

College drinking hazardous to campus communities

The consequences of college drinking are larger and more destructive than commonly realized, according to a new study supported by the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

Commissioned by the NIAAA Task Force on College Drinking, the study reveals that drinking by college students ages 18-24 contributes to an estimated 1,400 student deaths, 500,000 injuries, and 70,000 cases of sexual assault or date rape each year. It also estimates that more than one-fourth of college students that age have driven in the past year while under the influence of alcohol.

"The harm that college students do to themselves and others as a result of excessive drinking exceeds what many would have expected," said lead author Dr. Ralph W. Hingson, professor of Social Behavioral Sciences and Associate Dean for Research at Boston University School of Public Health. "Our data clearly point to the need for better interventions against high-risk drinking in this population."

Dr. Hingson and colleagues from Boston University, the Harvard University School of Public Health, and the U.S. Substance Abuse and Mental Health Services Administration derived their data by integrating a number of national databases containing information about drinking and its consequences. Their study appears in the March 2002 issue of the *Journal of Studies on Alcohol*.

"These numbers paint a picture of a deeply entrenched threat to the health and well-being of our young people," said Dr. Raynard S. Kington, acting director of NIAAA. "This study, and the NIH report released today by the Task Force on College Drinking, are an urgent call-to-action for educators, researchers, students and society in general. Today, NIAAA is sending the Task Force report to every college in the U.S."

He added: "The findings of the Task Force also serve as a timely reminder for students and others to assess their personal drinking habits on National

Task force calls for research-based alcohol abuse prevention programs

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) Task Force on College Drinking noted that research on prevention of college drinking is relatively new and the data are incomplete.

"The evidence supporting the alcohol abuse prevention strategies in the literature varies widely, often reflecting the fact that some strategies have not been as thoroughly studied as others or have not been evaluated in college settings," said Task Force co-chair Dr. Mark Goldman of the University of South Florida.

However, the Task Force noted that alcohol research clearly indicates that multiple factors, from genetic and biological characteristics, to family and cultural backgrounds, to particular college environments interact to produce various drinking patterns. They called for the use of comprehensive, integrated programs with multiple complementary components to address the problem.

"Prevention strategies must simultaneously target three constituencies: The student population as a whole; the college and its surrounding environment; and the individual at risk or alcohol-dependent drinker," said Dr. Goldman.

The Task Force developed a 3-in-1 Framework to help colleges and universities design prevention programs that target each of these constituencies. The framework identifies the target areas that each strategy addresses and uses the following four-tier system to rank the strength of the scientific evidence available to support or refute each strategy:

■ **Effective and targeted at college students:** Brief motivational interventions; altering students' expectations about the effects of alcohol.

■ **Effective with general populations and could be applied to college environments:** Enforcement of minimum drinking age laws; restrictions on alcohol retail outlet density,

responsible beverage service policies; formation of campus and community coalitions.

■ **Promising:** Reinstate Friday classes and exams and Saturday morning classes; expand alcohol-free dormitories; consistently enforced discipline for alcohol policy violations; awareness of personal liability issues; "Safe-Ride" programs; regulation of happy hours and sales.

■ **Ineffective:** Interventions that rely entirely on providing information about problems related to risks from drinking. "Another dominant theme that emerged from our work is the importance of science-based research in establishing alcohol policies and prevention programs. Although research alone will not solve the problem, it will point the way to solutions," said Rev. Malloy.

In addition to its main report, the Task Force's findings and recommendations are available in the following formats: ■ Two task force panel reports, "High-Risk Drinking in College: What We Know and What We Need to Learn" and "How to Reduce High-Risk College Drinking: Use Proven Strategies, Fill Research Gaps".

■ A handbook for college planners on implementing and evaluating alcohol prevention programs.

■ Brochures for college and university presidents, student peer educators, and parents.

These materials are available on the Web at: www.collegedrinkingprevention.gov. They also may be ordered by calling NIAAA at (301) 443-3860.

NIAAA is a component of the National Institutes of Health (NIH). NIAAA conducts and supports a broad program of biomedical and behavioral research on the causes, treatment, and prevention of alcohol abuse and alcoholism and its medical consequences.

recommendations for college administrators and researchers to address high-risk college drinking. "The consequences of excessive drinking are far too common on many college campuses nationwide, and efforts to reduce high-risk drinking and its related problems have largely failed," said Task Force co-chair Dr. Mark Goldman, Distinguished Research Professor of Psychology at the University of South

Florida. "But we need not accept high-risk drinking on our campuses as inevitable. If colleges and communities work together, they can change these harmful drinking patterns. We hope this report will help them do that, by providing tools to help them make more informed decisions."

A Minority of Heavy Drinkers

Though common on many campuses, alcohol abuse does not run rampant among all college and university students. Previous studies have shown that most students drink moderately or abstain, with the proportion of non-drinkers increasing from 15 to 19 percent between 1993 and 1999.

Other evidence, however, points to an increase in more extreme forms of college drinking. About 40 percent of students binge drink, defined as five or more drinks in a row for men and four or more drinks for women.

