



National Collegiate Alcohol Awareness Week

OUTSTANDING PROGRAMMING

**Inter-Association Task Force on Alcohol and Other Substance
Abuse Issues**

**2007 NCAAW "Comprehensive Campus Prevention Programming"
Awards Breakfast**

September 18, 2007

American Association of State Colleges and Universities

NCAAW 2007 - October 21-27

Meeting Agenda

8:30 AM Breakfast "Courtesy of AASCU"

9:00 AM Welcome and Introduction
Drew Hunter, Convener "Inter-Association Task Force"
President/CEO, The BACCHUS Network™

9:10 AM Award Presentation and Campus Program Presentations
Dr. Ed Hammond, Chairperson "National Collegiate Alcohol
Awareness Week"
President, Fort Hays State University

Campus Presentations:
Bowling Green State University
Bradley University
Fordham University

9:50 AM Wrap-up and campuses leave for Congressional Visits

Recognizing Outstanding Alcohol Education Programming on College Campuses...

The college years are an exciting period in any young adult's life. Perhaps for the first time, students are being challenged to explore new ideas and experiences and to make their own decisions. How, or whether, one chooses to drink alcohol beverages is an important decision that each individual has to make. The purpose of NCAAW is to help students make responsible, legal decisions and to reduce the incidence of alcohol-related problems on college campuses and in college communities.

Experience has shown the best ways to encourage responsible decision-making and prevent abuse are through the kinds of activities NCAAW encourages: education and awareness. Educational programs can help people learn to make responsible decisions regarding alcohol. Awareness activities serve as helpful reminders to students. The best and most successful programs include the support and involvement of the entire college community: students, faculty, administrators, local businesses and community organizations.

NCAAW Awards Program

Many colleges and universities have gained national recognition for the comprehensive set of activities for National Collegiate Alcohol Awareness Week (NCAAW) and year-round programs that they have developed. In 2006-07, the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF) sponsored an awards contest for those schools participating in NCAAW and year-round alcohol abuse prevention efforts. This competition included not only national recognition, but cash awards as well.

2006 -2007 IATF NCAAW Award Winners

Fordham University

The Alcohol and Other Drug Education (AODE) Program employs a multi-component, comprehensive approach to prevention in order to change the culture of student high-risk drinking at Fordham University's midsized Rose Hill Campus. This approach consists of integrating empirically supported strategies in areas such as education, environmental management, health promotion, and early intervention. The Fordham University Peer Education group is a student organization that partners with the AODE Program in developing and implementing programming and campus-wide initiatives. This partnership between students and the administration has led to a highly effective approach for addressing high-risk drinking among Fordham students.

These initiatives have been well received by the Fordham community as a whole. The Passport Off-Campus New York City (OC-NYC), an alcohol and drug free guide to NYC, is produced by the Peer Educators and is distributed to nearly 4,000 students each year. What makes this guide unique is the highly interactive student editing process and the fact that it contains a rating system for each location based on the most common positive alcohol expectancies. In August and September 2006, AODE trained Peer Educators performed a peer theater presentation for all new students and, utilizing theory and assessment, facilitated small group sessions with first year residents regarding alcohol consumption. Throughout the year, the Peer Educators organized student trips, known as "Passport Excursions," to popular locations in New York City including Yankee Stadium, Central Park, and the Museum of Modern Art as weekend and late night events.

NCAAW featured popular social late night and weekend events including a Passport Excursion to the Statue of Liberty and a Fordham Tunes Music Night held at the campus coffee house. On Tuesday evening, a traditional party night at Fordham, Koren Zailckas, author of *Smashed: Story of a Drunken Girlhood*, lectured on alcohol, gender, and the media. Two events held during NCAAW had a large impact on campus. The first was a meeting of campus administrators and the New York State Liquor Authority to address unsafe and illegal activities off campus and within the local community involving Fordham students. Leading up to this meeting, students assisted in developing the agenda, and the peer educators requested that it be held during NCAAW as a symbolic message promoting the need for Fordham to partner with the community to address issues related to alcohol abuse. During the second event, the AODE program facilitated a training session for student campus tour guides utilizing the social norms theory to address possible misperceptions regarding alcohol abuse on campus.

The educational, early intervention, and environmental initiatives implemented during NCAAW 2006 are emblematic of year-round prevention efforts provided to the Fordham University community.

Contact: Edward A. Wahesh, Director, Alcohol and Other Drug Education Program, wahesh@fordham.edu, (718) 817-3948.

Bowling Green State University

Although NCAAW offers a unique platform for conveying the seriousness of high-risk drinking, the University is consistently encouraging students to participate in comprehensive and interactive alcohol education. The Wellness Connection is the educational arm of the Student Health Services and houses a chemical dependency counselor, the campus chapter of The BACCHUS Network™, student peer educators, health educators, and several interns. Collaboration within the office yields innovated, year-round programming aimed at reducing high-risk drinking and promoting healthy choices. *Stall Talk*, a newsletter published three times a month and distributed to restroom stalls across campus, offers information on a wide range of health topics. The 45 campus peer educators, trained during a semester-long course, are available to present at the request of resident advisors and other

organizational leaders. Beyond the peer educators themselves, the Wellness Connection hosts a resource library, which is utilized often by students for class presentations.

