

Problem Statement			Strategies	Activities	Outcomes		
Problem	But Why?	But Why Here?			Short-Term	Intermediate	Long-Term
Binge Drinking (34.3% of Truman students Binge Drank in the past 30 days)	Availability	Older Students Provide for Younger Students (72.8% receive their alcohol from someone over 21) (17.4% receive from Fraternity or Sorority)	Provide Information and Education	Review Alcohol Policy with students; make online training a requirement;	Train 95% of incoming fall 2014 freshmen through online course Create mechanism for online training for incoming Jan 2015 transfer students.	Make annual mandatory training for all students through online course available by Fall 2015	Train 95% of students each year through online course. Reduce number of underage students receiving alcohol from friend over 21 to consistently below 60%.
			Build Skills	Risk Management, understand problems and have a plan; Presentations to campus organizations;	Incorporate Risk Management Matrix into online training.	Increase use of Risk Management Matrix by 5%.	Decrease the number of underage students receiving alcohol from Fraternity or Sorority to consistently below 12%.
		Local bars/restaurants offer drink specials (27.4% consume	Provide Information and Education.	Educate owners of effects of binge drinking Mandatory	Provide SMART brochures to CHEERS bar owners.	Provide server training to CHEERS affiliated bars and restaurants.	Provide server training in conjunction to all bars and restaurants.

		at bars or restaurants)		Server training.			
		Establishments don't card/ID (6.7% of students drink where ID's aren't checked)	Environmental Strategy	Distribute CHEERS cards to students. Compliance checks.	Distribute 3,000 CHEERS wallet cards to students. Identify stakeholders in an effort to begin conducting compliance checks.	In partnership with stakeholders, conduct compliance checks twice per year at bars and restaurants within Kirksville city limits.	In partnership with stakeholders, conduct compliance checks at all liquor vendors within Kirksville city limits.
	Community Norms Favorable to Binge Drinking	Large Parties are hosted during move in week and/or Truman week. (Truman week parties, nights before days off)	Provide Information Build Skills	Coordinate with law enforcement for increased visibility during high risk dates. Host and encourage hosting of alcohol free alternative activities at high risk dates.	Increased patrols during high risk dates. Support 2 organizations hosting alcohol free alternative activities off campus on high risk dates during Spring	Designate PIP funds officer overtime to increase enforcement during high risk dates. Support 3 of organizations hosting off campus alcohol free alternative events for Fall 2015.	Dedicated law enforcement officer for high risk dates. 9 groups are hosting alcohol free alternative activities during Truman Week with support from PIP.

					2015 semester.		
			Community Based Process And Environmental Strategies	Representation on committees responsible for scheduling and university events.	Provide data to academic calendar committee regarding high risk dates.	Increase awareness among faculty of consequences of high risk dates.	Fewer high risk drinking dates due to scheduling (ex. reading day, conference day, research day)
		Students don't realize the effects of binge drinking. (41.9% experienced memory loss or blackout, 16.8% engaged in risky sexual behavior, 6.6% have experienced alcohol poisoning)	Provide Information Build Skills	Serving size training; Create PSA's on consequences of binge drinking, serving size, effects on career and academic and athletic performance. Social Norms Campaign	Incorporate serving size trainings during alcohol awareness week. Recruit faculty to sponsor PSA creation as a requirement. Update social norms campaign with	Incorporate serving size training with online training for all students. Students create media campaign to educate on consequences of binge drinking, serving size and effects on academic and athletic performance. To increase saturation level to ??	Reduce the rate of past 30 day binge drinking in students to consistently below 30%. Implement campaign through media, social media and other appropriate outlets. Reduce the rate of past 30 day binge drinking

					current data.		in students to consistently below 30%
		<p>Students hosting parties.</p> <p>(77.3% drink at a social gathering or friends house) (51.2% pre-party at social gathering or friends house)</p>	<p>Provide Information</p>	<p>Bystander training.</p>	<p>Train all incoming freshmen in bystander intervention Fall 2014.</p>	<p>Train teams from each Greek organization by Fall 2015.</p>	<p>All organizations that host parties must have team trained in Bystander Intervention.</p> <p>Create sustainable structure for peer educator Bystander Intervention trainers.</p>