

# **Alcohol 101 Plus**

## *Making Safe and Responsible Decisions on Campus*

### **Fact Sheet**

#### **Description**

- *Alcohol 101 Plus* is an innovative, first-of-its-kind interactive CD-ROM program aimed at reducing the harm associated with the misuse of alcohol on college campuses. Set on a “virtual campus” in a “virtual” college neighborhood, in addition to delivering messages targeting the general campus population, Alcohol 101 Plus delivers 4 additional targeted scenarios focused on:
  - *First Year Students*
  - *Greeks*
  - *Athletes*
  - *College Judicial Systems*
- Each segment highlights the specific issues, challenges and decisions that these important groups face when it comes to alcohol in a college setting. From grappling with the challenges of hosting safe and responsible parties in a Greek setting, to the special peer pressures that athletes and first time students face, this product seeks to provide students and educators thoughtful and realistic scenarios for reflection and discussion.
- By demonstrating the negative outcomes of decisions to misuse alcohol and providing healthy alternatives, *Alcohol 101 Plus* encourages students to maintain personal safety and think through situations involving decisions about drinking. The program also clearly indicates that not drinking alcohol is a socially acceptable alternative.
- Recognizing that the issue of drinking and driving continues to be critical among college-aged students, Alcohol 101 Plus dedicates a segment to the dangers of drinking and driving and the very real, long-term negative consequences of getting behind the wheel when impaired.
- Students can attend a “virtual party,” where they can make choices for video characters placed in social situations involving decisions about drinking or not drinking. They can see the positive and negative outcomes, depending on which direction the student chooses.
- A state-of-the-art “virtual bar” provides personalized information on blood alcohol concentration (BAC) and the physical and mental effects of alcohol. This BAC estimator has been reviewed by the National Highway Traffic Safety Administration (NHTSA).\*

- A new, state-of-the-art Alcohol Education gameshow developed by Sony Games is incorporated into *Alcohol 101 Plus* providing the user with an opportunity to learn important information about alcohol and their body, friends, school and sex. Important information about alcohol's affect on the brain is also included in an interactive module dedicated solely to the brain.

## **Development**

- *Alcohol 101Plus* was developed by The Century Council, a not-for-profit organization dedicated to fighting underage drinking and drunk driving, to promote responsible decision- making regarding alcohol beverage consumption, in partnership with the following panel of expert advisors who provided start to finish oversight and guidance in the development process:

Dr. David Anderson  
Associate Professor  
Director, Center for the Advancement of Public Health  
Graduate School of Education  
George Mason University

Dr. Allan Cohen  
Founder and Vice President  
Pacific Institute for Research and Evaluation

Mr. Fred Donodeo  
Marketing and Policy Analyst  
National Institute on Alcohol Abuse and Alcoholism  
Department of Health and Human Services

Ms. Kim Dude  
Director, Wellness Resource Center and ADAPT  
University of Missouri-Columbia

Ms. Ellen Gold  
Director of University Health Services  
Eastern Michigan University

Paul Kesner  
Director Safe and Drug Free Schools Program  
Department of Education

Ms. Carole Middlebrooks, M.S.  
Coordinator of Alcohol and Other Drug Education  
University of Georgia

Dr. William Riley  
Associate Vice Chancellor/Dean of

Students  
Office of the Dean of Students  
University of Illinois at Urban-Champaign

Dr. Gumecindo Salas  
Vice President of Governmental Relations  
Hispanic Association of Colleges & Universities

- An update and expansion of the very successful Alcohol 101, this program was created with the benefit of extensive survey and focus group work among students across the country.

### **Distribution**

- *Alcohol 101 Plus* will be available for distribution beginning January 2003. It will be immediately distributed to the more than 1,200 colleges and universities representing more than five million students that used the original Alcohol 101. *Alcohol 101Plus* will be available free of charge from The Century Council to all colleges and universities across the country.

### **Alcohol 101Plus Partners**

- In addition to the guidance provided by the expert panel, experts from all facets of the college experience were involved in developing the new areas of Alcohol 101 Plus including representatives from:
- American Football Coach's Association, Coaching Hall of Fame  
National Athletic Trainers Association, Director of Athletic Training Education Programs (University of Alabama)  
National Collegiate Athletic Association (NCAA), Education Outreach Coordinator  
National Association of Student Personnel Administrators (NASPA), Associate Director Help  
Advocating Safe Alternatives for Peers (ASAP), President  
Bacchus and Gamma Peer Education Network, Executive Director  
American College and Personnel Association, Section Head - Alcohol  
American Association of State Colleges and Universities, Policy Associate  
American Council on Education, Vice President and General Council  
National Orientation Director's Association (NODA), Board Member  
National Panhellenic Council, Assistant to the Director  
National Panhellenic Conference, Liaison Chairperson  
Association of Fraternity Advisors (AFA), IATF Liaison  
National Association of Latino Fraternity Organizations (NALFO), Chairperson  
Association for Student Judicial Affairs, (University of South Carolina) Assistant Professor  
Pennsylvania Liquor Control Board, Director - Bureau of Alcohol Education

- The Century Council is a not-for-profit organization dedicated to fighting underage drinking and drunk driving and promotes responsible decision-making regarding alcohol beverage consumption. The Century Council is funded by America's leading distillers.