In a recent survey, about 20 percent of students reported bingeing more than three times in the last two weeks. This group of frequent binge drinkers accounts for nearly 70 percent of all the alcohol consumed by college students.

"Although a minority of college students engage in high-risk drinking, all students, their parents, faculty, and members of the surrounding community suffer the negative consequences of alcohol abuse, such as assault, vandalism, and traffic accidents," said Reverend Edward Malloy, president of the University of Notre Dame, and co-chair of the Task Force. "And I've lived in college dormitories for much of my adult life, so I know firsthand the impact irresponsible drinking has on the quality of residential life."

According to the Task Force research, drinking rates are highest among incoming freshmen, males, members of fraternities or sororities, and athletes. Students who attend two-year institutions, religious schools, commuter schools, or predominantly or historically black colleges and universities drink the least.

Southeast Michigan small businesses get relief on workplace injury costs

The Michigan Chiropractic Association has obtained a grant to offer free workplace safety training to small businesses throughout Michigan. The Michigan Manufacturers Association and two other industry groups to make ergonomic on-site safety training available to small businesses. The WorkSafe program is open to companies with

between 70 and 200 employees in the manufacturing, road building, and nursing home industries throughout the state of Michigan.

Funding and guidance for this program is provided by the Michigan Department of Consumer and Industry Services. Dr. Pat Chelenskyk of Novi Chiropractic Clinic will conduct the first

of 100 training events that will take place this spring and summer.

The WorkSafe program, in its debut year, will allow local MCA doctors to conduct 100 free on-site training sessions for employees in the three industries on the proper ways to lift and move in the workplace. The program targets companies with between 70 and 200 employees.

Ergonomic and spinal issues in the workplace result in an estimated \$8 billion in medical bills, legal bills and lost product days each year nationwide. For this reason, many larger companies have incorporated ergonomic and spinal safety training into their regular employee training. Smaller companies of 200 or fewer employees lack the resources needed to offer this type of

training. The WorkSafe program was designed to reduce the number of health and safety risks taken by employees and reduce the skyrocketing cost of compensation claims.

Interested companies should contact Colleen Grimes at the MCA's communications and research department at (517) 333-3133.

COMING ATTRACTIONS

FOR THE MONTH OF APRIL

Reach thousands of potential customers by advertising in our Holiday

Flower Directory

SECRETARIES DAY 2002

By placing your ad on this page potential customers will know you're ready to fill their holiday needs. A great reminder that beautiful, fresh flowers are the perfect Easter holiday greeting.

For more information call:

Tara Eddington
(734) 953-2094 or
Lindsay Scheffer
(734) 953-2095
FAX: (734) 953-2232

Deadline: April 17th
Run Date: April 21st
Ad placement: Entertainment Section

Summer camps are easy to find.

(when you know where to look)

The Observer & Eccentric Newspapers

CAMP CORNER

All deadlines for the Camp Corner will be on Friday before the Thursday Edition.

Look for this corner to appear in the Sports Section every Thursday until July 18th!

Professional Secretaries Week

April 21-27

Whether you say "Professional Secretaries Week" or "Administrative Professionals Week" the point is to praise the individual who makes your job easier from day to day. Whatever title you give the week of April 21-27, The Observer & Eccentric Newspapers has a great and affordable way for you to say thank you for all that individual's hard work.

On Thursday, April 25th you can let all of Wayne and Oakland Counties know how much that person really means to you. This directory will appear in the front of the newspaper, and you can choose from the ad sizes below. (Deadline is Thursday, April 19th)

PROM DIRECTORY

This is your opportunity to help these kids prepare for one of the biggest nights of their life! Don't let that business on the corner take away from your chance to grab their attention with what you have to offer!

The first ever "Prom Directory" will appear in all 16 papers in Wayne & Oakland Counties. You know what your business has to offer, so why shouldn't they? You never know, you could win them over and have them come back for an even more important day...their wedding!

The deadline for this directory is on Fridays and you can look for it to appear in the Entertainment/Travel Section.

Total Run: Every Thursday from April 11th through May 30th

Special Golf Directory for the Spring of 2002

What a great place to advertise your golf related business.

This special directory will allow you to reach 400,000 Observer & Eccentric customers. Look for this tab to be running throughout the spring, summer and fall on Thursdays.

2 columns x 2 inches (approx. 4 1/4" x 2")

YOUR COST:

1 column x 2 inches (approx. 2" x 2")

YOUR COST: \$80.00 Per Insertion

OPEN RATE: \$215.60

* 3 column x 3 inch size available in the Camp Corner.

YOUR COST:

2 columns x 3 inches (approx. 4 1/4" x 3")

YOUR COST: \$240.00 Per Insertion

OPEN RATE: \$646.80

FOR MORE INFORMATION - CALL:

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FAX: (734) 953-2232

Look for information on these directories in April

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• Livonia Observer • Southfield Eccentric • Rochester Eccentric • Birmingham Eccentric • Troy Eccentric • Clarkston Eccentric • Oxford Eccentric • Lake Orion Eccentric • Farmington Observer • Waterford Eccentric