

College:

▪ **Alcohol Edu**

<http://www.outsidetheclassroom.com/>

AlcoholEdu for College is designed as a Population-Level Prevention program to be given to an entire population of students, such as an entering first-year class. This method creates a learning experience that:

- Motivates behavior change
- Resets unrealistic expectations about the effects of alcohol
- Links choices about drinking to academic and personal success
- Helps students practice safer decision-making
- Engages students to create a healthier campus community

It is specifically designed for ALL students - whether they are frequent heavy drinkers, light to moderate drinkers, or non-drinkers. Its personalized approach provides an experience that impacts both individual behavior and campus culture, reducing your institutional risk. AlcoholEdu for College relies on evidence-based prevention methods, learner-centered pedagogy, up-to-date science-based content, and a carefully customized user experience to inspire students to reflect on and consider changing their drinking.

▪ **Challenging College Alcohol Abuse (CCAA)**

<http://modelprograms.samhsa.gov/pdfs/model/Challenging%20CAA.pdf>

CCAA is a social norms and environmental management program aimed at reducing high-risk drinking and related negative consequences among college students (18 to 24 years old). The intervention was developed at the University of Arizona based on work previously done at Northern Illinois University. CCAA uses a campus-based media campaign and other strategies to address misperceptions about alcohol and make the campus environment less conducive to drinking. Studies have shown that college students tend to perceive their peers' level of drinking to be higher than it actually is, which in turn influences their own drinking behavior. CCAA's media campaign addresses these misperceptions by (1) communicating norms using data from surveys conducted at the university, (2) educating students on less-known or less-understood facts related to alcohol, and (3) offering an opportunity to change the "public conversation" around alcohol use among students, staff, and the local community. Advertisements and articles in the school newspaper, press releases, campus displays, and other media are used to communicate factual information about alcohol and drugs and related topics such as health and wellness, sexual assault, and sexually transmitted diseases. CCAA provides small grants to fund and promote non-alcohol social events that compete with traditional drinking occasions. Some media coverage is targeted to higher-risk groups such as fraternity and sorority chapters, freshmen, women, and students living in residence halls. CCAA also includes components aimed at faculty and staff, parents, and the local community, such as encouraging increased restrictions and monitoring of on-campus and off-campus alcohol use.

