

A Special Report: UNC and Alcohol

Student drinking: Carolina tradition?

By LIZ LUCAS
Assistant University Editor

"The only problem (with alcohol education) is that we've found out that education is not enough for alcohol," Minuto said. "We must also include enforcement — not with new laws, but by mainly enforcing the old ones."

"The only way the campus can have a good chance of enforcing an alcohol policy is if the movement comes from the grass roots — the students. But the students must realize this means less consumption," Minuto said.

"The current alcohol policy cited in the handbook is really a no-policy policy," she said, explaining that the University attempted largely to discourage drinking and uphold state laws.

Fred Schroeder, director of student life, agreed. "Because of legal ramifications, the University is bound by what its policies can do," Schroeder said. "I personally hope for a clearer policy as to where alcohol can be on campus," he said. "But nothing is in the works."

Minuto said an effective alcohol policy would be "a long hard pull."

"It's almost like trying to spit against a tidal wave — working against us are Harris Distributors and other brewers," she said.

"It's natural for students to experiment with alcohol, but why does the University try to force it on them? What we need is a decrease in availability of alcohol on campus."

Excuses for drinking vary on campus, but most students admit they drink because everyone else does — "to maintain the Carolina tradition," Minuto said.

"The vast majority of students up here are just drinking excessively — they are not problem drinkers," she said. "I worry about their academic careers and whether they will survive the four years here."

Kenneth C. Mills, assistant director for the UNC Center for Alcohol Studies, a research group

The center helps groups like the Residence Hall Association in suggesting prevention plans such as party planning and also formulates alcohol policy proposals for the University and the community.

"The best way to avoid problems at parties in dorms is to plan them," Mills said, suggesting that parties offering alternative beverages and more themes would de-emphasize getting drunk.

Mills agreed with Minuto that the University's drinking policy was too lenient.

"The University is definitely not out to play parents to those drinking," he said. The community's, as well as the University's, laws are very inconsistent and changing the laws would not change the alcohol use, he added.

"The two main problems with alcohol are that it is ubiquitous — alcohol is everywhere — and it is insidious," he said. "It is dangerous, but many don't realize the ubiquitousness and insidiousness pose a real problem with people's attitudes."

"We want to cover up alcohol problems until they hit home," Mills said. "Now there are so many alcohol problems at the University, it's beginning to hit home."

Because of studies' indications that experimentation and peer pressure influence drinking among lowerclassmen, the Panhellenic Council has instigated several alcohol-awareness programs, including a mandatory program sponsored by the Health Education Service.

"Drinking has always been an issue with sororities, but with all the crackdowns recently in the community, it really has become a timely issue for sororities to consider," said Bonnie Fass, president of Panhell.

Each sorority house has its own rules about alcohol, with only one rule — prohibiting alcoholic beverages at rush parties prior to bid day — applicable to all houses, Fass said.

"During the year we (the Panhellenic Council) try to keep an eye on the houses, but it's up to the individual houses to uphold their alcohol rules," Fass said.

Because of recent problems on the campus with alcohol, the Panhellenic Council has devised a mandatory alcohol awareness program for all pledges this year, Fass said. The council also is working on another seminar on alcohol, in conjunction with the Carolina Union.

One major alcohol program instituted by the Panhellenic Council is its ride program to and from dances.

"All sororities having big dances are now enforcing taking buses to the formals," Fass said. "By do-

ing so, you don't have to worry about yourself or your friends driving back. It's a little more expensive, but it's worth it."

Likewise, the Interfraternity Council has no general rules about alcohol that apply to all of the fraternities except one that prohibits alcohol being served during the hours of formal rush, IFC president Joel Hughey said.

"The reason for this rule is so the rushees won't accept a bid due to the influence of alcohol; so they will be cognizant when they decide to pledge," he said.

Hughey acknowledged that more drinking probably went on in fraternities than on the rest of campus, but "one possible reason may be because there are more social events in fraternities than in dorms," he said. Also, fraternity parties are not as alcohol-centered as dormitory parties because they are usually centered around another theme, he added.

"It's well known that the town government is upset at Chapel Hill's and UNC's reputation as a drinking center in the Piedmont."

Mike Vandenberg
Student Body President

Just as IFC and PanHell are concerned about the campus problems with alcohol, so is RHA.

"Ninety-five percent of the time, beer is present at parties in dorms," RHA President Scott Templeton said. "But over the past few years we've got 10 dorms to buy soft drinks, other alternative beverages, and munchies." Usually for every keg there are six liters of alternative beverages, Templeton said, although there is no written policy.

