

COMMITTEE ON EDUCATIONAL POLICY

California State University Alcohol Policies and Prevention Programs: Second Biennial Report

Presentation By

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Summary

The Board of Trustees approved a resolution at its July 10-11, 2001 meeting to adopt and implement the recommendations of the Alcohol Policies and Prevention Programs Committee Final Report consistent with the individual missions of each campus and that a report be made to the Board of Trustees every two years assessing the outcomes of campus alcohol education and prevention programs. In addition, the resolution called for the Chancellor to report at that time on the success of obtaining external funding for system and campus programs.

This report is the second biennial report on the implementation of the Trustees' Alcohol Policies and Prevention Programs adopted in July 2001. It summarizes activities that have occurred on campuses in the last two years since the first biennial report was presented to the Board of Trustees in July 2003.

CSU's alcohol policy is called the most comprehensive alcohol policy of any university system in the country. The policy is visionary and ambitious. In order for the CSU to be successful in its effort to address student alcohol abuse, collaboration and cooperation with others, including public agencies, is necessary. In the first compact of its kind in California, a memorandum of understanding was signed on February 13, 2002 involving the following six state agencies and the CSU to fight alcohol abuse on and off university campuses: the Business, Transportation, & Housing Agency, Alcoholic Beverage Control, Alcohol and Drug Programs, the California Highway Patrol, the Department of Motor Vehicles, and the Office of Traffic Safety.

The Office of Traffic Safety funded eight CSU campuses totaling \$750,000 for the period of October 1, 2002 through December 31, 2004 to (1) reduce alcohol abuse and alcohol-impaired

driving by 18 to 39 year old college students; (2) strengthen peer education programs related to alcohol abuse and driving under the influence of alcohol; (3) strengthen peer education programs, utilizing social norms marketing strategies, focusing on reducing alcohol-impaired driving; and (4) offer responsible beverage service training.

Some campuses reported a decrease in alcohol abuse-related incidents and a reduction in the number of DUIs as a result of the following programs sponsored as part of the Sober Driver Initiative:

- Campuses created new or strengthened peer education programs using partnerships with local enforcement agencies, the Office of Traffic Safety, and Alcohol and Beverage Control.
- Social norms marketing strategies that employed posters, promotional items, and other media, were used by all campuses to correct misperceptions about peer alcohol consumption and alcohol-impaired driving.
- Campuses effectively offered beverage service training.
- Campuses partnered with local law enforcement agencies, firmly enforced alcohol-related laws, and conducted decoy operations.

Statement of the Problem

Recognizing that alcohol abuse is not just a national higher education problem but also a CSU problem, Chancellor Charles B. Reed appointed a committee in November 2000 to review the CSU's alcohol policies and prevention programs that would help to prevent alcohol-induced deaths and alcohol poisoning of students who attend CSU. The CSU Alcohol Policies and Prevention Programs Committee, chaired by California State University, Fresno President John Welty, included presidents, students, vice presidents of student affairs, faculty, staff, and alumni. The committee concentrated on broad policies that would be realistic and effective at CSU's twenty-three unique campuses. Many CSU campuses serve traditional-aged students who are 18 to 22 years old, many of whom reside on campus. The majority of CSU campuses are campuses to which students commute and where the average age of the students are older.

Alcohol abuse is a threat to the health and academic success of CSU students, but prohibition of alcohol is not a realistic response to the problem. There is no single response to the issue that will solve the problem. Therefore, the Board of Trustees' policy requires each campus to design programs that are appropriate for its institution, student population, and location. Additionally, the federal Drug-Free Schools and Campuses Act of 1989 requires all colleges and universities receiving federal funds to maintain alcohol and other drug prevention programs and to review their effectiveness at least every two years.

Guiding Principles

Effective alcohol education and prevention programs being developed and implemented by campuses respond to the following principles adopted by the Board of Trustees in July 2001:

- Provide a safe and secure environment for all students;
- Encourage student health and wellness in an environment supportive of learning;
- Promote healthy choices for students;
- Enforce laws and policies consistently as regards the use of alcohol;
- Support safe, legal, responsible, moderate consumption of alcohol for those who choose to drink; do not punish responsible, legal behavior;
- Encourage students to take responsibility for each other; Good Samaritan behavior should be supported and recognized, and students should be supplied with the tools to help others practice safe and responsible behavior;
- Provide assistance, if appropriate, to those students who need support, treatment, and services;
- Involve students in all steps of the process and program development;
- Focus alcohol abuse prevention efforts on campus and community environments since the university is part of the surrounding community that influences students' behavior; and
- Use social norms principles and peer education as core components of an education and prevention program. (The Social Norms approach uses informational campaigns to correct widespread student misperception of peers' drinking. Peer educator programs, such as the BACCHUS and GAMMA Peer Education Network, use students to encourage their peers to develop responsible habits and attitudes regarding alcohol and related issues.)

Campus Compliance with CSU Alcohol Policy

Since adoption of the CSU Board of Trustees' alcohol policy, campuses and the CSU system have continued to create, implement, and strengthen alcohol-related policies and programs in response to the following key recommendations developed by the Alcohol Policies and Prevention Programs Committee chairs by President John Welty:

- Campuses developed comprehensive alcohol policies and programs that were consistent with their campus missions.
- Campuses held individuals and student organizations accountable for their behavior and offered effective education programs that were regularly assessed.

