink."

An additional environmental approach uses computer mousepads, which state that "Getting Drunk is like a Computer Virus" and adds lines such as "Your system might crash and cause serious damage," "You may lose something important such as a project or a relationship" and "Your system might suddenly and unexpectedly purge itself."

The Core Survey is used to document success. Reductions in the number of alcohol-related violations and vandalism are also measures of the program's effectiveness. In addition, increasing numbers of requests for alcohol-free social activities have been made. Further, faculty members are requesting more prevention information and programming in their classrooms.

Orientation Sessions

Concordia University
Dean College
Longwood College

Contacts:

Concordia University
Enrollment: 976
Private, Four Year Institution

Joy Alexander
Director
Student Services
Published in 1997/98 Sourcebook

Dean College
Enrollment: 650
Private, Two Year Institution

Jennifer A. Drake-Deese, M.A.
Coordinator
Counseling Services
Published in 1997/98 Sourcebook

Longwood College
Enrollment: 3,404
Public, Four Year Institution

Valerie Jordan, M.Ed.
Director
New Student Programs
Published in 1997/98 Sourcebook

Objectives:

- To provide new students with information about the negative consequences associated with alcohol abuse
- To promote heightened awareness concerning appropriate behaviors on campus
- To help students become more adept at predicting and intervening in potentially problematic situations

Description:

New student activities emphasize specific prevention messages and are particularly helpful in disseminating information about specific behaviors of concern on campus.

At Longwood College, theater majors and orientation leaders act out an evening of drinking at a party. Designed to show the direct correlation between the quantity and frequency of drinking and negative consequences, these skits give students the opportunity to discuss alternative actions for significant points in the story. Following the input from the students, the actors perform the skit again, incorporating better choices about alcohol throughout the skit.

At Dean College, the date rape segment is taken from the movie "Higher Learning" and pieced together to form a powerful vignette on the excessive use of alcohol

and date rape. Since the reality of the college scene is something the students can relate to, students are actively engaged in the session. Available for discussion at the session are professionals from Counseling Services, Public Safety, and Residence Life Coordinators. The involvement of these individuals from different locations on campus helps to heighten students' awareness. Focused questions (such as, "What exactly is considered rape?") and an emphasis on transitions, decision making, rape prevention, and the law help to make the program a success.

A mock rape trial is presented during orientation week at Concordia University. Entitled "The Line: When a Date Becomes a Crime," this realistic presentation encourages discussion of the individual characters in the story and emphasizes new perspectives on the word "no." Jury members are chosen randomly from the audience. During the time that the "jury is in deliberation," a question and answer session for students is led by a certified rape counselor and a local police officer. A local superior court judge officiates at the trial and lawyers represent the plaintiff and the defendant.

Environmental and Targeted Approaches

Orientation Videotape

Colorado State University

Contact:

Colorado State University
Enrollment: 21,914
Public, Four Year Institution

Jim Weber, M.S.W.
Director
Center for Drug and Alcohol Education
Published in 1997/98 Sourcebook

Objectives:

- To correct students' misinformation about alcohol use on campus
- To reduce alcohol use and the negative consequences of alcohol misuse by first-year students

Description:

"To Drink or Not to Drink" is a 10-minute videotape designed for first-year students. Produced through the collaboration of the Center for Drug and Alcohol Education, Residence Life, the Preview Orientation Program, Campus TV, and the Technical Journalism Department, the video features the 30 percent of on-campus students who choose not to drink alcohol. Students are asked on film to explain why they choose not to use alcohol and to comment on the challenges that have arisen due to their

decision, what they do instead of drinking alcohol, and ways that they have been rewarded for not using alcohol. Some of the footage shows students speaking in their peer groups, which accept and support them.

The diversity of the university's community is acknowledged by featuring a representative sample of students. In addition, student diversity is highlighted in the many reasons cited for not drinking alcohol.

Passive Programming Techniques

University of Alaska Anchorage

Contact:

University of Alaska Anchorage
Enrollment: 17,808
Public, Four Year Institution

Bruce Schultz, M.A.
Assistant Dean of Students
Published in 1996 Sourcebook

Objectives:

- To target a broad range of students in various campus environments
- To provide students with information, tools, skills, and resources to make educated choices

Description:

Based on outcome assessments from prior campus efforts addressing alcohol education, the campus leadership determined that passive programming efforts would be more effective in getting messages across to a largely commuter campus population. Thus, the Campus Alcohol Team emphasizes passive programming techniques during their year-long activity. The team approach targets a broad range of students in various campus environments. All programs and

events are linked to the goal of providing students with honest and accurate information, tools, skills and resources, so that they are able to make educated choices regarding the use of alcohol.

