



# Additional Alcohol Abuse and Impaired Driving Prevention Resources

## Alcohol Abuse

### The BACCHUS Network™

[bacchusnetwork.org](http://bacchusnetwork.org)

[smartersex.org](http://smartersex.org)

[tobaccofreeU.org](http://tobaccofreeU.org)

[friendsdrivesober.org](http://friendsdrivesober.org)

Our organization now hosts four sites to assist you in your prevention efforts. [Bacchusnetwork.org](http://Bacchusnetwork.org) contains information about our organization's activities, services, conferences, campaigns, and resource materials. [Smartersex.org](http://Smartersex.org) addresses sexual health, features an "Ask the Sexpert" area, and offers complete information on STIs, HIV, abstinence, and birth control. [TobaccofreeU.org](http://TobaccofreeU.org) addresses complete information on tobacco control, prevention, and cessation. [Friendsdrivesober.org](http://Friendsdrivesober.org) focuses on impaired driving prevention and highway safety.

## AMERICAN COLLEGE HEALTH ASSOCIATION (ACHA)

[acha.org](http://acha.org)

The American College Health Association (ACHA) is a leadership organization that focuses on helping its members advance the health of their campus communities. The association provides advocacy resources, education, communications, products, and services. Serving more than 2,400 college health care professionals, administrators and support staff, physicians, physician's assistants, nurses and nurse directors, health educators, mental health providers, and pharmacists, as well as, students dedicated to health promotion on their campus, the ACHA promotes research and culturally competent practices.

## THE CENTURY COUNCIL

[centurycouncil.org](http://centurycouncil.org)

The Century Council is a not-for-profit organization dedicated to fighting impaired driving and underage drinking. The Council develops and implements programs and public awareness campaigns and promotes action through strategic partnerships. An independent advisory board of distinguished leaders in business, government, education, medicine, and other relevant disciplines assists the Council in continually developing innovative, effective ideas.

## THE CORE INSTITUTE

[siu.edu/departments/coreinst/public\\_html](http://siu.edu/departments/coreinst/public_html)

The Core Institute is a not-for-profit organization that assists institutions of higher education in drug and alcohol prevention efforts. Core offers both student and faculty/ staff surveys including the Core Alcohol and Drug Survey, a four-page questionnaire that

can be used as a pre-test/post-test measure of the effectiveness of campus based prevention programs. The Core Institute scores the instrument and offers several report options as well as special analyses to aid campuses in interpreting data.

## GRANTS.GOV

[grants.gov](http://grants.gov)

Grants.gov is a government agency that provides a simple, unified electronic storefront for interactions between grant applicants and the federal agencies that manage grant funds. There are 26 federal grant-making agencies and over 900 individual grant programs that award over \$350 billion in grants each year. This site is an excellent resource for gaining access to the annual grant funds available across the federal government. In addition to simplifying the grant application process, grants.gov also creates avenues for consolidation and best practices within each grant-making agency. It features a searchable database and provides a thorough list of grant making agencies and partners.

## HEALTHY PEOPLE 2010

[health.gov/healthypeople/about/whatis.htm](http://health.gov/healthypeople/about/whatis.htm)

Healthy People 2010 is a set of health objectives for the nation to achieve over the first decade of the new century. Many different people, states, communities, professional organizations, and other health improvement programs can use it. The 1979 Surgeon General's Report, Healthy People, and Healthy People 2000: National Health Promotion and Disease Prevention Objectives both established national health objectives and served as the basis for the development of state and community plans. Look for Healthy People 2020, in development right now!

## THE HIGHER EDUCATION CENTER FOR ALCOHOL AND OTHER DRUG ABUSE AND VIOLENCE PREVENTION

[edc.org/hec](http://edc.org/hec)

The Higher Education Center's purpose is to help college and community leaders develop, implement, and evaluate programs and policies to reduce student problems related to alcohol and other drug use and interpersonal violence. The Center favors a comprehensive approach to prevention. Central to this approach is a mix of environmental strategies to address the institutional, community, and public policy factors that contribute to these problems. The Center supports the development of a prevention infrastructure, primarily by facilitating the work of statewide prevention initiatives and campus-community coalitions. In order to support these efforts, the Center provides training, technical assistance, and publications.

