



Nebraska Collegiate Consortium To Reduce High-Risk Drinking Mini-Grant Program Final Report

**Wayne State College, Wayne, Nebraska
1/21/2009**

Submitted by Kathy Mohlfeld

A series of three Wayne State College (WSC) student social norms posters were created with funding from the Nebraska Collegiate Consortium to Reduce High-Risk Drinking (NCC) mini-grant funds (see last three pages). The poster ideas were borrowed with permission from Virginia Commonwealth University (per Linda Hancock, Office of Health Promotion, www.yourstrategy.org). The statistics used in the posters were obtained from the 2008 WSC Core Alcohol and Drug undergraduate classroom surveys, n=656. The three posters were completed and displayed in campus buildings as soon as possible after receiving the grant funding. There was a slight delay due to the amount of time it took to get the posters printed. The one-hundred sixty-six 18" x 24" vibrant colored posters stood out amidst the other posters and bulletins on campus. The WSC Technology and Resource Center printed the posters. WSC Counseling Center will administer the Core Alcohol and Drug Survey in the spring semester of 2009 to gauge the effectiveness of the effort. Many positive responses were received from students and staff regarding the posters.

A note of interest: the 2006 WSC Core Alcohol and Drug Survey found that students perceived that 64.7% of students drank three times a week or more, when in fact only 26.5% drank that often. This is a statistic that the TRUST Coalition brought to light across campus via a series of social norms posters (NCC posters last year). According to the WSC Core Survey the student's perception changed to 60.2% in 2007 and then reduced to 55.7% in 2008. That is a change of 9% in two years. Even more important, according to the 2008 Core Survey, actual alcohol use rates of three times a week or more decreased by 8.7%.



Profile of a "Healthy Drinker" (It's not an oxymoron!)

Most WSC students drink 0-4 alcoholic drinks per occasion, and drink on 5 or fewer days per month. About 25 percent of WSC students choose not to drink at all for a variety of reasons.

How closely does this profile fit you?

- Healthy drinkers know their family history of alcohol use. Children of parents who abused alcohol may be more likely to develop alcohol dependency.
- Healthy drinkers are aware that alcohol is a powerful, potent and potentially harmful drug. Excessive, long-term alcohol consumption is a factor in cirrhosis, ulcers, strokes, heart disease, certain types of cancer, and birth defects. It is also a major factor in homicides, assaults, rapes, suicides, family violence, unintentional injuries, and motor vehicle crashes.
- Healthy drinkers consider the potential consequences of drinking and plan accordingly. For example, they plan to limit the quantity of alcohol they drink, they use or volunteer to be a designated driver, and they keep extra cash in their pocket for a cab ride home.
- Healthy drinkers limit their alcohol intake to

two drinks per day or fewer (a drink being one 12-ounce beer, a 5-ounce glass of wine, or a cocktail, which is 1.5 ounces of 80-proof liquor).

- When healthy drinkers choose to drink, they drink slowly, alternate with non-alcoholic beverages, sip rather than chug, and eat a meal before drinking.
- Healthy drinkers know that there are times to abstain from drinking, such as the day before an exam or an athletic competition and anytime they need a good night's sleep. (Alcohol consumption may cause you to fall asleep quickly, but it disrupts high quality sleep throughout the night.)
- Healthy drinkers choose to drink for positive reasons, such as celebrations, and not drink to escape from problems or prove self-worth.
- Healthy drinkers believe alcohol is a complement to an activity, not the primary focus.

To examine your relationship with alcohol and see how you compare to other WSC students, take the FREE and anonymous Online Alcohol Assessment at http://www.wsc.edu/counseling_center/personal_counseling/e-chug/



How much is a drink?

One alcoholic drink =
1 oz shot of 80-proof liquor OR
4.5 oz of wine OR
12 oz beer

Information courtesy of the WSC Counseling Center and the TRUST Coalition (the WSC Alcohol and Drug Prevention Program)

What is your drink doing to your waistline?

Freshman 15 still hanging around? We all might be surprised to learn that what we drink can make it more difficult to maintain a healthy weight.

