

Project Break the Cycle (PBC)

Substance Abuse in Greek Affiliated Undergraduate Students at Clemson University

HLTH 3400 Health Promotion and Planning

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Project Break the Cycle (PCB) Perceived susceptibility of college students and substance abuse is significantly low (SAMHSA, 2018).

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INTRODUCTION

Substance abuse is defined as “The use of illegal drugs or the use of prescription or over-the-counter drugs or alcohol for purposes other than those for which they are meant to be used or in excessive amounts” (National cancer Institute, n.d.). This issue is most prevalent in adolescents, specifically on college campuses. According to a recent study, about half of the nation’s college students admit to binge drinking or taking drugs at least once per month (SAMHSA, 2019). College students face many social and academic pressures, which can lead to drug and alcohol abuse. Common drugs abused on college campuses include alcohol, marijuana, Adderall, over-the-counter (OTC) medications, hallucinogenic drugs, cocaine, and opioids. The transition of new responsibilities and opportunities can be stressful for new college students, which perpetuates the use of drugs and alcohol. Although it may start out as innocent fun, repeated substance abuse can lead to addiction and harmful physical and mental health effects.

In order to intervene, the use of the planning program MAP-IT will be implemented to reduce the rate of substance abuse in college students on Clemson University's campus. The MAP-IT framework is used to plan and evaluate public health interventions and stands for mobilizing, assess, plan, implement and track. The target population of this program will be Undergraduate students at Clemson University affiliated with Greek life. This specific population is targeted because of the relatively high rate of substance use in this subpopulation of undergraduate students nationally, reflecting the need for intervention on a small scale at Clemson. This program aims to break the cycle, hence the project name, of substance abuse found in Greek life through each generation. Older members of these organizations influence younger members, and the process continues. It is with the hope that this program will reduce the percentage of substance abuse by twenty percent by the Spring of 2026.

MOBILIZATION

Potential Partners

The first step of the MAP-IT program planning framework is the mobilization step. This step is essential in identifying vital potential partners and their roles in the program. Currently, at Clemson, there are various clubs and organizations that work with substance abuse and students. Some of these include:

- Sorority and Fraternity associations at Clemson, including College Panhellenic Association (CPA), Interfraternity Council (IFC), Multicultural Greek Council (MCG), and National Pan-Hellenic Council (NPHC).
- Clemson Fraternity and Sorority (FSL) Wellness Advocates
- Clemson University Counseling and Psychological Services (CAPS) Alcohol and Drug Counseling (ACTT)
- Clemson All-In Recovery

The first crucial potential partner for this program will be the Greek Organization’s new member chairs. PBC would request that a survey be presented to new members students over the course of four years to gain baseline statistics that would be compared to every year when assessing the program’s. PBC would also request that Greek organizations share with their members educational opportunities and resources. Given the social setting of Greek life, members are more likely to be in an environment that promotes the use of substances (The Addiction Center, 2021). Education will be aimed at warning members of these organizations of the potential

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dangers and consequences of substance abuse. These associations would be a great partner in also forwarding educational material and resources when needed. Following partnering with Greek organizations will be partnering with the Clemson Fraternity and Sorority (FSL) Wellness Advocates. This group works towards educating the Greek community on safe practices, holistic health, and safety. Clemson's FSL wellness advocates hold monthly events focusing on one topic each time. In October, the group focuses on alcohol awareness. Given that October is National Substance Abuse Prevention Month, this would be a great time to partner with this group to promote this program that would be in the stage of full implementation at the time. The wellness advocates group will help to promote the program with their wide audience on social media, as well as provide resources such as volunteers to put on an event. Finally, Clemson University Counseling and Psychological Services (CAPS) Alcohol and Drug Counseling (ACTT) provides assessment, prevention, intervention, and treatment services to reduce the risks associated with substance abuse in the Clemson student and staff population. Clemson All-In Recovery is a student organization that aims to support students interested in recovery from addictions or anyone affected by addiction. These potential partners are great resources to provide to students throughout the program.

