

SECTION 9

ALCOHOL ABUSE AND IMPAIRED DRIVING PREVENTION RESOURCES

ALCOHOL ABUSE

The BACCHUS Network™

bacchusnetwork.org
smartersex.org
tobaccofreeU.org
friendsdrivesober.org

Our organization now hosts four sites to assist you in your prevention efforts. Bacchusnetwork.org contains information about our organization's activities, services, conferences, campaigns, and resource materials. Smartersex.org addresses sexual health, features an "Ask the Sexpert" area, and offers complete information on STIs, HIV, abstinence, and birth control. TobaccofreeU.org addresses complete information on tobacco control, prevention, and cessation. Friendsdrivesober.org focuses on impaired driving prevention and highway safety.

AMERICAN COLLEGE HEALTH ASSOCIATION (ACHA)

acha.org

The American College Health Association (ACHA) is a leadership organization that focuses on helping its members advance the health of their campus communities. The association provides advocacy resources, education, communications, products, and services. Serving more than 2,400 college health care professionals, administrators and support staff, physicians, physician's assistants, nurses and nurse directors, health educators, mental health providers, and pharmacists, as well as, students dedicated to health promotion on their campus, the ACHA promotes research and culturally competent practices.

THE CENTURY COUNCIL

centurycouncil.org

The Century Council is a not-for-profit organization dedicated to fighting impaired driving and underage drinking. The Council develops and implements programs and public awareness campaigns and promotes action through strategic partnerships. An independent advisory board of distinguished leaders in business, government, education, medicine, and other relevant disciplines assists the Council in continually developing innovative, effective ideas.

THE CORE INSTITUTE

siu.edu/departments/coreinst/public_html

The Core Institute is a not-for-profit organization that assists institutions of higher education in drug and alcohol prevention efforts. Core offers both student and faculty/ staff surveys including the Core Alcohol and Drug Survey, a four-page questionnaire that can be used as a pre-test and post-test measure of the effectiveness of campus based prevention programs. The Core Institute scores the instrument and offers several report options as well as special analyses to aid campuses in interpreting data.

GRANTS.GOV

grants.gov

Grants.gov is a government agency that provides a simple, unified electronic storefront for interactions between grant applicants and the federal agencies that manage grant funds. There are 26 federal grant-making agencies and over 900 individual grant programs that award over \$350 billion in grants each year. This site

is an excellent resource for gaining access to the annual grant funds available across the federal government. In addition to simplifying the grant application process, grants.gov also creates avenues for consolidation and best practices within each grant-making agency. It features a searchable database and provides a thorough list of grant-making agencies and partners.

HEALTHY PEOPLE 2010

health.gov/healthypeople/about/whatis.htm

Healthy People 2010 is a set of health objectives for the nation to achieve over the first decade of the new century. Many different people, states, communities, professional organizations, and other health improvement programs can use it. The 1979 Surgeon General's Report, Healthy People, and Healthy People 2000: National Health Promotion and Disease Prevention Objectives both established national health objectives and served as the basis for the development of state and community plans. Look for Healthy People 2020, in development now!

THE HIGHER EDUCATION CENTER FOR ALCOHOL AND OTHER DRUG ABUSE AND VIOLENCE PREVENTION

edc.org/hec

The Higher Education Center's purpose is to help college and community leaders develop, implement, and evaluate programs and policies to reduce student problems related to alcohol and other drug use and interpersonal violence. The Center favors a comprehensive approach to prevention. Central to this approach is a mix of

environmental strategies to address the institutional, community, and public policy factors that contribute to these problems. The Center supports the development of a prevention infrastructure, primarily by facilitating the work of statewide prevention initiatives and campus-community coalitions. In order to support these efforts, the Center provides training, technical assistance, and publications.