- Campuses communicated alcohol policies to new students and their parents before and when they arrived on campus.
- Campuses created university-wide alcohol advisory councils, including community membership, which annually developed and reviewed programs and goals, assessed the effectiveness of the campus program, and made recommendations to the president.
- Campuses assessed the effectiveness of their policies and programs to determine if they were achieving the desired outcomes.
- The CSU sponsored an annual alcohol conference that enabled campuses to share best practices, policies and programs.
- Campuses partnered regularly with the community and law enforcement agencies to provide a safe off-campus environment, to enforce applicable legal sanctions, and to encourage legal and responsible behavior among students.
- Campuses developed effective training and intervention programs.
- The vice presidents for student affairs Alcohol Policy Implementation Steering Committee continued to meet bi-monthly to assess the development and implementation campus alcohol education, prevention, and enforcement programs.

Governor's Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems

Established in 2002, the Governor's Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems coordinates California's strategic efforts to reduce the inappropriate use of alcohol and other drugs. California's high-level Council provides California with leadership continuity to advance alcohol and other drug prevention. This council deals exclusively with prevention issues unlike similar councils in other states that address all substance abuse issues including treatment. The Council provides coordinated direction and actions to alcohol, tobacco, and other drug prevention efforts that are delivered through a very broad range of disparate public and private sources attempting to address continually changing alcohol, tobacco, and other drug problems in various populations and settings. Activities include sharing prevention data, identifying effective approaches, establishing high-level prevention objectives, identifying means of working more efficiently with alcohol and other drug-related issues, and leveraging or redirecting opportunities to achieve objectives.

Key state agency staff have been appointed from the Office of the Attorney General, Superintendent of Public Instruction, Department of Alcohol Beverage Control, Department of Health Services, Office of Criminal Justice Planning, Office of Traffic Safety, the Office of the President of the University of California, and the Office of the Chancellor, California

State University. Upon the recommendation of Chancellor Charles B. Reed, the Governor appointed Dr. Paul Oliaro, Vice President for Student Affairs, CSU Fresno, and Mr. Allison G. Jones, Assistant Vice Chancellor, Academic Affairs, Student Academic Support, Chancellor's Office to represent CSU on this council.

***CSU SOBER DRIVER INITIATIVE
OCTOBER 2002 – DECEMBER 2004***

The Office of Traffic Safety funded eight CSU campuses totaling \$750,000 for the period of October 1, 2002 through December 31, 2004 for an alcohol education, prevention, and enforcement program known as the Sober Driver Initiative. Each campus seeking to participate was required to demonstrate that it had in place an alcohol advisory council, prevention staff, peer education programs, and baseline data on alcohol use and alcohol-impaired driving among its students. Campuses were required to certify that they were in compliance with all state of California DUI and Alcohol Beverage Control laws. CSU campuses Chico, East Bay, Fresno, Long Beach, Monterey Bay, Sacramento, San Bernardino, and Sonoma were selected to participate in this project.

In addition, the Department of Alcoholic Beverage Control provided two \$360,000 grants totaling \$720,000 to local law enforcement agencies to partner with the eight campuses selected to receive OFFICE OF TRAFFIC SAFETY grants. While the OFFICE OF TRAFFIC SAFETY grant focused on campus activities, the ABC grant addressed enforcement, prevention, and education in the communities surrounding the campuses, e.g., bars, restaurants, etc., working with the California Highway Patrol and local enforcement agencies.

The Sober Driver Initiative was part of the California Traffic Safety Program and was made possible through the support of the Office of Traffic Safety and the National Highway Traffic Safety Administration. CSU Fresno was selected as the project administrator, and the director, Perry Angle, oversaw all aspects of the project, including designing trainings, budget, and monitoring the completion of goals and objectives.

The CSU Sober Driver Initiative was a project in which the eight CSU campuses implemented a coordinated Driving Under the Influence prevention program. The project included fostering partnerships with local law enforcement agencies such as the Alcoholic Beverage Control agency as well as local high schools. The overarching goals of the program included the following:

- Implementing a coordinated DUI prevention program on the eight participating campuses,
- Reducing by 5 percent the incidences of alcohol abuse and impaired driving by CSU students through behavior modification strategies based on Social Norms Theory, peer education initiatives, and Responsible Beverage Service training, and
- Developing model programs that included partnerships with “feeder” high schools and local community agencies to combat alcohol abuse and alcohol-impaired driving.

Data and documentation were examined to determine if the seventeen objectives of the project had been met. Fourteen objectives were met fully, one was partially met, and two were not met. Participating campuses generally reported a pattern of reduced alcohol abuse and driving under the influence. However, some campuses reported increases, which were attributed to increased enforcement and/or increased student population. The last student survey took place in April 2005, but the results from this evaluation are not yet available.

Summary of Key Outcomes

The Center for Research, Evaluation, Assessment and Dissemination (CREAD) at California State University, Fresno evaluated the CSU Sober Driver Initiative. The following summary of the key events, activities, and outcomes of the CSU Sober Driver Initiative were drawn from this report:

Goal To implement a coordinated DUI prevention program that includes the California State University, Alcoholic Beverage Control, and local law enforcement agencies as collaborative partners.

Outcome *Utilizing campus Alcohol Advisory Councils as catalysts, CSU SDI projects established positive working relationships with both Alcoholic Beverage Control and local law enforcement agencies. Local law enforcement agencies worked closely with CSU campuses. Sober Driver Initiative peer educators worked side-by-side with law enforcement. SDI coordinated more than thirteen (13) times the target number of beverage servers trained in conjunction with ABC. This is evidence of a solid partnership that will last beyond the grant timelines. In addition, campus coordinators were trained on effective Social Norms marketing strategies, posters and other media materials were developed and distributed.*

Goal To reduce by 5 percent the incidence of alcohol abuse and impaired driving by California State University students on the eight participating campuses.

Outcome *Some campuses achieved this goal by correcting misperceptions about student alcohol consumption to positively influence behavior through (1) social norms marketing*

campaigns, (2) peer education initiatives, and (3) Responsible Beverage Service. Baseline data were determined by pre-program surveys conducted on each campus.

