



San Diego State University Research Foundation
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www.echeckuptogo.com



Asking all First-Year Students & Athletes to Complete the e-PUB* at Your Campus

Intervention That Goes Beyond Education

Over the past 20 years, research has consistently shown that knowledge-based educational courses alone do not change drinking behavior. **Alcohol education is not sufficient.** The drinking cultures of first-year students and athletes on campus require an individual, personalized feedback approach. The e-PUB* is an online prevention & intervention program, designed by San Diego State University counseling center psychologists, to reduce destructive alcohol use at the individual and population-levels.

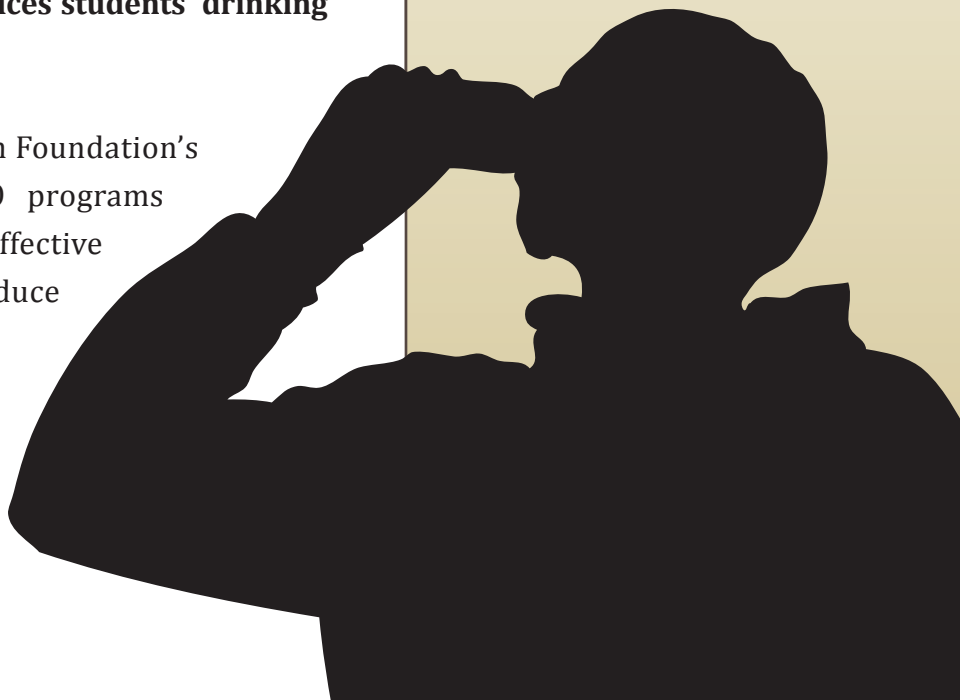
To date, the evidence base of nearly a dozen independent controlled studies, conducted across various campus communities, consistently demonstrates that **the Alcohol eCHECKUP TO GO significantly reduces students' drinking and risk-taking behaviors.**

San Diego State University Research Foundation's **not-for-profit** eCHECKUP TO GO programs provide institutions with cost effective interventions shown to reduce destructive substance use.

* The e-PUB is a customized version of the eCHECKUP TO GO program (e-CHUG).
See www.echeckuptogo.com.

Three companion documents address:

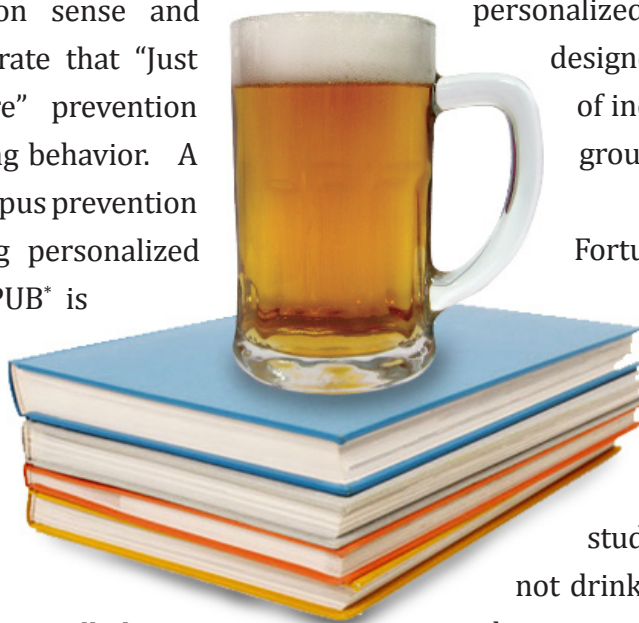
1. Requiring all first-year students/athletes to complete the e-PUB
2. Strengthening a culture of health & safety on campus
3. Introducing the program to students and faculty



Requiring all students, including Non-Drinkers, to complete the e-PUB

Campus experience, common sense and years of research demonstrate that “Just Say No” or “Just Know More” prevention strategies do not change drinking behavior. A comprehensive and effective campus prevention strategy must include a strong personalized intervention program. The e-PUB* is purposefully designed to be a harm-reduction intervention and prevention program that can be used simultaneously at the individual and population-levels. An evidence-base of nearly a dozen independent controlled studies, conducted across a variety of campus communities, consistently demonstrates that **the program significantly reduces students’ drinking and risk-taking behaviors.****

The primary goal of the e-PUB is to reduce levels of dangerous and destructive drinking on your campus with a special focus on two high-risk groups: **first-year students** and **athletes**. The questions students are asked and each student’s



personalized feedback profile is designed to change the behavior of individuals in these high-risk groups.

