

**Alcohol and Other Drug Prevention Models on College Campuses Grant
Competition
1999 – 2007 Grantees***

1999

Bowling Green State University

BGSU Peer-Based Misperception Program

Project Director: Terry Rentner

Bowling Green State University's program was designed to change student attitudes, behaviors, and the campus social environment. Surveys were conducted to determine differences between the realities of student drinking and the perceived or imagined values and behaviors of students regarding drinking. The results indicated that students typically believe that their peers drink much more than is actually the case. These results were presented in focus groups where students were encouraged to discuss the misperceptions and their influence on campus culture. Group members were also asked what types of messages they would respond to, and what kind of campus programming would be appealing. An "I Don't Drink as Much as You Think" campaign was launched using creative mass media and interpersonal appeals to change misperceptions of drinking norms. The combination of small group surveys and focus group discussions was again implemented the following year, this time targeted to high-risk groups such as fraternities and sororities, athletics teams, and first-year residents. Data indicate that the gaps between the perceived drinking norms and the actual norms are being corrected. In addition, excessive drinking rates decreased by 2.5 percent, 4 percent fewer students experienced pressure to drink, and 4 percent fewer students heard others bragging about their drinking.

Hobart and William Smith Colleges

The HWS Alcohol Education Project

Project Directors: Wesley Perkins and David Craig

Hobart and William Smith Colleges' program initiated a comprehensive social norms campaign to reduce harmful, exaggerated misperceptions about how much drinking occurs among students and to reduce actual alcohol abuse. The project involved the development of innovative social marketing strategies as well as new strategies for teaching about alcohol, other drugs, and violence in the academic curriculum. Major activities included (1) a print and poster mass-media campaign based on local survey data to reduce drinking myths; (2) an interdisciplinary course on alcohol abuse; (3) an electronic multimedia campaign that brings the content of both the social norms print media and the interdisciplinary course to computers across campus and to the World Wide web (www.hws.edu/alcohol); and (4) a faculty and student-teacher training initiative for infusing alcohol and other drug information into the curriculum across academic programs and for community coalition building. Along with substantial reductions in student misperceptions of peer drinking norms, follow-up program assessments have demonstrated a 21 percent reduction in actual frequent heavy drinking. During this same period, students reported a 31 percent

* The program was not funded in 2002 or 2003.

reduction in missed classes, a 36 percent reduction in property damage and a 40 percent reduction in unprotected sex due to drinking.

University of Arizona

The University of Arizona Social Norms and Environmental Management Model Alcohol Prevention Program

Project Director: Koreen Johannessen

The University of Arizona's program has demonstrated the effectiveness of a two-pronged alcohol abuse prevention program that reduced heavy drinking by 29 percent in a three-year period. The program also significantly reduced the incidence of negative consequences of heavy and high-risk drinking among college students. The social norms approach, the first prong, based on the knowledge that students overestimate alcohol use among their peers, exposed the difference between actual and perceived drinking norms. Through a newspaper and poster ad campaign and through working with policymakers and community groups, information on actual norms was broadcast campuswide. Environmental management, the second prong, identified specific policy and enforcement changes needed around drinking. Student leaders and administrators worked closely with campus health, campus and community police, and student and community affairs offices on shared issues of campus/community safety. Targets for action included large campus celebrations such as Homecoming, Fraternity Bid Night, and chapter parties. Emphasis was placed on consistent and early (in the semester) enforcement of policies and laws related to underage drinking; type, amount, and service of food and alcohol at parties and large events; elimination of open parties; dramatic reduction in access to alcohol during athletics events; and elimination of alcohol sponsorship campuswide. Specific activities encouraged safer neighborhoods and good-neighbor policies and community partnerships to reduce underage access to alcohol in the community.