Several campuses reported marked reductions in alcohol-related activities. For example, CSU, Long Beach reported a 14.7 percent reduction in binge drinking and a 5.8 percent reduction in driving after drinking. CSU Monterey Bay reported a 13 percent reduction in driving after drinking while San Bernardino reported a 15.7 percent decrease in binge drinking. Campuses reported that some of the decreases were directly related to the partnerships that were formed with law enforcement and/or the tightening of alcohol policies on their campus. In instances when increases in certain activities occurred, the increases were a result of increased enforcement efforts, and in some cases, an enrollment increase.

Goal To develop a model partnership program with substance abuse prevention efforts in “feeder” high schools and/or community-based youth service organizations through the provision of speakers, networking opportunities with university peer educators, and impaired driving prevention materials to combat alcohol abuse and alcohol-impaired driving.

Outcome *Whereas the CSU SDI initially tapped CSU, Sacramento for this charge, CSU East Bay also provided the project with an excellent feeder school project. Created in conjunction with and under the guidance of the Office of Traffic Safety, the feeder school projects designed a curriculum (meeting high school state standards) that was conducted at a feeder high school. Pre- and post-survey data measured the effectiveness of changing students’ misperceptions about alcohol consumption amongst their peers as well as misperceptions about alcohol consumption at the college level. The materials designed and utilized by the campuses have been shared with other CSU campuses in order to assist them in the design and implementation of similar programs.*

Goal To develop and implement a Social Norms campaign on participating campuses that address alcohol abuse and impaired driving.

Outcome *Each campus designed, field tested, and distributed campus-specific posters, newspaper ads, and other materials to support these campaigns. At least 20 percent of the materials focused on traffic safety as required by the Office of Traffic Safety grant. Materials were submitted to Office of Traffic Safety for approval prior to printing and distribution.*

Social norms marketing used for the reduction of alcohol abuse and/or the reduction of DUI is relatively new. CSU SDI hired a well-known social norms consultant, Ms. Koreen Johannessen, University of Arizona, to guide campus leaders. Ms. Johannessen provided training and individual consultation based on research and personal experience. The result was one of the largest social norms projects ever to take place on college campuses. Michael

Haines, a noted social norms national expert indicated that he knew of no other project of this capacity and volume.

Goal To provide eight on-site consultation days (FY2002-03) and eight distance consultation days (FY2003-04) for CSU prevention professionals in the social norms model and process as an effective tool for prevention of alcohol abuse and impaired driving.

Outcome *Numerous contacts both by the SDI Director and the Social Norms Consultant via emails, phone calls, group and individual personal contacts proved to be a major contributing factor to the success of the social norms campaigns. These complex and exacting campaigns must be executed precisely or the validity and reliability of their impact are impacted.*

Providing a constant, immediate means of communication between host campus/grant director and campus coordinators also provided for better explanation of the OFFICE OF TRAFFIC SAFETY regulations pertaining to media, incentives, and deliverables.

Goal To conduct annual campus surveys on the eight participating CSU campuses to assess student norms regarding alcohol use and impaired driving, an essential element of successful social norms programming.

Outcome *Each campus surveyed its students to determine alcohol use and its effect on driving. Each campus selected a survey instrument that it believed was most effective in assessing its student body. However, while the use of multiple surveys responded to individual campus needs, it was difficult to compare the outcomes across campuses.*

Goal To strengthen campus-based peer education programs by supporting student peer educators on the eight participating campuses. Peer educators will make at least 8,000 education contacts during the period of the grant.

Outcome *SDI hired a peer education consultant from Bacchus and Gamma who provided an initial peer educator training in Sacramento. Sixty peer educators were trained and certified. The table below demonstrates the number of campus-based peer education contacts made by each campus. SDI peer educators exceeded the project goal.*

Campus	Peer Educator Contacts	
	Project	Goal
Chico	17,953	
East Bay	5,083	
Fresno	3,857	
Long Beach	22,598	
Monterey Bay	1,248	
Sacramento	15,350	
San Bernardino	774	
Sonoma	6,300	
	Project 8,000	Goal
	Final 73,163	Total

Goal To support social norms and peer education programming through the development, production, and distribution of materials and promotional items to be used in conjunction with alcohol abuse and impaired driver prevention programs. At least 40,000 items will be distributed. Materials must be submitted to OFFICE OF TRAFFIC SAFETY for approval prior to printing and distribution. Items will include those that target high-risk periods in the collegiate setting, such as spring break and new student orientation, and will have a traffic safety message.

Outcome *Each of the eight campuses was originally concerned about the responsibility to distribute 5,000 social norms materials. However, after the first year, it became clear that the goal would be surpassed. However, it was never anticipated that the SDI project would generate and distribute nearly 300,000 items to CSU students. The list below breaks down the items distributed by each campus over the project period.*

Campus	Promotional Items Distributed	
	Project	Goal
Chico	13,325	
East Bay	64,680	
Fresno	20,250	
Long Beach	114,063	
Monterey Bay	3,250	
Sacramento	53,500	
San Bernardino	11,100	
Sonoma	5,700	
	40,000	
	Final	Total
	285,868	

Goal To provide, in collaboration with ABC trainers, Responsible Beverage Service training to at least 60 servers employed by establishments that serve substantial numbers of CSU students in the first year of the project, and 60 additional servers in the second year.

Outcome CSU campuses entered into partnerships with the Alcohol Beverage Control Licensee Education on Alcohol and Drugs (LEAD) trainings. The LEAD Program is a free, voluntary prevention and education program for retail licensees, their employees and applicants that provides the licensee and applicant with practical information on serving alcoholic beverages safely, responsibly, and legally, and preventing illicit drug activity at the licensed establishment. The number of trainings was substantial and significant. These partnerships will last beyond the project period, which was a non-written objective of this grant.