Outside of Clemson, student body organizations are more potential partners. These outside organizations focus primarily on substance abuse treatment and providing resources to those in need. These organizations include:

- Substance Abuse and Mental Health Services Administration (SAMHSA) - behavioral health treatment services locator to find support resources. Includes treatment centers, treatment programs, and support groups nationally
- Alcoholics Anonymous (AA) District 11 serving Clemson, Easley, Liberty, Pendleton, Pickens, Powdersville, Richland, Seneca, Walhalla, Westminster, Anderson County (West), Oconee County, Pickens County. AA is an international organization dedicated to helping alcoholics to sobriety.
- South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS) is the state government agency who ensures quality services of those seeking to reduce the negative consequences of substance abuse and addictions.

Program Rationale

A rationale for the development of Project Break the Cycle by Isabel Long and Karlie Hill.

According to the National Survey on Drug Use and Health in 2018, 37% of college students regularly used an illegal drug or abused alcohol (National Institute of Alcohol Abuse and Alcoholism, 2018). The transition from high school to college gives students the independence that they have not yet experienced, in which this freedom can easily be abused. One factor of the "college experience" that is highly prevalent in undergraduate students, especially for first year students, is party culture. It is estimated that between 80% and 90% of underage college students drink alcohol (Fried et al., 2008). College students makeup one of the largest populations of alcohol and drug abusers and are at high risk for addiction. A subgroup that is at a higher risk for substance abuse is the greek life community on Clemson campuses. National surveys indicate that Greek members' alcohol and substance use exceeds that of nonGreek members (Cashin et al. 1998; McCabe et al. 2005; Wechsler et al. 1996). Substance abuse leads to various physical and mental detriments, as well as risky behaviors. Risky behaviors associated with alcohol and drugs can lead to physical injury and death, physical and sexual assault, and poor academic performance. A study by the Journal of American Medical

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Association shows that 37% of alcohol abusers and 53% of drug abusers have at least one serious mental illness (AMA, 2007). The effects of substance abuse on college students is substantial and is a public health issue that needs to be addressed immediately.

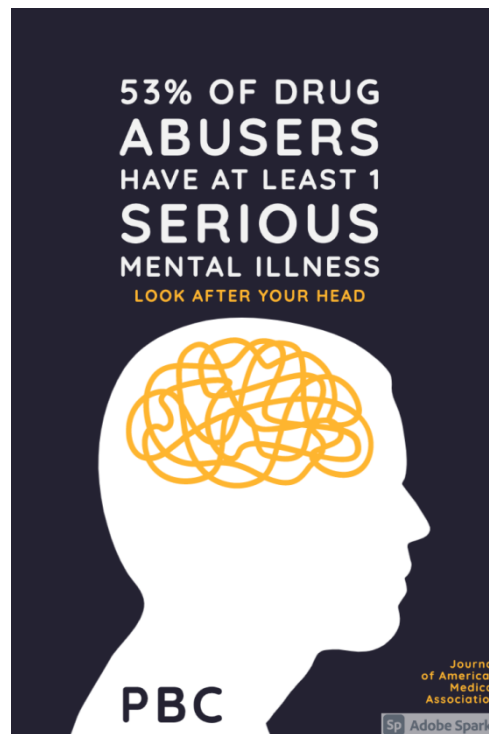
Economic costs also should be considered while assessing the effects of substance abuse. In the *2016 Surgeon General Report on Alcohol, Drugs, and Health*, it is reported that substance use costs the nation more than four hundred billion dollars annually. This includes money lost and spent in crime, treatment (health), and productivity changes (SAMHSA, 2004). These costs that represent the nation as a whole reflect similar costs the city of Clemson has to endure, just on a smaller scale. Expenses also include intangible and non-economic prices. This includes the negative health effects, torn relationships with family or friends, decreased work balance, etc. Substance abuse can plague one's life, and everyone can be susceptible to the effects.

