Campus-Wide Initiatives
for the Prevention of Alcohol and Other Drug Abuse
2009-2010 Academic Year
# Table of Contents

## Part I: National Leadership in Alcohol & Other Drug Prevention

### Student Involvement/Leadership
- Middle Earth Peer Assistance Program 3

### Social Norms Marketing Interventions
- Alcohol and other Drug Prevention Models Project 3
- Healthy Campus Community Demonstration Project
- Social Norm & Misperception Research Project

### Campus and Community Coalitions
- Committee on University & Community Relations 3

### Early Intervention

### National Involvement of University Professionals
- U.S. Department of Education Appointments 5
- Higher Education Center Associate Appointments
- Professional Conference Presentations

### Collaborative Research/Publications

## Part II: Major Initiatives

### Presidential Leadership

### Campus Task Force on AOD abuse prevention

### Student Involvement/Leadership

### Social Norms Marketing Interventions

### Campus & Community Coalitions

### Restriction of Alcohol Marketing and Promotion

### Alcohol Free Options

### Education

### Early Intervention

### Policy Evaluation and Enforcement

### Parental Involvement

### Treatment & Referral

### Research

### Grant Activities

2
National Leadership in the Alcohol and Other Drug Prevention Field (Cumulative)

Student Involvement/Leadership

- The Middle Earth Peer Assistance Program continues to disseminate a public service media campaign addressing underage drinking at the University at Albany. The UAlbany PSA won a statewide competition in December 2006 and was subsequently adapted for use across the state under the auspices of the New York State Office of Alcoholism and Substance Abuse Services “Underage Drinking-Not a Minor Problem-College Edition” public service campaign, and this statewide PSA has continued to be disseminated locally, statewide, and nationally during the current year.

- The Middle Earth Peer Assistance Program of the University Counseling Center, Division of Student Success, received an Exemplary Substance Abuse Prevention Program Award from the U.S. Department of Health and Human Services Center for Substance Abuse Prevention (CSAP) in 2001. The award-winning program was selected by CSAP in collaboration with the National Association of State Alcohol and Drug Abuse Directors and the Community Anti-Drug Coalitions of America.

- The Middle Earth Peer Assistance Program of the University Counseling Center was nationally recognized by the U.S. Department of Education as one of six universities to be awarded the Alcohol and Other Drug Prevention Models on College Campuses grant (2000-2001). The goal of this funding competition is to identify innovative and effective alcohol and other drug (AOD) prevention programs and disseminate information about these programs to other colleges and universities across the country.

Social Norms Marketing Interventions

- As part of an innovative, evidence-based intervention strategy designed to address high-risk alcohol consumption, a grant program funded by the New York State Office of Alcoholism and Substance Abuse Services (OASAS) has allowed the University at Albany to implement a campus wide social norms marketing campaign designed to correct student misperceptions regarding the role and extent of alcohol use on campus.

Campus and Community Coalitions

- The Committee on University and Community Relations of the Office of Personal Safety and Off-Campus Affairs, University Police Department, was nationally recognized by the U.S. Department of Education as one of four universities to be awarded the Alcohol and Other Drug Prevention Models on College Campuses grant (2006-2010). The goal of this funding competition is to identify innovative and effective alcohol and other drug (AOD) prevention programs and disseminate information about these programs to other colleges and universities across the country.

- The University at Albany was awarded a grant from the New York State Office of Alcoholism and Substance Abuse Services and the Office of Juvenile Justice and Delinquency Prevention in 2004 to participate in the Healthy Campus and Community Demonstration Project. The primary goal of the project was to evaluate the effectiveness of a community-based social norms campaign on the attitudes and perceptions of long-term Albany residents who live in the Pine Hills.
and Beverwyck neighborhoods. Results from this project have been published in the October 2004 issue of the Report on Social Norms.

