National Collegiate Alcohol Awareness Week Program

**Why do this program:** National Collegiate Alcohol Awareness Week, October 22-28, is an educational week held in institutions of higher education nationwide. National Collegiate Alcohol Awareness Week aims to bring attention to issues posed by excessive drinking among college students. This program in a box gives you the tools to run an educational bulletin board, tabling event, goal setting activity or social media campaign. This program focuses on serving size, binge drinking, signs and how to help someone with alcohol poisoning, DUI information, and tips on how to stay safe over Halloween.

**Objectives:**
1. Students will be able to understand the definition of binge drinking and standard drink sizes.
2. Students will be able to understand the effects of and management strategies of high risk drinking.
3. Students will be able to understand the consequences of a DUI.

**Note for the coordinator/programmer:** Please note that these resources are meant to be a starting point. We encourage you to customize your program, and add community or campus resources. We hope the table and handouts include information specific to your school. Feel free to recreate our handouts, or make your own. If you have the funding, add more things to entice students to participate, like candy, giveaways, or swag items! Partner with other stakeholders and get their buy in. If your school puts on a Substance Abuse Awareness Week, work with them to cross promote and program (for example, have students make a pledge about their alcohol consumption). Maybe the counseling center wants to help with the tabling, or campus security will co-sponsor the event. We hope this resources helps, but it is only just the start.

**Supplies included in box:**
1. Infographic posters  
   a. Binge Drinking Infographic  
   b. Alcohol Poisoning Infographic  
   c. DUI Infographic  
2. Handouts  
   a. Halloween Safety Handout (25)  
   b. BAC Cards (25)  
3. NCAAW Goal Setting Sheets (25)  
4. Jenga Questions
a. This list of 18 questions can be used with a numbered Jenga set.
   i. Note- there are 54 pieces in a Jenga game, which divides evenly into 3 sets of 1-18.
5. Table cloth - A plastic table cloth is included, but a table cloth from your specific organization may be used instead.
a. This can also be used as the backdrop for a bulletin board
6. Envelope for Handouts (3)
a. This can be put on a bulletin board to fit the handouts listed above

Supplies not included in box:
1. Social norming posters – please download the posters in CADE Collaborate under the Program in a Box session, National Collegiate Alcohol Awareness Week PIB folder

PROGRAM STEPS

Pre-Program

1. Educate the individuals running the tabling event about alcohol consumption.
a. The infographic posters included in the box have information geared towards students.
b. If you are seeking more information the resources cited can provide education on specific topics. The CADE staff is also willing to answer any questions you may have.
2. Create any additional information that you want to distribute at the event.
a. If you want to create your own marijuana info handouts, include information on how both your school and community manage alcohol use.
3. Procure a time and place for you event.
a. The National Collegiate Alcohol Awareness Week campaign is in October from the 22nd to the 28th. Since the 31st is Halloween you may want to do programming around this as well.
b. If you are doing this program outdoors, be sure to reserve an indoor space in case of inclement weather.

During your program

1. Lay down your table cloth, and put up the infographic/your promotional signage, as shown in the diagram. The Jenga set should be on one side of the table or at a different table to make it easy to clean up and for students to access.
2. When you are trying to engage students you may try asking them, “Would you like to win a prize?” or “Would you like to play Jenga?” This catches the attention of many.

3. Have students pick a Jenga piece and ask the question associated with the number on the Jenga block they pick. After they answer give them the answer that is provided with the question.

4. After a student has taken and answered a Jenga block question associated with the number on their piece, ask them if they have any questions about marijuana (general info, use on and off campus, health effects). Use an open approach, and only give true and non-biased information.

5. Thank the student for coming, and let them know that they can contact you if they have any further questions.

6. You can also encourage students to set goals about decreasing or refraining from substance use with the goal sheet provided.
   a. If you have a place to easily display them it will be a good visual to get the campus engaged.