There are occasional complaints from students about much of their funds going to beer at dorm social events, Templeton said, explaining that a social fund was established in the 1950s through a student referendum in which a social fee was incorporated with rent and tuition and allocated by the Student Activities Office. The office distributes funds to each residence area for social and academic activities.

Students who have complaints should talk to their area directors, Templeton said.

Drinking is a problem in dormitories, not only in personal relationships, but in damage done to the dormitories.

"A lot of vandalism is alcohol-related," Templeton said. "When someone gets drunk and tears up the dorm, you can consider it a problem," he said.

To lessen the alcohol problems inherent in dormitory life, all Resident Assistants are trained with information provided mainly by the Health Education Service, as well as in-service training with the Area Directors, said Mickey Sullivan, assistant director of the housing training program.

ADs, on the other hand, generally receive most of their training through their graduate programs, said Jim Ptaszynski, acting associate director of resident life. ADs usually have received their master's degree in counseling or personnel management.

Student Government also is concerned about alcohol consumption, but takes a different approach than other campus organizations.

"We're trying to take a community-wide approach in our alcohol programs, not limiting them to students," said Student Body President Mike Vandenberg, adding that Student Government had instituted two alcohol programs.

Frank Hirsch, chairman of Student Government's Town Relations Committee, recently was selected chairman of Chapel Hill's alcohol task force, formed last month to examine problems with drinking and propose solutions.

Student Government also is working on redesigning Chapel Thrill to de-emphasize its drinking aspects, Vandenberg said. Alcohol will not be eliminated, but hopefully the atmosphere will less conducive to alcohol abuse, he said.

Student Government also is discussing a transport service similar to that of Chapel Hill High School, designed to escort people who have been drinking home after parties. The week-long orientation program, posing multiple opportunities for alcohol abuse, also is being examined, Vandenberg said.

"We've got to continue to work with the town government for more understanding," he said. "The town government is acting against the drinking reputation of the University — the police are just carrying out the town government's wishes," he said.

"It's well known that the town government is upset at Chapel Hill's and UNC's reputation as a drinking center in the Piedmont," Vandenberg said.

Drinking may appear to be synonymous with the UNC tradition, but as crackdowns on public consumption and driving under the influence increase, both student organizations and University administrators have been forced to evaluate drinking problems on campus and revise drinking information programs.

The University's atmosphere is cited as perhaps the greatest cause of drinking on campus.

"There is not an event here that does not promote alcohol," said Lucie Minuto, health educator for the Health Education Service. "The athlete of the month is promoted by a beer company, Chapel Hill is conducive to drinking, and the alumni beer and beach music parties."

Chapel Hill has a horrendous reputation now of being the beer drinking capital of the world," she said. "This means a tremendous number of people are drinking and it attracts problems."

Studies have shown that the more one drinks, the more problems one is likely to have, Minuto said. Problems range from hangovers to missing class to DUI arrests, with the average male having six such incidents per month and the average female experiencing three such problematic incidents per month, she said.

"The only way the campus can have a good chance of enforcing an alcohol policy is if the movement comes from the grass roots — the students."

Lucie Minuto, health educator
UNC Health Education Service

The Health Education Service, located in the Student Health Service, is designed to help counsel students with a variety of problems, including alcohol problems, with the main emphasis placed on awareness. The organization counsels groups, including Resident Assistants, as well as individuals.

designed in 1978 to develop an education program for alcohol abuse on campus, agreed with Minuto's observations. But unlike the Health Education Service, the Center for Alcohol Studies concentrates on the community — especially the college community — as a whole and suggests prevention projects.

University, town assess alcohol problems

By LIZ LUCAS
Assistant University Editor

UNC student leaders, administrators and town officials gathered Monday at an alcohol awareness seminar to discuss student awareness of the problems attached to alcohol, including the legal ramifications of alcohol-related arrests and the city's stand on drinking. Sixteen students attended the forum, which was held in the Coffeehaus of Ehringhaus Residence Hall.

Sixth floor Resident Assistant Alan Marks sponsored the forum, which featured Chapel Hill Police Department Chief Herman Stone and CHPD Major Arnold Gold, Dorothy Bernholz, director of UNC's Student Legal Services, Fred Schroeder, director of the department of student life, and Frank Hirsch, chairman of the Student Government's Town Relations Committee.

The forum speakers discussed their fields in relationship to alcohol on campus; they emphasized that students needed to become aware of the problems and stigmas attached to alcohol.