- The Committee on University and Community Relations, under the Office of Personal Safety and Off-Campus Affairs, University Police Department, has made an impact upon student access to AOD abuse prevention strategies, and has created an effective partnership with local tavern owners in order to eliminate drink specials, which promote high-risk drinking and its associated consequences. The committee, consisting of student leaders and professional staff from the University at Albany as well as other local colleges - specifically the College of Saint Rose, the Albany College of Pharmacy, the Albany Medical College and the Junior College of Albany/The Sage Colleges, officials from the Albany Police and Fire Departments as well as the Albany Common Council, neighborhood association representatives, community and religious leaders, tavern owners, landowners and representatives from the Empire State Restaurant and Tavern Association, the Albany and Rensselaer County Restaurant & Tavern Association and the New York State Division of Alcohol Beverage Control, is a recognized innovator in the area of Environmental Management strategies. The Committee is nationally recognized in the area of university-community coalitions for the prevention of alcohol misuse and underage drinking. Mr. Thomas Gebhardt, Chair of the Committee, published an article describing the committee’s efforts entitled, "A Campus-community Coalition to Control Alcohol-related Problems Off Campus: An Environmental Management Case Study" Thomas L. Gebhardt, M.A.; Kimberly Kaphingst, M.S.; William DeJong, Ph.D., Journal of American College Health, March 2000. In addition to speaking nationally, regionally and locally he was a consultant for the “Campus/Community Partnership Initiative” of the Center to Prevent Alcohol-Related Problems Among Young People at Boston University’s School of Public Health from September, 2004 to January, 2009.

Early Intervention

National Award for early Intervention Programs

- The University Counseling Center STEPS Comprehensive Alcohol Screening and Brief Intervention Program has earned six national awards in recognition of the effectiveness of the program in reducing alcohol use and associated negative consequences among University at Albany students. These awards include the following:
  - 2010 Grand Gold Medal for Excellence, National Association of Student Personnel Administrators
  - 2009 Gold Award for Excellence in Health and Counseling Services, National Association of Student Personnel Administrators
  - 2009 Grand Gold Medal for Excellence, National Association of Student Personnel Administrators
  - 2009 Best Practices in College health Award, American College Health Association
  - 2009 “Pioneer in Prevention” Exemplary Substance Abuse Prevention Award, National Association of State Alcohol and Drug Abuse Directors and Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration
  - 2009 Science and Service Award, Substance Abuse and Mental Health Services Administration

Early Intervention for At-Risk Students

- The University Counseling Center Alcohol and Other Drug Abuse Prevention Program, under the auspices of major grants from the U.S. Department of Education and the Substance Abuse and Mental Health Services Administration, is evaluating the effectiveness of the evidence-based Brief Alcohol Screening Intervention for College Students (BASICS) targeting four populations: first year students, student-athletes, members of fraternities and sororities, and students seeking health care
services at the University Health Center. Each of these early interventions is tailored to population-specific needs.

**Interventions for Mandated Students**

- The Office of Conflict Resolution and Civic Responsibility and the University Counseling Center are examining the effectiveness of adaptations of the evidence-based Brief Alcohol Screening Intervention for College Students (BASICS) targeting students referred for alcohol policy violations.

**National Involvement of University Professionals**

- University at Albany psychologist M. Dolores Cimini has been appointed as a Center Fellow and member of a National Expert Panel by the U.S. Department of Education’s Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention. Working as trainers, consultants, and evaluators, center associates represent a group of experts from around the country. Center Fellows help strengthen alcohol, other drug, and violence prevention efforts on U.S. College and university campuses.

- University Counseling Center and Office of Personal Safety staff members made professional conference presentations on Model Programs and Initiatives at meetings that included the National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education.

- University at Albany psychologist M. Dolores Cimini was appointed by the U.S. Department of Education to the Planning Committee of its 22nd Annual National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education.

**Collaborative Research/Publications**

- The University at Albany was awarded the following grants totaling over 3 million dollars to address high-risk drinking and related negative consequences in our students:
  
  o **FY 2000 Alcohol and Other Drug Prevention Models on College Campuses Grant**, U.S. Department of Education - $75,000
  o **Rapid Response to College Drinking Problems Grant**, National Institute on Alcohol Abuse and Alcoholism (NIAAA) - $890,000
  o **Grant to Reduce High-Risk Drinking or Violent Behavior Among College Students**, U.S. Department of Education - $294,601
  o **Targeted Capacity Enhancement Grant for Screening and Brief Intervention (SBI)**, Substance Abuse and Mental Health Services Administration (SAMHSA) - $1,419,463
  o **Grant to Reduce High-Risk Drinking or Violent Behavior Among College Students**, U.S. Department of Education - $298,266
  o **FY 2006 Alcohol and Other Drug Prevention Models on College Campuses Grant**, U.S. Department of Education - $174,932
  o **Underage Drinking: Not a Minor Problem-College Edition PSA Development Grant**, New York State Office of Alcoholism and Substance Abuse Services - $25,000
  o **FY 2009 Alcohol and Other Drug Prevention Models on College Campuses Grant**, U.S. Department of Education - $220,000