7. Take pictures!
   a. If your institution requires a photo release make sure this is taken care of.

8. Gather any evaluation data that you are interested in. Examples are included.

**Sample table layout**

A table layout with the following sections:

- **Poster with Facts and Program Title**
- **Handouts**
- **Jenga**
- **Tablecloth and/or organization banner**

Half sheet or quarter sheet informational handouts, can also be used as an additional resource on the table.
Evaluation ideas

Tally sheet to measure if your table caught the attention of your student population

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Measuring the demographics of table participants (by grade level; can be adapted to look at race/ethnicity, housing status, etc.)

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<td>4th (Senior)</td>
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<td>5th (Second year senior)</td>
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After your program

Compile your evaluation data. What went well? What didn’t?
What comes next?

- **Complete the CADE Program in a Box Evaluation.** The evaluation can be found in the monthly CADE newsletters.
- What patterns and trends did you notice? Was there something specific that students mentioned that they were confused about?
  - Utilize this information to make a poster campaign, bulletin board, advertisement for campus televisions, etc. highlighting the information that were less clear to students that were engaged during the program
    - i.e. “Did you know? 23.2% of college students in Colorado report not drinking in the past month. Don’t drink just because “everyone” is doing it.” (CADE Reference Data Set, NCHA Reference Data – Spring 2017)
- Use this information to target a certain demographic
  - i.e. Freshman students are unaware what a standard drink size is. Therefore, we will work with RAs and Hall Directors to deliver programming and information in the residence halls.

**SOCIAL MEDIA CAMPAIGN STEPS**

1. Download the NCAAW Social Media Campaign Posters in CADE Collaborate (see login instructions on Page 7). These can be found under the Program in a Box session, National Collegiate Alcohol Awareness Week PIB folder.
2. Decide which social media platforms (Facebook, Instagram, etc.) you are going to use for this campaign.
   - If you plan to use Instagram, make sure to send the posters to your phone/email and save the posters to your “photos.”
3. There are 7 posters total, so decide which poster you are going to post for each day of the week. Screenshots of the posters are below:
4. Plan and create captions for each post. Make sure to use the hashtag, #AlcoholAwareness, and your campus/campus group hashtag.
   a. Example captions are:
      i. Perceptions influence behavior. Don’t drink alcohol just because “everyone” is doing it!
      ii. The majority of college students in Colorado use a designated driver when they party or socialize. Party smart this weekend and check out our [name of Rideshare program]!
      iii. Interested in learning more about National Collegiate Alcohol Awareness Week, check out our tabling event today at [enter time and campus location]!

5. Submit the post!

Tip: If you do not want to post each day, use a social media management website, such as Hootsuite, Buffer, and TweetDeck, to schedule your social media posts.
CADE Collaborate Log In Instructions

NASPA’s Online Learning Community:

Instructions on how to create a profile for CADE Collaborate:

New Users:

Are you a new user to CADE Collaborate? Go to https://bit.ly/2Bcn36w to get registered to access the material in the NASPA Online Learning Community. Once you’ve done so, follow the instructions under Returning Users to access the CADE Collaborate materials.

Note: A NASPA membership is not required to access the resources, however a free NASPA user profile is.

Returning Users:

Have you previously created a login for CADE Collaborate?

- Go to https://olc.naspa.org
- Log in with your NASPA username and password
- Click on “Continue” (If you are not automatically directed to the courses in which you are enrolled, you may select “Enrolled” from the top middle menu on your screen to find the link the CADE Collaborate)

Please email cade@naspa.org with any questions.
National Collegiate Alcohol Awareness Week Jenga Trivia Questions and Answers

The CADE has cultivated the following set of questions to be an engagement tool for a tabling event. A Jenga set has 54 pieces, so numbers 1-18 can be written on blocks and each number will appear 3 times. The questions can also be used in other ways at tabling events, which are a great way to interact with students! This list has 18 questions about alcohol, cannabis, and other drugs, as well as relevant additional information for follow up conversation with students. Feel free to update questions to be specific to your campus or community. After a student has taken and answered a Jenga block question associated with the number on their piece, ask them if they have any questions about alcohol (general info, serving size, health effects). We encourage you to approach questions with an open approach, and provide only non-biased and factual information (rather than opinion).

