

April 4, 2014
2014 Meeting of the Minds Conference

Using Social Norms to Promote Health and Well-Being Among Student-Athletes

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Why Focus on Student-Athletes? Negative Consequences of Heavy or High-Risk Drinking in College

Damage to Self

- Academic impairment
- Blackouts
- Personal injuries
- Illnesses
- Unprotected sexual activity
- Suicide
- Sexual coercion/rape victimization
- Impaired driving
- Legal repercussions
- Missed social/cultural opportunities

And for Athletes add...

- Impaired performance

Source: H.W. Perkins, "Surveying the Damage," NIAAA Panel on College Student Drinking

Why Focus on Student-Athletes? Negative Consequences of Heavy or High-Risk Drinking in College

Damage to Other People

- Property damage and vandalism
- Fights and interpersonal violence
- Sexual violence
- Hate related incidents
- Noise disturbances

And for Athletes add...

- Impaired team performance
- Negative team stereotypes

Source: H.W. Perkins, "Surveying the Damage," NIAAA Panel on College Student Drinking

Why Focus on Student-Athletes? Negative Consequences of Heavy or High-Risk Drinking in College

Institutional Costs

- Property damage
- Student attrition
- Loss of perceived academic rigor
- Poor "town-gown" relations

And for Athletes add...

- Negative publicity
- Possible NCAA penalties

Source: H.W. Perkins, "Surveying the Damage," NIAAA Panel on College Student Drinking

Why Focus on Student-Athletes?

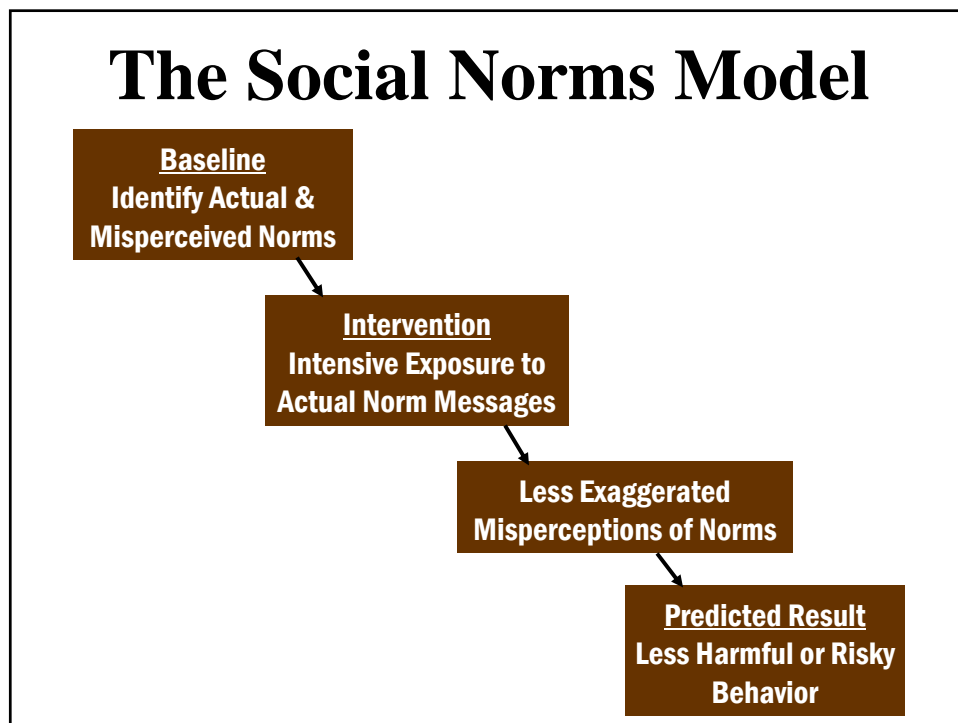
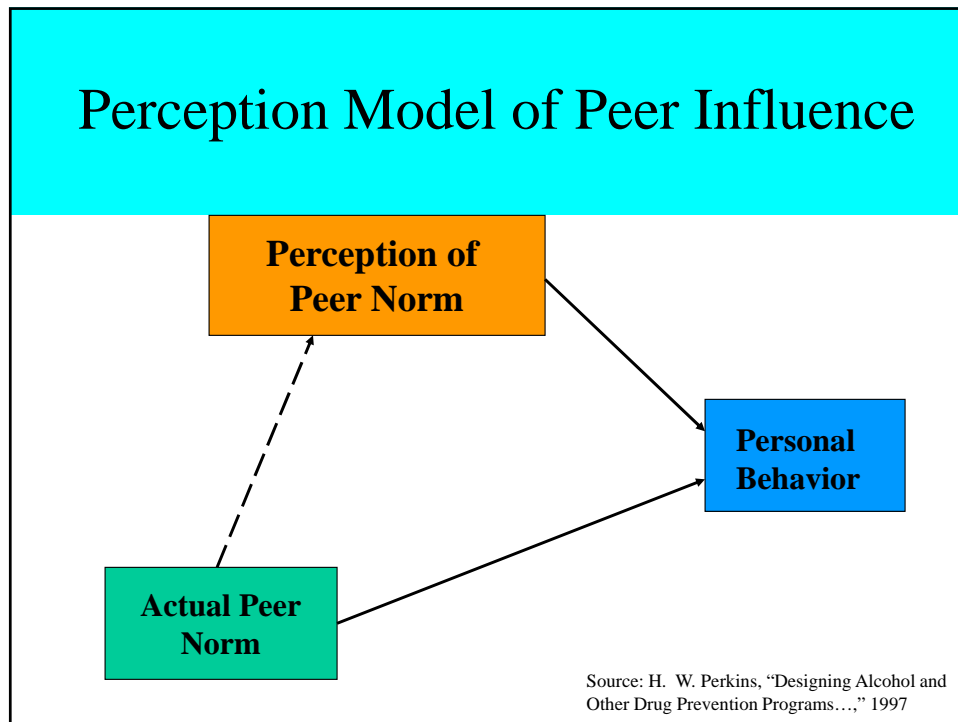
Athletes More Likely to Engage in High-Risk Drinking than Other Students

Risk rates are 10 to 30% higher than other students

Risk is accentuated by episodic drinking schedules

Why Focus on Student-Athletes?

- Roles Models for Other Students
- Close Peer Friendship Structures
- Misperceptions of Student-Athlete Peers



Special Concerns to Prevent/Promote

- High Risk Drinking
- Tobacco Use
- Academic Involvement
- Career and Goal Orientations
- Community Service

Project Components

<http://alcohol.hws.edu/mvp>

- A protocol to anonymously survey an entire college sub-population using a web-based instrument
- Print media
- Electronic media
- Peer educator strategies



Web-Based Survey for Athletes

Survey

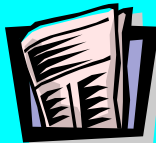
Preserving Anonymity and Controlling the Sample

- Username / password controlled entry
- Time activated accounts
- Team anonymity through scheduling

Norm Message Categories Used in Media Campaigns at HWS

HWS MVP Project Message Categories about Student-Athlete Norms

Frequency of Alcohol Use
Quantity of Alcohol Use
Consequences of Drinking
Alcohol Attitude
Tobacco Use
Tobacco Attitude
Academic Engagement
Positive Extracurricular Life
Time management



Print Media posters in displays and campus newspaper

88% of athletes believe that one should never drink to an intoxicating level that interferes with academics or other responsibilities.

One quarter of junior and senior athletes have participated in an independent study or research activity at HWS.

