In May of 2012, Everett Glenn died celebrating his 19th birthday. He was almost finished his freshman year at Lafayette University, was a varsity athlete, and had no disciplinary record here til. Everett died of alcohol poisoning - he drank far too much at one time. Like many college students, he regularly drank socially and in moderation. Unfortunately, it is becoming increasingly more and more common for young adults like Everett to forgo typical social alcohol consumption and instead binge drink on one isolated occasion.

It is very easy for students at any college or university to overlook the severity of binge drinking. The only consequence they see is a bad hangover the next morning. However, the possible consequences of binge drinking range much further than an unproductive following day. Binge drinking in itself is very dangerous and can cause vomiting, hospitalization, brain damage, liver damage, and even death. Binge drinking also reduces inhibitions which can lead to more risky behaviors. Students engagement in risky behaviors can lead to hospitalization, arrests, reputation damage, ruined friendships and relationships, as well as death.

Binge drinking affects many more people than just the individual student. The individual binge drinker may suffer from mental damage, liver damage, alcohol poisoning, and other physical side effects. In addition, they may engage in risky behavior that may lead to serious injury, pregnancy, legal trouble, and even death. Binge drinking affects the students immediately surrounding the binge drinking student. Students who have engaged in binge drinking are more inclined to damage the property and people around them. In addition, binge drinking affects the families. The families of binge drinkers must live through the consequences of the binge drinker. They may have to deal with a lost life, hospitalization, or incarceration of their loved one. Finally, the institution as a whole will improve with the resolution of binge drinking. Having the reputation as a binge drinking school can ggffccvnfhàlhgdeter prospective students from attending Georgia Tech. In addition, there will be less instances of destruction of university property. Some students engage in vandalism or robbery while intoxicated, leaving the institute to suffer.

While administrators believe that going through the providers of alcohol will solve the problem, we believe this in not an effective solution. At Georgia Tech and other colleges, students are easily able to acquire alcohol from older students and parties. Also, going through media would not be an effective solution. The movie and television industry have glorified the college drinking scene. Movie after movie and program after program, such as *Animal House* and *Greek* show students getting drunk and having a great time. Increasing sanctions and restrictions on alcohol consumption would also be an ineffective solution because students might feel like they have fewer opportunities to drink and then drink more when they do drink. Many existing approaches have been developed by professionals with degrees. We believe the best approach would be more modern, going through the perspective of students rather than that of the administrators.

Problem:
The definition of binge drinking is drinking large amounts of alcohol in a short time or drinking to get drunk. Studies show that drinking large amounts of alcohol over a short period of time is worse for your health than drinking small amounts frequently. Binge drinking can negatively affect your physical and mental health. It is most common among 17- 24 year olds, and most prominent on college campuses. 44% of all college students

report drinking five or more drinks in a row during a two- week period. Another long term issue is the fact that binge drinking when you're young can become a habit. By creating a solution to reduce binge drinking, students and their families feel safer and can perform better in school.

The current strategy is moderately effective. Table 1 lists current strategies with level of effectiveness. Our team hopes to identify effective strategies and unique characteristics uniting these to create a new intervention strategy.

Strategy	Level of Effectiveness
Responsible beverage service training and education on techniques that can reduce sales to minors as well as reduce sales of alcohol to intoxicated persons	Some studies have shown improvements in ID checking as a result of training. Stronger effects have been shown on reducing service to intoxicated patrons, especially when combined with enforcement.[1]
Media campaigns, media advocacy, and counteradvertising	Media campaigns have been found to be very important components of enforcement efforts, greatly magnifying their effectiveness. Counteradvertising has been found to have an effect on attitudes toward alcohol and intentions to use.[2]
Conditional use permits for alcohol outlets, including 21-and-over entry restrictions	This strategy has not been specifically evaluated, but it may be a way of reducing access.
Application of appropriate sanctions to violating merchants	This strategy has not been specifically evaluated. It is an important adjunct to compliance checks.
Enforcement of laws against buying alcohol for minors	This strategy has not been specifically evaluated, but it may be a way of reducing access.
Controls on alcohol advertising (especially on billboards, sides of buses, and in other public areas)	Exposure to alcohol advertising has been found to have an effect on attitudes toward alcohol and intentions to use.[3]
Prohibitions of alcohol sponsorship of public events (e.g., a beer company sponsoring a boat race)	This strategy has not been specifically evaluated, but it can be a strong expression of community norms.
Prohibitions or controls on alcohol use at community events or in public areas (e.g., at county fairs, in parks, or at beaches), which can also be seen as a control on access	This strategy has not been specifically evaluated, but it can be a strong expression of community norms.
Controls on outlet location and density	Higher density contributes to increased alcohol-

	related problems. Lower density reduces alcohol-related problems.[4]
Increases in price through excise taxes	Increase taxes have consistently been found to reduce alcohol consumption and problems, especially among youth.[5]
Controls on hours of sale	Effects on youth have not been specifically evaluated, but, in general, controls on availability reduce alcohol-related problems.[6]
Keg registration laws	This strategy has not been specifically evaluated but is consistent with general finding that reducing access reduces use.
Community sponsorship of alcohol-free activities for youth	This strategy has been specifically evaluated, but it can be an expression of community norms.

