

**EFFECTIVE CAMPUS-INITIATED
 ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS
 2005-2007**

The following table summarizes for each California State University campus its single, most effective alcohol education, prevention, and enforcement program that has affected student behavior in a positive way. It is important to note that campuses have initiated multiple programs. This chart identifies only the most effective program for each campus.

Campus	Program	How Student Behavior Influenced
Bakersfield	Establishment of Alcohol Education Office	In fall 2006, an Alcohol and Drug Education Office was founded, which demonstrates the strong commitment that the university has made in ensuring that alcohol education and abuse prevention programs will continue to be provided to students and the campus community. The office provides students the opportunity to have a centralized location they can visit to access alcohol and substance abuse prevention services, interventions, and programs.
Channel Islands	Housing and Residential Education Judicial Process	Because housing is relatively new at Channel Islands, the campus developed a judicial process based on a six step process that incorporates involvement from students, staff, and administrators. The system allows students to be aware of their status in the judicial process. The six steps progress from community disruption that result in a letter of admonition to severe violations that results in removal from housing, which also include probation, suspension, or expulsion.
Chico	AlcoholEdu On-line Alcohol Education Program	This on-line alcohol education program is a mandatory requirement for first-time freshmen. The program is administered to all first-time freshmen students during the fall term attending the university. Approximately 95% of the students complete the program. A total of 74% of the students indicate that they now know more about Blood Alcohol Concentration. Students who completed the program also report an increase in their expressions of social concern that is manifested in taking care of students who abuse alcohol.

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Dominguez Hills	X-Factor Program	The program helps students to become aware of the statistics about students who drink and introduces them the campus website. Students are encouraged to take the e-CHUG on line. The activity also included students and staff who wore a black t-shirt with a big, white "X" on the front. The student wearing the t-shirt was to represent one of the students negatively impacted by alcohol. Students handed out handbills that had specific information on the students they represented, general statistics about students nationwide and the campus website. Over 2,000 students received flyers in this program.
East Bay	First-Year Experience Program	This program communicates the biological, psychological, and social effects of alcohol to incoming freshmen through first-year, General Studies 1010 Clusters
Fresno	Alcohol Advisory Council's Student Subcommittee	The dynamic, 50 members of the Alcohol Advisory Council's Student Subcommittee have become leaders in alcohol education, presenting at many venues, including the 2005 and 2006 CSU systemwide Alcohol Conferences. Last year, 24 students from CSU Fresno attended the systemwide conference. The subcommittee also planned and initiated many high-profile, student-oriented activities that focus on social norms, alcohol safety, and moderation. Events such as the <i>Get Out the Fun Fair</i> , <i>OctoberFiesta!</i> , and <i>St. Patrick's Day Celebration</i> were held over the past two years, and each event reached an average of 700+ students.
Fullerton	Designated Driver/Sober Sidekick Program	The program was facilitated by GAMMA volunteers, the Peer Health Educator Program, Health Center, and Dean of Students' Office on Fraternity Row the night of all Greek parties. The party-goers who volunteered to be a designated driver or sober sidekick (those who would walk intoxicated party goers back to the university dormitories) signed a pledge card, a liability waiver, and received a wrist band that read "Be Brave." Designated drivers were provided non-alcoholic beverages and snacks at a table located on Fraternity Row. In pre and post assessments comparing parties without this program, there was a