1. If a serving of liquor is “80 proof”, what is the alcohol content?
   - **Answer:** 40% alcohol.
   - **Additional Information:**
     i. Mixed drinks may contain more than one “drink” worth of alcohol, depending on the proof

2. What is the serving size for an average 5% beer?
   a. **Answer:** 12 ounces
   - **Additional Information:**
     i. A standard pint glass, or “tall boy” beer is more than 12 oz, and therefore more than one standard drink.

3. What is the serving size of the average 12% wine?
   - **Answer:** 5 ounces
   - **Additional Information:**
     i. Wine can vary in alcohol content so not all will be 12%
     ii. Many places that serve wine have a glass that is more than 5 oz
     iii. Many wine glasses are much larger than 5 oz
4. What is the serving size for 40% hard liquor?
   - **Answer:** 1.5 ounces
   - **Additional Information:**
     i. Drinks (like a Long Island Iced Tea) may contain more than one shot, and therefore more than one drink

5. What is a serving size of the average 7% malt liquor?
   b. **Answer:** 8 ounces
   - **Additional Information:**
     i. Many malt liquor drinks come in containers larger than 8 ounces.

6. What is the definition of binge drinking?
   - **Answer:** 5 or more drinks for biological males, or 4 or more drinks for biological females, usually within 2 hours or less (niaaa.nih.gov)
   - **Additional Information:**
     i. Binge drinking can lead to alcohol poisoning. The signs of alcohol poisoning are
        1. Confusion
        2. Vomiting
        3. Slow breathing
        4. Low body temperature
        5. Lack of consciousness
        6. Seizures
     ii. If you think someone has alcohol poisoning, help them by:
        1. Calling 911
        2. Keeping someone with them
        3. Keep them sitting up
        4. Keep them awake
        5. Do not force them to eat or drink
        6. Keep them warm if they are cold

7. What percentage of students on our campus report binge drinking within the last thirty days?
   - **Answer:** This answer will vary based on your campus’ individual responses.
   - **Alternate question** (if your school does not participate in the NCHA, or does not have this data for the campus): What percentage of students in Colorado report binge drinking within the last thirty days?
     i. **Answer:** Of students who choose to drink, 42.3% reported binge drinking. However 23.2% of students reported not drinking.
   - **Additional Information:**
     i. 23.2% of college students in Colorado report not drinking in the past month (CADE Reference Data Set, NCHA Reference Data – Spring 2017)
     ii. 57.7% of college students in Colorado, who choose to drink, report not binge drinking in the last month (Which means 42.3% reported binge drinking) (CADE Reference Data Set, NCHA Reference Data – Spring 2017)
8. How many ounces does a “Red Solo Cup” Hold?
   - **Answer:** 18oz, more than any standard drink pour for any type of alcohol.
   - **Additional Information:**
     i. It is easy to consume more than you think when your glass is bigger than the serving size.

9. About how long does the body take to metabolize one drink?
   - **Answer:** It varies by person, depending on weight, age, and health status.
   - **Additional Information:**
     i. The liver metabolizes alcohol at an average rate of one standard size drink per hour.

10. What is one thing that will help you to sober up faster?
    - **Answer:** Nothing. Coffee, food, water, or a cold shower will not help you to “sober up faster”. The only thing that will make you more sober is time.

11. What is the Blood Alcohol Content (BAC) for a DUI (Driving under the Influence)?
    - **Answer:** It is at or above .08%, however a DWAI (Driving while ability impaired) can be given to someone with a BAC above .05%.

12. What is the cost of an average DUI in Colorado?
    - **Answer:** The average cost of a 1st time DUI in Colorado is $13,530 (noduicolorado.org)
    - **Additional Information:**
      i. These costs include the fine, test charges, other surcharges, court costs, insurance increases, the cost of alternate transportation when license is revoked, mandatory classes, and potential ignition lock consequences.
      ii. There may also be education classes or service to the community required after a DUI. Potential also for jail time.

