

News Release

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Choose OneLess program at Bentley University honored *NASPA names 2014 Excellence Award recipients; Bentley Grand Gold winner*

WASHINGTON, D.C. — Each year, NASPA - Student Affairs Administrators in Higher Education, recognizes the outstanding contributions of members who are transforming higher education through exceptional programs, innovative services, and effective administration. Bentley University's *Choose OneLess* program was named as the 2014 Grand Gold winner of the NASPA Excellence Awards. The program was selected by a peer review process that was approved by the NASPA Board of Directors during their winter board meeting. Recipients will be honored in March at the 2014 NASPA Annual Conference in Baltimore, Md.

Choose OneLess is a program initiated by a team of professionals from Health and Wellness, Student Affairs, Student Conduct and Academic Affairs. The program was inspired by research on the Prevention Paradox, which indicates that moderate drinkers, not the heaviest consumers, actually experience the greatest number of negative consequences such as hangovers, illness or black-outs. The *Choose OneLess* campaign targeted moderate drinkers through social marketing, displays, active programs and an academic component in the first-year seminar curriculum – all with the message to reduce consumption.

From their research analysis, they found that the average number of drinks consumed per occasion decreased by one drink in both males and females. In 2010, males consumed an average of 7.6 drinks per occasion and in 2012 the average was 6.35. Females reported an average of 4.5 drinks per occasion and in 2012 that average dropped to 3.47 drinks.

This successful program exemplifies the kind of work NASPA stands for – promoting student health and wellness, innovating programs and assessing their success.

“NASPA is comprised of outstanding members who work diligently to create a dynamic, high functioning and nurturing learning environment for students in higher education,” says NASPA President Kevin Kruger. “We are proud to promote the innovative work taking place on our college campuses, and encourage institutions to follow suit and join the movement.”

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NASPA is the leading association for the advancement, health, and sustainability of the student affairs profession. Our work provides high-quality professional development, advocacy, and research for 13,000 members in all 50 states, 25 countries, and 8 U.S. territories.