To address this public health epidemic, Project Break the Cycle (PBC) will be implemented in Clemson, South Carolina at Clemson University. This health promotion plan is a best practice intervention and is based on multiple research and evaluations studies that prove the effectiveness of the program. According to the Community Preventive Services Task Force, an electronic screening and a brief intervention is recommended to reduce excessive alcohol-related problems (CPSTF, 2012). A study was conducted in 2015 based on these guidelines and found that the use of cannabis and alcohol decreased in adolescence after a brief intervention program (Carney, 2017). Based on these interventions, PBC will be implemented over the course of an academic semester with an electronic self-reported survey to gauge the effectiveness of the program. The program contains several elements of intervention. The priority population will gain knowledge through the form of health education during their new member programming for greek organizations. PBC will spread awareness of substance abuse through collaborations with greek organizations and social clubs. With the implementation of PBC, the priority population of greek life students at Clemson University will gain knowledge and awareness of substance abuse which will lead to a decrease in the behavior.

PBC's program rationale follows the goals of The Healthy People objectives that pertain to substance abuse are SU-04, SU-05, SU-06, and SU-09. Below are the objectives from Healthy People 2030 (Office of Disease Prevention and Health Promotion [ODPHP], n.d.).

- **SU-04** : Reduce the proportion of adolescents who drank alcohol in the past month
- **SU-05** : Reduce proportion of adolescents who used drugs in the past month.
- **SU-06** : Reduce proportion of adolescents who used marijuana in the past month in the past month
- **SU-09** : Reduce proportion of people under 21 who engaged in binge drinking in the past month

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ASSESS THE NEEDS OF THE COMMUNITY

Primary Data Collection

The first set of data collected will be from a survey administered by Greek organizations to their new members in the fall of 2022 as part of new member education. This survey will be readministered at the end of the spring semester in 2023. This is a google form-based survey, based on the questions on the “Campus Survey of Alcohol and Other Drug Norms” from the Student Health Programs of Southern Illinois University (Southern Illinois University, n.d.). This survey will be given to Greek Organizations executive members as a QR code that can easily be scanned by chapter members to fill out. An alternative link will also be sent in the case

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of technical difficulties. This data will automatically be sent to a Google sheet which will save the data to use for comparison purposes. The QR code to the right is an easily accessible form of survey. It was designed to make sure that students would want to finish the survey by being short and concise. The survey also has one question that will invalidate the rest of the responses to make sure the questions are being thoughtfully answered.

This survey is set up in seven separate sections: background information, alcohol use, marijuana use, illicit drug use (other than marijuana), binge drinking, attitudes of substance use, and campus regulation. This survey was intended to receive answers in which the frequency/amount of substances used and as well as the perceptions of substance use could be used as a baseline. These questions were designed to measure short-term, medium-term, and long-term goals.

Secondary Data Collection

After collecting the primary data directly from students and Clemson, secondary data will be collected and analyzed from outside sources. The first source of data will be from the *2016 Surgeon General Report on Substance Abuse*. This report outlines national statistics and prevalence rates for substance use misuse for ages 12 and over. Though this is a very generalized survey and not specific to PBC's target population, it provides great rates for comparison to a national standard. This will show if Clemson's Greek life students have a larger prevalence rate than national statistics. The next source of secondary data will be the 2019 Core Alcohol and Drug Survey given to students at the University of Illinois (University of Illinois Urbana-Champaign, n.d.). This survey was given to a representative sample of college students, and results were recorded. Again, this survey serves as a great comparison to see if PBC's priority population has significantly different statistics than the average college student. The final source of secondary data will be from the results of a research study done on representative samples who joined the greek life community. The survey given to these students, as well as the educational platform they received, reflects PCB's health promotion plan. The results of this research show that the educational intervention given to students significantly decreased perceptions of substance abuse, though students continued to use alcohol at high levels. This research journal also offers suggestions as to potential ways to increase program success. Using data from this research will also help determine how successful PBC's program is in comparison to the journal's research (Rice-Brown et al., 2017, 68-83).



