

NCAA CHOICES: A Grant Program for Alcohol Education

Abstracts from 2007-2010 Grant Recipients

NCAA CHOICES Purpose Statement

The misuse of alcohol by college students is of great concern to the National Collegiate Athletic Association (NCAA). In an effort to educate students about the risks involved with the misuse of alcohol, the NCAA has, through the support of the NCAA Foundation and Anheuser-Busch Companies, Inc., developed CHOICES, a grant program for alcohol education.

Through the CHOICES program, the NCAA provides funding for NCAA member institutions and conferences to integrate athletics into campus-wide efforts to reduce alcohol abuse. CHOICES projects must partner athletics with other campus partners in the development and implementation of effective alcohol-education projects on college campuses.

NCAA CHOICES Theme

The NCAA chose the theme “CHOICES” because college students are confronted with a variety of choices on a daily basis, some of which have lasting effects on their lives. The NCAA believes that programs implemented through this grant program will help create an environment that supports and encourages personal CHOICES that are legal, healthy, appropriate and safe.

Alcohol and Athletics

The NCAA recognizes that illegal use and abuse of alcohol may occur in conjunction with athletics events. Further, the NCAA recognizes that athletics can be a medium through which alcohol education can be delivered. All alcohol education programs that have been developed through CHOICES have used athletes or athletics events to deliver the educational program to the entire campus. Many of these programs targeted the student body rather than providing programs solely for student-athletes. Collaboration between the athletics department and other campus organizations involved in alcohol education is a vital element of a CHOICES project.

2007-2010 CHOICES Grant Recipients

The following NCAA member institutions will receive grant funding for the 2007-2010 grant cycle.

1. California State University Long Beach
2. Drury University
3. Gonzaga University
4. Gustavus Adolphus College
5. Lewis University
6. Marietta College
7. University of North Texas
8. Northwestern University
9. Rhode Island College
10. SUNY Cortland
11. Temple University
12. Virginia Commonwealth University
13. Wabash College
14. Washington College
15. University of West Georgia

California State University Long Beach

From major international sporting events to neighborhood pick-up tournaments, sport and alcohol have had a long-standing association. The use and misuse of alcohol by sports participants and spectators is widespread, and on too many occasions the combination of alcohol and sport has had volatile and even lethal results. It would therefore seem appropriate that athletes take a lead in helping to educate their peers on the safe and responsible use of alcohol and the many available legal, healthy, appropriate and safe alternatives.

California State University Long Beach (CSULB) is one of the state's largest educational institutions. In fall 2006, over 28,600 undergraduate students attended CSULB; 40% were male and 60% were female, and the median age was the same for both: 23 years. CSULB consists of a diverse and varied population, including 32 percent Caucasian, 18.9 percent Mexican American, 18.3 percent Asian, 8.2 percent Latino, 5.6 percent African American, 7.1 percent Filipino/Pacific Islander and 0.7 percent Native American students. CSULB has 350 athletes on 18 teams that compete at NCAA Division I level within the Mountain Pacific Sports Federation and the Big West Conference.

Student-athletes and other students face daily intellectual, physical and social demands, and the consumption of alcohol is still a prominent social outlet on too many university campuses. CSULB is surrounded by the restaurant and sports bar scenes of Shoreline Village, Pine Avenue, The Pike and Belmont Shore, and is also within driving distance of major tourist attractions, such as the Queen Mary, the Aquarium of the Pacific and Disneyland. This very active and social environment makes for a unique off-campus bar scene comprised of college students and tourists.

CSULB proposes to initiate a program that will attempt to break the bond between college sports and drinking. It will provide alternative social resources for all of its students, and address the myths associated with alcohol and its misuse, particularly in relation to sport. The Program will also provide suggestions and methods to cope with the social pressures associated with alcohol. Campus planners have elected to call this program **Making Wise Beach CHOICES**. The initiative will collaborate with the university's current informal education program, which also addresses substance abuse prevention and positive alternative choices.

