

# **College Drinking Task Force Report and Associated Materials**

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# **Task Force Report and Related Materials**

- **Task Force Report published on April 9, 2002**
- **Related materials produced included:**

**2 Panel Reports**

**3 brochures**

**Planning and Evaluation guide**

**Journal Articles**

**Press Release**

- **College-drinking Web site Launched**

# Media Attention and Outreach

- Report findings seen by over 155 million people or more than half the American population
- Extensive briefings for “stakeholders”

# College Drinking Web site

[www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov)

The image shows the navigation menu for the College Drinking Prevention website. On the left, the logo reads "College DRINKING" in green and blue, with the tagline "Changing the Culture" below it. A list of links is provided, each underlined: "Links", "Research", "Just the Facts", "NIAAA Reports", "3-in-1 Framework", and "College Alcohol Policies". To the right is a collage of photos of various stakeholders, each with a yellow sticky note label: "Parents", "College Presidents", "Community Leaders", "High School Guidance Counselors", "Media", "RAs/Peer Educators", "Students", and "Campus Health Administrators".

## Web Site Statistics - April and May

		Total
Hits	Entire Site (Successful)	1,709,434
	Average Per Day	56,440
Visits	Visits	1,236,693
	Average Per Day	2,690

# Public Demand for Printed Material

- **Over 7,000 copies from one university for brochures**
- **Cost reimbursement**

# Congressional Interest in College-age Drinking

- **Senate Government Affairs  
Hearing**
- **Fall Breakfast--Senator Reed**

# Research Funding Opportunities

<b>FY1998</b>		<b>\$400,000</b>
<b>FY1999</b>	<b>5 grants</b>	<b>\$2 million</b>
<b>FY 2001</b>	<b>16 grants</b>	<b>\$7.8 million</b> (\$.9 million from non-NIAAA sources)
<b>FY 2002</b> <b>FY 2003</b>		<b>\$8 million</b> (\$4 million each year)

# Collaborative Activities

- **Federal Partnerships**
- **College and University Presidents**
- **Constituency Organizations**

# **Collaborative Activities:** **Federal Partnerships**

## **SAMHSA**

**jointly funding 5-year Multi-campus  
prevention study**

## **U. S. Department of Education**

**town meeting**

# **Collaborative Activities:**

## **Regional Workshops**

### **Goals:**

- **Share information**
- **Motivate Presidents**
- **Encourage the use of research-based interventions**
- **Provide specific products**
- **Encourage discussion**

# **Collaborative Activities: Constituency Organizations**

- **National Association of State Alcohol and Drug Abuse Directors (NASADAD)**
- **American College Health Association (ACHA)**
- **Utah State Division of Substance Abuse Policy Forum**

# Annual Updates

- **Concurrent with National Alcohol Screening Day**
- **State-by-State Epidemiologic Data Planned**

# Conclusion

- **Task Force Report is not an ending but a beginning**
- **Provides the foundation for science, rather than anecdote, to guide college drinking prevention efforts**