Alcohol

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Why it Matters

- High risk alcohol use is strongly correlated with many of the most serious disappointments, traumas, and failures students experience at college.
- Alcohol use can lead to legal issues that can have a long-term impact on academic and career aspirations.
- Less than 4% of the student body identifies MSU as a party school. Drinking moderately and within reason is the true norm at MSU.

What MSU students say and do

- Of MSU students consume 0-3 drinks when they party.
- Of MSU students report that they disapprove of drinking to the point of passing out.
- Of MSU students choose not to drive after drinking, even if they’ve had just one drink.
- Of MSU students stay with the same group of friends when partying.

What you can do

- Know that you do not have to drink in order to have the “real college experience.” In fact, 29% of MSU students either don’t drink or do so very infrequently.
- If you think a friend may have alcohol poisoning - call 911, turn them on their side to keep them from choking, and stay with them until help arrives. Don’t worry about an MIP either - the law has you covered: bit.ly/MIMedAm
- If you choose to consume alcohol, reduce your risk of unwanted consequences by consuming less alcohol over a longer period of time, eating food before and/or while drinking, staying with friends you know and trust, and making sure you have a safe plan for getting home.

Alcohol Resources

Social Norms Program: Also known as “The Ducks”, this campaign is designed to promote a better understanding of alcohol use at MSU. facebook.com/msusocialnorms
B.R.A.D. (Be Responsible About Drinking) - focused on promoting responsible 21st birthday celebrations. brad21.org
Educational Programs: Presentations and interactive programs including “Alcohol - Straight-Up and with a Twist,” “Spartan Smart,” and “Know Your Solo.”
Electronic Checkup to Go (eCHUG): An online self-assessment. echug.msu.edu

The data in this document were obtained from the 2016 National College Health Assessment (NCHA) through Student Health Services at MSU Health Center’s membership in the American College Health Association (ACHA).