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The Gordie Center at the University of Virginia is a nonprofit organization that aims to honor the life of Lynn Gordon “Gordie” Bailey, Jr. and prevent alcohol and hazing related injuries and death in young adults, like Gordie.

WELCOME

Dear Friends,

As we welcome the change of seasons, we ask you to join us in celebrating our many efforts to promote healthy student behaviors. We hope you enjoy reading about the ways the Gordie Center is making a positive impact on campuses around the country, including our home, at the University of Virginia (UVa).

This summer we welcomed graduate assistant **Yena Kim** and undergraduate assistant **Marissa Kuo**. Yena is pursuing a Master's of Education degree in Higher Education Administration at UVa and earned her undergraduate degree from the College of William and Mary. Marissa is a fourth-year student at UVa where she is pursuing a Bachelor's degree in history and global education.

For the past year, I've had the privilege of serving on two national initiatives to improve student health and wellness: **The North-American Interfraternity Conference's Presidential Commission on Alcohol Use** and the **National Collegiate Athletics Association's Sexual Assault Task Force**. Both groups will submit



Gordie Center staff members Yena Kim, Marissa Kuo, Deirdre Feeney, Holly Deering, Susie Bruce and Debra Reed

best practice recommendations in late spring 2016.

In addition to presenting *HAZE* and information on the Gordie's Call campaign at national conferences, Deirdre Feeney, Holly Deering and I delivered day-long **Step UP! Bystander Intervention** facilitation trainings at several campuses. These included the University of Maryland—College Park, East Carolina University and Virginia Military Institute.

We are so grateful for **Leslie and Michael Lanahan's** continued support of our work and are thankful for the many individuals

and organizations that share our vision of ending hazing and hazardous drinking. We are especially appreciative of the student organizations around the country who work every day to educate their peers on the signs of overdose and how to intervene at the first sign of trouble.

In appreciation,

Susan Bruce
*Director, Gordie Center for
Substance Abuse Prevention*

THANK YOU!

CONTINUED STUDENT IMPACT

The Gordie Center for Substance Abuse Prevention at the University of Virginia honors the memory of Lynn Gordon “Gordie” Bailey, Jr., who died of an alcohol overdose at the University of Colorado, Boulder after a fraternity initiation/hazing ceremony. Gordie’s mother and stepfather, Leslie and Michael Lanahan, created the Gordie Foundation in his memory and merged with the University of Virginia’s prevention efforts in 2010. The Gordie Center is committed to ensuring that Gordie’s story continues to impact students by challenging attitudes about the true risks of hazing and alcohol abuse.

\$10,000+

Leslie and Michael Lanahan

\$5,000-\$9,999

Shelagh and Tod Fobare
Jay Wagley

\$1,000-\$4,999

JHW Foundation
JTK Foundation, Jayne Keith
The Kremer Foundation
Jack and Gail Thornton
Tri Delta, Beta Psi Chapter,
Union College

\$500-\$999

Lynn and Claire Bailey
Ruthie and Jeff Barker
Charlie and Bobbie Denison
Gail Fischer
Peter and Jenifer Flynn
Cynthia Guill
Shelley and John Koeijmans
William and Holly Lanahan
Jean B. Mahoney

\$250-\$499

Peter Allen and Margaret Youngblood
Robert and Bridget Barber
Bridget Bohacz
Steele and Molly Dewey
Fidelity Charitable Gift Fund
Jerald Freeman III
Julia and Scott Starkey

\$1-\$249

Anonymous
Suzy Allan
Ed Bass
John Bolcato
George and Mary Bowles

Ellen Campion
Custom Ink, LLC, Richmond, VA
Charlie Denison, Jr.
Thomas Denuzio
Mike J. Franks
George T. Garrett, Jr.
Mary and Stephen Malkmus
Peter Neville
Roy Pfeil
Brooks Powell
Reed Ramlow
Michael Terry
Young Men’s Service League,
Cardinal Chapter



Lynn Gordon “Gordie” Bailey, Jr.

HOPE AWARD

WELL-DESERVED RECOGNITION

In May, Leslie and Michael Lanahan received the **2015 Hope Award** from Phoenix House Texas, a leading nonprofit substance abuse treatment provider. Leslie and Michael were honored for “their courageous and monumental efforts in raising awareness and establishing a nationwide campaign to fight substance abuse.” The award was presented at the **Triumph for Teens** luncheon where actress Robin Wright spoke about her work advocating for prevention, education and support for recovery. *D Magazine* hosted a reception at the Lanahan’s home to mark the occasion. Deirdre was thrilled to travel to Dallas to celebrate with Leslie and Michael!

