



Event Specific Prevention: *Addressing College Drinking During Windows of Risk*

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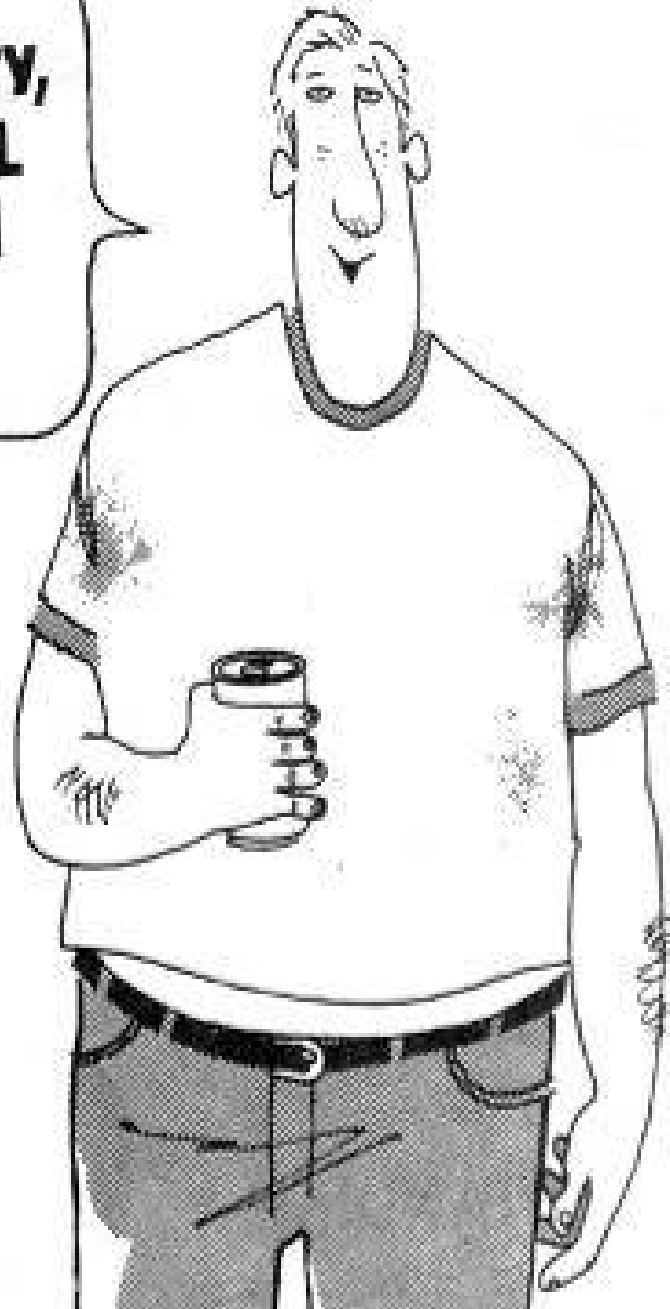
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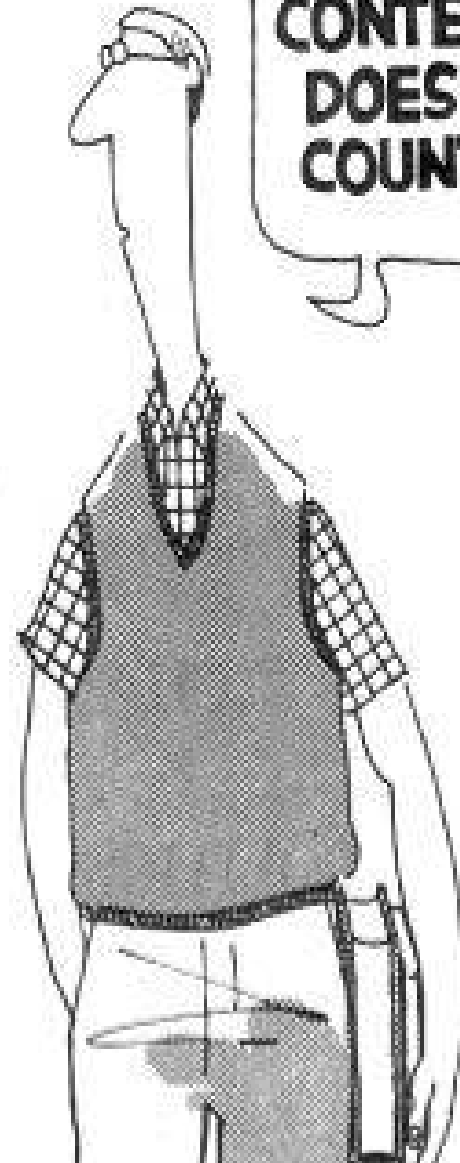




