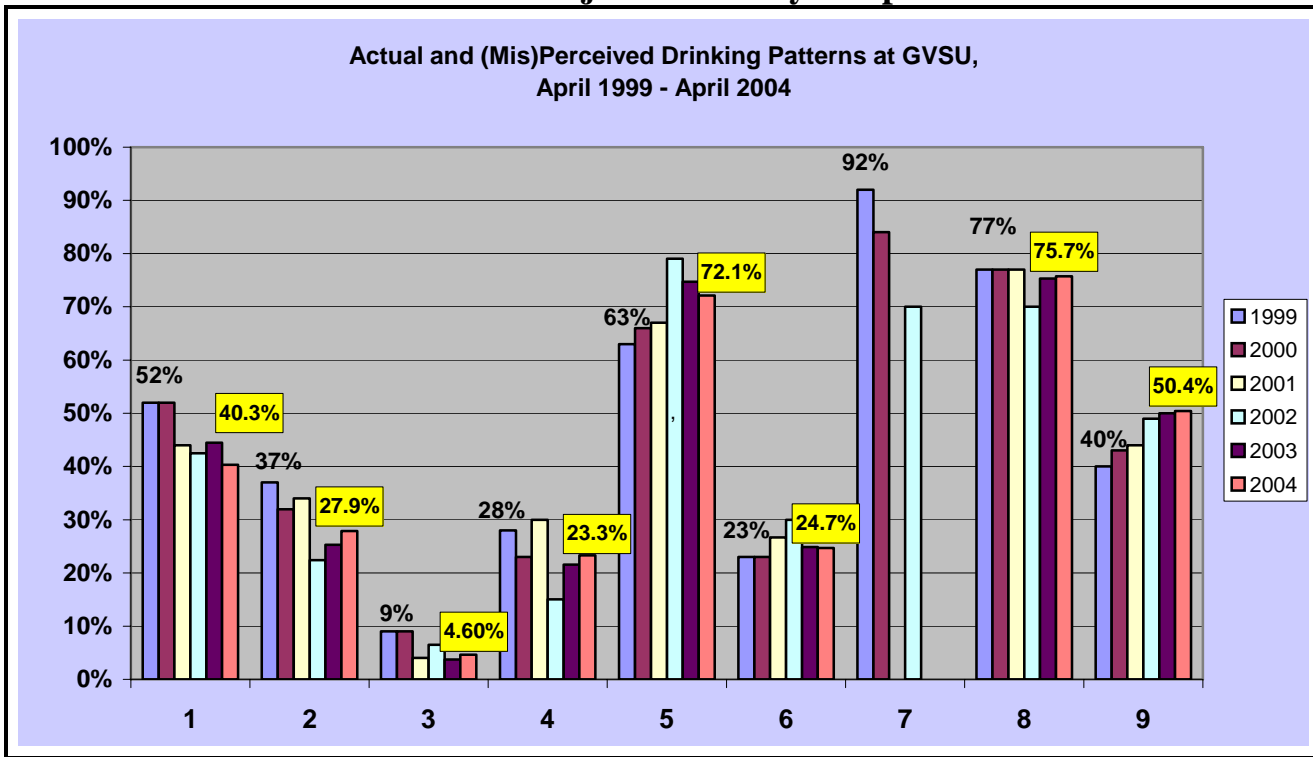


ALERT Labs
 (ALcohol, Education, Research, and Training Laboratories)
 August, 18 2004

Because Dangerous drinking affects us all:
 The mission of ALERT Labs is to promote the health and safety of
 GVSU students, faculty, and staff – and the publics with whom they interact – through
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Project Summary Graph