Leslie Lanahan, Robin Wright, Deirdre Feeney and Michael Lanahan.

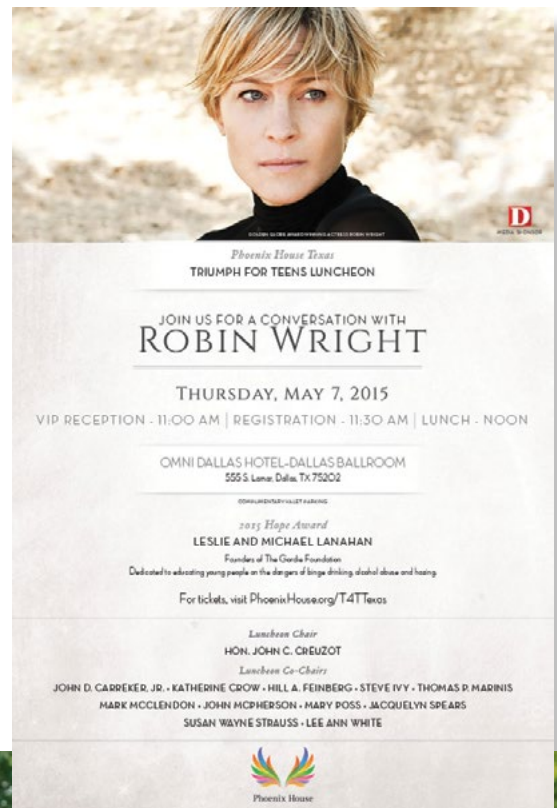


Photo by Rhiannon Lee

RECOVERY SUPPORT

“I don’t think I ever would’ve gotten sober this young if it weren’t for the support I got at UVa and from my family.”

—UVa alumna and former ADAPT member

HOW TO SAVE A LIFE

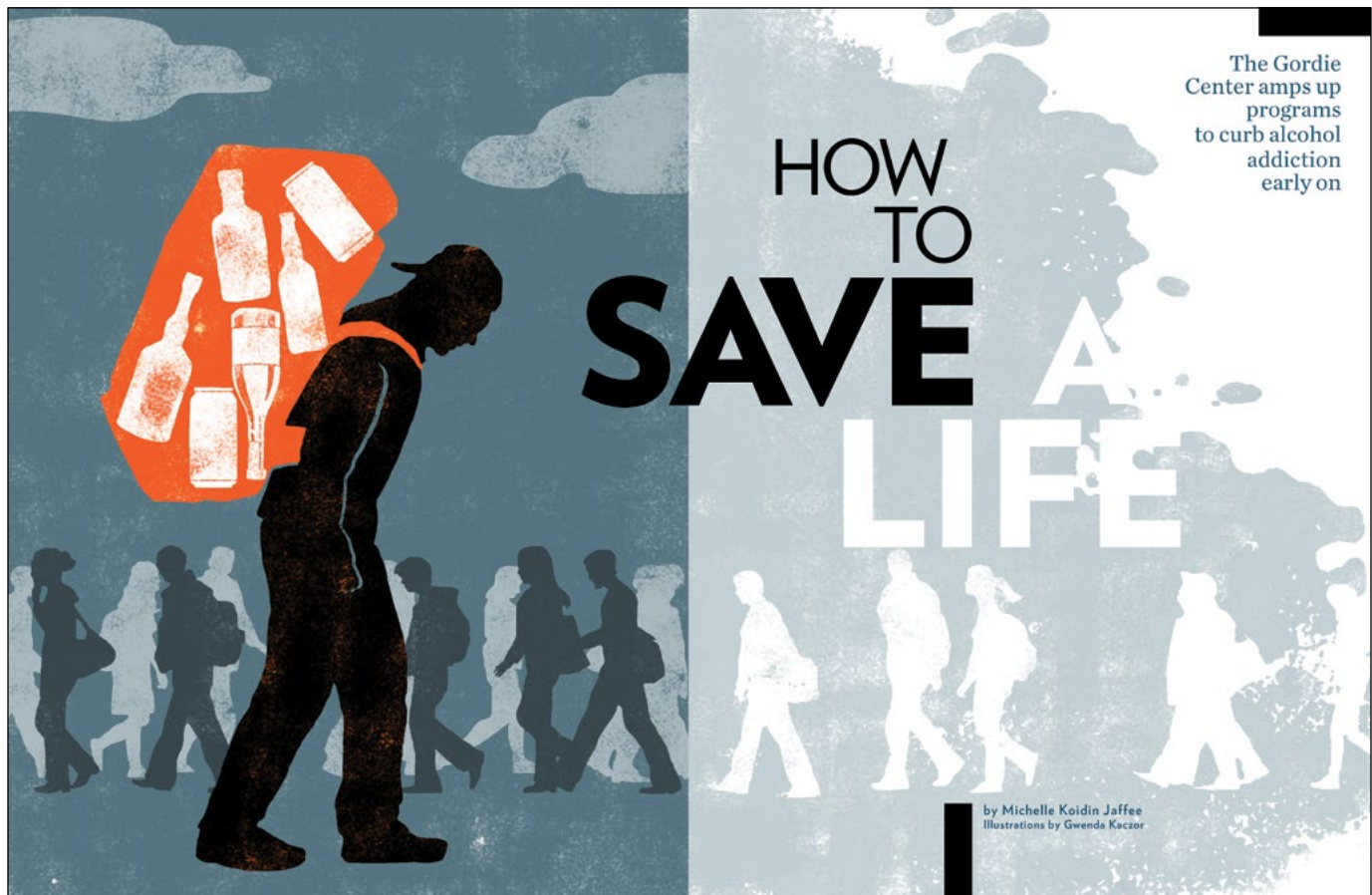
In March, 2015, Susie and Deirdre attended the 2nd annual **Virginia Collegiate Recovery Conference** in Richmond, Virginia along with a Hoos in Recovery student member. The conference was a great opportunity to hear about model campus recovery communities including Rutgers University and the University of Texas—Austin and hear updates from the

