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## THE GORDIE CENTER

In 2010, the Gordie Foundation of Dallas, Texas, merged with the University of Virginia's Center for Alcohol and Substance Education to create the Gordie Center. The center's name honors the memory of Lynn Gordon "Gordie" Bailey, Jr., who died of an alcohol overdose at the University of Colorado after a fraternity initiation/hazing ceremony in fall 2004. Seeking a permanent home for the foundation established in his memory, Gordie's mother and step-father, Leslie and Michael Lanahan, selected the University of Virginia (U.Va.) because of the caliber of its longstanding substance abuse prevention programs.



Lynn Gordon "Gordie" Bailey, Jr.

In April 2011, the Center's name changed from the Gordie Center for Alcohol and Substance Education (Gordie CASE) to the Gordie Center for Substance Abuse Prevention (Gordie Center) to better reflect the Center's mission and priorities. The research is clear that education alone is not enough. Focusing on *prevention* instead of just *education* parallels the Center's efforts to reduce alcohol abuse through a comprehensive environmental approach including promotion of effective laws, bystander education, early intervention and support for recovery. The term *substance abuse* encompasses alcohol abuse.



Debra Reed, Holly Foster, Holly Deering, Susie Bruce, Fareine Benz

Prior to the merger, U.Va.'s Center for Alcohol and Substance Education built a 20-year track record of creating, evaluating, and disseminating effective substance abuse prevention programs. The Gordie Center partners with national organizations, including the National Collegiate Athletics Association (NCAA) and the U.S. Department of Education, to develop and share innovative and award-winning approaches.

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 use.

Dear Friends,

2011 has been a year full of exciting developments. Michael and Leslie Lanahan hosted a wonderful reception in Baltimore to celebrate the creation of the newly re-named Gordie Center for Substance Abuse Prevention. Joining us at the Elkridge Club to share the new Gordie Center vision were U.Va.'s Ashley Cullop, Student Affairs Doctoral Intern; Allen Groves, Dean of Students; Jane Henningsen, fourth-year undergraduate student and Alcohol and Drug Abuse Prevention Team (ADAPT) peer educator; Sean Jenkins, Assistant to the President and Student Affairs Development Officer; and Megan Khan, Regional Development Director.

In September 2011, Administrative Program Coordinator Debra Reed and I welcomed two staff members. Holly Foster fills the newly established Alcohol, Tobacco and Other Drug Education Coordinator position. She is completing her doctorate in Higher Education Administration at U.Va. and served as the Gordie Center graduate assistant for the past three years. Holly will supervise U.Va. students in implementing programs to address celebratory drinking, work with graduate assistant Fareine Benz to advise the ADAPT peer educators, and coordinate educational materials development and marketing.

Holly Deering is the new Health Educator. For the past three years she has been a Residential Community Director in Residence Life & Student Housing at Southern Methodist University. Holly will co-advise the U.Va. Student-Athlete Mentor peer education program and coordinate the national APPLE conferences (funded by the NCAA), which address substance abuse prevention and health promotion for athletics departments.

We are so grateful for the Lanahan's continued commitment to this work, and it is wonderful to see so many others who support the Gordie Center and believe in our mission.

In appreciation,



Susan Bruce  
Director, Gordie Center for Substance Abuse Prevention



Sean Jenkins, Ashley Cullop, Megan Khan, Allen Groves, Leslie Lanahan, Susie Bruce, Jane Henningsen, Michael Lanahan, Holly Lanahan, Wally Lanahan

## GORDIE'S CALL

**“ADAPT has provided me a great opportunity to develop as an individual and to make an impact on my peers at the University. One of the most rewarding things is to hear random students reciting the signs of alcohol poisoning, using our acronym PUBS!”**

—Marisa Muttly, ADAPT member  
U.Va. Class of 2012



We are thrilled to unveil the new Gordie's Call campaign and logo. This national campaign to prevent alcohol abuse and hazing will include a new website ([www.gordiescall.org](http://www.gordiescall.org)) that will go live in late 2011. The site will provide information and programs designed to reduce hazardous drinking and promote peer intervention among young adults. The first initiative released under the Gordie's Call banner is the redesigned GORDIEcheck/BAC Card.

### GORDIEcheck/BAC Cards

The GORDIEcheck Cards were completely redesigned this year after gathering input from national campus substance abuse prevention experts, emergency medicine physicians, and most importantly, students. Peer educators reviewed all text and images, while other students provided feedback through focus groups both before and after outside expert review. The final card is a thinly laminated, four panel card that folds into the size of a credit card.

The acronym PUBS (Puking while passed out, Unresponsive, Breathing and Skin) was created by U.Va. engineering students a few years ago and has won wide acceptance among U.Va. students. The wording was tweaked after consultation with the medical director of the local poison control center. Gender-specific blood alcohol concentration (BAC) charts assist students in understanding how alcohol impairs a person and when help may be needed. Student surveys and focus groups consistently show that students want to see both genders' charts on the same card so that they can be aware of how alcohol is impacting their friends.

In addition to providing information on the symptoms of alcohol overdose and how to respond, the new cards address how to prevent intoxication. Students specifically told us that having the images of standard drink sizes on the outside of the fold would make it more likely that they would pick up the cards and keep them. The “tips for a lower BAC” section provides harm reduction strategies for those who wish to lower their risks of impairment problems.





## GORDIE'S CALL

The GORDIEcheck/BAC cards may be purchased through [www.gordie.org](http://www.gordie.org). During move-in weekend, U.Va. distributed cards to all first-year and transfer students. Other schools purchasing the cards include Bridgewater College, Drury University, University of Utah and Forth Worth Country Day School.

## National GORDIEday

The Fourth Annual National GORDIEday was held on September 22, 2011 as part of National Hazing Prevention Week. Gordie's story was included in the National Hazing Prevention Week Planning guide (available at <http://www.hazingprevention.org/images/stories/source/planning-guide-2011.pdf>) to help initiate conversations about the reality of alcohol poisoning and the need to intervene.

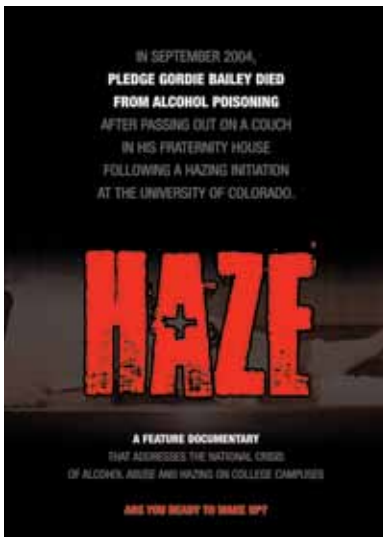
## Thank you!

Gifts to the Gordie Center support and advance program creation, evaluation and distribution, with an ultimate goal of preventing hazardous drinking and hazing. We are extremely grateful to those who supported our efforts in the past year (see sidebar), especially the students at the following schools who organized fundraisers to benefit the Gordie Center since November 2010:

- Carnegie Mellon University, Interfraternity, Multicultural Greek and Panhellenic Council
- Deerfield Academy
- SUNY Plattsburgh, Residents of Whiteface Hall
- University of Colorado at Boulder, Pi Chapter of Alpha Delta Chi
- University of Oregon, Upsilon Omega Chapter of Alpha Epsilon Pi
- Wagner College

