

Here is a summary we have developed of strategies that are effective or may be effective as compiled from the NIAAA (National Institute on Alcohol Abuse and Alcoholism, see <http://www.collegedrinkingprevention.gov/> especially [http://www.collegedrinkingprevention.gov/NIAACollegeMaterials/Handbook/Sect2\\_EffectiveSteps.aspx](http://www.collegedrinkingprevention.gov/NIAACollegeMaterials/Handbook/Sect2_EffectiveSteps.aspx)) and other sources.

**Note:** Promoting healthy levels of alcohol use and preventing alcohol-related problems requires interventions at a variety of levels (individual, group, organization, community, federal/state/ societal). It seems easier to do programming on the individual level, yet changes at the community, federal and societal level appear to have the greatest impact.

## **A: Create a healthy environment that discourages high-risk drinking**

### **1. Public Policy**

#### **1.1 Laws affecting consumption and consequences**

- a) Minimum legal drinking age
- b) Lowered BAC limits
- c) Administrative license revocation

#### **1.2 Restrictions on the availability of alcohol**

- a) Increasing price of alcohol
- b) Limiting hours of sale
- c) Restricting licenses for retail sales of alcohol on campus

#### **1.3 Other approaches**

- a) Restrictions on where drinking is permitted on campus
- b) Restrictions on HOW alcohol is provided
- c) Availability of alcohol-free social and recreational options
- d) Alcohol purchase policy: Restrict university funds being used for the purchase of alcohol

### **2. Media Approaches**

- a) Alcohol advertising bans (Restrictions on advertising content)
- b) Counter-advertising (Casting doubts on the credibility and intentions of the alcohol industry e.g. deconstructing alcohol ads – hidden message)
- c) (Health-promoting) Media Campaigns

### **3. Social Norm Approaches**

#### Social norm interventions

- Use social norms interventions to correct misperceptions and change drinking practices.
- Reinforce the notion that moderated drinking is the norm.
- Inform students, staff and faculty of their right not to drink and normalize their negative feelings about the consequences they experience due to others' excessive drinking.
- Inform college community and parents of alcohol-related law and policies
- Train those who conduct prospective student tours to explain the institution's alcohol policies and desired norms.

## **B: Promoting healthy behaviors through individual- and group-focused approaches**

- a) Prevention (general). Informational, knowledge-based, skill-building and values-clarification activities. Use programs with proven effectiveness
- b) Prevention (with high-risk clients)
  - Brief motivational interventions
  - Cognitive-behavioral skills training e.g. drink reduction
- c) Treatment for clients diagnosed with alcohol problems

## **C: Comprehensive college-community interventions**

- a) Community mobilization. Collaboration between universities and the surrounding community
- b) Organizational Factors
  - i- Have an Alcohol coalition
  - ii- Students, staff and faculty partnerships
    - Security using alcohol-related campus incidents as teachable moments
    - Student Health Advisory Committee speaking out and fostering debate on alcohol-related issues
    - Faculty curriculum infusion (incorporating alcohol education in courses)
    - Identifying students (e.g. student athletes), staff, and faculty as examples/models for others.
- c) Develop a comprehensive alcohol policy
- d) Enforce alcohol policy
- e) Collaborate with existing community/governmental programs