Making Wise Beach CHOICES will initially seek to educate the 350 CSULB student-athletes, representing a wide range of team sports, about the hazards and risks associated with alcohol consumption, including binge and underage drinking. The Program aims to inspire the athletes to develop skills that enable them to promote more positive social goals and healthy alternatives to their peers, on and off campus. The Making Wise Beach CHOICES Program will address student and student-athlete alcohol consumption and misuse, and promote legal, healthy, appropriate and safe alternatives through the following methods:

Making Wise Beach CHOICES will collaborate with campus and community organizations including Student Services, Campus and Long Beach Police, Mothers Against Drunk Driving (MADD), The Automobile Club of Southern California (ACSC), and Alcoholics Anonymous (AA) to ensure that students have an extensive list of positive resources and communication opportunities. Making Wise Beach CHOICES will also establish a dedicated website that will provide an efficient, confidential and informative resource for all CSULB students. Ultimately, Making Wise Beach CHOICES will help create a university with a coherent and convincing message regarding alcohol consumption, thus assisting and educating students to make healthy and positive choices.

Drury University

Drury University is a private, four-year liberal arts college in Springfield, Missouri. Founded in 1873 by Congregationalist missionaries, Drury has always valued diversity – of the thirty-nine students enrolled on opening day, seven were Native Americans. More than half of our first graduating class of fourteen was women. Drury has since grown considerably: our enrollment numbers for fall 2006 included 1,680 undergraduate students. Drury was one of the first universities in the state to offer continuing education and evening classes to meet the needs of non-traditional students. Our College of Graduate and Continuing Studies serves nearly three thousand students in Springfield and at nine branch campuses.

In addition to our reputation for academic excellence, Drury is garnering national recognition for the success of our athletic program, which consists of 14 teams and seven sports. Drury's 200 student-athletes excel on and off of the playing field. For the academic year 2005-2006, our athletic/academic accomplishments include:

1. Our women's basketball team, the Lady Panthers, started the season No. 1 in the Women's Division II Bulletin preseason rankings and No. 2 in the USA Today/ ESPN WBCA Top 25 poll.
2. Ninety-one student-athletes made the GLVC's All-Academic Honor Roll, which required a 3.4 GPA or better.
3. Our men's swimming team captured its second straight NCAA Division II national championship, and our women's team finished second in the nation for a sixth consecutive year.

Championships, accolades and degrees are earned as a result of smart decision making. Students are confronted with many choices throughout their college-age years, many of which involve alcohol. High-risk drinking behaviors are a particular issue of concern on the majority of college campuses in the nation, and Drury University is no exception. According to the 2004 CORE Survey that assessed Drury student drinking, behaviors and perceptions:

1. 78% of the students consumed alcohol in the past year.
2. 67% of underage students (younger than 21) consumed alcohol in the previous 30 days of being surveyed.
3. 48% of students reported binge drinking in the previous two weeks (binge defined as drinking four, five, or more drinks in one sitting).
4. 27% indicated they would prefer NOT to have alcohol available at the parties they attend.

The ***Performance-Enhancing CHOICES*** Program at Drury University will develop and implement campus-wide alcohol education programming that involves students, student-athletes, faculty, staff, and parents. The objectives of this program are to:

1. Incorporate alcohol awareness education into First Year Experience program.
2. Provide leadership training to Student Athlete Advisory Committee (SAAC).
3. Decrease the number of occurrences of binge drinking and underage drinking, as well as increase opportunities for student accountability and responsibility.

Provide an academic component to alcohol awareness that will help students think globally about the wide-ranging effects of alcohol.

Gonzaga University

Currently, Gonzaga has 4150 full time undergraduate students, 315 student athletes on 14 NCAA teams and boasts a near nation topping retention rate of 94%. Our athletes are truly students first then athletes. Understanding that the alcohol consumption on college campuses is near epidemic, Gonzaga has the commitment to our students to offer activities which provide choices for activities not alcohol centered. Through the ZAGLIFE CHOICES program Gonzaga is committing to offer alternatives for our students at times when binge drinking is typically highest. ZAGLIFE CHOICES will utilize student leaders to create, guide and implement activities under the direction of trained faculty and staff that are exciting to all students.

Gonzaga, founded in 1887, is an independent, comprehensive university located in downtown Spokane, Washington but with far reaching impact, our student body consists of 55% of students from states other than Washington. One of 28 Jesuit institutions of higher education in the United States, Gonzaga is fully accredited and dedicated to educating the whole person. The University encourages personal and spiritual growth in harmony with intellectual development. Gonzaga's mission focuses on five key areas: leadership, justice, ethics, service, and faith.