The Pennsylvania State University

Assessing Alcohol-Free Alternative Activities: The Penn State "HUB Late Night" Program

Project Director: Dolores Maney

Pennsylvania State University's alcohol-free "Late Night-Penn State" is a comprehensive alternative activity program offering students multiple forms of free entertainment as a means of curbing high-risk drinking. The goals of the program include delivering quality entertainment, providing a variety of alcohol-free programs that meet the interests of a diverse student body, encouraging student involvement in designing and implementing programs, and increasing awareness of the program. Events are offered during prime-time social hours (9:00 p.m. to 2:00 a.m.) on 16 weekends each semester. Programs are held at the on-campus student union building and include free movies, ballroom/swing dancing, music, comedy, traditional board games, video games, and magic shows. A majority (71 percent) of students who attended Late Night-Penn State events reported that participation in this program resulted in less drinking for themselves and for other students.

University of Northern Colorado

The UNC Underage Drinking Enforcement Program

Project Director: Ann Quinn-Zobeck

The University of Northern Colorado's program uses a campus and community coalition to coordinate local ordinances, enforcement efforts, and educational programs to provide the consistent message to students and the community that underage drinking is not acceptable. A significant part of the university's comprehensive program is a cooperative effort between the UNC Drug Prevention/Education Program and campus and local law enforcement agencies to enforce underage drinking laws. Offenders are charged under a municipal ordinance, which means that cases are heard by a local judge who takes them seriously and handles them in a timely fashion, requiring violators to pay fines, attend education classes, and perform community service. During summer orientation, incoming students are informed of the enforcement of underage drinking laws and policies and the consequences for violations. As students arrive on campus, door hangers in residence halls remind them of alcohol laws and policies and also list alcohol-free events on campus. Saturation patrols by teams of campus and community police are conducted during the early weeks of fall semester to stop parties where alcohol is being served to minors. These efforts, along with other components of the campus's prevention program, produced a 6 percent decrease in the incidence of heavy episodic alcohol use. In addition, the percentage of students driving after drinking fell from 48 percent to 32 percent.

Utah State University

The Judicial Process Model

Project Director: JoAnn Autry

Utah State University's program consists of a coordinated prevention program and judicial process for students who violate the student code related to alcohol and other drugs. Campus departments participating in the referral of student violators include housing, athletics, university police, faculty and staff, and the city courts. Student violators participate in a six-week peer-led group that includes self-assessment, self-discovery, self-monitoring and self-management exercises; behavioral skills training; content-oriented alcohol and other drug education; relationship building; and experiential activities. The purpose of the group is to reduce the likelihood of the student being involved in violating the university's alcohol or other drug policy in the future. An important component of the sessions is the inclusion of information to correct students' misperception of the extent of alcohol use by their peers and their peers' general acceptance of heavy drinking behavior. Of 354 students who participated in the program, only 3 percent were involved in repeat violations.

University of Missouri-Columbia

The University of Missouri-Columbia's Alcohol Summit

Project Director: Kim Dude

The University of Missouri-Columbia's program involves the Alcohol Summit, a campus and community coalition that is creating major change on the campus and in the community. The university's chancellor appointed this blue-ribbon task force to address the problems occurring as a result of alcohol and drug use on campus. Task force members represented student organizations, faculty, and staff from campus police, the judicial office, health services, athletics, alumni relations, and admissions. Also included were community leaders such as the mayor, high school counselors, city police, local bar owners, and deans of two local colleges. After months of

study, Alcohol Summit members concluded that the campus and community environment needed to be changed through an integrated approach that would include programs, policies, and public education campaigns. Subcommittees were developed to assist in implementing recommendations. Positive changes have been brought about by increasing the enforcement of existing policies; instituting new policies; changing the campus judicial process; increasing faculty and staff training; creating media campaigns that address social norms; training student leaders, staff, and faculty; providing early intervention strategies and services; creating alcohol-free social events; and limiting access to alcohol. Preliminary program outcomes include a 7 percent reduction in the excessive drinking rate among freshmen, reductions in driving while intoxicated (DWI) incidents on campus, and a decrease in the number of alcohol violations in the residence halls.

