



UNIVERSITY of
MASSACHUSETTS
150 Infirmery Way
Amherst, MA 01003-9288

University Health Services

voice: 413.577.5000

fax: 413.577.5488

PRESS RELEASE

For Immediate Release

Contact: Karen Dunbar Scully, UHS Communications & Marketing
(413) 577-5077; kdscully@uhs.umass.edu

January 14, 2008

Prevention experts share successes at national conference

AMHERST, Mass. – Experts from the University of Massachusetts Amherst’s Center for Alcohol and other Substance Abuse Prevention (CADAP) and School of Public Health and Health Sciences are sharing the school’s experiences and successes during the national conference of the California Council on Alcohol Policy, Jan. 27 – 30 in San Diego.

CADAP Director Sally A. Linowski, Ph.D.; BASICS Project Director Diane Fedorchak, M.Ed.; and BASICS Project Evaluator Gloria T. DiFulvio, Ph.D. will discuss the university’s alcohol and drug abuse prevention initiatives during their presentation, “Integrating Individual and Environmental Approaches to Prevention.”

The conference attracts top practitioners, public officials and researchers from across North America. The January event is the 14th in an ongoing series focusing on using public policy strategies to avoid alcohol-related problems.

Based in the health education department at University Health Services (UHS), CADAP brings together a variety of evidence-based prevention initiatives, including:

- BASICS, a program that helps students examine their alcohol and drug use and reduce risky behaviors;
- myStudentBody, a mandatory online alcohol education course for new students;
- the Athletic Health Enhancement Program, designed for the unique needs of student athletes; and
- the Campus and Community Coalition to Reduce High-Risk Drinking.

Efforts targeting high-risk drinking at the individual, campus and community levels are showing positive results. Research at the university shows that since 2003, frequent heavy episodic drinking (binge drinking three or more times over a two-week period) among students has decreased 38%; the overall heavy episodic drinking rate is down 26%; while the rate among underage students declined 14%.

Linowski, a researcher and educator, is director of UHS’ health education, community outreach and marketing department. Fedorchak is a health educator specializing in alcohol and other drug abuse prevention; DiFulvio is a research assistant professor in the School of Public Health and Health Sciences. The team’s expertise and insights are in high demand nationally; they have presented recently to groups including the U.S. Department of Education; the American College Health Association; the National Association of Student Personnel Administrators; and the joint scientific conference of the Research Society on Alcoholism and the International Society for Biomedical Research on Alcoholism, as well as campus and community audiences.

UHS, UMass Amherst’s campus health center, serves students, faculty and staff. The center offers comprehensive medical and mental health care, referral and education services, with a special focus on the health needs and concerns of students. For more information, visit www.umass.edu/uhs or call (413) 577-5000.