**Dangerous Drinking Decreases by 60% at Grand Valley State
 More than 75% of Students Abstain or Drink Moderately**

**Difference
 1999/2004**

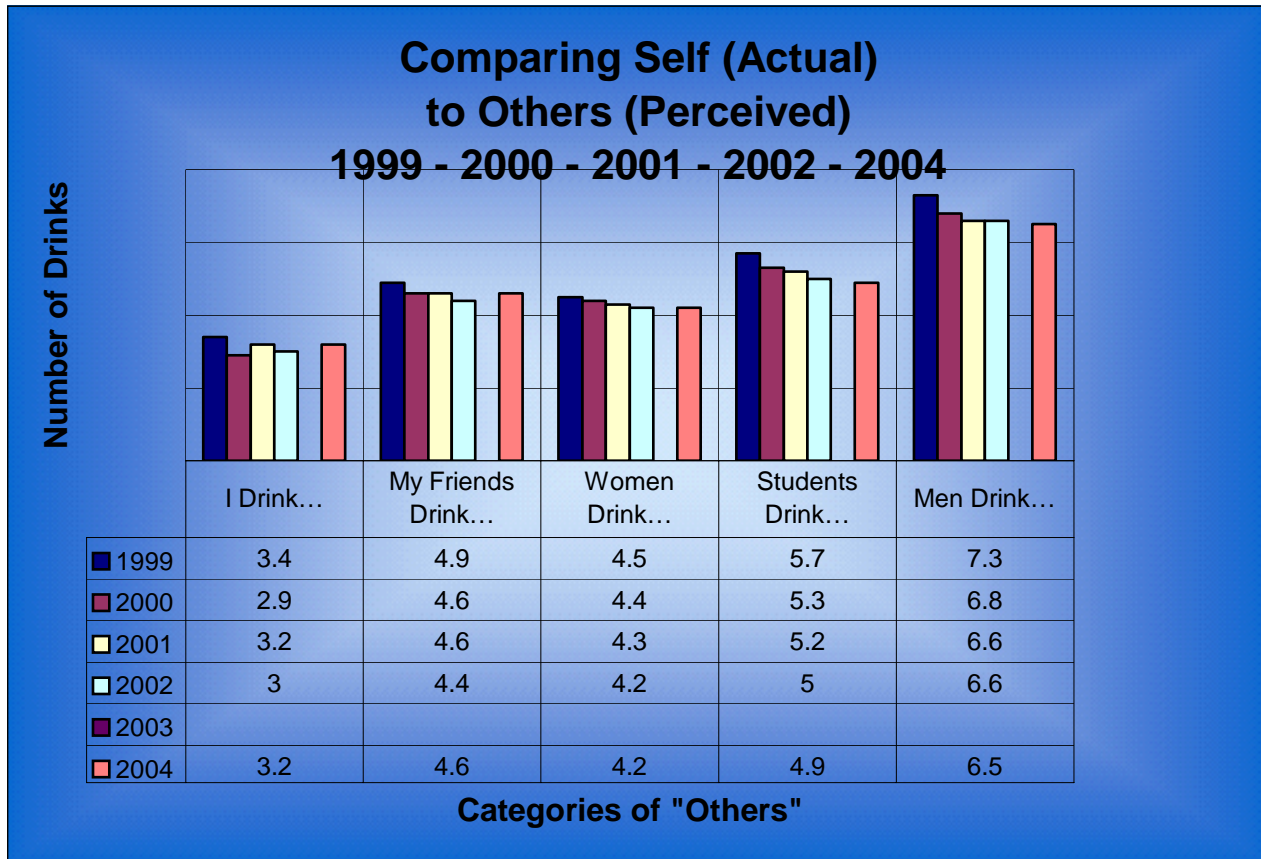
	1999	2000	2001	2002	2003	2004	Difference 1999/2004
1. Perceived to Drink Heavily ("BINGE")	52%	52%	44%	42.5%	44.5%	40.3%	-23.0%
2. Total Actually Drink Heavily (Frequent + Occasional)	37%	32%	34%	22.4%	25.3%	27.9%	-24.5%
3. Frequently Drink Heavily ("3+ times per week)	9%	9%	4%	6.50%	3.7%	4.6%	-48.8%
4. Occasionally Drink Heavily, Actual	28%	23%	30%	15.0%	21.6%	23.3%	-16.7%
5. Drink Moderately or Abstain, Actual	63%	66%	67%	78.7%	74.7%	72.1%	+14.4%
6. Abstain, Actual	23%	23%	26.7%	29.2%	24.7%	24.7%	+7.4%
7. Freshman Perception of Percent who Drink Weekly*	92%	84%	NA	82.7%	NA	NA	NA
8. Total Percent Who Actually Drink Alcohol	77%	77%	73%	70.8%	75.3%	75.3%	-2%
9. Percent Who Drink moderately	40%	43%	40.3%	49.8%	50%	50.4%	+26%