13. The average cost of a DUI in Colorado is $13,530, how many years of Netflix or how many large pizzas do you think you could buy with that money?
    - **Answer:** 135 years of Netflix or 984 large pizzas.
    - **Additional Information:**
      i. You can also relate it to the cost of credit hours on your campus, i.e. “It costs an average of $13,530, which is equivalent to 6 credit hours here on campus”

14. What are some of the costs associated with a DUI?
    - **Answer:** The DUI fine, court costs, increases in insurance, sanctions, and lost wages.
    - **Additional Information:**
      i. The average cost of a 1st time DUI in Colorado is $13,530 (noduicolorado.org)
15. Name one symptom of alcohol poisoning
   - **Answer:** Answers may include: confusion, vomiting, seizures, slow or irregular breathing, blue or pale skin, low body temperature, or passing out.
   - **Additional Information:**
     i. How to help someone who has had too much
        1. Call 911 immediately
        2. Always keep someone with them
        3. Keep them awake
        4. Do not force them to eat or drink

16. Name one way to reduce the risk of harms associated with high risk alcohol consumption if you choose to drink.
   - **Answer:** Answers may include: not drinking to excess or avoiding drinking games, eating before or while drinking, alternating between alcoholic and non-alcoholic drinks, or abstaining from drinking altogether
   - **Additional Information:**
     i. Binge drinking can lead to alcohol poisoning. The signs of alcohol poisoning are:
        1. Confusion
        2. Vomiting
        3. Slow breathing
        4. Low body temperature
        5. Lack of consciousness
        6. Seizures
     ii. If you think someone has alcohol poisoning, help them by:
        1. Calling 911
        2. Keeping someone with them
        3. Keep them sitting up
        4. Keep them awake
        5. Do not force them to eat or drink
        6. Keep them warm if they are cold

17. What should you do if you think someone has alcohol poisoning?
   - **Answer:** Call 911 and always keep someone with them
   - **Additional Information:**
     i. Also keep them sitting up or lying in the recovery position
     ii. Keep them awake
     iii. Do not force them to eat or drink
     iv. Keep them warm if they are cold
18. **TRUE/FALSE** Consuming alcohol and marijuana or other drugs at the same time (cross fading) results in greater impairment?

- **Answer: TRUE**
  Using alcohol and marijuana or other drugs at the same time is likely to result in greater impairment than when using either one alone. Use both with caution, and remember, it's not a good idea to combine them. Ask your doctor if marijuana could interfere with your prescribed medication.

- **Additional Information:**
  i. How to help someone who has had too much
     1. Call 911 immediately
     2. Always keep someone with them
     3. Keep them awake
     4. Do not force them to eat or drink
  ii. Signs someone has consumed too much
     1. Confusing
     2. Delusions or hallucinations
     3. Increase heart rate
     4. Low body temperature
     5. Lack of consciousness
     6. Seizures
     7. Vomiting
     8. Slow breathing
WHAT IS BINGE DRINKING?

Binge drinking is a pattern of consuming alcohol that brings a person’s blood alcohol concentration (BAC) to 0.08 grams percent or above. This typically happens when biological males consume 5 or more drinks or biological females consume 4 or more drinks in about 2 hours.

BINGE DRINKING:
- Men: 5 drinks in two hours
- Women: 4 drinks in two hours

MODERATE DRINKING:
- Men: 2 drinks per day
- Women: 1 drink per day

57.7% of college students in Colorado, who choose to drink, report not binge drinking in the last two weeks.

A STANDARD DRINK IS:

- **Beer**
  - 12 oz serving
  - 5% Alcohol

- **Wine**
  - 5 oz serving
  - 12% Alcohol

- **Liquor**
  - 1.5 oz serving (in a shot or cocktail)
  - 40% Alcohol

Each beverage portrayed here represents one standard drink of “pure” alcohol, defined in the United States as 0.6 fl oz or 14 grams. The percent of pure alcohol, expressed here as alcohol by volume (alc/vol), varies within and across beverage types. Although the standard drink amounts are helpful for following health guidelines, they may not reflect customary serving sizes.