INTER-ASSOCIATION TASK FORCE ON ALCOHOL AND OTHER SUBSTANCE ABUSE ISSUES

iatf.org

The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues is a coalition of vital organizations who collaborate on issues relating to substance abuse prevention efforts within the higher education community. Task Force members communicate on key areas of research and programming efforts for student alcohol and other drug issues. The member organizations include:

American Association of State Colleges & Universities, American Council on Education, American College Health Association, American College Personnel Association, Association of College and University Housing Officers International, Association of Fraternity Advisors, Association for Student Conduct Administration, The BACCHUS Network™, Fraternity Executives Association, Golden Key Honor Society, International Association of Campus Law Enforcement Administrators, National Association of Student Personnel Administrators, National Athletic Trainers Association, National Collegiate Athletic Association, North-American Inter Fraternity Conference, National Intramural Recreational Sports Association, National Panhellenic Conference, and the Order of Omega.

MONITORING THE FUTURE: A CONTINUING STUDY OF AMERICAN YOUTH

monitoringthefuture.org

Monitoring the Future is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. Each year, a total of some 50,000 8th, 10th and 12th grade students are surveyed. In addition, annual follow-up questionnaires are mailed to a sample of each graduating class for a number of years after their initial participation.

NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM (NIAAA)

niaaa.nih.gov
CollegeDrinkingPrevention.gov

The National Institute on Alcohol Abuse and Alcoholism is a department of the National Institutes of Health, which provides leadership in the national effort to reduce alcohol-related problems. They conduct and support a wide range of research on the health risks and benefits of alcohol consumption, prevention, and treatment and disseminate findings to health care providers, researchers, policy makers, and the public.

NATIONAL CLEARINGHOUSE FOR ALCOHOL AND DRUG INFORMATION (NCADI)

ncadi.samhsa.gov

The National Clearinghouse for Alcohol and Drug Information (NCADI) is an excellent resource for the most current and comprehensive information about substance abuse prevention and treatment. NCADI is one of the largest federal clearinghouses, offering more than 500 items, including the latest studies and surveys, guides, DVDs, and other information and materials on substance abuse from various agencies: the U.S. Departments of Education and Labor, the Center for Substance Abuse Prevention, the Center for Substance Abuse Treatment, the National Institute on Alcohol Abuse and Alcoholism, and the National Institute on Drug Abuse.

STEP UP!

stepupprogram.org

STEP UP! is a prosocial behavior and bystander intervention program that educates students to be proactive in helping others. Teaching people about the determinants of prosocial behavior makes them more aware of why they sometimes do not help. As a result they are more likely to help in the future. STEP UP! training provides a framework explaining the bystander effect, reviews relevant research and teaches skills for intervening successfully using the 5 Decision Making Steps and the S.E.E. Model (Safe; Early; Effective).

PROMISING PRACTICES: CAMPUS ALCOHOL STRATEGIES

promprac.gmu.edu

Promising Practices: Campus Alcohol Strategies strives to reduce alcohol-related problems among college and university students by motivating institutions of higher education to share their resources and strategies. Resulting from national solicitations, the project's sourcebook incorporates a wide range of strategies designed to assist campuses in their efforts to prevent or reduce alcohol-related problems.

YOUTH RISK BEHAVIOR SURVEILLANCE SYSTEM (YRBSS)

cdc.gov/healthyyouth/yrbs

The purpose of the Youth Risk Behavior Surveillance System (YRBSS) is to determine the prevalence and age of initiation of health risk behaviors; to assess whether health risk behaviors increase, decrease, or remain the same over time; to examine the co-occurrence of health risk behaviors among young people; to provide comparable national, state, and local data; and to monitor progress toward achieving the Healthy People 2010 objectives.

IMPAIRED DRIVING

ADVOCATES FOR HIGHWAY AND AUTO SAFETY

saferoads.org

Advocates encourages the adoption of federal and state laws, policies and programs that save lives and reduce injuries. By joining its resources with others, Advocates helps build coalitions to increase the participation of a wide array of groups in public policy initiatives which advance highway and auto safety.

AMERICAN AUTOMOBILE ASSOCIATION (AAA)

aaafoundation.org

As North America's largest motoring and leisure travel organization, AAA provides its 45 million members with travel, insurance, financial, and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers.

