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## Challenging College Alcohol Abuse



**Excessive drinking on college campuses has many negative consequences:**

- Almost ALL students experience the effects of college drinking - whether they drink or not.
- Students who abuse alcohol are more likely to:
  - Have lower GPAs
  - Suffer or cause physical harm
  - Abuse other substances
  - Practice unsafe sex
  - Drive while intoxicated
- Each year approximately 1,825 college students die from alcohol related causes.

### Education

#### What is it?

**Challenging College Alcohol Abuse (CCAA)** is a social norms and environmental management program aimed at reducing high-risk behaviors and related negative consequences among college students. CCAA uses a campus-based media campaign and other strategies to address misperceptions about alcohol and make the campus environment less conducive to drinking.



#### Why is it important?

Research has shown that over 80% of college students drink alcohol and more than half of them report binge drinking within the previous two weeks. Excessive drinking affects college students, their families, and the entire college community. Hundreds of thousands of lives each year are affected by alcohol.

#### Who should be involved?

- Director of Student Life and Judicial Affairs
- Campus security
- Core group of invested instructors or other college personnel
- Extra-curricular groups or classes invested in the project



[the preventioncouncil.ec.org](http://the preventioncouncil.ec.org)





## College Alcohol Abuse Prevention

The Prevention Council of Erie County is offering a comprehensive menu of services to colleges and universities to assist in the prevention of college student alcohol use and abuse.

Below is a list of some of the comprehensive services offered.

### Educational Trainings

Trainings available to both students and faculty on various topics including:

- Binge Drinking and Date Rape
- Marijuana Use and Abuse
- Prescription Drug Abuse
- Current Drug Trends and Paraphernalia
- Fetal Alcohol Spectrum Disorders
- Additional topics as needed/requested



# Awareness. Referrals.

### Red Watch Band

Red Watch Band is a training designed to end alcohol overdose deaths by training students on how to handle alcohol related emergencies.

- Great for resident assistants
- Provides knowledge, awareness, and skills to prevent alcohol overdose deaths
- Promotes kindness, responsibility, compassion and respect among students



### Focus on Consequences

This program provides brief educational interventions for those 21 and under who have demonstrated high risk behaviors linked to substance abuse.

- Uses Motivational Interviewing in a one-on-one format
- Solution oriented, fitting the needs of each individual
- Three and six month follow-ups for continued student support

### Freshman Orientation

Several different options are available for your incoming students and/or parents during freshman orientations. These programs can be designed to fit the needs of your school.

- Educational sessions on substance abuse, stress, coping mechanisms, etc.
- Role playing activities or interactive discussions
- Parent sessions on topics such as current trends and paraphernalia and communicating with your college student