

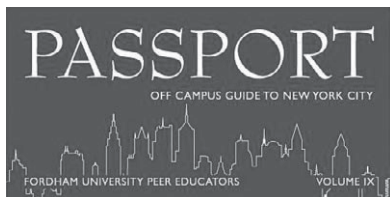
## IATF/NCAAW Campus Prevention Awards 2006

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 they have developed. Over the past several years, the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues sponsored an awards contest for those schools participating in NCAAW and year-round alcohol abuse prevention. This competition included not only national recognition, but cash awards as well.

### 2006 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 mid-sized 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.



Beginning in August and continuing throughout the year, the AODE Program and Peer Educators collaborate to plan initiatives to transform the alcohol culture on campus.

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.

In addition to other prevention initiatives, the most visible prevention showcase on campus has been National Collegiate Alcohol Awareness Week. During this week, AODE and Peer Educators collaborate with numerous faculty members, staff, student organizations, and community officials in order to organize popular events. "Buzz" creating campaigns and educational programming promoted alcohol awareness and generates interest in year-round services and resources. 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. These strategies are developed and regularly evaluated through the use of campus surveys, event evaluations, participation rates, and assessment of Judicial Affairs referrals and alcohol policy violations. Based on these results, the events during NCAAW and year-round campus prevention initiatives have created an immediate and long term impact at Fordham University.

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## 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*, held in August and February, respectively, have been popular events that 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.

Programs are designed in cooperation with statistics generated through the ACHA Health Assessment of Bowling Green State University student body. This survey reported that 99% of students do not drink daily and that 86% of the student body does not allow alcohol use to interfere with their studies. The University interprets these results as indicative of alcohol awareness related programming successes; therefore, much of the programming has remained consistent with previous years.

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**Stall Talk**  
Your source for Healthy events, news, and tidbits  
Volume 9 Issue 6  
October 2006 - Alcohol Awareness

**Did You Know...**

- An ostrich's eye is bigger than its brain.
- Butterflies taste with their feet.
- A cat has 32 muscles in each ear.
- Drink Safe...
  - You can be likeable without alcohol.
  - Be clear about your boundaries and stick to your own limit.
  - Pace yourself - or choose smaller drinks - a half instead of a pint.
  - Eat when choosing to drink.
  - Skip rounds, or choose an alcohol-free drink during some of them.

**Alcohol affects:**

- Your Appearance:** Those who abuse alcohol tend to be undernourished, making their hair dry, giving them cracked lips, aggravating acne, and giving skin a puffy, broken vein look.
- Your Brain:** Alcohol is a depressant that slows brain activity down. Research suggests that continued alcohol use can cause depression. Alcohol robs brain cells of water and glucose, the brain's "food," contributing to a hangover the next day.
- Your Immune System:** Alcohol depresses the body's immune system, making it easier to get sick. It also disrupts sleep patterns, further depressing the immune system. Alcohol has been linked to an increased risk of breast cancer, high blood pressure, diabetes, kidney disease, heart disease, and strokes.

**Breast Cancer Awareness Carnival**  
FRIDAY, OCTOBER 20  
1-5 PM  
STUDENT UNION OVAL  
CARNIVAL GAMES INCLUDING CORNHOLE AND BALLOON POP. PRIZES (INCLUDING GOLDFISH!). FREE FOOD, MUSIC AND INFORMATION ABOUT BREAST AND TESTICULAR CANCER.  
Presented by Offenbauer Hall Council  
Proceeds will benefit the Susan G. Komen Breast Cancer Foundation

**Respect Your Partner. Get Consent. Ask First!**

Now available: "Do-You-Ask?" posters!

Available at the Wellness Connection

**October Events**

- 10/2- Joel Goldman presents "Sex Under the Influence," 9:15 pm, Lenhart Grand Ballroom, Student Union
- 10/3- SAIN/MEPSA 9-10 pm, Wellness Connection, room 170 in Health Center
- 10/4- Disordered Eating Support, stop in as needed between 5-7 pm, Wellness Connection, room 170 in Health Center

Are the diagonal lines parallel?

Free Online Screenings  
The Drinking Center and Education

Try visiting this site for great health info!  
Health Safety  
Lifestyle Issues  
Common Health Problems  
[www.bgsu.edu/offices/sa/health/healthcare](http://www.bgsu.edu/offices/sa/health/healthcare)



## Winners Circle

If a campus won the NCAAW Awards Contest during the past three years, their entry competed in a “Winners’ Circle” for one of the three \$5,000 awards. In this way, other colleges and universities had an increased opportunity to win the other two \$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. Furthermore, college students obtain valuable information and opinions from their peers. With this in mind, the role of the H.E.A.T. and SONOR members is to provide information, serve as a referral source, facilitate learning, serve as a change agent, and be a role model.

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 organize several



week-long events for numerous awareness weeks. They collaborate with other student organizations such as the Inter-Fraternity/Panhellenic Councils, student government, and the association of residence halls as well as university departments such as residential life, the student activities office and the counseling center. In an effort to reach out into the community, the peer leaders also assist area high schools with their *Snowball* and *Operation Prom Night* prevention programs.

SONOR is comprised of eight talented students who work as a team in developing social norms marketing materials to address substance abuse misperceptions among their peers. 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. The creative designers have worked hard to create a graphic identity and standards and ensure that everything they produce flows together and creates brand awareness and recognition.

Bradley University also has a Health Service Advisory Committee that is responsible for policy review and development. The committee looks at policy as a way to assist with an environmental approach to reducing the substance abuse issues on campus. Bradley University is also active in the community and throughout the state in efforts to change the broader environment and address the issue of alcohol abuse and related problems.

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## IATF NCAAW 2006 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)

*There will be no IATF NCAAW Awards competition for 2007.*