



Executive Summary

individual's perception of the social environment surrounding behavior – the community norms.

Nationally, a growing number of students arriving on college campuses choose to regularly abstain from alcohol use. At your school, 28% of students surveyed are abstainers and 28% nondrinkers. Many perceive, though, that their peers are drinking more than they are, and may feel alienated by that perception.

Among students at University of South Carolina - Columbia who took AlcoholEdu, 68% agreed that the course changed their perceptions of others' drinking behavior. And a substantial number of your students, after prevention education, report that they intend to limit their drinking frequency (57%) or the number of drinks they consume (62%).

Drinking Motivation

At University of South Carolina - Columbia, the top reason students choose to drink is "To celebrate" (66% of drinkers). 72% of nondrinkers say they don't drink because "I'm going to drive" - 71% of drinkers cite the same reason when they choose not to drink.

Your AlcoholEdu for College Impact Report includes detailed information about when, where, and why your students drink – and why they don't. This data can be invaluable in guiding your prevention programming for maximum impact.

This school year, 8,183 University of South Carolina - Columbia students took part in AlcoholEdu for College. This course, developed by prevention education and compliance experts, uses relatable scenarios and interactive elements to provide students with alcohol information, strategies for healthy behavior, and skills to support bystander intervention.

Course Impact

AlcoholEdu is designed to equip your students with knowledge and skills to support healthier decisions related to alcohol.

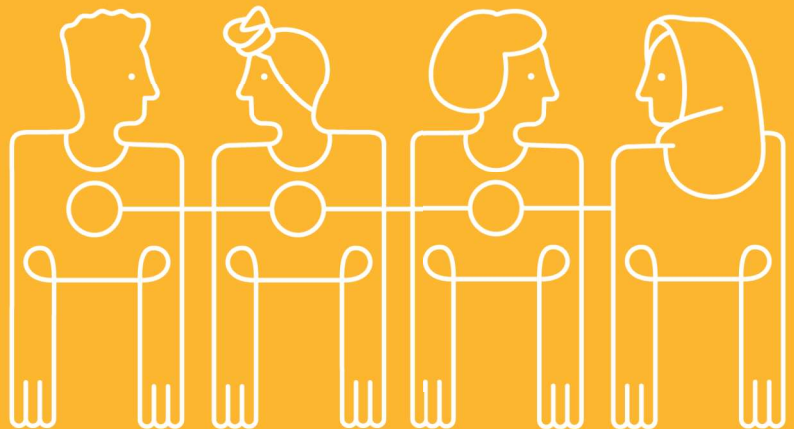
University of South Carolina - Columbia students increased their knowledge of alcohol-related topics by 33%. When it comes to skills, 92% of your students agree that AlcoholEdu helped them establish a plan ahead of time to make responsible decisions about drinking, and 92% report that the education prepared them to help someone who may have alcohol poisoning.

Behavioral Intentions & Norms

Intention is a key variable in predicting behavior change. Change is driven, in part, by an

Alcohol Edu for College

Impact Snapshot



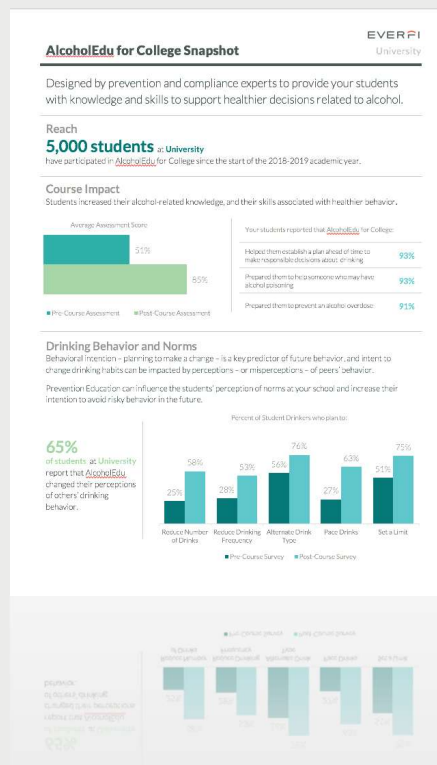


Impact Snapshot

In order to make the content of this report easier to share with your colleagues and stakeholders, we have included a Snapshot section that highlights and visually displays the most salient data points from the full report.

This take-away can help your data get more traction and increase interest in the full report and the AlcoholEdu for College program at large.

We recommend cutting the Snapshot section from the full report and sharing with stakeholders, colleagues, and students who might be interested in the impact of the AlcoholEdu for College program, but have less direct experience in substance abuse prevention work.



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

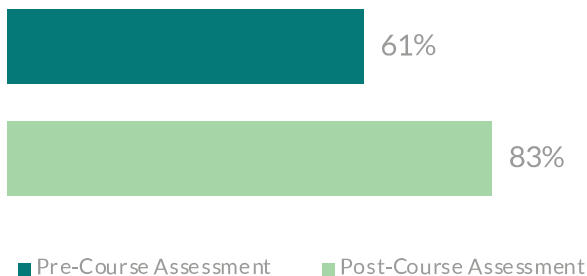
8,183 students at University of South Carolina - Columbia

have participated in AlcoholEdu for College since the start of the 2019-2020 academic year.

