



**BE AN EVERYDAY HERO**  
**TAKE ACTION TO SAVE LIVES**

**RESOURCE GUIDE TO  
ALCOHOL ABUSE AND  
IMPAIRED DRIVING PREVENTION**

**B** **TheBACCHUSNetwork**  
Saving Lives Since 1975

**BACCHUSNETWORK.ORG / FRIENDSDRIVESOBER.ORG**

## **ABOUT THE BACCHUS NETWORK™**

The BACCHUS Network™ is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of this 501(C)(3) non-profit organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high-risk behaviors. The organization will devote the substantial portion of its resources and activities to:

- Create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety initiatives,
- Empower students and administrators to voice their opinions and needs to create healthier and safer campus communities,
- Develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership, and activism on health and safety issues,
- Provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies,
- Encourage national forums on young adult health and safety concerns,
- Promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues, and
- Advocate for effective and sensible policies and practices for campus and community health and safety issues.

Affiliates with our Network are concerned with the health of their students, their institution and their community. Students of all ages are faced with making personal decisions about health and safety. Developing positive decision-making skills impacts student life and prepares students to enter the real world and the greater community to promote healthy and safe lifestyles. BACCHUS promotes respect for state laws and support for campus policies that address high-risk behaviors that compromise health and safety.

The BACCHUS philosophy is students can play a uniquely effective role - unmatched by professional educators - in encouraging their peers to consider, talk honestly about and develop responsible habits and attitudes toward high-risk health and safety issues.

## **NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK**

### **Resource Guide Learning Objectives**

The National Collegiate Alcohol Awareness Week Campaign includes a Resource Guide to address alcohol abuse and impaired driving prevention. After reading and utilizing the information in this guide and planning programs, students and advisors will be able to:

- Understand current data and its sources on alcohol abuse and impaired driving
- Identify at least three sources for data and for promising effective practices to address alcohol abuse and/or impaired driving
- Describe at least three components of program planning and marketing
- Implement a prevention program aimed at alcohol abuse and/or impaired driving prevention
- Articulate at least one reason for addressing the individual student, the campus as a whole, and the community with regard to alcohol abuse and impaired driving prevention
- Discuss, with peers and campus leaders, the reasons for actively addressing alcohol abuse and impaired driving prevention utilizing data and information provided about the effects of alcohol on the body, academics, sexual health, nutrition, and driving
- Identify key partnerships and stakeholders across campus to involve in alcohol abuse and impaired driving prevention efforts
- Collaborate with campus and community organizations to address alcohol abuse and impaired driving
- Advocate for healthy and safe lifestyle decisions
- Identify at least five times throughout the year for alcohol abuse and impaired driving prevention for their campus

These outcomes correlate with the following learning outcomes, as identified in the 2004 publication *Learning Reconsidered*:

- Cognitive complexity
- Knowledge acquisition, integration, and application
- Practical competence
- Interpersonal and intrapersonal competence
- Civic engagement

For more information on learning outcomes and *Learning Reconsidered*, visit [myacpa.org/pub/documents/learningreconsidered.pdf](http://myacpa.org/pub/documents/learningreconsidered.pdf)

## **DEAR BACCHUS NETWORK PEER EDUCATORS AND ADVISORS,**

Welcome to the 2010 National Collegiate Alcohol Awareness Week (NCAAW) Resource Guide and Programming Manual!

Every year, The BACCHUS Network™ strives to provide our peer educator affiliates with resources they can use to create quality educational programming and innovative health awareness events on campus. This year is no different. This programming manual is a vital part of our **Be an Everyday Hero** Campaign Kit that has arrived on your campus.

We have include information on both alcohol abuse and impaired driving prevention, to recognize the close connection between these behaviors. This comprehensive approach will allow your efforts to be tailored to the specific needs of your campus.

In this manual, you will find the following resources designed to help with NCAAW and year-round alcohol abuse and impaired driving prevention efforts:

- Ideas for using the promotional items in the **Be an Everyday Hero** Campaign Kit
- Latest reports from the National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- The latest facts on impaired driving and on other highway safety issues
- Strategies on using social norms as part of your NCAAW efforts
- Information and statistics on various aspects of the alcohol abuse issue and how it relates to topics ranging from impaired driving to sexual health decision-making
- Programming ideas from innovative campuses
- Tips for fundraising
- Resources for more information on alcohol, impaired driving and other health-related topics

National Collegiate Alcohol Awareness Week, a strong foundation for fall programming, is observed each year during the third full week in October (October 17–23, 2010). This particular time may not work for your campus, so choose a time that best meets your needs.

