Why a mandatory online survey with personalized feedback?

Over the past 20 years, research has consistently shown that knowledge-based educational courses alone do not change drinking behavior. **Alcohol education is not sufficient.** The drinking cultures of first-year students and athletes on campus require an individual, personalized approach. The Alcohol eCHECKUP TO GO is an online prevention & intervention program, designed by San Diego State University counseling center psychologists, to reduce destructive alcohol use at the individual and population-levels.

To date, the evidence base of nearly a dozen independent controlled studies, conducted across various campus communities, consistently demonstrates that **the Alcohol eCHECKUP TO GO significantly reduces students’ drinking and risk-taking behaviors.**

San Diego State University Research Foundation’s not-for-profit eCHECKUP TO GO programs provide institutions with cost effective interventions shown to reduce destructive substance use.

*Many campuses prefer to use the program’s full name and formal logo. The Alcohol eCHECKUP TO GO is the e-CHUG.

Requiring all students, including Non-Drinkers to complete the Alcohol eCHECKUP TO GO

Campus experience, common sense and years of research demonstrate that “Just Say No” or “Just Know More” prevention strategies do not change drinking behavior. A comprehensive and effective campus prevention strategy must include a strong personalized intervention program. The Alcohol eCHECKUP TO GO (e-CHUG)* is purposefully designed to be a harm-reduction intervention and prevention program that can be used simultaneously at the individual and population levels. An evidence-base of nearly a dozen independent controlled students, conducted across a variety of campus communities, consistently demonstrates that the Alcohol eCHECKUP TO GO significantly reduces students’ drinking and risk-taking behaviors. **

The primary goal of the Alcohol eCHECKUP TO GO is to reduce levels of dangerous and destructive drinking on your campus with a special focus on two high-risk groups: first-year students and athletes. The questions students are asked and each student’s personalized feedback profile is designed to change the behavior of individuals in these high-risk groups.
Fortunately, not all students are high risk drinkers. In fact, reliable normative data show (often to the surprise of students, faculty and staff), not all students drink and most do not drink heavily. Thus, in addition to the program’s primary and purposeful focus on high-risk drinkers, the Alcohol eCHECKUP TO GO thoughtfully incorporates strong prevention strategies and community wellness elements for low risk and non-drinkers. These elements support non-drinkers and prepare them to cope with the social pressure they may feel to drink.

Research indicates that a strong intervention program that incorporates personalized alcohol-use feedback provided in the Alcohol eCHECKUP TO GO-supports non-drinks and may, in addition, increase the duration of abstinence.

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**The research referenced in this document, as well as all empirical students published and presented regarding the efficacy of the Alcohol eCHECKUP TO GO (e-CHUG), are posted at [http://www.echeckuptogo.com](http://www.echeckuptogo.com).

The well documented “freshman effect” reminds us that students’ choices regarding alcohol are likely to change as they move through their college years. The Alcohol eCHECK UP TO GO prepares students for these challenges by: **providing them with campus-specific social norms information, identifying their own key risk-factors, and identifying dangerous behaviors and destructive drinking habits.**

Finally, even those students who do not drink and never intend to drink may know someone (a classmate, friend, family member or teammate) who drinks at a level that causes them concern. By providing specific resources available on your campus and in your local community, the Alcohol eCHECKUP TO GO supports and empowers students to help a friend, help themselves and strengthen the wellness culture on your campus.

Just as it is important for healthy people to occasionally monitor their blood pressure or cholesterol level, the Alcohol eCHECKUP TO GO provides all students with an online tool that allows them to monitor changes in their drinking and can alert them to potentially dangerous drinking habits.

Asking all first-year students and athletes to complete the Alcohol eCHECKUP TO GO introduces them to, and provides them with, an effective, evidenced-based personalized feedback tool they can use and refer back to **throughout their entire college career.**

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www.Echeckuptogo.com