



Alcohol Communications

Our communications around alcohol must challenge the perception that high-risk drinking is an accepted part of the college experience and reinforce the idea that the individual choices students make about alcohol use have a profound impact on their academic success, their own college experience and the character of the campus community.

Our Alcohol Prevention Message

It's important to be consistent when we communicate about alcohol to our campus community. The following is a message crafted by university partners to help communicate our values around alcohol abuse prevention:

- It is our mission at the University of Wisconsin–Madison to provide learning environments where all students can reach their highest potential.
- Changing the culture around high-risk drinking is a priority. We recognize that everyone plays a role in promoting an environment that supports responsible drinking.
- We define responsible drinking as legal and low-risk consumption.
- Our data shows that the majority of students who drink do so at a moderate consumption level; some do not drink at all.
- Students who choose to consume alcohol may face negative consequences to their academics, well-being, and UW–Madison student status.
- As a caring community, we encourage students to be active bystanders and intervene when they witness peers making high-risk choices around alcohol.
- As we engage in partnerships for positive change we commit to effective evidence-based strategies that promote the well-being and safety of our students.

Alcohol by the Numbers

- 56% of UW–Madison students consume 0-4 drinks when they socialize with alcohol. (NCHA, 2015)
- 80% of UW–Madison students alternate alcohol and non-alcoholic drinks. (NCHA, 2015)
- 84% of Badgers want a friend to tell them if they've had too much to drink. (BSU!, 2015)
- 78% of Badgers said "If I intervene regularly, I can prevent someone from being hurt." (BSU!, 2015)
- 84% of Badgers feel it's important for all community members to play a role in keeping everyone safe. (BSU!, 2015)

Alcohol Poisoning

Alcohol poisoning signs and symptoms can include:

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| • Confusion | • Vomiting |
| • Seizures | • Slow breathing |
| • Irregular breathing | • Blue-tinged skin or pale skin |
| • Low body temperature | • Passing out and can't be awakened |

It's not necessary to have all these signs and symptoms before seeking help. **If you suspect alcohol poisoning seek medical attention immediately. Dial 911.**

Alcohol Messaging Matters

Jokes and comments about the alcohol culture at UW-Madison contribute to how the University is viewed by current and prospective students, faculty and staff, and national and international audiences. We all play a role in providing consistent messages about alcohol. Use this chart below to help guide your facilitation.

Instead of this	Try this
UW–Madison is a party school.	UW–Madison is a world renowned institution with rigorous academic standards. Students who engage in high-risk drinking can face negative consequences.
UW–Madison students work hard, play hard.	UW–Madison students are driven and many get involved outside the classroom with friends, events, clubs, and volunteering.
Drinking is a normal part of the college experience; “everybody drinks”.	We have non-drinkers on campus and provide countless alcohol-free events.
Drinking is a part of the Wisconsin culture.	Students face decisions around alcohol at college. UW–Madison educates all incoming students on reducing risks associated with alcohol use.
Avoid using scare or shock tactics when talking about alcohol incidents.	The choice to drink or not to drink is up to individual students. UW–Madison provides facts, knowledge, and skills to help individuals make the choices that are right for them.

Alcohol Abuse Resources

Students can get help for alcohol abuse related concerns through walk-in appointments at the UHS Counseling and Consultation Services, 333 East Campus Mall, 7th Floor, Monday-Friday, 9 a.m. – 4 p.m.

For medical emergencies, dial 911.