## INTER-ASSOCIATION TASK FORCE ON ALCOHOL AND OTHER SUBSTANCE ABUSE ISSUES

*iatff.org*

The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues is a coalition of vital organizations who collaborate on issues relating to substance abuse prevention efforts within the higher education community. Task Force members communicate on key areas of research and programming efforts for student alcohol and other drug issues. The member organizations include:

American Association of State Colleges & Universities, American Council on Education, American College Health Association, American College Personnel Association, Association of College and University Housing Officers International, Association of Fraternity Advisors, Association for Student Judicial Affairs, The BACCHUS Network™, Fraternity Executives Association, Golden Key Honor Society, International Association of Campus Law Enforcement Administrators, National Association of Student Personnel Administrators, National Athletic Trainers Association, National Collegiate Athletic Association, North-American Inter Fraternity Conference, National Intramural Recreational Sports Association, National Panhellenic Conference, Order of Omega, and The Student Life Education Company.

## MONITORING THE FUTURE: A CONTINUING STUDY OF AMERICAN YOUTH

*monitoringthefuture.org*

Monitoring the Future is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. Each year, a total of some 50,000 8th, 10th and 12th grade students are surveyed. In addition, annual follow-up questionnaires are mailed to a sample of each graduating class for a number of years after their initial participation.

## THE NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM (NIAAA)

*niaaa.nih.gov*

*CollegeDrinkingPrevention.gov*

The National Institute on Alcohol Abuse and Alcoholism is a department of the National Institutes of Health, which provides leadership in the national effort to reduce alcohol-related problems. They conduct and support a wide range of research on the health risks and benefits of alcohol consumption, prevention, and treatment and disseminate findings to health care providers, researchers, policy makers, and the public. The website hosts many alcohol research and health journal articles as well as a tri-annual newsletter, pamphlets in both Spanish and English, and other information for educators.

NIAAA also created CollegeDrinkingPrevention.gov, a great one-stop resource for comprehensive research-based information on issues

related to alcohol abuse and high-risk drinking among college and high school students. The site is designed to be accessible for college and high school administrators, parents, and students.

## NATIONAL CLEARINGHOUSE FOR ALCOHOL AND DRUG INFORMATION (NCADI)

*ncadi.samhsa.gov*

The National Clearinghouse for Alcohol and Drug Information (NCADI) is an excellent resource for the most current and comprehensive information about substance abuse prevention and treatment. NCADI is one of the largest federal clearinghouses, offering more than 500 items, including the latest studies and surveys, guides, DVDs, and other information and materials on substance abuse from various agencies; the U.S. Departments of Education and Labor, the Center for Substance Abuse Prevention, the Center for Substance Abuse Treatment, the National Institute on Alcohol Abuse and Alcoholism, and the National Institute on Drug Abuse. Many of these resources are free of charge. NCADI also staffs both English and Spanish speaking information specialists who are skilled at recommending appropriate publications, posters, and DVDs; conducting customized searches; providing grant and funding information; and providing referrals.

## NATIONAL SOCIAL NORMS INSTITUTE

*socialnorms.org*

The University of Virginia, a national leader in alcohol and substance abuse education, established the National Social Norms Institute (NSNI) to conduct ongoing research into the effectiveness of social norms methodology to combat high-risk drinking among students. The purpose of NSNI is to research, evaluate and disseminate information on the social norms methodology to the field. The Institute's goal is to assist new and current practitioners in the field in utilizing the social norms approach to bring about behavior change in their communities and institutions. It is supported by a generous gift from Anheuser Busch and its charitable foundation. NSNI's leadership has changed as of October 1, 2006, with Jennifer Bauerle, PhD as the Director and James Turner, MD as the Executive Director. For more information, visit [socialnorms.org](http://socialnorms.org) or contact Jennifer Bauerle at [bauerle@virginia.edu](mailto:bauerle@virginia.edu)

