

***YOU HAVE CHOICES!***  
**Executive Summary**

This report outlines the accomplishments in year two of the *NCAA CHOICES* grant.

- The Choices alcohol program was given to new Greek members in Fall 2006.
- The second CORE survey was administered to 671 UWF undergraduate students during the Fall 2006.
- The online alcohol self assessment, E-chug (Electronic Check-Up to Go), was purchased for a second year and made available to all students.
- The Alcohol Task Force continues to meet regularly to act as an advisory board for *YOU HAVE CHOICES!* A subcommittee to begin community assessment of alcohol retail density was formed and the assessment is set to begin this summer.
- The Life Choices Peer Education group, although modified from the original proposal, continues to be an active part of alcohol prevention efforts.
- A large social norms marketing campaign was implemented during the Spring, 2007. The slogan used was:

**Most UWF students make healthy choices!**

**Belief:** 70% of UWF students age 18 to 24 believe that the average UWF student drinks 3 or more times per week.

**Fact:** Less than 20% of UWF students age 18 to 24 drink 3 or more times per week.

- This slogan was distributed throughout the campus through use of professionally developed posters, brochures, banners, computer desktop images, a variety of promotional items totaling 2,075 items, and was advertised via Argus Student news. Additionally, a PowerPoint reviewing data from the 2005 CORE, a social norms FAQ section, and the social norms desktops were posted on the [www.uwf.edu/shwe](http://www.uwf.edu/shwe) website.
- An interactive and skill building alcohol presentation was developed for use in the AFS courses and in Residence Halls. Issues related to social norms phenomena and motivational interviewing techniques were also included.
- A new orientation skit was developed using data from the 2006 CORE as a way to decrease alcohol related misperceptions incoming students may have about the drinking behaviors of other UWF students. This skit is currently a part of the 2007 orientation program.

**Activities currently underway:**

- We are currently developing phase two of the social norms marketing campaign using athlete role models. We plan on unveiling the new campaign for use beginning in the Fall 2007. (Mock posters included)
- The 2006 CORE data is being reviewed for new social norms slogans and to assess any changes in UWF undergraduate students' alcohol behaviors and perceptions. Prior to selection of the new slogan, focus groups will be conducted to ensure the most effective slogan is being used for the campaign.
- Recruitment of Life Choices Peer Educators is being conducted as a part of orientation and info sessions will be conducted in the Residence Halls in the Fall.
- The comprehensive alcohol on-line resource center is currently being developed with the goal of going live by Fall 2007.