Designed by prevention and compliance experts to provide your students with knowledge and skills to support healthier decisions related to alcohol.

**Reach**

**8,154 students** at University of South Carolina - Columbia have participated in AlcoholEdu for College since the start of the 2018-2019 academic year.

**Course Impact**

Students increased their alcohol-related knowledge, and their skills associated with healthier behavior.

<table>
<thead>
<tr>
<th>Average Assessment Score</th>
<th>Your students agree AlcoholEdu for College:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Course Assessment</td>
<td>61%</td>
</tr>
<tr>
<td>Post-Course Assessment</td>
<td>88%</td>
</tr>
<tr>
<td>Helped them establish a plan ahead of time to make responsible decisions about drinking</td>
<td>92%</td>
</tr>
<tr>
<td>Prepared them to help someone who may have alcohol poisoning</td>
<td>92%</td>
</tr>
<tr>
<td>Prepared them to prevent an alcohol overdose</td>
<td>90%</td>
</tr>
</tbody>
</table>

**Drinking Behavior and Norms**

Behavioral intention – planning to make a change – is a key predictor of future behavior, and intent to change drinking habits can be impacted by perceptions – or misperceptions – of peers’ behavior.

Prevention Education can influence the students’ perception of norms at your school and increase their intention to avoid risky behavior in the future.

66% of students at University of South Carolina - Columbia report that AlcoholEdu changed their perceptions of others’ drinking behavior.
AlcoholEdu you provides you with a wealth of information on your students’ drinking habits: When, Where, Why (and Why Not) are they drinking.

University of South Carolina - Columbia can use this information to inform prevention program content, audience, and delivery.

**When**

![Graph showing average number of drinks per day for University of South Carolina - Columbia and peer institutions.]

**Tip:** What is happening on or around your peak drinking days? Does this “pattern” seem reasonable for your campus? Can this data be used to reinforce or support other data you have collected to identify celebrations or events that encourage heavy drinking?

**Where**

- **10%** On Campus Residence
- **18%** Off Campus Residence
- **1%** Fraternity / Sorority House
- **10%** Athletic Event
- **36%** Bar or Night Club
- **4%** Outdoor Setting

**Why**

- **69%** To have a good time
- **68%** To celebrate
- **43%** To get drunk
- **38%** To feel connected to people around me

**Why Not**

- **75%** I'm not old enough to drink legally
- **74%** 75% 73% I have other things to do
- **72%** 49% I don’t have to drink to have a good time

**Tip:** It would be far easier to increase the salience of existing reasons that drinkers have for restricting their alcohol use than to win their endorsement of still additional reasons that are primarily endorsed by abstainers (Huang et al., 2011). What reasons are most endorsed by drinkers on your campus? By non-drinkers? Consider those when designing campaigns focused on behavioral decision making for each of these groups of students.