In the "90 Proof Tales" initiative, university police officers are invited into the residence halls to tell tales involving the sometimes deadly mixture of students and alcohol. High student turnout for these events is based in part on addressing real life alcohol situations on campus in the relaxed atmosphere of the residence hall.

The "80 Proof Passion" or "Sex Under the Influence?" uses professional staff members from the Counseling Center to discuss, in a conversation group format, the impact that alcohol has on one's decision-making abilities. The local television station has filmed the session for news broadcasts.

Students dressed as Vince and Larry, the crash dummies, travel the campus from end to end revealing the consequences of drinking and driving to students.

Students report being able to connect with the visual reminders regarding drinking and driving. In addition, several faculty members request that Vince and Larry bring their message to their classes.

Other approaches during National Collegiate Alcohol Awareness Week include resource displays (decorated tables match the week's theme), videotapes (played continually for students to watch during class breaks), and mocktails (served in a bar-like atmosphere in a high traffic area of the campus center). A program entitled "Thinking About Having Sex?" involves an interactive presentation highlighting the role of alcohol in sexual decision-making. Another workshop ("Alcohol-Making Choices!") discusses how alcohol may affect one's ability to make responsible choices. Scenarios such as driving under the influence, unsafe sex, and the university's judicial consequences are part of the workshop.

Environmental and Targeted Approaches

P.E.P. Choices

Northern Kentucky University

Contact:

Northern Kentucky University
Enrollment: 11,637
Public, Four Year Institution

Melissa Eversole, M.Ed.
Student Wellness Coordinator
Published in 1997/98 Sourcebook

Objective:

- To create, through peer leadership, a campus environment that values responsible and low-risk choices concerning alcohol use

Description:

The Peers Educating Peers (P.E.P.) Choices Program is designed to educate students about alcohol and to motivate them to make informed choices concerning alcohol use. During the fall semester, the P.E.P. Choices Program targets incoming freshmen by presenting alcohol problem prevention education classes. In addition, the peer educators work with students in the community's middle and high schools. Peer educators receive a small stipend

and academic credit through the Service Learning Program.

This program bridges the gap between area high schools and the campus. Virtually all students commute, and most live in the surrounding communities and have attended the area's high schools. The hope is that attention to the high school students will ultimately promote prevention for the university when these students matriculate to the campus.

Pledge Workshop

University of Pennsylvania

Contacts:

University of Pennsylvania
Enrollment: 22,148
Private, Four Year Institution

Kurt Conklin, M.A.
Health Educator

Kate Ward-Gaus, M.S. Ed.
Health Educator
Published in 1997/98 Sourcebook

Objectives:

- To help newly accepted Greek pledges to understand the risks associated with alcohol abuse
- To reduce incidents of alcohol-related sexual violence and assault

Description:

The "Alcohol Abuse and Sexual Violence" workshop was designed for newly accepted pledges to the Inter-Fraternity Council, Panhellenic Council, and Bicultural Inter-Greek Council. Three coed teams of peer educators are trained, with each team member specializing in either alcohol abuse issues or sexual violence and sexual assault. The workshop is presented to 700 students each year, and fraternity and sorority pledges are assigned to a group and attend a session hosted in a chapter house.

The workshops' content includes "party expectations (hopes and realities)," values clarification, real-life scenarios, and discussions

on how to create a healthy campus. They are facilitated by D.A.R.T. (Drug and Alcohol Resource Team) and S.T.A.A.R. (Students Together Against Acquaintance Rape) – two peer education programs.

Evaluation of the workshop indicates that the majority of students believe the workshops have increased their understanding of the topic. One of the most encouraging areas of impact is with the leadership of the Greek system: an increased level of involvement and accountability appears to have resulted in the leaders having a greater awareness of the importance of their roles and in their willingness to serve as role models of responsible behaviors and choices.

Presentations on Alcohol Advertising

San Francisco State University

Contact:

San Francisco State University
Enrollment: 28,000
Public, Four Year Institution
Michael Ritter, M.S.
Coordinator
Prevention Education, Counseling &
Psychological Services
Published in 1997/98 Sourcebook

Objectives:

- To assist students in developing critical-thinking skills
- To help students understand strategies used in advertising alcohol products

Description:

The peer education organization C.E.A.S.E. (Creating Empowerment through Alcohol and Substance Abuse Education), designs slide shows for students presentations.