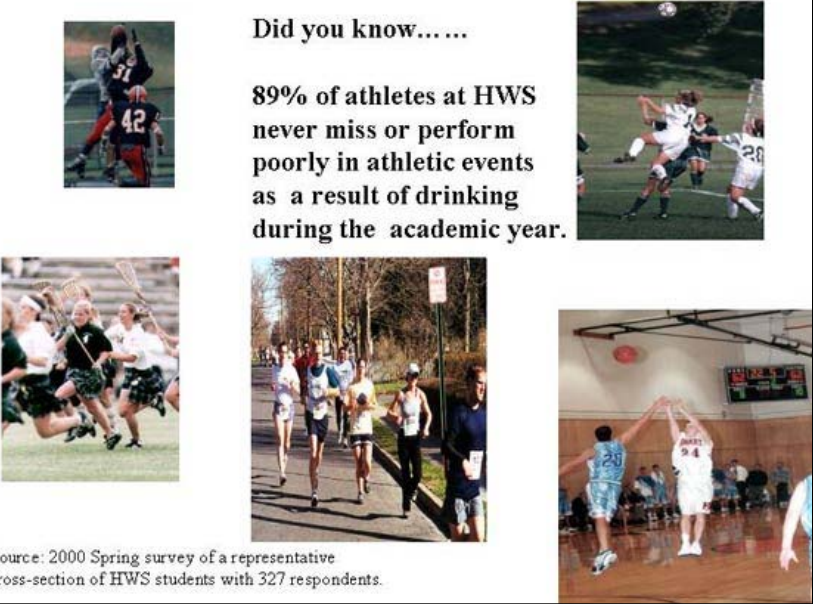


drawn from all intercollegiate athletes (N=99) participating in a mail survey of a representative cross-section of HWS students.

Source: Data drawn from a November 2001 survey of 414 HWS student athletes (86% of all athletes on campus).

Did you know.....

89% of athletes at HWS never miss or perform poorly in athletic events as a result of drinking during the academic year.

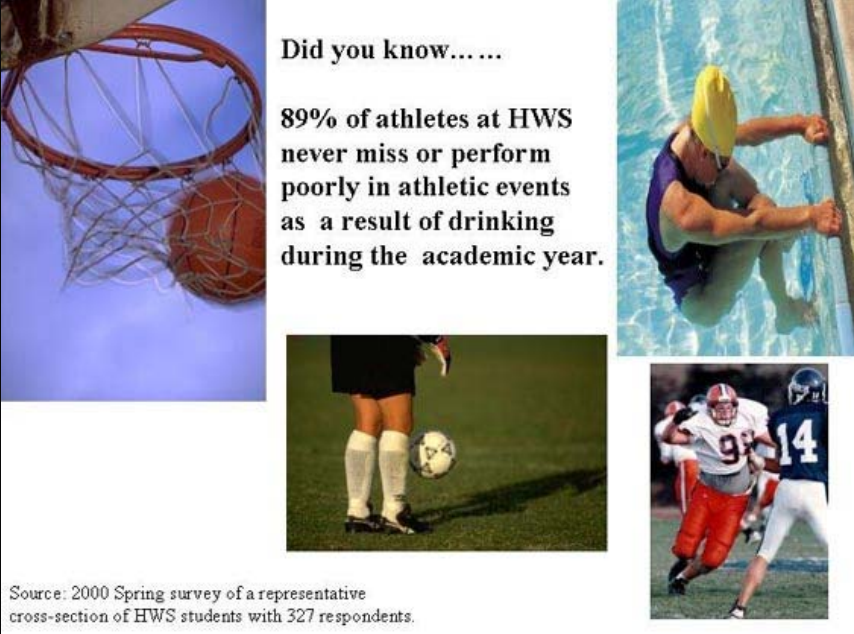


Source: 2000 Spring survey of a representative cross-section of HWS students with 327 respondents.

Spring 2001 release

Did you know.....

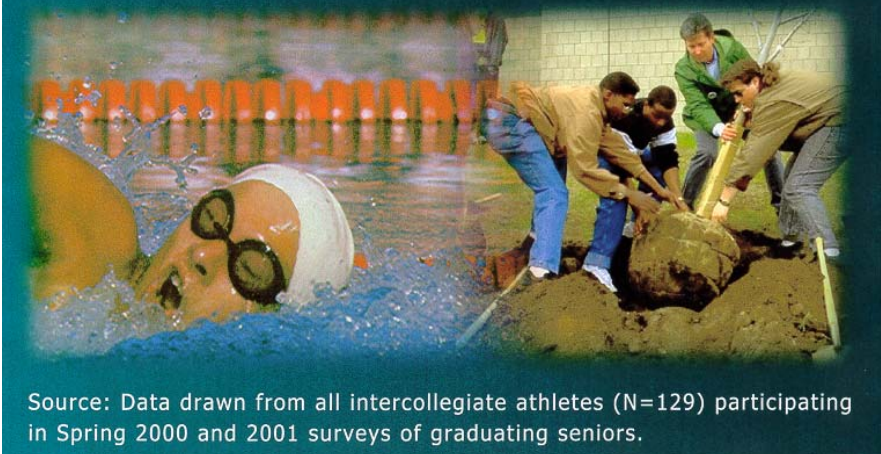
89% of athletes at HWS never miss or perform poorly in athletic events as a result of drinking during the academic year.



Source: 2000 Spring survey of a representative cross-section of HWS students with 327 respondents.

Spring 2001 release

Two-thirds of all HWS senior athletes participate in volunteer service each week with one-third contributing at least three hours weekly.



Source: Data drawn from all intercollegiate athletes (N=129) participating in Spring 2000 and 2001 surveys of graduating seniors.

Fall 2001 release

88% of HWS athletes believe that one should never drink to an intoxicating level that interferes with academics or other responsibilities.



Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.

Spring 2002 release

**Four out of five (81%) of all HWS
senior athletes plan to attend
graduate or professional school.**



Source: Data drawn from all intercollegiate athletes (N=129) participating in Spring 2000 and 2001 surveys of graduating seniors.


Spring 2002 release

**89% OF HWS ATHLETES BELIEVE THAT ONE
SHOULD NEVER DRINK TO AN INTOXICATING
LEVEL THAT INTERFERES WITH ACADEMICS
OR OTHER RESPONSIBILITIES.**



Source: Data drawn from a Fall 2001 anonymous survey of all HWS intercollegiate athletes with 414 respondents (86% of all athletes on campus).


Spring 2002 release




**The majority of
HWS athletes
in season
consume alcohol
only once or twice
per month
or do not drink at all.**

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.

30% of junior and senior athletes participate in clubs and organized groups other than athletics on a weekly basis during the term.

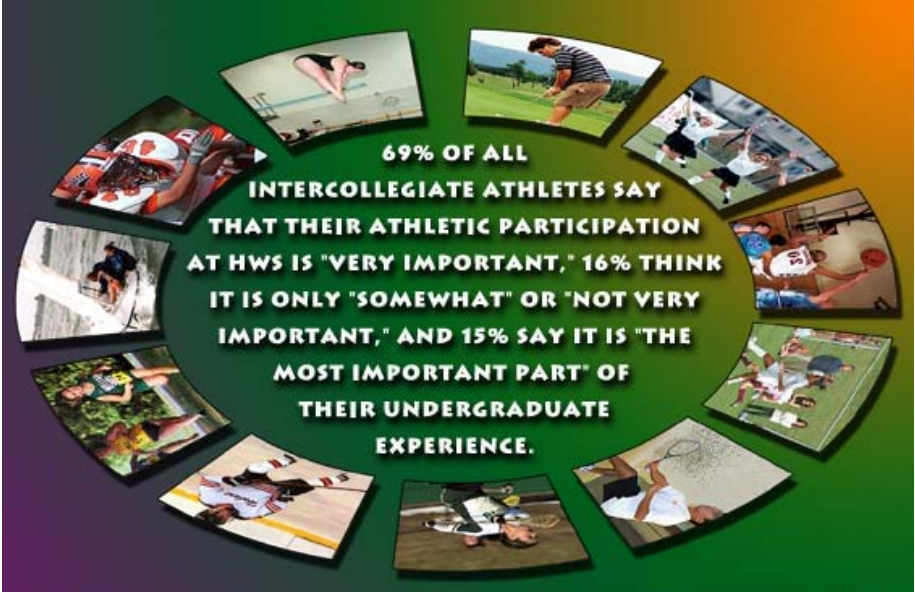


Source: Data drawn from a November 2001 survey of 414 HWS student athletes (86% of all athletes on campus).