SOURCES:
1. The National Institute on Alcohol Abuse and Alcoholism
2. CADE Reference Data Set. NCHA Reference Data - Spring 2017
3. CADE Reference Data Set. NCHA Reference Data - Spring 2017
4. NIAAA. NIH. Gov
SIGNS OF ALCOHOL POISONING

REVIEW THESE SIGNS TO RECOGNIZE WHEN SOMEONE HAS HAD TOO MUCH TO DRINK, AND MIGHT BE IN DANGER (AS WELL AS HOW TO AVOID HARMFUL ALCOHOL CONSUMPTION)

SIGNS OF ALCOHOL POISONING

- Confusion
- Vomiting
- Slow Breathing
- Low Body Temperature
- Lack of Consciousness
- Seizures

TIPS FOR REDUCING RISK IF YOU CHOOSE TO DRINK

- Set a limit of drinks & count your drinks
- Alternate alcoholic & non-alcoholic beverages
- Eat something before drinking
- Don’t mix alcohol with drugs (including caffeine)
- Avoid drinking games

OTHER OPTIONS

- Be the designated driver
- Don’t drink

HOW TO HELP SOMEONE WITH ALCOHOL POISONING

- IMMEDIATELY CALL 911
- KEEP THEM AWAKE
- KEEP THEM SITTING UP
- ALWAYS KEEP SOMEONE WITH THEM
- KEEP THEM WARM IF THEY ARE COLD
- DO NOT FORCE THEM TO EAT OR DRINK

SOURCE:
HTTPS://PUBS.NIAAA.NIH.GOV/PUBLICATIONS/ALCOHOLOVERDOSEFACTSHEET/OVERDOSEFACT.HTM
1 CDC.GOV
DUI FYI

Driving under the influence of alcohol or other drugs lead to 504 fatalities in Colorado in 2017. Keep your eyes, mind, and car on the road by avoiding drinking and driving¹

The average cost of a first time DUI offense in 2016 was $13,530.³ This includes:

- Fines
- Court Fees
- Increase in Insurance
- Sanctions
- Lost Wages

Did you know?

26.2% of Colorado college students reported driving after having any alcohol in the last 30 days, compared to 19.0% of college students nationally²

A DUI could end up costing the same as:

- 135 Years of Netflix
- 984 Large Pizzas

A designated driver, ride services such as Lyft and Uber, or public transit are safe options to get home. Check if your campus provides any safe ride options.

Sources:
¹ HTTPS://WWW.COLORADO.GOV/PACIFIC/CSP/TRAFFIC-SAFETY-STATISTICS
² CADE REFERENCE DATA SET NCHA REFERENCE DATA - SPRING 2017
TRICKS AND TIPS ON HOW TO STAY SAFE THIS HALLOWEEN

The Coalition of Colorado Campus Alcohol and Drug Educators encourages you to celebrate Halloween in a safe and healthy way.

DON'T TAKE CANDY (OR DRINKS) FROM STRANGERS

WEAR REFLECTIVE CLOTHING

BRING A FLASHLIGHT

KNOW YOUR DRINK LIMITS AND STICK TO THEM
WEAR A COSTUME NOT A CULTURE

THINK ABOUT YOUR HALLOWEEN COSTUME, IS IT A CHARACTER OR CULTURAL APPROPRIATION?

The definition of cultural appropriation is, "the act of taking or using things from a culture that is not your own, especially without showing that you understand or respect this culture".

dictionary.cambridge.org

STAY WITH A GROUP AND TELL EACH OTHER WHERE YOU GO

DON'T MIX ALCOHOL AND DRUGS

GET A SAFE RIDE HOME (UBER, LYFT, DESIGNATED DRIVER OR CAMPUS RIDESHARE)

CHARGE YOUR PHONE BEFORE YOU LEAVE OR BRING A BATTERY PACK
### APPROXIMATE BAC FOR BIOLOGICAL MALES AFTER ONE HOUR OF DRINKING

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### APPROXIMATE BAC FOR BIOLOGICAL FEMALES AFTER ONE HOUR OF DRINKING

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### What is Binge Drinking?

Binge Drinking is a pattern of consuming alcohol that brings a person’s blood alcohol concentration (BAC) to **0.08 grams percent or above**. This typically happens when biological males consume **5 or more drinks** or biological females consume **4 or more drinks** in about 2 hours.