Based on Surveys of 4,268 Randomly Selected Students Over 5-Years

*Result of Core Survey in September; all other results are from April PRSP Surveys.

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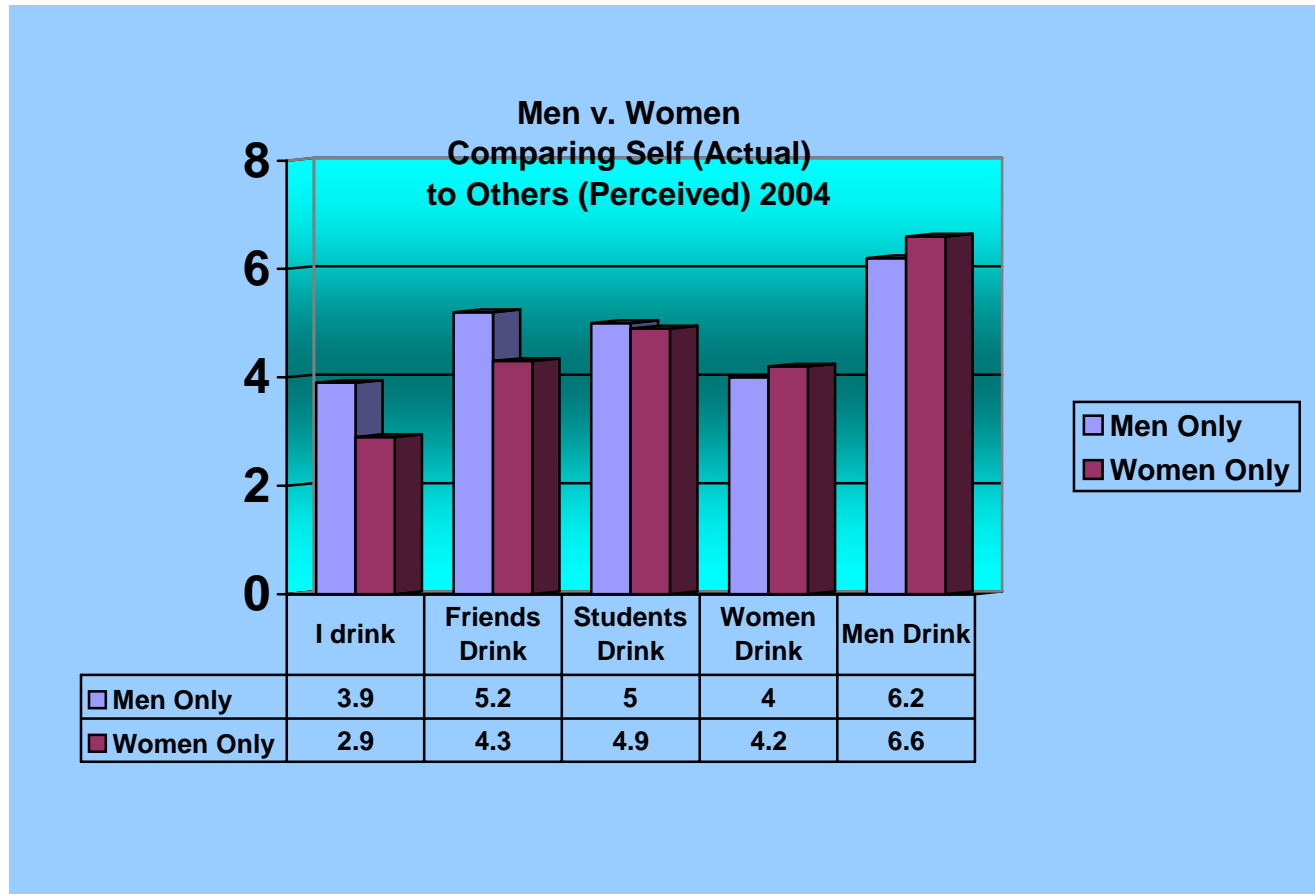


