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ABSTRACT

The purpose of this study was to conduct a needs assessment of a college-based safe ride program to reduce the negative consequences of alcohol use. This cross-sectional, mixed-method study used an online survey (n = 363). Demographic variables, alcohol-related behaviors, and attitudes towards drinking and driving, and safe ride programs were reported. Participants (60.2%) had ridden with someone who had consumed alcohol before driving or perceived others would do so (94.3%). The majority (85.4%) agreed that a safe ride program was needed. Several themes emerged in the qualitative data that supported the statistical data reporting drinking and driving as a problem and supported the need for a safe ride program.

Keywords: alcohol, safe ride program, college students, drunk dr

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ABSTRACT

Prior research has found that living off-campus is associated with increased risk of binge drinking among college students. However, no study has included the role of residence type in the therapeutic outcomes of Personalized Normative Feedback (PNF) interventions. Among a sample of college students (N = 241) who received a PNF intervention, the current study found that living off-campus negatively impacts the therapeutic outcomes of the PNF intervention. Students who reside at off-campus housing improved significantly less after receiving the PNF intervention. Implications for residence-type tailored intervention approaches and future research directions are discussed.
