



The U.S. Department of Education's

**HIGHER  
EDUCATION  
CENTER**

 for Alcohol,  
Drug Abuse, and  
Violence Prevention


Services

High-Risk Behaviors

Prevention Basics

Environmental Management

Resources

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# FY 2005 Awardees: Alcohol and Other Drug Prevention Models on College Campuses Grant Competition

Seven campuses received awards under the U.S. Department of Education's grant competition to identify innovative and effective alcohol and other drug prevention programs.



Campuses will use their award funds primarily to maintain, improve or evaluate their award-winning program further. Model programs from the following institutions are described below.

### Gonzaga University

*Project REAL – Culture, Campus, and Community: A Faith-Based and Community-Based Social Norms Approach Integrating Three Levels of Intervention*

Project Director: Karen Contardo

Project REAL at Gonzaga University addresses prevention at three recommended levels, universal, selected and indicated; promotes healthy campus social norms and expectancies and campus policies and procedures, and enforces regulations and laws. The program reports that the number of students who use alcohol decreased by almost 10 percent over the past two years and there was a 4.6 percent decrease in students who report having consumed 5 or more drinks in a row. Expansion activities include a multi-part strategy that creates and supports new late night activities and recreation that promote healthy choices and alternatives to abusive drinking and establishes linkages with other community agencies and organizations and the surrounding neighborhood.

### Hobart and William Smith Colleges

*Most Valuable Players – A Model Program Reinforcing Positive Norms, Correcting Misperceptions, and Reducing High-Risk Drinking Among Student Athletes*  
Project Directors: Dr. H. Wesley Perkins and Dr. David W. Craig

The program at Hobart and William Smith Colleges promotes positive norms, reduces harmful misperceptions, and reduces high-risk drinking and its consequences among student-athletes. Between 2001 and 2003 the program reports a 46 percent reduction in the proportion of student-athletes drinking more than once per week and a 34 percent reduction in the proportion of student-athletes experiencing frequent negative consequences due to drinking during the academic term. The program will be enhanced through improved

multimedia production and incorporation of blood alcohol concentration norms into media.

### **Loyola Marymount University**

*Heads UP! A Model Alcohol Prevention Program*

Project Director: Dr. Joseph W. LaBrie

The Heads UP program at Loyola Marymount University employs a “nested model” of alcohol interventions that target high-risk groups of students while providing support and infrastructure for broader campus culture change with respect to drinking. The centerpiece of the Heads UP project is a motivational enhancement group intervention aimed at freshman males and first-time judicial offenders of campus alcohol policies. The program reports that the number of students who drank more than once per week went down from 50 percent in 2000 to 27 percent in 2005 while reported incidents of alcohol-involved ethnic harassment decreased from 16 percent to 2 percent over the same period. Program enhancements include experimental validation of the group intervention, development of a second-line judicial sanction, and the institutionalization of Heads UP into freshman orientation.

### **The Ohio State University**

*Recreational Sports Prevention Program*

Project Director: Connie Boehm

Led by the Student Wellness Center, the Ohio State University has been committed to reducing high-risk drinking rates among its first-year students. The effort uses social norms marketing, alcohol free late-night events, increased exposure to the Brief Alcohol Screening and Intervention for College Students (BASICS) program and required participation in workshops on alcohol and other drug use. Between 2000 and 2004 the number of first-year students binge-drinking 3 or more times per week went down by 23 percent. Expansion activities will focus on application of the current strategies to sport club and intramural participants at OSU.

### **The University of Arizona**

*Changing the Environment and Culture of Fraternity and Sorority High-Risk Drinking at the University of Arizona*

Project Director: Melissa Vito

Using the Brief Alcohol Screening and Intervention for College Students program (BASICS), a sorority specific social norms marketing campaign; and environmental management strategies, the University of Arizona has reported reduced frequency and amount of alcohol consumed, reduced negative consequences related to alcohol use and increased use of protective behaviors among sorority and fraternity members, especially among first-year Greek students. Enhancements to the program include utilizing more targeted and enhanced social norms media to correct sorority women’s misperceptions of AOD use and behavioral norms and conducting BASICS with both fraternity and sorority pledges, Greek students who violate AOD policies/laws and all members of chapters on probation for alcohol-related violations.

### **University of Nebraska-Lincoln**

*Reducing Alcohol Related Harms Among Nebraska College Students Through*

*Comprehensive Environmental Strategies: Replicating the NU Directions Model*  
Project Director: Dr. Ian M. Newman

The NU Directions program at the University of Nebraska-Lincoln (UNL) is based on three distinct best practices: the use of community coalitions to employ a comprehensive environmental strategy; the use of a "3-in-1 Framework" that targets individuals, campuses and communities; and the use of state initiatives to strengthen individual campus efforts to reduce alcohol consumption and related harms within college populations. The program reports that student binge drinking rates at UNL have been reduced from 62% in 1997 to 42% in 2005. The program will be expanded to other Nebraska colleges, universities and community colleges through dissemination of the tools, technical assistance, and training needed to replicate the NU Directions strategies.

**Virginia Commonwealth University**

*Alcohol and Other Drug Prevention Model at Virginia Commonwealth University*  
Project Director: Dr. Linda Hancock

VCU's Office of Health Promotions uses a multi-faceted campus-wide model program for colleges transitioning from commuter campuses to residential campuses without increases in alcohol and other drug use and harm. The program is designed to serve a diverse student body and has a special focus on athletes and freshmen. In addition to an already existing social norms mixed media marketing campaign to change student misperceptions about campus drinking norms, the program features new curricula to change alcohol and other drug perceptions, attitudes and behaviors of freshmen and athletes, with technology that is user-friendly for all, including students with disabilities.

The Higher Education Center welcomes your feedback.  
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