Course Impact

Students increased their alcohol-related knowledge, and their skills associated with healthier behavior.

Average Assessment Score



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

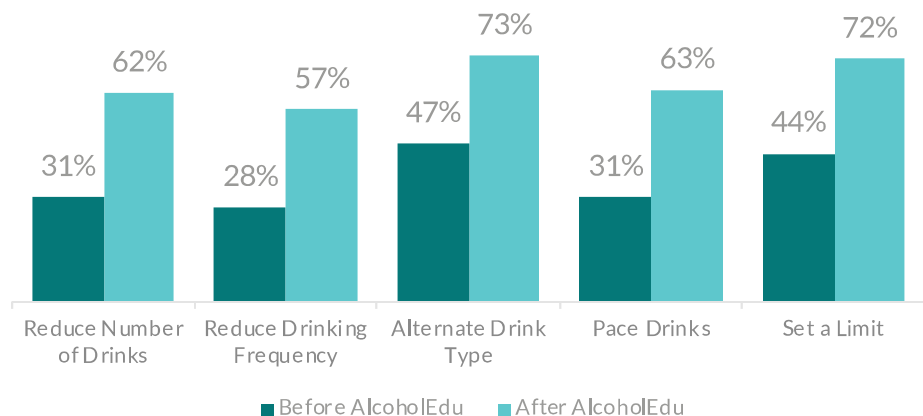
Behavioral intention – or planning to make a change – is a key predictor of future behavior. Intent to change drinking habits can be impacted by perceptions – or misperceptions – of peers' behavior.

Prevention education can influence the students' perception of norms at your school and increase their intention to avoid risky behavior in the future.

68%

of students at University of South Carolina - Columbia report that AlcoholEdu changed their perceptions of others' drinking behavior.

Percent of Student Drinkers who plan to:

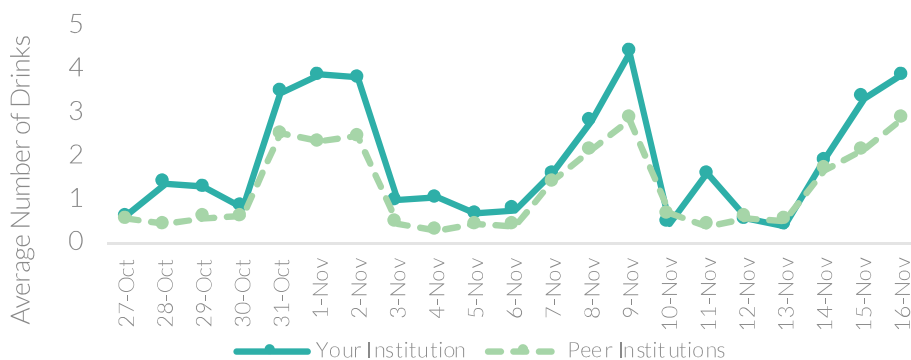


AlcoholEdu for College Snapshot

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

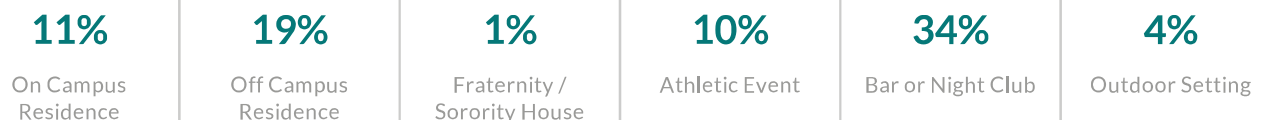
University of South Carolina - Columbia can use this information to inform prevention program content, audience, and delivery.

When



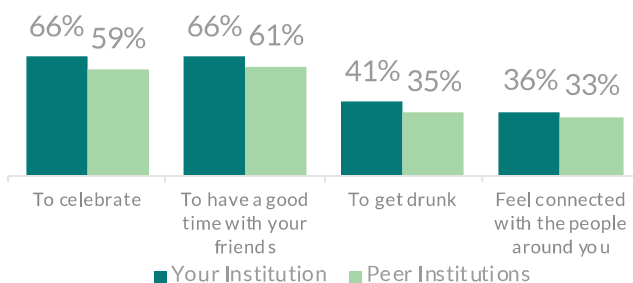
Tip: What is happening on or around your peak drinking days? Does this "pattern" seem reasonable for your campus? Can this data be used to reinforce or support other data you have collected to identify celebrations or events that encourage heavy drinking?

Where



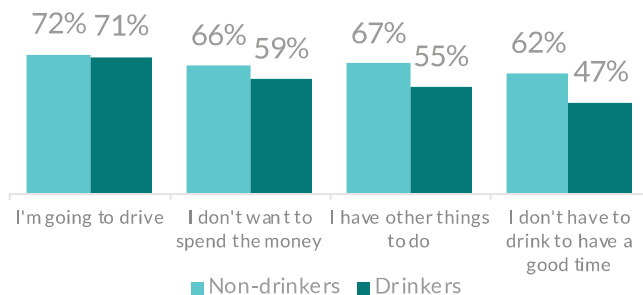
Why

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 nondrinkers? Consider those when designing campaigns focused on behavioral decision making for each of these groups of students.