

## Evidence-Based Prevention Strategies

Choosing evidence-based prevention strategies will increase chances for success, while using valuable staff time and resources most efficiently.

Effective prevention strategies target 3 primary levels:

1. Individuals, including at-risk or alcohol-dependent drinkers
2. Student body as a whole
3. Campus and the surrounding community

Within those levels, successful activities focus on individual beliefs, expectations, and behaviors; peer influences; social norms that encourage and enable high-risk behaviors; cultural practices; community laws and campus policies; and enforcement efforts.

Evidence-based prevention strategies are most effective when you:

- Focus resources on strategies shown to be effective with college students, the general population, or show promise.
- Emphasize quality over quantity.
- Avoid reinventing the wheel; tailor initiatives for your specific campus population, problems, and environment.
- Recognize that educational, knowledge-based, or values clarification interventions are not effective when used alone.