1. The National Institute on Alcohol Abuse and Alcoholism

### Moderate Drinking

- **Females**: 1 drink per day
- **Males**: 2 drinks per day

### Binge Drinking

- **Females**: 4 drinks in 2 hours
- **Males**: 5 drinks in 2 hours

**23.2% of college students in Colorado report not consuming alcohol in the past month**

**57.7% of college students in Colorado, who choose to drink, report not binge drinking in the last two weeks**

### A STANDARD DRINK IS:

- **12 OZ SERVING OF A REGULAR BEER (5% alcohol)**
- **5 OZ GLASS OF WINE (12% alcohol)**
- **1.5 OZ SERVING OF LIQUOR IN A SHOT OR COCKTAIL (40% alcohol)**

Each beverage portrayed here represents one standard drink of "pure" alcohol, defined in the United States as 0.6 fl oz or 14 grams. The percent of pure alcohol, expressed here as alcohol by volume (alc/vol), varies within and across beverage types. Although the standard drink amounts are helpful for following health guidelines, they may not reflect customary serving sizes. If you are drinking out of a solo cup or other container, you may be consuming more than one standard drink.

4. niaaa.nih.gov
Coalition of Colorado Campus Alcohol & Drug Educators

Don’t Drive Impaired:

26.2% of Colorado college students reported driving after consuming any alcohol in the last 30 days, compared to 19.0% of college students nationally.

DUI FYI: The average cost of a 1st time offense in 2016 was $13,530. This includes fines, court costs, sanctions, and insurance increases. A DUI could end up costing the same as 984 large pizzas or 135 years of Netflix.

A designated driver, ride services such as Lyft and Uber, or public transit are safe options to get home. Many areas have other safe ride options.

Strategies to Reduce Risks When Drinking:

- Avoid drinking games,
- Eat a meal before or during drinking,
- Keep track of how many drinks you are consuming,
- Alternate alcoholic and non-alcoholic beverages,
- Don’t mix alcohol with other substances

Signs of Alcohol Poisoning

Source: https://pubs.niaaa.nih.gov/publications/AlcoholOverdoseFactsheet/Overdosefact.htm

- Confusion
- Slow breathing
- Vomiting
- Lack of consciousness
- Low body temperature
- Seizures

Did you know? Alcohol poisoning kills more than 2,200 people each year in the United States.

CALL 911 IF SOMEONE SHOWS SIGNS OF ALCOHOL POISONING
I'll stay safe by:
I'll stay safe by:
I'll stay safe by:
I'll stay safe by:
1 OUT OF 5 COLLEGE STUDENTS IN COLORADO CHOOSE NOT TO DRINK ALCOHOL

JOIN THE CROWD!

#ALCOHOLAWARENESS

(2017 ACHA-NCHA CADE REFERENCE GROUP)
23.2% of college students in Colorado haven't consumed alcohol in the last 30 days.

Don't drink just because "everyone is doing it".

#AlcoholAwareness

(2017 ACHA-NCHA CADE Reference Group)
54.7% of college students in Colorado consumed zero to four drinks the last time they partied.

Know your limit!

#ALCOHOLAWARENESS

(2017 ACHA-NCHA CADE Reference Group)
86.4% of college students in Colorado stay with the same group of friends the entire time they go out drinking.

Party smarter!

#AlcoholAwareness

(2017 ACA-NCHA CADE Reference Group)
86.5% of college students in Colorado use a designated driver when they party or socialize.

Party Smarter!

#AlcoholAwareness

(2017 ACHA-NCHA CADE Reference Group)
AT PARTIES, 64% OF COLLEGE STUDENTS IN COLORADO KEEP TRACK OF HOW MANY ALCOHOLIC DRINKS THEY HAVE CONSUMED

KNOW YOUR LIMIT!

#ALCOHOL AWARENESS

(2017 ACHA-NCHA CADE REFERENCE GROUP)
26.2% of college students in Colorado reported driving after consuming any alcohol in the last 30 days

Buzzed driving is drunk driving!

#AlcoholAwareness

(2017 ACHA-NCHA CADE Reference Group)