Note that the amount “I” (the student completing the survey) report as the number of drinks “I” typically consume has been going down since April 1999. The other figures, the student’s perception of how much “friends,” “women students,” “college students in general,” and “men students” typically drink also have been declining over the past three years. However, **the amounts most students think others drink is always more than the students themselves actually drink**. This is an excellent example of the “social norming” concept: students generally believe that they drink less than other students, but their perceptions of how much those “others” drink are inaccurate. **In April 2004, GVSU students averaged 3.2 drinks per drinking occasion, but they believed that “students in general” averaged 4.9 drinks per occasion.**

GRAPH #2

ALERT Labs
(ALcohol, Education, Research, and Training Laboratories)
August, 18 2004

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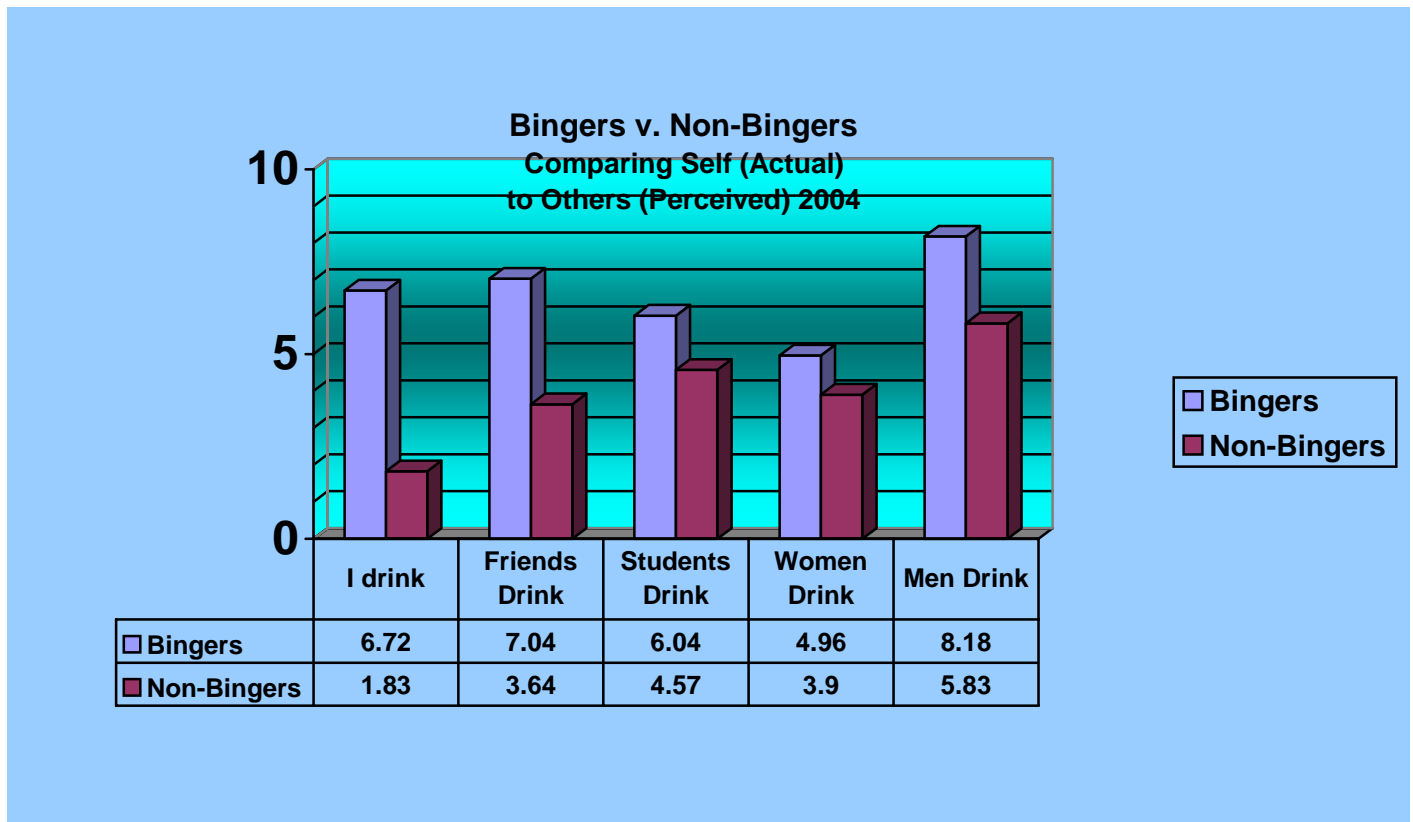
As you can see, the difference between men and women is high in all areas. For the men, n = 273 and for the women, n = 532. The difference between men and women is indicative of a different peer reference group, indicating that work still needs to be done across different social reference groups to more adequately reflect the social norms of the campus as a whole.