Table 1: Current Binge Drinking Strategies and Efficacy
Source: http://www.alcoholpolicymd.com/alcohol_and_health/study_college.htm

Stakeholders

Four identifiable stakeholders, or groups, that have an interest in this project include students, families, non-drinking students, and university staff. While not all students binge drink, the ones that do are the primary focus when examining habits and outcomes. In general, these students consume large amounts of alcohol and consider their actions as part of the traditional college experience. Students who binge drink are at risk of injury and death. 4 out of 5 student drink alcohol in college. About 40% of these people binge drink[1] .They hold the most power in this issue. Another group of stakeholders include university staff, namely college presidents. College presidents recognize this issue as a serious problem on their campuses. They have the power to try to limit binge drinking by setting strict rules and regulations on student alcohol consumption. One possible solution includes an open container policy, which would allow students to carry drinks around campus and reduce the need to drink excessively in their dorm rooms or prior to a party (pregame). Rules should be enforced by proper punishment and sanctions. Families of college students are also stakeholders in this issue. Both drinking and non-drinking students' families are affected by binge drinking. Consequences are suffered by all parties. Responsible drinking habits include pacing your drinking, planning ahead to avoid heavy drinking situations, and avoiding alcohol when you're hungry or thirsty. Responsible drinking includes respect for peers and your campus, and respect for the power of alcohol and its ability to impair judgement. Remember to respect yourself.

Goal: Our goal is to identify the root cause of binge drinking at Georgia Tech and create an intervention feedback-based reduction strategy that works with GT Smart Alcohol and

Georgia Tech have had a long-term relationship with the university's fight song lyrics boasting that GT engineers "drink whiskey clear." 22% of students think that alcohol is a problem on campus, 28% have had their studying or sleep interrupted by others alcohol consumption, 46% have had hangovers, 17% have been humiliated by others drinking, 23% have experienced memory loss as a result of alcohol consumption, and 16% have engaged in a serious quarrel due to drinking. Previous approaches to binge drinking at Georgia Tech have proven to be relatively effective. Tech and a number of "community partners" were awarded $700,000 over five years to reduce high-risk drinking by students. The Robert Wood Johnson Foundation and the American Medical Association (AMA) approved the grant. Tech's program, called GT SMART (Students Managing Alcohol Risk at Tech), is part of the national Robert Wood Johnson Foundation project that encourages universities to build campus-community partnerships with the goal of changing drinking habits on and off campus.

Objectives

As we have backtracked considerably in our project, our current objectives are simply to gain a better understanding of binge drinking incidences and develop a plan of action to discourage them.

We went into this project without fully grasping the concept of binge drinking and its severity. We had heard that Tech was the US college with the highest prevalence of binge drinking, but upon further research could not find any statistics to support this. We would like to gather data on Georgia Tech's social scene and drinking habits as well as that of other colleges and universities to compare and assess the severity of the problem. This is easy to measure as it is a problem that occurs on our own campus.

From there, we will need to develop an exact plan to implement a solution to our problem. We will gather advice from experts on the problem and hopefully put a solution in place on our own campus. We will gather follow up data, in the same fashion as our initial surveys, to monitor the efficacy of our solution.

Research Team

We will be the primary researchers involved in gathering data on binge drinking at Georgia Tech and other comparable universities. We have already looked into the definition of binge drinking and the typical characteristics of college campuses that make it so prevalent. We will then choose specific universities to use as models and research statistics on binge drinking on their campuses, both currently and historically. Lastly, we will incorporate the Georgia Tech student body by sending out surveys and collecting data that is pertinent to the social climate at our own school. We will then be able to competently decide on the direction we are taking our project in.

While we will do the majority of the initial research on our own, we will also develop an additional network of contacts in the collegiate and professional world who have experience dealing with this issue. First, we have reached out to a member of the North Carolina liquor control board. He had experience implementing anti-binge drinking programs in both high schools and universities in North Carolina (he also does work with Prison Radio, a grassroots criminal justice organization based in California and Pennsylvania. This is how he initially came in contact with our group). He will help us brainstorm viable plans of action and create contacts with the Georgia liquor control board.

Lastly, we will need to reach out to faculty and staff at Georgia Tech to discuss possible solutions. We are in communication with two individuals who work in housing, Kim Hoover and Brett Scharff, who currently see the implications of binge drinking in residence halls and are responsible for issuing punishments to students who violate the alcohol policies in the housing codes. It would be highly beneficial for us to obtain a contact at the CDC. They publish regular reports on incidences of binge drinking and its effect. We would also like to speak with a professor at Tech with a better understanding on the effects of alcohol on the human body if possible.

Timeline

Spring 2014	Fall 2014	Spring 2015
Research the topic to see what potential solutions have been previously implemented in order to see which solutions could possibly work at Georgia Tech.	Begin to implement a plan that worked for other schools. Have a set goal of what we want to accomplish with the project.	Begin to see results from what we implement. These results should show that our project has started to make a difference. The rates of incidents of binge drinking and emergencies should decrease on Georgia Tech's campus.

Budget
An additional budget will most likely not be needed. The university has a budget for controlling binge drinking and emergencies. We will implement our project using this funding. Once we figure out what our implementation will be we will know whether there will be a need for additional funding.

Future Directions
At this point, the future directions are unclear. Once the problem is researched more and we decide what we want to implement or if there is a solution that is feasible, we will know what we will need to do to keep the project going for future years.

References:

1. Colleges Work Together to Reduce Binge Drinking. http://www.drugfree.rg/join-together/alcohol/colleges-work-together-to-reduce-binge-drinking