**I'M IN A
FRATERNITY,
BUT I STILL
MAINTAIN
A 4.0...**



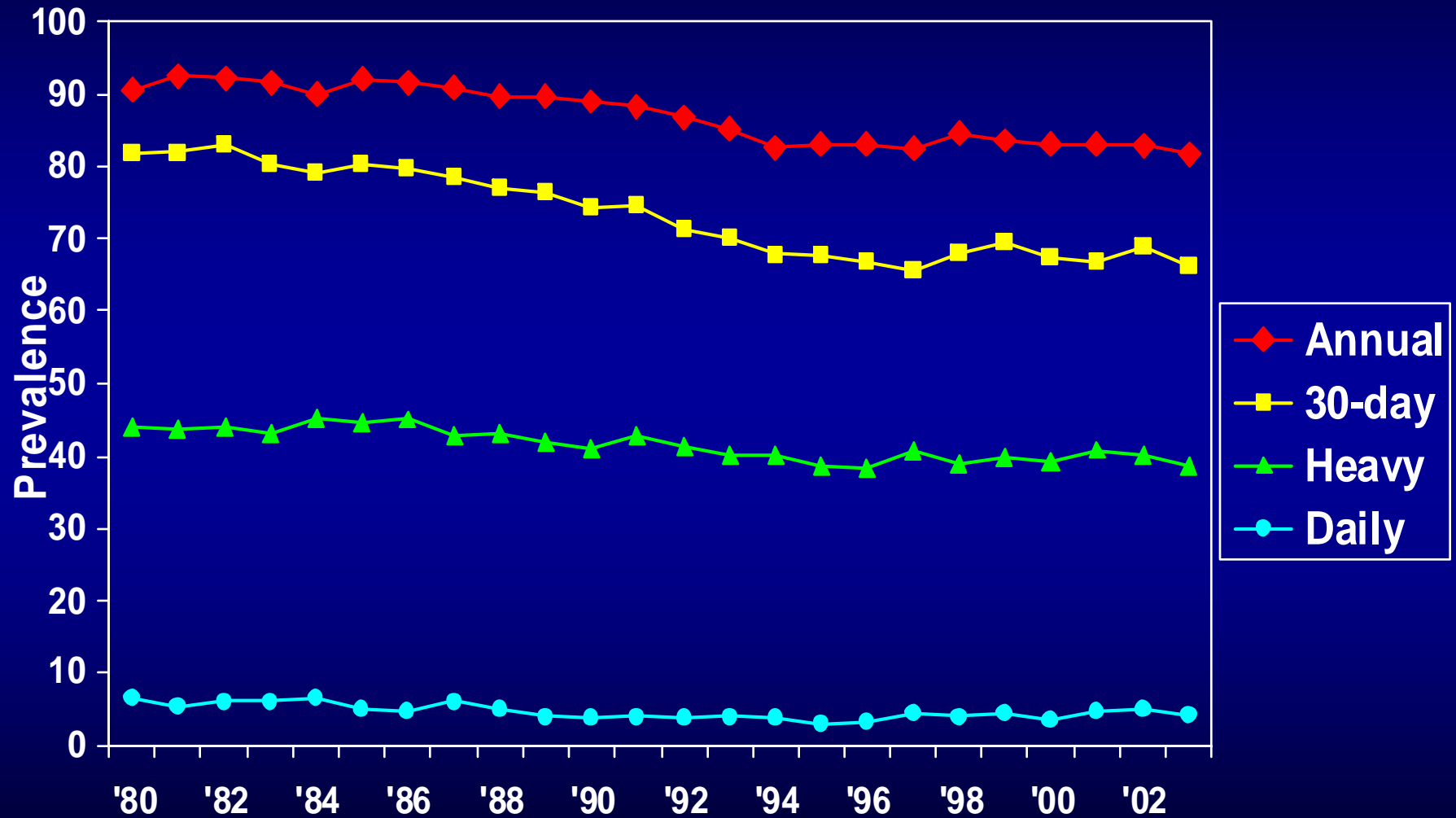
**BLOOD
ALCOHOL
CONTENT
DOESN'T
COUNT.**



What's Happening on Campus?