**Three quarters (75%)
of all HWS athletes say
leadership potential
is a very important or
essential consideration
when they think about
a career.**

Source: Data drawn from a November 2001 survey of 414 HWS student athletes (86% of all athletes on campus).



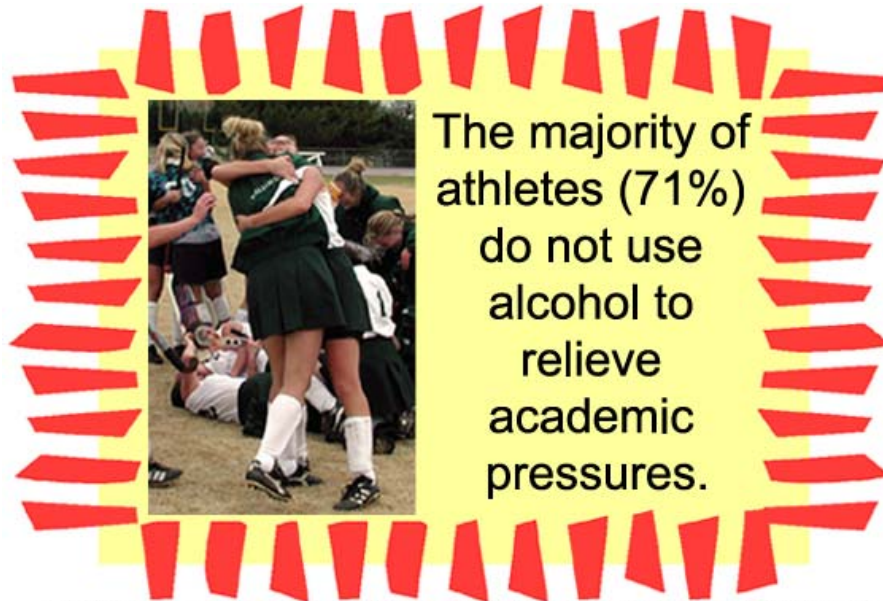
**69% OF ALL
INTERCOLLEGIATE ATHLETES SAY
THAT THEIR ATHLETIC PARTICIPATION
AT HWS IS "VERY IMPORTANT," 16% THINK
IT IS ONLY "SOMEWHAT" OR "NOT VERY
IMPORTANT," AND 15% SAY IT IS "THE
MOST IMPORTANT PART" OF
THEIR UNDERGRADUATE
EXPERIENCE.**

SOURCE: DATA DRAWN FROM A NOVEMBER 2001 SURVEY OF 414 HWS STUDENT ATHLETES (86% OF ALL ATHLETES ON CAMPUS).

82% of HWS student-athletes
never injure themselves or
others as a result of
alcohol consumption during
the academic term.

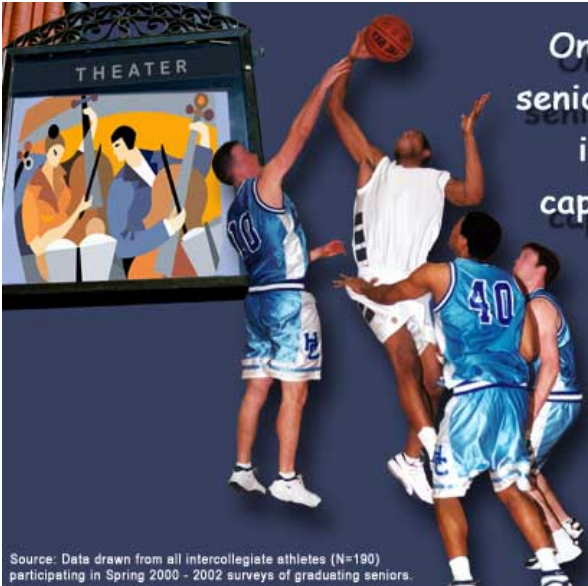


Source: Data drawn from a November 2001 survey of 414 HWS student-athletes (86% of all athletes on campus).



The majority of
athletes (71%)
do not use
alcohol to
relieve
academic
pressures.


Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 survey



One-third of all HWS senior student-athletes indicated that their capacity to appreciate art, literature, music, and drama, was "greatly" enhanced by their undergraduate experience.


Source: Data drawn from all intercollegiate athletes (N=190) participating in Spring 2000 - 2002 surveys of graduating seniors.

DID YOU KNOW.....



86% of student-athletes at HWS believe one should never drink to an intoxicating level that interferes with academics or other responsibilities

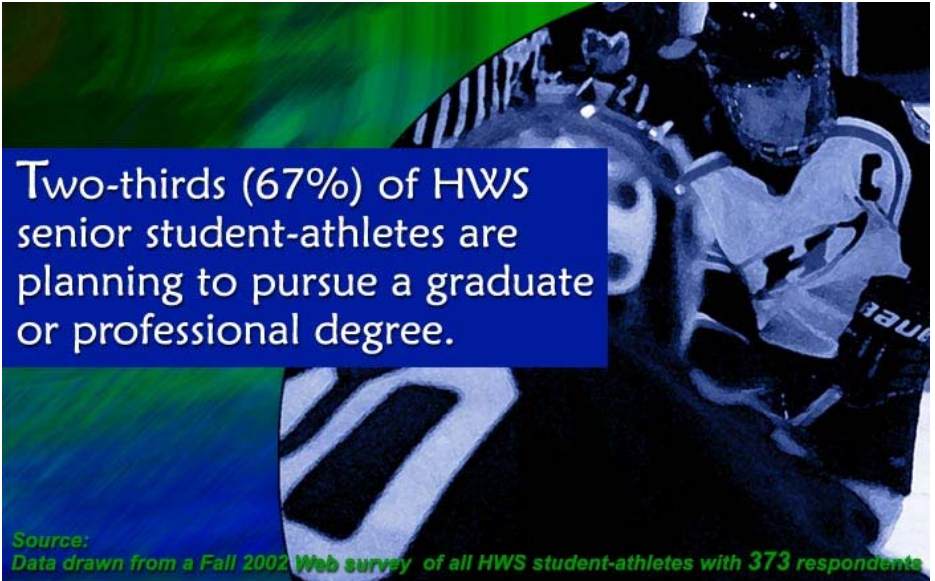
Source: data drawn from a Fall 2002 Web survey of all HWS student-athletes (373 respondents)



The facts:

The majority (66%) of HWS student-athletes drink alcohol once per week or less often or do not drink at all.

Source: data drawn from a Fall 2002 Web survey of all HWS student-athletes with 373 respondents



Two-thirds (67%) of HWS senior student-athletes are planning to pursue a graduate or professional degree.

