

*College Commission to Address Alcohol's Impact
on America's College Campuses*

A Report to the National Board of Directors
October 2000

TABLE OF CONTENTS

1.	Letter from MADD's <i>College Commission</i> Chairman.....	3
2.	Background and Objectives.....	4
3.	MADD's Commitment to Youth: Update & Accomplishments.....	5
4.	College Drinking: What is the Problem?.....	6
5.	Activities and Purpose: Commission Meetings	7
6.	Final Recommendations	
	📁 Convene A Panel to Identify Successful Campus Policies	8
	📁 Develop an Honor Roll of Colleges.....	9
	📁 Build Student Leadership	10
	📁 Support Campus/Community Coalitions	11
	📁 Create A Grassroots Campaign for Enforcement	12
	Recommendations Summary	13
Appendix:	MADD's College Policy Resolutions, October 1997	15
	<i>College Commission</i> Member List & Biographical Information.....	18

LETTER FROM THE CHAIR

October 2000

Dear Friends and Colleagues:

In 1984, Mothers Against Drunk Driving (MADD) was instrumental in enacting the federal 21 minimum drinking age law in the United States. Over the course of the last fifteen years, it is estimated that the 21 law has saved more than 15,000 lives.

Today we are still facing a chronic problem of underage and high-risk drinking, especially on college campuses. MADD believes it is our responsibility to build and support community policy, stress the enforcement of existing laws, and look for additional solutions to preventing underage drinking— particularly on the campuses of our institutions of higher education. That is why our National Board of Directors convened a “*College Commission to Address Alcohol’s Impact on America’s College Community.*”

Twenty years ago, drunk driving was considered by most people to be just as acceptable as speeding, making a U-turn or parking in a no-parking zone. Because of the efforts of MADD and other traffic safety partners, this is no longer true. Today, an overwhelming majority of Americans acknowledge that drunk driving is an unacceptable behavior that cannot be tolerated. In colleges across the country today, abusive drinking and drunkenness are considered to be acceptable, even encouraged behaviors, and a rite of passage to adulthood. The time has come when these high-risk drinking behaviors must be declared unacceptable and students again held personally accountable for their actions. In the same way that MADD led the national fight to make drunk driving unacceptable, we must now undertake action to attack college binge drinking.

We appreciate the efforts of this highly esteemed group, appointed by Patricia Eichhorn, MADD’s Chairman of the Board. They have worked diligently to identify programs and solutions to this problem that can be worked on collaboratively. We are excited about the recommendations brought forth by the *College Commission* and anticipate significant success in working to prevent the dangerous and deadly drinking problems that are plaguing our nation’s colleges and universities.

We hope that as you read this final report you will not only agree with the recommendations, but that you will also seek to identify a role that you might play in working to keep our college and universities safe, healthy and productive.

Sincerely,

Sammy Quintana
College Commission Chair and National Board Member
Mothers Against Drunk Driving (MADD)

BACKGROUND AND OBJECTIVES

In 1995, MADD recognized a national void in leadership to prevent underage drinking, and the organization set out to become the leader in this fight. The National Board of Directors of MADD established a *Commission on Youth*, made up of the nation's premiere researchers, school administrators, parents and students. This group released eight initiatives that have become the cornerstone of MADD's efforts to partner with youth. One initiative recommended by the *Commission on Youth* was the creation of a college rating system that would provide universities, potential students and parents a tool for assessing the quality of campus-based alcohol-control efforts.

In October 1997, the National Board of MADD adopted a series of resolutions outlining the organization's recommended alcohol policies for college campuses. Those resolutions state that universities have a responsibility to:

1. Promote a no-use message and policy to underage students to ensure their safety as well as their compliance with the law;
2. Develop a strategic plan for reducing student alcohol use and commit university resources to this plan;
3. Educate students and parents on the alcohol policies of potential colleges and universities; and
4. Provide a basis for collaborative relationship between universities and community groups in an effort to prevent underage drinking and impaired driving on and around college campuses.

In June 1999, the National Board adopted a strategic plan that outlined a three-year vision for the organization that included an in-depth look at the impact of alcohol on the nation's college and university campuses. The strategic plan specifically called for the commission of a group of experts to address the issue and identify ways in which MADD could become a part of the solution.

In 1999, MADD's Chairman of the Board, Patricia Eichhorn, convened the *College Commission* which established the following objectives:

1. Recommend steps MADD could take to prevent underage drinking on college campuses based on the organization's existing strengths;
2. Develop strategies and recommend programs that MADD could implement to positively address the problem of college underage and high-risk drinking;
3. Develop a training program for a core constituency of students who would work on campus and local policy change to prevent underage drinking; and
4. Create a national model for providing leadership opportunities for college students and their parents.

MADD'S COMMITMENT TO YOUTH

Update and Accomplishments

Since 1995, MADD has worked tirelessly to fill the void that exists in the prevention of underage drinking in America. As a result of the recommendations of MADD's *Commission on Youth*, MADD has spent the last five years implementing program recommendations that partner the organization with young people in identifying solutions to our country's underage drinking problem.

Nationally, MADD has established almost 40 Youth In Action (YIA) teams across the country where young people are joining forces with adults to create policy and enforcement changes in their communities. YIA teams, primarily comprised of high school students, are currently working on projects that include: partnering with law enforcement to ensure the newly established Zero Tolerance laws in every state are being enforced; conducting compliance checks to ensure retail establishments are consistently checking for identification when alcohol sales take place; and identifying other activities that support policy solutions in local communities.