2000

Rutgers University

RU SURE?: A Dangerous Drinking Prevention Program

Project Directors: Linda C. Lederman and Lea P. Stewart

Rutgers University utilizes a five-pronged approach of prevention, education, intervention, treatment, and enforcement to address the issue of dangerous drinking on campus. A key component of their multi-faceted approach is CHI, the Communication and Health Issues Research Partnership for Education and Research. CHI created the RU SURE? Campaign which aims to decrease dangerous drinking among first-year students by reducing their misperceptions of dangerous drinking as a campus norm. The research-driven campaign is based on Lederman and Stewart's Socially Situated Experiential Learning Model. The RU SURE? Campaign includes a media campaign; a curriculum infusion plan; peer-led hands-on learning activities in first-year residence halls; collaboration among faculty, health professionals, and students; and a community coalition. Through focus group interviews, individual interviews, and website feedback, campaign evaluation yielded positive results. The percentage of students who could accurately report the percentage of students who do not drink dangerously rose from 17% to 55%. Students in the curriculum infusion component reduced their typical number of drinks consumed per occasion from a mean of 4.5 to 3.7. Also, the number of reported incidents of assaults, disorderly conduct, harassment, and vandalism decreased in first-year residence halls.

Syracuse University

Twelve Point Plan for Substance Abuse Prevention and Health Enhancement: Achieving Culture Shift through Shared Governance

Project Director: Anastasia L. Urtz

Consistent enforcement of underage drinking laws and university policies has been critical to the initial success of Syracuse University's Twelve Point Plan — a comprehensive approach to alcohol and other drug prevention. The University has worked with state and local officials, a campus-community coalition (including tavern owners, other local colleges, health professionals, and neighborhood residents), students, parents, faculty, and staff to: develop a comprehensive alcohol, other drugs, and tobacco policy; restructure the University Judicial System to achieve swift adjudication, student education, and resource referral; create standard, progressive

sanctions for substance abuse-related policy violations thereby providing advance notice of the consequences of misconduct; implement an enhanced parental notification policy; design a Neighborhood Patrol Initiative to address underage drinking and other off-campus quality of life issues; and report to state and local authorities incidents of unlawful distribution of alcohol to minors or intoxicated persons by licensed establishments.

The results of these efforts in the first year of implementation have been reductions in alcohol-related misconduct (412 cases down to 48 cases (88.3%) between the first and last quarters of the '99-'00 academic year); off-campus student arrests and/or referral for discipline (50 cases in August-September down to 3 cases in April-May (94%)); and, emergency medical transports for severe intoxication (20 cases in August-September down to 2 case in April-May (90%)). No student had to be suspended from the university for violation of progressive discipline policies. Instead, student attendance at other social options, including a Late Night at the Gym program, a campus dance club, a campus coffee house, and other programs has increased significantly.

University at Albany, State University of New York

Middle Earth Peer Assistance Program

Project Directors: Maria Dolores Cimini and Danny A. Trujillo

In existence for thirty years, the University at Albany's peer assistance center has focused on peer counseling and education in its alcohol and other drug prevention efforts. As part of the Counseling Center, Middle Earth has continually evolved to incorporate new information and strategies to effect positive change. In 1970, it launched one of the first hotlines of its kind, an anonymous information and referral option for students. During the 1999-2000 year, the hotline received over 1600 calls, with alcohol and other drug concerns being one of the three primary issues raised by callers. In 1983, the center began to conduct traditional peer education workshops for students on alcohol and other drugs. Today, one of the strongest and most visible aspects of the program is an improvisational theater group, the Middle Earth Players. Their presentations involve the audience in generating solutions to conflictual situations around alcohol and other drugs. Since 1998, this theatrical program has been presented to all new students during orientation. Students who join the Middle Earth program as peer educators report significantly lower rates of alcohol and other drug use as compared to the campus community. Also, research involving 2300 new University at Albany students who attended Middle Earth Players presentations indicated reported reductions in drinking rates when measured at 3-month follow-up.