Source:
Data drawn from a Fall 2002 Web survey of all HWS student-athletes with 373 respondents

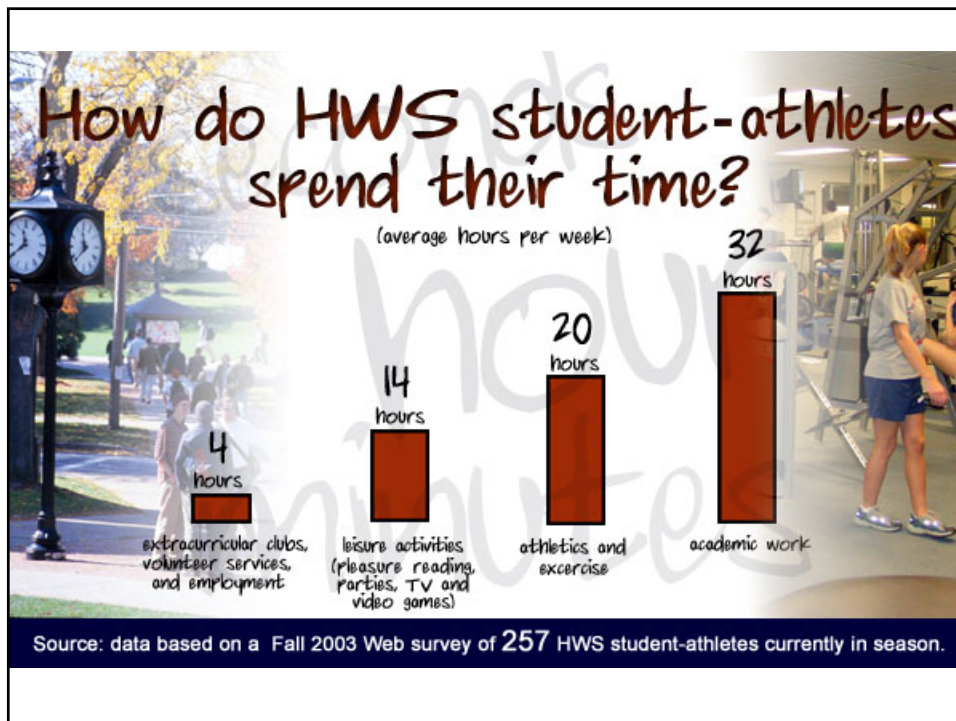
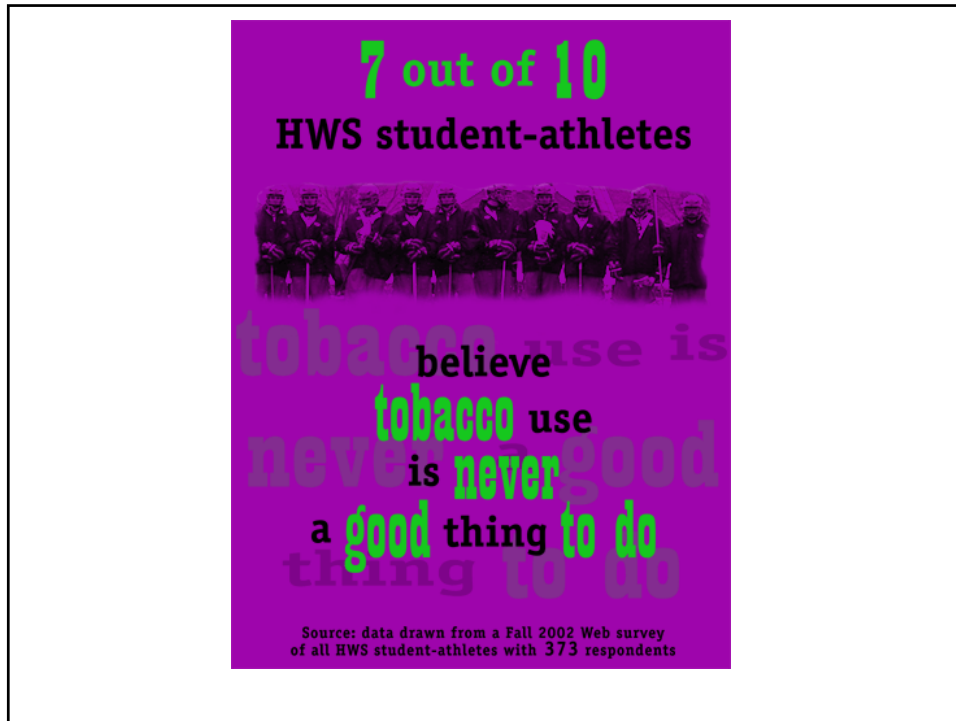
Most HWS student-athletes (74%) get at least seven hours of sleep per night

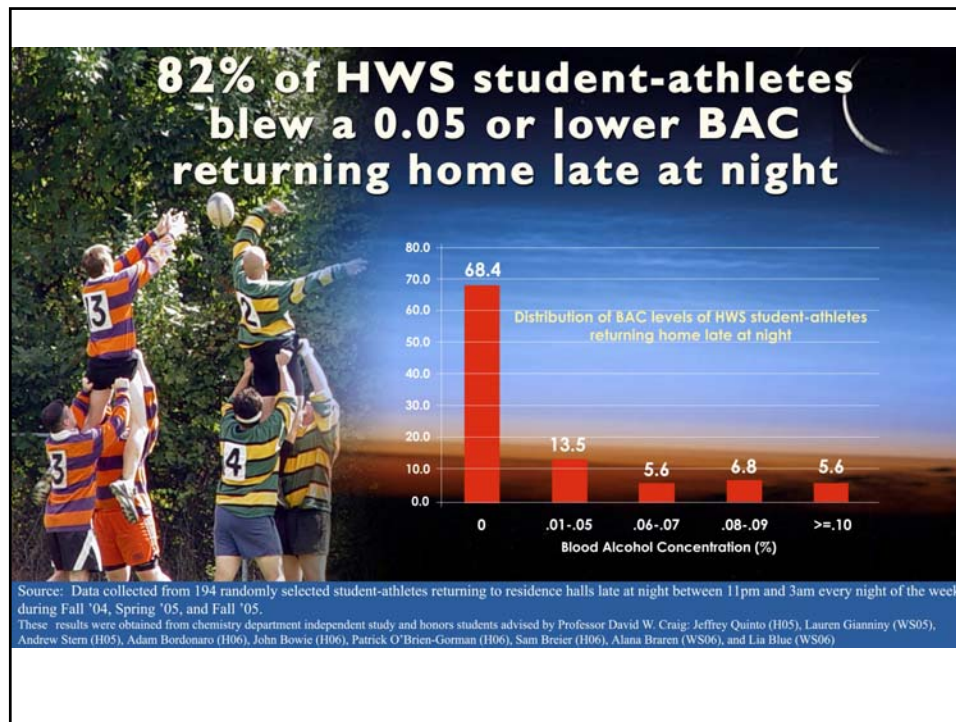
Source: data drawn from a Fall 2002 Web survey of all HWS student-athletes with 373 respondents

45% of HWS student-athletes* have also been involved in a volunteer service organization

*among sophomores, juniors and seniors

Source: data drawn from a Fall 2002 student-athlete Web survey with 373 respondents






Electronic Mail MVP E-Bits™

- Targeted periodic release of information to student-athletes, coaches, and training staff
- Mechanism to communicate sensitive and personalized information
- Mechanism to intensify norms dosage for target sub-population without overdosing general campus population.

December 1, 2005

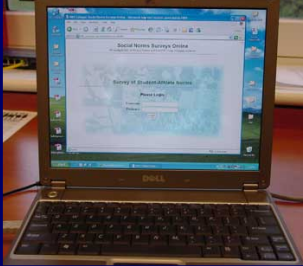


For HWS Student-Athletes,

Click here to see the [E-Bit Archives](#)

Thank you very much for your participation in the 2005 fall MVP survey of student-athletes!


371 of you participated representing almost 80% of all varsity student-athletes at Hobart and William Smith Colleges. We are analyzing the results now and will be sending you a variety of facts shortly.



Thanks again,
Professors Craig and Perkins

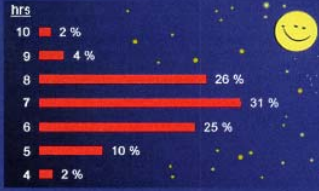
MVP E-Bits produced by David W. Craig and H. Wesley Perkins

February 18, 2002



For HWS Student Athletes

How many hours do you sleep on average per night?




hrs	%
10	2 %
9	4 %
8	26 %
7	31 %
6	25 %
5	10 %
4	2 %

Source: November 2001 web survey of 414 HWS student athletes (86% of all intercollegiate athletes on campus).