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Fullerton (continued from previous page)		statistically significant decrease in the number of students who left the party drunk and the percentage of fraternity row party attendees who drove home drunk or with a drunk driver.
Humboldt	Designation Driver Program	This special alcohol awareness program targets drunk driving. A student campaign encouraged students to utilize designated drivers wherever alcohol is served. Poster presenting a photograph of student leaders wearing the designated driver wristbands was produced. The posters and wristbands were distributed and strategically placed across campus, in residence halls, and in every alcohol-serving establishment (bars, taverns, and restaurants) in Arcata. Local bar/tavern owners were contacted and informed of the designated driver campaign and their assistance solicited. All the local taverns adopted the program, which required that they serve no alcohol to the designated driver, but offer instead free non-alcoholic beverages. Bar owners indicated that the designated driver program is widely used by students, and they judge it a success. The Arcata and University Police indicate that the number of DUI citations and accidents decreased.
Long Beach	E-Chug/E-Toke	The E-Chug and E-Toke on-line assessments were made available to all CSULB students spring semester 2006. In contrast to the typical 'educational approach', with E-Chug/E-Toke, students are given personalized feedback that is particularly salient to them. Based upon their own reported use patterns, they receive feedback on how their drinking compares with other students on their campus, their personal risk factors, relationship and health consequences, unique family risk factors, and the amount of money they spend on alcohol and/or marijuana each month. Currently these assessments are mandatory for any students acquiring a second citation for violating campus alcohol/drug policy.
Los Angeles	Intervention Programs	University Police, Student Housing, and Human Resources Management offices provided referrals to students and employees in need. Alcohol and drug counseling and crisis intervention was provided by the campus Student Health Center. These services were provided primarily by the Center's professional

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Los Angeles (continued from previous page)		mental health staff who provided confidential counseling and therapy to students with alcohol and other drug problems, assistance and intervention services to students being sanctioned by the campus, consultations with faculty, staff, and resident assistants regarding student use of alcohol and other drugs.
Maritime Academy	Alcohol Educators Program	Student Development professional staff and members of the Alcohol Advisory Council are nationally certified trainers in an alcohol education course called "ServSafe Alcohol" created by the National Restaurant Association. The certification program was a six-hour training seminar with a web-based course. An assessment required a passing score of 90% or higher. The staff members then conducted four hours of alcohol awareness training for all student leaders, e.g., resident advisors and athletes, at the Student Leadership Retreat.
Monterey Bay	Substance Free Housing	Implemented in fall 2004 for freshmen and sophomores in one residence hall, the program was expanded in fall 2005 to a second housing area to meet the increased demand from sophomores, juniors, and seniors. These communities provide an opportunity for students to live in a residential community where residents and guests agree to keep the area free at all times from substances that have the potential to damage their health or the community. Residential Life staff deliver alternative weekend programming to ensure a healthy social setting. Students report that they choose to live in these residence halls to avoid roommate issues associated with drinking, to ensure a quiet atmosphere in which to study, and in response to family members with alcohol or drug issues. After living in the substance free housing, 80% reported that it enhanced their living experience and increased their awareness around healthy lifestyles, which helped them to meet their academic goals.

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Northridge	MyStudentBody.com	The campus launched this initiative to expand the breadth and reach of campus alcohol education efforts through the purchase and implementation of the interactive web-based program “MyStudentBody.com.” Among the components of this program are sections providing information about risks of alcohol overuse and abuse and the impact of high-risk drinking on health, safety, and academic performance. Four populations were identified for this alcohol outreach: students living in residence halls, athletes, members of social fraternities, and University 100 classes (freshmen). Students reported that their knowledge of alcohol was expanded. An important finding was that 93% of the visitors to the website would be likely to refer someone with a drinking problem to the website.
Pomona	Multi-media Advertisements	The campus Alcohol and Other Drug Committee teamed with the campus police and the Graphic Arts Students of the Associated Students to produce a multi-media series of advertisements in the student paper coupled with a dramatic video dealing with drinking and driving. The target audience was campus students and entailed a series of six color advertisements showing a typical evening of partying for a male student and how the choices he makes throughout the evening end up with him stopped, arrested, tested, and incarcerated. From these print ads came a 90second video shown in regular rotation on the eight display screens throughout the student center during the last two weeks of quarter. Interspersed with ads for basketball games, brief new stories about current headlines, and notices about the academic schedule, the 90-second video graphically told the story in an entertaining, eye-catching style.
Sacramento	Comprehensive Educational Program	Developed a comprehensive educational program for students found responsible for violating campus alcohol-related policies that have demonstrated both student learning and a reduction in alcohol-related incidents on the campus. The program, facilitated by trained peer educators, begins with an online assessment e-CHUG. This personalized information is then utilized during an educational