In 1997, MADD conducted the first National Youth Summit to Prevent Underage Drinking in Washington D.C. In bringing together 435 young people, representing each U.S. Congressional District, MADD sought a partnership with youth in identifying policy changes that would prevent underage drinking. The second National Youth Summit took place in fall of 2000 where MADD once again invited young people to participate in a dialogue that resulted in a Capitol Hill press event where youth released four policy recommendations and participated in more than 470 individual appointments with Members of Congress.

MADD has also expanded its summer Youth Leadership Power Camps, currently conducted in six states. These four-day trainings bring together young people to discuss alcohol and other drug issues from a state-level perspective. Youth develop community and school-based action plans that can be implemented throughout the school year.

For the last four years, MADD has partnered with Motivational Media Assemblies to produce and nationally tour a school assembly program for junior and senior high students. *Take the Lead*, a 40-minute multi-media show that addresses underage drinking and impaired driving, has been seen by more than three million students in more than 3,000 junior and senior high schools across the country.

The *College Commission* incorporates work accomplished by a group of MADD leaders in 1998. An extensive plan for a "Rating the Colleges" program, modeled after MADD's highly successful Rating the States Report, was developed by Dr. Ralph Hingson, Dr. Robert Voas, Dr. William DeJong, Marianne Lee and Bobby Heard. However, after the completion of the program plan, MADD recognized the need for a more comprehensive assessment of the college drinking problem. Based on the initial work done on "Rating the Colleges," MADD took steps to ensure the organization's strategic plan included the appointment of a "*College Commission*" to lay the groundwork for future endeavors.

COLLEGE DRINKING

What is the Problem?

Despite the pivotal role MADD has played in reducing deaths and injuries due to alcohol-related crashes, a 1999 college drinking study commissioned by The Robert Wood Johnson Foundation revealed that an alarming number of college students continue to drive after heavy drinking. Researchers at the Harvard School of Public Health reported that of the 23 percent of students classified as frequent “bingers,” 57 percent report driving after drinking. It is the same 23 percent categorized as “bingers” that drink 72 percent of all alcohol consumed by college students. Therefore what the Harvard study indicates is that 57 percent of college students either abstain from drinking alcohol (20 percent) or only drink occasionally and do not drink to get drunk (37 percent).

According to a 1998 Robert Wood Johnson National Opinion poll of college-age youth:

- 69 percent do not want the drinking age lowered
- 62 percent support the adoption of keg registration laws
- 70 percent favor 21 as the minimum age to sell or serve alcohol
- 79 percent support increasing the excise tax by 5 cents per drink
- 65 percent want rules more strongly enforced
- 52 percent want advertising by local outlets banned

This study was based on a random sample of young adults, enrolled and not enrolled in college, across the U.S.

Other researchers have also found that college students generally want stricter policies and enforcement on campus. Students, to the surprise of many, support conditions that would reduce the harms caused by underage drinking. They are logical allies in the efforts to make significant environmental changes that would result in a change in the atmosphere on our nation’s campuses.

MADD activists are in a unique position to play an active role in the college communities and on campuses. They can join efforts with existing coalitions and student groups. MADD leaders can also mentor student leaders as these young people work to create sweeping policy changes throughout university campus system. MADD can pass its strengths as an organization capable of policy and attitudinal change to today’s generation of activists.

COMMISSION ACTIVITIES

Meetings

The MADD *College Commission* was established in September 1999. The following is a summary of the activities of the *College Commission*:

FIRST COMMISSION MEETING Dallas, Texas, January 31, 2000 – February 1, 2000

Commission members learned about MADD's 20-year history in working to reduce drunk driving. They heard about MADD's emphasis on working with youth and the capacity of MADD, at the national and local level, to potentially impact change in the underage and high-risk drinking taking place on our nation's college campuses. Attendees were updated on the joint project between The Robert Wood Johnson Foundation and American Medical Association, "A Matter of Degree." They also heard from the Higher Education Center for Alcohol and Other Drug Prevention and were provided statistics from the Harvard School of Public Health College Alcohol Study to study the current harm caused by college student alcohol abuse. Members were also provided information on programs that appear to be effective in changing the environment that supports underage and excessive drinking. At the meeting's conclusion, the *College Commission* was asked to develop a recommendation list for MADD that contained areas in which MADD could play an active role in reducing underage and college student binge drinking.

SECOND COMMISSION MEETING Washington, D.C., April 3, 2000 – April 4, 2000

At the second meeting, the *College Commission* worked toward outlining an overall model of effective change for college campuses and communities and strived to create clear, measurable goals that would fit MADD's current mission in reducing underage drinking. Commission members were mindful of MADD's position to support a "no use" message for underage students, a position that other national organizations are reluctant to pursue. Members also worked with the understanding that MADD relies on local volunteer support to implement programs. Therefore, the preliminary recommendations that resulted from the second meeting were conceptual and believed by members to be geared to MADD's capacity to achieve them.

FINAL COMMISSION MEETING Dallas, Texas, June 4, 2000 – June 5, 2000

The final *College Commission* meeting solidified the recommendations by identifying areas in which MADD could have the greatest impact. Commission members worked on a concrete list of recommendations that MADD could pursue that are outlined in this document. Recognizing that many individuals and associations at the local and national level are working to reduce underage and high-risk college drinking, the Commission encouraged MADD to leverage its credibility and public awareness capacity to impact change in the overall drinking culture on the nation's college campuses.

FINAL RECOMMENDATION #1

Convene A Panel to Identify Successful Campus Policies

MADD is an organization that bases its work upon policies proven to change behavior. Because there is no organization in place to develop and disseminate a set of model policies in preventing college drinking, there exists an opportunity to create a national policy agenda specific to the college campus. By developing a “national policy agenda,” colleges and universities would have a set of guidelines within which to structure their efforts.