A slide presentation with accompanying script, "African Americans and Latinos as Targets of the Alcohol Advertising Industry," was developed by C.E.A.S.E. and presented in Critical Thinking classes. This slide show has become part of the curriculum and is presented in other courses in Counseling, Ethnic Studies, and Human Sexuality.

Another slide presentation prepared by the C.E.A.S.E. peer educators is "Exploitation of Women by the Alcohol Advertising Industry." Ads presented here include

those with messages about women and men, power and relationships, sexuality, domestic violence, and risky sexual behavior that may occur while under the influence of alcohol.

The slide presentations are frequently shown in residence halls and at campus awareness events, and they are often presented in cooperation with other student groups and peer programs.

In the classroom and residence hall discussions that follow the presentations, students are encouraged to identify promotional strategies. The non-threatening and non-preaching style promotes enjoyment.

Presentations For Athletes

Buffalo State College

Contact:

Buffalo State College
Enrollment: 11,350
Public, Four Year Institution
Alice Sullivan, M.S., R.N.
Published in 1997/98 Sourcebook

Objectives:

- To provide accurate research-based information to student athletes
- To reduce risks associated with the abuse of drugs and alcohol
- To promote low-risk choices among athletes

Description:

The mandatory Alcohol and Drug Education Program for Student Athletes encompasses two 60-minute sessions; each session is offered twice to reduce scheduling conflicts for the athletes. Students must complete the program before their sport begins or in the early part of the season. The presentations are also videotaped and shown to athletes who are unable to attend because of illness, work, or academic responsibilities. Topics include risks associated with

abuse of alcohol and drugs, issues related to abuse and addiction, and risk reduction information. A combination of lecture, visual aids, and questions and answers, stimulates the group input. Handouts, which are kept to a minimum, focus on risk reduction, community resources, and assisting others. To promote a comfortable learning environment, coaches are not allowed at the presentations.

Environmental and Targeted Approaches

Project SAVE the TIGERS

Clemson University

Contact:

Clemson University
Enrollment: 16,318
Public, Four Year Institution

Parvin Lewis, M.A.
Director of Health Education
Published in 1997/98 Sourcebook

Objectives:

- To change the campus culture regarding substance use
- To empower non-using or occasional using by providing resources and social alternatives
- To enhance existing peer programs that supplement the overall mission

Description:

While prior initiatives focused on the problem of alcohol and drug use and abuse, Project SAVE the TIGERS (Student Alcohol [drugs] and Violence Education the Tigers Initiate to Gain Empowerment Regarding Substances) emphasizes those who choose not to use or abuse alcohol, do not condone illegal drug use, and do not tolerate nor participate in violent acts. The ultimate goal is to develop a collaborative staff effort to further institutionalize these education and prevention initiatives.

Overall, the design is a thoughtful array of culture and life-style reinforcing alternative programs with alcohol-free events, retreats for identified student populations, and expanding electives of courses, programs, and educational efforts.

Central to the effort are the peer health educators, who assist with peer training in health-related concerns. To expand this role, an entertainment/student alcohol-free program committee helps develop and implement activities that focus on arts and talents, self-assertiveness workshops, drama and theatrical activity, and physical improvement. In addition, there is a network of student groups that believe in healthy lifestyles, including Blue Key (an honorary fraternity), Clemson Cares (a women's service group), and Students for Social Concerns (promoting awareness of social problems).

By establishing mainstream social opportunities and activities under the theme of "Naturally High," major campus alcohol-free social events are offered to compete directly with events that promote alcohol use. Activities include midnight olympics, outdoor movies, and concerts at the

amphitheater, and co-sponsoring the "Campus Sweep Community Service Activity." Other sponsored activities include a network of alcohol-free tailgaters for football games and convening student leaders to apprise them of campus substance use data.

The educational program is enhanced by expanding the University's On-Campus Talking About Alcohol (OCTAA) Course to a pilot group of first-year students. Course curriculum includes infusion of the educational program into courses such as freshman English Composition. In addition, a newsletter that contains information about alcohol-free events and activities is offered.