It is certainly possible you have already chosen a theme for your campus NCAAW programming. If so, we hope the items provided to you in the campaign kit will be helpful as a supplement to what you have already planned. We also invite you to use the **Be an Everyday Hero** theme, which empowers students to help each other to make smart decisions to protect their health and safety, now and throughout the year.

We wish you the best of luck with your alcohol awareness programming!

The BACCHUS Network™ National Staff

**MAKE NOTE: NCAAW 2011 DATES ARE OCTOBER 16-22!**

## **NOTE FROM NCAAW MANUAL EDITOR & BACCHUS SUMMER INTERN**

As much time as peer educators invest in volunteering to make a positive impact on their campus, it may be difficult to take more time to research the pertinent information needed to educate peers. The BACCHUS Network™ understands this and devotes each summer to update the NCAAW manual with the latest statistics, programming ideas, and helpful strategies to help your peer education group plan alcohol abuse and impaired driving prevention events!

The NCAAW manual is great for peer educators and advisors to reference. As a student leader or advisor, reach out to other organization leaders and offer your wisdom. Campus organizations are always looking for guest speakers to keep their members engaged. It not only enlightens your audience about practicing safe and healthy behaviors, but it also can benefit you as you practice your presentation skills and build new partnerships on campus. Section Two has more helpful tips and ideas on how to use this manual throughout the year.

Working on the resource manual this summer was a wonderful learning experience, requiring many skills I did not know I possessed! Students looking to further their knowledge in health education and wellness should highly consider applying for an internship at The BACCHUS Network™. I feel privileged to have been able to work with and learn from the people in this organization. As a former peer educator at Virginia Tech, this opportunity exposed me to a new area of higher education and connected me with many more great people.

Aside from the hard copy of the NCAAW manual, do not forget bacchusnetwork.org is another resource for additional information on various topics to keep your health knowledge up to par. Your ideas and suggestions are very important BACCHUS—please email us at admin@bacchusnetwork.org with any input you may have!

*Britnyze Kurty*

Britnyze L. Kurty  
BACCHUS Intern, Summer 2010

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# SECTION 1:

## INTRODUCTION TO THE 2010 NCAAW BE AN EVERYDAY HERO CAMPAIGN

### WHY NCAAW?

We hope your campus will join more than 1,000 colleges and universities in the United States that recognize the importance of campus health promotion efforts addressing alcohol abuse and impaired driving prevention.

The BACCHUS Network™ proudly supports the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues in promoting National Collegiate Alcohol Awareness Week. This is because NCAAW is a valuable opportunity for peer education groups to help focus campus-wide attention on the alcohol abuse issue. Although we know many of our affiliates actively program on this topic year-round, NCAAW is valuable in building and promoting your alcohol abuse and impaired driving prevention program as well as building campus resources in a creative and effective manner.

The first few months of the academic year are critical times to convey your campus' unique messages about alcohol abuse to all students, new and returning, in efforts to avoid tragedies and to keep healthy and safe lifestyles the norm. NCAAW is the foundation to building a year-round program keeping alcohol abuse prevention at the forefront and assisting students in finding support for alcohol-related issues. Alcohol abuse prevention is not a one-week activity; promoting responsible and healthy behavior is a year-round effort.

To provide a comprehensive approach to the issues of alcohol abuse and impaired driving, it is important to recognize the connection between the two. The key cause of impaired driving is alcohol abuse, and since the two are so closely connected, the **Be an Everyday Hero** program manual includes an extensive overview of both topics. This manual also features programs pertaining to both alcohol abuse and impaired driving prevention, allowing you to choose the ones that best suit your campus.

The NCAAW **Be an Everyday Hero** Campaign contains the message of student empowerment to make safe choices, to take care of friends, to keep safe by not drinking to excess, to secure a safe ride, to avoid driving after drinking, and to never ride with a driver who has been drinking.

