



# U-DECIDE

The decisions leading to a safe and healthy future are up to you.

## Resource Guide to Alcohol Abuse and Impaired Driving Prevention

### DECIDE

to not allow others to pressure you  
into drinking or drinking too much



### DECIDE

to keep safe by not drinking to excess,  
by not driving after drinking, and by not  
riding with a driver who has been drinking



 TheBACCHUSNetwork  
Saving Lives Since 1975  
[bacchusnetwork.org](http://bacchusnetwork.org)

NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK

## About The BACCHUS Network™

The BACCHUS Network™ is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of this 501(C)(3) non-profit organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high-risk behaviors. The organization will devote the substantial portion of its resources and activities to:

- create and foster a thriving network of institutions and young adult led peer education groups supporting health and safety initiatives,
- empower students and administrators to voice their opinions and needs to create healthier and safer campus communities,
- develop and promote cutting edge resources and health promotion campaigns that support peer education, campus leadership, and activism on health and safety issues,
- provide exceptional conferencing and training opportunities for students, young adults and professionals to support health and safety strategies,

- encourage national forums on young adult health and safety concerns,
- promote and disseminate research and effective strategies that better help campuses and communities address health and safety issues, and
- advocate for effective and sensible policies and practices for campus and community health and safety issues.

Affiliates with our Network are concerned with the health of their students, their institution and their community. Students of all ages are faced with making personal decisions about health and safety. Developing positive decision-making skills impacts student life and prepares students to enter the real world and the greater community to promote healthy and safe lifestyles. BACCHUS promotes respect for state laws and support for campus policies that address high-risk behaviors that compromise health and safety.

The BACCHUS philosophy is that students can play a uniquely effective role—unmatched by professional educators—in encouraging their peers to consider, talk honestly about and develop responsible habits and attitudes toward high-risk health and safety issues.

## National Collegiate Alcohol Awareness Week Resource Guide Learning Outcomes

The National Collegiate Alcohol Awareness Week Campaign includes a Resource Guide to address alcohol abuse and impaired driving prevention. After reading and utilizing the information in this guide and planning programs, students and advisors will be able to:

- Understand current data and its sources on alcohol abuse and impaired driving
- Identify at least three sources for data and promising and effective practices to address alcohol abuse and/or impaired driving
- Describe at least three components of program planning and marketing
- Implement a prevention program aimed at alcohol abuse and/or impaired driving prevention
- Articulate at least one reason for addressing the individual student, the campus as a whole, and the community with regard to alcohol abuse and impaired driving prevention
- Discuss, with peers and campus leaders, the reasons for actively addressing alcohol abuse and impaired driving prevention utilizing data and information provided about the effects of alcohol on the body, academics, sexual health, nutrition, and driving

- Identify key partnerships and stakeholders across campus to involve in alcohol abuse and impaired driving prevention efforts
- Collaborate with campus and community organizations to address alcohol abuse and impaired driving
- Advocate for healthy and safe lifestyle decisions
- Identify at least five times throughout the year for alcohol abuse and impaired driving prevention for their campus

These outcomes correlate with the following learning outcomes, as identified in the 2004 publication *Learning Reconsidered*:

- Cognitive complexity
- Knowledge acquisition, integration, and application
- Practical competence
- Interpersonal and intrapersonal competence
- Civic engagement

For more information on learning outcomes and *Learning Reconsidered*, visit [learningreconsidered.org](http://learningreconsidered.org)



**Dear BACCHUS Network Peer Educators and Advisors,**

Welcome to the 2008 National Collegiate Alcohol Awareness Week (NCAAW) Resource Guide and Programming Manual!

Every year, *The BACCHUS Network™* strives to provide our peer educator affiliates with resources they can use to create quality educational programming and innovative health awareness events on campus. This year is no different. This programming manual is a vital part of our *U DECIDE* Campaign Kit that has arrived on your campus.

This year, to recognize the close connection between alcohol abuse and impaired driving, we have combined our NCAAW and Impaired Driving Prevention Programming Guides. The new, comprehensive approach will allow your efforts to be tailored to the specific needs of your campus.

