Hello LIVE REAL Mentors,

The end of the semester is here! Classes and the Before One More campaign are wrapping up for the year and planning for upcoming semesters is in full swing. Much like it is important to assess the knowledge students gain in class, it is also important that we periodically evaluate the effectiveness of our campus prevention efforts in changing attitudes and behaviors related to high-risk drinking. This past semester, the Before One More campaign was evaluated and results show the campaign is having an effect on raising awareness and changing attitudes.

Before One More promotions seen around campus are intended to draw students to the website to learn about reducing the risks and negative consequences related to over-consumption, explore the effects of blood alcohol content and expand their knowledge of alcohol in general.

Student reactions to the website were positive, overall. They found the facts on drinking, blood alcohol content effects and the interactive blood alcohol content calculator appealing. The majority found new information on the site. The evaluation also showed that moderate drinkers scored significantly higher in retaining the knowledge from the site. Students who visited the website exhibited more knowledge of campaign related information than students who did not; however, retention was not affected by how much time visitors spent the website.

Students who thoroughly explored the campaign website, however, were more prone to have a conversation with other people about the campaign and about their own drinking. They were also more confident in understanding the effects of alcohol, making informed choices about alcohol and being able to recognize and avoid risky situations.

The level of alcohol that students consume was also a factor in the degree that the site affected awareness, attitudes and behaviors. Moderate and light drinkers were more prone to think about the choices they make about drinking and about changing the amount or way they drink. Light drinkers and abstainers were also more prone to avoid risky behaviors and situations, maintain a safe blood alcohol content and change the way or amount they drank.

Student feedback and statistical analysis showed the campaign can make improvements to increase effectiveness. Despite a variety of promotional materials, only a handful proved effective in drawing students to the site. Both the appeal of and level of exposure to the promotional materials proved important. More than 60 percent of students who did not visit the website said they didn’t know about the campaign. Respondents suggested improving the visual appeal of the website and increasing interactive components.

Overall, more change was exhibited by those students who thoroughly explored the Before One More website. Campaign refinements will focus on improving exposure to the website and enhancing its appeal to increase visitation and thorough exploration. While more change was evident among abstainers and low-level drinkers than with moderate and high-level drinkers, who are at more risk for negative consequences related to drinking, this should not be viewed as a lack of success.
A full summary of the Before One More evaluation is available on the NDSU Alcohol and Other Drug Abuse Prevention Programs website.

LIVE REAL Mentors: your feedback related to the Before One More campaign is welcome! Please feel free to share any feedback or suggestions by calling 231-5478 or email Erika.Beseler@ndsu.edu.

Announcements

- The first Campus Live event for Fall 2012 has already been scheduled. Be sure to encourage all new and returning students to check out Club NDSU on Opening Day – Saturday, August 18th from 9:30 p.m. to 1:00 a.m. in the Memorial Union! Last year, more than 1,500 students attended this fantastic event!

Have a great summer!

Erika