It should also be noted that although some campuses utilized Training for Intervention Procedures (TIPS) prior to or during the grant period, TIPS training was not counted in the totals below. LEAD and TIPS training teaches servers of alcohol how to prevent intoxication, drunk driving, and underage sales of alcohol in bars, restaurants, and any establishment or event that sells alcohol on site, e.g., student unions, athletic events, social events.

Campus	Number of Servers Who Completed LEAD Training
Chico	444
East Bay	12
Fresno	162
Long Beach	22
Monterey Bay	17
Sacramento	35
San Bernardino	13
Sonoma	90
	Two Year Goal 60
	Total to Date 795

***CSU ALCOHOL AND TRAFFIC SAFETY INITIATIVE
 FEBRUARY 2005 – DECEMBER 2006***

The Office of Traffic Safety funded ten CSU campuses totaling \$750,000 for two years (2005 and 2006) to reduce by 5 percent the incidence of driving after consuming alcohol by 18 to 25 year-old CSU students by December 30, 2006 and to reduce by 5 percent alcohol-related misconduct by CSU students by December 30, 2006. CSU campuses Bakersfield, Chico, Dominguez Hills, Fullerton, Pomona, San Diego, San Luis Obispo, San Marcos, Sonoma, and Stanislaus were selected to participate in this project. This grant addresses alcohol-related incidents at the college level, particularly driving under the influence of alcohol and general incidents related to alcohol abuse. The CSU Alcohol and Traffic Safety Initiative supports and stimulates the environmental management approach by campus Alcohol Advisory Councils via mini-grant/special project funding. These mini-grants support interventions that could include such programs as safe rides programs, social norms marketing, and/or peer education activities.

The CSU Alcohol and Traffic Safety program was funded as part of \$74.2 million in traffic safety funds awarded last year to 277 California state departments and communities that are committed to improved traffic safety. Sunne Wright McPeak, Secretary of the Business, Transportation and Housing Agency, which administers the funds through the Office of Traffic Safety, indicates that this program works to change an environment from one where

binge drinking is socially acceptable to one that encourages more responsible behavior. The end result will be increased awareness that translates into lives saved. Through a series of mini-grants, the new CSU Alcohol and Traffic Safety funds will promote anti-DUI initiatives created by campus Alcohol Advisory Councils. The program addresses alcohol-related incidents at the college level, particularly driving under the influence and campus misconduct. The Office of Traffic Safety data show that fatalities in alcohol-involved collisions increased 8.3 percent - up from 1,308 in 2001 to 1,416 in 2002. Since 1998, California has experienced a 32 percent increase in persons killed in alcohol-involved collisions, according to the OFFICE OF TRAFFIC SAFETY. However, in OFFICE OF TRAFFIC SAFETY grant-funded cities, alcohol-involved fatal and injury collisions decreased 26.3 percent. In 2003, 1,445 people were killed and 31,337 injured in alcohol-related crashes in California -- the fifth consecutive year of increases in alcohol-related fatalities after more than a decade of decline.

The project objectives include the following:

- To improve and/or develop partnerships with law enforcement to increase DUI checkpoints, and campus policy enforcement;
- To assist campuses in developing or improving on-line personal drinking assessment programs similar to e-CHUG (Check Up to Go) and MyStudentBody.com;
- To work with each campus to identify strategies to reduce the availability and accessibility of alcohol, particularly to minors;
- To organize, schedule, and promote a minimum of four guest speakers for the CSU and/or CSU ATS campuses;
- To provide support to campus peer educators (Health Centers, Bacchus & Gamma clubs, SADD, etc.) through training and information dissemination efforts; and
- To work with media throughout the state and at each campus to keep the public informed about the intent and progress of the CSU Alcohol and Traffic Safety Initiative.

With this new traffic safety program, both Office of Traffic Safety grants have served sixteen CSU campuses (Chico and Sonoma are the only two CSU campuses to participate in both OFFICE OF TRAFFIC SAFETY grant programs).

Campus Funding

Several campuses applied for and received other grants to support campus alcohol education, prevention, and enforcement programs. These grants are listed by campus on Attachment A.

Campus Programs

While sixteen CSU campuses have received funding from OFFICE OF TRAFFIC SAFETY, all CSU campuses have been active in developing and implementing alcohol education, prevention, and enforcement programs. The following list provides a few examples of campus activities.

- Regularly sponsoring education and prevention programs, e.g., during new student orientation programs, prior to spring breaks, and during “Greek Week”;
- Sponsoring “Alcohol awareness weeks” or similar programs;
- Training all those who regularly interact with students, such as faculty advisers, resident advisers, coaches, peers, faculty, and student affairs professionals to understand and identify alcohol-related problems and to link students with intervention services;
- Targeting alcohol education and prevention programs with high-risk groups such as fraternities, sororities, athletes, housing residents, and student organizations;
- Limiting the sale of alcohol on campuses, e.g., reducing the number of hours alcohol is sold, reducing the size of drinks, implementing one-drink per ID rule;
- Requiring wristbands during sponsored events on campus to designate customers over age 21;
- Notifying parents and legal guardians about students who violate campus drug or alcohol-related policies;
- Modifying policies at football games to control tailgating and use of alcohol in the stadium thus resulting in a decline in alcohol related problems, e.g., moving the last call for alcohol sales from the end of the third quarter to half time, stopping the sale of alcohol altogether at athletic events;
- Allowing renters of campus facilities to serve only beer and wine but not hard-alcohol;
- Eliminating drink specials such as 2-for-1;
- Reducing the number of alcohol-related items sold in the campus bookstores (shot glasses and beer tankards, often super sized, bearing the seal of the university, may contribute to the myth that drinking alcohol in larger quantities is an indispensable part of the college experience);
- Establishing and continuing working relationships between campuses, municipal law enforcement, and ABC, e.g., to set up DUI checkpoints in and around campus;

- Engaging ABC licensing hearings to impose health and safety conditions on nearby alcohol licenses;
- Engaging alcohol retailers in continuing dialogue to promote sales and service practices (e.g., less reliance on low drinking prices as a marketing ploy to students) on a voluntary basis;
- Encouraging adoption of responsible beverage service practices by bars and restaurants on campus and in the surrounding community; and
- Establishing community-collegiate alcohol prevention partnerships that encompass wide participation from representatives of other area institutions of higher education.

Each CSU campus' single, most effective alcohol education, prevention, and enforcement program that has affected student behavior in a positive way is provided in Attachment B.

Measurable Outcomes

Campuses report reductions on a variety of measures of alcohol abuse and alcohol-related incidents, including a reduction in alcohol use by students and a reduction in negative, alcohol related incidents.

- There is a pattern of reduction in alcohol abuse and driving under the influence of alcohol.
- Several efforts, such as the training of beverage servers, implementation of alcohol policies, and increase law enforcement operation in and around stadiums, combined to reduce alcohol-related problems at home football games.
- Fewer students report driving after drinking.
- Decreases in the percent of alcohol-related fatal traffic collisions are reported by communities where CSU campuses reside. It is unclear to what extent this change results from CSU campus-initiated alcohol education and prevention programs, but there is consensus that these efforts by CSU campuses have contributed to the decrease.
- Student misperceptions of peer alcohol consumption (quantity-per-occasion and prevalence) were reduced, which leads to more responsible drinking.
- Those who drink do so less frequently and are drinking smaller amounts.
- Campuses report a decline in the number of drinks consumed per week.
- The number of student alcohol-related misconduct incidents is declining.

- On some campuses, increased enforcement is resulting in increases in DUI arrests on campus, increases in Minors in Possession citations, and increases in drunk-in-public citations. Other campuses are reporting decreases in these violations.
- Campuses inform local retailers each fall about their obligations to the laws regarding sales of alcohol.

Conclusion

In general, campuses report a trend toward less alcohol use by students and a reduction in alcohol-related incidents. These measurable outcomes have been achieved by strengthening alcohol abuse training programs, using social norms theory marketing strategies, strengthening partnerships with local enforcement agencies, increasing peer training, creating feeder school training programs, and changing student perceptions about their peers' alcohol-related behaviors.

The 23-campus CSU system is making great strides in renewing commitments and establishing partnerships to promote safe, healthy, and learning-conducive environments. The alcohol policy adopted by the California State University Board of Trustees in 2001 is yielding results in the form of greater campus attention, additional resources from state and federal governments, and reported progress in reducing alcohol-related problems.

**GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES
TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT
2003-2005**

Campus	Grant	Purpose	Grant Period	Amount
Bakersfield	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$46,668
Channel Islands	Ventura County Behavioral Health Department Alcohol and Drug Programs	To assist the University Alcohol Advisory Council to plan and coordinate campus alcohol programs, especially in the areas of education and prevention.	2004	\$10,000
Chico	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$38,757
	Prevention Research Center: Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California	To evaluate the risk management approach to preventing alcohol-related problems by implementing a variety of environmental interventions on campus and the campus community.	2003-08	\$150,000
	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other traffic safety issues that are alcohol related.	October 2002 – December 2004	\$67,355
	Healthy Chico Youth Mini-Grant for Fun Without Alcohol Fair	To support an on-campus event that promotes substance-free, healthy lifestyles to young people in the community.	2004	\$2,700

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TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT
2003-2005**

Dominguez Hills	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$38,460
East Bay	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce the incidence and prevalence of alcohol abuse and other alcohol related traffic safety issues	2002-04	\$55,873
	Alcoholic Beverage Control (ABC) Grant provided to local law enforcement agencies to partner with the eight campuses receiving the Office of Traffic Safety Sober Driver Initiative Grant.	To fund enforcement, prevention, and education in the communities surrounding the campus, e.g., bars, restaurants.	2002-04	No direct funding to the campus.
	State Incentive Grant from the U.S. Department of Health and Human Services, Center for Substance Abuse Prevention, and the Department of Alcohol and Drug Programs	To reduce binge drinking among 12-25 year olds who attend CSU East Bay or UC Berkeley and the resulting negative impact on communities. One outcome is halting the proliferation of liquor stores in neighborhoods.	2005-08	Approximately \$60,000 to be allocated to the campus and a local community-based organization
Fresno	Social Norms Resource Center at Northern Illinois Grant	To conduct social norms marketing education.	3-yr grant ending in 2005	\$210,000
	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other alcohol related traffic safety issues.	October 2002 – December 2004	\$55,872
	Office of Traffic Safety Sober Driver Initiative – Program Grant Administrator	CSU Fresno is the Grant Administrator for the OTS Sober Driver Initiative for the CSU.	October 2002 –	\$203,479

**GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES
TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT
2003-2005**

Fresno (continued)	on behalf of the CSU.		December 2004	
	Alcoholic Beverage Control (ABC) Grant provided to local law enforcement agencies to partner with the eight campuses receiving the Office of Traffic Safety Sober Driver Initiative Grant.	To fund enforcement, prevention, and education in the communities surrounding the campus, e.g., bars, restaurants.	October 2002 – December 2004	No direct funding to the campus.
	Office of Traffic Safety Alcohol and Traffic Safety Grant – Program Grant Administrator on behalf of the CSU.	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06. CSU Fresno is the Grant Administrator for the OTS Sober Driver Initiative for the CSU.	February 2005 – December 2006	\$300,000
California Highway Patrol, Students, and Officers for Safety (SOS)	To reduce alcohol-related incidents in and around the stadium and the Save Mart Center.	March 2005 – December 2005	\$70,000	

**GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES
TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT
2003-2005**

Fullerton	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$46,500
	Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California	This study, funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAAA), is designed to help identify the most effective ways of preventing and responding to heavy alcohol consumption by college students. CSU Fullerton is a control group campus.	2003-08	\$150,000
	State Inventive Grant in partnership with Orange County Health Care Agency's Alcohol and Drug Education and Prevention Team (ADEPT) and UC Irvine	Grant will provide funds to produce intervention programs intended to reduce binge drinking among college students, problems related to binge drinking on college campuses and in surrounding community.	2005 with two year renewal option	\$50,000
Humboldt	NCAA Alcohol Education Grant	To target alcohol education and alcohol abuse connected with athletics.	2003-06	\$30,000
Humboldt (continued)	Partner with the Arcata City Police in its alcohol enforcement program.	To enforce underage drinking laws in a college community.	2003-04	\$40,000
Long Beach	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other traffic safety issues that are alcohol related.	October 2002 – December 2004	\$54,995; additional \$11,000 December '04.
	Alcoholic Beverage Control (ABC) Grant provided to local law enforcement agencies to partner with the eight campuses receiving the OTS Sober Driver Initiative Grant.	To fund enforcement, prevention, and education in the communities surrounding the campus, e.g., bars, restaurants.	October 2002 – December 2004	No direct funding to the campus
	Prevention Research Center Safer California Schools	The study is designed to evaluate the potential of a "risk management" approach to preventing alcohol-related problems. The research will examine the effectiveness of	2003-08	\$30,000 per year plus \$14,000 as a

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		programs designed to identify the situations in which heavy drinking occurs and to prevent or minimize the risks associated with heavy drinking.		selected intervention site.
Monterey Bay	Office of Traffic Safety (OTS) Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other alcohol related traffic safety issues	October 2002 – December 2004	\$55,849
	Alcoholic Beverage Control (ABC) Grant provided to local law enforcement agencies to partner with the eight campuses receiving the OTS Sober Driver Initiative Grant.	To fund enforcement, prevention, and education in the communities surrounding the campus, e.g., bars, restaurants.	October 2002 – December 2004	No direct funding to the campus.
Pomona	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$49,491

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Sacramento	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other traffic safety issues that are alcohol related.	October 2002 – December 2004	\$60,872
	Alcoholic Beverage Control (ABC) Grant provided to local law enforcement agencies to partner with the eight campuses receiving the Office of Traffic Safety Sober Driver Initiative Grant.	To fund enforcement, prevention, and education in the communities surrounding the campus, e.g., bars, restaurants.	October 2002 – December 2004	No direct funding to the campus.
	Project Activity Grants	To pay for Alcohol Test Strips in 21 st birthday cards To support the Natural High Fair	2003-04 2003-04	\$1,000 \$30,000
	Prevention Research Center	To support research data collection for Safer California Universities Study	2004	\$60,000
	State Incentive Grant	To support county-wide binge drinking prevention efforts	2004	\$2,000
San Bernardino	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other alcohol related traffic safety issues.	October 2002 – December 2004	\$55,873
	Alcoholic Beverage Control (ABC) Grant provided to local law enforcement agencies to partner with campuses receiving the Office of Traffic Safety Sober Driver Initiative Grant.	To fund enforcement, prevention, and education in communities surrounding the campus, e.g., bars, restaurants.	October 2002 – December 2004	No direct funding to the campus.
	NCAA Speakers	To fund one nationally known speaker who will address alcohol issues with athletes and other students.	2003-04	\$500
San Diego	Center for Substance Abuse Prevention	To support the C-CAPP program and the use of science-	2002-04	\$50,000

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	(CSAP) and National Institute on Alcohol Abuse and Alcoholism (NIAAA) Grant to support the C-CAPP.	based approaches to identify and reduce alcohol-related problems. To reduce heavy episodic drinking among SDSU students.		
	National Institute on Alcohol Abuse and Alcoholism (NIAAA) Safe-Ride Program	To test the efficacy of safe ride programs for reducing college student DUIs.	2003-04	\$50,000
	Local Beer Distributors and Local Bar Owners Safe-Ride Program	To support safe-ride operations to reduce unsafe driving.	2004-05	\$22,500
	Change Company	To fund the Pilot of Choices education program which uses materials provided to test the effects of harm reduction education program.	2004-05	\$15,000 plus materials and in-kind
	Aztec Parents Association	To fund Alcohol and Other Drug Prevention/Harm Reduction programs with the goal of reducing heavy episodic drinking and alcohol-related violations and problems.	2004-05	\$10,000
	National Institute on Alcohol Abuse and Alcoholism (NIAAA)	To study innovative Behavioral Alternative programs in selected universities.	2004-05	\$400,000
	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$46,450
San Francisco	Office of Traffic Safety and San Francisco Department of Public Health	To enhance SFSU's DUI prevention efforts.	2004-05	\$10,000

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San José	AlcoholEdu Grant Study-VPSA	To evaluate the efficacy of AlcoholEdu on freshmen	2003-04	\$17,000
San José (continued)	Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnership with the Prevention Research Center, Berkeley, California	Funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAAA), this study is designed to identify the most effective ways of preventing and responding to heavy alcohol consumption by college students.	2003-08	\$150,000
	College Alc- Prevention Research Center	To evaluate the efficacy of College Alc program on first-year students.	2004	\$5,000
San Luis Obispo	Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California	This study, funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAAA), is designed to help identify the most effective ways of preventing and responding to heavy alcohol consumption by college students.	2003-08	\$150,000
	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and to reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$50,000
San Marcos	North Inland Community Prevention Program (NICPP)	To support campus alcohol promotion intervention and environmental management strategies utilized by the campus.	2002-04	\$26,000
	Office of Traffic Safety Alcohol and Traffic Safety Grant	To reduce by 5% the incidence of driving after consuming alcohol by 18-25 year-old CSU students and reduce by 5% alcohol-related misconduct by CSU students by 12/30/06.	February 2005 – December 2006	\$45,108
Sonoma	Office of Traffic Safety Sober Driver Initiative	To assist the campus to use social norms marketing to reduce among its students the incidence and prevalence of alcohol abuse and other alcohol related traffic safety issues.	October 2002 – December 2004	\$67,355
	ABC Grant provided to local law enforcement agencies to partner with the campuses receiving OTS Grant.	To fund enforcement, prevention, and education in the communities surrounding the campus, e.g., bars, restaurants and off-sale outlets.	October 2002 – December	No direct funding.