Evaluation includes comparisons with benchmark data of use and abuse provided by the Core Survey. In addition, each program is evaluated by attendees. Finally, focus groups gather on an annual basis to discuss students' thoughts, reflections, and expectations. These focus groups complement the "Continuous Improvement Initiative Employed Elsewhere in Student Affairs."

Protocol for Students Abusing Alcohol

Saint Michael's College

Contacts:

Saint Michael's College
Enrollment: 2,665
Private, Four Year Institution

Michael Samara, M.Ed.
Vice President of Student Affairs

Megan Powers, M.S.
Coordinator
Alcohol Education and Programs
Published in 1997/98 Sourcebook

Objectives:

- To provide standardized procedures for students who abuse alcohol
- To keep the campus free from conditions that increase the risk of harm from alcohol

Description:

For students who choose to use/abuse alcohol, an extensive protocol is followed. This process allows students to take responsibility for inappropriate behaviors that accompany drunkenness. Further, a sincere effort is made to work with students so that they make more appropriate decisions.

Initially a decision is made by Student Life and Campus Security staff members regarding whether or not the intoxicated student should be transported to a protective care facility off-campus, i.e. ACT I (Alcohol Crisis Team). A comprehensive follow-up process includes meetings with one or several departments on campus based on individual needs. These include Health Services, Campus Ministry, Student Life,

New Student Programs, Sophomore Development, International Studies, and the Mobilization of Volunteer Efforts. These offices provide opportunities for positive connections and mentor relationships. Likewise, a framework exists within which the student may accept responsibility, as well as explore the reasons, for his/her use of substances.

Students are also referred to the Office of Alcohol Education and Programs and participate in an assessment interview. The required alcohol education class incorporates information about substances, policies, resources, and personal values and attitudes.

Environmental and Targeted Approaches

Safe and Responsible Bartender Training

Wheeling Jesuit University

Contact:

Wheeling Jesuit University
Enrollment: 1,482
Private, Four Year Institution

Daniel Caron, M.S.
Director
Wellness and Drug Education
Published in 1996 Sourcebook

Objectives:

- To address underage drinking and problem drinking
- To reduce alcohol-related problems and their relationship to student grades, mental health and campus life

Description:

Safe and Responsible Bartender Training program addresses unsafe, underage drinking issues from both a "patron safety" and "business responsibility" perspective. This program was initiated to address the negative effects of heavy alcohol consumption by both underage and of-age students that was being felt on campus

when students returned from bars. Typical policing efforts by law enforcement officials are limited because bars are recognized and treated as "private clubs." Student patrons consumed large quantities of alcohol, with resulting problems affecting many areas of college life such as student grades, physical and mental health, and campus community relations.

A campus-based committee brainstormed solutions to this problem and a meeting with the local neighborhood association followed to determine appropriate strategies. Local officials cited problems from students including vandalism and excessive noise in their neighborhoods. The strategy chosen was a state-sponsored bartender training program, which the state's Alcohol Beverage Control Commission agreed to provide. The Safe and Responsible Bartender Training features a mental health professional, an enforcement officer from the state Alcohol Beverage Control Commission and the County Prosecutor.

Letters of invitation to attend the training program were initially sent to each of the nine area bars. Since this did not generate enthusiastic support from the bar owner/managers, letters of invitation were again distributed to each bar, with copies of the invitation sent to the invited guest speakers, including the enforcement officer from the commission. This "convincing" letter of invitation resulted in a 100% response rate. Additional participants included college students, concerned neighborhood association members and the media.

Following the training program, it appeared that the "silence was broken" concerning the issues of underage drinking and patron intoxication. Community support to address these issues was generated. Specifically, one troublesome establishment was cited for various violations after this program, and was eventually closed.

Screening For Alcohol Abuse

Stephens College

Contact:

Stephens College
Enrollment: 889
Private, Four Year Institution
Cherie DuPuis, M.S.N.
Director
Student Health Services
Published in 1997/98 Sourcebook

Objective:

- To help students make healthy lifestyle choices

Description:

Because resources for addressing alcohol abuse have been reduced, current efforts focus on promoting individual students' success. In the Student Health Service, students are screened for alcohol problems during physical exams as part of the professional workup for sexually transmitted diseases, unplanned pregnancy, stress symptomatology, and after accidents.

A health survey is conducted with all incoming students during orientation; collecting information from students on alcohol issues is a significant goal of the survey. Questions include self-reported experience with driving after drinking,

using alcohol while participating in water sports, consuming five or more drinks on at least three days in the prior month, and using alcohol before the most recent sexual exposure.