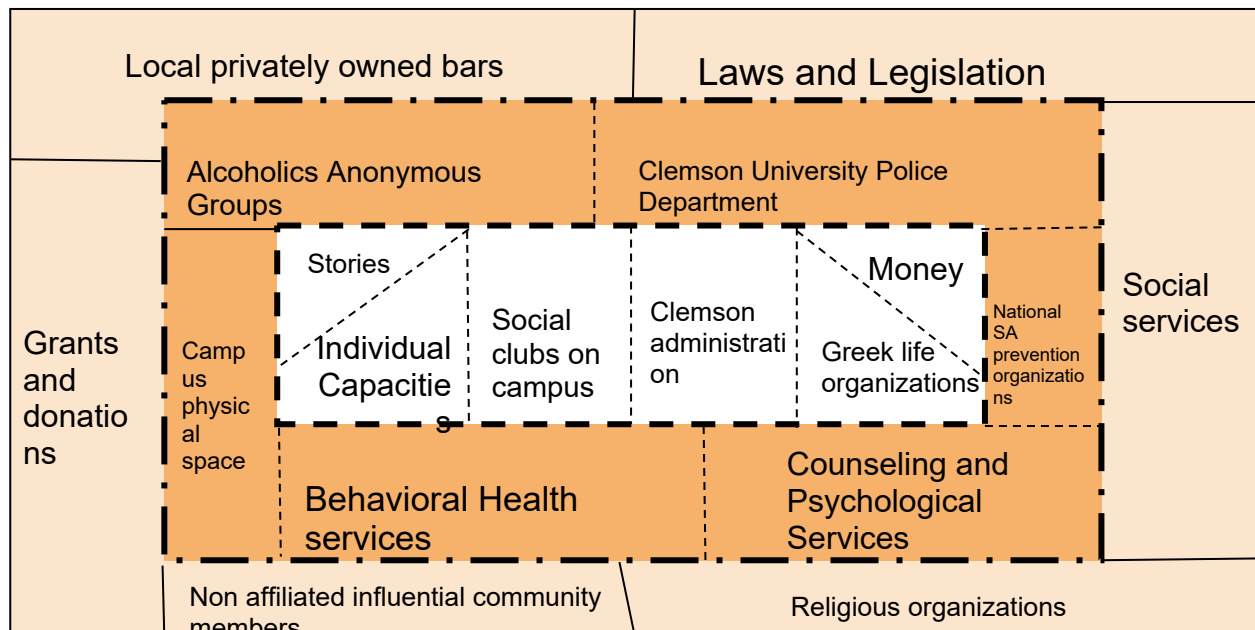
Basic Priority Rating Model

The Basic Priority Rating Model (BPR) is a health promotion model that allows for a comprehensive and systematic assessment of needs. (Fagen et al., 2011, 166-171). The BPR model has four components: size, seriousness, effectiveness of intervention, and PEARL. The rating of the priority population based on size is a score of 10. As mentioned earlier, according to the National Survey on Drug Use and Health in 2018, 37% of college students regularly used an illegal drug or abused alcohol (National Institute of Alcohol Abuse and Alcoholism, 2018). Following the model regarding incidence rate per 100,000 population, the given score is a 10. The next criteria are seriousness which is based on urgency, severity, economic loss, and impact on other people, all given a score from 0-5 to add to 20 maximum points. Urgency is scored at a 3 because the data is slightly increasing but closer to a stabilized trend. Severity is given a medium score of a 3 because of the years of potential life lost and years of productive life lost,

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and the actual number of deaths substance abuse accounts for. Economic loss score is given a 4, as cost compares to the numbers seen by significant diseases like diabetes (U.S. Department of Health & Human Services, Office of the Surgeon General., 2021). Impact on others is given a 3 because substance abuse can destroy relationships, but it physically does not cause health problems such as cancer for secondhand smoke. The next criteria are the effectiveness of interventions. A program similar to this outlined in (Brown et al., 2017) shows promise in changes of the perception in drinking but not entirely changes in actual behavior. For this reason, the effectiveness of interventions is given a 4. Finally, the last criteria are PEARL (propriety, economics, acceptability, resources, and legality). All of these passed, so the score for PEARL is 1. In total, using the equation given, the final BPR score is 31.