Transforming Youth Recovery project. We enjoyed the opportunity to network with treatment professionals and representatives from campuses in Virginia, North Carolina, Maryland, Washington, D.C. and West Virginia.

The fall edition of the *Virginia Magazine* featured a story about the Gordie Center’s work to provide early intervention services

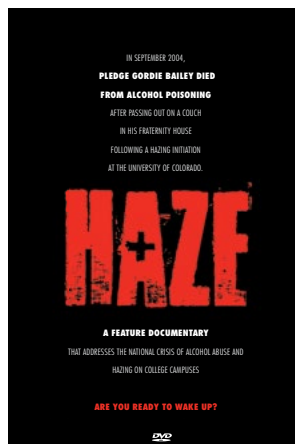
and recovery support to University of Virginia students through the **Brief Alcohol Screening and Intervention for College Students (BASICS)** program and Hoos in Recovery peer support group. Several UVa alumni in recovery from substance abuse have contacted the Gordie Center to congratulate us on our work and offer their help!

To read the full article, visit <http://uvamag.com/alcohol>



Writer: Michelle Koidin Jaffee, Illustrator: Gwenda Kaczor

GORDIE'S CALL



Schools that have purchased **HAZE** since October 2014:

Agnes Scott College
Area Substance & Alcohol Abuse Prevention
Avenues: The World School
Baldwin Wallace College
Brevard College
Campbell University
CJW & Associates
Elizabethtown College
Georgetown University
Greenwich Academy
High Point University
Jacob Burns Film Center
Lynchburg College
MIT Community Development & Substance Abuse
Notre Dame College
Otterbein University
Poudre High School
Saint Leo University
Saint Michael's College
Silver Hill Hospital
St. John Fisher College
St. John's University
St. Luke's School
Texas Christian University
TMO Group
Transylvania University
University of Arizona
University of Maryland, Baltimore County
Westchester University of Pennsylvania
Xavier High School

CONTINUED NATIONAL EXPOSURE

Deirdre and three members of the Gordie Center's Alcohol & Drug Abuse Prevention Team (ADAPT) peer education group attended the November 2014 **BACCHUS General Assembly** in Orlando, Florida. The Gordie Center hosted an exhibit throughout the conference, seen by over 600 college peer educators and campus professionals. We provided free materials and those who signed the

"Pledge to Check" received Gordie sunglasses. Deirdre and ADAPT member Megan Brosnan presented a well-received educational session on **HAZE**.

