

Using Health Communication Strategies To Reduce High-Risk Drinking Among College Students

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The Problem

- ▣ A significant portion of students engage in high-risking
 - Definition
 - Think it's the only way to have fun
- ▣ Lack of Supervision
 - Many students away from home for the first time
 - Not accustomed to increased freedom

The Intervention

- ▣ Posters
 - 14 messages
 - 2 styles
- ▣ Saturation
 - Hallways, bathrooms, laundry rooms
 - 53 throughout one residence hall

The Intervention

▣ Central Intercept

- Interviewed after each new poster
- 25 students each wave
- A total of 340 students

Poster 1 Sketchy drunk guys

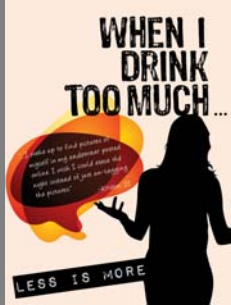


Poster 1 Sketchy drunk guys...

▣ What do you think about your own drinking habits?

- *"Makes me think if I went to a party here what kind of people would be there"*
- *"Reminds me of one of my friends"*

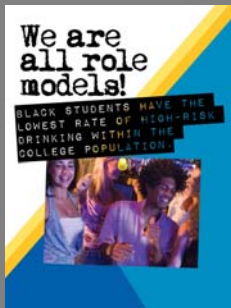
Poster 2
I wake up to find pictures...



Poster 2
I wake up to find pictures...

- ▣ What do you think about others drinking habits?
 - *"I think it's wrong, but at the same time it's their life and it's up to them"*
 - *"I worry about other people putting me in a bad situation"*
 - *"I think of people on my floor who shouldn't drink, some people need to change"*

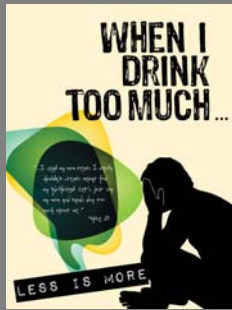
Poster 3
We are all role models!



Poster 3
We are all role models!

- ▣ What do you think about others drinking habits?
 - *"Hopefully they'll get better. I've seen some pretty bad students around campus."*
 - *"I don't think they'll change too often because I don't think they'll pay attention to the posters"*
 - *"It's their own choice, deal with the consequences"*

Poster 6
I send my mom texts...



Poster 6
I send my mom texts...

- ▣ What do you think about your own drinking habits?
 - *"I think a lot more about the consequences."*
- ▣ What do you think about others' drinking habits?
 - *"I don't think it would really affect it."*

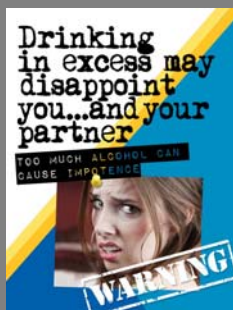
Poster 7 Don't be that girl!



Poster 7 Don't be that girl!

- ▣ What does the message say to you?
 - *"If you get really drunk you do stupid stuff"*
 - *"Not to get that bad or let your friends get that bad"*
 - *"Don't drink or you'll be over the toilet, throwing up like her"*

Poster 11 Drinking in excess...



Poster 11 Drinking in Excess

- ▣ What do you think about your own drinking habits?
 - *"I limit myself, I don't let it get that far."*
- ▣ What do you think about others' drinking habits?
 - *"It's embarrassing, people who make a fool of themselves."*

Poster 14 Passing Out is Humiliating!



Poster 14 - Passing Out is Humiliating!

- ▣ In a few words, what does the message say to you?

"Doesn't tell the truth, it shows a guy and says no more than 4 and he could have had 2 and looked like that or had 50 and looked like that."

Competition in the Hallways



Addition to Hallway Flyers



Ongoing Research

- Larger scale
 - Half-dozen treatment residence halls
 - Half-dozen control residence halls
- Message interpretation differences
 - Abstainers
 - Social drinkers
 - High-risk drinkers