- The STEPS Comprehensive Alcohol Screening and Brief Intervention Program has been designated as an Alcohol and Other Drug Prevention Model Program by the U.S. Department of Education. Using grant funds associated with this award, the Counseling Center aims to enhance and further evaluate a comprehensive Screening and Brief Intervention program, based on the NIAAA Tier I Brief Alcohol Screening and Intervention for College Students
(BASICS) model, to meet the unique needs of fraternity and sorority members enrolled at a large public university.

- Collaboration among faculty members and professional staff in the publication of articles in professional journals targeted to colleges and universities and the AOD abuse prevention area. Articles written in 2009-2010 have been accepted for publication in the Journal of Studies on Alcohol and Drugs, Addictive Behaviors, and the Journal of American College Health.

### Major Initiatives

#### Presidential Leadership

- Openly and publicly acknowledging that alcohol abuse and underage drinking exist.
- Reaching out to campus, community, state-level, and national groups to develop and implement a comprehensive strategy for AOD abuse prevention.
- Taking an active stand on alcohol and other drug issues and conveying clear expectations and standards.
- Serving as a role model to students, faculty, and administrators as well as colleagues on a national scale.
- Making alcohol and other drug prevention a priority in the strategic plan for the institution.
- Supporting grant projects from a variety of sources, including the National Institute for Alcohol Abuse and Alcoholism (NIAAA), the Substance Abuse and Mental Health Services Administration (SAMHSA), and the U.S. Department of Education.

#### Campus Task Force on AOD Abuse and Related Risk Behaviors

- Commitment by the University President to expand the membership and scope of the newly-named President's Advisory Council on Alcohol Abuse and Related Risk Behaviors,
- Establishing as a priority the dissemination of best practices at local, state, and national conferences, with an identified commitment to participation in the U.S. Department of Education National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education.

#### Student Involvement/Leadership

- The Middle Earth Peer Assistance Program developed a public service media campaign addressing underage drinking at the University at Albany. The UAlbany PSA won a statewide competition in December 2006 and was subsequently adapted for use across the state under the auspices of the New York State Office of Alcoholism and Substance Abuse Services “Underage Drinking-Not a Minor Problem-College Edition” public service campaign. This statewide campaign has continued to be disseminated during the current year.
- Ongoing communication between student groups and the Addictive Behaviors Specialist concerning the nature and quality of prevention/intervention efforts on campus. (Includes several groups recognized by the Student Association, fraternities and sororities, and student-athletes).
- Planning and continued implementation of a major peer education program for all new students during the Summer Planning Conference (freshman orientation). This program was developed
based on a leading empirical model in the field of prevention. Results indicate this peer-based interactive theater-focused strategy has been effective in decreasing reports of high-risk drinking behavior and in increasing reports of protective behaviors among participants. A full program description has been published in a research article and has been disseminated to Institutions of Higher Education (IHE’s) nationally through the external support of a $100,324 Model Program in Alcohol Prevention grant awarded by the U.S. Department of Education.

- Presentation of prevention programming by the Middle Earth Peer Assistance Program within the University community on alcohol and other drug use among students, as well as topics related to health promotion including healthy relationships, prevention of depression and anxiety, stress management, and multicultural values and awareness.

- Working with fraternity and sorority leadership to provide ongoing educational and social norms programming in the area of alcohol and other drug abuse prevention.

- Co-sponsorship of non alcohol-related social and recreational activities with the Coordinator of Fraternity and Sorority Affairs and individual fraternity and sorority chapters.

**Social Norms Marketing Interventions**

- Development, continued implementation, and evaluation of evidence-based comprehensive campus-wide and student-athlete specific social norms media campaigns.

- Development of a continued implementation strategy for a Healthy Campus Community Social Norms Project involving the University and neighbors in the Beverwyck and Pine Hills communities (funded by the New York State Office of Alcoholism and Substance Abuse Services and the Office of Juvenile Justice and Delinquency Prevention).