MVP E-bits produced by David W. Craig and H. Wesley Perkins


Coming Soon!
MVP Factoids on line in the computer labs and in kiosks in the athletic facilities.

February 22, 2002



For HWS Student Athletes


78% of HWS senior athletes, when thinking about a career, say "intellectual challenge" is very important or essential.




Source: Data drawn from all intercollegiate athletes (N=129) participating in Spring 2000 and 2001 surveys of graduating seniors.

MVP E-bits produced by David W. Craig and H. Wesley Perkins

March 21, 2002



For HWS Student Athletes




25% of HWS athletes reported achieving a 3.5 or higher GPA and 75% reported achieving a 3.0 or higher in their most recent academic term.

Source: Data drawn from all intercollegiate athletes (N=99) participating in a Spring 2000 mail survey of a representative cross-section of HWS students.

MVP E-bits produced by David W. Craig and H. Wesley Perkins

January 22, 2003



For HWS Student Athletes

How do HWS student-athletes spend their time? (average hours per week)


Activity	Average Hours per Week
Academic work	31 hours
Athletics and exercise	19 hours
Leisure activities (parties, video games and TV)	13 hours
Extracurricular clubs, volunteer service, and employment	4 hours

Data based on a Fall 2002 survey of 273 student-athletes currently in season.

MVP E-bits produced by David W. Craig and H. Wesley Perkins

Check it out!
 MVP Factoids on line in the computer labs and in kiosks in the athletic facilities.

March 1, 2006

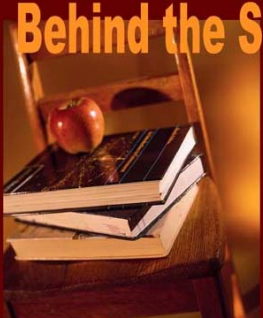


(Click icon for E-bits archive)

For HWS Student-Athletes

Data just in: Moderation Still the Norm

Behind the Scenes

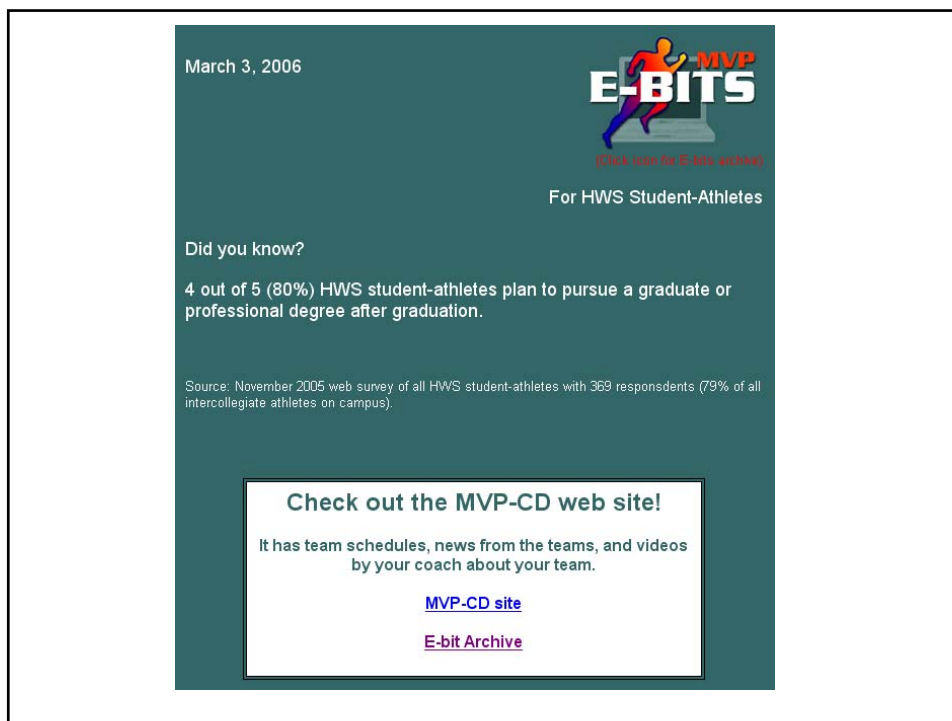


84% ~~85%~~

of HWS student-athletes believe one should never drink to an intoxicating level that interferes with academics or other responsibilities.

2005: 79%
 2006: 84% (369 respondents, 28% of all student-athletes on campus)

MVP E-bits produced by David W. Craig and H. Wesley Perkins



March 3, 2006

MVP
E-BITS
Check out the E-bit archive

For HWS Student-Athletes

Did you know?

4 out of 5 (80%) HWS student-athletes plan to pursue a graduate or professional degree after graduation.

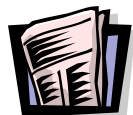
Source: November 2005 web survey of all HWS student-athletes with 369 respondents (79% of all intercollegiate athletes on campus).

Check out the MVP-CD web site!

It has team schedules, news from the teams, and videos by your coach about your team.

[MVP-CD site](#)


[E-bit Archive](#)



MVP Factoids™ in the campus newspaper sports section

- MVP Factoids are short statistical snapshots of the student-athlete community published regularly in the campus newspaper.
- All sorts of characteristics drawn from reliable data bases are reported here.
- One items in each column is designed to reveal actual norms about alcohol and other drugs.

BY AND FOR THE STUDENTS OF HOBART AND WILLIAM SMITH COLLEGES



the **HERALD**

ISSUE 11 December 7, 2001 VOLUME CXXV


MVP FACTOIDS

- *Athletes most typically sleep 7 hours per night.
- *One third of athletes spend at least one hour per week talking with faculty outside of class.
- *Two thirds of all senior athletes participate in volunteer activities each week with one third contributing at least three hours each week.
- *Three quarters of the incoming class in 2001 had participated in a JV or varsity sport during their final year in high school – 84% of men and 69% of women.
- *The majority of athletes drink alcohol once a week or less often.
- *Three quarters of senior athletes, when thinking about a career, say "leadership potential" is very important or essential.
- *Half of all athletes spend three or more hours in paid employment per week.
- *Two thirds of athletes participate in campus organizations other than their sport.
- *Half of all senior athletes plan to attend graduate or professional school.

(Brief facts about HWS athletes reported by Professors Wesley Perkins and David Craig.)

Sources: Data for Items 1 were drawn from an August, 2001 survey of entering students (N=541) at HWS. Data for Items 2, 4, 8 and 9 were drawn from all intercollegiate athletes (N=72) participating in a Spring 2001 survey of graduating seniors. Data for Items 3, 6 and 7 were drawn from all intercollegiate athletes (N=83) participating in a Spring 1998 survey of students in courses and athletic groups representing all academic divisions and class years. Data for Item 5 were drawn from all intercollegiate athletes (N=99) participating in a Spring 2000mail survey of a representative cross-section of HWS students.

BY AND FOR THE STUDENTS OF HOBART AND WILLIAM SMITH COLLEGES



the **HERALD**

ISSUE 17 March 1, 2002 VOLUME CXXV

The Herald SPORTS March 1, 2002 7

"MVP FACTOIDS"

(Brief facts about HWS intercollegiate athletes reported by Professors Wesley Perkins and David Craig.)

1. One quarter of junior and senior athletes have participated in an independent study or research activity at HWS.
2. 30% of junior and senior athletes participate in clubs and organized groups other than athletics on a weekly basis during the term.
3. One third of HWS athletes work for pay on a weekly basis during the term.
4. The majority of HWS athletes report consuming an average of four or fewer alcoholic drinks per drinking occasion or none at all when asked about the previous two weeks of the academic term.