These campaign resources will assist you in creating an exceptional series of NCAAW and impaired driving prevention events. These resources will also help you determine which educational efforts will best assist you in your development of a comprehensive prevention program.

We are dedicated to making campuses safer and more enjoyable for everyone. From campus security, to fraternities and sororities, athletics, residence halls, and peer education programs, we all have a vested interest in making NCAAW activities a meaningful part of year-round prevention efforts.

### WHAT'S IN YOUR NCAAW BE AN EVERYDAY HERO CAMPAIGN

One benefit of being an affiliate of The BACCHUS Network™ is each peer education group receives this campaign kit free of charge. Your feedback has indicated these campaigns help your programming efforts—in fact, three out of four affiliates report conducting programs during NCAAW that address alcohol abuse prevention. We believe this year's Be an Everyday Hero Campaign is one of our best ever!

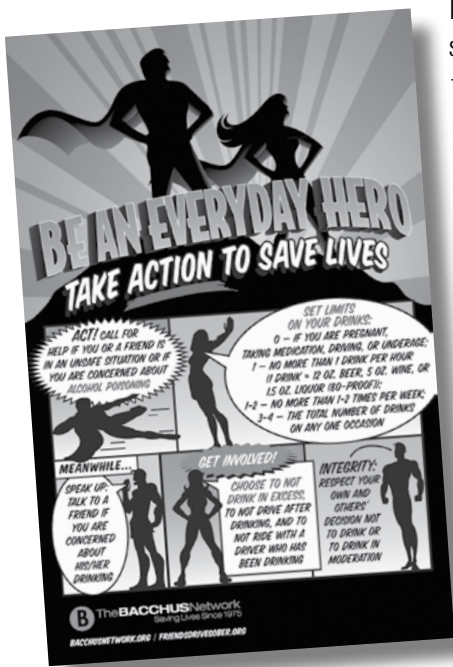


# THIS YEAR'S THEME

It is important to recognize most students choose not to drink irresponsibly, and those who drink to excess put themselves at high-risk for negative consequences. This campaign empowers students to practice smart, planned-in-advance, decision-making about social situations involving alcohol. Using a theme inspired by the self-determination and perseverance of this generation's college students, this NCAAW Campaign encourages students to make choices to stay safe in social situations where alcohol may be present.

By now, you have had a chance to go through the **Be an Everyday Hero** Campaign box. We have incorporated the theme in some promotional items you can use for your awareness events and have included samples of the items. The promotional items are great for NCAAW (observed annually during the third full week of October) and can be used any time of the year, as they contain no dates.

## BE AN EVERYDAY HERO CAMPAIGN POSTER



This poster encourages students to take action to keep themselves and their friends safe in social situations where alcohol may be present. The messages support personal responsibility and provide practical safety tips, including the definition of a drink. Students who read the poster will be more educated about the different choices they can make to protect themselves and their friends. The poster includes the messages: "Act! Call for help if

you or a friend is in an unsafe situation or if you are concerned about alcohol poisoning; Set Limits On Your Drinks: 0 – if you are underage, pregnant, taking medication or driving; 1 – no more than 1 drink per hour, 1 drink = 12 oz. beer, 5 oz. wine or 1.5 oz. liquor (80-proof); 1-2 – no more than 1-2 times per week; 3-4 – the total number of drinks on any one occasion; Speak Up: Talk to a friend if you are concerned about his/her drinking; Get Involved! Choose to not drink in excess, to not drive after

drinking, and to not ride with a driver who has been drinking; Integrity: Respect your own and others' decision not to drink or to drink in moderation". This campaign challenges students to speak up for their own personal health and safety. Remember: We have left space on the poster for your group to include a label (2 5/8" wide and 1" high) with your contact information, message, or next event.

## BE AN EVERYDAY HERO STADIUM CUP

This cup is the perfect campus giveaway! If you plan on hosting an awareness table or having information available at your educational sessions, here is a chance to give students something they will keep all year long. These stadium cups are white with artwork from the **Be an Everyday Hero** Campaign. Each cup contains the messages: "Act! Call for help if you or a friend is in an unsafe situation or if you are concerned about alcohol poisoning; Set Limits On Your Drink; Speak Up: Talk to a friend if you are concerned; Get Involved! Choose to not drink in excess, to not drive after drinking, and to not ride with a driver who has been drinking; Integrity: Respect your own and others' decision not to drink or to drink in moderation".