**Campus & Community Coalitions**

- Development and implementation of a campus committee to serve as a liaison with the Albany community and local tavern owners in addressing issues related to alcohol/substance use off campus. Committee initiatives include:
  
  o Distribution of a “14-Point Plan” that includes an explanation of the consequences of hosting parties with alcohol, information tables in the freshman residence halls and increased Albany Police Department presence in neighborhoods the week before classes begin.
  
  o Annual promulgation of the Tavern [Owner] Advertisement Agreement and continued expansion of the list of participating taverns
  
  o Annual renewal of the University’s protocol with the Albany Police Department regarding student house parties, and follow up of parties as they are reported by the Albany Police and/or to the Office of Personal Safety and Off-Campus Success hotline
  
  o Involvement by the Albany Police Department in education and intervention with students hosting parties in the Albany community
  
  o Participation by a number of University representatives in the Capital District Regional College Consortium on Alcohol and Other Drugs, which serves as a network for prevention, education, and treatment initiatives among local colleges and service agencies in the Capital District area.

**Restriction of Alcohol Marketing and Promotion**

- Prohibition of the marketing or advertising of alcohol by local bars on campus through University policy.
• Aggressive elimination of local bar advertisement literature posted in and around University lecture centers and on Campus Center cafeteria tables.

**Alcohol-Free Options**

• Offering of non alcohol-related social and recreational activities by Residential Life staff, Student Involvement and Leadership staff, the University Police Department, and the Department of Athletics staff. These include:
  
  o Weeknight and weekend social events, such as “Danes after Dark”, offering live music, comedy and other entertainment.
  o “Open Mike” music nights, where students could perform music, comedy and other entertainments.
  o Game show nights and Movie Nights in the residential communities.
  o Sporting events, concerts and theater in the local community.
  o Structured weekend trips to New York City and Boston plays, ski trips, rafting, and other activities.

**Education**

• Ongoing educational and social norms programming in the area of alcohol and substance abuse prevention to academic classes, residence halls, and for student groups.

• Presentations on topics related to alcohol and substance abuse prevention at programs for students and parents new to the University, including the Summer Planning Conference (for all incoming freshmen) and during Transfer Student Orientation.

• Collaboration with Fraternity and Sorority Affairs Coordinator on "Greek Life 101" seminars to address issues of alcohol abuse, violence, and hazing. These seminars are presented to all new pledges.

• Participation in National Collegiate Alcohol Awareness Week programming, including workshops and exhibits. Keynote speakers have included Judge Mitch Crane, Mark Sterner, comedian Jim Snack, University professional staff and faculty members, local professionals in the areas of substance abuse prevention and treatment, and presentations by students.

• Annual Student Success and University Auxiliary Services sponsorship of an alcohol education program with a national speaker on the topic of alcohol and related risk.

• Integration of information relating to alcohol/substance abuse with other workshop topics, such as:
  
  o alcohol and HIV/AIDS
  o alcohol and culture
  o alcohol and women
  o alcohol, other drug use, and relationship violence
  o campus drinking norms and the social climate
  o alcohol use and gambling issues

• Implementation of awareness campaigns concerning marijuana, non-medical prescription drug use, rohypnol, GHB, ecstasy, and other designer drugs.

• Participation in "Don't Drink & Drive" advertising campaigns.
• Training of peer educators, resident assistants, and undergraduate hotline counselors in the area of alcohol and substance abuse prevention and education strategies.

• Training of University faculty and professional staff in the area of social norms marketing and alcohol and drug prevention (Presentation by Dr. H. Wesley Perkins).

• Training of University professional staff in the area of alcohol and substance abuse.

• Collaboration by the Department of Residential Life on major AOD prevention initiatives on campus, including data collection and implementation of the social normative strategy to reduce excessive drinking, sponsoring and presenting educational programming, and providing alternative events for residents (e.g. coffee houses; poetry nights).

• Development and implementation of campus-wide AOD abuse prevention initiatives by the Addictive Behaviors Specialist based within the University Counseling Center.