Source: Data for all items were drawn from a November 2001 survey of 414 HWS student athletes (86% of all athletes on campus).



MVP Factoids™ interactive multimedia program and screen saver on kiosks throughout athletic facilities

- MVP Screen Saver
- [MVP Factoids Multimedia Program](#)
- 9 kiosks in high-traffic “milling” areas in training rooms, fitness center, field house drinking fountain, health center, gymnasium, and outside staff offices
- More than 100 public-access computers in library and academic buildings

Interactive CD-ROM



<ul style="list-style-type: none"> MVP Factoids Sports Schedule Sports Highlights MVP Web Site Coaches Home <p>The majority of HWS student-athletes report consuming an average of four or fewer alcoholic drinks per drinking occasion or none at all when asked about the previous two weeks of the academic term.</p>	<h3>Sports Schedule</h3> <p>2002-2003</p> <table border="1"> <tr><td>Basketball</td><td>Hebart</td></tr> <tr><td>Crew</td><td>Hebart</td></tr> <tr><td>Cross Country</td><td>Hebart</td></tr> <tr><td>Field Hockey</td><td>Hebart</td></tr> <tr><td>Football</td><td>Hebart</td></tr> <tr><td>Golf</td><td>Hebart</td></tr> <tr><td>Ice Hockey</td><td>Hebart</td></tr> <tr><td>Lacrosse</td><td>Hebart</td></tr> <tr><td>Rolling</td><td>Smith</td></tr> <tr><td>Rowing</td><td>Hebart</td></tr> </table>	Basketball	Hebart	Crew	Hebart	Cross Country	Hebart	Field Hockey	Hebart	Football	Hebart	Golf	Hebart	Ice Hockey	Hebart	Lacrosse	Hebart	Rolling	Smith	Rowing	Hebart
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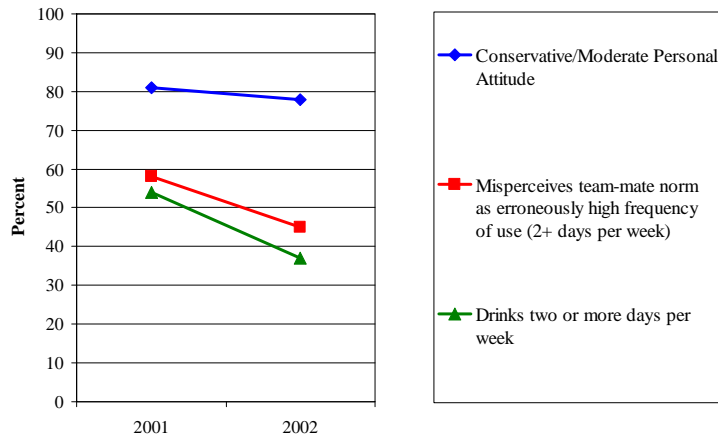
<h3>Coaches and Athletic Directors</h3>				
Steve Engle Hebart William Smith	Sandra Cho Crew William Smith	Mike Crowe Football Hebart	Chip Elmendorf Tennis William Smith	Ben Finney Cross country Hebart

Peers Educating Peers with Norm Messages

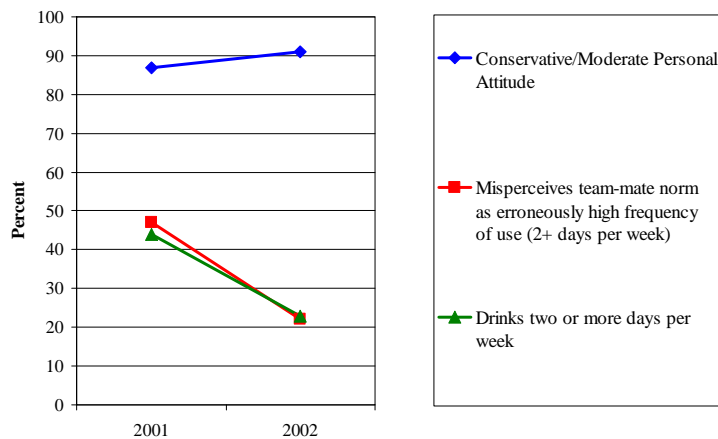


Assessment of Program Impact after First Year of Intervention

Attitudes, Misperceptions, and Alcohol Consumption Among Male Student-Athletes



Attitudes, Misperceptions, and Alcohol Consumption Among Female Student-Athletes



HWS MVP Project impact: Two year pre-post comparison

- **46% reduction in the proportion of student-athletes drinking more than once per week**
- **30% reduction in the proportion of student-athletes reaching a BAC of .08 or greater when drinking at parties and bars**
- **34% reduction in the proportion of student-athletes experiencing frequent negative consequences due to drinking during the academic term.**

Source: Perkins and Craig, J. of Studies on Alcohol, 2006

- **38% reduction in the proportion of student-athletes using tobacco weekly**
- **a 2.5 hours per week increase in time spent in academic activities, on average, for each student-athlete**

Student-Athletes' Misperceptions of Male and Female Peer Drinking Norms: A Multi-Site Investigation of the "Reign of Error"

H. Wesley Perkins David W. Craig

Journal of College Student Development
May/June 2012, Vol 53(3)

Sample Demographics

School Characteristics	Total Sample (Range by School)
Number of Schools	15
Number of States	13 (CT, IL, MA, MD, MN, NJ, NY, OH, OR, TX, VA, WI)
School Size (mean)	3,730 (800 – 7,300)
Athlete Population at School (mean)	422 (180 – 606)
Respondent Characteristics	
Sample Size	4,258 (135 – 521)
Response Rate	76% (61% – 87%)
Males	57% (40% – 75%)
Under 21 years of age	75%
1 st Year Students	36%
2 nd Year Students	28%
3 rd Year Students	20%
4 th Year Students	15%

Male and Female Student-Athlete Accuracy in Perceiving Gender-Specific Norms for Frequency of Alcohol Consumption Among School Athlete Peers

Actual Gender-Specific School Norm	Accuracy of Perceptions						No. of Respondents		No. of Schools
	Under- estimates (%)		Accurate Perceptions (%)		Over- estimates (%)				
	Male	Female	Male	Female	Male	Female	Male	Female	
<i>Male Median Frequency</i>									
Twice per Month	7.4	7.5	9.9	12.3	82.7	80.2	365	253	3
Once per Week	10.9	9.3	26.9	23.7	62.2	67.0	1,765	1,339	11
Twice per Week	27.7	22.3	66.7	69.3	5.6	8.4	213	179	1
All Schools	11.9	10.3	27.9	26.7	60.2	63.0	2,343	1,771	15
<i>Female Median Frequency</i>									
Once per Month	3.7	4.3	12.8	14.5	83.5	81.2	273	207	2
Twice per Month	7.3	6.2	12.2	11.5	80.4	82.3	1,212	807	8
Three times per Month ^a	8.9	9.5	42.0 ^b	44.6 ^b	49.0	45.8	157	168	1
Once per Week	6.9	10.3	33.9	32.2	59.2	57.5	691	590	4
All Schools	6.9	7.7	20.7	21.9	72.4	70.4	2,333	1,772	15

^a Category reflects norm (median) falling between two survey response categories (twice per month; and once per week).

^b Includes “twice per month” and “once per week” responses.

