



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 12, 2009

Prevention conference features university, community experts

AMHERST, Mass. – Colleges and universities have long struggled with the problem of high-risk student drinking. From Jan. 22 – 24, attendees at a major conference for student affairs professionals will hear about strategies and successes from University of Massachusetts Amherst experts and their colleagues.

The annual Alcohol Abuse Prevention and Intervention Strategies Conference is sponsored by NASPA, the foremost professional association for student affairs administrators, faculty, staff and students. This year's event takes place at Boston's Park Plaza Hotel.

On the opening day, Sally A. Linowski, Ph.D., director of the Center for Alcohol and other Drug Abuse Prevention at University Health Services, Patrick T. Archbald, deputy chief of the UMass Amherst Police Department, and captain Michael R. Kent of the Amherst Police Department will present "*Campus and Community Coalitions: An Essential Component for Environmental Change.*"

The presentation looks at the work of the Campus and Community Coalition to Reduce High-Risk Drinking (CCC), which is bringing together university and community leaders to address this challenging issue. Since its inception four years ago, the CCC has served as the catalyst for alcohol policy changes, town bylaw revisions, and partnerships with landlords, retailers, the campus judicial office and district courts. Dr. Linowski co-chairs the group; officers Archbald and Kent are active members.

On Jan. 24, Dr. Linowski joins Diane Fedorchak, M.Ed., director of UMass Amherst's BASICS alcohol screening and intervention program, and Dolores Cimini, Ph.D., of the University at Albany, SUNY Counseling Center, for "*Screening and Brief Motivational Interventions for High-Risk Alcohol Use: Implementation and Effectiveness.*"

While both schools have adopted BASICS, an evidence-based approach developed specifically for college students, they each use the program in different settings and for different populations. This year, UMass Amherst's BASICS program earned U.S. Department of Education recognition as an exemplary program – one of only two in the nation so honored.

BASICS and the CCC are key components of the university's environmental management strategy for reducing dangerous drinking – an approach that's generating impressive results. Over the past four years, student binge drinking is down 38%, frequent binge drinking has declined 26% and underage binge drinking has dropped 14%.