**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**

5,896 students at University of Utah 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.

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<thead>
<tr>
<th>Average Assessment Score</th>
<th>Pre-Course Assessment</th>
<th>Post-Course Assessment</th>
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<tbody>
<tr>
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<td>70%</td>
<td>88%</td>
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**Your students agree AlcoholEdu for College:**

- Helped them establish a plan ahead of time to make responsible decisions about drinking: 94%
- Prepared them to help someone who may have alcohol poisoning: 94%
- Prepared them to prevent an alcohol overdose: 93%

**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.

59% of students at University of Utah report that AlcoholEdu changed their perceptions of others’ drinking behavior.
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 Utah 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**

- **7%** On Campus Residence
- **32%** Off Campus Residence
- **4%** Fraternity / Sorority House
- **3%** Athletic Event
- **6%** Bar or Night Club
- **5%** Outdoor Setting

**Why**

Top Reasons Students Choose To Drink

- To have a good time with your friends: 58%
- To celebrate: 58%
- Because you like the taste: 28%
- Feel connected with the people around you: 32%

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.

**Why Not**

Top Reasons Students Choose Not To Drink, for abstainers and drinkers

- I’m going to drive: 74%
- I have other things to do: 78%
- I don’t want to spend the money: 73%
- I don’t have to drink to have a good time: 76%

Tip: Students have a wide variety of reasons for not drinking. Design campaigns to highlight the benefits of not drinking and the negative consequences of drinking. Consider the reasons that students give for not drinking and target these in your messaging.