**Early Intervention**

**Early Intervention for At-Risk Students**

• The University Counseling Center STEPS Comprehensive Alcohol Screening and Brief Intervention Program has earned six national awards in recognition of the effectiveness of the program in reducing alcohol use and associated negative consequences among University at Albany students. These awards include the following:

  o 2010 Grand Gold Medal for Excellence, National Association of Student Personnel Administrators
  o 2009 Gold Award for Excellence in Health and Counseling Services, National Association of Student Personnel Administrators
  o 2009 Grand Gold Medal for Excellence, National Association of Student Personnel Administrators
  o 2009 Best Practices in College Health Award, American College Health Association
  o 2009 “Pioneer in Prevention” Exemplary Substance Abuse Prevention Award, National Association of State Alcohol and Drug Abuse Directors and Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration
  o 2009 Science and Service Award, Substance Abuse and Mental Health Services Administration

• Implementation and evaluation of evidence-based Screening and brief Intervention (SBI) services provided by the University Counseling Center and target a variety of high risk behaviors often associated with drinking. These preventative interventions target first year students, student-athletes, fraternity and sorority members, and students who seek health-related services at the University Health Center. The ancillary risky behaviors addressed are linked to current alcohol use and the potential for compromising a college student’s health and safety.

• Development of a campus-community referral network for students with alcohol/substance abuse concerns and issues.

**Interventions for Mandated Students**

• Implementation and adaptation of an adapted BSASICS intervention with students mandated for University alcohol policy violations.
Policy Evaluation and Enforcement

- Consistent provision of swift and effective adjudication by the Office of Judicial Success and Department of Residential Life of alcohol related incidents among students.

- Referral of students who violate University alcohol or other drug policies/community standards by the Office of Conflict Resolution and Community Responsibility to the University Counseling Center's BASICS program.

- Referral of students who violate alcohol policies to the Office of Conflict Resolution and Community Responsibility and/or the University Police Department or local police agencies as appropriate.

- Development and dissemination of materials concerning drinking laws and the penalties associated with fake or altered identification.

- Regular meetings with Student Success staff and the Interfraternity Council (IFC) and its members to discuss the IFC alcohol policy.

- Development, dissemination, evaluation and revision of alcohol policies by the Division of Student Success and the Office of Human Resources.

- Development and enforcement of alcohol policies by self-regulating student groups such as the Interfraternity Council, Pan Hellenic Association, and fraternity and sorority organizations.

- Establishment of quadrangle-based liaison programs with the University Police Department and University Counseling Center.

- Training of University Police Department officers in the operation of alcohol detection equipment and recognition of impaired operation of vehicles.

- Training of University staff in the recognition and intervention for students under the influence of alcohol or other drugs.

Parental Involvement

- Enlisting “Parents as Partners” in the University alcohol abuse prevention campaign through the development and dissemination of materials describing (1) the actual alcohol use rates by students (part of the University’s social normative campaign), and (2) how parents can play an active role in the prevention of substance abuse.

- Participation by parents of incoming first year students in a “Transitions” orientation program addressing accurate norms and rates of alcohol use by University at Albany students and outlining strategies for discussing parental expectations around academic performance and alcohol and other drug prevention.

Treatment and Referral

- Enhancement of a referral network for students with alcohol/substance abuse concerns and issues.

- Assessment, treatment, and referral of students who need treatment for alcohol and other drug concerns by the University Counseling Center.
• Scheduling and technical assistance to Alcoholics Anonymous (AA) groups on and off campus.

Research

• Re-administration in Spring 2010 of the UAAlbany Student Health Survey. Students were administered the survey from classrooms sampled at random under the guidance of the University’s Office of Institutional Research, Planning, and Effectiveness. This research is part of a national effort to assess college health factors impacting academic performance, retention and campus life. Results of the survey are currently being used to generate incidence rates of student's behavior and perceptions. This data will help to plan programs, prioritize campus needs, allocate resources, design strategies for intervention, and identify protective and risk factors associated with academic performance.

• Ongoing evaluation of AOD abuse prevention initiatives, including the social norm media campaign, campus presentations and events, and Middle Earth Players programs.

• Evaluation of the STEPS/BASICS program, including the collection of prevalence data, assessment of student AOD perceptions and attitudes, the collection of feedback from participants regarding their experience in the program, and outcome evaluation (including changes in substance use and decrease in the occurrence of negative consequences associated with substance use).

• Collaboration with faculty members in the publication of articles in professional journals targeted to colleges and universities and the AOD abuse prevention area. Articles written in 2009-2010 have been accepted for publication or have been published in the Journal of Studies on Alcohol and Drugs and the Journal of American College Health.