Through the personal nature of the relationship between staff and students, students are given the message that excessive drinking is an obstacle to academic success. Staff discussions are conducted to help remove the obstacles to a healthy lifestyle, and Student Life professionals meet weekly to identify at-risk students and initiate plans for helping them.

Environmental and Targeted Approaches

Sexual Assault Peer Education Program

Brown University

Contact:

Brown University
Enrollment: 7,174
Private, Four Year Institution

Toby Simon, M.Ed.
Associate Dean of Student Life
Published in 1996 Sourcebook

Objectives:

- To promote an understanding of alcohol's relationship to dating, violence and sexual assault
- To enhance communication skills and sexual interactions

Description:

The university implemented the Sexual Assault Peer Education (SAPE) program in response to the need to implement strategies to address alcohol and violence in relationships. The SAPE program addresses issues such as dating abuse, sexual violence and miscommunication.

The goal of the program is to help students to enhance communication skills and sexual interactions.

The SAPE program began by training 90 female and male university students selected to become Sexual Assault Peer Educators. These students participate in an extensive 25-hour training program in the spring where they learn about and discuss the many aspects of sexual assault and dating violence. In addition, they learn group facilitation and basic counseling skills. They also evaluate themselves and decide whether they feel ready to address such an emotionally charged and sometimes difficult issue. The training also includes alcohol's role as a social and

sexual lubricant, the linkage of alcohol use with the possibilities of reckless behavior, the reduction of capacities for good judgment and the impairment of communication abilities.

The Peer Educators conduct a mandatory session on sexual assault for all first-year students where the relationship between alcohol and dating violence and sexual assault is discussed. The Peer Educators also provide leadership for the first-year orientation meeting on "Sex Without Consent," which is a theater piece and traveling road show. Peer Educators who want to be involved must attend rehearsals and an additional training program, which is approximately 40 hours in length.

Evaluation includes Consumer Satisfaction Surveys following the program. First year students are randomly selected and encouraged to respond to a telephone survey soliciting their reactions to the program. Written surveys are also distributed to counselors based in the residence halls.

Social Influence Campaign

Northern Illinois University

Contact:

Northern Illinois University
Enrollment: 23,181
Public, Four Year Institution

Michael P. Haines, M.S.
Coordinator
Health Enhancement Services
Published in 1996 Sourcebook

Objectives:

- To incorporate an environmental intervention through campus-wide programmatic efforts
- To change the perception of heavy alcohol use among students
- To reduce the heavy use of alcohol and its related negative consequences among students

Description:

The social influence model is primarily a media intervention model; interpersonal support is also integrated into the approach. To influence the behaviors of students, the principal media source used is the campus newspaper, because it is read by more than 60% of the student body daily. A secondary media approach used is the distribution of handout materials at public information events and the placement of them in campus literature boxes.

The content of the initiative is based on facts gathered from campus-wide surveys; these facts are presented in a positive

manner. To correct the misperception about campus drinking norms, one advertisement called "The Facts about Drinking at NIU" states "Most NIU students (84%) did not cause physical harm to self or others as a consequence of drinking." Similarly "Nearly all NIU students (97%) disapprove of drunkenness which interferes with responsibilities." Another poster is titled "Did You Ever Wonder How You Compare To A Typical NIU Student?" This poster's "good news" presents the results of the campus survey showing that most college students are healthy people. Examples of this fact include the statements that exercise is popular and that heavy drinking has decreased.

Another campaign is called "Students Speak..." which reports good news such as, "two-thirds of NIU students drink five or fewer drinks when they party."

One final example is called "Alcohol Myths" which presents facts to counteract two myths. The first is "A Near Myth" which is, "I'm a better driver when I've been drinking, I drive slow so it's safer," and the second is an "Achilles Myth" which is, "Mixing different types of alcohol will make me drunk and give me a hangover."

Pilot testing of the campaign materials is conducted using small groups, focus groups

and "mall intercept" interviews. These pre-tests develop the messages and judge which are appropriate and effective. Post-testing determines the scope and depth of the intervention.

Interpersonal support is provided through a concentrated effort to reinforce social influence messages in all interpersonal contacts. Informational presentations are made in academic classes and student groups, such as "Social and Individual Patterns of Alcohol Use," INFOPAX (a do-it-yourself educational kit that assists students to make presentations), and the educational series entitled SUDDS (Students Understanding Drinking, Drugs and Self).