Asset Map



The process called “mapping community capacity” categorizes assets into three different groups based on their availability to the community and are called “building blocks” (McKnight and Kretzmann, 2012). The primary building blocks, the most accessible assets for PBC’s program, are the individual capacities of the volunteers for the program and the money from donors. The Clemson administration and social clubs on campus are essential assets to the program because they will increase the involvement of students in the program. Individuals’ stories about substance abuse will be an available and important asset because they are easily accessible and make an emotional impact on students. The secondary building blocks that are controlled by people outside of the program but will still be vital assets to the program are the Counseling and Psychological Services on campus and Behavioral Health services which will provide care to students with substance abuse issues. The Clemson University Police Department can help prevent risky behaviors associated with substance use such as sexual and physical assault, as well as illicit drug use and underage drinking. Alcoholics Anonymous groups and national substance abuse prevention groups will be valuable assets in providing examples for the

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program and how to raise awareness. The potential building blocks of this program are resources completely controlled by outside persons but are still influential in the community. These resources include both national and state laws and legislation and privately owned bars and alcohol-serving restaurants in the downtown Clemson area. Especially in the Clemson area, religious organizations will be influential as well as significant community members.

INTERVENTION PLAN

Planning Statements

In order to implement the plan, it is necessary to develop process objectives to organizational goals. The communication goal of this program is to raise awareness and increase correspondence about the long-term effects of alcohol and drug abuse in undergraduate students at Clemson University. This will be in part done through health education by providing students with statistics on the current rates of alcohol and drug abuse and educating them on the means to treat and prevent the problem. Culturally speaking, the goal is to change the culture around binge drinking, specifically in the Greek life population on campus. This population is selected due to the prevalence of substance abuse being statistically higher in members of fraternal organizations (Juergens, 2011). Other subgroups in the undergraduate population are at risk as well, such as first year students, but in this program, the greek life subgroup will be targeted.

The impact that this program will have on the undergraduate population is projected to be substantial. The long-term learning objective is to educate the students on the various programs and counseling services available to them for substance abuse. By the end of the program, the students should be aware of programs such as Clemson All-In Recovery and CAPS. From a behavioral approach, students will be able to learn how to limit their intake and prevent dependency on drugs and alcohol. Environmentally, greek life housing and on-campus housing will become a safer space with more open communication on alcohol and drug abuse. This includes the Quad on-campus and off-campus housing as well.

The projected outcome objective is to decrease the percentage of undergraduate students at Clemson University who abuse alcohol and/or drugs by 20% over the course of 4 years. This can be determined through a survey 4 years after the initial implementation of the program. The survey will be an online survey conducted through email. The details regarding the logistics and method of the survey will be in the following section.

Health Belief Model

With respect to the priority population of undergraduate students at Clemson University, specifically greek life members, the Health Belief Model (HBM) is the best model for changing the behavior of students. The Health Belief Model was developed in the 1950's by social psychologists Hochbaum, Rosenstock, and others, who were working in the U.S. Public Health Service to explain the failure of people participating in programs to prevent and detect disease (Perelman School of Medicine at the University of Pennsylvania, n.d.). The Health Belief Model addresses the individual's perceptions of the threat that is posed by a health problem, the benefits of avoiding that threat, and the factors that influence the decision to change.

The components of the HBM are centered around belief, which is ideal for the program that is focusing on a behavior issue. If the prioritized population does not realize that they could be affected by the behavior, they will not put forth any effort to prevent it. The perceived severity of the effects of substance abuse in college students is also exceedingly low.

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Undergraduate students also do not believe that taking action against substance abuse would reduce their susceptibility to the condition or its severity. The common belief among students is that the costs to prevent substance abuse before it starts does not outweigh the benefits. This can include choosing not to drink at all or avoiding social situations that involve binge drinking. It is also common for students to be overconfident in their ability to successfully avoid becoming dependent or abusing substances. This confidence is detrimental because individuals do not realize they are abusing drugs or alcohol until they are addicted.

The Health Belief Model is a perfect fit for substance abuse because health motivation is the central focus of the model. The constructs of the model provide a helpful framework for designing both short-term and long-term behavior interventions. When applying the HBM to planning this program, it is important to understand how susceptible the target population feels about substance abuse, the seriousness, and whether they believe action can reduce the threat. To monitor this potential change in belief before and after the plan, a survey regarding these constructs will be conducted both before and after the program.

