

FOR IMMEDIATE RELEASE

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## **ALCOHOL HOLDS LESS APPEAL FOR INCOMING LOUISBURG COLLEGE STUDENTS**

### *National data shows increase in the percentage of non-drinkers entering college*

Louisburg, NC — As Louisburg College students arrive on campus for the first time this fall, they will face a number of pressing transitional issues, including the decision of whether or not to drink. However, emerging data indicates that an increasing number of students are choosing to refrain from alcohol use and are seeking activities where alcohol is not the central focus.

The “Monitoring the Future” survey, a long-term study on drug and alcohol use in the United States, funded by the National Institute on Drug Abuse (NIDA), found drinking among 12<sup>th</sup> graders has decreased steadily every year from 1998 to 2008 – dropping by 13.2%. And, in the last decade, the abstention rate among high school students has continually increased. Similar trends can be seen among incoming college freshman, as evidenced by national aggregate data from AlcoholEdu® for College, the online prevention program used by 36% of first-year students at America’s institutions of higher education.

“More and more students are coming to campus as non-drinkers,” said Brandon Busteded, Founder and CEO of Outside The Classroom, the organization that created AlcoholEdu®. “This is an incredibly positive trend and a real opportunity for us to engage these students and harness the power of the ‘responsible majority.’ The colleges and universities that actively embrace this trend will have a distinct competitive advantage in getting the best, most engaged students.”

Data gathered from AlcoholEdu® in 2009 showed that first-year students at Louisburg College are interested in planning and attending events that do not focus alcohol. The top-ranked events and activities included bowling, movie nights, live music, and intramural sports tournaments.

Also noteworthy is the rise in student activism on the Louisburg College campus. Of the first-year students who completed AlcoholEdu® last year, many opted to participate in social climate and policy initiatives on campus, such as the revision of the College’s alcohol policies. “The sense of commitment and purpose is palpable among students,” says Fonda Porter, Director of Counseling Services at Louisburg College.

While these trends are promising, the fact remains that alcohol abuse is still a significant problem among college students. Louisburg College is taking proactive steps to address this issue by once again requiring all first-year students to complete AlcoholEdu® this fall as part of *Crossroads*, their freshman seminar class. The program's personalized approach meets students where they are, based on their personal drinking choices. "Drinking in moderation or abstaining should both be equally acceptable options for adults, and we have a responsibility to prepare students for either choice," says Porter. "The stakes are too high to do otherwise."

With several published studies and randomized control trials documenting its efficacy, AlcoholEdu® has been a critical building block for addressing the epidemic of high-risk drinking on America's college campuses. In an upcoming issue of the *Journal of Health Communication*, independent researchers present findings in which Villanova University students who completed AlcoholEdu® reported a greater reduction in alcohol use in one sitting, were less likely to expect positive outcomes from drinking, were less likely to make poor decisions as a result of alcohol use, and were less accepting of others' alcohol use behaviors compared to students in a control group.

In addition to AlcoholEdu®, Louisburg College has implemented a new SADD (Student's Against Destructive Decisions) Chapter on campus.

For more information about AlcoholEdu® or SADD, please contact Fonda Porter, Director of Counseling Services, at 919-497- 3205 or by email at [fporter@louisburg.edu](mailto:fporter@louisburg.edu).

*Related by faith to The United Methodist Church, Louisburg College is committed to offering a supportive community in which young men and women mature intellectually, culturally, socially, and spiritually. As a two-year residential institution, we provide a bridge for students to make a successful transition from high school to senior colleges and universities.*

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