

## Program Evaluation Highlights

Launched in fall 2021, Alcohol101+ is a cost-free digital alcohol education program for colleges, universities, and organizations to use with college-age students in the US.

In 2023, several independent evaluation studies of Alcohol101+ were undertaken and completed to assess the effectiveness and impact of Alcohol101+ among today's college students. One evaluation study consisted of analyzed student data from academic year 2021-2023. The second study was a follow-up assessment of 340 students completing the program during the fall 2022 and spring 2023 semesters to measure longer-term impact. This sample included first-year students, returning students, higher-risk drinkers, and students with limited experience with alcohol.

### Key Findings

The evaluations demonstrated that Alcohol101+ fills an important and vital gap in knowledge and preparation of students for a healthier and safe college experience. Students reported obtaining new knowledge on topics such as:

- + Standard drink size and contents
- + Effects of alcohol on the body
- + Negative consequences of drinking alcohol
- + Safety and risk reduction strategies and protective factors

In the follow-up assessment, there was a **significant increase in the number of risk reduction strategies** used by students including actions such as eating before and during drinking, maintaining possession of their drink, making their own drink, and keeping track of how many drinks they consume.

The Alcohol101+ student evaluation showed that after completing the Alcohol101+ program:

**97%** of students felt equipped with information to make responsible choices about alcohol.

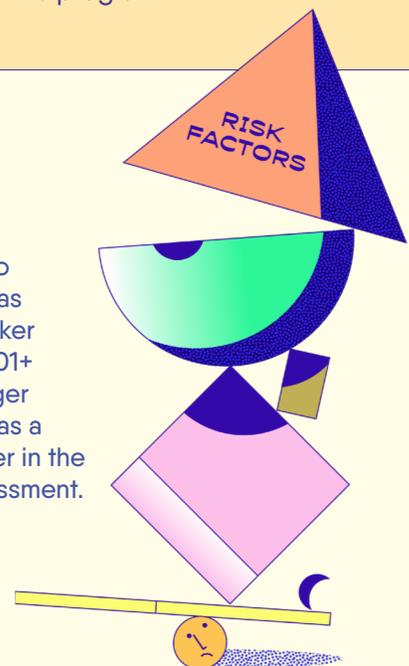
**61%** of students reported they were less likely to engage in harmful drinking.

**56%** of students reported that the program challenged their views or beliefs about drinking alcohol.

**75%** of students enjoyed the program.

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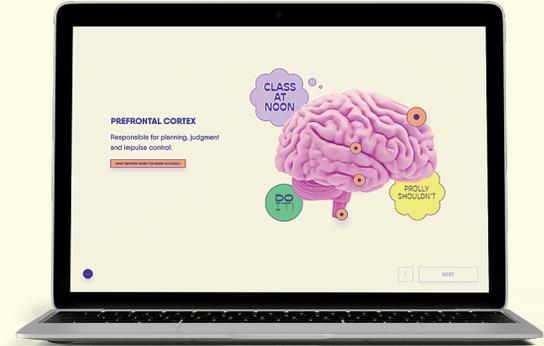
of students who self-identified as a high-risk drinker in the Alcohol101+ course, no longer self-identified as a high-risk drinker in the follow-up assessment.





The program appears to make a difference with students, and it also provides rich data that can aid campus administrators as they develop needs-based and locally-appropriate strategies and educational approaches for their campuses. As a no-cost, easily-accessible, and impactful resource, Alcohol101+ adds significant value to campus strategies addressing alcohol issues.”

– David Anderson, Ph.D. and Tom Hall, Ph.D., program evaluators.



**Alcohol101+ is designed to provide college students with the knowledge and skills to make responsible decisions around alcohol. Within that broad goal, the program includes the following objectives:**

- + Increase student awareness of the potential hazards of drinking.
- + Contribute to student behavior change by decreasing harmful drinking behaviors.
- + Increase student intention to change binge drinking behaviors.
- + Recognize multiple consequences when engaging in harmful drinking.
- + Increase empathy and understanding that personal drinking choices have an impact on others.

## About Alcohol101+

The new program was developed by [Responsibility.org](http://Responsibility.org) under the advisement of a group of experts in the field of prevention on college campuses and is based on the Transtheoretical Model of behavior change, also known as the Stages of Change model.



To learn more about these evaluations or Alcohol101+

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