



Multi-site social norms intervention for student-athletes: An analysis of the effect of program exposure on high risk drinking

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Abstract:

Social norms interventions targeting collegiate student-athlete sub-populations have been proposed as potentially effective in reducing high risk alcohol consumption. This study examines the impact of interventions with student-athletes using a web-based instrument from the HWS Surveys Online Project to assess perceived alcohol norms, personal drinking behaviors, and program exposure in all school settings. Among schools employing this survey between 2001 and 2009, seven schools conducted this survey (N=6,064) and fulfilled all of the following criteria required for this study: a) three yearly survey time periods including (baseline (N=2,181), after one year (N=1,909), and after two years (N=1,974); b) contacted all student-athletes enrolled in the school population and achieved a response from the majority of potential respondents in every instance (mean response rate 73.8%); and c) after baseline survey engaged at least to some degree in promoting social norms messages about student-athlete alcohol use. The analysis shows the overall positive impact of the intervention across time. The presentation also demonstrates the association between degree of exposure to social norms messages and lower problem drinking rates.