Therefore, the *College Commission* recommends that:

1. A small group of research experts, administrators, parents and students be convened to establish criteria for model policies that campuses and campus communities might implement to prevent underage drinking.
2. A national model for a research-based policy agenda be developed to highlight issues such as host liability, alcohol sponsorship of college athletic events, alcohol advertising targeting students, fake identification, and the institutionalization of annual student alcohol use surveys by college.
3. The model policies be publicized both to the public at large as well as the college and university community and serve as a measuring tool for the nation.

FINAL RECOMMENDATION #2

Develop An Honor Roll of Colleges

MADD is an established leader in setting policy and measuring implementation and enforcement through the successful “Rating The States” program. Therefore, the *College Commission* recommends that MADD emulate the Rating the States structure and create model policies for college campuses and rate their success through an “Honor Roll of Colleges” initiative. MADD leaders and student activists can publicize the success of colleges and universities as well as note which institutions need deeper commitment to the issue. An honor roll system could acknowledge colleges and universities based on the extent to which they have adopted model prevention policies (such as policies identified by the panel suggested in Recommendation #1). This rating could also provide guidelines for parents and high school students when making decisions on where to attend college.

Therefore, the *College Commission* recommends that:

1. An “Honor Roll of Colleges” be developed based on model campus policies.
2. This rating system be used as a tool for parents and students in selecting colleges and universities based on the results of the “Honor Roll of Colleges.” The report could be widely disseminated using traditional distribution methods as well as the Internet.
3. A component be developed to release “Honor Roll” results to the media in an effort to highlight promising approaches.

FINAL RECOMMENDATION #3

Build Student Leadership

Through Youth In Action teams and National and State Youth Summits, MADD actively works to involve high school students in the movement to reduce drunk driving and underage drinking. As these student activists move onto college campuses, they are creating a constituency of advocates at the college level. MADD has the capacity to enhance these students' leadership skills as well as encourage an environmental approach in developing policy solutions to campus drinking problems.

Therefore, the *College Commission* recommends that:

1. A national college student summit to reduce high-risk drinking be convened that would involve previously trained high school student activists now attending college as well as other college students impacted by this problem.
2. College students be involved in ongoing leadership development by participating in the creation of college prevention strategies.
3. Student advocacy training materials to increase awareness be distributed to the media as well as made available through the Internet.
4. Local MADD chapters be encouraged to partner with college students in order for students to become more involved in their surrounding communities.
5. An effort be made to focus national media attention to the advocacy efforts of college students as well as provide significant statistics, such as the number of students who favor age 21 as the minimum age to sell or serve alcohol (70 percent).
6. Explore the development of student-led college affiliates of MADD to organize students to prevent abusive and high-risk drinking.

FINAL RECOMMENDATION #4

Support Campus/Community Coalitions

Campus/community coalitions involving community members and leaders, parents, college administrators and students are part of a national strategy to change the environment that fosters underage drinking and drunkenness. Many national organizations and college associations are working hard to create new or strengthen existing coalitions in every college community. MADD can play an important leadership role in this area by lending the support of MADD local leaders to existing work of coalitions across the country.

Therefore, the *College Commission* recommends that:

1. Heightened support be given to local and national organizations working on campus/community coalitions which are aimed at reducing harm caused by college student drinking and addressing solutions from an environmental approach.
2. Information be provided to MADD affiliates about existing campus/community coalitions. Those local leaders should be encouraged to become involved in existing groups or begin coalitions with other local organizations when none exists.
3. To create solutions for college drinking problems, relationships between student leaders and community leaders be encouraged.
4. Campus/community coalitions be encouraged to work together to limit the marketing of alcohol on and around college campuses.

FINAL RECOMMENDATION #5

Create A Grassroots Campaign for Enforcement

MADD was instrumental in passing federal and state laws governing drunk driving behavior and monitoring enforcement of the legal consequences of drinking and driving. The *College Commission* believes that MADD has the opportunity to enact change regarding underage drinking laws in much the same way.

Many laws are in effect for young people, including the “Zero Tolerance” laws requiring drivers under age 21 not to drive after drinking any measurable alcohol, and the 21 minimum drinking age law. Many of the laws directed at youth are not enforced at the local level. Other laws are not universal to all states and may not be known to college students attending schools outside their home state. It is suggested that this recommendation be considered a central activity for a campus/community coalition or other concerned group.

Therefore the *College Commission* recommends that:

1. National and local organizations join forces with federal and state agencies currently working toward enforcement of underage drinking laws in addition to laws regulating “happy hours,” reduced pricing, and promotions at off-campus outlets. (Groups could include the Office of Juvenile Justice and Delinquency Prevention and the National Highway Traffic Safety Administration)
2. Colleges be encouraged to publicize “Zero Tolerance” laws as well as campus alcohol policies to students.
3. Organizations, including MADD, encourage the National Highway Traffic Safety Administration to include student status on DUI and fatality analysis reporting forms.
4. Organizations, including MADD, identify and advocate for state and federal funding to support Alcohol Beverage Commissions, local and campus police, and other enforcement agencies in their efforts to enforce underage drinking laws.
5. The public be made aware of internet purchasing sources for underage students.
6. Student and local activists be encouraged to work for tougher laws governing “fake ID’s” and the enforcement of current laws that regulate alcohol outlets.
7. A structure of accountability be created to hold college administrators responsible for their work in limiting underage drinking.
8. A challenge be made asking all college presidents to declare high-risk drinking an unacceptable behavior.

