



Promoting Student-Athlete Wellness
and Substance Misuse Prevention

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Alcohol Overdose Awareness Week

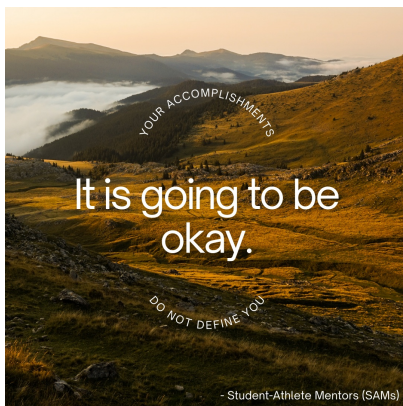
We are devastated over the recent alcohol overdose deaths across the country, three of which likely resulted from hazing. Our hearts are with the families and friends of [Olivia Chutich](#), [James Gilfedder](#), [Adam Oakes](#), and [Stone Foltz](#), and with their grieving communities. Educating students on the PUBS signs of alcohol overdose is critical, and the Gordie Center offers many [free tools](#) and [resources](#) to ensure students can identify an alcohol emergency and know to call 911.

We are sponsoring a National Alcohol Overdose Awareness Week social media contest the week of April 12th - 19th, 2021. Ten students will win \$50 Amazon gift cards, and high schools and colleges can win up to \$500 worth of materials from the [Gordie Center store](#)! Check out our [Instagram](#) for details beginning April 1st.



CONNECT

#WellnessWednesday



Social media is utilized more than ever to connect with student-athletes. The Student-Athlete Mentors (SAMs) at the University of Virginia decided to add a #WellnessWednesday weekly post to the UVA [Student-Athlete Experience Instagram](#) account. It is an easy way to add some health and wellness reminders to a busy social media account and connect with athletes.

In February, the SAMs collected words of encouragement from fellow student-athletes to help others through the winter month and feelings of isolation. In March, they focused on alcohol overdose and St. Patrick's Day safety. Consider adding a #WellnessWednesday to your social media campaigns!



ALCOHOL, MARIJUANA, & ATHLETIC TEAM SUCCESS



Tailored, 1-hour live training with APPLE Athletics experts on the impact of substance use on athletic team success, with time for Q&A.

Looking for a way to educate your administrators, coaching staff, and/or student-athletes on the impact of alcohol and marijuana on athletic performance? Bring APPLE to your campus through our interactive virtual training on "Alcohol, Marijuana, and Athletic Team Success," facilitated by Gordie Center APPLE Athletics staff members. The training lasts 1 hour, and the cost includes a brief consultation to tailor the training for your audience.

Student-athletes are more likely to experience harm related to alcohol use compared to their non-athlete peers. However, many student-athletes are unaware that alcohol and marijuana can negatively impact athletic performance. Through an interactive presentation using audience response technology, the presenter(s) will review the performance impacts of alcohol and marijuana use, including aerobic capacity, immune response, and injury recovery. We will also provide the latest NCAA research on healthy substance use norms among student-athletes.

Please fill out the **APPLE Athletics Program Request form**, and an APPLE Athletics staff member will contact you to discuss pricing and options.