SEM Community Plan

POST is a program designed to assist program planners in creating health promotion intervention's multidirectional communication plan. POST may include social media, like in this program. People, objectives, strategy, and technology are the four components of the POST framework. Regarding people, it is essential to take into consideration which technology the priority population uses. The priority population in this program primarily relies on the use of social media, which is important to note when developing communication interventions for the students. In light of social media, changing the rhetoric and attitudes surrounding binge drinking and drug abuse would be helpful in the success of the program. The strategy in doing this should be focused on creating more open conversations on social media regarding alcohol and drug abuse. Social media applications such as Instagram, TikTok, and Snapchat will be used in doing so. Most fraternities and sororities at Clemson University have Instagram accounts. By using these Instagram accounts to promote the program and to spread awareness, the conversation surrounding substance use and abuse will become normalized.

Health Education

The following is a lesson plan developed for new members of fraternities and sororities. When new members join these organizations, they are required to go through new member education. New member education ranges from one to three months of bi-weekly meetings before the members can officially be a part of the organization. During these meetings, members are educated on the organization and its requirements but also go through education on alcohol and hazing. Although it is beneficial that members are educated on the negative effects of alcohol, drugs are completely excluded from the curriculum. Due to this missing component, the following lesson plan was created to educate new members on the negative effects of drugs on the body.

Drugs + Your Body: The Ugly Truth

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Course: New
Member
Programing

Subject: The effects of
drugs on your
body

Prepared By: Isabel Long and
Karlie Hill

Overview & Purpose To introduce the negative effects of drugs to educate students on how drugs affect different parts of the body	Education Standards Addressed What state/county education standards that this lesson satisfies.
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	Teacher Guide	Student Guide	
Objectives	The teacher will be able to adequately inform and explain the ways that drugs affect the different parts of the body	After reviewing the Scholastic infographics and answering the review questions, the students will be able to think about the detrimental effects of drugs critically	Materials Needed · Paper · Pencil · Computer · Scholastic Infographics · Infographic 1 Infographic 2
Information	Give students the two Scholastic infographic worksheets and instruct them to read	Students will individually review the Scholastic infographics	
Verification	Break the class into small groups and start a discussion on the review questions from the infographics. Bring the class back together and organize a whole class discussion on the review questions.	Students will talk with their peers in small groups about the review questions, then discuss those same questions as a class.	Other Resources (e.g. Web, books, etc.) Google Scholar

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Activity	<ol style="list-style-type: none"> 1. Assign the students the task of finding 3 scholarly articles on the effects of drug use on the body 2. Have students identify and share with the class the most interesting fact they found from their search 	<ol style="list-style-type: none"> 1. Students will use Google Scholar to find 3 scholarly articles related to the negative effects of drug use on the body 2. Students will share the most interesting fact that they found from their search with the class 	
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Grassroots Advocacy Strategy

In order to directly affect the issue of substance abuse often seen in college students and recently graduated students, grassroots advocacy is necessary in order to make a change in state and national legislation. Currently, there is a bill which has recently been written called the “Excellence in Mental Health and Addiction Treatment Act”. This bill would require Certified Community Behavioral Health Clinics (CCBHCs) in each state. CCBHCs would provide critical care for people with mental health and substance use challenges. Every state should have the opportunity to have this CCBHC program to assist people who are struggling with substance use issues. In order to have this legislation passed, the program will reach out to Senator Tim Scott of South Carolina, who is on the Senate Committee of Finance, where the bill currently is. The program will reach out to ask Senator Scott to cosponsor and to support the passage of the bill. With the passage of this bill, members of our priority population will have access to receive the proper care for their substance use issues. Although Clemson Counseling and Psychological Services exists, there have been many complaints from students about the ineffectiveness of their programs. The program will utilize social media to reach out to students to advocate for this bill as well, by using official sorority and fraternity Instagram accounts. Tabeing in front of library bridge and at various locations on campus will help to gain support for this advocacy plan as well.