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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	Oktoberfest Program	This program was sponsored during the National Collegiate Alcohol Awareness weeks of October 20-24, 2003 and October 18-22, 2004. Both week-long events were developed to support students who choose not to drink, promote drinking safety for those who do drink and are of legal age, and to show that there are nonalcoholic ways to have fun.
Channel Islands	Alcohol Policy	In January 2004, CSU Channel Islands created a task force to draft the campus' first alcohol policy. The President's Council approved the proposal in June 2004, and the university is diligently enforcing its alcohol policy, relying upon its training and intervention programs to educate and shape student behavior.
Chico	AlcoholEdu On-line Alcohol Education Program	This on-line alcohol education class is administered to high-risk groups on campus including first year students, Greeks and athletes, and as a judicial sanction for students who violate the campus alcohol and drug policy. Pre- and post-tests of students completing the course reveal increased levels of knowledge and readiness to change alcohol-related behaviors. 79 percent reported increasing their knowledge about Blood Alcohol Concentration. Students also reported positive experiences with the course. 89 percent reported that they found the course helpful and 78 percent found the course interesting.
Dominguez Hills	Mock Sobriety Check Points	CSUDH's Mock Sobriety Check Points had a significant impact on alcohol awareness. In conjunction with the campus' police, the Alcohol Awareness Coordinating Team set up several checkpoints in high foot-traffic areas on campus and conducted mock sobriety checkpoints. Fatal Vision "goggles" were used to simulate states of illegal blood alcohol content levels and the negative affects they have on mental and physical acuity. CSUDH's University Police have been trained to use this exercise to provide a "teachable moment" for its students to point out the risks of drinking and driving and the possible consequences. Alcohol education materials are also distributed at that time.

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East Bay	A Peer Education Program "For Real"	A Peer Education Program "For Real" was developed for Hayward Unified School District Middle/High School classroom groups. This is a model feeder school program that works in conjunction with CSU East Bay programs to combat alcohol abuse and alcohol impaired driving. This interactive curriculum consists of presenting bio-psycho-social dimensions of alcohol use and abuse. Acting out scenarios, writing short journal entries, playing alcohol jeopardy, incorporating CSU East Bay social norm messages, using visual aids, discussing the media's role in alcohol advertising, and encouraging an open dialogue are all components which provide students with knowledge and skill-building opportunities. The ideas/themes were pilot tested on the Summer Bridge students (summer program that transitions high school to college student) and they provided feedback/suggestions that were incorporated into the curriculum. To date, Cal State East Bay Peer Educators have had 2,531 direct student contacts, and 5,062 contact hours.
Fresno	<i>Best Kept Secret</i> & <i>The Secret's Out</i> (Events developed and initiated by Fresno State students during the fall and spring)	These two multi-faceted outdoor events emphasized conviviality by offering food, music, and live performances, all infused with social norms messages. Several hundred students attended each of the two events. In addition, both events generated positive local coverage, built linkages among various student groups, and added momentum to student-led prevention activities.
Fullerton	Alcohol and Other Drugs Advisory Committee	These agencies, which are funded through state grants and contracts, work The Alcohol and Other Drugs Advisory Committee has continued to become more sophisticated in the working relationships and networking opportunities provided. Current membership includes student affairs professionals, faculty from a number of disciplines, campus police, food service, student leaders from student government, residence halls and Greek Life, and community partners from Orange County alcohol education networks and agencies. Working subcommittees include the Policy Committee, Assessment Committee, Programs Committee, Resources Committee and Curriculum Committee. All committees are functioning at a high level and several important initiatives are under way in each. As a part of the Student Affairs Self Study, the Alcohol and Other Drugs Advisory Committee leadership conducted a self study of alcohol education and prevention efforts utilizing the Council for the Advancement of Standards program guidelines in spring 2004.

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Humboldt	Alcohol Policy Enforcement	The single most effective program on student abuse of alcohol and drugs is Humboldt's consistent application of the rules: The first violation results in alcohol/drug intervention and education program; the second violation results in university probation, alcohol/drug counseling therapy (8-10 week program), and the possibility of up to 50 hours of community service (also, if a resident student the housing license may be revoked on the second violation); and the third violation results in suspension from university. These are minimum sanctions and would vary and be more severe if there were any sort of violence, vandalism, illegal sales, or other violations of campus policy or law.
Long Beach	Drug, Alcohol, and Tobacco Education (DATE) at "The Beach"	This program provides CSULB students with current, factual information regarding drugs, alcohol, and tobacco in order to facilitate wise decision-making. Representatives of the Alcohol, Tobacco and Other Drugs (ATOD) program provide informational tables in the dining commons, campus walkways, and campus events. Promotional items containing positive alcohol messages and educational brochures. Campus and community alcohol and drug resources are offered. Through this program, students are encouraged to educate themselves and consider consequences of their decision-making. Educational materials are provided prior to weekends, holidays, and vacations, enabling students to examine their planned behaviors and future choices. In 2003-2004, these outreach activities have resulted in 5,964 direct student contacts.
Los Angeles	CSULA Athletics Substance Abuse Policy	CSULA's Athletics Substance Abuse Policy and related athletic policies were enforced by monitoring student athlete conduct and by year-round drug testing.
Maritime Academy	My StudentBody.com	All first-year students participated in the on-line course My StudentBody.com. The campus' goal is to have all first-year students in the future begin their education at the Maritime Academy with an on-line education course.
Monterey Bay	Alcohol Free Events	Approximately 450 alcohol-free events are hosted on Thursday, Friday, and Saturday nights each year. Attendance ranges up to 450 per event and increases every year as students seek alternative activities.

