

# COLLEGE DRINKING

## HOW FACULTY CAN CHANGE THE CULTURE

### DEDICATE A CLASS TO ALCOHOL ISSUES

Find ways to integrate discussions on alcohol and alcohol-related issues into your academic classes.

### CREATE A RESEARCH PROJECT

Collecting data on alcohol use or other alcohol-related issues could be an excellent research opportunity. Alcohol-related topics can be easily integrated into the syllabus of almost any class.

### SERVICE LEARNING

Faculty can incorporate student service into course work or supervise students who work as volunteers. Student service can be connected with ongoing alcohol abuse prevention efforts or other efforts to promote safer and healthier environments.

Supervise service-learning activities, either as course requirements or as extracurricular events.

- Journalism students can develop press kits and other press materials in prevention media campaigns.
- Library Science students can organize prevention resource centers.
- Urban Planning students can assist in drafting guidelines for the placement and operations of alcohol outlets in a community.
- Sociology students can make detailed observations about how public spaces and alcohol and drug problems interact.
- Nursing and medical students can volunteer in community AOD treatment programs.
- Business students can document the economic costs associated with alcohol and other drug problems at a local level.
- Criminology students can help local law enforcement agencies analyze alcohol-related crime statistics.

### FOR ADDITIONAL INFORMATION ON THIS TOPIC, THE FOLLOWING WEBSITES ARE HELPFUL:

The Higher Education Center for Alcohol  
and Other Drug Prevention:  
[www.edc.org/hec/](http://www.edc.org/hec/)

National Institute on Alcoholism and Alcohol Abuse:  
[www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov)

The Network: Addressing Collegiate Alcohol  
and Other Drug Issues:  
[www.thenetwork.ws](http://www.thenetwork.ws) or  
[www.pa.thenetwork.ws](http://www.pa.thenetwork.ws)

National Social Norms Resource Center:  
[www.socialnorms.org](http://www.socialnorms.org)

Pennsylvania Liquor Control Board's  
Bureau of Alcohol Education:  
[www.lcb.state.pa.us/EDU/](http://www.lcb.state.pa.us/EDU/)

Your university has a coordinator for alcohol  
and other drug education and programming for students  
as well as referrals to appropriate community agencies.

Some of the information in this brochure was gathered from the VA Tech College  
Alcohol Abuse Prevention Center and from Marywood University.



Pennsylvania Liquor  
Control Board   
*Bureau of Alcohol Education  
& Prevention Services*

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Alcohol use continues to be a significant problem on college campuses around the nation. Students who choose to drink report negative consequences related to alcohol consumption, including missed classes, physical assault and unwanted sexual contact. Reducing alcohol use is one of the keys to creating a safer and healthier atmosphere that is more conducive to academic excellence.

Effective strategies to prevent alcohol abuse and associated problems must involve the entire university community. Faculty members have substantial impact on the campus culture, particularly since they usually remain at a college much longer than students. This brochure contains ideas about how you can incorporate alcohol and other drug information into your work.

### TAKE A MINUTE FOR PREVENTION

#### USE YOUR SYLLABUS

As you create your syllabus and set norms and expectations for student behavior, consider including information on the effects of alcohol misuse on academic performance. Set expectations for class attendance—schedule classes, quizzes and tests on Thursdays and Fridays and paper/project deadlines on Mondays and Tuesdays.

#### DEBUNK STUDENT MISPERCEPTIONS

Research clearly shows that students have many misperceptions concerning the role of alcohol use in the lives of other students. They consistently overestimate the amount of alcohol their peers consume and the frequency of negative consequences (i.e., missing classes, hangovers).

You can make a significant impact by being knowledgeable about actual alcohol use statistics and avoiding statements that might reinforce misperceptions.

Check with the Student Health Center or Student Counseling Center regarding data collected on alcohol and other drug usage, attitudes and perceptions.

#### TAKE ADVANTAGE OF TEACHABLE MOMENTS

Use serious situations as teachable moments. When alcohol-related events occur in the media or discussions come up in the classroom, take the opportunity to discuss alcohol. For example, discuss appropriate behavior, balancing social and academic life, the effects of alcohol use on academic performance, or the misperceptions concerning the role of alcohol in campus life.

#### SCHEDULE A CLASS PRESENTATION

Consider inviting a presenter to speak to your class. If you need to be away from class, schedule a class presentation on alcohol instead of canceling the class.

#### BRING IT UP DURING ADVISING

Advising activities present an excellent opportunity to address alcohol-related issues. Bring up the issue of alcohol use with your advisees and determine if alcohol may be having a negative impact on their academic performance.

#### MAKE A REFERRAL

Too often, students in trouble do not ask for help directly. However, faculty members are in a unique position to offer help in the way of a referral for assessment or counseling services. Close contact between faculty members and students may be used as a vehicle for identification and referral of students with alcohol problems to appropriate services on campus or in the community.

#### CURRICULUM INFUSION

Curriculum infusion incorporates faculty as allies in campus wide alcohol abuse prevention efforts. In just about any course, from English to Biology, faculty can seamlessly integrate alcohol content into the curriculum, facilitating awareness of alcohol-related issues.

#### CREATE AN ASSIGNMENT

Alcohol use related problems and prevention measures in our society are influenced by many of the factors studied in the social sciences. Thus, courses in fields such as economics, sociology, anthropology, criminology and political science are natural venues for studying alcohol issues.