Deirdre also facilitated discussions following **HAZE** at each of the three APPLE Conferences in Reston, Virginia, Orlando, Florida and Myrtle Beach, South Carolina. See pages 10–12 for more information on APPLE!

"HAZE really hit home for me. It made me think of my friends and how I can help."

—Conference attendee, student



ADAPT members Megan Brosnan, Libby Firer, and Kristen Smith sport their new Pledge to Check sunglasses.

PARTNERSHIP WITH THE DARDEN SCHOOL OF BUSINESS



Over the past year, we worked with a team of six MBA students at UVa's Darden School of Business to develop a strategic marketing plan. The team from the **Community Consultants of Darden** researched our online presence as well as sales and donation trends. We have implemented several

recommendations, notably creating a student social media position to increase our social media presence.

Last spring, our student intern re-designed the **Gordie's Call memorial wall** to ensure information was current, easy to access and visually appealing. In the coming year, we are merging our two websites to increase our online presence and create a clearer vision of our services. We are also exploring a partnership with a national organization to create co-branded educational materials to reach a broader audience. Stay tuned!

Schools that purchased GORDIEcheck Cards, posters, magnets and koozies:

- Agnes Scott College
- The Alcohol & Drug Awareness Program of Weston, Connecticut
- Avenues: The World School
- Boise State University
- California Maritime Academy
- The Community Fund of Darien
- Eastern Kentucky University
- Eastern Washington University
- Emerson College
- Erskine College
- Furman University
- McDaniel College
- Modern Assistance Programs, Inc.
- Mount Greylock Regional High School
- The Ohio State University at Lima
- Otterbein University
- Somerset County Health Department
- Southern Connecticut State University
- Stevenson University
- University of San Francisco
- Virginia Commonwealth University
- Virginia Military Institute
- The Westminster Schools

"[HAZE] showed how decisions affected people around you. Very effective!"

—Conference attendee, student



The Pledge to Check "swag table."

PEER EDUCATION

REMEMBERING MARGARET LOWE

Our 2015 outstanding peer education group is the Alcohol & Drug Abuse Prevention Team (ADAPT) at the University of Virginia—a small organization with a large impact. Last year, 18 ADAPT members reached nearly 4,000 students through 55 presentations to fraternities, sororities and high schools. Co-chair and fourth-year student **Margaret Lowe** gave over 29 presentations in her three semesters with ADAPT, reaching over 2,200 UVa students.

Tragically, Margaret passed away on September 1, 2015 after sustaining a cerebral hemorrhage. She was engaged in one of her favorite activities—running—when she collapsed. Two days earlier, she had presented to nearly 500 students on the risks of Molly/MDMA.

As the ADAPT co-chair, Margaret worked closely with the Gordie Center and served on the **UVa Hazing Prevention Advisory Committee**. She once facilitated a discussion after *HAZE*, and had to stop to compose herself. She later explained that she just could not understand how anyone could put a friend at risk in the way Gordie's fraternity did.

In the wake of this loss, ADAPT is focused on reflecting Margaret's positive attitude and boundless energy. Please join us in remembering this inspiring student whose work to prevent alcohol abuse and hazing ended far too soon.

“Margaret wouldn’t want all of us to be so sad. ADAPT is going to have a really strong year. We’ve banded together and, as a team, are going to carry on Margaret’s spirit of intense drive and her will to radiate positivity.”

—Libby Firer, ADAPT member

Clockwise from top left: Margaret Lowe with national hazing prevention speaker Travis Apgar; Fall Activities Fair 2015—Margaret Lowe, Megan Brosnan, Gabi Miano; ADAPT team-building retreat.



HAZING PREVENTION

FOSTERING POSITIVE CHAPTER EXPECTATIONS



The University of Virginia is one of eight institutions taking part in the **National Hazing Prevention Consortium**, a multi-year research-to-practice initiative led by **StopHazing, Inc.** to build an evidence base for hazing prevention on college campuses. Susie, Deirdre and Holly all serve on the UVA Hazing Prevention Working Group to implement these initiatives.

This spring, we created and piloted “**Positive Chapter Expectations**,” an interactive program designed to help participants:

- Recognize a continuum of hazing behaviors
- Understand the impact of hazing
- Learn effective intervention skills
- Become aware of hazing prevention & response resources

- Increase motivation to intervene

By the end of the pilot program, students were **significantly more likely to report they would take action** in the following situations:

- A new member was encouraged to drink excessive amounts of alcohol
- New members went along with the activity
- Some new members are clearly uncomfortable
- The activities are considered tradition

This year, we will develop and test versions of the program for athletic teams and other student organizations and train students to facilitate sessions. Once we’ve fine-tuned the program we will make it

available to other schools as part of the Consortium’s outreach efforts.