The Social Influence Campaign component is evaluated through an annual survey to determine student drinking behaviors, assess behavior and perceptions, and identify alcohol-related negative consequences. Program planners cite a significant reduction in the perception of heavy drinking along with a parallel reduction in actual heavy drinking. After one year there was a 16% reduction in drinking. As the project continued through 1995, there was a 35% reduction in drinking and a 34% reduction in alcohol-related injuries.

Environmental and Targeted Approaches

Student Health Education Volunteer Project

Marshall University

Contact:

Marshall University
Enrollment: 12,461
Public, Four Year Institution

Carla Lapelle, M.A.
Coordinator
Student Health Education Programs
Published in 1997/98 Sourcebook

Objectives:

- To encourage students to participate in community service activities
- To offer alternatives to alcohol and drug use

Description:

This initiative promotes environmental change as a means of reducing high-risk behavior among students. Involving a wide variety of students and offering opportunities for developing community within groups (such as residence hall floors and academic classes), this volunteer project encourages formal and informal groups to participate in community service activities. Examples include building a playground for a day care center, painting a residential facility for youth, and helping in organizations' fundraising. Through this process, students have the opportunity to form a community in which they can learn life

skills and develop attitudes consistent with the non-use of drugs or alcohol. In addition, these community-based activities promote non-violent, non-substance-using alternatives and the values of caring and the building of community. An incentive is offered to encourage groups to participate in community service: groups may receive \$1 per person per hour, half of which goes to a charity of their choice. This incentive is provided as an initial motivation to volunteer; however, it is hoped that, once the students feel a part of the community, they will continue to volunteer for the intrinsic rewards.

Two graduate assistants (GAs) determine community service projects in the area surrounding the campus and match campus groups to these activities. Groups may be organizations, classes, or residence hall floors. To promote interest, GAs contact residence hall staff, organization officers, and class instructors; in addition, they post flyers on campus and place ads in the campus newspaper to solicit volunteers for projects.

To prepare groups for their activities, GAs meet with each group at least three times. Initial discussions include clarifying

expectations, establishing group goals, and planning work activities. During the implementation of the service activities, GAs transport group members in university vehicles, as needed. They also oversee activities to ensure that safety concerns are heeded and that the community host is satisfied with the work being done. GAs participate in the activity with the group and follow-up with a discussion of individual observations, comparisons with other experiences, challenges, and personal learning.

Public recognition is provided to make volunteerism more visible and to promote participants' pride in their accomplishments. A plaque hung in the student center lobby expresses appreciation for service projects and individually lists students and the community organization for which they volunteered.

Evaluation is conducted through implementation of a health risk behavior survey. Trends regarding substance use and violence are tracked, and correlation of results is monitored. The fact that virtually every individual who has volunteered has asked to be included in future projects is encouraging.

Talk Show for New Students

State University of
New York College at Geneseo

Contact:

State University of
New York College at Geneseo
Enrollment: 5,719
Public, Four Year Institution

Julie White, M.S.
Health Educator
Published in 1997/98 Sourcebook

Objectives:

- To promote low-risk drinking behaviors among students
- To provide an opportunity for incoming students to discuss beliefs and behaviors related to alcohol and sexuality
- To provide students with non-drinking and moderate-drinking role models
- To correct misperceptions about college alcohol norms

Description:

A new student orientation program, "College in the Raw: Students Speak Out," emphasizes the potential negative consequences of alcohol consumption. Using a talk show format, students sit on a panel and discuss their beliefs and behaviors

related to alcohol and sexuality. A five-hour training session regarding the power of social norms to influence individual behaviors is held prior to the presentation for students who serve on the panel and for Orientation Advisors. The panel comprises six students who demonstrate various drinking patterns and experiences – two non-drinkers, two moderate drinkers, and two heavy drinkers, with a male and female in each of the classifications. One of the non-drinkers is an adult child of an alcoholic, while one of the moderate drinkers has experienced a sexual assault while drinking. Each of the heavy drinkers has experienced negative consequences, including poor grades, relationship problems, and unsafe sex. While the audience is not informed of this until after the presentation, some of the students are playing roles while others are using their real-life experiences.

Following the presentation, the audience asks questions and challenges many of the statements made. This is followed

by a brief slide show that examines social messages about alcohol in popular advertisements and highlights statistics from the Campus Core Survey that illustrate that most students on campus do not have unhealthy drinking attitudes and moderate their consumption of alcohol. The presentation ends with an inspirational video called "Celebrate Living," which challenges students to make a difference in their community. Following this large-group presentation, the smaller groups engage in discussions led by Orientation Advisors. Students talk about the issues raised and more personal questions are addressed.