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Northridge	Social Norms Campaign	For the past two academic years, Cal State Northridge has mounted a social norms campaign in the campus residence halls. This year built upon lessons learned in the first year. Participation in the website, the self-assessment component of the site and the knowledge quiz, more than doubled. 283 students in participated in 2005, and 115 students participated in 2004. The increased participation is attributed to greater engagement in the project by resident assistants. Additionally, a one-day sober spring break activity occurred with the participation of University Police and the Student Health Center. The goal for the future is to expand the campaign from spring semester to a year round effort.
Pomona	Licensee Education on Alcohol and Drugs (LEAD) Training	The Alcohol Beverage Control's LEAD Training allows the campus Alcohol and Other Drugs Committee to work closely with the Collins School of Hospitality Management to train students and community members in alcohol management. Cal Poly Pomona students and staff becoming certified, and servers from area establishments are learning how better to identify fake identification cards, identify problem drinkers, and become more knowledgeable of the laws. Through this training and cooperation with the campus police department, knowledge of alcohol regulations will increase as well as enforcement.
Sacramento	Social Norms Campaign	The theme was "Most CSUS Students (78%) Have Zero to Three Drinks Per Week". Distribution locations included: coffee sleeves, classrooms, kiosks, monitors in the University Union, rotating screen savers in the computer labs, and postcards in all Hornet Bookstore textbook orders. Information was printed on water bottles, highlighters, pens, and lip balm and distributed at outreach events. More than 50,000 items with the message were distributed. The message was successful in correcting the misperceptions of Sac State students, students who participated in its high school outreach program, and parents and new students who attended Sacramento's summer orientation programs.
San Bernardino	Alcohol-Free Events	Student Union Program Board student volunteers organize and plan quarterly Friday night alcohol-free events in co-sponsorship with the Alcohol, Tobacco and Other Drugs Advisory Council. More than 300 students typically attend these alcohol-free events. Student volunteers have reported that by helping plan these events they have become more sensitive to alcohol and alcohol-related issues. In addition, Housing and Residential Life hosted two alcohol-free dinners during the Christmas and New Year's holidays, to give its residents options.

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San Diego	ASPIRE	ASPIRE is an individualized intervention program for students who violate the campus alcohol policies. The program is designed to reduce heavy episodic drinking and alcohol-related violations and problems.
San Francisco	Peer Educators: Collaborations and Cross Training	Forty peer educators from a variety of peer education programs on campus underwent a rigorous six-unit academic program in which they were cross-trained on the topics of alcohol & other drugs, sexual assault, sexual health, violence, HIV/AIDS/STDs, and multicultural issues for college students. These students then collaborated with other student organizations, groups and classes resulting in the infusion of alcohol prevention in a variety of campus programs including the following: a fashion show that was attended by 1,000 students, a collaboration with Biology students where 800 students participated, a fraternity sponsored Multicultural Aids Awareness event with a plethora of cultural acts and speakers where over 2,000 students attended, a summer-kick off barbeque with educational games attended by 900 students and an annual Queer Alliance cabaret attended by 200 students, open-microphones in housing and the Depot (next door to the pub) as well as other smaller events.
San José	Mini-Grant Program	Awarded approximately \$4,900 in grant money to student organizations that needed funding for programs that promoted safe sex and alcohol abuse prevention. Seventeen grant applications were submitted by various organizations; six were awarded. Attendance at events ranged from 200 to 500 students.
San Luis Obispo	Social Norms – “Cal Poly Reality”	The campus funded a Social Norms Marketing campaign run by senior marketing students in the Orfalea School of Business. This program, Cal Poly Reality, exemplifies Cal Poly’s commitment to “learn by doing.” This effort is designed to be a multi-year marketing campaign, utilizing marketing techniques to design, implement, review and redesign the campaign over the course of time. This class based its social norms campaign based on a survey of Cal Poly students. The campaign includes newspaper advertising, group presentations, posters, and other items. A follow-up survey and focus groups will be utilized to improve the campaign for next year.

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San Marcos	AlcoholEDU	All first-year students participated in the on-line course AlcoholEDU. The campus requires all first-year students to complete this an on-line education course. The program is a population-based approach at reducing the negative alcohol consumption patterns of San Marcos students.
Sonoma	SAFE (Student Advocates for Education) Peer Educators	SAFE trained over 40 student peer educators in Fall 2004 to educate the campus community on health related topics including responsible alcohol use. SAFE peer educators facilitated educational programs and workshops on responsible alcohol use to more than 1200 students in fall 2004. This included Freshman Seminars, athletic teams, and fraternities and sororities. The number of alcohol related incidents on campus appear to be decreasing, particularly for freshmen.
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. Examples of programs include the following: movie night, Monte Carlo casino night, comedians, basketball tournament, Jeopardy contests, etc. All programs provide free food and non-alcoholic beverages. Attendance ranges from 100 to 250 students, which is substantial considering the campus population. Assessments of the program confirm that it is effective in providing a diversion to what is often an alcohol-focused party night for college students. Furthermore, the behaviors modeled for responsible partying create positive examples for students to emulate.