We are excited to develop a program that will remain congruent with the unique culture and values of our small faith-based university campus. This choices program was developed through research on national studies and through our local focus groups. We will build on previously done focus group research that emphasizes a need for community and a responsibility to others. Our approach will focus on our Jesuit mission of providing a holistic education that incorporates enrichment of the body, mind, and spirit. We hope that students at Gonzaga will be known as a student body that supports healthy life-choices, as they are known for their success on the court.

In developing student activity approaches, our first goal is to reduce high risk drinking at Gonzaga. Secondly, we hope to provide a model that will be useful to other campuses similar to Gonzaga University in size and mission. ZAGLIFE CHOICES will feature four programmatic components to focus our efforts on this issue. 1). The campus-wide poster campaign utilizing the social norms model will be expanded to address misperceptions around alcohol use in conjunction with athletic events. 2). Alcohol-free programming after major athletic events will be provided. Volunteer student-athletes will participate in the planning and promotion of the events. 3). The Choices curriculum will be part of first year athlete orientation and underclass athletes will have the information integrated into their learning objectives. 4). Athletic staff and coaches and peer educators will learn and understand prevention education strategies.

Gonzaga University currently has a baseline of student surveys indicating our student alcohol usage. The survey results will be used to compare the success of the ZAGLIFE CHOICES by administering the surveys throughout the term of the granting period. The successful programs will be evaluated and improved during all three years of the grant and sustained through university commitment upon the completion of the grant.

Gustavus Adolphus College

GA CHOICES (Gustavus Athletic Choices) will implement for the first time on our campus systematic across-athletic-team education and prevention initiatives that will include interactive alcohol education workshops for all teams, development of an athlete-based social norms campaign, and athletic team leadership and participation in promoting healthy lifestyle choices to the general campus population through a program called "Athletes in Action".

Integral to this effort will be a systematic longitudinal effort to specifically survey student athletes, their attitudes and behaviors and to use this data in the education modules and in the social norms campaigns to correct misperceptions that athletes have about others' use of alcohol which could be "fueling" their own use.

Lewis University

Sponsored by the De La Salle Christian Brothers, Lewis University is a growing Master's level university offering 70 undergraduate majors and 20 graduate programs to a student body of more than 5,200, including 3,500 undergraduates. Currently our most popular academic programs include aviation, education, nursing, criminal/social justice and business. Lewis University is proud to have been recently named one of the best colleges in the Midwest by the *Princeton Review*, and one of America's best colleges by *U.S. News and World Report*. Lewis University is a member of NCAA Division II and the Great Lakes Valley Conference in 18 sports for men and women, for a total of 340 student athletes.

Lewis is located in the suburban community of Romeoville, approximately 35 miles southwest of Chicago. The proportion of traditionally-aged students who reside on campus in University residence halls is currently 30% of undergraduates, and is anticipated to increase by 50% over the next five years as more residence halls are built to accommodate the demand. More than 90% of student athletes live on campus, and student athletes make up nearly one third of the residential student population.

Given the projected increase in the on-campus resident student population, Lewis proposes to develop a comprehensive alcohol education program, utilizing its many student athletes, to provide positive alcohol education messages that promote better choices and student responsibility.

Lewis proposes to use the NCAA Choices Alcohol education grant to establish the *Campus CHOICES* program. The program will be sponsored by the Department of Athletics with coordination and input from Student Services and the Center for Health and Counseling Services, and will include involvement from many different campus offices as described in the proposal. The overall goals of the program are to promote alcohol awareness and responsibility by:

- creating opportunities for student athletes and other students to take leadership roles in alcohol education on campus and in the community

- fostering a campus climate that supports healthy and reasonable alcohol choices

The major strategies employed through the *Campus CHOICES* program to achieve these goals will be on campus peer education activities, outreach by student athletes to local K-12 schools, and the establishment of campus alcohol-free activities that are tied-in with campus or national athletic events. Tools such as the CORE survey will be used to monitor project impact.

Marietta College

Located at the southeastern tip of Ohio's Appalachian Region, Marietta College provides higher education for 1,332 full time undergraduate students - 660 male, and 672 female. Although the majority of students come from the tri-state area of Ohio, Pennsylvania, and West Virginia, the student body is representative of 48 states and 9 foreign countries. 80% of Marietta's students live on campus.