During the 2015 BACCHUS General Assembly in the Washington, DC area, Deirdre will present a two-part educational session on hazing issues. The first program will feature *HAZE* and will be followed by the Positive Chapter Expectations presentation.

Over 2/3 of participants (69%) felt “more knowledgeable about what constitutes hazing” by the end of the program.

APPLE

“It’s impossible to take a group to APPLE and not come back feeling empowered to make a difference.”

—Administrator

STUDENT-ATHLETE WELLNESS AND SUBSTANCE ABUSE PREVENTION

The Gordie Center’s **APPLE Conferences** are the leading national training symposiums dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators. The **National Collegiate Athletics Association (NCAA)** has provided significant funding for these annual conferences since 1991. In 2015, we hosted an APPLE conference just for NCAA Division II schools. Among all three conferences, a total of 105 schools attended:

Reston, VA & Orlando, FL

Agnes Scott College
Binghamton University
Boston College
Bridgewater College
Bridgewater State University
Cabrini College
Carroll University
Cedar Crest College
Central Washington University
Colorado State University, Pueblo*
Earlham College
Eastern Washington University
Elizabeth City State University
Elizabethtown College
Fontbonne University
Gannon University*
George Mason University
Grinnell College

Gustavus Adolphus College
Hampden-Sydney College
Hiram College
Indiana University
Indiana University, Purdue University Indianapolis*
Iowa State University
James Madison University
Johnson State College
Kent State University
Norfolk State University
North Carolina Central University
Northern Kentucky University
Otterbein University
Palm Beach Atlantic University
Plattsburg State University of NY
Rollins College
Saint Francis University
Salisbury University
Shippensburg University
St. John’s University
Stony Brook University
Texas A&M University, Commerce
The Ohio State University
Transylvania University
University of Akron
University of California, Berkeley
University of California, Irvine
University of Central Florida
University of Delaware
University of Illinois, Urbana-Champaign
University of Maryland, Baltimore County*
University of Maryland,

Eastern Shore
University of Missouri, Kansas City
University of Mount Olive
University of North Carolina, Chapel Hill
University of North Carolina, Charlotte
University of North Carolina, Greensboro
University of North Texas
University of Scranton
University of South Florida
University of Texas at El Paso
University of Virginia
Utah State University
Wabash College
Westminster College*
Williams College
Winthrop University
Yale University*

Division II—Myrtle Beach, SC

Academy of Art University*
American International College
Belmont Abbey College
Brevard College*
Caldwell University
California State University, East Bay*
Chestnut Hill College
Delta State University*
Francis Marion University*
Georgian Court University*
Henderson State University
Humboldt State*

“I feel strongly about the effectiveness of the APPLE Conference and the lasting impact on the individuals that attend. I wish we could bring all of our student-athletes.”

—Administrator

Indiana University of Pennsylvania
 King University*
 Limestone College
 LIU Post*
 Millersville University*
 Minnesota State University,
 Moorhead*
 Molloy College*
 New York Institute of Technology
 Newberry College
 Northern Michigan University*

Notre Dame College (Ohio)*
 Nova Southeastern University*
 Point Loma Nazarene University*
 Queens University of Charlotte*
 Saint Leo University*
 Saint Michael's College*
 Simon Fraser University*
 Southern Connecticut
 State University*
 Southwestern Oklahoma
 State University

St. Edward's University
 University of Arkansas at
 Monticello
 University of Findlay
 University of Missouri, St. Louis*
 University of North Carolina,
 Pembroke
 University of Southern Indiana
 University of West Alabama*
 Winona State University
 *First time attending an APPLE
 conference

“By using the knowledge that I gained this past weekend, I am a lot more capable of trying to implement new ideas on how to educate student-athletes on substance abuse.”

—Student-Athlete



The 2016 APPLE Conferences
 January 15-17 • Charlottesville, VA
 January 22-24 • Grapevine, TX

virginia.edu/gordiecenter/apple



Counter clockwise from top left: APPLE team at the Orlando Conference; team members enjoying a break in Myrtle Beach, SC.; DII conference T-shirt swap.

