

8 IN 10

A Social Norms Campaign.

By: Tiffany Clemmings
Maria Nardiello
Trinley Palmo
Christine Vargas

Mission

A Social Norms Campaign to promote awareness about responsible drinking amongst Stony Brook University.

Abstinence

- Almost 30% of SBU students report never using alcohol
- Almost 50% of SBU report not using alcohol within the past 30 days
- SBU students believe that 94% of students have used alcohol within the past 30 days.

(According to ACHA, a population based survey of all Stony Brook students on drinking).

Academic success is more important than binge drinking

- 96.7% of all SBU students do not allow alcohol to affect their individual academic performance.

(According to ACHA, a population based survey of all Stony Brook Students)

- 90% of Stony Brook students who took the Alcohol EDU survey report not missing class, not performing poorly on assignments or getting behind in school due to alcohol use.

Risk Reduction – Drink less

- 71.4% of all SBU students drink less than once a week.
- Out of those SBU students who drank in the past 12 months, 67.9% report having fewer than 4 drinks on a typical day when drinking.
- Out of those SBU Students who drank more than 1-2 drinks 4 times a month in the past 12 months, 63.3% report never having 6 or more drinks in one occasion.

(According to North Star U data, a population based survey of all Stony Brook Students on Drinking)

Intervening during an alcohol related incident

- 99% of Stony Brook students who took the Red Watch Band training would intervene to call 911 for an alcohol related incident with a friend.

(According to Red Watch band survey)

Input

- As a group we decided the best arena to broadcast our mission would be at Wolf stock 2011- Stony Brook University's homecoming game.
- To simplify our message we created black t-shirts that read "8 in 10 SBU students." By using this slogan we hoped to encourage students to complete the sentence and discover the message that 8 out of 10 students at Stony Brook University drink responsibly.
- The words were printed in red and outlined in white, this was done to ensure we stood out (from the sea of red shirts), however still keeping Stony Brook pride.
- We chose to interact with the students two hours prior to the start of the football game (4:00 pm) and two hours after the game began (8:00 pm).
- We decided we would inform the students of responsible drinking, which include monitoring alcoholic drinks for themselves and friends and taking breaks between drinking. Lastly, we decided to distribute E-chug/E-toke cards as well as literature of support services offered on campus regarding drinking and the results of drinking.

Students Responses

- Many students assumed that the statistic was about something negative or were just intrigued.
- A recurring answer was that “8 in 10 SBU students are depressed.”
- Other students were clueless to what the statistic might represent.
- Other students did agree to the “8 in 10 students drink responsibly.”
- Some students were not interested to find out what the statistic was about.

Outcome

1. How many students do you think you handed pamphlets to?

We handed out pamphlets to over 200 students. We estimated this based on the number of students we remember we spoke to and the number of flyers we were left with. We believe each person spoke to about 50 people.

2. How many students do you think you spoke with about drinking?

About 95% of the students prior to the game were receptive to our message and accepted our flyers. We believe the relaxed environment of homecoming made students more receptive to us prior to the game. Students were very excited for the game. There was music, barbecue and the sun was out. Two hours after the game had started students were not as receptive to speak to us. About 65% of the students stopped to discuss the shirts with us or get a pamphlet. Most of the students who stopped us were initially just curious about the shirts.

3. How many students seemed uninterested and/or avoided you?

5% prior to the game and 35% two hours after the game started.

4. How did the interactions work – was it primarily you going up to people and initiating conversations, or was it them coming up to you and asking you about your shirts, or a little of both?

It was a combination of both. Some of the students that approached us were wondering what our shirts were about. Some even asked where they could get the t-shirts. Once we got their attention we explained the statistic, handed out the pamphlets and spoke about responsible drinking.