Training prior to the presentation includes five hours for students who serve on the panel and instruction of Orientation Advisors in the power of social norms to influence individual behaviors.

The program is consistently rated as one of the top two presentations provided at orientation.

Environmental and
Targeted Approaches

Targeting Sub-Populations

Oakland University

Contact:

Oakland University
Enrollment: 13,600
Private, Four Year Institution
Barbara E. Talbot, Ph.D.
Coordinator
Substance Abuse Prevention Program
Published in 1997/98 Sourcebook

Objective:

- To address the unique needs of sub-groups of students considered to be at risk of abusing alcohol

Description:

The Counseling Center provides leadership and expertise to address the specific needs of sub-groups of students who are identified by needs assessment activities and other research methods as being "at risk." First-time violators of the university's alcohol policy attend an alcohol education program and must demonstrate a specified level of awareness following completion. Individuals who are depressed are identified through publicity efforts. Support services are available for single/divorced mothers and gay/lesbian students.

The most widely recognized "at risk" student sub-group, Adult Children of Alcoholics (ACOAs), is also served by a support group. Students interested in attending this therapist-facilitated group are first interviewed by the group's co-facilitators, and students suspected of having their own substance abuse problems are referred for substance evaluation and/or counseling.

Underage Drinking Task Force

St. Louis University

Contact:

Saint Louis University
Enrollment: 11,243
Private, Four Year Institution
Julie Saker, M.S.
Associate Vice President for
Student Development Programs
Published in 1997/98 Sourcebook

Objective:

- To identify cooperative strategies to reduce heavy drinking

Description:

In recent years, university staff and students have noticed a significant reduction in underage alcohol use on campus; this reduction is accompanied by a concern that underage drinking in neighborhood establishments may have increased. University representatives participate in the city's Underage Drinking Task Force, which consists of local bar owners and city and state liquor control officials, and conducts discussions regarding student drinking. The university emphasizes strict enforcement of the valid identification card requirement, as well as the elimination of

bar "specials" that encourage students to drink heavily.

Several outcomes have emerged from these discussions. Heavy drinking games have been eliminated by the bar owners, and training programs for alcohol servers have been enhanced to better identify false identification cards.

The university's Study of Alcohol Incidents shows a 45 percent decrease in the number of violations over the past two years. Anecdotal feedback from students indicates that there is a reduction in students' ability to use false identification cards at local alcohol beverage establishments.

Weekend Social Activities

Middlesex Community College

Contact:

Middlesex Community College
Enrollment: 6,021
Public, Two Year Institution
Judith Ramirez, R.N., M.S.W.
Director
Alcohol, Other Drug & Violence
Prevention Program
Published in 1997/98 Sourcebook

Objectives:

- To provide opportunities for student-planned programming
- To positively influence students' perceptions of alcohol-free social activities

Description:

In its implementation of alcohol awareness initiatives, the College has traditionally emphasized weekday activities since all students are commuters. These weekday activities have been well attended. In extending the program to weekends, the challenge is to influence student attitudes and behaviors through approaches that attract students and relate to their life experiences.

Weekend events are planned by a special student advisory committee which includes student representatives chosen because they represent a cross-section of the college population. Members are students from the Activity Board, International

Club, Criminal Justice Club, and the Association for Wellness and Related Education.

The kickoff weekend event, "Joey and Maria's Wedding," was held on campus on a Saturday and was sold out. The campus cafeteria was transformed into a wedding reception hall complete with a disk jockey, wedding cake, centerpieces, and a buffet catered by the campus food service.

Other events included a formal dance, an art auction with objets d'art brought in from New York, a psychic fair, and a hypnotist. To reach the maximum number of students, the events alternate between the college's two campuses.