FINAL RECOMMENDATIONS

A Summary

Convene A Panel to Identify Successful Campus Policies - The most significant strength of MADD lies within its active public policy agenda that includes underage drinking and impaired driving prevention. There currently exists a unique role for MADD to work with researchers and practitioners to set a national standard for college alcohol policies to be distributed to campuses and community groups nationwide to provide a set of guidelines for alcohol policy work on campus.

Develop an Honor Roll of Colleges - In the last decade, MADD has established the “Rating the States” program to report existing drunk driving laws and their enforcement in all fifty states and releases a report card for the nation. The *College Commission* believes this approach could be modified to the university community through an “Honor Roll of Colleges” initiative. This observation and accountability system may be made public through the media and used as a guide for parents and high school students when selecting potential schools.

Build Student Leadership - With a heightened emphasis during the last five years, MADD continues to work to involve youth, particularly high school students, in leadership training, public policy and advocacy skill-building. Commission members recognize that there exists an opportunity for MADD to continue relationships with teen advocates once they reach college campuses. Therefore, the *College Commission* encourages MADD to enhance their youth programs by reaching out to college students through student policy summits and advocacy training programs as well as the possible development of a student-led, campus-based MADD entity.

Support Campus/Community Coalitions - The *College Commission* strongly encourages MADD to support existing coalitions and groups involving students and college administrators to reduce underage and high-risk college drinking. One nationally developed model program for college drinking prevention includes the presence of a campus/community coalition working with partners both on and off campus.

Create A Grassroots Campaign for Enforcement - Because MADD works diligently to enact and support enforcement of drunk driving and underage drinking laws, commission members believe MADD’s reputation will serve as a primary motivation for campuses to collaborate with underage drinking prevention activities. Colleges with consistent enforcement of alcohol policies for every member of the campus community have the greatest results in preventing underage drinking. When students are faced with the consequences of their behavior through disciplinary action there appears to be a reduction in the overall levels of alcohol abuse. Because more underage students are abstaining from drinking alcohol and there is student support for changing the drunken culture on their campuses, the *College Commission* believes students would be supportive of a campaign designed to support the enforcement of existing policies.

APPENDIX

Adopted October 1997

**Resolution adopted by MADD's National Board
Outlining MADD's Alcohol Policies for College Campuses**

WHEREAS, underage drinking, binge drinking, drinking and driving and other alcohol-related problems continue to be a major health and safety problem on college campuses; and

WHEREAS, many colleges and universities do not have comprehensive and consistent programs that both define their relationship with students and pose clear guidelines for students and campus behavior regarding alcohol; and

WHEREAS, Mothers Against Drunk Driving (MADD) believes that universities have a clear responsibility to:

- 1) promote a no-use message and policy to underage students to ensure their safety;
- 2) develop a strategic plan for reducing student alcohol use and commit their resources to this plan;
- 3) educate students and parents on the alcohol policies of potential higher education choices;
- 4) provide a basis for collaborative relationship between universities and community groups in an effort to prevent underage drinking and impaired driving on and around college campuses; and

WHEREAS, MADD believes that student involvement and input is essential to the development of programs to address and prevent underage drinking on and around college campuses; and

WHEREAS, in 1996, MADD's Commission on Youth recommended that the organization create a rating system to assess efforts by colleges and universities to eliminate underage drinking and impaired driving and to provide universities, students and parents with a tool for assessing the quality of campus-based alcohol prevention efforts; and

WHEREAS, MADD's objective for such a Rating The Colleges program is to promote a safe environment on college campuses which is conducive to academic achievement by preventing impaired driving and underage drinking, and;

WHEREAS, there is a need to outline alcohol policies that MADD believes have potential to prevent underage drinking on college and university campuses and for the purpose of developing a rating and assessment tool;

NOW THEREFORE, IT IS HEREBY RESOLVED THAT the following alcohol policies for colleges and universities be adopted for the purpose of development and implementation of a Rating The Colleges program and to further MADD's goal of eliminating underage drinking and underage drinking and driving.

MADD's ALCOHOL POLICIES FOR THE COLLEGES

a) State and local laws and ordinances relating to impaired driving and underage drinking should be enforced on campus:

MADD encourages all colleges to have a policy that states that alcohol is not to be sold to, provided to, or possessed by students under age 21 on their college campuses.

MADD recommends that separate living quarters which are designated as alcohol free residence halls be provided for freshmen and sophomores, or better yet, for all students under 21.

MADD recommends that there be agreements with local law enforcement agencies and campus police providing for reciprocity on the enforcement of age 21 and impaired driving laws.

MADD recommends that campuses create a centralized system-wide reporting mechanism for recording alcohol violations and alcohol involvement in campus rule or law violations.

b) Campus alcohol policy leadership:

MADD recommends that the administration work with the students, faculty and deans to establish a comprehensive written campus policy on alcohol sales, service, and advertising on campus and establish education and intervention programs designed to minimize alcohol problems among young adults to prevent underage drinking.

MADD recommends that a campus task force on drug and alcohol problem prevention be established which reports directly to the president and includes students and faculty as well as administrators.

MADD encourages college presidents to speak out in favor of state, local and campus policies and laws directed at reducing underage drinking and drunk driving.

MADD recommends that administrators print and distribute the campus rules on alcohol as part of the marketing materials sent out to prospective students and that a formal orientation to campus alcohol policies be held for each incoming freshman class.

c) The campus should implement responsible beverage service policies:

MADD recommends that students, faculty, deans and administrators all be involved in the development of responsible beverage service policies.

MADD recommends that campuses have a policy that limits the times and locations of parties on campus where alcohol is served, and limits attendance to students age 21 or older.