Cultural Competency

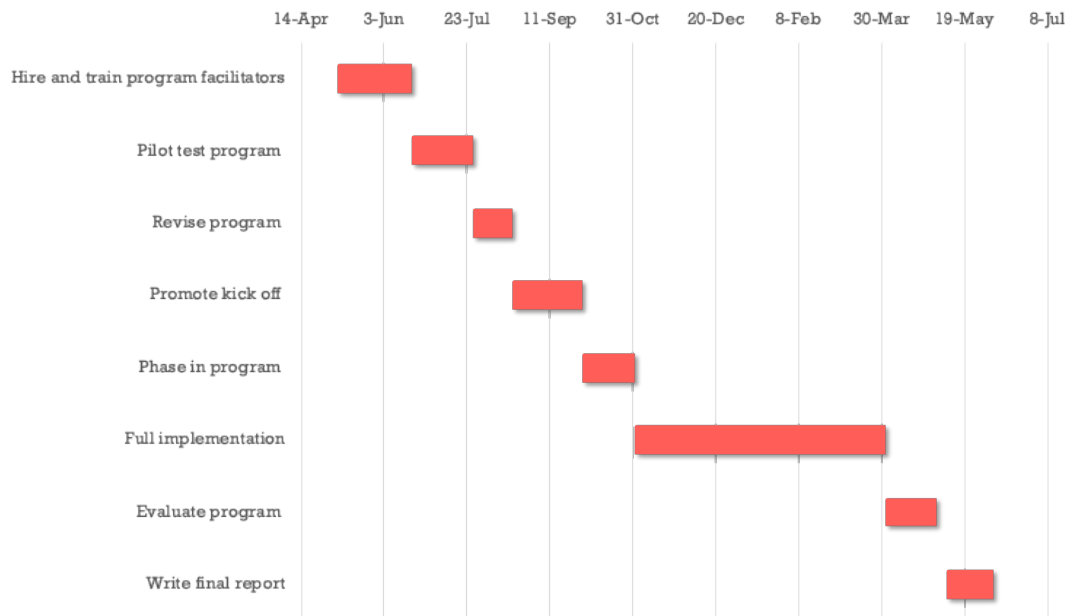
Due to the priority population of this program being college students, health literacy is not the largest concern of the program. Due to this age range, the grassroots advocacy strategy was written at a college level, at a 45.9 on the Flesch Reading Ease Score. The Readability Consensus rated the strategy text at reader’s age to be 18-19 years old. It is also important to consider the culture around fraternities and sororities and the subgroups of these organizations. The Multicultural Greek Council is an umbrella council for 4 multicultural Greek-letter organizations. The National Pan-Hellenic Council (NPHC) governs the organizations that are historically African American organizations. These two umbrella organizations are a part of Greek life but are typically thought of as being traditional fraternities and sororities. They are essential organizations to the Clemson community and will be included in the PBC program.

IMPLEMENTATION STRATEGY

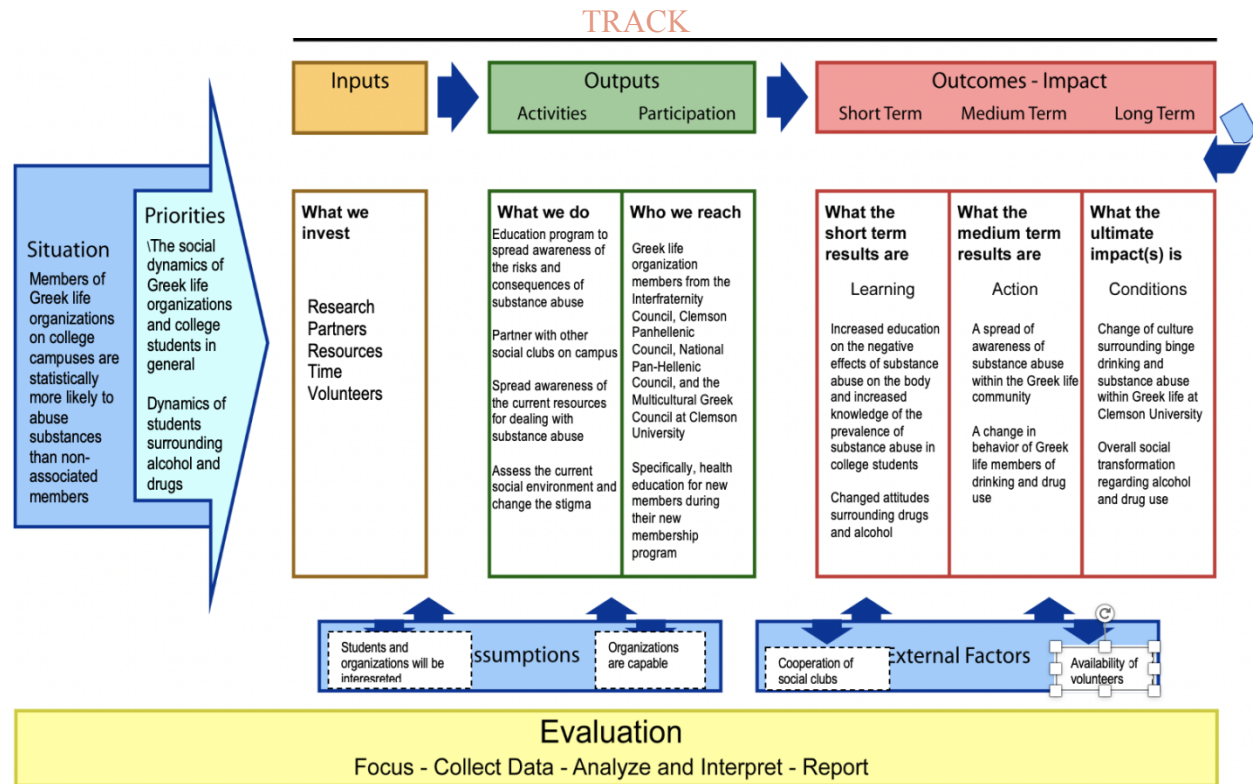
Project Break the Cycle’s main goal is to educate and inform students of the risks and consequences of substance abuse. The first step of the program will be to hire and train facilitators. These facilitators will be in the form of volunteers, mainly from Clemson’s FSL