This graph was constructed using the 2002 web based PRSP survey, questions 26 through 30, from a random sample of 4,000 GVSU undergraduate students with a total number of respondents (n) equaling 785. This provided a response rate of 19.6%.

GRAPH #3

ALERT Labs
 (ALcohol, Education, Research, and Training Laboratories)
 August, 18 2004

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As you can see, the difference between bingers and non-bingers is high in all areas. For the non-bingers n = 586 and for the bingers n = 199. The difference between bingers and non-bingers is indicative of a different peer reference group, indicating that work still needs to be done across different social reference groups to more adequately reflect the social norms of the campus as a whole.

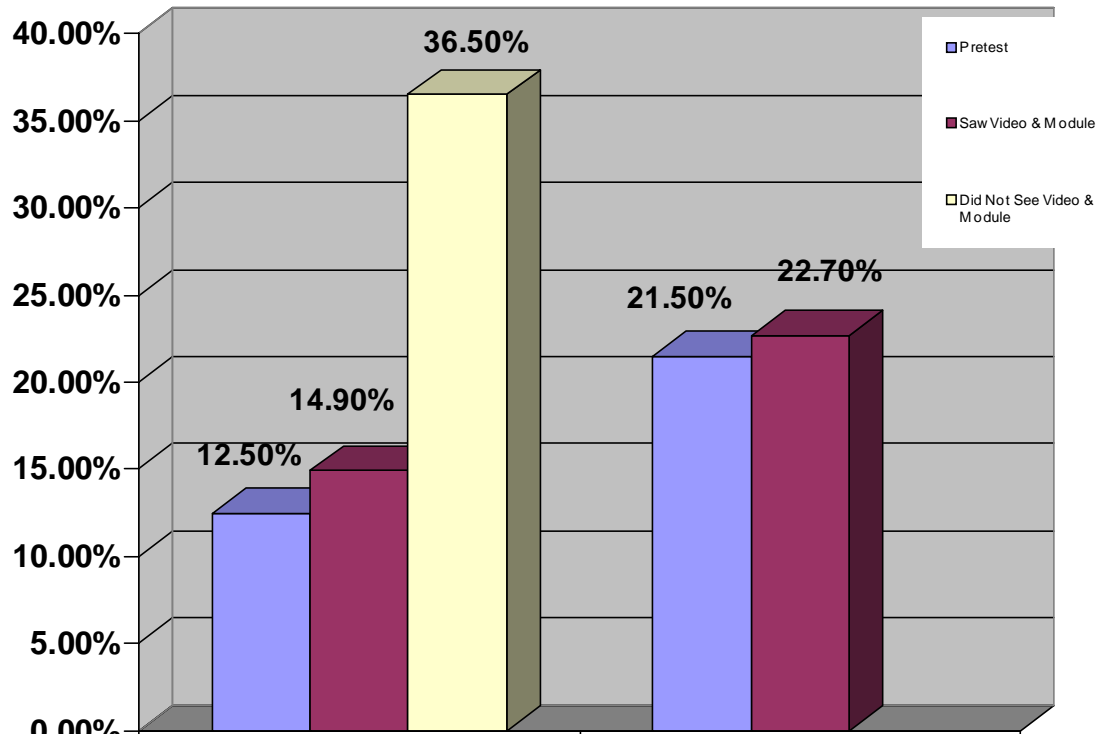
This graph was constructed using the 2004 web based PRSP survey, questions 26 through 30, from a random sample of 4,000 GVSU undergraduate students with a total number of respondents (n) equaling 785. This provided a response rate of 19.6%.