Marietta College is a NCAA Division III institution and is a member of the Ohio Athletic Conference. With some sports teams at the College dating as far back as the late 1800s, athletics has a strong and successful history at Marietta. About 386 students (30% of the student body) are involved in the College's 18 sports teams. Typically nearly 40% of the freshman class is active in the sports program.

The Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism lists several environmental factors and physical property factors that indicate a higher student tendency to consume alcohol: small school, importance of athletics on campus, active Greek life system, rural/small town, and a high number of residential students. Marietta College mirrors all these characteristics. The Core Survey, conducted in 2006, indicates that there is a problem with alcohol on campus, particularly with underage drinking. 61.8% of students under the age of 21 reported drinking within the past 30 days, and 39.3% of all students reported high-risk drinking.

The purpose of Marietta's *Athletics & Life: Your Choices, Your Future* is to reduce high risk and underage drinking among its students. These five objectives will guide the project in the attainment of its goal:

1. Increase the accuracy of student knowledge about the effects of alcohol.
2. Decrease the number of repeat offenses in alcohol-related violations.
3. Increase the accuracy of students' perceptions of the role of alcohol in the social life of Marietta College students.
4. Increase the availability of alcohol-free social activities on campus.
5. Increase the capacity of Marietta College to implement alcohol abuse prevention programs.

Athletics & Life: Your Choices, Your Future was designed with considerable input from students and a broad-based group of faculty and staff. Its primary focus is on the group most vulnerable to the lure of alcohol: freshmen athletes. Other target groups for specific program components include other athletes under the legal drinking age, all athletes, and the entire student body. The program utilizes trained peer educators to present a customized curriculum that provides accurate alcohol information and challenges common perceptions about the role of drinking in college. A poster campaign, alcohol-free social events, motivational speakers, and information dissemination at sports events will ensure that activities that support accurate alcohol education and social norming continues throughout each academic year.

University of North Texas

The University of North Texas (UNT), founded in 1890, is a recognized student-centered public research university where students harness the power of ideas through a culture of learning based on diverse viewpoints, interdisciplinary endeavors, creativity and disciplined excellence. One barrier obstructing this goal is the illegal and unhealthy use of alcohol, which often leads to missed classes, disrupted study habits, and poor academic performance. With a growing undergraduate population of 26,600, UNT administrators and health professionals need to utilize new and creative methods for reducing the problems associated with the misuse of alcohol.

Make CHOICES Yours is exactly the creative plan needed to jumpstart systematic and environmental change on the UNT campus. The program is a multi-faceted blend of education, social norming, and peer encouragement. Most importantly, Make CHOICES Yours puts the responsibility of decision-making and behavior changes in the hands of those most likely to create lasting transformation of the campus culture: the hands of student leaders.

The student leaders who will best facilitate this change will be selected from the 350 student athletes who belong to 16 teams, competing in Division 1-A sports. Student athletes are influential men and women of the UNT community. By utilizing their inventive strategies, and norming social behavior, UNT staff aims to sustain lasting change to a college campus environment which too often permits the illegal and unhealthy use of alcohol.

Northwestern University

Northwestern University is a private research institution located in Evanston, Illinois, the first suburb north of Chicago, Illinois. Northwestern University holds a strong academic tradition as well as having a successful athletic program ranking 29th in the 2006 Directors Cup. As a part of the Big Ten Conference, Northwestern is home to nineteen intercollegiate teams, consisting of eight men's teams and eleven women's teams, as well as numerous intramural and club sports. The undergraduate student body consists of 7,700 students, including approximately 450 student athletes with 5,050 of those students living on campus in residence halls, residential colleges, or fraternity/sorority chapter houses.

