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”
Web Site Statistics - April and May

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Hits</td>
<td>1,709,434</td>
</tr>
<tr>
<td>Average Per Day</td>
<td>56,440</td>
</tr>
<tr>
<td>Visits</td>
<td>1,236,693</td>
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<tr>
<td>Average Per Day</td>
<td>2,690</td>
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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

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Grants</th>
<th>Funding</th>
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</thead>
<tbody>
<tr>
<td>FY1998</td>
<td></td>
<td>$400,000</td>
</tr>
<tr>
<td>FY1999</td>
<td>5 grants</td>
<td>$2 million</td>
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<tr>
<td>FY 2001</td>
<td>16 grants</td>
<td>$7.8 million ($.9 million from non-NIAAA sources)</td>
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<tr>
<td>FY 2002</td>
<td></td>
<td>$8 million ($4 million each year)</td>
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<td>FY 2003</td>
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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