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# The Big Plan on Campus

UMADD helps prevent underage and binge drinking on college campuses nationwide

*"College Student Dies of Alcohol Poisoning"*

*"Alcohol a Factor in Campus Rape"*

*"College Students Injured in Alcohol Hazing Incident"*

Headlines like these are becoming commonplace. College administrators are growing frustrated with the lack of success in curbing underage and binge drinking. Parents are alarmed by what their kids face at college. And society sees it as a rite of passage.

## Coming Soon to a Campus Near You

Thanks to a generous grant from the CarMax Foundation, MADD is able to establish 15 additional UMADD groups, 10 of which will be in place this fall.

### UMADD sites:

- St. Olaf College—Northfield, Minn.
- University of West Florida—Pensacola
- Washburn University—Topeka, Kan.
- University of Minnesota—Minneapolis
- Slippery Rock University—Slippery Rock, Pa.
- University of North Texas—Denton
- University of Central Florida—Orlando
- North Harris College—Houston, Texas
- Towson University—Baltimore, Md.
- East Tennessee State University—Johnson City
- Bellarmine University—Louisville, Ky.

Call 1-800-GET-MADD or visit [www.madd.org](http://www.madd.org) to learn more about UMADD.

But how bad is the actual problem, and what is MADD doing about it?

### Seeing Beyond the Statistics

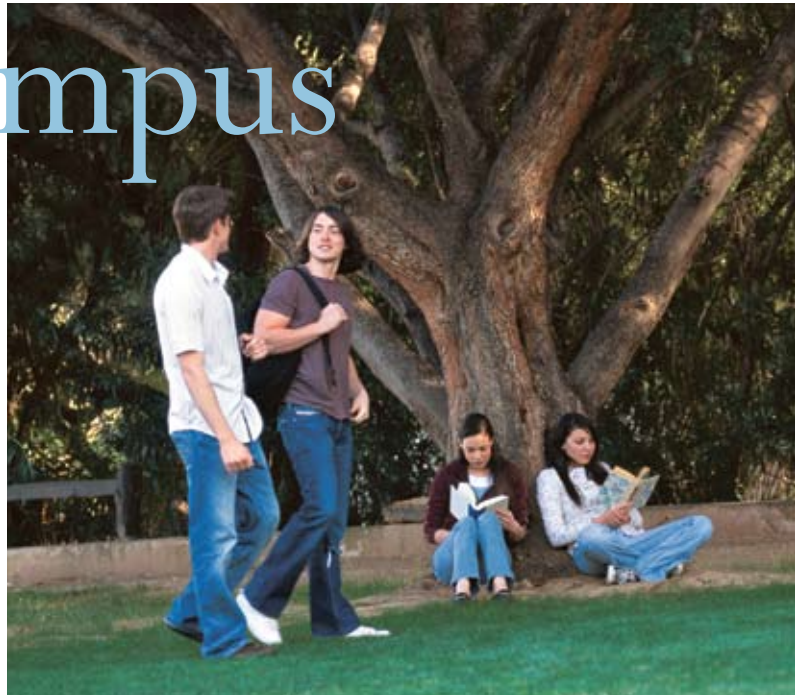
The headlines follow the statistics: Approximately 1,500 college students die each year in alcohol-related incidents—an additional 70,000 sexual assaults and 500,000 injuries involving alcohol happen every year.

Research shows that college culture can negatively contribute to the high-risk drinking pandemic. It's the "Animal House" mentality, the proximity of alcohol outlets and alcohol advertisements on campus that can influence irresponsible alcohol choices.

Conversely, factors such as strongly enforced campus alcohol policies, alcohol-free residence halls and activities, and a comprehensive prevention strategy can help create a healthy and productive environment for students.

### A Positive Influence

That's where college students like Daniel Dierfeldt and Christina Dorn come in. Instead of searching for the next beer bash, they are meeting with campus administrators about strengthening their campuses' alcohol policies, working with legislators to limit alcohol licensing permits and organizing campus awareness activities.



As part of MADD's college-based, student-led prevention group UMADD, students like these on campuses nationwide are dedicated to working with their schools and communities to change the environment that tolerates dangerous and illegal alcohol consumption.

UMADD groups work with local law enforcement to increase enforcement of underage drinking and impaired driving laws, reduce underage access to alcohol and limit dangerous drink promotions at local bars.

### Making a Difference

College administrators, law enforcement, media and parents are starting to address the issues of underage and high-risk drinking on college campuses. Unfortunately, it's taken needless tragedies to gain their attention.

By providing concerned students the access and tools to productively work with decision-makers at the college and in the community, UMADD groups are able to help ensure a healthy and safe collegiate journey for everyone.