The mission of the NU CHOICES program is to decrease the negative consequences related to alcohol use by encouraging students to make healthy choices through student involvement in an education program and providing increased alcohol-free activities. The Department of Athletics will take a greater role in the campus alcohol education and prevention efforts on campus through the leadership of student athletes. In order to turn this mission into a reality, NU CHOICES has two distinct programming component – PURPLE and PURR. Specific objectives are as follows:

- To further develop a peer mentoring program within the athletic teams that promotes the responsible and legal use of alcohol while teaching intervention and referral skills in order to reduce the negative consequences experienced by athletes due to alcohol use.
- To integrate the athletic peer mentoring program into the greater campus and community prevention efforts through involvement with alcohol-related committees and task forces on campus in addition to providing student groups, fraternities, sororities, and residence halls with alcohol education opportunities (small group social norms interventions)
- To provide student groups with increased funding for late-night, alcohol-free activities through the implementation of a mini-grant program

The first component of NU CHOICES: PURPLE stands for **Peers Urging Responsibility through Peer Leadership and Education**. PURPLE mentors are student-athletes recruited from each athletic team to provide the Department of Athletics with essential alcohol education, prevention, and intervention. The first year of the program will be dedicated to the further development and strengthening of NU CHOICES: PURPLE program within the Department of Athletics. In addition, the PURPLE mentors will integrate themselves into the greater campus prevention through involvement in alcohol-related committees and task forces on campus.

During years two and three of NU CHOICES: PURPLE the mentors will be responsible for implementing educational activities, specifically a small group social norms intervention program for the greater campus community. PURPLE mentors will volunteer to provide residence halls, orientation, fraternities, sororities, and athletic teams with interactive presentations focusing on the norms of student behavior on campus.

The second component of NU CHOICES: PURR (**Peers Using Responsible Recreation**) is designed to compliment and broaden the PURPLE program through implementing a campus wide mini-grant program for student groups to apply for in order to provide alcohol-free, late-night activities and programming.

NU CHOICES is designed to continue implementation past the three years of grant funding to maintain vital alcohol education for Northwestern University students through securing internal and external funding.

SUNY Cortland

The State University of New York College at Cortland (SUNY Cortland) is a comprehensive, medium-sized public institution with over 5,947 undergraduate and 1,023 graduate students. The College is located in the heart of New York State. SUNY Cortland boasts a highly successful athletic program offering 25 teams (11 men's teams and 14 women's teams) to over 700 student-athletes. In addition to the student-athletes, SUNY Cortland students are athletically inclined. Each year, approximately 87% of the incoming freshmen class participates in one or more interscholastic athletic team sports in high school. Another one of SUNY Cortland's unique attributes is its status of being the largest teacher training institution in New York State and ranking ninth largest in the United States. Finally, SUNY Cortland is probably the largest producer of coaches and athletic administrators in the United States.

The goals of *Healthy Choices for a Winning Future* are to:

1. expand existing peer education programs to include student-athlete mentors;
2. increase the influence of student-athletes among their peers as alcohol educators;
3. implement campus wide programs on responsible decisions regarding alcohol use, particularly high risk drinking;
4. incorporate alcohol education and awareness into alternative athletic, social, and recreational activities;
5. promote healthy, attractive alternatives to drinking relative to sports events; and
6. emphasize skills that promote healthy and responsible decision-making to correct misperceptions regarding peers and alcohol use.

This NCAA program is a collaborative effort of five campus organizations to assure that a comprehensive, campus-wide initiative is institutionalized to educate and positively influence student behavior and choices regarding alcohol use.

Overall Goals of *Healthy Choices for a Winning Future*

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3. implement campus wide programs on responsible decisions regarding alcohol use, particularly high risk drinking;
4. incorporate alcohol education and awareness into alternative athletic, social, and recreational activities; promote healthy, attractive alternatives to drinking relative to sports events; and emphasize healthy and responsible decision-making to correct misperceptions regarding peers and alcohol use.

Temple University

Founded in 1884, Temple University (Temple) is a comprehensive public research university with more than 34,000 students including 25,000 undergraduates. Temple is the 6th largest provider of professional education degrees (law, dentistry, medicine, pharmacy, and podiatric medicine) in the United States. Currently there are nearly 8,000 students living on the Temple campus in North Philadelphia and additional 8,000+ living in the surrounding area. Temple is Division I A athletics with 22 athletic teams comprised of 570 student athletes.

Temple is located in North Central Philadelphia, an area rife with social and crime problems stemming from its depressed economic situation. The negative external factors associated with Temple's larger community combined with the large student population drawn to campus looking for safe social outlets not found in the surrounding area create an atmosphere where alcohol abuse is commonplace. This is illustrated by recent survey data collected revealing Temple students' the perception of campus life is that: 1) campus life is enhanced by the vibrancy of the City of Philadelphia and its cultural and social offerings which include the 12th highest concentration of bars and night clubs in the United States; 2) the social experience of individual students is often limited by a sense of isolation relegated to the campus and residence hall activities as a matter of averting the potential urban dangers of North Central Philadelphia.

