



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

60% Of MSU students consume 0-3 drinks when they party.

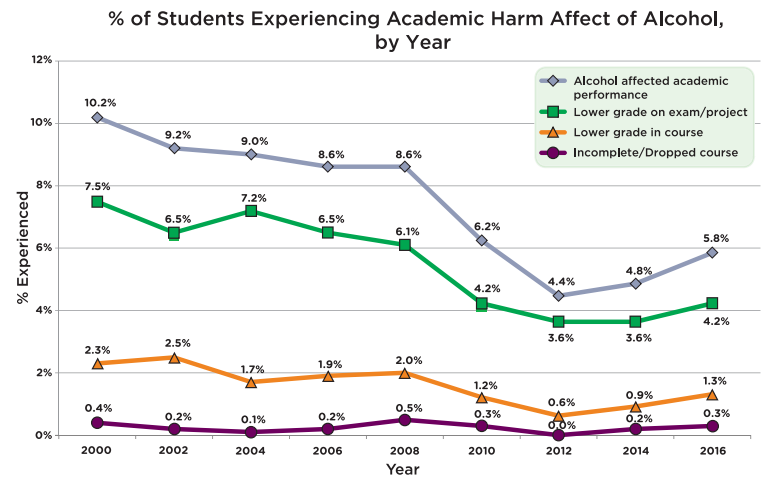
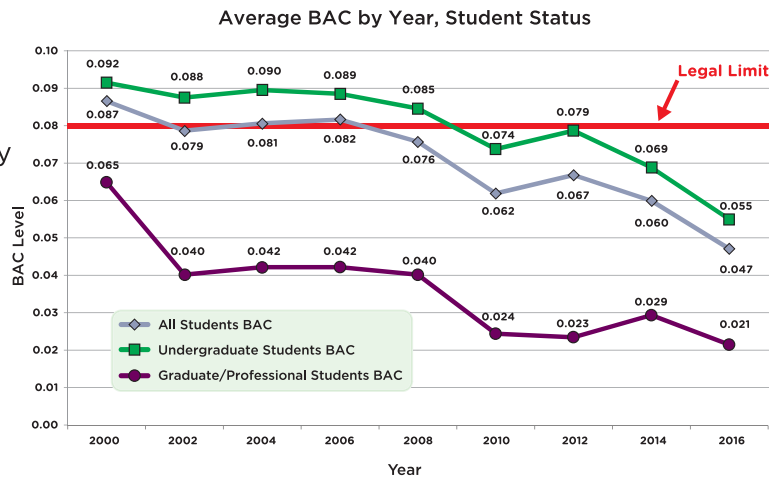
93% Of MSU students report that they disapprove of drinking to the point of passing out.

75% Of MSU students choose not to drive after drinking, even if they've had just one drink.

87% 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](https://www.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