

Why AlcoholEdu?

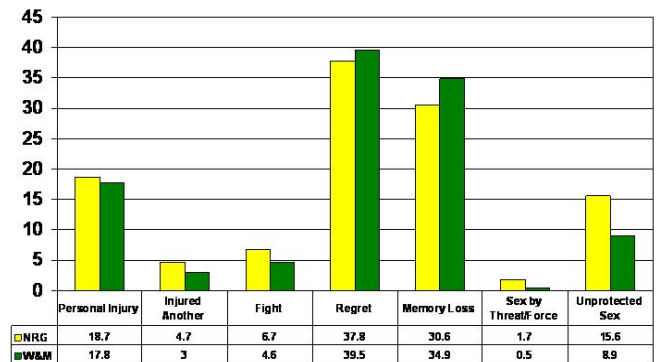
According to a 2005 survey of William and Mary students, we know that 70 percent of students reported drinking in the 30 days previous to the survey. Also, over one-third of students reported having five or more drinks in a sitting. The survey results also showed that almost 40 percent of students reported doing something they later regretted as a result of alcohol use. Almost 35 percent reported memory loss as a result of alcohol use.

We also know that the first six weeks of school can be a critical time for first year students. Many students initiate drinking, heavy-episodic drinking (5 or more in a sitting), or problematic drinking (10 or more in a sitting) after beginning college. The purpose of AlcoholEdu is to mitigate this “College Effect,” as well as to decrease the negative consequences students can experience from drinking. (See graph.)

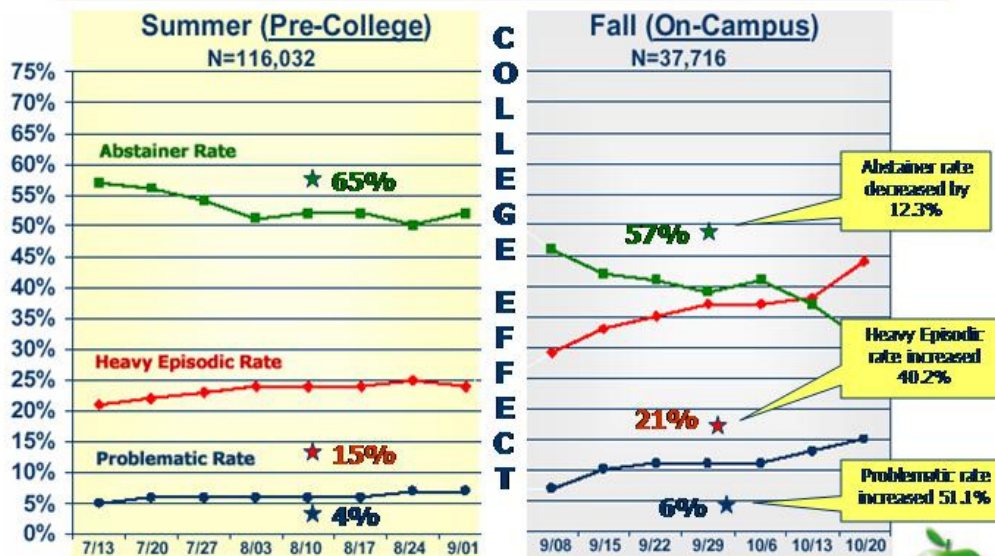
Data from W&M students who completed the program last year showed that AlcoholEdu for College:

- **Increases practical knowledge:** 74% said they now know more about blood alcohol concentration (BAC); 40% said they know more about how alcohol affects consent for sex.

Negative Consequences Experienced (last school year)



The College Effect



Note: When comparing your data to the College Effect pattern, it is important to account for the time period during which you implemented the course.

- **Increases care taking behaviors:** The percentage of students reporting consciously looking out for a friend's safety when he or she has been drinking increased from 31% to 50%.

Based on national data from the 2003/2004, students who took the program had significantly fewer negative personal, health, and academic consequences.

(http://www.outsidetheclassroom.com/prodandserv/higher/alcoholEdu_college/)