DII APPLE CONFERENCE

— APRIL 17-19, 2015 —

**LARGEST
CONFERENCE
EVER WITH
GREATER THAN**



250

PARTICIPANTS



**FIRST APPLE THAT
CORRESPONDED WITH
A NATIONAL SAAC
MEETING**

**GREATEST
NUMBER
OF ATHLETIC
DIRECTORS AT
THE CONFERENCE**

7



**GREATEST NUMBER OF
SCHOOLS THAT HAD
NOT ATTENDED BEFORE**



23

**MOST
GEOGRAPHICALLY
DIVERSE**

**FIRST APPLE
DESIGNED FOR
A SINGLE
DIVISION**



**FIRST CANADIAN
SCHOOL TO
ATTEND**

**AS A RESULT OF THE DII APPLE CONFERENCE, OVER 50% OF
NCAA MEMBER SCHOOLS HAVE NOW ATTENDED AN APPLE
CONFERENCE**

>50%

EDUCATIONAL PARTNERS



NASPA

BACCHUS Initiatives

The BACCHUS Initiatives of NASPA

supports collegiate peer educators and advisors by empowering students and student affairs administrators to create campus environments which are healthy and safe. naspa.org/constituent-groups/groups/bacchus-initiatives



The Fraternal Health & Safety Initiative

was developed by the James R. Favor & Company in 2013 to address risk management issues impacting the health and safety of participating fraternity members and guests present within the fraternal community. fhsi.jrfco.com



HazingPrevention.Org (HPO) is

a 501 (c)(3) non-profit organization, whose mission is to empower people to prevent hazing. HPO sponsors the Novak Institute for Hazing Prevention each summer, educational webinars throughout the year and National Hazing Prevention Week, observed on campuses and within organizations across North America during the last week in September. HazingPrevention.org



The Medical Amnesty Initiative

The Medical Amnesty Initiative

is a non-profit organization dedicated to the introduction, passage, and education of Medical Amnesty legislation throughout the United States. Their goal is to ensure young people are no longer afraid to dial 911 for an individual who desperately needs medical attention.

MedicalAmnesty.org

Drug Free Sport

The National Center for Drug Free Sport, Inc.

is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services for athletic organizations, Drug Free Sport provides

strategic alternatives to traditional drug-use prevention programs. Drug Free Sport works exclusively in sports drug testing with unmatched expertise in the field. DrugFreeSport.com



The National Collaborative for Hazing

Research and Prevention is a three year research initiative sponsored by StopHazing.org to develop evidence-based hazing prevention strategies.

stophazing.org/research/consortium-project



The National Collegiate Athletics

Association is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner and to integrate

intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount. The NCAA's Sport Science Institute promotes and develops safety, excellence and wellness in college student-athletes and fosters lifelong physical and mental development. ncaa.org/ssi



Step UP! is a bystander intervention training program, created at the University of Arizona, that educates students to be proactive in helping others.

StepUpProgram.org



Transforming Youth Recovery
One Community, One School, One Student At A Time

Transforming Youth Recovery

is a 501(c)(3) non-profit organization that supports educators, parents and community members in helping students in recovery thrive in the fullness of everyday life.

TransformingYouthRecovery.org



The Gordie Center for Substance Abuse Prevention
PO Box 800139
Charlottesville, VA 22908-0139

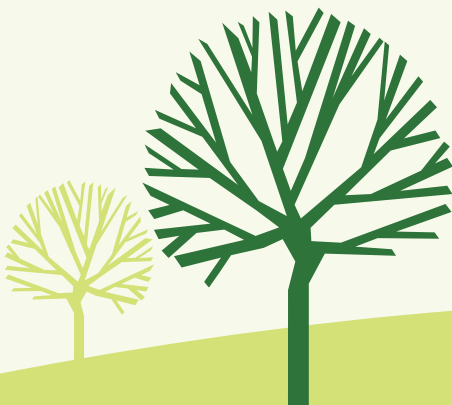
STAY CONNECTED

www.GordiesCall.org (National Campaign)

www.virginia.edu/gordiecenter (UVa-focused efforts)

TEL: 434-982-0703 • E-MAIL: GordieCenter@virginia.edu

SUPPORT: <http://www.giving.virginia.edu/gordiecenter>



www.facebook.com/GordieFoundation



[@GordieCenter](https://twitter.com/GordieCenter)



[Gordie Center for Substance Abuse Prevention](https://www.pinterest.com/GordieCenter)