GOVERNORS HIGHWAY SAFETY ASSOCIATION (GHSA)

ghsa.org

The Governors Highway Safety Association is the states' voice on highway safety. The 501(c)(3) nonprofit association represents the highway safety programs of states and territories on the "human behavioral aspects" of highway safety. Areas of focus include: occupant protection, impaired driving and speed enforcement, as well as motorcycle, school bus, pedestrian and bicycle safety, and traffic records. GHSA's mission is to provide leadership in the development of national policy to ensure effective highway safety programs. The Association provides a collective voice for the states in working with Congress and the federal agencies to address their safety challenges.

NATIONAL ORGANIZATIONS FOR YOUTH SAFETY (NOYS)

noys.org

The National Organizations for Youth Safety is a national coalition of over 50 youth-serving organizations that all strive to promote youth safety. NOYS promotes collaboration at the national, state, and local levels. The main mission of NOYS is to marshal resources and build synergistic partnerships that save lives, prevent injuries, and promote safe and healthy lifestyles among youth.

PEDESTRIAN AND BICYCLE INFORMATION CENTER (PBIC)

pedbikeinfo.org

The PBIC is a clearinghouse for information about health and safety, engineering, advocacy, education, enforcement, and access and mobility. The PBIC serves anyone interested in pedestrian and bicycle issues, including planners, engineers, private citizens, advocates, educators, police enforcement, and the health community.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

nhtsa.dot.gov

NHTSA is responsible for reducing deaths, injuries, and economic losses resulting from motor vehicle crashes. This is accomplished by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment and through grants to state and local governments to enable them to conduct effective local highway safety programs.

NATIONAL SAFETY COUNCIL

nsc.org

The National Safety Council mission is to educate and influence society to adopt safety, health and environmental policies and practices and procedures that prevent and mitigate human suffering and economic losses arising from preventable causes.

NATIONAL SLEEP FOUNDATION (NSF)

sleepfoundation.org

The National Sleep Foundation is an independent nonprofit organization dedicated to improving public health and safety by achieving public understanding of sleep and sleep disorders, and by supporting public education, sleep-related research, advocacy and information on drowsy driving.

RECORDING ARTISTS AGAINST DRUNK DRIVING (RADD)

radd.org

RADD is an internationally recognized nonprofit organization founded in 1986.

With a roster of over 400 celebrities, RADD uses entertainment and media access to model positive driving behavior and heighten awareness about road safety.

STUDENTS AGAINST DESTRUCTIVE DECISIONS (SADD)

sadd.org

SADD is a high school-based peer leadership organization dedicated to preventing destructive decisions, particularly underage drinking, other drug use, impaired driving, teen violence, teen depression and suicide.

FATAL VISION® GOGGLES

fatalvision.com

Fatal Vision® is a training tool used to vividly demonstrate the concept of impairment and the dangers of impaired driving. Fatal Vision®'s purpose is not to duplicate impairment caused by a specific level of alcohol or drug ingested by a human.

Alcohol or other drug impairment is the result of the alcohol or other drugs' effect on the brain. The Fatal Vision® Goggles distort vision and cause behaviors similar to those behaviors exhibited by someone under the influence of alcohol or other drugs.

ALCOHOL BEVERAGE DISTRIBUTORS

ANHEUSER-BUSCH COMPANIES, INC.

Corporate Social Responsibility
One Busch Place, St. Louis, MO 63118
1-800-DIAL-BUD

beerresponsible.com
familytalkonline.com
collegetalkonline.com
designateddriver.com
preventdontprovide.com
alcoholstats.com
Facebook.com/BudDesignatedDriver

Colleges and universities interested in the programs Anheuser-Busch offers or in scheduling a speaker visit may contact their local wholesaler for more information. For help in locating local wholesalers and for short video clips of each of our speakers, visit beerresponsible.com and abwholesaler.com.