We know sugary fruit drinks and sodas are jam-packed with calories. Even fruit juice can add unneeded calories if your juice glass is larger than 4-6 ounces.

Think your alcoholic drinks are a better bet when it comes to calories? We researched alcohol and calories, and the chart above tells the story.

Besides calories, alcohol has other effects on appetite that may interfere with maintaining a healthy weight.

First, let's think about the whole drink. One ounce of hard liquor (gin, vodka, rum, whiskey or scotch) contains 64 calories for 80 proof varieties, and 80 calories for those that are 100 proof. (The proof refers to the percentage of alcohol in the liquor — 80 proof

BEVERAGE	SERVING SIZE (OZ)	PROOF / % ALCOHOL	CALORIES
Beer, regular	12 oz	10-12 Proof / 5-6%	150
Beer, light	12 oz	8-10 Proof / 4-5%	105
Wine	4 oz	24 Proof / 12%	77
Wine Cooler ("malternative")	10 oz	10-13 Proof / 5-6.5%	125
Vodka, Gin, Rum, Whiskey, or Scotch	1 oz	80 Proof / 40% 100 Proof / 50%	64 (80 Proof) 80 (100 Proof)
Cordials, liqueurs	1 oz	32-52 Proof / 16-26%	103-123

(Alcoholic Drink Standard Serving Calories (1 drink=12 oz. beer OR 4 oz. wine OR 1 oz. 100 proof liquor))

is 40 percent alcohol; 100 proof is 50 percent alcohol.) Once you add a mixer, the calories really soar! Per 8 ounces, orange juice contains 111 calories, regular cola or lemon-lime soda has about 100 calories, and regular ginger ale or tonic has around 80 calories.

So each mixed drink is 150-200 calories — more than a chocolate chip cookie.

Alcohol also interferes with fat burning. Normally, the liver metabolizes fats, but when a person drinks, alcohol gets first dibs. The liver breaks down alcohol first,

causing a build-up of fatty acids.

Besides adding empty calories, alcohol intake may jeopardize your health by affecting the hormones responsible for fluid balance. Alcohol causes drinkers to urinate frequently, losing body fluids. The only way to break the cycle is to drink water or another non-alcoholic beverage.

Lack of sleep also may have an impact on weight maintenance. Alcohol may make you feel sleepy, but your sleep will be less restful after drinking. Over time, inadequate sleep leads to weight gain.

So how do you know how many calories you're drinking? Get some friends together and give yourselves "Bartender Pouring Lessons" with water, juice, soda or any other drink. Break out your measuring cups and spoons, or pour into a Nalgene bottle with measurement markings. Challenge each other to see who measures closest to the correct amount. You may be very surprised!

Who knew?

- Most (70%) drink alcohol on 5 or fewer days per month.
- Most (63%) have 0-4 drinks when they go out.
- 84% of WSC students have not been in trouble with authorities as a result of drinking/drug use.

*Stats from WSC 2008 Core Alcohol & Drug Undergraduate Classroom Survey (n=656)

Wayne State Mini-Grant 2008 Program Final Report



WSC STUDENTS PARTY SMART.

THE LOOK-ALIKE STRATEGY

A cranberry and soda looks just like a cranberry and vodka, and it tastes just as good. Better yet, mention that you're the DD, and your drinks might be free.

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Statistics from WSC 2008 Core Alcohol & Drug Undergraduate Questionnaire Survey (n=898).

One of these drinks is alcohol-free.
(IF YOU CAN'T SEE A DIFFERENCE, NEITHER WILL YOUR FRIENDS.)

Wayne State College

Information courtesy of the WSC Counseling Center and the TRUST Coalition (the WSC Alcohol and Drug Prevention Program).

Concept developed and produced by the DSAES Communications & Publications Office, 2007. Special thanks to Virginia Commonwealth University for assistance with this project.

what's your strategy?



WSC STUDENTS PARTY SMART.

THE STRAW STRATEGY

Drinking out of a straw changes how fast you drink, not how fast your body processes the alcohol. So grab a straw, drink less and get home safer.

Sip. Don't Chug.
(GET A STRAW AND SLOW DOWN.)

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