

## **What is *prethink your drink* and who is it for?**

[prethink your drink](#) is a toolkit is to provide post-secondary institutions and student groups on Alberta campuses with resources to help reduce high-risk drinking and the harm that students may experience from drinking.

Student groups can help reduce the harm associated with overconsumption by having specific supports in place that encourage a healthy transition to university/college life. It is important to understand high-risk drinking trends and prioritize resources and support for certain groups of students. A variety of approaches will likely be necessary for any post-secondary setting; this toolkit can help support those efforts.

## **Why *prethink your drink*?**

According to a 2013 survey regarding post-secondary student alcohol consumption, 7 in 10 Alberta students used alcohol in the 30 days prior to the survey and drinking was considered acceptable by most students. Of the students who indicated drinking, 48% binge drank, or drank more than five drinks the last time they socialized. This is cause for concern, as is the fact that when students drank, they reported experiencing negative or unintended consequences. For example, in the 12 months prior to the survey, of those students who reported using alcohol, 40% did something they later regretted, 20% had unprotected sex and 20% physically injured themselves. These examples demonstrate that high-risk drinking among post-secondary students is an issue that needs to be addressed.

## **Where can I find *prethink your drink* and how do I use it?**

[prethink your drink](#) is available online and it is easy to use. It has many “step-by-step” guides that can help student groups

- Conduct a needs assessment
- Develop a logic model
- Establish a campus wide strategy
- Plan and implement activities, and
- Evaluate success.

The toolkit is based on programs that are proven to be highly effective at producing positive outcomes. In addition, there are a number of examples of projects and program implemented on Alberta campuses and a list of 50 different activity ideas for your consideration. This is “real-world” work that with your own time and effort can be practical for you to implement on your own campus. Additional consultation and support will be available from the Addiction Prevention Unit to assist groups interested in using the toolkit.