A tremendous culture shift in alcohol use has occurred at the University of Iowa due to strategic and intentional effort on the part of students, faculty, staff, and the Iowa City community. Since 2010, UI has had a written Alcohol Harm Reduction Plan, grounded in comprehensive, evidence-based, environmental and individual-based strategies.

**WHY ARE WE CONCERNED ABOUT HIGH-RISK DRINKING?**

- **56.6%** of UI students have had at least one alcohol-related negative consequence in the last year:
  - **39.1%** did something later regretted
  - **38.8%** forgot where they were or what they did
- Alcohol use has been identified by students as the #7 top health issue to negatively impact their academics and for first-year students it is the #5 top health issue.

**CULTURE CHANGE INVOLVES CHANGING THE ENVIRONMENT AND MESSAGING:**

- More students are coming to UI who are choosing to delay drinking or not drink alcohol - **27.5%** (2017) vs. **12.7%** (2001)
- We need to support our students who want experiences that do not include alcohol
- We give powerful messages about what is “normal”, “expected”, “encouraged”, and “tolerated” that can affect our students’ decisions, so it’s important that we do not normalize drinking in college as a rite of passage
- Focus on acknowledging and highlighting how perceptions are out of line with data
- There is ample research evidence that the very best student outcomes result from delay of drinking until at least age 21

**ALCOHOL HARM REDUCTION PLAN (2016-2018) HIGHLIGHTS:**

- **Metrics of Success:**
  - % high-risk drinking - **70.3%** (2009) reduced to **50.5%** (2017)
  - Avg. number of drinks - **7.4** (2009) reduced to **5.4** (2017)
  - % drinking 10+ days per month - **36.4%** (2009) reduced to **19.0%** (2017)
- Students Supporting Students - new student committee created to identify strategies for building social support for students who do not drink alcohol
- UI Collegiate Recovery Program launched, including a support group, student organization and campus recovery center space
- Fraternity & Sorority Life (FSL) Alcohol Harm Reduction Work Group created to establish recommendations related to changing the alcohol culture within FSL community

To view the full 2016-2019 plan, go to: https://vp.studentlife.uiowa.edu/alcohol

For questions or for more information, contact the Office of the Vice President for Student Life at 319-335-3557.