**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/](https://in.nau.edu/campus-health-services/health-promotion/)

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

**References:**


**Additional studies not identified in prior reviews**