

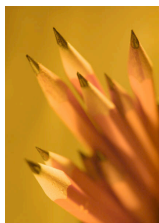
B.R.A.D.

Be Responsible About Drinking Foundation

100 Schools Involved in Card Program

The B.R.A.D. Foundation birthday card program now has 100 participating schools.

Page 1



Knowing the Facts

This article features issues surrounding alcohol misuse among student-athletes.

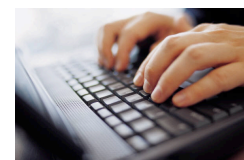
Page 2



Mailbox

Read letters of support written to the B.R.A.D. Foundation

Page 4



100 Schools Involved in Card Program

The B.R.A.D. Foundation birthday card program involves 100 colleges and universities, committed to promoting responsible drinking.

The B.R.A.D. Birthday card program provides young adults turning age 21 with a birthday card. The card tells Bradley McCue's story, provides information about alcohol poisoning symptoms and a reminder to celebrate responsibly. The B.R.A.D. birthday card program now has over 100 participating colleges and universities.

The B.R.A.D. Foundation would like to highlight the University of Redlands and University of Southern Indiana for their participation in our birthday card program.

University of Redlands

The University of Redlands, located in Redlands, California, is committed to responsible drinking. The University has been involved in the B.R.A.D. birthday card program since 1999, sending out 400 cards each year.

"We look forward to our 7th year of involvement in your program." Julie Cauthron, Student Services, University of Redlands

The University of Redlands provides extensive education and information programs to prevent substance abuse. In addition, the University recognizes that substance abuse may be indicative of other problems. Student Services offers both on-campus

counseling and off-campus referrals for students in need. Student Life distributes brochures and materials that cover all current resources available to students to prevent substance abuse.

University of Southern Indiana

The University of Southern Indiana, located in Evansville, Indiana, has participated in the B.R.A.D. birthday card program since 2000. The University's Student Government Association funds the distribution of 1,000 B.R.A.D. birthday cards to USI students celebrating their 21st birthdays each year.

"The B.R.A.D. cards have been extremely useful in promoting responsible drinking on our campus and have been positively received among students at USI who have received the cards when they turn 21." Scott Carr, Student Government Association President, USI

In addition to the birthday cards, the University of Southern Indiana also provides alcohol misuse information and counseling through their counseling center. These services include individual counseling, intervention, and referral to community agencies, also prevention/education presentations to groups such as housing residents, Greeks, and athletes. Programs are developed with the assistance of the Substance Abuse Prevention Planning committee.

The B.R.A.D. Foundation would like to thank all of our 100 schools for their commitment to responsible drinking and alcohol poisoning awareness.

Information provided by the University of Redlands and University of Southern Indiana.

Meet Our New Staff:

Lauren D'Amore, B.R.A.D. Program Assistant



The B.R.A.D. Foundation would like to welcome Lauren D'Amore to our staff. Lauren has been with us since January 2005. She assists in the external communication of the B.R.A.D. foundation, through newsletters and press releases. "Having Lauren's input regarding the realities of campus life has been a great help. Her passionate writing style adds so much to the getting the newsletter out." Cindy McCue, Founder and President of B.R.A.D.

Lauren is a graduate of Michigan State University's James Madison College (2004). Lauren was first aware of the B.R.A.D. Foundation when she received a card from John and Cindy McCue on her 21st birthday. "I am excited to join the B.R.A.D. team because John and Cindy perform a great public service and do so in a positive way." Lauren currently lives in Arlington, Virginia, where she is second year masters student of conflict analysis and resolution at George Mason University. In the future, she will pursue a career in human rights policy.



Knowing the Facts:

The Need for Targeted Student-Athlete Alcohol Initiatives

Contrary to the popular belief that student-athletes live healthy lifestyles, recent studies indicate college student athletes have higher levels of alcohol use than their non-athletic peers. Many sources explain physiological and psychological damage of alcohol abuse; however, this widely available information has not effectively deterred alcohol use among student athletes. Why? Clearly, deeper social and cultural issues are at the heart of this growing problem.

Alcohol use among student athletes creates a long list of concerns affecting an athlete's performance. Excessive alcohol use can result in muscle cramps, injury, dehydration, body heat loss, decreased reaction times, and lowered endurance. Alcohol can affect performance 24 hours after an episode of drinking, sometimes even longer. Although, most student-athletes are aware of consequences of alcohol misuse, there is a disconnect

from the information and action.

