

Alcohol Association

Like any product, different types or brands of alcohol can bring about different associations.

Objective

Understand that perceptions of alcohol vary due to packaging and environment. Our views are usually positively or negatively re-enforced through our experiences.

Materials

Various types of alcohol bottles, cans, decanters, brown paper bag, party ball, swizzle stick, etc. If you can't have bottles and cans in your residence hall, obtain pictures to show. Perhaps you could use magazine advertisements.

NC State Alcohol Policy:

http://www.ncsu.edu/policies/campus_environ/health_safety_welfare/pdf/POL04.20.2.pdf

Alcohol Law Information:

http://www.ncsu.edu/stud_affairs/legal_services/legaldocs/Alcoholinfolaws.htm

Session starter

- Ask "What is the first thing you think of when I say the word, "alcohol". Let various people respond.

Session

- Begin by saying "I'm going to show you some items that have to do with alcohol. Tell me the first thing you think of when you see these objects." Show objects and have participants discuss what they associate that object with. Some typical associations could be: parties, good times, old people, swanky, expensive, cheap, homelessness, snobby, Greek party, our residence hall, Dad/Mom, fun, sick, puke, sex, etc. It could remind them of a funny story, a bad time, etc.
- Next ask "Do any of these associations remind you of school? (Or mention that many of the shared associations have to do with school) "Which ones?"
- Following are some other questions you may wish to ask.
 1. Do you think some of these associations reinforce underage drinking on campus?
 2. What is N.C. State's policy concerning alcohol on campus?
 3. What happens to someone who is underage who gets caught? Apparently some people believe in alcohol so much that they are willing to risk the consequences associated with getting caught. Do the benefits of alcohol use outweigh the costs?
- Wrap up by making sure students know what the University policy is concerning alcohol. This information can be found in your Wolfwise handbook under the non-academic misconduct section of the Code of Student Conduct.