Graph #4

ALERT Labs
 (ALcohol, Education, Research, and Training Laboratories)
 May 2003

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Comparison of Freshmen Students
 Who DID and DID NOT Experience
 ALERT Labs' Video and Teaching Module



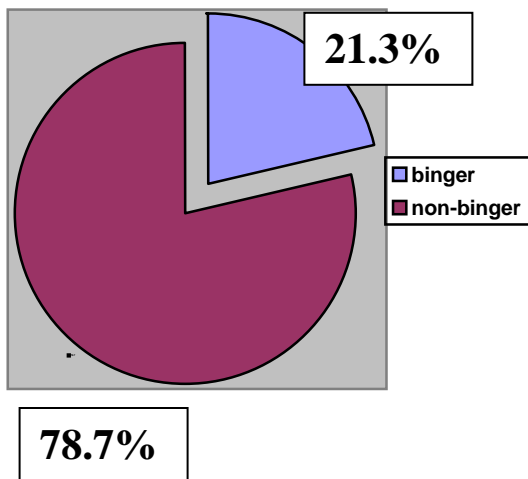
	Community Meetings	Fs 100
Pretest	12.50%	21.50%
Saw Video & Module	14.90%	22.70%
Did Not See Video & Module	36.50%	

Less than 1.5% of freshmen students who saw the ALERT Labs Video and experienced the accompanying Teaching Module increased their drinking from the beginning to the end of their first semester. The normal increase for new students who are presented with no formal prevention programs at most colleges is around 20%. In this instance, about **22% of freshmen who did not see the video and module began to drink in the first semester.**

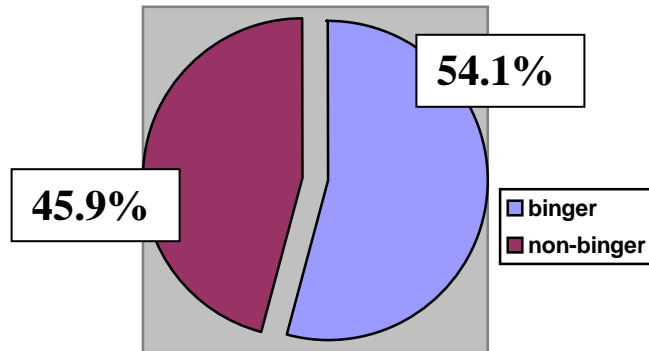
ALERT Labs
(ALcohol, Education, Research, and Training Laboratories)
May 13, 2002