Physiological Reasons for Athletes to Minimize Alcohol Use:

A recent study, in 2001, on college athlete alcohol use conducted by Harvard's School of Public Health noted: "Athletes are a high-risk group for binge drinking and alcohol related harms. Although special educational programs have targeted this group, they have not sufficiently impacted the problem. Future prevention efforts targeted for athletes should address the unique social and environmental influences on athletes. Programs should also take advantage of motives of athletes for self-limiting alcohol intake." There are many physiological reasons for athletes to minimize their alcohol intake. Alcohol dehydrates and a four to five percent water loss can result in 20 to

30 percent loss in work capacity.

According to the NCAA "Few people realize that the alcohol consumed during one night of drinking five or more beverages can stay in the body and affect brain and body activities for up to three days. The body is still impaired at the cellular level, even though a person does not feel 'drunk.' Two consecutive nights of consuming five or more drinks can affect the body for up to five days." The Harvard study notes that, the problem is not that student-athletes are unaware of this information; the problem is that many do not change their behavior after knowing this information.

Work Hard, Play Hard: Understanding the Social Environment

Many student-athletes 'work hard and play hard,' often rewarding themselves after a hard week of study

ing, practicing and competing in matches by using alcohol. The social and environmental reasons student athletes are at risk for alcohol misuse need to be understood beyond statistics and data. There is a need for coaches, trainers and student athletes themselves to understand the social pressures of the 'work hard, play hard' mentality.

"I personally don't drink much in season. However, many of my teammates get out of control on Saturday nights, because it is the only night we are allowed to drink. My team works hard all week, and uses alcohol as an outlet on Saturdays." *Male student-athlete from Hillsdale College, age 22*

Codes of Conduct

In-season codes of conduct are enforced on many college campuses to deter this mindset. However, the Higher Education Center

notes, athletes tend to drink in seasonal cycles.

"A study at a large private university found an approximate 50 percent increase in drinking when athletes were off-season. In season, 42 percent of men and 26 percent of women drank alcohol at least once a week, but during the remainder of the year weekly alcohol consumption jumped to 60 percent for men and 41 percent for women."

Codes of conduct are mainly enforced in-season for athletes, which provide an explanation for the cyclical nature of student athlete drinking habits at most schools. Typically, there are two types of codes of conduct, the 24/48 code or the dry season code. The 24/48 code prohibits athletes from consuming alcohol 24 hours before practice and 48 hours before a game. The dry season code bans the use of alcohol for the entire season. There is a spike in the use of alcohol in the off-season for student athletes. Often student athletes take advantage of having no code of conduct.

"Everyone looks forward to their off season so that they can be free of that code, which is almost a burden to us. This goes back to the work hard play hard aspect -- we work hard in season and sacrifice a large part of our social life for our commitment to our sport, and once the off season comes it's almost as though we can make up for the socializing that we missed." *Female student-athlete from the University of Pennsylvania, age 20*

A possible solution for this cycle is to create self-enforced codes of conduct for team members. Not only will a student-athlete be held accountable to his or

her coach, but also to their fellow team members. This may help student-athletes to take ownership of the code of conduct and understand the rationality behind it. Due to the fact that alcohol misuse among student-athletes is a deeply engrained social and cultural norm, social pressure from a student-athlete's peer group may be more effective than other means of prevention and deterrence.

Off-Season Gains

Another important factor to emphasize with student-athletes is that most physical and psychological gains are achieved in the off-season. For example, dedicated basketball players report improving their free-throw percentage during off-season training. The NCAA acknowledges the importance of off-season training to optimize performance and minimize the risk of injuries for student-athletes. Heavy alcohol use during the off-season would be counter-productive to those goals.

"My experience, on my team, has been that we were all pretty responsible about drinking. Our coaches had addressed it, and we kept each other in check because we wanted to be good at our sport. I would often tell my teammates that consuming alcohol can be detrimental to training and performance." — *Male Former Student-Athlete, George Mason University, Age 22*

NCAA Tips for Addressing Athletes and Alcohol Misuse

In addition, the NCAA has provided tips on how to deal with issues of alcohol misuse on college campuses:

- Talk to students, not at them, about alcohol. Students do not like being lectured to, especially about alcohol and the abuse of it.