University of Pennsylvania

Comprehensive Alcohol and Other Drug Model Program

Project Directors: Max King and Stephanie Ives

The University of Pennsylvania has consistently worked to fight alcohol and other drug abuse on campus. In 1990, the University developed an alcohol and other drug prevention Task Force to begin the solution process. The University undertook a social norms approach in 1995. Three years later, in 1998, the president convened a Special Committee on Alcohol Abuse. By the spring of 1999 the University decided to consolidate the goals, objectives, and activities of a variety of campus stakeholders into a comprehensive alcohol and other drug prevention program

through the Working Group on Alcohol Abuse (WGAA). This group devised a list of five goals to support cultural change at Penn: 1) increasing and improving alcohol and other drug education opportunities, 2) ensuring an environment supportive of low-risk alcohol use and abstaining behaviors, 3) ensuring individual and group responsibility relating to alcohol-associated behaviors and consequences, 4) minimizing individual, group and community risk associated with substance use, and, 5) expanding opportunities for students to socialize without alcohol. With the visible and vocal leadership of the president and provost, the WGAA has begun to utilize social marketing techniques, inform parents, form campus-community coalitions, and work for positive policy change. Quantitative data results indicate that the WGAA has made considerable progress. In the spring of 2000, 33 percent of students responding to an online survey reported engaging in binge drinking in the previous two weeks. This is a significant decrease from the 49% binge drinking rate among Penn students reported in 1993 and 1997 College Alcohol Study surveys conducted by the Harvard School of Public Health.

Washington State University

Project Culture Change – Greek System

Project Directors: John A. Miller and Jeanne M. Far

Washington State University (WSU) has implemented Project Culture Change - Greek System, a program using small group norms-challenging interventions. Developed in 1988, piloted in 1991, and implemented and researched in 1995-96 and 1998-00, the University's model is designed to reduce alcohol abuse in selected high-consuming populations such as fraternities and sororities as well as other membership and/or reference groups.

The Project aims to correct misperceptions of student alcohol use among students living in fraternities and sororities through 45-minute small-group interventions led by trained chapter presidents. The student leader presents previously collected campus-wide and group-specific data about student alcohol use and attitudes, elicits discussion regarding typical behavior, and responds to questions. Survey data gathered before and after the presentations indicate significant decreases in quantity of drinks per time and increases in accurate perceptions of Greek and WSU student drinking attitudes and behaviors.

At WSU, the number of students having 5 or more drinks per time has decreased from 58.7% in 1991 to 34.8% in 1999. Moderate drinking increased from 29.7% in 1991 to 48.5% in 1999. Students choosing to abstain from alcohol use increased from 11.6% in 1991 to 17.4% in 1995 (and staying constant in 1999).

Western Washington University

"WE CAN Works": A Model, Multi-tiered, Social-Norms Project

Project Director: Patricia M. Fabiano

Western Washington State's "WE CAN Works" is a prevention initiative that utilizes three different strategies to alter social norms on campus and in the surrounding community. First, this program developed, market tested, implemented, and evaluated a mass-media campaign involving media such as campus newspaper advertisement, posters, bulletin board displays, and radio. After implementation of the mass media campaign in 1997, students reported a 20% decrease in high-risk consumption in 1998. Second, the project works with heavy alcohol users

who have violated campus policy, giving them information comparing their own quantity of alcohol consumption, consequences of consumption, and perceptions of consumption with that of other students on campus. 62% of students sanctioned into this Social-Norms Risk Reduction program between 1997 and 1999 reported reducing their typical number of drinks by one or two drinks per sitting. Third, the project gave key campus and community opinion leaders a more accurate and positive perception of student contributions and behavior. As coalition member opinions and focus shifted, they were better able to see students as part of the solution rather than simply as part of the problem.

2001

Auburn University

Health Behavior Assessment Center—Alcohol Problem Prevention Initiative

Project Director: Polly Dunn, Rudy Vuchinich, and James Murphy

This project will expand upon the *Brief Alcohol Screening and Intervention for College Students (BASICS)* program, which has reduced binge drinking and alcohol-related problems among heavy drinking college students by increasing their motivation to make positive changes in their drinking patterns through personal drinking-related feedback provided during an individual meeting with a counselor.

Boston College

Alcohol and Drug Education Program

Project Director: Kimberley Timpf

This comprehensive, community-based effort has reduced alcohol-related incidents on campus through the initiation and implementation of campus and community coalitions, outreach and training, support and referral services, policy and enforcement, student-led initiatives, and research and evaluation.

Lehigh University

TEAM: Team Effective Alcohol Management Project

Project Director: Madalyn Eadline

This project will expand upon *Project IMPACT*, which has used an environmental approach to decrease alcohol-related crime, parties and hospital transports among students. This grant will expand the project to focus specifically on college athletes.