## PROMISING PRACTICES: CAMPUS ALCOHOL STRATEGIES

*promprac.gmu.edu*

Promising Practices: Campus Alcohol Strategies strives to reduce alcohol related problems among college and university students by motivating institutions of higher education to share their resources and strategies. Resulting from national solicitations, the project's sourcebook incorporates a wide range of strategies designed to assist campuses in their efforts to prevent or reduce alcohol-related problems.

## **THE YOUTH RISK BEHAVIOR SURVEILLANCE SYSTEM**

*cdc.gov/healthyyouth/yrbss*

Overseen by the Centers for Disease Control and Prevention, the purpose of the Youth Risk Behavior Surveillance System (YRBSS) is to determine the prevalence and age of initiation of health risk behaviors; to assess whether health risk behaviors increase, decrease, or remain the same over time; to examine the co-occurrence of health risk behaviors among young people; to provide comparable national, state, and local data; and to monitor progress toward achieving the Healthy People 2010 objectives.

## **Impaired Driving**

### **ADVOCATES FOR HIGHWAY AND AUTO SAFETY**

*saferoads.org*

Advocates encourage the adoption of federal and state laws, policies and programs that save lives and reduce injuries. By joining its resources with others, advocates help build coalitions to increase participation of a wide array of groups in public policy initiatives which advance highway and auto safety.

### **AMERICAN AUTOMOBILE ASSOCIATION (AAA)**

*aaafoundation.org*

As North America's largest motoring and leisure travel organization, AAA provides its 45 million members with travel, insurance, financial, and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers.

### **AMERICAN COALITION FOR TRAFFIC SAFETY (ACTS)**

*actsinc.org*

The mission of ACTS is to educate the general public and targeted audiences about technology-related safety issues and to provide safety-related services to ACTS members. ACTS publicizes and stimulates interest in new safety technologies.

### **EMERGENCY NURSES CANCEL ALCOHOL RELATED EMERGENCIES (EN CARE)**

*ena.org/encare*

The goals of ENCARE are to reduce the number of injuries, deaths and crashes due to drinking and driving, increase the proportion of adolescents who abstain from using alcohol, initiate early alcohol and drug awareness education and prevention skills, provide education to senior citizens about the interaction of alcohol and their medications as well as highway safety skills, and provide occupant protection education to the general population.

## **GOVERNORS HIGHWAY SAFETY ASSOCIATION (GHSA)**

*ghsa.org*

The Governors Highway Safety Association is the states' voice on highway safety. The 501(c)(3) nonprofit association represents the highway safety programs of states and territories on the "human behavioral aspects" of highway safety. Areas of focus include: occupant protection, impaired driving and speed enforcement, as well as motorcycle, school bus, pedestrian and bicycle safety, and traffic records. GHSA's mission is to provide leadership in the development of national policy to ensure effective highway safety programs. The Association provides a collective voice for the states in working with Congress and the federal agencies to address their safety challenges.

### **NATIONAL ASSOCIATION OF WOMEN HIGHWAY SAFETY LEADERS (NAWHSL)**

*nawhsl.org*

The National Association of Women Highway Safety Leaders (NAWHSL) is a non-profit, tax-exempt organization of leaders working nationwide to prevent and reduce deaths and injuries on our nation's roadways. NAWHSL's leading missions are public education and public advocacy. It is the first and only organization of women leaders whose objectives are devoted exclusively to traffic crash prevention.

### **NATIONAL ORGANIZATIONS FOR YOUTH SAFETY (NOYS)**

*noys.org*

The National Organizations for Youth Safety is a national coalition of over 50 youth-serving organizations that all strive to promote youth safety. NOYS promotes collaboration at the national, state, and local levels. The main mission of NOYS is to marshal resources and build synergistic partnerships that save lives, prevent injuries, and promote safe and healthy lifestyles among youth.