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Wellness Advocates. Along with the volunteers from the wellness advocates, PBC will be recruiting volunteers, at least one from each organization (CPA, IFC NPHC, MGC). This will ensure that members of the program are representing Clemson Greek life and ensure that all resources from the program can be utilized by anyone who needs it. This hiring and training will happen at the end of the Spring 2022 semester and will continue over the summer using Zoom software. The first pilot program will be tested using the volunteers, who can then say what they liked or disliked about the program. Using the volunteers to test the program will aid in making adjustments to the program in a way that maximizes participation throughout. The kickoff of the program will be during the first few weeks of the academic school year, taking place after the Greek fraternity and sorority rush. During the new member education in the first couple weeks after rush, the health education segment of the program will occur. After new members join their respected organizations and are settled in, is when the program will be phased in and fully implemented. The time of full implementation is strategically planned around the month of October, which is National Substance Abuse Awareness Month. During this time, PCB's main event will take place. It will be a partnership with Clemson Wellness Advocates to put this event on. Even though the main event is in October, guest speakers and different educational and awareness events will take place until the end of the semester. Finally, the evaluation will happen during the last month of the Spring 2023 semester when the same survey will be delivered to the same students that started the program. Results will be interpreted, and a final report will be written. In order to assess the long-term outcome objectives, this project will be repeated for four years and revised if need be.



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HLTH 3400: Project Break the Cycle – Karlie Hill & Isabelle Long

Key Action: Purpose is to educate students on potential dangers of substance abuse and guide them to available resources

HLTH 3400 Evaluation Plan:					
Key Evaluation Question	Key Indicators	What is collected and how?	From whom / data sources?	When collected and by whom?	How will you analyze the data?
1. What was invested into this program?	1. Money spent, hours logged by volunteers	1. Time of volunteers	1. Self-reported hour sheet	1. Throughout the program by volunteers	1. Organized and added up in spreadsheet
2. Were students' attitudes regarding substance abuse changed?	2. Percent that thought differently of substance use	2. Answers to survey questions	2. Google survey	2. Fall of 2022 Spring of 2023- collected by Greek members	2. Organized and added up in spreadsheet
3. Were students' actions regarding substance abuse changed?	3. Percent that decreased binge drinking/drug use	3. Answers to survey questions	3. Google survey	3. Fall of 2022 Spring of 2023- collected by Greek members	3. Organized and added up in spreadsheet
4. Was the culture regarding drinking at Clemson changed?	4. Overall decrease in substance use by all students	4. Survey questions answered differently in future years	4. Google survey	4. Fall of 2022 Spring of 2023- collected by Greek members	4. Organized and added up in spreadsheet

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