Male and Female Student-Athlete Accuracy in Perceiving Gender-Specific Norms
 for Quantity of Alcohol Consumption Among School Athlete Peers

Actual Gender-Specific School Norm	Accuracy of Perceptions						No. of Respondents		No. of Schools
	Under- estimates by 2 or More Drinks (%)		Accurate Estimates (±1 Drink) (%)		Over- estimates by 2 or More Drinks (%)				
	Male	Female	Male	Female	Male	Female	Male	Female	
<i>Male Median Drinks</i>									
4	10.2	4.8	30.1	29.3	59.8	65.9	246	167	2
5	9.0	2.3	27.0	15.9	64.0	81.8	89	44	1
6	15.3	17.4	30.5	36.9	54.2	45.7	727	558	5
7	22.0	19.7	22.4	34.0	55.6	46.3	259	147	2
8	22.7	29.3	25.3	29.0	52.0	41.8	767	649	4
9	23.9	25.7	37.3	42.9	38.8	31.4	209	175	1
All Schools	18.5	21.3	28.3	33.0	53.2	45.7	2,297	1,740	15
<i>Female Median Drinks</i>									
2	5.4	2.9	35.7	36.3	58.9	60.8	168	102	1
3	4.3	3.1	42.3	42.4	53.4	54.6	744	425	5
4	7.3	6.5	48.0	56.8	44.8	36.7	496	479	3
5	17.5	12.9	53.3	54.6	29.3	32.6	888	731	6
All Schools	10.1	8.1	47.3	51.1	42.6	40.8	2,296	1,737	15

Correlation Matrix of Party/Bar Drinks Typically Consumed by
 Self, Perceived Norms, and Actual Norms by Gender

	Self: number of drinks typically consumed	Perceived norm: number of drinks by male athletes at one's school	Perceived norm: number of drinks by female athletes at one's school	Actual norm: median number of drinks by male athletes at one's school	Actual norm: median number of drinks by female athletes at one's school
Self: number of drinks typically consumed		.67	.45	.24	.21
Perceived norm: number of drinks by male athletes at one's school	.65		.67	.23	.20
Perceived norm: number of drinks by female athletes at one's school	.58	.77		.15	.18
Actual norm: median number of drinks by male athletes at one's school	.24	.20	.19		.74
Actual norm: median number of drinks by female athletes at one's school	.30	.23	.26	.77	

Note: All correlations are significant at the 0.01 level (two tailed).

Females
Males

Unstandardized (B) and Standardized (β) Multilevel Regression Coefficients Predicting Number of Drinks Student-Athletes Personally Consume at Parties and Bars

Independent Variables	Males (n = 2,263)			Females (n = 1,714)		
	B	β	p	B	β	p
<i>Perceived Drinking Norms (Individual Level Variables)</i>						
Perception of how many drinks typically consumed by male student-athletes at one's school	.80	.64	***	.40	.48	***
Perception of how many drinks typically consumed by female student-athletes at one's school	-.02	-.01		.22	.17	***
<i>Actual Drinking Norms (School Level Variables)</i>						
Median drinks typically consumed by male student-athletes at one's school	.34	.10	*	.07	.03	
Median drinks typically consumed by female student-athletes at one's school	-.01	-.00		.33	.11	*
<i>Socio-Demographic Variables (Individual Level Variables)</i>						
Number of athletes among five best friends	.25	.07	***	.04	.02	
In season	-.76	-.07	***	-.18	-.03	
Personal importance of athletics ³	.04	.01		.08	.01	
Class year	.43	.09	***	.12	.04	
Age 21 and over	-.32	-.03		.10	.01	

Impact Assessment of a Multi-site Social Norms Intervention Targeting Student-Athlete High Risk Drinking

Criteria for Site Selection

- A pre- and post-survey with one year time interval
- All student-athletes included in sampling frame
- Achieved greater than 50% response rate each year
- Initiated a social norms intervention

Sample Demographics

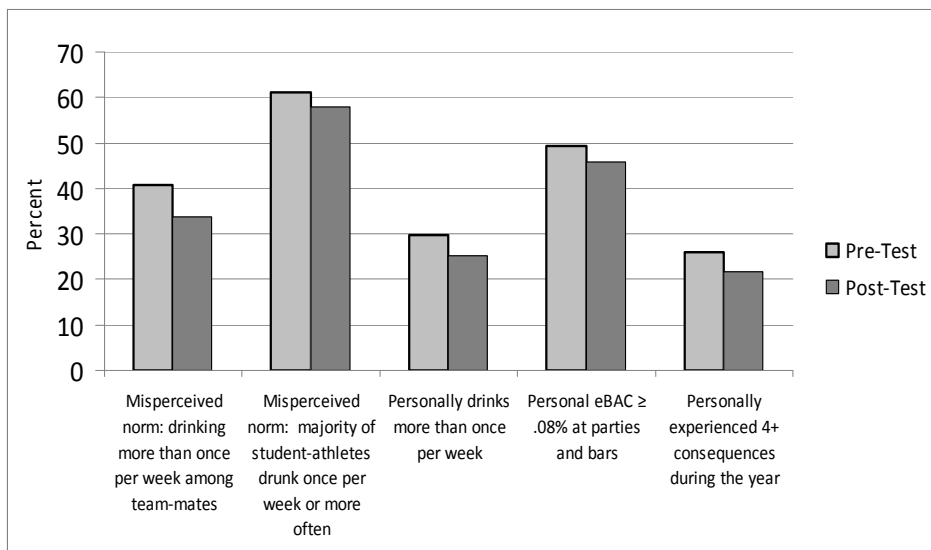
(Nine schools from 8 states: CT, IL, MD, MN, NY, OR, VA, WI)

	Percent (N = 4,864)
Gender (Male / Female)	57 / 43
Age	
Less than 21	74
21-24	25
Greater than 24	1
Class Year	
1	36
2	28
3	20
4	16
Student-athlete the previous year (ongoing athlete)	45
Currently in-season	54
Majority of 5 best friends are also athletes	73

Social Norms Interventions

- Print media message delivery at all schools
 - (e.g. posters, table tents, and/or campus newspapers)
- Optional message delivery strategies
 - Team meetings
 - Screen savers and interactive electronic media
 - Targeted electronic mail
 - Novelty items

Perceived Norms and Personal Drinking Pre and Post Social Norms Intervention



Note: All pre/post differences are statistically significant ($p < .05$).

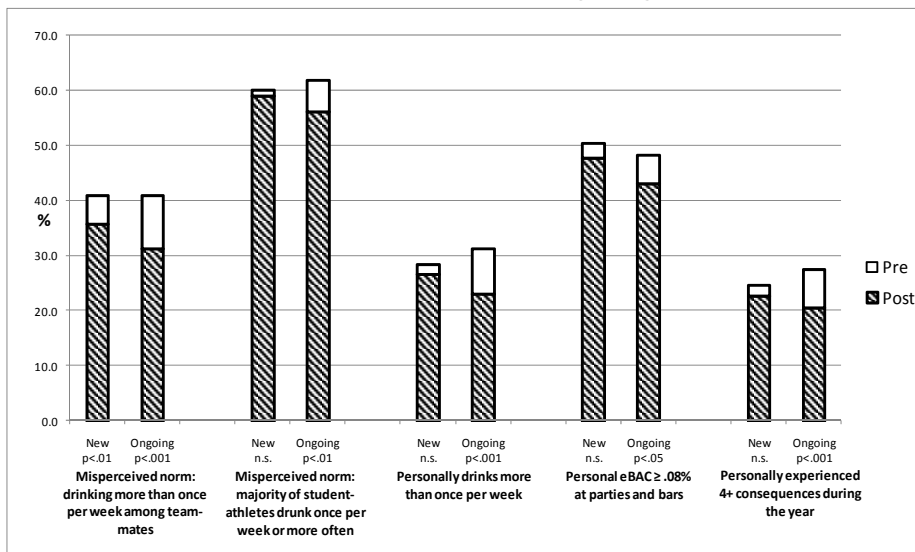
Odds Ratios Predicting Misperceived Norms and Personal Drinking

	Misperceived norm: teammates drink more than once per week (N=4,696)	Misperceived norm: majority of student-athletes drunk once per week or more often (N=4,665)	Personally drinks > once per week (N=4,705)	Personal eBAC \geq .08% at parties/bars (N=3,559)	Personally experienced 4+ consequences during year (N=4,401)
Gender (female vs. male)	.35 ***	.82 **	.36 ***	.83 **	.50 ***
Age 21 and over	1.21	1.18	1.11	1.24	.95
Class Year (vs. 1 st year)					
Sophomore	.94	1.01	1.06	1.02	1.32 **
Junior	1.06	.95	1.32 *	1.02	1.19
Senior	1.28	1.08	1.67 **	.92	1.35 †
Currently in season	.32 ***	.72 ***	.36 ***	.81 **	.67 ***
Majority of five best friends are also athletes	1.06	1.23 **	1.00	1.20 *	1.36 ***
Post-intervention (vs. pre-)	.75 ***	.89 †	.83 **	.88 †	.80 **

Note: Logistic regression controlled for individual school differences using dummy variables.