San Diego State University

Community/Collegiate Alcohol Prevention Partnership (C-CAPP)

Project Director: John D. Clapp; Co-project Director: Louise A. Stanger

This project has reduced the frequency of heavy alcohol use on campus through a coalition of students, community leaders, law enforcement representatives, business representatives (including bar owners) and researchers to develop, implement and evaluate environmental prevention strategies, including media advocacy, policy development and enforcement, a social norms campaign, increased DUI and underage drinking enforcement, and server training.

Southwestern Indian Polytechnic Institute

The Twelve Feathers Program

Project Director: Johnnie J. Wardlow

This program combines experiential group counseling, a zero tolerance policy for alcohol and drugs on campus, and life skills training, with traditional American Indian cultural activities with the goal of reducing the number of students who withdraw from college due to alcohol and drug violations.

The State University of New York at New Paltz

A Comprehensive Model Utilizing Social Norms and Community Collaboration for Alcohol Prevention

Project Directors: Raymond Schwarz, Robin Cohen, and Michelle Cangelosi

This project has reduced binge drinking, as well as alcohol-related incidents and problems, through the use of freshman initiatives, community/university collaboration, multi-media social marketing campaigns, campus activities, policy and enforcement, and intervention.

2004**Grand Valley State University**

Alcohol Education Research and Training Laboratories (ALERT Labs)

Project Director: Nancy Harper

ALERT Labs uses an environmental management approach to target first-year students, which includes a media campaign to change student misperceptions about campus drinking norms, a social mentoring program, alcohol-free housing, a theater troupe that addresses alcohol-related problems, and counseling for recovering students. Since 1999, the program reports that the number of students who drink heavily has decreased by 32 percent, and there has been an increase in the number of students who abstain. The program will be expanded to include enhanced community outreach and a policy review.

Massachusetts Institute of Technology

MIT Screening and Brief Intervention Model

Project Director: John Benedick

This project is based on the Brief Alcohol Screening and Intervention for College Students (BASICS) program, and has served first-year students at MIT through an online screening survey followed by counseling interventions for students identified as high-risk drinkers. Students also are identified for participation in the program through disciplinary and medical referrals. High-risk drinkers who completed the interventions demonstrated decreases in alcohol use and alcohol-related problems. Since 2000, the program reports a 10 percent decrease in students who drink, and a 40 percent decrease in students who report having five or more drinks per occasion. The program will be expanded to include varsity athletes.

The University of Chicago

Noctis Sero (Late Night) Program

Project Director: Kelley Carameli

The University of Chicago's Alcohol and Other Drug Prevention program has demonstrated reductions in student alcohol use through campus alcohol policy discussion and implementation, student/staff risk reduction education and server training, alcohol-free campus events, student Peer Health Educators, residential and orientation alcohol prevention trainings, and assessment of campus substance abuse behaviors and perceptions. The number of undergraduate students reporting no alcohol use increased from 14 percent to 23 percent in the past two years. The program will be expanded to include increased outreach efforts, additional drug-free campus activities, and educational materials on marijuana prevention and stress management.

2005

Gonzaga University

Project REAL – Culture, Campus, and Community: A Faith-Based and Community-Based Social Norms Approach Integrating Three Levels of Intervention

Project Director: Karen Contardo

Project REAL at Gonzaga University addresses prevention at three recommended levels, universal, selected and indicated; promotes healthy campus social norms and expectancies and campus policies and procedures, and enforces regulations and laws. The program reports that the number of students who use alcohol decreased by almost 10 percent over the past two years and there was a 4.6 percent decrease in students who report having consumed 5 or more drinks in a row. Expansion activities include a multi-part strategy that creates and supports new late night activities and recreation that promote healthy choices and alternatives to abusive drinking and establishes linkages with other community agencies and organizations and the surrounding neighborhood.