FAMILY TALK ABOUT DRINKING:

Recognizing that parents have the greatest influence on their children's decisions about drinking, Family Talk encourages open, honest communication between parents and children. Developed by an advisory panel of education, family counseling, child psychology and alcohol treatment professionals, the Family Talk parent guide is available online in English and Spanish. More than seven million copies of the guide have been distributed free to parents and educators by Anheuser-Busch and its nationwide network of distributors.

COLLEGE TALK: A Parent's Guide on Talking with Your College-Bound Student About Drinking: The Guidebook (available at www.collegetalkonline.com) was developed by an advisory panel of authorities in the fields of education, family therapy, student health and wellness, alcohol treatment and social norms marketing and through conversations with parents and students. It is designed

to help parents continue communicating openly and honestly with their children about this issue, as their students prepare for independence and begin a life on their own. Schools may also link to the College Talk site at www.collegetalkonline.com. This program is supported with print ads.

OPERATION ID: This umbrella effort offers several materials to help retailers who sell and serve alcohol beverages better identify customers who are of legal drinking age. Materials include a booklet with photographs of valid drivers' licenses from all 50 states and Canada; guidelines for spotting fake IDs; posters; buttons and cooler stickers; and wristbands to identify those who have shown a valid ID.

PREVENT. DON'T PROVIDE: This program reminds parents and other adults not to buy alcohol for minors or provide it to them at parties, no matter what the occasion. The program is supported with print, radio and outdoor ads that carry the tagline "Saying 'no' has never felt so positive."

DESIGNATED DRIVER PROGRAMS: Today, more than 148 million American adults have either been a designated driver or been driven home by one. Being or using a designated driver is an effective way to prevent impaired driving situations. Some retailers reward adults (21 and older) with a free non-alcohol beverage or discounts on food in exchange for being the designated driver in a group.

ALERT CAB: This program brings together local distributors, cab companies, and retail establishments to provide free or reduced-fare cab rides to bar and restaurant patrons who need a safe ride home. More than 194,000 safe rides were provided by Anheuser-Busch distributors through cab and shuttle programs in 2009. More than 1.6 million safe rides home have been provided since 1989.

SAFE CELEBRATIONS: During the National Collegiate Athletic Association (NCAA) basketball tournament, as well as college the football season, print ads remind college students to celebrate responsibly before, during and after the games. These ads also promote the protective behaviors students follow, such as designating a driver, to help each other stay safe.

TIPS FOR THE UNIVERSITY: This training program is designed to provide college students with the skills they need to prevent intoxication in others, intervene with those people who have misused alcohol, and promote responsible drinking in the unique college environment.

SPEAKERS

IT'S YOUR CHOICE: Michael Chatman shares his message of self-empowerment and personal responsibility with college students across the country. The son of an abusive father, Michael grew up in Miami, joined a gang and endured the trials of life on the wrong side of the law. Finally, following a series of life-altering events, he decided to transform his life. Today, Chatman helps students across the country realize that despite peer pressure and the many challenges they face, underage drinking is not the answer.

LIVING PROOF: Poor choices can have drastic consequences—and Sarah Panzau is Living Proof. As a two-time member of the National Junior College Athletic Association (NJCAA) women's volleyball All-America team, Sarah knew what it was like to be on top of her game — and on top of the world. But not long after, she nearly lost it all. Sarah quit school and began heading down a destructive path. In August 2003, Sarah became a victim of her own drunk-driving crash, losing her left arm. Since the crash, Sarah's life has

taken a new direction. She now speaks to students about peer pressure, knowing your true friends, rising above disabilities, and making smart choices. Her powerful and emotional style captivates and connects with college students.

COURAGE TO CARE: Carolyn Cornelison uses her knowledge, personal experiences, and persuasive personality to take a realistic look at college drinking, taking responsibility, recognizing abuse, and helping those with alcohol- or drug-related problems. Her presentation for college students makes them laugh and sometimes cry as she shares her college experiences as both a sorority member and athlete.

CHECK IN TO A WINNING LIFE: Bob Anastas, former executive director and founder of Students Against Drunk Driving, delivers a powerful, motivational message to both parents and students on how young people can develop responsible attitudes and make smart choices about the many challenges they face. Anastas' presentation is also available on videotape.

