



AlcoholEdu: A Brief Introduction

- ▶ In fall 2011, our first year students will join students at hundreds of institutions nationwide (including Indiana University, the University of Michigan, Penn State, Northwestern and Iowa) to participate in AlcoholEdu, an online, –non-opinionated, science-based course taken by hundreds of thousands of students each year (including 36% of first year students across the country).
- ▶ The goal: To provide students (whether they drink or not) with information to make well-informed decisions about alcohol and provide some simple strategies to help keep them and their friends safe.
- ▶ The course is a confidential, personalized experience for each student that includes:
 - Alcohol-related content featuring videos (which includes a debate on lowering the drinking age), blogs, comics, and more
 - Helpful tools, like a map of US laws
 - Safe partying strategies and tips for helping a friend
- ▶ Why did Purdue choose AlcoholEdu?
 - After significant research on programs, we determined it is the best online program available for students.
 - Surveys from more than 200,000 students who completed AlcoholEdu for College demonstrated the impact of the program.
 - 75% said AlcoholEdu provided them with helpful information and 66% said it helped them learn new facts about alcohol
 - 77% reported AlcoholEdu prepared them to identify the signs of alcohol poisoning
 - 64% said the information presented about BAC would help guide them in creating a plan for making safe and healthy decisions
- ▶ In addition to first year students, Purdue has selected additional populations that will participate in AlcoholEdu. The populations were selected because they represent groups that have been identified as being high risk, or they have been identified as being leaders on campus who can influence other students, or both. They include:
 - Athletes and Recreational Club Officers
 - BGR Team Leaders and Resident Assistants
 - Fraternity, Sorority, and Cooperative Housing Students
 - Non-first year students living in University residences who are under the age of 21
- ▶ We are working with different offices/groups to help us get the message out to students. Some examples:
 - A YouTube video will involve several students on campus, including PSG representatives.
 - Information will be in STAR packets.
 - Students will check an AlcoholEdu box on the New Student Tab once they've completed it.
 - We are working with different academic units to get information in departmental newsletters.
 - Parents will receive a letter this summer, which will include information about AlcoholEdu.
 - ISS will include information in the new student brochures.
- ▶ Important dates:
 - Summer 2011 – students will be introduced to AlcoholEdu
 - July 15: Students can log in to take the first part of the course.
 - August 21: First part of the course must be completed.
 - 30-45 days later: Students will receive an e-mail instructing them to begin the second part of the course.

AlcoholEdu Course for New Students: Communication Approach and Timeline

