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 have long-term impact on academic and career aspirations.
- Less than 5% 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

- **61%** Of MSU students consume 0-4 drinks when they party.
- **92%** Of MSU students report that they disapprove of drinking to the point of passing out.
- **81%** Of MSU students choose not to drive after drinking, even if they’ve had just one.
- **85%** 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, 28% 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/MI MedAm
- 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 “The Good, the Bad and the Ugly,” “Make the Call,” and “Know Your Solo.”
- **Electronic Checkup to Go (eCHUG):** An online self-assessment. echug.msu.edu

For additional resources on and off-campus, see our referral card.