Wellness Program

Southeast Community College –
Lincoln Campus

Contact:

Southeast Community College –
Lincoln Campus
Enrollment: 6,240
Public, Two Year Institution
Jara Carlson
Wellness Coordinator
Published in 1997/98 Sourcebook

Objectives:

- To address the unique needs of vocational and academic transfer students
- To promote numerous wellness activities

Description:

To accommodate scheduling difficulties, many activities are planned during lunch hour and class breaks. These wellness initiatives provide a variety of opportunities for students and staff to enhance their well-being. One approach is to have brown bag lunches with speakers in the cafeteria, another is to hold classroom presentations. In yet another approach, the fitness center provides fitness evaluations, instructions, classes, and incentive programs. The Campus Wellness Committee collaborates

with the wellness coordinator, who provides leadership and services. A credit class is offered on alcohol awareness, disease prevention, nutrition, stress management, and fitness. A Web page is available to share ideas of wellness programming. Linked to many health entities on the internet, the Web page also promotes campus activities.

Attendance at the Wellness Center has increased more than four-fold during the four years of the program's existence.

Environmental and
Targeted Approaches

Additional Environmental and Targeted Approaches

Alternate Spring Break

Maryville University of St. Louis

Enrollment: 2,273

Private, Four Year Institution

Pam Culliton, R.N.

Director of Health Center

Published in 1997/98 Sourcebook

Objective:

- To offer students the opportunity for an alcohol-free Spring Break that is service-oriented

Description:

Initiated with a federal grant, this strategy promotes an alcohol-free effort where students can “build friendships as they help build a community.” The initiative is designed to provide students with a safe Spring Break at an affordable cost, while they are engaging in meaningful and fun activities without the use of alcohol or other substances. This program was initiated in 1994; and, over each of the four years of the project, services have been offered to “Habitat for Humanity.” Interested students participate in an interview and a selection process, followed by a group meeting which promotes team building. Because of staffing constraints, work groups are limited to approximately 10-20 people. A contribution of \$50 per person is requested to help cover the cost of materials.

Athlete and Greek Alcohol Course

Keene State College

Enrollment: 4,736

Public, Four Year Institution

Jim Matthews

Special Assistant to the Vice President

Published in 1997/98 Sourcebook

Objective:

- To promote healthy choices among high-risk groups

Description:

All new athletes and new affiliates of the campus fraternity and sorority system are required to attend a one-credit course entitled “Alcohol and Personal Health,” which is based on the On-Campus Talking About Alcohol Program. The Athletic Department is responsible for selecting the dates, and coaches strongly encourage new players to participate. The presidents of the fraternities and sororities have a self-imposed requirement that all new members must attend the course. Offered one weekend each semester, students receive academic credit through the Human Services Department.

First Year Student Strategies

Miami University

Enrollment: 15,601

Public, Four Year Institution

Susan Vaughn

Director

Office of Judicial Affairs

Published in 1997/98 Sourcebook

Objectives:

- To reduce risk for problems among first-year students
- To facilitate conflict resolution and reduce acts of violence

Description:

This multi-faceted approach for first-year students incorporates a needs assessment, a prevention curriculum, training of prevention facilitators and peer mediators, and awareness and information. The training and awareness help students reduce their risk for alcohol problems by following a systematic process. Students are encouraged to make whatever changes they find most helpful to them. Peer educators and peer mediators work closely with university staff to model, teach, and facilitate appropriate and healthful behaviors and attitudes.

Prevention Perspectives Newsletter

Indiana University – Bloomington
Enrollment: 35,063
Public, Four Year Institution

Nancy Riggert
Director
Alcohol/Drug Information Center
Published in 1997/98 Sourcebook

Objective:

- To heighten the university community's awareness of the Alcohol/Drug Information Center's resources

Description:

The Prevention Perspectives Newsletter is published three times a year by the Alcohol/Drug Information Center. The newsletter promotes the center's programs and services and is distributed to nearly 1,000 individuals. It is targeted toward an audience of Residence Life staff, student leaders, academic deans, and unit directors. Since staff from the Alcohol/Drug Information Center present formal programs only upon request, the center's success is related to publicizing the availability of its resources.

Promoting Student Success

North Adams State College
Enrollment: 1,729
Public, Four Year Institution

Charlotte F. Degen, M.Ed.
Associate Dean of Students
Published in 1997/98 Sourcebook

Objective:

- To focus campus attention on successful students

Description:

Most of the students attending the institution are the first in their families to attend college. A program was designed to help them understand the college experience and to promote clear messages about being successful at the institution. Strategies focus on depicting desirable images of students' lives: posters placed throughout the Campus Center illustrate students in class, exploring new opportunities, and having fun. These images are selected for their value in expressing the productive aspects of college life. Also in the Campus Center is a Student Achievement Lounge, where a list of current student achievers is displayed twice each academic term.

Environmental and Targeted Approaches