Schroeder, who has been with the University for 18 years and served on the student affairs alcohol education program in the past, emphasized that three things most often influence drinking on campus as well as the ways to deal with alcohol on campus.

First, he described the "aura or ethos" of Chapel Hill as "The Beer-Drinking Capital of the World."

"That's a neat fact — it provides for a lot of good macho stuff and a lot of good horror stories at home, but difficulty arises when people begin to believe it," Schroeder said. "It especially affects those (freshmen) entering the area — they begin to feel that they must live up to the reputation."

As the second influencing factor, Schroeder questioned the marketing plans of brewers and local bars, as well as the advertising policy of *The Daily Tar Heel* concerning drinking.

He also cited statistics from the Center for Alcohol Education Study, which showed that fewer women than men had drinking problems and that more men in fraternities were shown to have a drinking problem than men not in fraternities.

"I'm a strong supporter of fraternities, but I'm embarrassed to note there is much more drinking in fraternal organizations than on the rest of campus," Schroeder said.

There are two ways to deal with the alcohol problem on campus, Schroeder said: Outside intervention by a dean, the police or an Area Director, or correction of the problem by those most directly concerned, such as dormitory residents and Greek members.

Bernholz echoed Schroeder's advice and discussed the legal implications of alcohol-related arrests on students.

"Accidents involving alcohol do tremendous social harm, but they usually translate into how much it costs," she said.

"The criminal shame and slap on the wrist (of a DUI arrest) is not like having to pay \$50,000 to someone for injuries," she said.

"The social costs of these injuries are unfathomable. You can't realize how much it costs to support a quadriplegic for life until after a DUI incident."

Students rarely realize that the costs of fines, lawyer fees and costs for alcohol education programs required for everyone convicted of a DUI may total \$1,000, Bernholz said.

CHPD Chief Stone emphasized the seriousness of DUIs and the need for responsibility in drinking habits.

"All we (the CHPD) are trying to do is to teach the townspeople and teenagers to be responsible drinkers," he said.

Stone also said he was enlightened by the recent interest in alcohol awareness.

"There is more interest from the students and townspeople of this community than I've ever seen," he said. "There's a lot of interest in what alcohol and drugs can do now, as well as later on down the road."

Gold echoed Stone's comments, and expounded on the role of the police with respect to alcohol consumption.

"Our job is to keep the community safe, to make the streets safe for you to go out on at night," he said, adding that this meant enforcing public consumption and DUI laws.

Gold cited one statistic that brought the DUI problem home to Chapel Hill.

"Thirty-five percent of those arrested for DUI are between the ages of 19 and 25," he said. "Forty-two percent of Chapel Hill's residents are between the ages of 19 and 24."

Student Government representative Hirsch, who also chairs Chapel Hill's task force for alcohol awareness, spoke on student awareness of current alcohol issues, including the effort to raise the drinking age to 19 and the federal grant backing the DUI crackdown in Chapel Hill.

"We should be aware that by receiving this federal grant, Chapel Hill is being made a test market," he said. "It's up to us to prove to the federal government and the statisticians that the age here doesn't equate with the drinking here," he said.

Hirsch said people needed to be informed about problems concerning alcohol.

"When the governor's alcohol task force makes its recommendations, we've got to be aware," he said. "We must fight raising the drinking age to 19. If you are old enough to fight for your country, you are old enough to drink. Make your presence known, even if it means going out and registering to vote against raising the age," Hirsch said.



Lucie Minuto

Teaching responsible drinking habits goal of programs

By JOSEPH BERRYHILL
Staff Writer

Alcohol education programs are a growing phenomenon on the college campuses. In response to the problem of increased alcohol consumption by college students, almost 70 percent of universities and colleges have special programs to educate students about the effects of alcohol, according to a recent survey of 181 colleges by *The Chronicle of Higher Education*.

"As the consumption of alcohol increases, problems increase," said Kenneth C. Mills, assistant director for the UNC Center for Alcohol Studies.

Mills cited nationwide problems associated with drinking by college students: driving under the influence, noise, litter, fights, injuries and lower grades.

While university officials in North Carolina and outside the state generally agree that prohibition of alcohol on campus is not a viable solution to the problem of increased alcohol use, they differ in their approach to educating students about the effects of alcohol.

"It's silly to think of prohibition," said David Burns, director of the Rutgers University Student Health Service and chairman of the University Committee on the Use of Alcohol.

Burns said the ideology behind efforts to curb alcohol abuse at Rutgers was "to try to emphasize the students' capacity to make choices and not be coerced into drinking." Another goal is to reduce the marginal risk for those who do drink, he said.

