USING ATHLETIC JARGON TO REDUCE BINGE DRINKING DURING HOMECOMING

A Social Norming Campaign
WILLIAMS COLLEGE

- Small liberal arts school in northwest Massachusetts
- Division III member of NESCAC
- 2200 students
  - 32 varsity sports
  - 800 varsity athletes
  - Additionally we sponsor 16 club sports
WILLIAMS AT APPLE

- 3rd time attendee
- 1st visit in 2013
- Work primarily focused on education slice
  - Implemented Captains’ workshop and workshops for coaches
  - Added athletic jargon posters
Homecoming has traditionally been associated with lots of binge drinking and several emergency transports each year.

Apple student-athletes worked to educate peers on what binging was and how to engage in less risky behaviors.

Partnered with SAAC to get more teams involved.

Came up with catchy sports slogans tied to drinking lingo.

All teams represented in series.
Party at the Pleasure Plateau
• Blood Alcohol Concentration is the percentage of alcohol in your blood
• The peak high or buzz a person feels from alcohol is reached at BACs between .02 and .06
• Judgment and reaction skills are impaired at BACs of .05 and above
• Reaching a higher BAC is more likely to result in adverse consequences.

Guidelines
To stay at the ‘pleasure plateau’ it takes about 2-3 drinks in the first hour then 1-2 drink/hour for the rest of the night.

What is a “standard drink” of alcohol?
• 12 oz Beer
• 5 oz wine
• 1.5 oz shot (80 proof)

Pace & space - Sip your drink instead of chugging, alternate with water.
• On average, it takes 1 hour for most people to lower their BAC by .02
• Eat before and while drinking - Alcohol is absorbed into the bloodstream more slowly when there is food (especially protein) in your stomach
• Avoid mixing alcohol with other drugs - Some prescription and over-the-counter drugs (e.g. antihistamines, sedatives) can increase alcohol’s effects. Caffeine and other stimulants can trick you
• into feeling less impaired
• Use caution when sick or tired – Your body may respond differently to alcohol
un
homecoming.

Party at the Pleasure Plateau: have 1-2 drinks an hour.
On homecoming, we only ride the bus to away meets.

Party at the Pleasure Plateau: have 1-2 drinks an hour.

This is how we finish off a thirty on homecoming.
Party at the Pleasure Plateau: have 1-2 drinks an hour.

We only play flip puck on homecoming.

Brought to you by the APPLE Team and SAAC.
<table>
<thead>
<tr>
<th>Slogan</th>
<th>Potential Organization(s)</th>
<th>Photo Description</th>
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| **We only ride the bus to away games.**       | • Any team                | • Team selfie on bus  
• Photo of teammate sleeping on bus  
• Team selfie in front of bus                                             |
| **This is how we go up the river and down the river.** | • Crew  
• Sailing                  | • Regatta photo                                                                       |
| **This is how we slap the bag.**              | • Baseball  
• Softball                | • Photo of person diving headfirst into base                                          |
| **Pace yourself.  
This is how we pace ourselves.**            | • Cross country  
• Swimming  
• Weight room | • Photo of someone running/swimming a race  
• Photo of someone doing tempo something (squats, pull-ups) in weight room with someone holding a timer |
| **This is how we finish off a thirty.**       | • Weight room             | • Squatting with 30s on each end  
• Pull-ups with 30 pounds  
• Military press with 30s                                                            |
This is how we slap the bag on homecoming.

Party at the Pleasure Plateau: have 1-2 drinks an hour.

Brought to you by the APPLE Team and SAAC.

This is how we go up the river and down the river on homecoming.

Party at the Pleasure Plateau: have 1-2 drinks an hour.

Brought to you by the APPLE Team and SAAC.
WORKED WITH OTHER ORGANIZATIONS ON CAMPUS
Make sure your homecoming hits the right note.

On homecoming, measure how much you’re drinking.

Party at the Pleasure Plateau: have 1-2 drinks an hour.

Brought to you by the APPLE Team and SAAC.
EXTENDED TO HALLOWEEN
Don’t be a drunken pumpkin this Halloween.

Party at the Pleasure Plateau: have 1-2 drinks per hour.

More candies, less shandies this Halloween.

Party at the Pleasure Plateau: have 1-2 drinks per hour.
ADDED MORE INFORMATION TO POSTERS FOR EDUCATION PURPOSES
We prefer whiteouts to blackouts on homecoming.

Party at the Pleasure Plateau: have 1-2 drinks an hour.

What is BAC? BAC is the percentage of alcohol in your blood. One drink (12 oz beer, 5 oz wine, or 1.5 oz shot of 80 proof liquor) increases your BAC by .02. It takes one hour to lower your BAC by .02. The optimal "buzz" occurs when your BAC is .02-.06, and a BAC of .05 and higher impairs your judgment and reaction.

Tips to Drink More Responsibly: Eat beforehand (especially protein) so your body absorbs alcohol more slowly. Sip your drink instead of chugging, and alternate with water. Mixing alcohol with sugary or carbonated beverages causes your body to absorb alcohol faster. Remember that your body may respond differently to alcohol when you’re sick or tired, and you should always avoid mixing alcohol with other drugs.
Party at the Pleasure Plateau: have 1-2 drinks an hour.

We don’t dig binge drinking on homecoming.

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This is the only drinking problem we have on homecoming.

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On homecoming, we only chase our shots with rebounds.

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• Coaches
• Health Education
• Residence Life
• Dining Services
• Academic Faculty
• Student Activities
• Deans’ Office
Were able to see a significant decrease in alcohol-related transportations (as reports by campus safety and security)

Were able to hear of program’s effectiveness from student conversations

After seeing posters, athletes requested Apple educational workshops for teams
LESSONS LEARNED AND CHALLENGES

- Included additional alcohol info on 2nd round of posters
- Used student-athlete connections to get photos
- Student-athletes had to pass informal ‘litmus test’ regarding use
- Push back from students for quantifying pleasure plateau
QUESTIONS???
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