

Inspiring Students to Lead Healthier, More Productive College Lives

In recent decades, high-risk drinking on college campuses has jeopardized our nation's status as the mecca of quality higher education and hampered our ability to compete globally as we prepare this generation of students to become tomorrow's leaders. Alcohol misuse doesn't just put students at risk, but also greatly threatens the ability of institutions of higher education to achieve their organizational objectives.

AlcoholEdu® can help. The program incorporates the latest evidence-based prevention methods to create a highly engaging user experience that inspires students to reflect on and consider changing their drinking. Today, *AlcoholEdu* is used on more than 500 campuses and by 36% of all first-year students at America's four-year higher education institutions.

With eight published studies documenting its efficacy, *AlcoholEdu* is the only program proven to reduce alcohol-related negative consequences among students.

The Power of Preventative Education

AlcoholEdu remains the only program specifically designed for ALL students, whether they are frequent heavy drinkers, light to moderate drinkers, or non-drinkers. The 2.5-hour curriculum is designed to be administered to an entire population of students, such as an entering first-year class.

OUR APPROACH

- Highly interactive design
- Personalized to every student
- Assessments, data, and analysis

OUR PLATFORMS

- Award-winning
- Web-enabled for instant implementation
- Private-label branding

OUR STRENGTH

- Proven efficacy in changing student behavior
- 10+ year track record in producing student knowledge gains



27%

OF ALL COLLEGE
ATTRITION IS DRIVEN
BY ALCOHOL-
RELATED PROBLEMS.

THE VALUE OF A
DEGREE FROM AN
INSTITUTION IS
CLOSELY TIED TO ITS
IMAGE AS A "PARTY
SCHOOL."



EverFi's Higher Education digital learning platform provides comprehensive and effective solutions to the critical 'wellness' issues that fundamentally impact students throughout college and beyond.

The Educational Experience

Leading Content

Interactive lessons incorporate multiple evidence-based learning theories in order to achieve specific behavior change objectives and help students practice safe decision-making.

Adaptive Pathways

AlcoholEdu delivers a personalized experience to all types of students based on their drinking choices and readiness to change. For example, frequent high-risk drinkers receive a Brief Motivational Intervention (BMI).

Goal-Setting and Planning Tools

"Personal Plan" tool allows students to set personal goals based on their drinking choices and provides highly specific strategies and suggestions to help them achieve these goals.

Rich Assessment Data and Benchmarking Opportunities

Pre- and post-surveys yield a robust database on first-year students' alcohol use, including where, when, why, and how students drink. This data can then be compared to the national aggregate and customized peer group results.

FOUR POWERFUL MODULES

- Motivate behavior change
- Reset unrealistic expectations about the effects of alcohol
- Link choices about drinking to academic and personal success
- Models safe decision-making

Benefits to Your Institution

- **Engage Students in a Meaningful Way:** Effective prevention is not "one size fits all." AlcoholEdu delivers a personalized experience to all students.
- **Mitigate Your Institutional Risk:** AlcoholEdu is scientifically proven to reduce alcohol-related negative consequences — and is recommended by United Educators, the leading risk liability insurance provider.
- **Gather Baseline Data to Inform Your Prevention Strategy:** Our Team will work with you to identify key trends in your data and coordinate this information with your other programming efforts.
- **Identify Student Leaders Before They Arrive on Campus:** AlcoholEdu provides a roster of students who have volunteered to organize and/or participate in alcohol-free events.
- **Gain Access to Unparalleled Expertise:** AlcoholEdu includes complimentary consultative support from a nationally recognized staff of experts and veteran practitioners.



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