MADD recommends that all campus parties be registered in advance with a written contract specifying the responsible beverage service serving policies to be implemented with emphasis on the procedures for assuring that students under 21 are not served alcohol.

MADD recommends that trained servers over 21 be required at all campus events where alcohol is served or sold.

MADD recommends that organizations sponsoring events at which alcohol is served be required to obtain liability insurance.

MADD recommends that a policy be established that the service of food and non-alcoholic drinks is required at campus events where alcohol is lawfully served.

MADD recommends that because of the difficulty of controlling service, that keg parties be banned.

d) Campus responsible alcohol sales policies:

MADD recommends that on campus pubs be avoided because they increase the availability of alcohol and are likely to encourage heavy drinking and underage drinking.

MADD recommends that the management of any on-campus facility that serves alcohol be required to file a responsible beverage service plan with the administration. This plan must demonstrate that the management will avoid special alcohol promotions and ensure that their staff training and sales policies are designed to prevent sales to minors and obviously intoxicated patrons.

MADD recommends that if alcohol is sold on campus, no one under 21 be employed to sell or serve alcohol.

MADD recommends that campus facilities that sell alcohol beverages be required to also provide food and non-alcohol drinks.

MADD recommends that alcoholic beverages should not be sold or served at any college athletic or sporting event.

e) Advertising and promoting alcohol on campus:

MADD has established the position that alcohol should not be advertised to youth. Because a large proportion of undergraduates are under age 21, MADD recommends that alcohol advertising not be permitted on campus.

MADD recommends that sponsorship of campus events by alcohol beverage companies be avoided. In any case, reduced price promotions of alcoholic beverages should be banned.

f) Campus intervention programs:

MADD recommends that universities adopt the policy of referring to the health clinic any student found to be guilty of a campus rule violation if alcohol was a factor in the offense.

MADD recommends that training programs on methods for recognizing alcohol problems and on the procedures for referring students to health clinic programs be established for faculty, administrators and particularly athletic coaches.

MADD recommends that student health clinic staff ask questions about drinking whenever a student visits the clinic for health related services.

g) Campus-community cooperation on alcohol problem prevention:

MADD recommends that college administrators seek to establish community/campus task forces on alcohol and drug prevention programs.

MADD recommends that administrators assist surrounding communities to establish responsible beverage service programs and to use conditional use permits under local zoning laws to prevent undesirable clustering of alcohol sales outlets.

COLLEGE COMMISSION MEMBERS

Mr. Sammy Quintana, Commission Chair

New Mexico Public Schools Insurance Authority

MADD National Board Member

Santa Fe, NM

Sammy Quintana, J.D., is an attorney and currently serves as the executive director for the New Mexico Public Schools Insurance Authority. He has a history as both a prosecutor and chief public defender for the state of New Mexico. Mr. Quintana served on his local school board for 22 years. He is the past President of the National School Boards Association and is a national board member for MADD. Mr. Quintana has been asked to serve as the Chair of MADD's *College Commission*.

Commission Members:

Mr. Shaun Adamec

Sophomore, Providence College

Providence, RI

Shaun Adamec, a political science major, began his work with MADD youth programs in the summer of 1995. By attending the youth empowerment TeamSpirit conference in his state, Shaun began a partnership with MADD that has lasted more than five years. Shaun has worked as a national Student Advocacy Trainer as well as a national spokesperson for MADD's program Youth In Action. Shaun currently works with the national office as a national Youth In Action trainer, serves as the Rhode Island Youth In Action youth coordinator, and continues to work with TeamSpirit.

Ms. Sharron Ayers

Executive Director, Louisiana Alliance to Prevent Underage Drinking

Baton Rouge, LA

Sharron Ayers currently serves as the State Project Director for the Louisiana Alliance to Prevent Underage Drinking. The Alliance is comprised of public agencies, private organization, and united citizenry. Through collaborative efforts this group strives to reduce alcohol use by those under the age of 21 by supporting policy and environmental changes. The Alliance is an American Medical Association project that is funded by The Robert Wood Johnson Foundation. Sharron is also a trainer for the Louisiana Community Policing Institute. The Institute offers various workshops to law enforcement, non-profit organizations, government officials, and the general citizenry to help local coalitions develop plans to address community problems.

Dr. Gayle Boyd

National Institute for Alcohol Abuse and Alcoholism , Grants Officer, College Initiative

Bethesda, MD

Gayle Boyd, Ph.D., is a Health Science Administrator in the extramural program at the National Institute on Alcohol Abuse and Alcoholism. As Program Director for Research on Youth in the Prevention Research Branch, Dr. Boyd provides scientific management for the NIAAA research portfolio on prevention of alcohol-related problems among college students. Currently there are 17 active grants in this area. Dr. Boyd is also the staff liaison for the Panel on Prevention and Treatment of College Alcohol Problems of the NIAAA National Advisory Council Subcommittee on College Drinking.

Ms. Lissa Bradford

Chair, Alcohol & Drug Committee, National Panhellenic Conference

Nashville, TN

Ms. Bradford is a volunteer professional who has served women's fraternities for 40 years. She served as a chapter advisor, a collegiate district officer, Collegiate Vice President and International President on the international Council of Kappa Alpha Theta. Presently she is serving as NPC Publications Committee Chairman and as Co-Chairman of the NPC/NIC Task Force on Alcohol-Free Fraternity Housing and the NPC/NIC Research Initiative. She is a part of the National Advisory Council for the Robert Wood Johnson Foundation's "A Matter of Degree" program and the National Advisory Committee for the Rape and Sexual Assault Prevention Program of the American College of Obstetricians and Gynecologists.