## BE AN EVERYDAY HERO PEN



If there is one thing students need, it is a pen for studying and taking notes. Give these pens away at awareness tables or educational programs to keep your positive health message visible on campus. The Innovator Souvenir™ pen is red with a blue clip and a yellow grip. It comes with a retractable black medium point pen. The barrel of the pen shows a different message with each click of the pen and has The BACCHUS Network™ logo with the message of "**Be an Everyday Hero**", and the BACCHUS website on the barrel of the pen.

## **BE AN EVERYDAY HERO PUBLIC SERVICE ANNOUNCEMENT CONTEST**

BACCHUS is excited to announce its second PSA contest for 2010 – and we need your help!

BACCHUS is requesting student submissions for a video public service announcement (PSA) contest. Peer educators that are members of a BACCHUS-affiliated campus group are asked to make short videos that promote healthy behaviors and/or student safety. For this contest, students should focus on one or more topics related to alcohol abuse and/or impaired driving prevention. Highest consideration will be given to videos that demonstrate originality, creativity, and effective social marketing principles. Details about the contest, entry rules and prize information can be found at [bacchusnetwork.org/psa-info.asp](http://bacchusnetwork.org/psa-info.asp)

## **THE BACCHUS NETWORK™ CATALOG AND ORDER FORM**

Included in your Campaign Kit is a materials catalog, which includes each specially made item. Some of the items feature the Be an Everyday Hero logo and none of the items include a year or date – making them useful well beyond NCAAW! Simply fill out the order form on the back of the catalog and fax or mail it to our Materials Center in Minneapolis. Be sure to include a check, purchase order or credit card. Given the increased interest each year during NCAAW, we suggest you place your order at least two weeks before you need the items. If you need rush shipments, please call the number on the order form to make arrangements for special shipping.

## **NEED MORE EDUCATIONAL MATERIALS? VISIT OUR WEBSITE!**

Whether you are planning an awareness table, simply need handouts for your programming throughout the year, or are building wellness or finals survival kits for your students, know that The BACCHUS Network™ has a catalog filled with materials on alcohol abuse and impaired driving prevention and other health-related topics. You will find educational resources on topics such as alcohol poisoning, helping a friend with a drinking problem, sex under the influence (for men and women), predatory and club drugs, impaired driving, and much more! You will find pamphlets, posters and fun giveaways such as air fresheners, chip clips, bendies, highlighters, magnets, and sticky notes to fit your needs. BACCHUS also offers interactive materials to keep your students engaged and learning.

We know educational programs require research to prepare and must be interesting to keep students' attention. We have done this work for you! Be sure to check out the following programs to help you make great use of your time:

**Alcohol Jeopardy:** A CD-based game show format, this tool allows up to four individuals or teams to compete against one another as they answer fun and educational questions about alcohol, BAC, how alcohol affects the brain, impaired driving, and more. It can be used on a laptop and projected onto a screen to keep a whole room engaged and learning!

**Health Jeopardy:** Need to address a variety of health topics in one sitting? Similar to Alcohol Jeopardy, this interactive program includes 100

questions on topics such as alcohol, mental health, sexual health, tobacco, illegal drugs, and fitness and nutrition.

**Alcohol Poisoning Response Kit:** To help campuses and communities respond to the tragic issue of alcohol poisoning, we have created the Alcohol Poisoning Response Kit. This "program in a box" comes with a complete 90-minute education program on DVD that has a script and PowerPoint presentation. It also includes pamphlets and magnets on the topic. It is a great program for peer educators to present to students on their campus!

**Download a copy of our catalog or order online at [bacchusnetwork.org/shop](http://bacchusnetwork.org/shop)**



# **SECTION 2:**

# **ROLE OF PEER EDUCATION IN PREVENTION**

## **AN EFFECTIVE STRATEGY FOR PROMOTING COLLEGIATE HEALTH AND SAFETY**

The BACCHUS Network™ began with the recognition that peer education can be a useful and effective tool in addressing safety and health issues on college campuses. Today, numerous studies have documented the need for peer education on college campuses and the positive outcomes of peer education. Peer education has a beneficial effect on our campuses, communities, peers, and peer educators.