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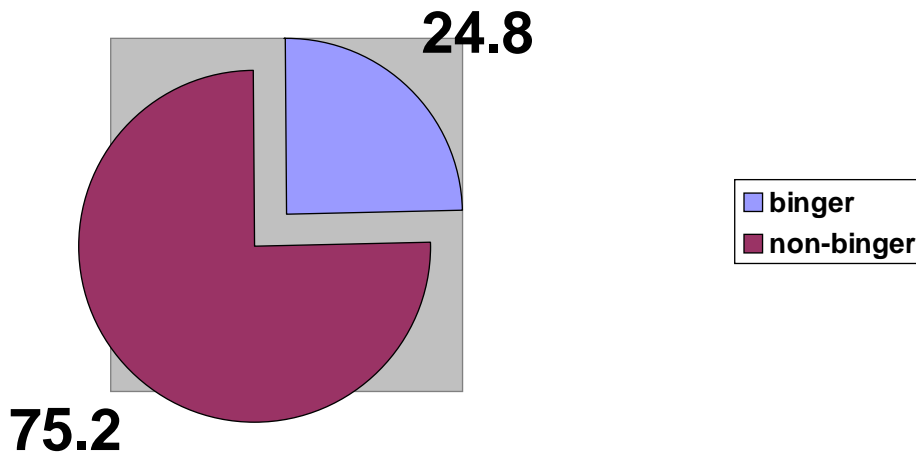
All Students in Spring 2002



Freshman Greeks 2001-02



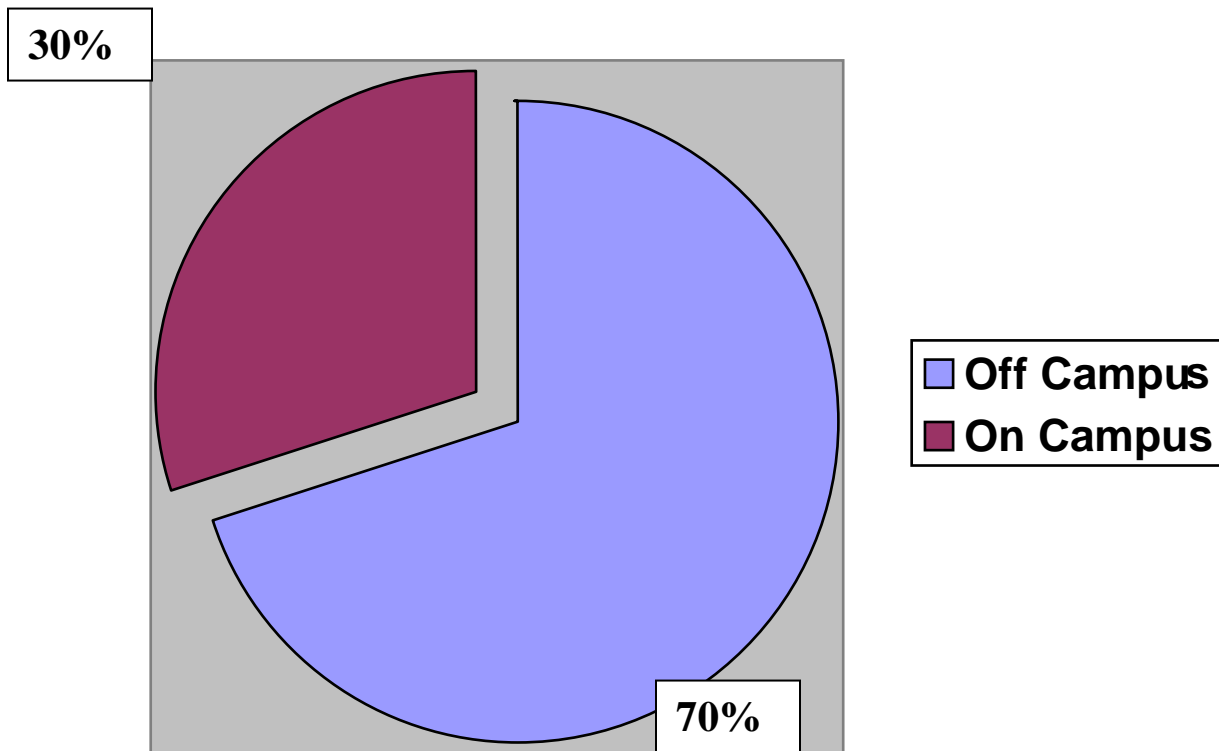
Athletes (not including football team) in 2001-02



