



St. John's University has implemented comprehensive programming to reduce the high-risk drinking behaviors of its first-year students. Funded in part by a grant from the U.S. Department of Education, the "Sober 24/7" project, initiated by the Department of Student Wellness, utilizes many of the evidence-based prevention strategies outlined in the National Institute on Alcohol Abuse and Alcoholism's (NIAAA) 3-in-1 framework. The NIAAA structure is based on the premise that the most effective way to change a student's high-risk drinking behavior is to target 1) the student, 2) the school community and 3) the surrounding community with prevention and intervention programming. STJ's prevention programming is further based on research findings suggesting that early education timed to occur prior to matriculation and/or in the early months of college may disrupt the momentum of establishing a first-year student's high-risk drinking behavior. For this reason, STJ students' knowledge, attitudes and behaviors regarding alcohol use are first addressed during the summer *before* students arrive on campus. The combination of an online prevention program initiated during Freshman Orientation, classroom "transition" workshops (known as Freshmen Experience Workshops) held within the first six weeks of the semester, and a strong multimedia marketing campaign directed toward students, all work collectively to address the first level of the NIAAA framework. The Sober 24/7 social norms marketing campaign is a particularly unique characteristic of this program, as it was completely designed and created by students for their peers. This media campaign, includes public service announcements (PSAs), posters, a website (www.sober24-7.com), podcasts, and Action Pass booklets. Students found by Judicial Affairs to be in violation of STJ's alcohol policy are required to attend BASICS, a two-session intervention program, and CHOICES, a three-session program designed to help students explore their reasons for participating in risky behaviors. Parents, faculty and administrators are educated and engaged in prevention strategies in a consistent and informed manner to address the second level of the framework. Last, the University has assembled an Alcohol and Other Drug Task Force (ATF) to engage university and community partners in a strategic alliance to create an environment that supports the reduction of drinking. The Department of Student Wellness is committed to a comprehensive assessment of all of its alcohol-related programming. These efforts include evaluation of the social norms media campaign to determine the role the campaign plays in decreasing high-risk drinking behaviors and negative consequences. The impact of the BASICS program is evaluated for effectiveness through a series of required assessments including a follow-up survey at six-weeks. At the end of each Freshman Experience Workshops, assessment linked to learning outcomes indicates that 46% of students who drink indicated that their use of alcohol would change in healthier and safer ways as a result of the workshop. The overall goals of the Sober 24/7 project are to reduce high-risk drinking among first-year students by 5% and alcohol-related consequences by 10%. Data collected to date yield a 13% risk reduction rate and a 29% reduction in first year students violating the Universities alcohol policy.

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