



## Student Affairs Update

### NEW STUDENT ALCOHOL EDUCATION



#### Division of Student Affairs

155 Tigert Hall  
PO Box 113250  
University of Florida  
Gainesville, FL 32611-3250  
[www.ufsa.ufl.edu/ovp](http://www.ufsa.ufl.edu/ovp)

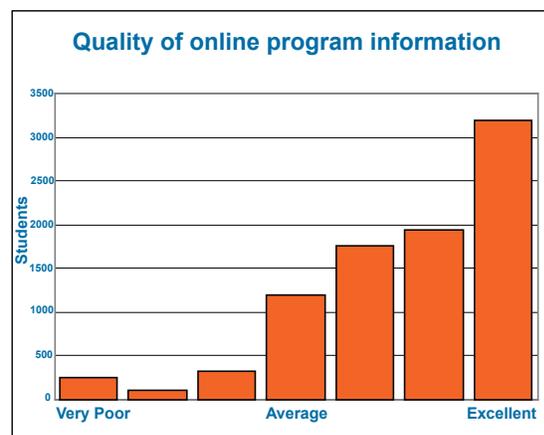
Spring 2005, a coalition of community members including UF students, faculty and staff convened to address underage drinking and abusive alcohol consumption within Gainesville and Alachua County. The Coalition's efforts targeted three areas: (1) *enforcement*, (2) *access and marketing*, and (3) *culture and environment*.

One of the *culture and environment* objectives focused on providing students with comprehensive alcohol education and information. The Coalition considered different approaches and sought out effective and innovative ways to provide alcohol education and training. Research and best practices indicated that online alcohol education programs were effective intervention techniques for college binge drinkers if held within the first six weeks of the fall semester and required as a condition of continued enrollment.

Based on this information, the New Student Alcohol Education Program was launched Fall 2006. The Division of Student Affairs through the Dean of Students Office coordinated the program. All new students (first year and transfer students – 8,491 students) were required to complete the online alcohol education program -- *myStudentBody.com- Alcohol* -- prior to registering for Spring 2007. By design, students completed the educational program shortly after they arrived on campus so that they had an accurate perception of the college social experience but prior to forming social habits and behaviors.

#### Online Program

By November 10, 2006, the date on which most first year students were able to begin to register for spring semester classes, 94% of new students had completed the program. Overall student response to the program was very positive with 78% of the students rating the quality of the information provided as high. The online program included a pre-knowledge quiz, an opportunity to rate personal drinking behavior,



*"When I heard that this online alcohol course was required for spring registration, I really thought it would just be something that I would have to do and wouldn't really get anything from it. It turned out that I learned a lot of useful things about students and alcohol use."*

*New Student  
First Year Florida Class*

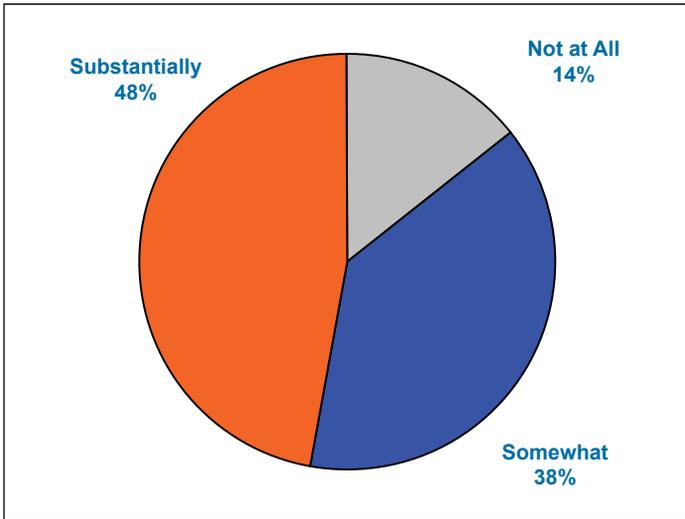
#### Contact information for this publication:

#### Dean of Students Office

202 Peabody Hall  
PO Box 114075  
University of Florida  
Gainesville, FL 32611-4075  
[www.dso.ufl.edu](http://www.dso.ufl.edu)

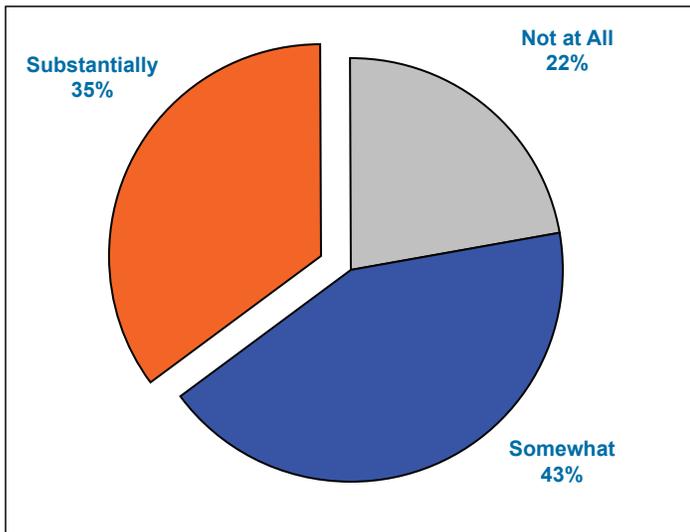
\*This publication is available in alternative print format upon request.

**Extent program causes attention to personal drinking behavior**



a series of articles and informational segments that form the course content, a post-knowledge quiz, and a feedback survey. To obtain a certificate of completion, students needed to score 80% or higher on the post-knowledge quiz. The only student-specific information reported to UF was student names, student ID numbers, start and completion dates, and certificate status. All other individual student responses were confidential and served as guidelines for students to view how their drinking behaviors compare to other college students. Aggregate information on student responses and feedback were provided to UF for assessment purposes.

**Extent program influences personal drinking behavior**



Sixty-three percent of the students indicated that the program significantly expanded their knowledge of alcohol issues. When students were asked if the information provided would cause them to pay more attention to their drinking, 86% of the students indicated it would. More importantly, 78% of the students indicated the information provided by the course would influence their drinking behavior, and 35% indicated it would substantially affect their behavior.

Given the positive outcomes associated with the program, the Division of Student Affairs and the Dean of Students Office will continue the New Student Alcohol Education Program for future incoming classes.

