Cal Alcohol Problem Prevention Coalition (APPC) Team

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Background and History
High risk alcohol use and abuse is a top concern on college campuses nationwide. On large campuses like UC Berkeley, there can be numerous, but uncoordinated alcohol risk reduction programs in action. This lack of coordination often fails to produce clear, strong messages for students, synergy among the programs, and meaningful and long-lasting changes in drinking and party culture.

The APPC Team was established after UC Berkeley became a founding member of the Nat’l Alcohol Prevention Coalition (APC) in 2009. The APC is a growing network of colleges and universities around the country whose commitment to reducing high risk college drinking goes beyond simply meeting the "minimum threshold." The APPC Team represents a critical step for our campus – it ensurs senior administration involvement and a campus-wide perspective for ongoing development, implementation and evaluation of alcohol risk management activities. The APPC Team members are designated by:
- Ron T. Coley, Associate Vice Chancellor--Business and Administrative Services;
- Harry Le Grande, Vice Chancellor - Student Affairs; and
- Linda Williams, Associate Chancellor.

APPC Team Goal
Design and manage effective, campus-wide alcohol risk management activities to ensure:
- High quality of life, study, work and play for all in the campus community
- Minimal harm from college student alcohol use
- Engagement of all campus stakeholders.

Key Strategies
Based on its understanding of alcohol risks in the UC Berkeley campus community and successful, evidence-based strategies, the APPC Team is focusing on the following campus-wide objectives:
- Campus alcohol-related policies which are clear, sufficient, and well-publicized
- Enforcement and accountability activities which are consistent, swift and highly visible
- Risk management and responsible beverage service practices in both commercial and social settings
- Accurate social norms perceptions about drinking, associated harm, and community acceptance
- Critical mass of active and effective bystanders for prevention and intervention

Priorities for 2010-11
1. Establish campus-wide process to collect, analyze and address campus alcohol risk data
2. Establish and standardize consistent and swift student accountability procedures for alcohol violations (e.g. Expanded use of a CSCCS citation for alcohol violations around the campus area)
3. Alcohol and party risk management training and social marketing for students
4. Critical mass of active and effective bystanders for prevention and intervention

For more information, please contact:
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