

# Online Resources Regarding Education, Prevention, and Treatment

## **Centers for Disease Control and Prevention**

The Centers for Disease Control and Prevention (CDC) is recognized as the lead federal agency for protecting the health and safety of people at home and abroad, providing credible information to enhance health decisions, and promoting health through strong partnerships. CDC serves as the national focus for developing and applying disease prevention and control, environmental health, and health promotion and education activities designed to improve the health of the people of the United States.

Centers for Disease Control and Prevention  
1600 Clifton Rd.  
Atlanta, GA 30333  
1-800-311-3435 | [www.cdc.gov](http://www.cdc.gov)

## **Higher Education Center for Alcohol and Other Drug**

Prevention The Higher Education Center's purpose is to help college and community leaders develop, implement, and evaluate programs and policies to reduce student problems related to alcohol and other drug use and interpersonal violence. The Center favors a comprehensive approach to prevention.

The Higher Education Center for Alcohol and Other Drug Prevention  
Education Development Center, Inc.  
55 Chapel Street  
Newton, Massachusetts 02458-1060  
(800) 676-1730 | [www.edc.org/hec](http://www.edc.org/hec)

## **National Highway Traffic Safety Administration**

NHTSA is responsible for reducing deaths, injuries and economic losses resulting from motor vehicle crashes. This is accomplished by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment, and through grants to state and local governments to enable them to conduct effective local highway safety programs.

NHTS-11  
400 7th Street S.W.  
Washington, D.C. 20590  
(202) 336-2705 | [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

## **The National Institute on Alcohol Abuse and Alcoholism**

(NIAAA) supports and conducts biomedical and behavioral research on the causes, consequences, treatment, and prevention of alcoholism and alcohol-related problems.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)  
6000 Executive Boulevard—Willco Building  
Bethesda, Maryland 20892-7003  
(301) 443-1206 | [www.niaaa.nih.gov](http://www.niaaa.nih.gov)

## **National Institutes on Alcohol Abuse and Alcoholism: Task Force on College Drinking**

The Task Force report, A Call to Action: Changing the Culture of Drinking at U.S. Colleges, contains information that can help you better respond to high-risk drinking at your school. Highlights include living arrangements, college characteristics, first-year students, established drinking patterns, secondhand consequences of drinking, and other factors affecting drinking.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)  
6000 Executive Boulevard—Willco Building  
Bethesda, Maryland 20892-7003  
(301) 443-1206 | [www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov)

## **Substance Abuse and Mental Health Services Administration**

SAMHSA is the Federal agency charged with improving the quality and availability of prevention, treatment, and rehabilitative services in order to reduce illness, death, disability, and costs to society resulting from substance abuse and mental illness.

SAMHSA  
Substance Abuse and Mental Health Services  
5600 Fishers Lane  
Rockville, MD 20857  
[www.samhsa.gov](http://www.samhsa.gov)

### **U.S. Department of Education**

The U.S. Department of Education ensures equal access to education and to promote educational excellence for all Americans. In addition, there is a search option on the website that links to important alcohol and drug prevention and education resources.

U.S. Department of Education  
400 Maryland Avenue, SW  
Washington, DC 20202  
1-800-USA-LEARN | [www.ed.gov](http://www.ed.gov)

### **U.S. Department of Justice**

The Department represents the citizens of the United States in enforcing the law in the public interest and plays a key role in protection against criminals; ensuring healthy competition of business; safeguarding the consumer; enforcing drug, immigration, and naturalization laws; and protecting citizens through effective law enforcement. The Department conducts all suits in the Supreme Court in which the United States is concerned. It represents the Government in legal matters rendering legal advice and opinions, upon request, to the President and to the heads of the executive departments. This site also provides statistics and links to other alcohol and drug related information.

U.S. Department of Justice  
950 Pennsylvania Avenue, NW  
Washington, DC 20530-0001  
(202) 353-1555  
[www.usdoj.gov](http://www.usdoj.gov)

### **The Century Council**

The Century Council is a not-for-profit organization dedicated to fighting drunk driving and underage drinking. The Council develops and implements innovative programs and public awareness campaigns and promotes action through strategic partnerships. An independent advisory board of distinguished leaders in business, government, education, medicine, and other relevant disciplines assists the Council in continually developing innovative, effective ideas.

[www.centurycouncil.org](http://www.centurycouncil.org)

### **The Core Institute**

The Core Institute is a not-for-profit organization whose main purpose is to assist institutions of higher education in drug and alcohol prevention efforts. They offer both student and faculty/staff surveys including the Core Alcohol and Drug Survey, a 4-page questionnaire that can be used as a pretest-posttest measure of the effectiveness of campus-based prevention programs. The Core Institute will score the instrument, and offers several report options (as well as special analyses) to aid campuses in interpreting the data.

[www.siu.edu/departments/coreinst/public\\_html](http://www.siu.edu/departments/coreinst/public_html)

### **Healthy People 2010**

Healthy People 2010 is a set of health objectives for the Nation to achieve over the first decade of the new century. It can be used by many different people, states, communities, professional organizations, and others to help them develop programs to improve health. The 1979 Surgeon General's Report, Healthy People, and Healthy People 2000: National Health Promotion and Disease

Prevention Objectives both established national health objectives and served as the basis for the development of state and community plans.