Goals and Scope of Program

The goals of the "Owl Choices" program are:

- Goal #1:** Increase the percentage of responsible alcohol-related decisions for all first year student-athletes over a three-year period.
- Goal #2:** Enhance Temple's "Owl Pride" through increased student body support of alcohol-free social activities on campus including but not limited to intercollegiate athletic events through positive student leadership, increased event programming and large-scale marketing efforts.
- Goal #3:** Shift the perceived norm of how alcohol use affects students in the Temple environment by integrating student-athletes into the prevention of alcohol-related issues on campus.

The scope of the "Owl Choices" program includes: 1) development, implementation and evaluation of an online, self-paced alcohol education program; 2) provision of annual in-services for coaching staff regarding alcohol and student-athletes; 3) increase and strengthen the "Cherry & White Squad;" 4) promotion of late-night, non-alcoholic on-campus programming; 5) implementation of the Student Athlete Mentor (SAM) program; and 6) integrate SAM participants with existing Campus Alcohol and Substance Awareness (CASA) peer educators present alcohol education workshops to the general student population.

Virginia Commonwealth University

Virginia Commonwealth University (VCU) is a public university located in downtown Richmond that enrolls 30,000 students in more than 195 undergraduate and graduate programs. VCU ranks among the top 100 universities in the country in sponsored research. VCU is a diverse campus with about 19,000 undergraduates. Over the past few years VCU has been transitioning from a commuter to a residential campus and the University is focusing efforts toward campus life and building a strong VCU identity. Our Athletic Department is leading the charge with the slogan “Building Pride. One Victory at a Time.” VCU athletics consists of 16 NCAA Division 1 intercollegiate athletic teams and about 290 student-athletes.

National research shows that residential campuses have higher rates of alcohol use than commuter campuses. While VCU has a longstanding commitment to alcohol harm reduction, our recent increase in residential students has caused a need for amplified prevention efforts. Data from the National College Health Assessment (NCHA) conducted with a random sample of VCU students in 2006 showed that while many VCU students were making healthy choices related to alcohol use, 40% reported drinking five or more drinks in one sitting in the last two weeks and 33% reported doing something they later regretted while drinking during the last school year.

In partnership with the Athletic Department, the Office of Health Promotion and other departments of the Division of Student Affairs and Enrollment Services are committed to campus-wide efforts to reduce alcohol misuse. The purpose of this project, Party Smart CHOICES, is to encourage personal choices that are legal, healthy, appropriate and safe for all students. In addition, we will focus extra energy on targeting first-year students by using student-athletes who are positive role models. We believe that strengthening the ties between our student-athletes and others on campus will be a win-win combination for alcohol prevention efforts and creating a healthier campus environment.

The Party Smart CHOICES program has two primary goals with corresponding evaluation methods. First, a campus-wide social norms marketing campaign will be conducted. This will be evaluated using the NCHA on-line version. Second, we will conduct small group social norming interventions for athletes and freshmen using immediate audience response technology. This technology is capable of providing immediate feedback to participants and also to collect pre-post evaluation data on perception and behavioral intentions during each session. During year 1, we will engage student-athletes and first-year students in fast-paced, alcohol education sessions using “clickers.” From this effort, student-athlete volunteers will be recruited to form the core of our APPLE prevention team. During years 2 and 3, these student-athlete volunteers will be trained as peer health educators to assist with alcohol “clicker” education sessions for other student-athletes and for first-year classes.

Wabash College

Wabash College proposes to implement an institution-wide alcohol education and abuse prevention program, with the primary leadership coming from student-athletes and other students. Connecting our program with the athletic team nickname, the Little Giants, and with the campus value of personal responsibility embedded in the Gentleman's Rule, our one rule of conduct, we shall unite our activities under the theme **LITTLE Choices have GIANT Consequences**. This is a three-year program, beginning August 1, 2007 and ending June 30, 2010.