*Statistically significant at $p < .05$; ** $p < .01$; *** $p < .001$, and † $p < .10$.

Perceived Norms and Personal Drinking Pre and Post Social Norms Intervention for New and Ongoing Student-Athletes



Note: Ongoing student-athletes were student-athletes at the school in the year prior to the survey and new student-athletes were not at the school or did not participate as a student-athlete in the previous year.

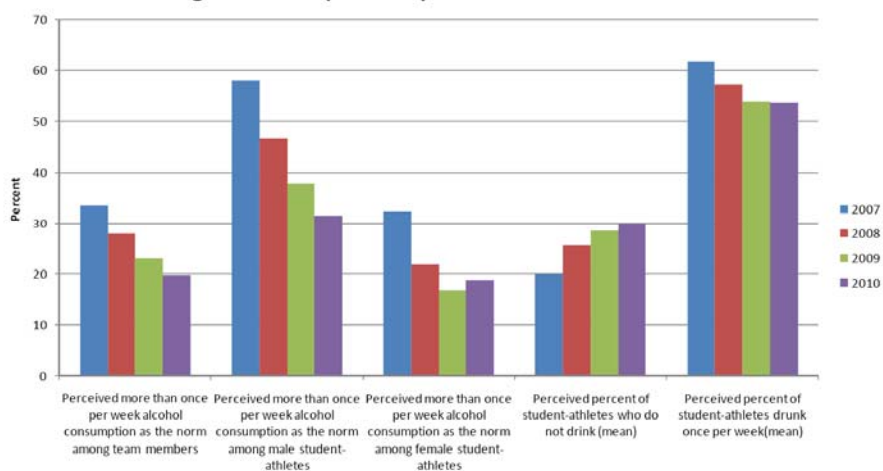
Example of Extended 4 Year Intervention and Effect at One School

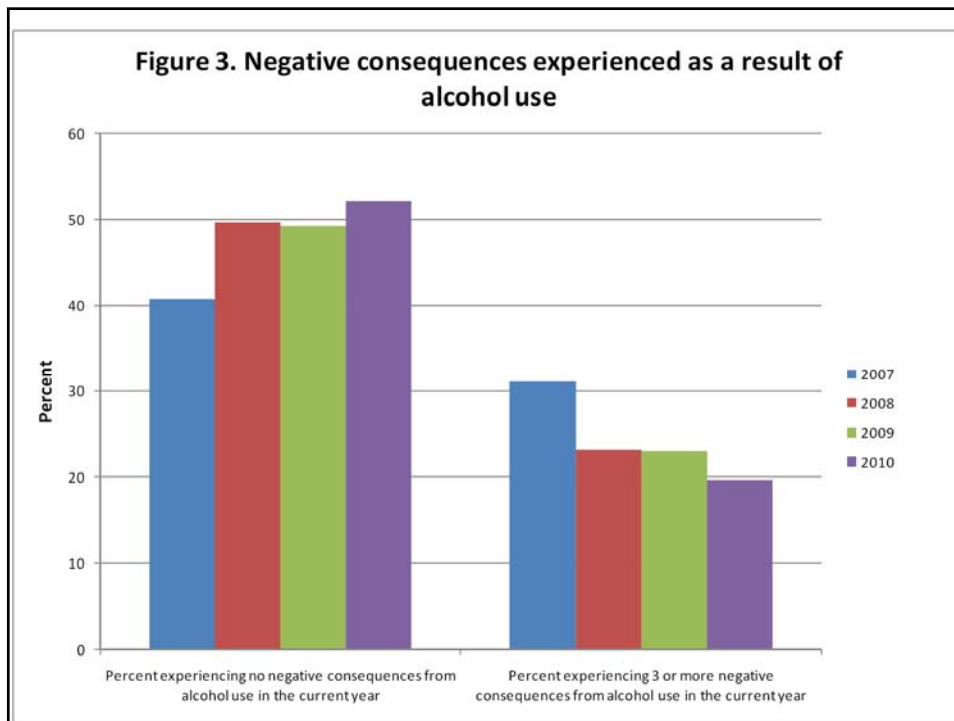
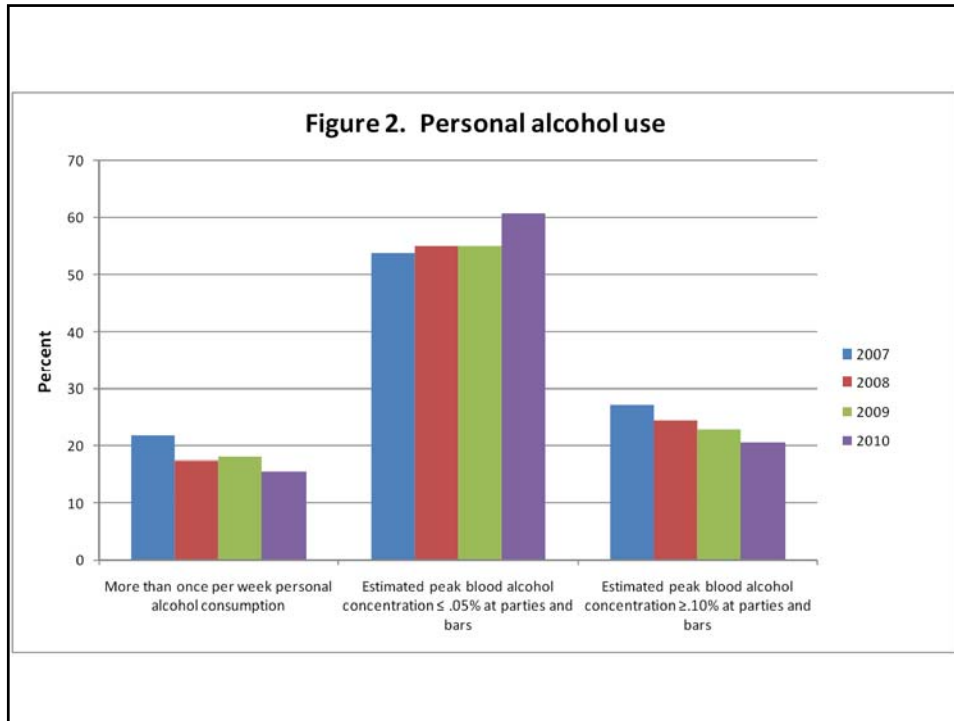
(Started in 2007)

Frequency of Exposure to Program Elements during the academic year

Frequency of Exposure to student-athlete normative messages	% of Respondents in 2008	% of Respondents in 2009	% of Respondents in 2010
Never	7	3	6
Once	10	5	5
Twice	18	12	13
3-4 Times	31	30	27
5-9 Times	15	17	17
10-19 Times	11	14	14
20 or more Times	8	18	18

Figure 1. Perceptions of peer student-athlete alcohol use





Thank you!

For more information go to:

www.AlcoholEducationProject.org

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2014 Meeting of the Minds Conference

**Using Social Norms to Promote Health
and Well-Being Among Student-Athletes**

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