ALERT Labs
(**A**lcohol, **E**ducation, **R**esearch, and **T**raining Laboratories)

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Living Status for Students Who Binge Drink

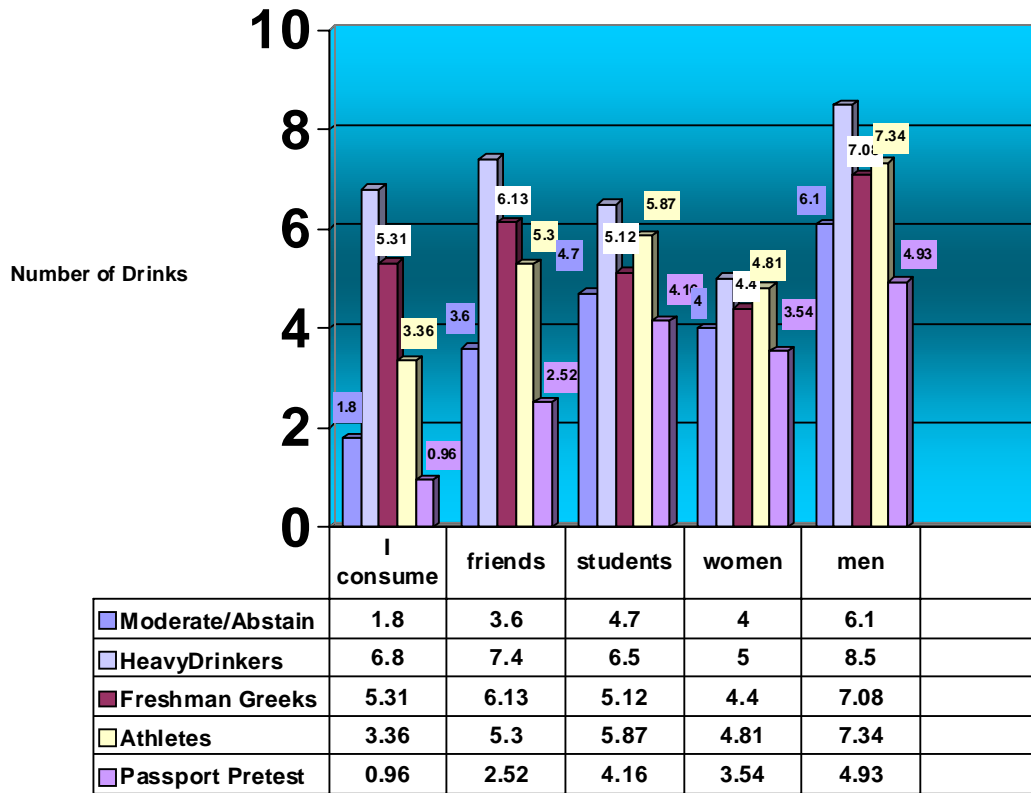


30% of students who live on campus binge drink, but 70% of students who live off campus binge. In other words, heavy drinkers may generally choose to live off campus where they expect less “interference” in their drinking behavior. Most students who do not binge drink appear to choose to live on campus. Note: it is possible that students who choose to live off campus for reasons having nothing to do with drinking (e.g., costs) may begin to binge drink because others around them are bingeing. Most parties at GVSU take place at apartment buildings across a road from campus. Still, 30% of off campus students do not binge.

Graph #7

Use and Perception of Use

From PRSP results in 2002 Web Survey for All Students, and Fall 2001 for Greek Freshmen, Athletes & Passport Students



Note: "Moderate/abstaining students equal about 80% of the student population. These students report that they drank 1.8 drinks when they used alcohol. When averaged with the approximately 20% who drink heavily ("binge"), the amount that "all students" drink per occasion increases to 2.99 average drinks ("drink" = one 12 oz. beer, 1.5 oz. hard liquor, or 4 oz. wine). **The 1.8 average drinks reported by moderate/abstaining students is actually the more representative or "normative" figure.**

Graph #8