

AlcoholEdu for College Snapshot

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

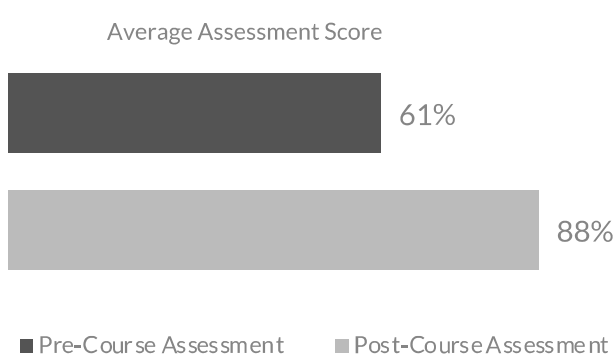
Reach

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.



Your students agree AlcoholEdu for College:

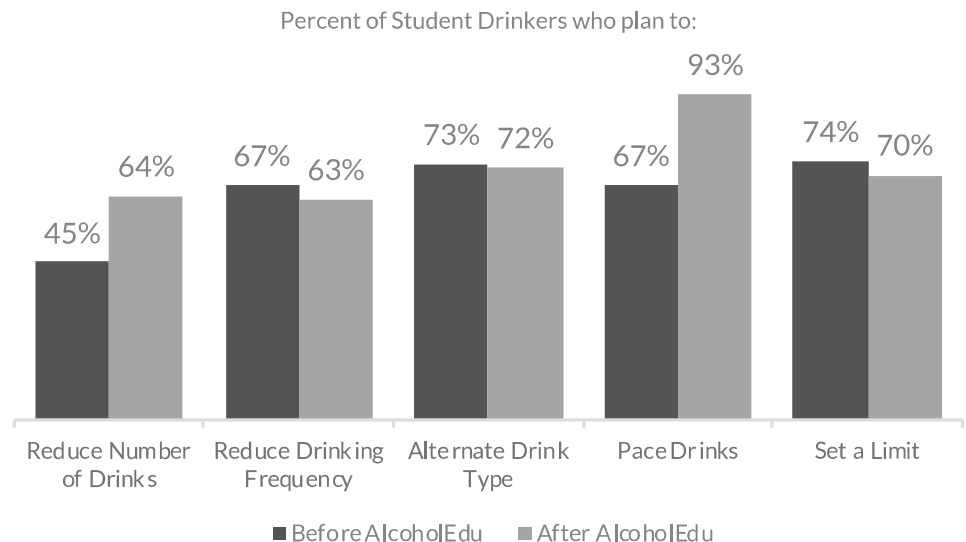
Helped them establish a plan ahead of time to make responsible decisions about drinking	92%
Prepared them to help someone who may have alcohol poisoning	92%
Prepared them to prevent an alcohol overdose	90%

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.

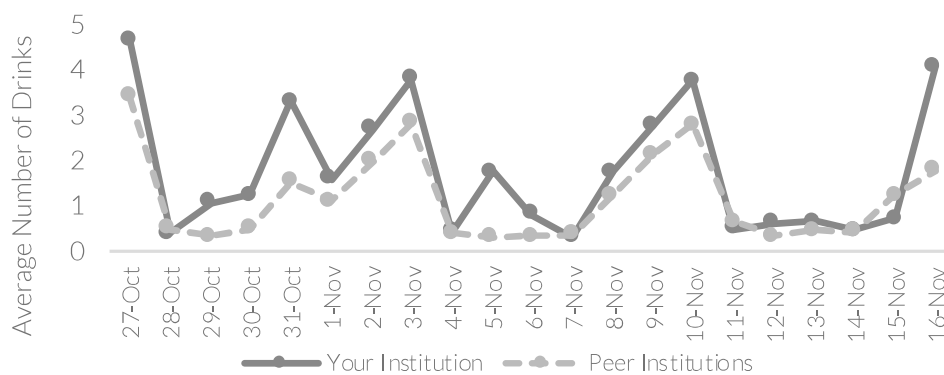


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AlcoholEdu you provides you with a wealth of information on your students' drinking habits: When, Where, Why (and Why Not) are they drinking.

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

When



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%

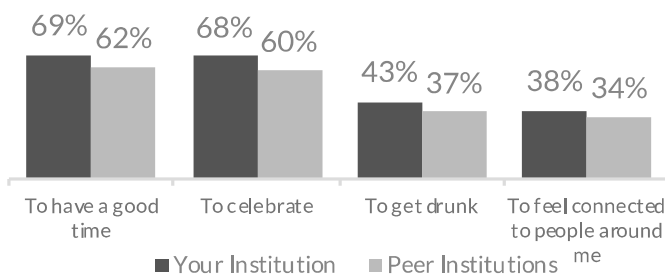
Bar or Night Club

4%

Outdoor Setting

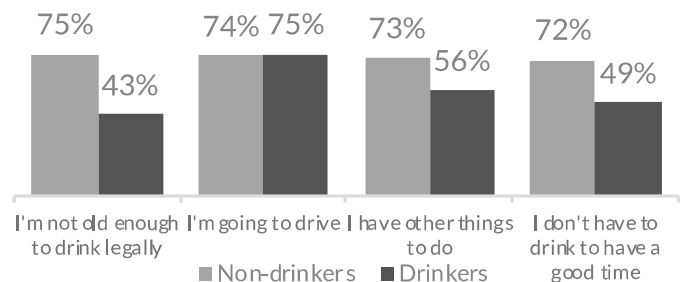
Why

Top Reasons Students Choose To Drink



Why Not

Top Reasons Students Choose **Not** To Drink, for abstainers and drinkers



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)." Which 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.