National Collegiate Alcohol Awareness Week at Bowling Green State University encompasses the philosophies and goals of the institution's year-round efforts to educate students about responsible alcohol use. During the week, BGSU partners with the Greek community, asking fraternities and sororities to plan Dry Social events and to display statistics relating to the university community's actual, rather than perceived, drinking habits. The late night games of *Wednesday's Party Smart* were balanced with *AlcoholEdu for College* on Thursday.

The programs offered at the University are designed to reach students at various stages of emotional and social development. Students are encouraged to analyze their behavior in a variety of ways, such as the role that alcohol plays in their daily lives, what role they want it to play in their future, and how they believe their drinking effects those around them. Reflecting the diversity of the student body, the Wellness Connection supports not only the population who drink responsibly, but also those who choose to abstain. *Late Night at the Rec* and *Big Playground*, show that social interaction can be fun without alcohol. At the same time, a high-risk population is targeted with the *Viewpoints* and *Perspective* classes, given to students with first-time and repeated alcohol violations. Simple yet effective initiatives such as student signed 21st birthday cards, designated driver cards, which confer free sodas at participating bars, and the *Hydration Celebration*, a give-away of water bottles printed with the benefits of drinking water as well as alcohol related social norming statistics, round out BGSU's comprehensive campaign.

Contact: Barbara Hoffman, Interim Associate Director of Clinical and Educational Services, bgx@bgsu.edu, (419) 372-2271.

Winners Circle

This campus won the NCAAW Awards Contest during the past three years, so the entry competed in a "Winners Circle" for one of the three \$5,000 awards.

Bradley University

Bradley University is an independent, privately endowed, coeducational institution. Located in Peoria, Illinois, Bradley was founded in 1897 and is a fully accredited four-year institution with an enrollment of 6,000 students. The Wellness Program has a staff that includes one health educator, five undergraduate student workers, and 35 students who volunteered their time as H.E.A.T. (Help, Encourage, and Teach) Peer Leaders and/ or SONOR (stands for Social Norming) members.

Bradley's comprehensive approach follows the "3-in-1 Framework" suggested by the National Institute on Alcohol Abuse and Alcoholism. Bradley utilizes evidence-based practices and an environmental approach to target those in the highest-risk groups. The Bradley H.E.A.T. Peer Leadership Program and the SONOR student-led marketing, graphic design, and public relations organization are both avenues that are used to engage other students and ensure the success of alcohol education, prevention, and intervention efforts on campus. Both groups assist in promoting a campus environment where programming and marketing is conducted to help students evaluate and modify their behaviors. The programs strongly believe that the quality of an individual's health and well-being is determined by their behaviors and lifestyle choices.

The Bradley H.E.A.T program provides an opportunity for students to promote positive lifestyle choices among fellow students. Thirty trained peer leaders facilitate interactive workshops on topics including alcohol abuse, tobacco use, sexual health, stress management, body image, and mental health. The workshops are conducted throughout the university in academic classrooms, residence halls, student organizations and fraternity and sorority houses. In addition, the H.E.A.T. Peer Leaders

collaborate with other student organizations such as the Inter-Fraternity/Panhellenic Councils, student government, residential life, the student activities office and the counseling center.

SONOR offers "real world" experience, as the organization is run as a business. SONOR students have the opportunity to spearhead marketing campaigns, manage advertising, and produce professionally printed pieces. Data from the Core Alcohol and Drug Survey, the National College Health Assessment, and several other surveys administered on campus are used for their materials.

Bradley University also has a Health Service Advisory Committee that is responsible for policy review and development.

Contact: Melissa Sage-Bollenbach, Director of Wellness Programs, sage@bradley.edu, (309) 677-3381.

IATF NCAAW

Honorable Mentions Campuses

In addition to the three award-winning campuses, the Inter-Association Task Force would like to thank and recognize the following campuses for their year-round prevention efforts:

**Elizabeth City State University
State University of New York, College at Oneonta (Winner's Circle Entry)**

WWW.IATF.ORG

American Association of State Colleges
& Universities
American College Health Association
American College Personnel Association
American Council on Education
Association of College & University Housing
Officers - International
Association of Fraternity Advisors
Association for Student Judicial Affairs
The BACCHUS Network
Fraternity Executives Association
Golden Key International Honour Society
International Association of Campus Law
Enforcement Administrators
National Association for Campus Activities
National Association of Student Personnel Administrators
National Association of State Universities
& Land-Grant Colleges
National Athletic Trainers' Association
National Collegiate Athletic Association
National Intramural-Recreational Sports
Association
North-American Interfraternity
Conference
National Panhellenic Conference
The Network
Order of Omega



NCAAW 2008 - October 19-25