### **PEDESTRIAN AND BICYCLE INFORMATION CENTER (PBIC)**

*pedbikeinfo.org*

The PBIC is a clearinghouse for information about health and safety, engineering, advocacy, education, enforcement, and access and mobility. The PBIC serves anyone interested in pedestrian and bicycle issues, including planners, engineers, private citizens, advocates, educators, police enforcement, and the health community.



## **NATIONAL COMMISSION AGAINST DRUNK DRIVING (NCADD)**

*ncadd.com*

The mission of the National Commission Against Drunk Driving is to continue the efforts of the Presidential Commission On Drunk Driving to reduce impaired driving and its tragic consequences by uniting a broad based coalition of public and private sector organizations and other concerned individuals who share this common purpose.

## **NATIONAL GROUP RIDES AND DESIGNATED DRIVERS (GRADD)**

*saferide.org*

It is the mission of National GRADD to prevent drunken driving tragedies and to save lives among college communities by building and supporting a national network of collegiate safe ride programs.

## **NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)**

*nhtsa.dot.gov*

NHTSA is responsible for reducing deaths, injuries, and economic losses resulting from motor vehicle crashes. This is accomplished by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment and through grants to state and local governments to enable them to conduct effective local highway safety programs.

## **NATIONAL SAFETY BELT COALITION**

*nsc.org/traf/sbc.htm*

The National Safety Council's National Safety Belt Coalition is a network of organizations and individuals that promote the lifesaving benefits of correctly used safety belts and child safety seats.

## **NATIONAL SAFETY COUNCIL**

*nsc.org/*

The National Safety Council mission is to educate and influence society to adopt safety, health and environmental policies and practices and procedures that prevent and mitigate human suffering and economic losses arising from preventable causes.

## **NATIONAL SLEEP FOUNDATION (NSF)**

*sleepfoundation.org*

The National Sleep Foundation is an independent nonprofit organization dedicated to improving public health and safety by achieving public understanding of sleep and sleep disorders, and by supporting public education, sleep-related research, advocacy and information on drowsy driving.

## **RECORDING ARTISTS AGAINST DRUNK DRIVING (RADD)**

*radd.org*

RADD is an internationally recognized nonprofit organization founded in 1986. With a roster of over 400 celebrities, RADD uses entertainment and media access to model positive driving behavior and heighten awareness about road safety.

## **REMOVE INTOXICATED DRIVERS (RID)**

*crisny.org/not-for-profit/ridusa*

RID's mission is to deter impaired driving and teen binge drinking that often leads to intense trauma for all concerned. RID is an advocate for victims, enabler of tough laws, and watchdog for law enforcement and adjudication in the courts. RID educates the public about the impact of abusive alcohol use on life and health with materials, public awareness campaigns, and intense media interactions.

## **STUDENTS AGAINST DESTRUCTIVE DECISIONS (SADD)**

*saddonline.com*

SADD has become a peer leadership organization dedicated to preventing destructive decisions, particularly underage drinking, other drug use, impaired driving, teen violence, teen depression and suicide.

## **FATAL VISION® GOGGLES**

*fatalvision.com*

Fatal Vision® is a training tool used to vividly demonstrate the concept of impairment and the dangers of impaired driving. Fatal Vision®'s purpose is not to duplicate impairment caused by a specific level of alcohol or drug ingested by a human. Alcohol or other drug impairment is the result of the alcohol or other drugs' effect on the brain. The Fatal Vision® Goggles distort vision and cause behaviors that are similar to behaviors exhibited by someone under the influence of alcohol or other drugs.