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Sacramento (continued from previous page)		session in which students explore their alcohol use through facilitated discussions and a reflective workbook curriculum “ <i>Choices</i> .” Since implementing this program, campus alcohol violations were decreased by 55% from 2004 to 2005 even while enforcement efforts were increased. The number of repeat violations also decreased by 24%.
San Bernardino	Piñatas and Coladas Program	The Housing and Residential Life implemented this program in fall 2006 to reduce alcohol-related violations in housing. Students played a version of “drunkest resident,” a spin-off of “Weakest Link,” in which students were challenged on the campus’ alcohol policy.
San Diego	Comprehensive Strategy Initiation	SDSU has now successfully launched a comprehensive strategy for Alcohol and Other Drugs prevention. Programs within the strategy fit within either one of three core elements: individually focused, behavioral alternative or access/enforcement focus, or within two supporting domains: community action or research. Examples of successful elements include the ASPIRE, an individualized intervention programs for students which violate the campus alcohol policy, e.g., numerous events sponsored within the residence halls, campus sweep, a program that uses students to enforce campus posting policy, coordinated agency enforcement periods, and active research programs.
San Francisco	Neighborhood Task Force	A subcommittee of the Alcohol Advisory Committee was created to address the growing on and near campus student population. The number of students living on or near campus has tripled in the past two years. The Neighborhood Task Force was developed with members of the on- and near-campus community as well as campus police. This task force is addressing the needs of the community by creating community events in which students and non-students are invited to attend. Students living in both university-owned and privately-owned properties are receiving written warnings by campus policy with a reminder that the student code of conduct applies to them regardless of being on- or off-campus.

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San Jose	BASICS with Alcohol Policy Violators	Students found responsible for violating alcohol policy on campus through the office of Student Conduct and Ethical Development are referred to the Student Health Center for completion of BASICS with a health educator. Since January 2005, 200 students have completed two sessions of BASICS.
San Luis Obispo	Under Four Campaign	The campus implemented this program that featured Dr. Drew Pinky, a noted and popular psychologist. Dr. Drew message appeals to 18-24 year olds and over 1,100 students attended. The program is interactive and informative, and more than 50% of the questions raised were related to alcohol use. The program was organized by student peer leaders mentored and supported by the Dean of Students Office.
San Marcos	Campus-Initiated Alcohol Education, Prevention, and Enforcement Program	All first-year students participated in the online program MyStudentBody.com. The campus requires all first-year students to complete this educational tool during the fall semester to raise awareness of the negative effect of alcohol on personal and academic success and to promote responsible alcohol use.
Sonoma	Seawolf Substance Intervention Program (SSIP)	SSIP provided comprehensive psychological services to students. The design of SSIP services is informed by research on harm reduction approaches to behavior change and by motivational intervention with college students. These approaches have been shown to significantly decrease risky behavior and improve academic functioning and social development. Harm reduction recognizes that students may drink but seeks to engage students in safe and healthy behaviors, including alternatives to alcohol use, teaching appropriate use of alcohol if a student chooses to drink at age 21 or older, and correcting misperceptions about alcohol use among college students. Components of motivational intervention in SSIP psycho-education include helping students understand their behavior and increase their readiness to change. Most students received services after referral by Judicial Affairs or Residential Life. A smaller percentage of students were self-referred. None of the students were referred for additional services after completing the program.

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Stanislaus	Late Night Stanislaus	Late Night Stanislaus offers alcohol-free entertainment and activities every Friday during the Fall and Spring semesters from 9:00 pm until 2:00 am. The program was launched through initial funding provided by the CSU system alcohol grants and has continued through partnerships with others on campus to produce innovative and exciting activity options for students. The program has become a mainstay for on-campus students and gradually for off-campus students as well. The program has become institutionalized inasmuch as the funding is provided from various department in addition to external funding agencies. All programs offer free food and non-alcoholic beverages to all attendees.
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