Dr. James Caswell

Vice President for Student Affairs, Southern Methodist University

Dallas, TX

President Ken Pye appointed Dr. Jim Caswell Vice President for Student Affairs at Southern Methodist University in January of 1988. Dr. Caswell is responsible for most of the out-of-classroom programs and services at the University. He has served the University in a variety of capacities in the Student Affairs Division since 1967. Jim has been a national consultant on Safety and Security in Higher Education, a member of the Board of Directors for Phi Gamma Delta International Fraternity, and is currently Chair of the NASPA Fraternity/Sorority Network. He was President of the Dallas Council on Alcoholism and Drug Abuse.

Dr. Doris M. Ching

Vice President of Student Affairs, University of Hawaii

Honolulu, HI

Doris Ching has served as the Vice President for Student Affairs since 1987. She was the 1999-00 President of the National Association of Student Personnel Administrators (NASPA) and serves on the Board of Directors of the Western Interstate Commission on Higher Education (WICHE) and Golden Key International Honor Society. Among the many programs she initiated at the University of Hawaii was the Creating Options for A Rape-Free Environment (C.O.R.E.), which has become a national model.

Dr. William DeJong

Director, Higher Education Center for Alcohol & Other Drug Prevention

Newton, MA

William DeJong, Ph.D., is a Lecturer on Health Communication at the Harvard School of Public Health. He also serves as director of the U.S. Department of Education's Higher Education Center for Alcohol and Other Drug Prevention. Trained as a social psychologist at Stanford University, Dr. DeJong has authored over 250 professional publications in the fields of mass communication, health promotion, and substance use prevention. He served on MADD's Board of Directors from 1993-1996.

Ms. Anita Eichler

Associate Administrator, Substance Abuse & Mental Health Administration

Rockville, MD

Anita Eichler, M.P.H, is the Associate Administrator for Alcohol Prevention and Treatment Policy for the Substance Abuse and Mental Health Services Administration (SAMHSA), Department of Health and Human Services. She has responsibility for promoting, monitoring, and evaluating SAMHSA's service programs related to alcohol and coordinating alcohol-related program activities across the agency's three Centers and public and private organizations. Ms. Eichler came to SAMHSA after six years with the Health Resources and Services Administration (HRSA). At HRSA, Ms. Eichler served as the Director of the Division of HIV Serves Systems in the HIV/AIDS Bureau; her Division was responsible for implementation of a \$1 billion grant program that provided support to States and metropolitan areas for health care and support services for people living with HIV/AIDS.

Mr. Greg Hamilton

Chief Enforcement, Texas Alcoholic Beverage Commission

Austin, TX

Gregory Hamilton is the Chief of Enforcement for the Texas Alcoholic Beverage Commission (TABC). His scope of supervision covers 38 offices and 200 employees located throughout the State of Texas. In 1994, Greg joined the TABC where he actively reaches out to organizations from a variety of disciplines to address the issue of underage alcohol use. Other positions he holds include: the year 2000 President for the National Liquor Law Enforcement Association, Texas Standing Tall board member, Governors D.W.I. Task Force Advisory Board, Region XIII Education Advisory Committee member, Board Member with the Department of Justice, and he founded the Texas Coalition on the illegal use of alcohol.

Dr. Ralph Hingson

Chair, Dept. of Social & Behavioral Sciences, Boston University School of Public Health
Boston, MA

Ralph Hingson has been Professor and Chair of the Social and Behavioral Sciences Department at the Boston University School of Public Health since 1986. Dr. Hingson currently serves as a member of the committee on Alcohol, Drugs, and Traffic Safety for the National Transportation Research Board of the National Academy of Sciences, Co-Chair of the panel on college age drinking of the National Institute on Alcohol Abuse and Alcoholism, and is Vice President for public policy on the National Board of Directors of MADD. His research on “Lowering Legal Blood Alcohol Limits for Youth” helped stimulate passage of federal legislation that provided incentives for all states to make it illegal for drivers under 21 to drive after any drinking. By 1998, all states had adopted this law. As part of his work with MADD, Dr. Hingson has helped to develop the Rating the States program, which grades the nation’s attention to the problem of alcohol and other drug-impaired driving.

Mr. Robert A Holt

Director of Campus Safety, Ithaca College
Ithaca, NY

Bob Holt was a High School teacher of Biology and Mathematics for 7 years and a Special Agent with the FBI for 22 years. He is currently serving as Director of the Office of Campus Safety at Ithaca College in Ithaca, New York. While in campus law enforcement, he served for three years as Regional Director for New York and Pennsylvania for the International Association of Campus Law Enforcement Administrators (IACLEA). For the last two years, Mr. Holt has served as IACLEA's representative on the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF).

Dr. Sandy Hoover

Deputy Director, American Medical Association
Chicago, IL

Sandra A. Hoover, Ph.D., M.P.H. is the Deputy Director for *A Matter of Degree: Reducing Binge Drinking Among College Students*, Office of Alcohol and Other Drug Abuse, American Medical Association. *A Matter of Degree* is supported by the Robert Wood Johnson Foundation. As Deputy Director, Sandra conceptualizes and oversees project development; completes RWJF administrative requirements; provides consultation and technical assistance to grantees in policy and coalition development and general program administration; and serves as liaison with consultants, evaluators and media contractors. Among her previous positions, Dr. Hoover spent five years with the Maine Bureau of Health as Director of the Tobacco Prevention and Control Unit and Project Manager for Americans Stop Smoking Intervention Study (ASSIST).