We have taken a collaborative approach to the implementation of drug and alcohol education and abuse prevention on our campus. Leadership comes from the Dean of Students Office, the Athletic Office, and from the WAR Council, a group of 35 students representing each NCAA varsity sport, each fraternity, and each residential unit. The WAR (**W**abash men **A**cting **R**esponsibly) Council has worked with the Dean of Students Office to create campus activities with no alcohol. They are now ready to serve as peer educators, strengthening the campus program of alcohol education and abuse prevention by having student-athletes educate their teammates and living unit representatives educate their fellow students. They have set for themselves three goals: modeling responsible behavior, educating and raising the awareness of their fellow students, and promoting healthy lifestyle choices by providing alcohol-free campus activities.

Wabash College is a private, undergraduate, residential, liberal arts college for men with 878 students from 31 states and 21 foreign countries. Founded in 1832, Wabash is located in Crawfordsville, Indiana, approximately 45 miles northwest of Indianapolis. Graduates earn the Bachelor of Arts degree, selecting from majors in 21 academic disciplines. One in five undergraduates is a student of color. One of the last three all-male undergraduate liberal arts colleges in the country, Wabash currently sponsors 11 NCAA Division III varsity sports and 23 intramural competitions. The College is a member of the North Coast Athletic Conference. This year 48 percent of the students participate in varsity sports, while 85 percent of the students participate in either intercollegiate or intramural activities at Wabash.

Wabash has a tradition of excellence in both academics and athletics. The mission of the College is to educate men to think critically, act responsibly, lead effectively, and live humanely. Personal responsibility is expected from Wabash men, who live by only one rule of conduct, "the Gentleman's Rule," which says, "The student is expected to conduct himself, at all times, both on and off the campus, as a gentleman and a responsible citizen." Students provide leadership for all of the important activities outside the classroom, with faculty and administrative staff providing backup and guidance for those student leaders. Responsibility is an important theme, one that pervades the classroom, housing units, and personal lives of Wabash students.

LITTLE Choices have GIANT Consequences has three objectives: (1) to use the WAR Council, with the support of the Athletics and Physical Education Office and the Dean of Students' Office, to unify and provide student leadership programs for campus alcohol education programs; (2) to affect campus culture by educating all students about alcohol use and abuse, delivering the message, "LITTLE Choices have GIANT Consequences" at all campus NCAA events and at or before all-campus social events; and (3) to develop and maintain activities that are not centered on alcohol and that provide healthy alternative choices when alcohol abuse typically occurs.

We shall share information and results on campus through a campus webpage and an annual report to the campus, as well as to NCAA, about our progress and activities. We shall share information externally by making presentations on our program at appropriate national and regional student life and athletic

conferences.

We shall evaluate our program by using a pre-and post-survey of alcohol use, frequency and amount, based upon the CORE Institute questions, and administered to freshmen and seniors. We shall also compare our UCLA Higher Education Research Institute (HERI) Cooperative Institutional Research Program (CIRP) survey results of freshmen and graduating seniors to see whether our activities have affected the campus social norms. Finally we shall keep data showing the numbers of students attending our NCAA CHOICES activities and we shall provide evaluation of our.

Washington College

Washington College is a small, liberal arts college on Maryland's Eastern Shore with an undergraduate population of approximately 1270 students, 370 of whom are varsity athletes. The tenth oldest college chartered in the nation, it is named after its patron George Washington who served on the College's first board of governors. The College sponsors 18 Division III varsity programs in the following sports:

Women – Basketball, Field Hockey, Lacrosse, Rowing, Sailing, Soccer, Swimming, Softball, Tennis, and Volleyball; Men – Baseball, Basketball, Lacrosse, Rowing, Soccer, Swimming, and Tennis; Co-Ed – Sailing. The College competes in the Centennial Conference, one of the premier small college conferences in the country - academically and athletically.

Washington College's CHOICES program is an outgrowth of the College's renewed commitment to promoting learning that extends beyond the classroom. The program's objectives are to create a campus environment where positive peer influence and the promotion of healthy choices around alcohol consumption will result in a campus that is safer and more supportive of learning. This will be achieved through a comprehensive peer education training program followed by peer facilitated programs, sessions, and workshops which address the multiple issue related to alcohol use by college students. In addition, well-planned alcohol-free social events designed to attract student-athletes, Greeks, first year students, as well as prospective student-athletes, will support the educational programs in ways that help students connect what they learn about alcohol to how they live in a culture where alcohol plays a significant role.

