

According to the 2009 College Alcohol Survey (Anderson and Gadaletto), college and university administrators estimate alcohol is involved with:



30% of academic failures

38% of physical injuries

58% of violent behaviors

59% of unsafe sexual practices

65% of acquaintance rapes

CONTRIBUTORS:

Maureen Conway

University of California-San Francisco

Kim Dude

University of Missouri-Columbia

Ellen Gold

Eastern Michigan University

Annann Hong

Northwestern University

Jeff Linkenbach, Ed.D.

Montana State University

Nancy Schulte

Shenandoah University

Janice Wilbur, Ph.D.

University of Connecticut

The following organizations join us in support of this message:

American Council on Education

American Association of Collegiate Registrars and Admission Officers

Association of Governing Boards of Universities and Colleges

The BACCHUS and GAMMA Peer Education Network

This information is brought to you by:

THE
CENTURY COUNCIL
DISTILLERS FIGHTING DRUNK DRIVING & UNDERAGE DRINKING

www.centurycouncil.org



PARENTS, YOU'RE NOT DONE YET.



Have you talked with them about drinking and college?

LOW RISK drinking is:

- Knowing your limit (www.b4udrink.org)
- Thinking about whether you will drink and what you will drink, before the party
- Eating a complete meal before drinking
- Always knowing what you are drinking
- Alternating alcohol-free drinks throughout the evening
- Having a plan, know how you will get home safely
- Making sure you and your friends have each other's back
- Abstaining is the safest choice

Dangerous consumption of alcohol by college students continues to be a health and safety issue in spite of laws, campus policies, and college programs.



We encourage you to have ongoing and meaningful conversations with your son or daughter about their choices with regard to alcohol. You may want to discuss the differences between low-risk and high-risk drinking.

HIGH RISK drinking is:

- Chugging, drinking games, pre-gaming, (drinking anything out of a punch bowl, trough, hose, or funnel)
- Drinking to get drunk (intoxicated)
- Driving after drinking or riding with someone under the influence
- Drinking too much too fast
- Going to parties where people drink too much
- Not knowing what is in your glass or leaving it unattended
- Mixing alcohol with medications or illegal drugs

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While they're still at Home:

Be realistic when sharing your own drinking experiences, both positive and negative. Be clear in what you expect from your son/daughter about:

- **Attending class**
- **Drinking and driving**
- **Financial responsibility**
- **Life's choices including drinking**
- **Study time vs. social time**
- **Staying in touch**



Here are some conversation starters you may want to use:

- How will you decide whether or not to drink at college?
- What will you do if you find yourself at a party with only alcohol to drink?
- What will you do if your roommate only wants to drink and party?
- What will you do if you find a student passed out in the bathroom?
- How will you handle it if you are asked to baby-sit someone who is very drunk?



AND DON'T FORGET THESE VERY IMPORTANT TOPICS:

Family beliefs and values regarding alcohol

How to refuse a drink

Where to get help on campus

Once they're at College:

Since the first 6 weeks of college are a very high-risk time for first year students, you may want to communicate frequently and be supportive.

Ask questions such as:



- How are you doing?
- Do you like your classes?
- How is your social life going?
- How are you spending your down time?
- Are you enjoying dorm life?
- Do you see others making friends or just drinking buddies?
- How are you getting along with your roommate?
- Are you feeling overwhelmed?
- What can we do to help you?

Most college students make responsible decisions about alcohol consumption. However, we also know that:

Availability of Alcohol + Absence of Parents + Desire to fit in = POTENTIALLY RISKY DRINKING DECISIONS

For further information, contact your College/University Student Affairs Office or Health Service, or visit www.centurycouncil.org/fightbingeddrinking • <http://www.collegedrinkingprevention.gov/>

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2345 Crystal Drive Suite 910 | Arlington, VA 22202 | 202-637-0077