[www.health.gov/healthypeople/about/whatis.htm](http://www.health.gov/healthypeople/about/whatis.htm)

### **Monitoring the Future: A Continuing Study of American**

Youth Monitoring the Future is an ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults. Each year, a total of some 50,000 8th, 10th and 12th grade students are surveyed (12th graders since 1975, and 8th and 10th graders since 1991). In addition, annual follow up questionnaires are mailed to a sample of each graduating class for a number of years after their initial participation.

[www.monitoringthefuture.org](http://www.monitoringthefuture.org)

### The National Social Norms Resource Center

The National Social Norms Resource Center is an independent center that supports, promotes, and provides technical assistance in the application of the social norms approach to a broad range of health, safety, and social justice issues, including alcohol related risk-reduction and the prevention of tobacco abuse. The Center is directed by Michael Haines, a nationally recognized proponent and pioneering practitioner of this effective strategy, and is sponsored by The BACCHUS Peer Education Network, a leading student health and safety organization serving college students.

[www.socialnorms.org](http://www.socialnorms.org)

### The Youth Risk Behavior Surveillance System-CDC

The purposes of the Youth Risk Behavior Surveillance System (YRBSS) are to determine the prevalence and age of initiation of health risk behaviors, to assess whether health risk behaviors increase, decrease, or remain the same over time, to examine the co-occurrence of health risk behaviors among young people, to provide comparable national, state, and local data, and to monitor progress toward achieving the Healthy People 2010 objectives, leading health indicators, and the National Education Goals.

<http://www.cdc.gov/HealthyYouth/yrbs/>



# KNOW BOUNDARIES

When you go out, it's better to have a plan, to know where you are going, to make decisions in advance that will keep you and your friends safe. Have a healthy and fun spring break.

- KNOW** that drinking and driving don't mix.
- KNOW** that you can call a friend or taxi for a safe ride home.
- KNOW** that you can make responsible decisions to protect yourself from dangerous situations.
- KNOW** that it is illegal for persons under age 21 to possess alcohol in all 50 states.
- KNOW** your limits for sun exposure.

**B** Safe on Spring Break **B** The BACCHUS Network  
Saving Lives Since 1975  
[www.bacchusnetwork.org](http://www.bacchusnetwork.org)

# Alcoholic Beverage Distributors

Additionally, your local alcoholic beverage distributors may have resources to help with planning and education for NCAAW. You may contact the following corporate offices for additional information about the specific programs listed and for a listing of the participating distributor nearest you.

## **Anheuser-Busch Companies, Inc.**

Consumer Awareness & Education,  
One Busch Place, St. Louis, MO 63118  
PH: 314-577-1040 FAX: 314-577-9977  
www.beeresponsible.com

### ***“ID Check”***

This umbrella effort offers several materials to help those hosting parties or serving alcohol to better identify those who are of legal drinking age. Materials include a booklet with photographs of valid driver’s licenses of all 50 states and Canada; suggestions to spot fake IDs; posters; button and cooler stickers; and wristbands for those who show valid ID.

### ***“It’s Your Choice”***

Michael Chatman shares his message of self-empowerment and personal responsibility with college students across the country. The son of an abusive father, Michael grew up in Miami, joined a gang and endured the trials of life on the wrong side of the law. Finally, following a series of life-altering events, he decided to transform his life. Today, Michael has reached more than two million teenagers helping them realize that despite peer pressure and the many challenges they face, underage drinking is not the answer.

### ***“Make the Right Call”***

Barbara Babb, a former critical-care flight nurse from St. Louis, delivers a factual and impactful presentation to college students about the consequences of underage drinking and drunk driving. Babb’s presentation is available on videotape.

### ***“Check into A Winning Life”***

Bob Anastas, former executive director and founder of Students Against Drunk Driving, delivers a powerful presentation about “life skills” and making responsible decisions in life. Bob’s presentation is available on videotape.

### ***“A Taste of Reality”***

Presented by emergency-room nurse Linda Dutil, this program delivers a real-world look at the consequences that come from making poor choices about alcohol or drugs. The program provides students with a hands on look at treatments for alcohol poisoning and drug overdose. Linda also teaches effective skills for resisting peer pressure and for making smart, responsible choices.

### ***“Courage To Care”***

Carolyn Cornelison uses her knowledge, personal experiences and persuasive personality to take a realistic look at college drinking, taking responsibility, recognizing abuse and helping those with alcohol or drug-related problems. Her presentation for college students makes them laugh and sometimes cry as she shares her college experiences as both a sorority member and athlete.