Peer to peer influence plays a significant role in college students' growth and development.<sup>1,3</sup> In fact, peer influence significantly impacts undergraduate students' affective and cognitive growth and development. Additionally, peer interactions on college campuses have a positive association with college student persistence.<sup>3,4</sup>

Peer education programs have grown in popularity because colleges recognize peer educators can be effective in communicating positive and healthy messages. Additionally, peer education provides a quality leadership experience and is economical. The National Peer Educator Survey surveyed more than 1,000 peer educators at more than 200 campuses and found peer educators develop higher-order thinking skills, develop presentation skills, increase their appreciation and awareness of diversity, and develop more helping skills, responding and intervention skills.<sup>5</sup> Additionally, The National Institute on Alcohol Abuse and Alcoholism (NIAAA) released a 2002 report stating peer educators are trusted by classmates to provide reliable answers and accurate information, are an important link between the administration and student body, and peer educators can assist college presidents in reducing underage and excessive drinking.<sup>2</sup>

The National Peer Educator Survey asked peer educators how they best impacted or changed behaviors in others. Eighty-three percent of the peer educators responded they taught new information, 69% reported they changed an attitude, 63% said they caused a positive behavior change, and 24% reported they caused a behavior change that resulted in saving a life.<sup>5</sup>

Peer education continues to have a positive effect on our college campuses and in our communities. Studies continue to note the impact peer education plays in reducing high-risk behaviors and changing attitudes of college students. Peer educators are important messengers increasing the healthy attitudes and behaviors of college students.

For a bibliography of books and articles on peer education, visit [www.bacchusnetwork.org/advisor-peer-education-resources.asp](http://www.bacchusnetwork.org/advisor-peer-education-resources.asp)

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## **HOW TO USE THE MANUAL: FOR PEER EDUCATORS**

Each BACCHUS Campaign Manual is designed to be used and referenced throughout the academic year by both advisors and peer educators. The manuals contain more information than groups can use in one day or in one week because we know successful prevention occurs as an ongoing effort. Effective peer educators integrate the data, messages, and strategies into their education efforts every month of the year and into their daily interactions with their peers. The information contained within these pages support your endeavors to create a healthier and safer student body on and off campus.

Whether you are the advisor, president of your group, or responsible for alcohol abuse and impaired driving prevention efforts, you will find helpful information in this year's NCAAW **Be an Everyday Hero** Campaign manual. To assist you in gaining the most benefits from this manual, we have listed a few ways to use the manual with your peer education group. You will notice these ideas correspond with the learning objectives for the manual as well.

- Use the data contained in this manual to create an interactive and educational game for students.
- Locate campus, local or statewide data similar to what you find in the manual. This will increase the relevancy of the data and its meaning to your campus and students.
- Review the list of promising practices, effective strategies, and prevention approaches listed in the manual and identify which component(s) your group currently uses as well as the component(s) your group would like to undertake this year.

- Ask each member of your peer education group to research and prepare a five-minute presentation on an aspect of the manual they find intriguing or particularly relevant to your campus.
- Devote 30 minutes of an upcoming meeting to discuss your current funding structure and how you can strengthen your fundraising efforts.
- Brainstorm the allies and stakeholders in alcohol abuse and impaired driving prevention on your campus and in your community at a meeting.
- Use the program planning and task worksheets to plan at least one prevention program. After the program, discuss what elements were most helpful and what your group needs to alter to address any missing elements.
- Revisit the list of high-risk times in this manual and the Prevention Planning Calendar on the BACCHUS website and identify at least four times (other than NCAAW) when alcohol abuse or impaired driving prevention can be integrated into your group's efforts.
- Discuss your group's current approach to prevention and how it fits with the 3-in-1 Framework. Facilitate a conversation about which campus group(s) your efforts currently reach and in what ways you can expand your efforts or partner with other campus entities to broaden your reach.

This list comprises only a few ideas for putting this manual to work for you. Does your peer education group use the manual in a different way? Email us at [admin@bacchusnetwork.org](mailto:admin@bacchusnetwork.org) and let us know – we may include your approach in a future manual!