Rutgers is in the early stages of a comprehensive alcohol program, which is slated to include an alcohol assistance program for students. The program is analogous to employee assistance pro-

grams, which many corporations have implemented to assist employees in recognizing and getting treatment for alcohol problems.

"If a student has alcohol-related problems, rather than terminate him, we'll put him in a program to try to help the problem," Burns said.

Pennsylvania State University uses an actual employee assistance program for its faculty "to try to help those whose productivity has dropped," said William L. Eck, professor of Health Education at PSU and co-director of TAAP, Total Alcohol Awareness Program.

"TAAP is geared to the entire Penn State University community — both students as well as adults," Eck said.

Established at PSU in 1978, TAAP advocates "responsible drinking for those who choose to drink," Eck said. It also offers a program which deals with individuals who abuse alcohol.

TAAP also has a program to reinforce the beliefs of those who abstain from alcohol use. "Alcohol education is not training people to use alcohol," Eck said.

Another program dealing with the use of alcohol at the university level is BACCHUS, or Boost Alcohol Consciousness Concerning the Health of University Students.

"The program is an education-focus program, not counseling," said Gerardo M. Gonzalez, founder of the first BACCHUS program and director of the Alcohol Information Center at the University of Florida. BACCHUS is a national organization with 78 chapters, including Western Carolina University. UNC does not have a BACCHUS chapter.

"Student organizations form chapters of BACCHUS," Gonzalez said. Officers are then elected, and the groups get a faculty adviser who is a liaison with the national organization.

WCU formed its BACCHUS chapter this summer with the help of Housing Director Randy Rice, and now has about 20 members.

Rice summed up the philosophy behind the

BACCHUS program at WCU: "It's OK to drink if you drink responsibly, and if you don't drink, that's OK too."

BACCHUS functions are like any other student service organization, holding meetings and sponsoring coffeehouses and other events, Rice said.

Besides its BACCHUS chapter, WCU offers a campus alcohol information center and an educational program for students with disciplinary problems related to alcohol.

At UF, BACCHUS is just one component of the alcohol education program offered. Gonzalez directs an Alcohol Information Center, and the school offers counseling services as well as academic courses on alcohol education.

Two of the courses are at the undergraduate level, Gonzalez said, one of them a general education course, and the other a peer-facilitator training course.

The courses at UF are not unique, however. N.C. State University offers an alcohol education course taught by a Student Health Service faculty member, said Jerry Barker, coordinator for health education programs at NCSU. One accomplishment of the class was the production of the movie *Dave's DUI*. The film was funded by the Student Health Service and "acquaints students with the reality of a DUI," Barker said.

NCSU also employs 10 peer educators, paid by Student Health Service funds, who are available on request, Barker said. The educators deal primarily with educational programming.

Barker also established an Alcohol Assessment Program at NCSU two years ago, because "there was nowhere to send students who were alcohol abusers."

Students sent to the program have "some problem deemed totally related to alcohol," Barker said. The program involves a two-hour group session, a half-hour individual appointment with Barker, and a variety of other activities.

NCSU also held an alcohol fair last year which drew over 2,000 students, Barker said. "It was a

very entertaining and educational day," he added. Activities at the fair included a breathalyzer experiment and a competition for the best alternative beverage, sponsored by the fraternity system, Barker said.

The University of Virginia participated in a state-wide Alcohol Awareness Week, a program instituted by the governor's office. "Programs were organized to try to explain the effect of alcohol to students," said Jim Mitchell, assistant director of the Student Health Service at UVA.

Most of the events of the Alcohol Awareness Week were organized by the Student Union, Mitchell said. Activities included a "Punch Bowl," a competition like the College Bowl quiz show, except that students were asked questions about alcohol.

UVA also has an extensive training program organized by the Student Health Service to train Resident Assistants, Mitchell said. The program exists so RAs can "understand how to deal with alcohol-related problems and how to recognize people with alcohol problems," Mitchell said.

"The idea (behind the training program) is to get to all the freshmen and hopefully they will learn something that will carry through for the rest of the time they will be here," Mitchell said.

East Carolina University takes a different approach to the problem of alcohol use.

ECU has a preventive and interventive program which is "geared to promote responsibility with alcohol," said Jerry Lotterhos, director of an Alcoholism Training Program and faculty adviser to the Campus Alcohol and Drug Program at ECU.

The Campus Alcohol and Drug Program is an education program run by student volunteers and regulated by the Student Government association, Lotterhos said. "The philosophy of approach here is one to minimize excessive use of alcohol," he added. "Thou shalt not drink is not the message."

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