A TASTE OF REALITY: Presented by former emergency room nurse Linda Dutil, this program delivers a real-world look at the consequences that come from making poor choices about alcohol or drugs. The program provides students with a hands-on look at treatments for alcohol poisoning and drug overdose. Dutil also teaches effective skills for resisting peer pressure and for making smart, responsible choices.

STREET SMART: This presentation reminds students of the dangers of teen drinking, impaired driving, illegal drug use, and not wearing seat belts. Taught by certified firefighters and paramedics, Street Smart helps students better understand the consequences of their actions, in turn helping reduce the number of accidents and fatalities each year. Street Smart engages students rather than lecturing or preaching to them. Using factual information, actual medical equipment and demonstrations involving students, the paramedics provide a real-life look at the consequences of irresponsible actions.



THE BACCHUS NETWORK ORGANIZATION HISTORY

The BACCHUS Network™ is celebrating over 35 years of excellence in student and young adult leadership development and health promotion. The Network's mission has been to support student leadership in promoting health and safety and saving students' lives since 1975. Founded at the University of Florida by students with the support of Gerardo Gonzalez and Tom Goodale, this first group organized as a response to the need for alcohol awareness and abuse prevention. They chose to call themselves "BACCHUS," an acronym for Boosting Alcohol Consciousness Concerning the Health of University Students.

This was the first student organization of its kind, and word quickly spread throughout higher education and the term "peer education" was born. Thanks to wide acceptance in the student affairs profession and through our early government and corporate supporters, the organization incorporated in 1980 as BACCHUS of the U.S., Inc., and began to offer services, educational materials and training conferences to a fast growing network of college campuses. The BACCHUS peer education model soon spread to other campuses across the nation.

In 1985, as an outgrowth of an effort to welcome more fraternity and sorority students into the peer education umbrella, GAMMA (Greeks Advocating Mature Management of Alcohol) began and soon hundreds of campus Greek systems were organizing peer education groups known as GAMMA affiliates. In recognition of this, the organization name was changed in the early 1990s to The BACCHUS and GAMMA Peer Education Network. Our campus groups were starting to address a variety of health and safety issues, including alcohol abuse prevention, and choosing a campus affiliate name that best met their unique community needs.

As the organization approached its 30th anniversary, the Board of Trustees, the staff, the professional volunteers and the Student Advisory Committee discussed the organization's future. One of the results of these discussions was the conclusion that the organization name,

The BACCHUS and GAMMA Peer Education Network, was simply too complex and needed to be streamlined. The name was seen as an impediment to growth because it makes it difficult for some groups to identify as part of BACCHUS or GAMMA. After a great deal of discussion, input and feedback from stakeholders, the Board of Trustees instructed us to change the name to The BACCHUS Network™ effective July 1, 2005.

(We kept the word BACCHUS in respect of our founding and history, and our established identity within Higher Education, but we no longer use the acronym since our mission now includes many health and safety issues.)

The BACCHUS Network™ is the place to support student leadership and peer education on health and safety issues – no matter your group name, specialized health interest, or social affiliation. Involvement as a student leader or advisor in our Network is often a very personal and passionate story. The peer education experience gives students the confidence to believe in themselves and the power of influence they have on others. For some, peer education is a life-changing moment for themselves or someone they help.

As many peer educators graduate and advisors move on to other career opportunities, they take with them the pearls of their involvement - compassion, wisdom, sense of service, sense of self, organization, leadership – to use in their next professional, civic or academic role.

What started as a student led alcohol abuse prevention effort at one campus has grown to the largest active student organization in Higher Education today. Peer education has literally become an expectation of any comprehensive campus prevention program and BACCHUS continues to provide cutting edge resources and programs for students on a wide variety of health topics on alcohol issues and beyond. Peer education programs focusing on alcohol abuse, tobacco, violence prevention, sexual health, safety, physical and mental health issues all find a home in our Network.