# Alcohol Education Resources

## Anheuser-Busch Inc.

Corporate Social Responsibility  
One Busch Place, St. Louis, MO 63118  
PH: (314) 577-1040 FAX: (314) 577-9977

beeresponsible.com  
collegetalkonline.com  
designateddriver.com  
preventdontprovide.com  
familytalkonline.com  
alcoholstats.com

Colleges and universities interested in the programs Anheuser-Busch offers or in scheduling a speaker visit may contact their local wholesaler for more information. For help in locating local wholesalers and for short video clips of each of our speakers, visit [www.beeresponsible.com](http://www.beeresponsible.com)

**DESIGNATED DRIVER PROGRAMS:** Today, more than 154 million American adults have either been a designated driver or have been driven home by one. Being or using a designated driver is an effective way to prevent drunk-driving situations. Adults (21 and older) typically receive free non-alcohol beverages or discounts on food from an establishment in exchange for being named the designated driver in a group and refraining from drinking on that occasion.

**COLLEGE TALK:** A Parent's Guide on Talking with Your College-Bound Student About Drinking: The guidebook (also available at [www.collegetalkonline.com](http://www.collegetalkonline.com)) was developed by an advisory panel of authorities in the fields of education, family therapy, student health and wellness, alcohol treatment and social norms marketing and through conversations with parents and students. It is designed to help parents continue communicating openly and honestly with their children about this issue, as their students prepare for independence and begin a life on their own. Universities may also link to the College Talk site at [www.collegetalkonline.com](http://www.collegetalkonline.com). This program is supported with print ads.

**TIPS FOR THE UNIVERSITY:** This training program is designed to provide college students with the skills they need to prevent intoxication in others, intervene with those people who have misused alcohol, and promote responsible drinking in the unique college environment.

**SOCIAL NORMS MARKETING:** For the past nine years, Anheuser-Busch has invested more than \$7.6 million to support social norms marketing programs at several universities across the country, including providing a \$2.5 million gift to the University of Virginia in 2006 to help establish the National Social Norms Institute. Social norming educates students about the actual behavior of their peers—focusing on the fact that most college students drink responsibly or not at all. The social norms approach has seen documented reductions of up to more than 40 percent in irresponsible consumption and comparable reductions in injuries and is recognized by the National Institute on Alcohol Abuse and Alcoholism as a promising practice.

**OPERATION ID:** Anheuser-Busch and its wholesalers offer retailers a variety of materials to help them check and verify valid IDs and remind customers they will be asked to show identification when purchasing alcohol. Materials include a booklet with photographs of valid drivers' licenses from all 50 states and Canada; guidelines for spotting fake IDs; posters; buttons and cooler stickers; and wristbands to identify those who have shown a valid ID.

**PREVENT. DON'T PROVIDE:** Recognizing the important role parents and other adults play in preventing underage drinking, the *Prevent. Don't Provide* program reminds them not to buy alcohol for minors or provide it to them at parties, no matter what the occasion. The program is supported with television, print, radio and outdoor ads.





## Anheuser-Busch Inc.

### Speakers

**COURAGE TO CARE:** Carolyn Cornelison uses her knowledge, personal experiences, and persuasive personality to take a realistic look at college drinking, taking responsibility, recognizing abuse, and helping those with alcohol- or drug-related problems. Her presentation for college students makes them laugh and sometimes cry as she shares her college experiences as both a sorority member and athlete.

**LIVING PROOF:** Poor choices can have drastic consequences—and Sarah Panzau is Living Proof. In August 2003, Sarah became a victim of her own drunk-driving crash, losing her left arm. Since the crash, Sarah's life has taken a new direction. She now speaks to students about peer pressure, knowing your true friends, rising above disabilities, and making smart choices. Her powerful and emotional style captivates and connects with college students.

**STREET SMART:** This presentation reminds students of the dangers of teen drinking, impaired driving, illegal drug use, and not wearing seat belts. Taught by certified firefighters/paramedics, Street Smart helps students better understand the consequences of their actions, in turn helping reduce the number of accidents and fatalities each year.

**CHECK IN TO A WINNING LIFE:** Bob Anastas, former executive director and founder of Students Against Drunk Driving, delivers a powerful, motivational message to both parents and students on how young people can develop responsible attitudes and make smart choices about the many challenges they face. Anastas' presentation is also available on video.