Ms. Jill Ingram

Sophomore, University of Virginia
Charlottesville, VA

Jill Ingram is a psychology major at the University of Virginia. She was a delegate to the 1997 MADD National Youth Summit to Prevent Underage Drinking and was on the Youth Advisory Committee that planned the 2000 Summit. Jill volunteers with both the Northern Virginia and Central Virginia MADD chapters, and she is a junior staff member for the Virginia Youth Alcohol and Drug Abuse Prevention Project every summer. Jill is currently the Awareness chairperson of the University of Virginia’s first ever Alcohol and Drug Abuse Prevention Team and was chair of the University-wide Steering Committee for Alcohol Awareness Week.

Dr. Patrick Kilcarr

Director Student Health Education, Georgetown University
Washington, DC

Patrick Kilcarr, Ph.D., has been the Director of Georgetown University's Center for Personal Development for the past 10 years. The center has a renowned outreach program as well as a clinic that deals with all health education and stress management-related issues. Dr. Kilcarr also maintains a private practice in Washington, D.C., specializing in issues related to Attention Deficit Disorder and neuropsychological assessment. He recently co-authored a book with Patricia Quinn, M.D. entitled Voices From Fatherhood: Fathers, Sons and ADHD.

Mr. Jeff Levy

MADD, Northern Virginia Chapter
Alexandria, VA

Jeff Levy is the father of a college student who died in an automobile crash after a college Halloween party in 1997. Mr. Levy currently resides in Alexandria, Virginia. He retired from the Air Force in 1988 following a distinguished career as a fighter pilot, unit commander and senior staff officer. Since retiring from the Air Force, he has succeeded in several business ventures and currently runs his own equipment leasing company. He is a member of the Virginia Attorney General's Task Force on Drinking by College Students, the National Drunk and Drugged Driving Prevention Month Coalition, the boards of the Washington Regional Alcohol Program and the Zero Tolerance Coalition, and is active at both local and state levels in MADD.

Ms. Kimberly Miller

Manager of College Initiatives, Alcohol Policies Project, Center for Science in the Public Interest
Washington, D.C.

Kim Miller is the Manager of College Initiatives in the Alcohol Policies Project at the Center for Science in the Public Interest (CSPI). She is responsible for developing and executing the Alcohol Policy Project.

Ms. Amy Powell

Senior Program Manager, Pacific Institute for Research and Evaluation
Rockville, MD

Amy Powell is the Senior Program Manager with Pacific Institute for Research and Evaluation (PIRE)'s Center for Enforcing the Underage Drinking Laws, providing training and technical assistance to states and communities. Before joining PIRE, Ms. Powell was the Director of School, Campus, and Community Programs for The Governor's Prevention Partnership in Connecticut. She also served as the coordinator of the Connecticut Clearinghouse, the State's RADAR Center. Prior to working in the prevention arena, Ms. Powell worked in Residential Life at the University of Vermont and Quinnipiac College.

Dr. Roland M. Smith

VP for Student Life, University of Delaware
Newark, DE

For the past five years Dr. Smith has served as the Vice President for Student Life at the University of Delaware. Dr. Smith currently co-chairs the University of Delaware/Newark Community Coalition, which is funded by the Robert Wood Johnson Foundation and administered by the American Medical Association. The Coalition's goal is the change the environment that encourages and sustains the abusive and risky use of alcohol by college students. Prior to coming to Delaware, Dr. Smith served four years as the Vice President for Student Affairs at the University of Oklahoma and six years as Vice President for Student Affairs at the University of Houston.

Ms. Jan Blaser Upchurch

MADD National Board Member
Tucson, AZ

On August 31, 1990, Jan's husband Sgt. John Blaser, an Arizona Department of Public Safety officer was killed, along with a fellow officer, by a drunk driver. Since 1991, Jan Blaser Upchurch has held leadership roles in the MADD organization. She has held the positions of President, Vice President, State Representative, and Secretary in her local chapter, as well as State Chairperson of the Arizona State MADD organization. Jan was elected to the MADD's National Board of Directors in October 1996 and is currently the National Secretary. She has received a number of awards for her work on drunk driving issues. Some of these awards include the Barry N. Akin Award from the Arizona Trial Lawyers Association for outstanding work with victims of crime. In 1998, Jan received the Arizona Attorney General's Distinguished Service Award for outstanding work in public policy reforms and improving rights of victims. In both 1998 and 1999 she was selected from candidates in a four-state area for the Allstate Safety Leadership Award.

Dr. Judith Vicary

Senior Research Fellow, The Robert Wood Johnson Foundation
Princeton, NJ

Dr. Judith Vicary is a Professor of Biobehavioral Health at Penn State and a Senior Research Fellow at The Robert Wood Johnson Foundation. She has conducted research and published in the areas of substance abuse prevention, worksite health promotion, longitudinal patterns of alcohol use, and adolescent pregnancy and parenting. She has been the principal investigator for a 12-year longitudinal study of adolescent and young adult development and health behaviors, including substance abuse. Dr. Vicary is currently the co-principal investigator for the NIDA funded ADAPT project, a comparison of two Life Skills Training approaches. She is also the Chair of Penn State-Pennsylvania Liquor Control Board Partnership for Prevention, which has formed Campus-Community Partnerships for Prevention at the 20 PSU locations.

Mr. Jon Williamson

Executive Vice President, National Interfraternity Conference
Indianapolis, IN

Jon Williamson was born in Washington, D.C. He received his Bachelor of Science from the University of Maryland and his Master of Science in Management from Houston Baptist University. He served in the US Army for three years, including one year in the Republic of South Vietnam, and received the Bronze Star. After retiring from the Internal Revenue Service, he is presently serving as the Executive Vice President of the North-American Interfraternity Conference.