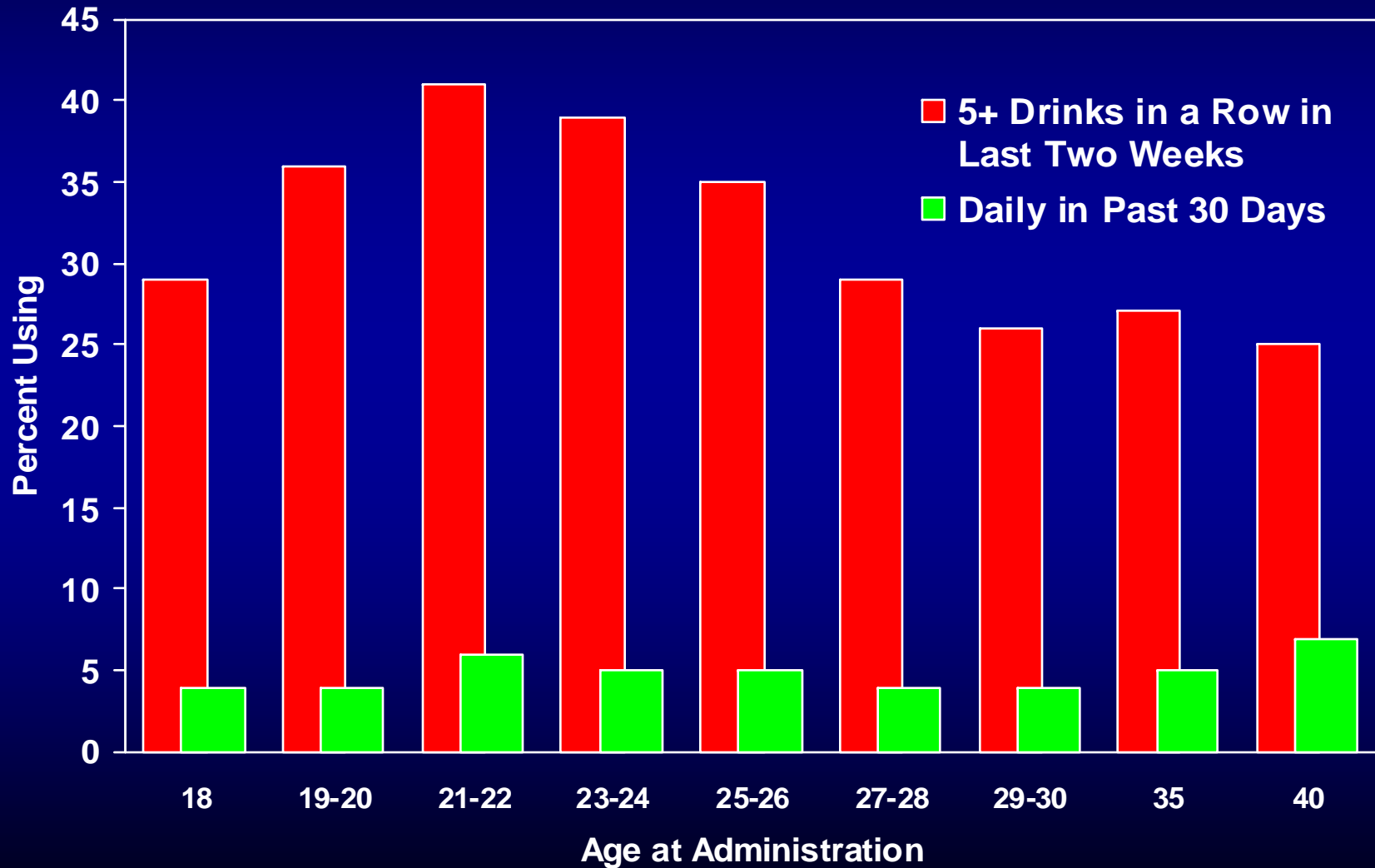
- ★ Two out of five students report heavy episodes (aka “binge”) in the past two weeks.
- ★ Rates 2x for fraternities and sororities.
- ★ Associated with a range of problems --
↓ GPA, ↑ drinking and driving, ↑ assault and rape, ↑ damage property).
- ★ Non-bingers on campuses with high bingeing, ↑ assault and sexual advances, ↑ studies disturbed.

College Drinking Patterns, 1980-2003



Source: Johnston et al. (2004)

Daily and heavy episodic drinking, ages 18-40 (MTF, 2002)



How is College Drinking Distinctive?

- ★ Tendency to “bunch” drinks in heavy episodes.
- ★ Tendency to drink around known (and especially social) events.
- ★ Environmental, individual and developmental factors interact to determine drinking.
- ★ Most students change drinking after graduating. College drinking, for most, does not cause later problems.