Fortunately, not all students are high risk drinkers. In fact, reliable normative data show (often to the surprise of students, faculty and staff), not all students drink and most do not drink heavily. Thus, in addition to the program’s primary and purposeful focus on high-risk drinkers, the e-PUB also **thoughtfully incorporates strong prevention strategies and community wellness elements for low risk and non-drinkers.** These elements support non-drinkers and prepare them to cope with the social pressure they may feel to drink. Research indicates that a strong intervention program that incorporates personalized alcohol-use feedback—provided in the e-PUB—supports non-drinkers and may, in addition, increase the duration of abstinence.**

* The e-PUB is a customized version of the eCHECKUP TO GO program (e-CHUG). See www.echeckuptogo.com.

** The research referenced in this document, as well as all empirical studies published and presented regarding the efficacy of the Alcohol eCHECKUP TO GO (e-CHUG), are posted at <http://www.echeckuptogo.com>.

Requiring all students, including Non-Drinkers, to complete the e-PUB

The well documented “freshman effect” reminds us that students’ choices regarding alcohol are likely to change as they move through their college years. The e-PUB prepares students for these challenges by: **providing them with campus-specific social norms information, identifying their own key risk-factors, and identifying dangerous behaviors and destructive drinking habits.**

Finally, even those students who do not drink and never intend to drink may know someone (a classmate, friend, family member or teammate) who drinks at a level that causes them concern. By providing specific resources available on your campus and in your local community, the **e-PUB supports and empowers students to help a friend, help themselves and strengthen the wellness culture on your campus.**

The e-PUB is not presented to students as a “Saturday School” course or required curriculum one simply completes and “checks off.”

Just as it is important for healthy people to occasionally monitor their blood pressure or cholesterol level, the e-PUB provides all students with an online tool that allows them to monitor changes in their drinking and can alert them to potentially dangerous drinking habits.

Asking all first-year students and athletes to complete the e-PUB introduces them to, and provides them with, an effective, evidenced-based personalized feedback tool they can use and refer back to **throughout their entire college career.**



**Alcohol Education is Not Sufficient
The Drinking Cultures of First-Year Students & Athletes on Campus Require
Intervention That Goes Beyond Education**

Strengthening a Culture of Health & Safety on Campus: Setting the Context for the e-PUB

The e-PUB strengthens the culture of health & safety on campus by providing individually-tailored references and links to your campus resources, such as the Counseling Center, Health Services Center, Public Safety office, and emergency information.

Additionally, you can provide your students with strong introductory messages to create a meaningful context for this intervention and broaden its scope. A personal letter, e-mail and/or video from your **President, Vice President or Dean** asking students to complete the program can set the context by:

1. Offering **personal words of congratulations** and welcome.
2. Articulating a **shared goal of success** by acknowledging that students arrive with high hopes of success, their family and community want them to succeed, you want them to succeed and your campus community is there to support them.
3. **Acknowledging the problem:**
“Your college years will be filled with opportunities and choices. Along with the many opportunities that will present themselves, you may also find yourself facing choices that can threaten your success here at Your Campus; among them the use and abuse of alcohol. For this reason, I am asking that you complete and become familiar with Your Campus’s online alcohol use assessment program. This program is designed for our campus and community and can help you identify if your alcohol use—or if a friend’s, team member’s or classmate’s alcohol use—may be interfering with achieving your goals and the wellbeing of our campus community.”
4. **Establishing a culture** where students support the wellbeing of classmates, teammates and friends, and contribute to a campus culture where respect and civility are the norm.

SAMPLE LETTER to Students
From Your Campus President, Vice President and/or Dean of Students

Dear Student,

First of all I want to extend to you my personal congratulations and welcome to our campus community. I do sincerely hope your path to graduation will be a successful one, filled with the excitement of new learning and new opportunities.

Your college years will present you with important opportunities and significant choices. And, along with the many exciting future-building opportunities that will present themselves, you may also find yourself facing choices that can threaten your success; among them the use and abuse of alcohol. For this reason, I am asking that you complete the e-PUB at Your Campus.

Because the abuse of alcohol is so strongly correlated with many of the most serious personal traumas, disappointments and failures students experience at college, it is critical for your success and the health and wellbeing of our campus that every student is able to thoughtfully monitor drinking patterns, identify significant risk factors, and be familiar with the resources and help available both on our campus and in our community.

But I don't drink alcohol! What value is this program to me?

Many of our students do not drink and the majority of those who do, drink in moderation. Our most recent data show that "X" % of our students do not drink and those who do drink, drink "X" or fewer drinks on any given occasion. (Individual Campus Reference Here; e.g., Core, ACHA or local data when available)

However, most all of us know someone—a classmate, friend, family member or team mate—who drinks at levels that cause us concern. The e-PUB at Your Campus will allow you to more readily identify key personal risk factors and see specific patterns that can lead to dangerous and destructive drinking. You will learn about the resources available on campus and in our local community to help you help a friend. Having these skills can strengthen your ability to be a caring friend and empower you to help someone you care about.

Taking good care of ourselves and supporting our colleagues are actions we know strengthen and bring vitality to our campus community. Thanks again for completing the program and for your commitment to becoming a knowledgeable, compassionate and constructive member of our campus community.

My sincere best wishes for your success,

Dean of Students,
Your Campus