

Normative re-education: Electronic/mailed personalized normative feedback (PNF)—Event-specific prevention (21st birthday cards)

Under this event-specific prevention PNF strategy, students receive a birthday card on their 21st birthday, warning them against excessive celebratory drinking.

-Effectiveness: ★ = Lower

-Cost: \$ = Lower

-Barriers: # = Lower

-Research Amount: *** = 7 to 10 studies

-Public Health Reach: Broad

-Primary Modality: Online/offsite

-Staffing Expertise Needed: Coordinator

-Target Population: Individuals, underage, or specific groups

-Duration of Effects: Mixed short-term (< 6 months) effects;
long-term (≥6 months) effects not assessed

Potential Resources:

Examples of cards used by universities:

-Northern Arizona University: <https://in.nau.edu/campus-health-services/health-promotion/>

-Cal Poly Pomona: <https://www.cpp.edu/~healthcounseling/what-we-do/wellness-services/21st-birthday-card.shtml>

For more information about intervention designs and implementation, check the articles in the References tab.

References:

Larimer, M.E.; and Cronce, J.M. **Identification, prevention, and treatment revisited: Individual-focused college drinking prevention strategies 1999–2006.** *Addictive Behaviors* 32:2439–68, 2007.

-Smith, B.H.; Bogle, K.E.; Talbott, L.; Gant, R.; and Castillo, H. **A randomized study of four cards designed to prevent problems during college students' 21st birthday celebrations.** *Journal of Studies on Alcohol* 67(4):60715, 2006.

Cronce, J.M.; and Larimer, M.E. **Individual-focused approaches to the prevention of college student drinking.** *Alcohol Research and Health* 34(2):210–21, 2011.

-Lewis, M.A.; Neighbors, C.; Lee, C.M.; & Oster-Aaland L. **21st birthday celebratory drinking: Evaluation of a personalized normative feedback card intervention.** *Psychology of Addictive Behaviors* 22(2):176–85, 2008.

-Neighbors, C.; Lee, C.M.; Lewis, M.A.; Fossos, N.; and Walter, T. **Internet-based personalized feedback to reduce 21st birthday drinking: A randomized controlled trial of an event-specific prevention intervention.** *Journal of Consulting and Clinical Psychology* 77(1):51–63, 2009.

Additional studies not identified in prior reviews

-LaBrie, J.W.; Migliuri, S.; and Cail, J. **A night to remember: A harm-reduction birthday card intervention reduces high-risk drinking during 21st birthday celebrations.** *Journal of American College Health* 57(6):659-63, 2009.

References from 2019 update

No studies identified