

# **NIAAA Report: *A Call to Action Changing the Culture of Drinking at U.S. Colleges***

## **Tiers of Effectiveness**

### **Tier 1: Evidence of effectiveness among college students**

- Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions
- Offering brief motivational enhancement interventions
- Challenging alcohol expectancies

### **Tier 2: Evidence of success with general populations**

- Increased enforcement of minimum drinking age laws
- Implementation, increased publicity, and enforcement of other laws to reduce alcohol impaired driving
- Restrictions on density of retail alcohol outlets
- Increased price and excise taxes on alcoholic beverages
- Responsible beverage service policies (social and commercial settings)

### **Tier 3: Evidence of logical and theoretical promise**

- Reinstating Friday classes and exams and Saturday morning classes
- Implementing alcohol-free, expanded late-night student activities
- Employing older, salaried resident assistants or hiring adults
- Controlling or eliminating alcohol at sports events and prohibiting tailgating
- Refusing sponsorship gifts from the alcohol industry
- Banning alcohol on campus, even at faculty and alumni events
- Increasing enforcement at campus-based events that serve alcohol
- Increasing publicity about enforcement of underage drinking laws
- Consistently enforcing disciplinary actions associated with policy violations
- Conducting marketing campaigns to correct student misperceptions of alcohol use
- Providing “safe rides” programs
- Regulating “happy hours” and sales
- Informing new students and their parents about alcohol policies and penalties before arrival and during orientation

### **Tier 4: Evidence of ineffectiveness**

- Informational, knowledge-based, or values clarification interventions about alcohol and the problems related to its excessive use (when used alone)
- Providing blood alcohol concentration (BAC) feedback to students who are drinking

Source: The 2002 National Institute on Alcohol Abuse and Alcoholism (NIAAA) report, [\*A Call to Action: Changing the Culture of Drinking at U.S. Colleges\*](#) and the 2007 update, [\*What Colleges Need to Know: An Update to College Drinking Research\*](#). Both can be viewed and downloaded on the Web at [www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov).