HELLO!

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PROGRAM OVERVIEW

» Public Health approach
» Social Ecological Model
» A guide for best practices
» What works
» What to avoid
» Question & answer
1. PUBLIC HEALTH APPROACH
Let’s talk about... **UPSTREAM.**
2. SOCIAL ECOLOGICAL MODEL
Social Ecological Model

- Policy
- Community
- Institutional
- Relationship
- Individual
Individual/Intrapersonal

Developmental History

Behavior

Attitudes

Knowledge

Skills

Self-concept

Strategies

Education

Life skills training

Brief Alcohol Screening and Intervention for College Students
Formal & informal social networks
Social support systems
Family
Friendship networks
Work group

Relationship/Interpersonal

Strategies
Peer programming
Mentoring
Organizational involvement
Institutional Strategies

Campus climate
Social norms

Organizational characteristics
Formal (and informal) rules
Regulations for operations
Community Strategies
Community surrounding institution
Off-campus housing
Businesses
Transportation

Community

Organizations
Institutions
Informational networks
Policy

Strategies
Laws and policies that impact behavior & individual practices

Local, state, national, & global laws and policies
3. A GUIDE FOR BEST PRACTICES
NIAAA College AIM


Planning
Alcohol
Interventions
Using NIAAA’s

COLLEGE AIM
ALCOHOL INTERVENTION MATRIX
4. WHAT WORKS
Harm/Risk Reduction

Peer Approach

Norms Correcting Information

Non-Judgmental

Open Discussion
BE CURIOUS, NOT JUDGMENTAL.

WALT WHITMAN
5. THINGS TO AVOID
THANKS!

Any questions?
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