The power of peer education is two-fold: it builds on the notion that students are influenced most heavily by their peers and also provides powerful learning experiences not only for those students who are taught but also for those who are teaching. Effective peer education, achieved by a well-planned and executed training program for peer educators, can be the cornerstone of an effective alcohol prevention program that will reach three of the most at-risk populations on a college campus: first year students, student-athletes, and Greeks. The Washington College CHOICES program is designed to provide effective peer education for those three groups in particular but also the campus as a whole. In four years, when members of each class will have benefited from this peer education on alcohol, the entire campus will have a common experience.

Combined with an increased number of alcohol-free social events that include a variety of campus constituents (including prospective students), the Washington College CHOICES program can result in students who learn and think critically about, and ultimately experience a life where alcohol is used responsibly and in concert with personal health and fulfillment.

University of West Georgia

The University of West Georgia, a charter member of the University System of Georgia, is a comprehensive, residential institution providing selectively focused undergraduate and graduate public higher education. The University of West Georgia can be further characterized as a supportive community committed to enhancing learning, through close contacts between students and faculty, small classes taught by senior faculty wherever possible, and through dedicated staff who help provide a vibrant campus life. Other areas of excellence include student services committed to increasing opportunities for academic success and personal development. For the Fall 2006 semester 10,163 undergraduate students were enrolled in the University of West Georgia.

Intercollegiate Athletics at the University of West Georgia provides opportunities for both male and female student athletes to excel in athletic and academic pursuits and be a source of pride for the entire university community. West Georgia, a member of the NCAA, Division II, competes in the Gulf South Conference, the nation's largest and highly competitive Division II conference. The athletic department currently fields ten intercollegiate sports, five each in men's and women's sports. Men's teams include baseball, basketball, cross country, football, and golf. Women's teams include basketball, cross country, soccer, softball, and volleyball. Currently there are 250 total student athletes.

. . . In response to the aforementioned statistics with consideration to "A Call to Action: Changing the Culture of Drinking at U.S. Colleges" by the NIAAA, the Student Services division at the University of West Georgia formed an Alcohol & Drug Abuse Prevention Team (ADAPT). The goals are to decrease negative outcomes associated with alcohol use by students, establish partnerships with the city of Carrollton and Carroll County to decrease illegal and high-risk drinking off-campus by students, and to decrease the incidence of underage drinking by students. This team is comprised of an executive committee with the following subcommittees: Educational Programs Team, Treatment & Resources Team, UWG-Carrollton Alcohol Alliance and the Campus Policies & Enforcement Team.

As the University of West Georgia celebrates its centennial, it is entering an exciting time as a vibrant university experiencing positive growth and expansion of new facilities. The new Campus Center provides students with many opportunities for positive "choices" and wellness lifestyle development. Construction of the new Health, Wellness and Lifelong Learning Center will begin in April 2007. With the new facilities comes a heightened awareness and exciting opportunities for programming through departmental and university-wide collaborative efforts.

The "We Reflect our CHOICES" selected goals are based on the APPLE principles for specifically identified needs of the UWG campus.

"We Reflect our CHOICES" Program Goals:

1. Implement a specific orientation for student athletes addressing the "CHOICES" faced by incoming student athletes. During this "Wolf Camp," the campus alcohol policy will be presented as well as a program promoting positive expectations and attitudes for success among student athletes.
2. Expand the existing UWG Peer Education program by adding the Student Athlete Advisory Council (SAAC) student members. These athletes will serve as student-athlete mentors and will be trained as such. They will represent each sport team within the UWG Athletic Department. The SAAC team will mentor peer athletes, make referrals and lead educational efforts in regard to alcohol related issues.

3. Provide the Prime for Life program which will be made available for alcohol and substance abuse referrals and for repeat alcohol violators. This may include athletes, Greeks, and freshmen students.
4. Establish a student athlete wellness link on the UWG Athletic website connecting students to links for resources providing information and support for positive lifestyle "CHOICES" as well as resources for referral and intervention information.
5. Initiate a positive social norming campaign which exhibits the accurate percentage of non-drinking students. This poster, positive image initiative will integrate athletes and non-athlete students in the photographs promoting the social norming goal.

Implement four non-alcohol events per year (2 per semester) which will be available to all students. These events will be tied to athletic events (live or televised).