Grant Activities

• The University at Albany was awarded the following grants totaling over 3 million dollars to address high-risk drinking and related negative consequences in our students:

  • Evaluating the Effectiveness of Peer-Facilitated Alcohol Interventions with Judicially Referred Students
    The long-term objective of this project is to address alcohol abuse by UAlbany students referred to the University’s judicial system for alcohol policy violations by reducing high-risk drinking rates and associated high-risk behaviors and increasing protective behaviors, evaluating the effectiveness of two peer-based model interventions for these high-risk drinkers, and identifying variables that mediate or moderate intervention effectiveness.
    Funder: National Institute on Alcohol Abuse and Alcoholism (NIAAA)
    Award Amount: $890,000  Project Dates: 9/17/04-9/16/07

  • Project First STEPS: Integrating and Implementing Screening and Brief Intervention (SBI) strategies with First-Year Students
    This project aims to reduce alcohol abuse and related harms in UAlbany first-year students by providing early online alcohol screening and brief intervention by psychologists at the University Counseling Center.
    Funder: U.S. Department of Education
    Award Amount: $294,601  Project Dates: 6/13/05-6/12/07
• **Targeted Capacity Enhancement Project for Campus-Based Alcohol Screening and Brief Intervention**
This project aims to reduce alcohol abuse and related harms in UAlbany students presenting to the University Health Center for medical care and the University Counseling Center for mental health services by offering early screening and brief intervention delivered by University Counseling Center psychologists and University Health Center primary care providers.  
**Funder:** Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Treatment, U.S. Department of Health and Human Services (SAMHSA-CSAT)  
**Award Amount:** $1,419,463  
**Project Dates:** 7/01/05-6/30/08

• **Project Winning STEPS: Integrating and Implementing Screening and Brief Intervention (SBI) strategies with Student Athletes**
The long-term goal of this project is to address alcohol abuse and related harms in student-athletes. Student-athletes will be offered early screening and brief intervention integrated with athletic performance enhancement strategies delivered by University Counseling Center Psychologists.  
**Funder:** U.S. Department of Education  
**Award Amount:** $298,266  
**Project Dates:** 6/8/06-6/7/08

• **The STEPS Program: Expanding and Enhancing a Coordinated Response to Student Suicide on a Large Public University Campus**
This project aims to enhance a Comprehensive Suicide Prevention Program at the University at Albany. Focus areas include the training and education of the campus community in general and gatekeeper staff in particular on the factors that predispose students to suicide risk. Training and education will stress early identification and referral of students at risk for suicide.  
**Funder:** Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services (SAMHSA-CMHS)  
**Award Amount:** $224,533  
**Project Dates:** 10/1/06-9/30/08

• **The Committee on University and Community Relations: A Model Campus-Community Partnership at a State University Campus (Funded by the U.S. Department of Education)**
Under the umbrella of the nationally recognized Committee on University and Community Relations, this project seeks to reduce high-risk drinking rates and associated high-risk behaviors and increase protective behaviors in our on-campus and off-campus students, correct misperceptions of the alcohol use rates of University at Albany students held by members of our campus and in the local community, and identify and describe the effective ingredients of a successful campus-community coalition. The Project Director is the Chair of the Committee on University and Community Relations and a member of the University Police Department staff.  
**Funder:** U.S. Department of Education  
**Award Amount:** $174,923  
**Project Dates:** 6/1/06-9/30/07

• **The “iKnow” Public Service Announcement Campaign Addressing Underage Drinking at the University at Albany (Funded by the New York State Office of Alcoholism and Substance Abuse Services)**
The aim of this project is to develop a public service media campaign addressing underage drinking at the University at Albany. PSAs will be developed for television, radio, print media, computer and iPod, and the World Wide Web. In December 2006, the University at Albany television PSA will be placed into a statewide competition from which the winning PSA will be adopted as part of a New York State public service campaign addressing underage drinking by college students.
**The STEPS Comprehensive Alcohol Screening and Brief Intervention Program**
The purpose of this study is to enhance and further evaluate a comprehensive Screening and Brief Intervention program, based on the NIAAA Tier I Brief Alcohol Screening and Intervention for College Students (BASICS) model, to meet the unique needs of fraternity and sorority members enrolled at a large public university. Through this grant, the STEPS Program was also recognized as a national Model Alcohol and Other Drug Abuse Prevention Program.

**Funder:** U.S. Department of Education  
**Award Amount:** $220,235  
**Project Dates:** 7/1/09-6/31/10

*Updated July 29, 2010 by M. Dolores Cimini, Ph.D.*