- Challenge students to go a period of time alcohol-free (a month is a good start) and see if there is a difference in their ability. Do a reaction test before and after the challenge and see what the difference is. Also, if a student has a hard time seeing himself or herself not drinking for a month, that could be a sign of a potential problem.

- Issue a hard-line statement about alcohol use during the season and off-season. It is imperative to adhere to all sanctions and not give certain teams or players a break. It is a coach of integrity who will bench a starting quarterback as quickly as a red shirt freshman for an alcohol violation.
- Have a place on campus where students can talk about potential problems in a confidential setting.
- Educate coaches, trainers and administrators as well. Members of athletics staffs need to stop drinking with athletes.
- Limit the amount of alcohol advertising in stadiums, because it does make a difference. It has been proven that when the number of alcohol-related billboards in neighborhoods is reduced, so is the consumption of alcohol and the problems associated with alcohol.

As a high-risk group, student-athletes need to be aware of the physiological and psychological effects of alcohol misuse. It is clear that trainers, educators, coaches and athletes also need to approach alcohol misuse from a social and cultural perspective, in order to effect positive change in student-athlete drinking behavior. Statistics and data are not enough, as the Athletes and Alcohol Harvard study cited above found. Codes of conduct need to be evaluated and student-athletes need to

take an active role in the design and enforcement of those codes. New methods for approaching athletes on alcohol issues are needed on college campuses. ♦

Let us know if you have an innovative approach addressing this concern at contact@brad21.org.

Information for this article was provided by:

Harvard School of Public Health Study
http://www.hsph.harvard.edu/cas/Documents/alcohol_0109/

Higher Education Center
http://www.edc.org/hec/pubs/factsheets/fact_sheet3.html

Alcohol Advisory Council
<http://www.alac.org.nz/sports.aspx>

American Fitness
http://www.findarticles.com/p/articles/mi_m0675/is_n2_v15/ai_19205604

NCAA Online
<http://www.ncaa.org/news/1998/1026/active/3535n30.html>

<http://www.ncaa.org/news/2003/030512/editorial/4010n06.html>

<http://www.ncaa.org/news/1998/1026/active/3535n30.html>

For more information on alcohol and alcohol misuse visit:

The B.R.A.D. Foundation at: www.brad21.org

U.S. Department of Health and Human Services Drug and Alcohol Information at: www.health.org

National Institute on Alcohol Abuse and Alcoholism at: www.niaaa.nih.gov

Mailbox

*The BRAD Foundation appreciates all the thank you letters we receive.
Here is what a few of you had to say...*

Dear
B.R.A.D. Foundation,

"I just wanted to let you know that when I first read about your story, it deeply affected me. I read about your story in my local newspaper about how your son, Bradley, passed away from drinking. I clipped the article and saved it with all of my other newspaper clippings from over the years.

This afternoon, I was going through an old file folder. To my amazement, I found this article again. Not knowing if your site was still available or not, I typed it into my server. Now I can read about all of the important information that you have put on this wonderful site. My thoughts and prayers are still with you, your family and friends."

Sincerely,
Kristen from Massachusetts

"We met some time ago when you both presented at Groves High School. My wife and I remember it well. My son will turn 21 this week and he received a card from MSU and B.R.A.D. today. We just wanted to thank you for reaching out. It's a wonderful idea to remind kids about

the dangers of indulgence. In Judaism, a good deed like this is called a 'mitzvah.' We hope that you are comforted in the knowledge that Brad lives on through his mitzvah work."

Best Regards,
Jeff and Debbie Chutz

B.R.A.D. Foundation Staff

Cindy McCue : Founder and President

Jasmine Greenamyre: Program Director

Lauren D'Amore: Program Assistant, Lead Writer

Amy Wiegand: Program Associate

B.R.A.D. Foundation Mission

To impart information that will encourage and enable responsible decision making.

Our purpose is to educate young adults and their parents as to the responsible use of alcohol, the effects of alcohol and how to deal with excess by others.

Evaluating the B.R.A.D. Card?

Each month we receive inquiries about schools other than Michigan State University evaluating the B.R.A.D. 21st Birthday card. We would love to share your results with other schools, or give them your contact information. Please let us know of your efforts at contact@brad21.org.

Information and Materials:

To order our educational materials, go to www.brad21.org/request_literature.html or call us at (248) 842-4021.

B.R.A.D.
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