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Alcohol Messaging Guidelines

It is important to have consistent messages as we educate the community on the risks associated with alcohol consumption and the positive normative behaviors of students. The following presents a unified approach to the messages shared around the University of Nebraska-Lincoln. First:

- Do not assume that all UNL students drink. According to the 2016 NCHA survey, nearly a quarter of our students (24.5%) abstain from using alcohol.*
- Do not imply that underage drinking is acceptable. It is against the law.
- Do not use photos/images that glorify drinking.
- Do not use photos/images that may provide unintended instruction for drinking.

UNL Students and Alcohol: The Data

- 24.5% of UNL students have never used alcohol.*
- 39.5% of UNL students have not used alcohol in the past 30 days.*
- 38% of UNL students have binge-drunk (women had four or more drinks / men had five or more drinks at a sitting in the past two weeks).*
- UNL students engage in protective behaviors when they choose to drink.
 - 79.7% of UNL students eat before/during drinking when they party/socialize.*
 - 77.3% of UNL students keep track of how many drinks they have when they party/socialize.*
 - 93.9% of UNL students stay with the same group of friends when they party/socialize.*
 - 84.4% of UNL students use a designated driver when they party/socialize.*
 - 46.9% of UNL students determine in advance not to exceed a set number of drinks.*
- UNL students do not approve of peer pressure or drinking too much.
 - 90.6% of UNL students are bothered when they see someone repeatedly pressuring a peer to drink.**
 - 91% of UNL students think something should be done about repeated peer pressure.**
 - 89.6% of UNL students do not approve of drinking so much that one cannot remember part of the previous evening.**
 - 91% of UNL students do not approve of drinking so much that one gets into situations they may regret later.**

Important Laws Everyone Should Know

GOOD SAMARITAN LAW

[\(Neb. Rev. Stat. 53-180.05 \(b\) \(c\) \(d\) \(e\)\)](#)

Call 911 when you suspect a drug or alcohol overdose without fear of receiving a MIP

- Limited immunity to both the intoxicated minor and first person to call for help
- Stay on the scene until law enforcement and/or medical personnel arrive
- Cooperate with officials

MINOR IN POSSESSION - MIP

[\(Neb. Rev. Stat. 53-180.02](#) Minor; prohibited acts; exception; governing bodies; powers.) [\(Lincoln Municipal Code 9.48.040](#) Minors; Possession or Consumption of Alcoholic Liquor Prohibited.)

It is illegal to drink or possess alcohol if you are under the age of 21

- Up to \$500 fine, up to 3 months in jail, or both
- UPD will attempt to notify a parent. LPD or other law enforcement agencies may or may not attempt to notify a parent.
- Driver's license or permit may be revoked for a period of time
- Alcohol education, alcohol assessment, and/or community service may be mandated
- Student Code of Conduct violation

PROCURING ALCOHOL FOR A MINOR

[\(Neb. Rev. Stat. 53-180.](#) Prohibited acts relating to minors and incompetents.)

It is illegal to provide alcohol to anyone under the age of 21

- Up to \$1,000 fine, up to a 1 year in jail, or both
- Not eligible for pre-trial diversion
- Minors can be charged, too
- Student Code of Conduct violation

Messages for all who go out/party/socialize:

- Drink water.
- Enjoy snacks.
- Keep your cell phone charged.
- Hang out with friends you know and trust.
- Stay with the same groups of friends when you go out.
- Plan ahead. Know who is the sober designated driver, know where you will go and where you will end up at the end of the evening.
- **Additional messages for those who choose to drink:**
 - Set a limit for the number of standard drinks you'll have and stick to it.
 - Pour your own.
 - Keep your drink in your possession at all times.
 - Keep count of the number of standard drinks you've had.
 - Pace yourself. Have no more than one standard drink per hour.

- Alternate every alcoholic drink with water.
- Do not mix alcohol with drugs, even prescription medications.

How are drinks measured?

Alcoholic beverages contain different amounts of alcohol. A “standard drink” of any alcoholic beverage contains about one-half of an ounce of pure alcohol. The following is considered to be a standard drink:

- 12 oz. of beer
- 8-9 oz. of malt liquor
- 5 oz. of wine
- 1.5 oz. shot

What is binge drinking? Source: NIAAA

- Binge drinking is a pattern of drinking that brings the blood alcohol concentration (BAC) level to 0.08.
- This typically occurs after 4 standard drinks for women and 5 standard drinks for men—in about 2 hours.

Drinking: Women vs. Men Source: NIAAA

Women and men process alcohol differently. If a man and a woman weigh the same and drink the same amount, her blood alcohol content (BAC) will be higher than his. In addition, women on average, weigh less than men and pound for pound have less water in their bodies. As a result, with each drink, women tend to reach higher peak BAC levels and do so more quickly than men.

What is the point of diminishing returns?

As blood alcohol concentration increases, there is a point when the buzz will not get any better with more alcohol. The point of diminishing returns is at about 0.05-0.06 BAC, when one more drink will not make you feel any better, but instead make you more physically impaired.

What is a blackout? Source: NIAAA

A blackout is usually caused by heavy and/or fast drinking. Anyone drinking too much too fast can experience a blackout.

- During a blackout, the drinker is still awake but their brain (in the hippocampus area) is not creating new memories
- The drinker (and others) does not realize a blackout is happening
- When the alcohol wears off, the drinker has little or no memory of what happened
- During a blackout, a person is more likely to do something risky
- Frequent blackouts may be a sign of a serious problem
- 89.6% of students do not approve of drinking so much that one cannot remember part of the previous evening.**

Signs of Alcohol Overdose (Don't wait for all symptoms to be present) Source: NIAAA

- Mental confusion, stupor
- Difficulty remaining conscious, or inability to wake up
- Vomiting
- Seizures
- Slow breathing (fewer than 8 breaths per minute)
- Irregular breathing (10 seconds or more between breaths)
- Slow heart rate
- Clammy skin
- Dulled responses, such as no gag reflex (which prevents choking)
- Extremely low body temperature, bluish skin color, or paleness
- **Know what to do:**
 - **CALL 911 IMMEDIATELY. Alcohol overdose is a life-threatening emergency.**
 - Do not put the person into a cold shower or bath. Do not make them drink coffee. Do not make them “walk it off.” None of these things will reverse the effects of alcohol overdose.
 - Stay with the intoxicated person until medical help arrives.
 - Keep the person on the ground in a sitting or partially upright position.
 - If the person is vomiting, help them lean forward to prevent choking.
 - If the person is unconscious, put them onto their side (with an ear toward the ground) to prevent choking on vomit. Prop with pillows (do not “backpack” the person). Clear the person’s airway if obstructed.
 - Never leave the person alone to “sleep it off.” A person who has passed out can die.

* 2016 National College Health Assessment (American College Health Association) survey of UNL students

** 2015 Bystander Intervention Survey of UNL students

For additional information regarding alcohol and other drugs, contact:
Big Red Resilience and Well-being
University of Nebraska-Lincoln
<http://www.resilience/unl.edu>