

# MAVERICK HEALTH

A newsletter devoted to student health at Minnesota State University, Mankato

Spring 2008

This issue of **Maverick Health** is dedicated to providing students with information about alcohol.

## Marketing Campaign Seeks to Challenge Misperceptions about Student Alcohol Use

By now, many people on and around campus have noticed the colorful posters and bus wraps with the bold "MSU gets it" messages. "MSU gets it", a KatoParty 411 marketing campaign designed to correct misperceptions many have about MSU students and their alcohol use, was launched in early March 2006. The marketing campaign is based on the social norms model of behavior change: use a variety of media sources to challenge misperceptions about student behavior and "advertise" true student behaviors to reduce problems associated with alcohol use. The first "MSU gets it" message announced that a majority of MSU use a designated driver and that is still true today: **8 out of 10 MSU students use a designated driver.** Based on 2004 data collected from MSU students in randomly chosen classes, over 79% of MSU students reported they use a designated driver when they party.

Student Health Services, the MSU department responsible for the "MSU gets it" campaign, was awarded grant money from the National Institute on Alcohol and Alcohol Abuse to design and implement the marketing campaign at Minnesota State Mankato. Data collected from over 3300 MSU students in 2004, 2006, and 2007 using the National College Health Assessment (NCHA) provides the statistics for the campaign. Surveys are voluntarily and anonymously completed by MSU students in randomly chosen classes during Spring semester. The 58-question survey asks about a variety of student health behaviors including alcohol use, sexuality, sleep habits, nutrition, and exercise.

In addition to asking students to report on their own behavior, the survey asks students to estimate fellow student behaviors as well. The survey results point out *significant* differences in actual student behavior and what students perceive to be typical behavior among friends and classmates attending MSU. For instance, one message points out that **"MSU students drink less than you think: less than 1% of MSU students drink alcohol daily."** Students completing the 2006 NCHA survey estimated that nearly 47% of their fellow students drank daily, a significant overestimation of actual behavior.

Data collected from student surveys provided additional statistics used in the "MSU gets it" media campaign:

- Of MSU students who drink, most keep track of how much they consume when partying.
- Most MSU students eat before or while they drink.
- 65% of MSU students drink 0-4 times per month
- 82% of MSU students do not let alcohol affect their academic performance.

Response to the campaign has sometimes included doubt of the statistics. Some doubt students are answering the survey honestly or doubt the "randomness" of the students sample. The staff at Student Health Services are confident that students are answering honestly. Other sensitive subjects for which students may be tempted to provide less-than-honest answers have, in fact, shown to be accurate. For instance when student-reported GPA and actual GPA obtained from the Registrars office were compared, student responses were honest! And the information collected over the last six years at Minnesota State Mankato has shown a pattern of consistency one wouldn't find if student answers were not accurate.

The logo features the letters "MSU" in a large, bold, black font with a white outline. Below "MSU" is the phrase "gets it." in a smaller, bold, black font. The "S" in "MSU" is stylized with a white outline and a shadow effect.

The latest message from the "MSU gets it" campaign is a little different from the previous: **Of MSU students who drink, 72% ALWAYS use one or more safe drinking behavior.** Additional posters hang all over campus listing those safe

drinking behaviors:

- Alternate non-alcoholic beverages with alcoholic beverages
- Avoid drinking games
- Have a friend let you know when you've had enough
- Pace your drinks to 1 or fewer per hour
- Determine in advance not to exceed a set number of drinks
- Eat before and while drinking
- Drink an alcohol look-alike
- Use a designated driver
- Keep track of how many drinks you are consuming

A summary of MSU student alcohol use and other health behaviors is available on the Student Health Services webpage at: [www.mnsu.edu/shs/news](http://www.mnsu.edu/shs/news). Click on any of the National College Health Assessment Executive Summaries. More information about this media campaign can be found at [www.Katoparty411.com](http://www.Katoparty411.com)

## Blood Alcohol Concentration (BAC)

FEMALE Drinks	1	2	3	4	5	6	7	8	9	10
100 lbs	.050	.101	.152	.203	.253	.304	.355	.406	.456	.507
125 lbs	.040	.080	.120	.162	.202	.244	.282	.324	.364	.404
150 lbs	.034	.068	.101	.135	.169	.203	.237	.271	.304	.338
175 lbs	.029	.058	.087	.117	.146	.175	.204	.233	.262	.292
200 lbs	.026	.050	.076	.101	.126	.152	.177	.203	.227	.253

MALE Drinks	1	2	3	4	5	6	7	8	9	10
100 lbs	.043	.087	.130	.174	.217	.261	.304	.348	.391	.435
125 lbs	.034	.069	.103	.139	.173	.209	.242	.287	.312	.346
150 lbs	.029	.058	.087	.116	.145	.174	.203	.232	.261	.290
175 lbs	.025	.050	.075	.100	.125	.150	.175	.200	.225	.250
200 lbs	.022	.043	.065	.087	.108	.130	.152	.174	.195	.217
225 lbs	.019	.039	.058	.078	.097	.117	.136	.156	.175	.195
250 lbs	.017	.035	.052	.070	.087	.105	.122	.139	.156	.173

### Know the Numbers!!

Below are the typical effects for a moderate drinker at various Blood Alcohol Concentrations:

- .02** Mellow feeling. Slight body warmth. Less inhibited
- .05** Noticeable relaxation. Less alert. Less self focused. Coordination impairment begins. Increased self-confidence. Most pleasurable effects.
- .08** Minnesota Drunk Driving Limit. Definite impairment in coordination and judgment. Reduced visual sharpness.
- .10** Noisy. Possible embarrassing behavior. Mood swings. Reduction in reaction time.
- .15** Impaired balance and movement. Clearly drunk.
- .20** Disorientation. Mental confusion. Apathy. Lethargy. Exaggerated emotional states (fear, rage, sorrow, etc.).
- .30** May lose consciousness. Inability to stand or walk. Vomiting. Stupor.
- .40** Most lose consciousness. Some die. Lose control of urine and feces.
- .50** Breathing stops. Many die.

## Alcohol Poisoning

It is dangerous to assume a person who has passed out will be just fine "sleeping it off." Alcohol depresses the nerves that control voluntary actions such as breathing and the gag reflex (which prevents choking). A fatal dose of alcohol will eventually stop these functions. It is common for someone who drank excessively to vomit, increasing the chance of choking and asphyxiation if the person is unconscious. A person's BAC can continue to rise even while s/he is passed out as alcohol in the stomach and intestines continues to enter the bloodstream and circulate.

### Signs of Alcohol Poisoning:

- Person is unconscious or semiconscious and can not be awakened
- Cold, clammy, pale or bluish skin
- Slow breathing— 8 to 10 seconds between each breath

### Alcohol Poisoning is Life Threatening!

- Get help! Call 911.
- Do not leave the person alone.
- Turn the person on his or her side to avoid choking on vomit.

## Student Health Services

MINNESOTA STATE UNIVERSITY, MANKATO

APPOINTMENTS & INFORMATION—507.389.6276

HEALTH EDUCATION—507.389.5689

PHARMACY—507.389.2483

NURSE LINE—507.389.6710

OR VISIT US ONLINE AT: [WWW.MNSU.EDU/SHS](http://WWW.MNSU.EDU/SHS)

CARKOSKI COMMONS

This document is available in alternate format for individuals with disabilities by calling the MSU Health Education office at 389-5689.