**A SURVIVOR'S STORY:** As a victim of a serious car crash, Adam Blomberg, M.D., speaks from experience about the dangers of not following simple safety precautions in motor vehicles. He also speaks from the heart as he recounts the painful story of his brother who was killed in an impaired driving crash. Available in the Northeast region, Blomberg's real-life story and his casual, yet energetic, presentation style enables him to connect with high-school and college-age audiences.

**IT'S YOUR CHOICE:** Michael Chatman shares his message of self-empowerment and personal responsibility with college students across the country. The son of an abusive father, Michael grew up in Miami, joined a gang and endured the trials of life on the wrong side of the law. Finally, following a series of life-altering events, he decided to transform his life. Today, Chatman helps students across the country realize that despite peer pressure and the many challenges they face, underage drinking is not the answer.

## The BACCHUS Network™ Organization History

*The BACCHUS Network™* is celebrating over 30 years of excellence in student and young adult leadership development and health promotion. The Network's mission has been to support student leadership in promoting health and safety and saving students' lives since 1975. Founded at the University of Florida by students with the support of Gerardo Gonzalez and Tom Goodale, this first group organized as a response to the need for alcohol awareness and abuse prevention. They chose to call themselves "BACCHUS," an acronym for Boosting Alcohol Consciousness Concerning the Health of University Students.

This was the first student organization of its kind, and word quickly spread throughout higher education and the term "peer education" was born. Thanks to wide acceptance in the student affairs profession and through our early government and corporate supporters, the organization incorporated in 1980 as BACCHUS of the U.S., Inc., and began to offer services, educational materials and training conferences to a fast growing network of college campuses. The BACCHUS peer education model soon spread to other campuses across the nation.

In 1985, as an outgrowth of an effort to welcome more fraternity and sorority students into the peer education umbrella, GAMMA (Greeks Advocating Mature Management of Alcohol) began and soon hundreds of campus Greek systems were organizing peer education groups known as GAMMA affiliates. In recognition of this, the organization name was changed in the early 1990s to The BACCHUS and GAMMA Peer Education Network. Our campus groups were starting to address a variety of health and safety issues, including alcohol abuse prevention, and choosing a campus affiliate name that best met their unique community needs.

As the organization approached its 30th anniversary, the Board of Trustees, the staff, the professional volunteers and the Student Advisory Committee discussed the organization's future. One of the results of these discussions was the conclusion that the organization name, The BACCHUS and GAMMA Peer Education Network, was simply too complex and needed to be streamlined. The name was seen as an impediment to growth because it makes it difficult for some groups to identify as part of BACCHUS or GAMMA. After a great deal of discussion, input and feedback from stakeholders, the Board of Trustees instructed us to change the name to *The BACCHUS Network™* effective July 1, 2005.

*(We kept the word BACCHUS in respect of our founding and history, and our established identity within Higher Education, but we no longer use the acronym since our mission now includes many health and safety issues.)*

*The BACCHUS Network™* is the place to support student leadership and peer education on health and safety issues—no matter your group name, specialized health interest, or social affiliation. Involvement as a student leader or advisor in our Network is often a very personal and passionate story. The peer education experience gives students the confidence to believe in themselves and the power of influence they have on others. For some, peer education is a life-changing moment for themselves or someone they help.

As many peer educators graduate and advisors move on to other career opportunities, they take with them the pearls of their involvement—compassion, wisdom, sense of service, sense of self, organization, leadership—to use in their next professional, civic or academic role.

What started as a student led alcohol abuse prevention effort at one campus has grown to the largest active student organization in Higher Education today. Peer education has literally become an expectation of any comprehensive campus prevention program and BACCHUS continues to provide cutting edge resources and programs for students on a wide variety of health topics on alcohol issues and beyond. Peer education programs focusing on alcohol abuse, tobacco, violence prevention, sexual health, safety, physical and mental health issues all find a home in our Network.