In this manual, you will find the following resources designed to help with NCAAW programming and year round alcohol abuse and impaired driving prevention efforts:

- Ideas for using the promotional items in the *U DECIDE* Campaign Kit
- Latest reports from National Institute on Alcohol Abuse and Alcoholism (NIAAA) and Promising Practices on the issue of alcohol abuse
- The latest facts on impaired driving and on other highway safety issues such as seatbelt use and distracted, fatigued and aggressive driving
- Information and statistics on various aspects of the alcohol abuse issue and how it relates to topics ranging from impaired driving to sexual health decision-making
- Programming ideas from other campuses that you can use as part of your NCAAW educational initiatives
- Tips for fundraising
- Resources for more information on alcohol, impaired driving and other health related topics

National Collegiate Alcohol Awareness Week, a strong foundation for fall programming, is observed each year during the third full week in October (October 19–25 this year). This particular time may not work for your campus, so feel free to choose a time that best meets your needs.

It is certainly possible that you have already chosen a theme for your campus NCAAW programming. If so, we hope the items provided to you in the campaign kit will be helpful as a supplement to what you have already planned. We also invite you to use the *U DECIDE* theme, which highlights students helping each other to make smart decisions that protect their health and safety, now and throughout the year.

In addition to the many resources available in the *U DECIDE* Campaign Kit, we have a substantial variety of additional resources, articles, and strategies available on our website at [bacchusnetwork.org](http://bacchusnetwork.org) and [friendsdrivesober.org](http://friendsdrivesober.org)

We wish you the best of luck with your alcohol awareness programming!

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**Make Note: NCAAW 2009 dates are October 18–24!**



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## What's in your *U DECIDE* Campaign Kit?

One benefit of being an affiliate of The BACCHUS Network™ is that each peer education group receives this campaign kit free of charge. Your feedback has indicated that these campaigns help your programming efforts—in fact, three out of four affiliates report conducting programs during NCAAW that address alcohol abuse prevention. We believe this year's *U DECIDE* Campaign is one of our best ever!

### Why NCAAW?

We hope that your campus will join more than 1,000 colleges and universities in the United States who recognize the importance of campus prevention efforts addressing alcohol abuse and impaired driving prevention.

The BACCHUS Network™ proudly supports the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues in promoting National Collegiate Alcohol Awareness Week. This is because NCAAW is a valuable opportunity for peer education groups to help focus campus-wide attention on the alcohol abuse issue. Although we know that many of our affiliates actively program on this topic year-round, NCAAW is valuable in building and promoting your alcohol abuse and impaired driving prevention program and campus resources in a creative and effective manner.

The first few months of the academic year are critical times to convey your campus' unique messages about alcohol abuse to all students, new and returning, so that tragedies can be avoided and healthy and safe lifestyles remain the norm. NCAAW is the foundation to building a year-round program that keeps alcohol abuse prevention at the forefront and assists students in finding support for alcohol-related issues. Alcohol abuse prevention is not a one-week activity; promoting responsible decisions about alcohol is a year-round effort.

In order to provide a comprehensive approach to the issue of alcohol abuse and impaired driving, it is important to recognize the connection between the two. The key cause of impaired driving is alcohol abuse, and since the two are so closely connected, the *U DECIDE* programming manual includes an extensive overview of both topics. This manual also features programs pertaining to both alcohol abuse and impaired driving prevention, allowing you to choose the ones that best suit your campus.

The **NCAAW *U DECIDE* Campaign** contains the message of student empowerment to make safe choices, to take care of friends, to keep safe by not drinking to excess, to secure a safe ride, to avoid driving after drinking, and to never ride with a driver who has been drinking.

These campaign resources will assist you in creating an exceptional series of NCAAW and Impaired Driving Prevention events and in determining which educational efforts will best assist you in your development of a comprehensive prevention program.

We are dedicated to making campuses safer and more enjoyable for everyone. From campus security, to fraternities and sororities, athletics, residence halls, and peer education programs, we all have a vested interest in making NCAAW activities a meaningful part of year-round prevention efforts.

