

UVA Alcohol Abuse Prevention, Education & Intervention Programs

Peer Education

Student Athlete Mentors (SAMs) – The Center for Alcohol and Substance Education (CASE) and the Department of Athletics recruit and train members of each athletic team to serve as SAMs. These students develop proactive measures to reduce the negative consequences related to the abuse of alcohol and other drugs and serve as resources for their teammates for information and services within the University.

Peer Health Educators (PHEs) The Office of Health Promotion in Student Health recruits and trains a select group of students interested in a variety of health-related topics. Members take a 3 credit training course and present educational programs on numerous health issues including alcohol and illicit drugs. The PHEs coordinate the 4th Year 5K race which provides a fun way for students, faculty, and staff to honor the 4th year class and celebrate the last home game in a positive, healthy manner.

Alcohol and Drug Abuse Prevention Team (ADAPT) The Center for Alcohol and Substance Education trains a group selected by current members through a 2-credit training class. Members promote awareness, provide educational presentations, and serve as accessible resources for fellow students through walk-in hours. ADAPT coordinates a 21st birthday card program as well as Alcohol Awareness Week. AAW is the week before the last home football game and consists of fun and educational programs geared toward raising the awareness of normative healthy behaviors as well as dangerous drinking habits.

Social Norms Marketing

Stall Seat Journal This campaign uses bathroom posters to convey accurate information on the extent of the drinking culture at UVA. The project promotes the healthy choices students are making and corrects the misperception that heavy drinking is pervasive among the student body. The Stall Seat Journal poster campaign focuses on year students through a series of monthly posters in the first-year residence halls bathroom stalls.

Hoo Knew A University-wide campaign that uses flyers, table tents, and ads to celebrate the healthy choices UVA students are making with regards to alcohol consumption. This campaign focuses on upper-class students and can be found around Grounds and on the Corner and in Connections weekly e-mail newsletter.

Unique Populations

New Students All first year students attend “Grounds for Discussion,” a theater production that addresses a variety of college issues, including alcohol use. Small discussion groups are held after the production. The social norms marketing campaign specifically targets first year students. Resident Staff and Orientation Leaders are trained in multiple alcohol education issues, including how to care for an intoxicated person, intervention techniques, social norms theory, and the reality of the drinking culture at UVA.

Fraternities and Sororities Every fraternity and sorority chapter is required to have at least one hour of alcohol education each year. Under a U.S. Department of Education grant, CASE and the Office of Fraternity and Sorority life worked with student leaders to develop new risk management training programs and a small group social norms educational program.

Parents Parents of incoming students attend Health and Wellness and Parents as Partners sessions during summer orientation which address information on UVA resources, data on UVA students, and ways parents can support University efforts. A “Communication Strategies for Parents of First Year Students” brochure is available at summer and fall orientation and Family Weekend.

Faculty All new faculty and TAs receive information on how to help a student in distress as part of their University orientation. Materials on curriculum infusion are available on the CASE website. Courses which explore substance abuse issues include Concepts in Peer Health Education, Substance Abuse in Society, Contemporary Health Issues, Peer Alcohol Education, and Personal Development.

Committees and Coalitions

University Advisory Committee on Alcohol and Substance Abuse This University –wide committee considers effective ways to promote short- and long-term programs that minimize drinking and substance abuse among underage students and tackles abuse among students of legal age. The committee is proactive in identifying key issues that should be of institutional priority.

Community Coalition This group is a collaborative effort among students, administrators, faculty, local residents, and police to address the impact of student alcohol use on the surrounding community. The coalition is funded through a grant from the Virginia Alcoholic Beverage Control Board.

Drunk Driving Prevention

SafeRide The University Of Virginia Police Department and Student Council operate a free van service that provides safe rides for students. Students can get rides by calling 242-1122 between the hours of midnight at 6 am.

Yellow Cab UVA students who find themselves in situations with no reliable or safe means of transportation and no money for cab fare can call Yellow Cab, charge the ride, and be billed later.

Designated Driver Program Local restaurants provide free non-alcoholic drinks to designated drivers.

Other Educational Efforts

Assessment and Evaluation: The University continually assesses student attitudes towards and use of alcohol and other drugs. We participate in the National College Health Assessment biannually and conduct annual surveys through the Health Behavior and Health Promotion

Surveys. We also collect data through the Incident Report Information System, the University Police Department and the U.Va. Emergency Room.

Training for Intervention Procedures (TIPS) Participants learn about the effects of alcohol consumption, gain an understanding of the social and legal responsibilities associated with the service of alcohol, and learn to recognize potential problems and intervene in a tactful manner to prevent alcohol-related tragedies.

UVA Police Officers in the Crime Prevention Unit provide informational talks for student groups upon request and coordinate safety fairs.

Fourth-Years Acting Responsibly Members of the Fourth Year Class Trustees coordinate a pledge cards drive against abusive drinking at the last home football game.

Hoos Sober Listserve A weekly email of events compiled by students that are alcohol free on Thursday, Friday, Saturday, and Sunday nights is sent to a list of over X subscribers.

Health and Wellness Week This series of health-related events is sponsored by a coalition of ten peer education organizations. Alcohol is addressed in multiple ways during the week, including a health fair and an entire day devoted to alcohol and drug education, resources, and referrals.

Hoo Cares Newsletter This bi-monthly newsletter published by Student Health educates the University community on health and wellness issues, including alcohol-related concerns.

Intervention & Treatment

University Judiciary Committee The student run committee adjudicates alleged violations of the Student Code of Conduct, including those around alcohol use. The committee may sanction students to the Choices class and/or assign community service or other assignments pertaining to the policy violation.

Choices This program is an intensive, research-based alcohol education program that teaches a risk reduction model appropriate for college students. The class is taught by certified instructors and is offered once per month. Although the class is generally attended by students who have violated the University's alcohol policy, it is available for all students who wish to make more informed decisions about their drinking choices.

Counseling and Psychological Services (CAPS) A substance use clinician is available to counsel students on any alcohol concern or issue and provide substance abuse and addiction screening. A brief therapy program is available for students with substance abuse. Students with substance dependence are referred to local treatment programs.

Alcohol Screening Day UVA participates in this national program in early April as part of our Wellness Week. Students can take a survey to learn about the level of their drinking, talk with a substance abuse clinician and find resources for themselves and their friends.

Online Alcohol Screening CASE and CAPS provide links to several on-line alcohol screening programs which offer personalized feedback.

On-Call Dean The Office of the Dean of Students provides 24-hour on-call crisis response services to University students who are in need of support or referrals.

The Friends of Bill W. This open meeting of Alcoholics Anonymous (A.A.) meets every Saturday at 9:30 p.m. at St. Thomas Aquinas Church on Alderman Rd. The meeting is attended by professional/grad and undergrad students, as well as by members of the University and Charlottesville community.

Resources

UVA Alcohol policy www.virginia.edu/registrar/records/ugradrec//chapter5/chapter5-2.htm#alcohol

Center for Alcohol and Substance Education (ADAPT, SAM, Choices) 434-924-5276
www.virginia.edu/case

Office of Health Promotion (PHE, Social Norms Marketing) 434-924-1509
www.virginia.edu/studenthealth/healthpro

Counseling and Psychological Services 434-924-5556 www.virginia.edu/studenthealth/caps

Police Department Crime Prevention Unit 434-924-8845 www.virginia.edu/police