

# Teri K. Henley, APR

accreditation achieved in 2011



*“Achieving APR certifies that I am teaching the industry standards in the classroom and enables me to credibly encourage my students to pursue APR at the proper time in their own careers.”*

## Readiness Review Case

### LessThanUThink Campaign

addressing the national problem of college-age binge drinking as a test launch in Fall 2010 on The University of Alabama campus.

**Research:** Focus groups, surveys and in-depth interviews were conducted with students, administrators and community stakeholders.

#### Objectives:

- Increase awareness of the undesired results, situations and consequences associated with the over consumption of alcohol among UA students by 20% by November 2010.
- Increase the number of UA students who will associate over consumption of alcohol with negative social and physical consequences and will consider monitoring their drinking habits by 10% by November 2010.

**Implementation:** With a \$75,000 budget funded by a grant from The Century Council, a plan was developed to reach students on campus, at home and at the point of consumption. From interacting with students at local bars and impacting UA’s game day festivities, to educating students during on-campus events, online and through promotional items, the six-week long campaign was ubiquitous on the UA campus.

#### Evaluation:

- Post campaign survey indicated the campaign increased awareness of the correct definition of binge drinking from 7% to 29.5%.
- Of students surveyed, more than 70% were familiar with the LessThanUThink campaign.
- Post campaign online survey indicated a 13% decrease in perceived importance of alcohol as an important part of college culture.