### ***“College Talk: A Parent’s Guide on Talking to Your College-Bound Student About Drinking”***

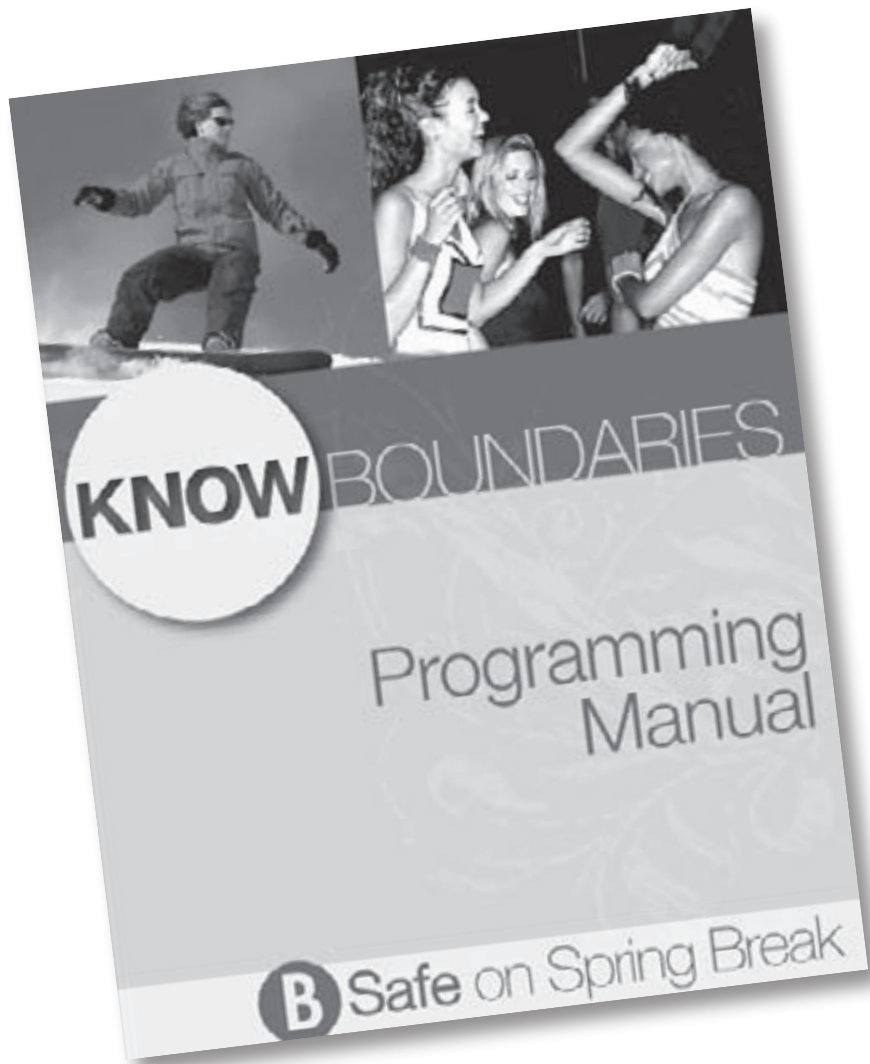
College Talk, an extension of Family Talk About Drinking for parents of young children and teens, was developed by an advisory panel of authorities in the fields of education, family therapy, student health and wellness, alcohol treatment, social norms marketing, and through conversations with parents and students. This program is designed to help parents continue communicating openly and honestly with their children about this issue, as their students prepare for independence and begin a life on their own.

### ***“Street Smart”***

This presentation reminds students of the dangers of teen drinking, drunk driving, illegal drug use and not wearing seat belts. Taught by certified fire fighter/paramedics, Street Smart helps students better understand the consequences of their actions, in turn helping reduce the number of accidents and fatalities each year.

### **Designated Driver Programs**

Designated driver programs are effective ways to prevent drunk-driving situations. Students (21 and older) typically receive free non-alcohol beverages or discounts on food from an establishment in exchange for being named the designated driver in a group and refraining from drinking on that occasion.



# Coors Brewing Company

## Coors Brewing Company

Alcohol Programs and Policies, 311 10th Street,  
 Department NH-250,  
 Golden, CO 80401  
 PH: 303-277-5114  
 FAX: 303-277-5723  
 www.coors.com

### “ADDY”

Alcohol, Drunk Driving, and You promotes safe and responsible driving among teenagers. The ADDY video, “Driving Drunk: Your Choice?” uses four real life situations in which someone made the decision to drive drunk to focus on the long-term effects of those decisions.

### “BARS” (Being a Responsible Alcohol Server/Seller)

This is an incentive-based “secret shopper” program. It helps retailers of alcohol beverage manage the underage drinking issue by ensuring their sellers/servers are vigilant at checking identification of customers who appear to be under the legal purchase age.

### “TIPS” (Training for Intervention Procedures)

This program is designed to teach servers, sellers and consumers of alcohol to prevent intoxication, drunk driving, and underage drinking. Coors teaches TIPS classes and sponsors Training of Trainer sessions for businesses interested in having their own cadre of trainers.

### Responsibility Materials

Consumer materials, including “21 MEANS 21” and “Flash IT We ID,” Point of Sale materials are available from local Coors distributors.

### National Collegiate Alcohol Awareness Week

In partnership with the IATF, Coors awards grants to three exemplary, year-long, campus alcohol education programs. Each award winning institution receives a \$5,000 grant and a plaque commemorating this achievement.

