

NIH To Release Unique New Resource To Help Colleges Address Student Drinking **Convenient, research-based tool compares and rates nearly 60 alcohol interventions**

ROCKVILLE, Md., Sept. 21, 2015 /PRNewswire/ -- As more than 2 million freshman head off to college, they enter one of the most dangerous times for harmful and underage student drinking—the first six weeks of their first year. And while there are numerous options available to address student drinking -- they are not all equally effective.

Experience the interactive Multimedia News Release here:

<http://www.multivu.com/players/English/7587851-niaaa-collegeaim-alcohol-intervention/>

WHAT:

The NIH's [National Institute on Alcohol Abuse and Alcoholism](#) will hold a press briefing to announce the **CollegeAIM (Alcohol Intervention Matrix)** guide and website — the centerpiece of which is a new comprehensive and easy-to-use tool that will help inform decisions about alcohol interventions and guide college staff to science-based strategies.

Developed with input from leading alcohol researchers and college staff, *CollegeAIM* is distinctive because of the number and expertise of its contributors, the breadth of research covered by its analysis, and its user-friendly format.

By comparing nearly 60 interventions and rating them according to effectiveness, costs, and other factors, *CollegeAIM* offers information to help schools choose wisely -- boosting their chances for success in addressing student drinking and helping them to improve the health and safety of their students.

WHEN:

Tuesday, September 22, 2015
10:00–11:00 a.m. Eastern

WHERE:

In-person: National Press Club, Bloomberg Room, 529 14th St. NW, 13th Floor, Washington, DC
Online: <https://www.webcaster4.com/Webcast/Page/219/10286>

Advance media registration is encouraged, to access background materials before the webcast.

To register, visit: <https://www.webcaster4.com/Webcast/Page/219/10286>.

WHO:

Speakers include:

- [George Koob](#), Ph.D., Director, National Institute on Alcohol Abuse and Alcoholism
- [Jonathan C. Gibralter, Ph.D.](#), President, Wells College; Chair, NIAAA College Presidents Working Group to Address Harmful and Underage Drinking

WHY:

Nearly 40% of college students report binge drinking (5 or more drinks per occasion) in the past 30 days. The consequences are many:

- For students: deaths (an estimated 1,825 annually), injuries (an estimated 696,000 annually), sexual assaults/date rape (an estimated 97,000 annually), and poor academic performance (an estimated 1 in 4).
- For colleges: costs for security, health care, vandalism, and attrition; damage to reputation.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/nih-to-release-unique-new-resource-to-help-colleges-address-student-drinking-300145914.html>

For further information: NIAAPressOffice@mail.nih.gov, 301-443-3860

<https://icf.mediaroom.com/2015-09-21-NIH-To-Release-Unique-New-Resource-To-Help-Colleges-Address-Student-Drinking>