

Despite decades of research, hundreds of campus task forces, and millions invested in bold experiments, college drinking remains as much of a problem as ever.

The 18 – 24-year-old demographic is a high-risk population. Approximately 2.7 million college students drive drunk each year in the U.S. More than 1,800 students die every year of alcohol-related causes, 3 out of 4 involve drunk driving accidents. *(According to National Institute on Alcohol Abuse and Alcoholism)*

STUDENTS PAY A HIGH COST FOR A DUI

- A DUI conviction eliminates career paths: machine operations, heavy equipment, roles that require company automobile insurance, medical fields, law enforcement, and more.
- Unofficial HR practices place candidates with a DUI conviction into a less desirable secondary pool.



WHAT FACTORS CONTRIBUTE TO A HIGHER DUI RATE FOR A CAMPUS POPULATION?

- Distance from the campus to bars, restaurants, stadiums, and other hospitality venues
- The presence of Greek Life chapters
- Availability of rideshare services like Uber/Lyft and other Safe Ride programs
- Campus policies: dry campus, alcohol served at sporting events, etc.
- Lack of engagement with alcohol serving establishments that cater to students
- Institution culture: for example, schools are often ranked by the level of their party environment
- Colleges treat alcohol abuse as an individual problem. Binge drinking is a systemic problem with Administrators responsible for prevention often not equipped with the community-organizing skills to get local politicians, bar owners, and the police to try new approaches.



CAMPUS OUTREACH

Think Twice
FOUNDATION



SOLUTIONS

Your donation will support on-campus breathalyzer and alcohol education programs: a key strategy is to make widely available single-use breathalyzers and combine this tool with education programs that involve speaking events with emphasis on new student orientations and student groups.

- Print/Digital/Social Media Campaigns
- Speaking Events
- Rideshare Promo Code Fund
- Single-Use Breathalyzer Fund
- Partner with all Greek Life organizations, both locally and nationally
- Partner with organizations focused on college binge-drinking and recovery programs
- Work with campus police to secure their support for specific initiatives
- Engage alcohol selling establishments in each region: promotions for students who arrive in a rideshare or designated driver



WAYS TO GIVE

\$2,500

& New Student
Programs



\$5,000

Targeted Campaigns



\$10,000

Complete Campus
Engagement



CUSTOM

Packages

To find out more information and to get involved, please call or email us at these addresses:



866-657-5658



www.thinktwicefoundation.org
info@thinktwicefoundation.org