

Report Recommendations

This report has consolidated information from numerous studies and resources available across the country. Projects to address high risk drinking can benefit from a review of the evidence. The foremost finding is that:

The leadership and partnership of law enforcement in community and campus alcohol prevention coalitions is essential for success, mutual support, and consistent coordination of messaging and strategies.

Additional summary recommendations follow:

1. Collective, multi-sector, multi-level approaches that change the physical, social, legal and economic environments on campuses and surrounding communities are beneficial. These approaches address the personal, peer, institutional, community, and public policy/enforcement levels of influence on student behaviors.
2. Campus specific information, data, and continuous evaluation of approaches are important to design and deliver effective prevention and intervention programming.
3. Education alone will not work. High visibility and intensive enforcement strategies are essential.
4. Students need to have alternatives to alcohol use; resistance and refusal strategies; bystander intervention skills; and alternative ways to get home for safe partying.
5. A ban on alcohol promotion, branding, and advertising is important.
6. Social norming campaigns can work but must be carefully developed and credible to be effective.
7. Strategies should target high-risk campus locations (e.g. fraternities, nearby alcohol outlets, on and off campus gatherings, games, and celebrations) and groups (e.g., athletes, sports fans, incoming freshmen and parents, legal age “social hosts,” students nearing 21st birthdays).
8. Approval, cooperation, and involvement of high-level campus administration is critical.
9. Referral to treatment for students who are addicted to alcohol is vital. Students can recover with assistance.
10. New technology contributes to risk but also holds significant opportunity for prevention, particularly for community colleges.

An excellent report, entitled “*The Role of Enforcement in Prevention of High Risk Alcohol Use and DUI: What the Evidence Tells Us*” is attached in subsequent pages for further information.

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