RESOURCE ADVISORS

Dr. Beth DeRicco

Associate Director, Higher Education Center for Alcohol and Drug Prevention
Newton, MA

Beth DeRicco, Ph.D., serves as Associate Director for Institutions of Higher Education Services and Training Manager. Dr. DeRicco joined the Center after serving as a Center Associate with 20 years of experience in higher education and student affairs. Dr. DeRicco has held positions such as hall director, director of residence life, and assistant dean of students on a variety of campuses across the country. Most previous to her work with the Center, she held the position of Program Manager at Drugs Don't Work! The Governor's Prevention Partnership in Connecticut.

Ms. Patricia Eichhorn

Chairman of the Board, Mothers Against Drunk Driving (MADD)
Irving, TX

With an 11-year background in banking and business finance, most recently as executive vice president/manager for Citibank, MADD's chairman of the national board, Patti Eichhorn brings an array of volunteer and professional experience to the fight against drunk driving, underage drinking and victim issues. Patti has led the charge for several new initiatives for the organization. During her term as chairman, MADD developed and begun to implement an aggressive three-year strategic plan, revised its mission statement to include the prevention of underage drinking, and formed a commission to address underage drinking on college campuses. She originally became involved with MADD in 1988 as a volunteer in California.

Mr. Bobby Heard

National Director of Programs, Mothers Against Drunk Driving (MADD)
Irving, Texas

Bobby Heard joined MADD in September 1995 as National Director of Programs. He is responsible for development and coordination of MADD's current and future youth and community programs. Bobby previously served as Director of Programs Services for the Texans' War on Drugs (TWOD). During his seven years at TWOD, he was responsible for planning, coordination and implementation of all aspects of their prevention programs. He was also responsible for administering four state and federal grants. Bobby served as the Chairman of the National Coalition to Prevent Impaired Driving, a 200-member association of health, safety, consumer, law enforcement, and religious organizations. As a member of the White House Conference for a Drug-Free America, Bobby served as the youngest presidential appointee in the Reagan Administration.

Ms. Marianne Lee
Public Health Consultant
Wayland, MA

Marianne Lee, M.P.A., is a public health consultant currently working with MADD, the National Alcohol Screening Project – College Program (NASD), and the JSI Research and Training Institute in conjunction with M.I.T. in Boston, MA. Formerly she was the Project Director for a series of alcohol studies at the Harvard School of Public Health, including a national corporate worksite alcohol study and the college alcohol study, funded by NIAAA and The Robert Wood Johnson Foundation. Previously, she was the Executive Director for the Massachusetts Governor’s Alliance Against Drugs.

Mr. Richard Lucey
US Dept. of Education, Safe and Drug-Free Schools
Washington, DC

Rich is a Program Analyst with the U.S. Department of Education’s Safe and Drug-Free Schools Program. A member of the Higher Ed Team, Rich works to communicate the principles of environmental management and other research-based drug and violence prevention strategies in higher education. Rich also serves as the competition manager for the Department’s recent Grant Competition to Prevent High-Risk Drinking and Violent Behavior Among College Students.

Jana Hogan Nelson
Program Development Coordinator, Mothers Against Drunk Driving (MADD)
Irving, TX

Jana works in the programs department at the national office of Mothers Against Drunk Driving (MADD). She is involved in the creation and implementation of youth and adult public awareness campaigns within the MADD organization at the local, state and national level. She writes a national newsletter series for MADD that targets students and was involved in the creation of MADD’s Youth In Action Initiative, encouraging youth to develop policy solutions to prevent underage drinking.

Dr. Henry Wechsler
Harvard School of Public Health
Boston, MA

Henry Wechsler, Ph.D., is the director of the College Alcohol Studies Program and a Lecturer in the Department of Health and Social Behavior at the Harvard School of Public Health. He is perhaps best known for his work as Principal Investigator of the Harvard School of Public Health College Alcohol Study (CAS), an ongoing survey of a nationally representative sample of 15,000 students at 140 four-year colleges in 40 states. CAS has served to focus national attention on the problem of "binge drinking" on college campuses and on the negative, second-hand effects on non-binging students. Dr. Wechsler is also the Principal Investigator of the Robert Wood Johnson Foundation's "A Matter of Degree Program," designed to support the development of model approaches for reducing high-risk drinking on ten college campuses and their surrounding communities.

Mr. Dean Wilkerson
National Executive Director, Mothers Against Drunk Driving (MADD)
Irving, TX

Dean Wilkerson, J.D., became the National Executive Director of MADD in 1993. He served as General Counsel of MADD for three years prior to taking the chief executive position. Before joining MADD, Dean spent six years as a business attorney with a large Dallas law firm. Dean is the former Mayor Pro Tem of the City of Coppell, Texas, and served on its City Council from 1986 to 1990. He has served on state boards as an appointee of the Governor of Texas, and has served as a top legislative aide to a Texas state senator. He has also been active as a volunteer in numerous civic and charitable organizations.

Dr. Richard Yoast
Director, American Medical Association
Chicago, IL

Dr. Yoast is the lead AMA staff member for alcohol and other drug abuse issues related to the public’s health. He directs two National Program Offices for the Robert Wood Johnson Foundation at the AMA: “Reducing Underage Drinking Through Coalitions” (in ten states, Puerto Rico and the District of Columbia); and “A Matter of Degree: Reducing High Risk Drinking Among College Students” in ten college/community partnerships. He is the lead staff for the AMA-American Bar Association National Substance Abuse Coalition and coordinates the development of AMA white papers on alcohol and other drug abuse policy.