

“Impact Assessment of a Multi-Site Social Norms Intervention Targeting Student-Athlete High Risk Drinking”

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Student-athletes have been identified as a subpopulation of students at higher risk of alcohol abuse in comparison with other students in many university populations. This presentation reports on the impact of a social norms intervention to reduce high-risk drinking among student-athletes conducted at nine post-secondary colleges and universities in the USA. At all sites, 1) a web-based survey was administered at two time periods spanning one year (baseline N=2,605 and after one year N=2,259), 2) all student-athletes were contacted for participation, 3) the majority responded in each sampling frame (mean response rate=75%), and 4) social norms messages about student-athlete alcohol use were promoted during the intervention period. A positive impact of the intervention is demonstrated as well as an association between athletes' degree of exposure to the intervention and lower problem drinking rates. In addition, a case study of an extended intervention at one school indicated continuing decline in problem drinking.