Hobart and William Smith Colleges

Most Valuable Players – A Model Program Reinforcing Positive Norms, Correcting Misperceptions, and Reducing High-Risk Drinking Among Student Athletes

Project Directors: H. Wesley Perkins and David W. Craig

The program at Hobart and William Smith Colleges promotes positive norms, reduces harmful misperceptions, and reduces high-risk drinking and its consequences among student-athletes. Between 2001 and 2003 the program reports a 46 percent reduction in the proportion of student-athletes drinking more than once per week and a 34 percent reduction in the proportion of student-athletes experiencing frequent negative consequences due to drinking during the academic term. The program will be enhanced through improved multimedia production and incorporation of blood alcohol concentration norms into media.

Loyola Marymount University

Heads UP! A Model Alcohol Prevention Program

Project Director: Joseph W. LaBrie

The Heads UP program at Loyola Marymount University employs a “nested model” of alcohol interventions that target high-risk groups of students while providing support and infrastructure for broader campus culture change with respect to drinking. The centerpiece of the Heads UP project is a motivational enhancement group intervention aimed at freshman males and first-time judicial offenders of campus alcohol policies. The program reports that the number of students who drank more than once per week went down from 50 percent in 2000 to 27 percent in 2005 while reported incidents of alcohol-involved ethnic harassment decreased from 16 percent to 2 percent over the same period. Program enhancements include experimental validation of the group intervention, development of a second-line judicial sanction, and the institutionalization of Heads UP into freshman orientation.

The Ohio State University

Recreational Sports Prevention Program

Project Director: Connie Boehm

Led by the Student Wellness Center, the Ohio State University has been committed to reducing high-risk drinking rates among its first-year students. The effort uses social norms marketing, alcohol free late-night events, increased exposure to the Brief Alcohol Screening and Intervention for College Students (BASICS) program and required participation in workshops on alcohol and other drug use. Between 2000 and 2004 the number of first-year students binge-drinking 3 or more times per week went down by 23 percent. Expansion activities will focus on application of the current strategies to sport club and intramural participants at OSU.

The University of Arizona

Changing the Environment and Culture of Fraternity and Sorority High-Risk Drinking at the University of Arizona

Project Director: Melissa Vito

Using the Brief Alcohol Screening and Intervention for College Students program (BASICS), a sorority specific social norms marketing campaign; and environmental management strategies, the University of Arizona has reported reduced frequency and amount of alcohol consumed, reduced negative consequences related to alcohol use and increased use of protective behaviors among sorority and fraternity members, especially among first-year Greek students. Enhancements to the program include utilizing more targeted and enhanced social norms media to correct sorority women’s misperceptions of AOD use and behavioral norms and conducting BASICS with both fraternity and sorority pledges, Greek students who violate AOD policies/laws and all members of chapters on probation for alcohol-related violations.

University of Nebraska-Lincoln

Reducing Alcohol Related Harms Among Nebraska College Students Through Comprehensive Environmental Strategies: Replicating the NU Directions Model

Project Director: Ian M. Newman

The NU Directions program at the University of Nebraska-Lincoln (UNL) is based on three distinct best practices: the use of community coalitions to employ a comprehensive

environmental strategy; the use of a “3-in-1 Framework” that targets individuals, campuses and communities; and the use of state initiatives to strengthen individual campus efforts to reduce alcohol consumption and related harms within college populations. The program reports that student binge drinking rates at UNL have been reduced from 62% in 1997 to 42% in 2005. The program will be expanded to other Nebraska colleges, universities and community colleges through dissemination of the tools, technical assistance, and training needed to replicate the NU Directions strategies.

Virginia Commonwealth University

Alcohol and Other Drug Prevention Model at Virginia Commonwealth University

Project Director: Linda Hancock

VCU's Office of Health Promotions uses a multi-faceted campus-wide model program for colleges transitioning from commuter campuses to residential campuses without increases in alcohol and other drug use and harm. The program is designed to serve a diverse student body and has a special focus on athletes and freshmen. In addition to an already existing social norms mixed media marketing campaign to change student misperceptions about campus drinking norms, the program features new curricula to change alcohol and other drug perceptions, attitudes and behaviors of freshmen and athletes, with technology that is user-friendly for all, including students with disabilities.

2006

George Mason University

Healthy Expectations: Preventing High-Risk Drinking by Transforming Campus Cultures

Project Director: David Anderson

Healthy Expectations emphasizes healthy transitions to college for first-year students. Its approach, grounded in the theories of social norms marketing and life health planning and designed to complement traditional campus-based alcohol abuse prevention efforts, exposes students to legacy development, life health principles, and resource connectedness. It engages students in a reflective planning process, addressing seven life health themes through 31 topics relevant to students' college success. The program proposes to enhance and disseminate COMPASS: A Roadmap to Healthy Living (CD-ROM and Web-based resource for Healthy Expectations), which engages students and student leaders in proactive activities that promote healthy personal and group legacies.

Montclair State University

Montclair Social Norms Project

Project Director: Brenda Marshall

The Montclair Social Norms Project (MSNP) has educated students at Montclair State University (MSU) to make healthy choices by promoting knowledge of actual drinking norms at MSU; reducing misperceptions of alcohol use; and promoting responsible, alcohol-related decision making. The program reports a decrease in binge drinking in the highest-risk category (fraternity and sorority house functions) from 33.6 percent to 28 percent. Project enhancements include

implementing a quasi-experimental comparative design that focuses on freshmen resident students and their families; providing a venue that encourages specific faculty-student collaboration to produce evidence-based, student-initiated research related to the social norms project; and organizing a campus task force related to alcohol policy and practice.

University at Albany, State University of New York

The Committee on University and Community Relations: A Model Campus–Community Partnership at a State University Center

Project Director: Thomas L. Gebhardt

The Committee on University and Community Relations, a campus-community coalition initiative at the University at Albany, SUNY, has been in existence for 15 years and has served as the central initiative within the university’s comprehensive alcohol and other drug abuse prevention program. The program reports significant shifts in perceptions by long-term neighbors toward accurate norms regarding student drinking and UAlbany proactive measures to address underage drinking in the community. The program proposes to develop, implement, and evaluate a coordinated and multifaceted campus- and community-based social norms media campaign that incorporates the unique delivery of information on the health-related and protective behaviors of UAlbany students both to students on and off campus and to members of the local Albany residential and business community.

University of Missouri, Columbia

MUmythbusters

Project Director: Kim Dude

The Wellness Resource Center (WRC) at the University of Missouri, Columbia, has implemented an extensive social norming campaign for six years using clear and consistent messages informing students about the actual alcohol use of their peers as well as about the protective factors that their peers are using in regard to their drinking. The WRC proposes to implement two comprehensive interventions, called Most of Us Make Healthy, Safe, and Smart Choices and MUmythbusters, in order to increase the number of students who make responsible decisions in regard to alcohol use.

Most of Us Make Healthy, Safe, and Smart Choices will be enhanced through adding more protective factors and adding data about injunctive norms, and by creating a targeted campaign to address the higher-risk drinkers in the fraternity and sorority system more effectively. Over the past three years, the “Most of Us” messages resulted in an increase of 44 percent in the number of students who alternated nonalcoholic and alcoholic drinks. The MUmythbusters campaign will address myths about the environment in which students drink and about students’ drinking expectancies by countering the myths with facts in an ongoing marketing campaign.

2007

Michigan State University

Disseminating Proven Models for Challenging the Environment of High-Risk Drinking

Project Directors: Dennis Martell and Sandi Smith

The focus of this project is to enhance and disseminate the innovative strategies and significant results of Michigan State University's (MSU) social norms efforts. MSU's current social norms marketing campaigns have attained substantial success by designing messages that feature descriptive, injunctive, and protective norms based on the drinking behavior and attitudes of students around celebratory events. From 2000 to 2006, the MSU model has been proven to promote positive norms, reduce misperceptions, increase protective behaviors, and reduce the rates of alcohol consumption. The theory-based, student-informed campaign and environmental management strategies have gradually changed the culture of drinking at MSU.

National dissemination of this program will occur through development of a Web site that will provide interactive instructions for researchers and practitioners who want to replicate the program; creation of a handbook on the development and implementation of a social norms marketing campaign; provision of services as consultants to other institutions of higher education via hosting teleconferences; and presentation of workshop sessions at meetings and conferences.