- \$5,000+**  
ANONYMOUS  
Michael & Leslie Lanahan
- \$1,000-\$4,999**  
The Community Foundation of Greater New Haven  
Charles Flynn  
Gilman School  
Harry R. Hagey  
Harry Moss Foundation  
The Kremer Foundation  
Frank & Kathleen Lauinger
- \$250-\$999**  
Lynn G. & Claire K. Bailey  
Bridget Barber  
Jeffrey & Ruth Barker  
Bridget Bohacz & Associates, Inc.  
Lynn & Peter Feldman  
Jeffrey Gonya  
Haynes and Boone, LLP  
JTK Foundation  
Marcia Rorick  
Ruth Camp Campbell Foundation  
Julia Sause  
Julia & Scott Starkey  
Dhuanne & Douglas Tansill  
Ruth Van Every
- \$1-\$249**  
Andrew Aguilar  
John Bolcato  
Dorothy Boyce  
The Bronco Broads of Singapore  
Jennifer Brush  
Sally Buck  
Ellen Champion  
The Episcopal School of Dallas  
Woodrow & Susan Gandy  
Gerald & Alice Gilmore  
Donald & Suzanne Gonya  
Dick Hafner  
Sylvia Hanna  
Alexander Harvey  
Helen Hobbs  
Lynne Huber  
Harris & Elizabeth Jones  
JoAnn King  
Daniel Korengold  
Sheila Lanahan  
Mary Lou Monaghan  
Kim & Michael Napholz  
Peter Neville  
Elliott Randolph  
Micki Rawlings  
Gay Rekerdres  
Larry Rouvelas  
Stephen Sacks  
Virginia Schmidt  
Richard & Barbara Shelton  
Bonnie Tollefson  
Melissa Batchelor Warnke  
Gail & Chris Willard  
Tucker Willis  
Gerry Willse  
Susan Woody

## HAZE: THE MOVIE



### After watching *HAZE* with your son, daughter or friend, here are some questions to consider:

1. None of Gordie's friends expected or wanted this tragedy to happen, but what could they have done to prevent his death?
2. What's the expectation in your group around caring for friends who have had too much to drink?

In 2008, The Gordie Foundation produced *HAZE*, a documentary film telling Gordie's story and "connecting the dots" between college drinking and hazing. In the past three years, over 375 high schools, colleges and other organizations have purchased the full-length (82-minute) or abridged (36-minute) version to incorporate into their educational efforts. *HAZE* is a powerful educational tool that can spark in-depth conversations about the role of alcohol and "traditions" to initiate members as well as motivate audience members to intervene in an alcohol emergency. It is not unusual for students to immediately text their siblings and friends after viewing the film to warn them about the dangers of excessive alcohol consumption. Both versions of the film include a detailed facilitation guide and the rights to make up to ten DVD copies per campus/organization. Earlier this year, closed captioning was added. Both films may be viewed by individuals through [www.gordie.org](http://www.gordie.org).

*HAZE* will be shown as part of the 24th annual Virginia Film Festival, presented by the University of Virginia. A panel discussion on the topic of hazing and alcohol abuse will follow. Scheduled panelists include Leslie and Michael Lanahan, *HAZE* director Pete Schuermann, U.Va. Dean of Students Allen Groves, and U.Va. student leaders.

**Since November 2010, the following schools and organizations have purchased *HAZE*:**

Barry University  
Bay Path College  
Bloomsburg University of PA  
Boston College  
Cal State Sacramento  
Cathedral High School  
Flintridge Prep  
Florida State University  
Fordham Preparatory School  
Hamilton College  
Hastings High School  
Holy Innocents Episcopal School  
Howard University  
Humboldt State University  
Johns Hopkins University;  
Child and Teen Wellness Center  
Kimball Union Academy  
KIPP Houston High School  
Lovejoy High School  
Marietta College  
North Carolina A & T State University  
Northern Arizona University  
Park School of Baltimore  
Partners in Prevention

Penn State Behrend  
Ramapo High School  
Red Hook Central School  
Rhodes College  
Sacred Heart University  
Severn School  
Sewanee, The University of the South  
Spring Hill College  
St. Anthony Association of North Carolina  
Stephens College  
Stevenson University  
Substance Abuse Prevention Coalition of Alexandria  
The College at Brockport, State University of New York  
Town of Granby Youth Services Coordinator  
Town of Rocky Hill Youth & Family Services  
Trinity University  
University of Arizona Alpha Phi Chapter  
University of Denver  
University of Florida  
University of Illinois Urbana-Champaign Sigma Kappa Sorority  
University of North Texas

University of Redlands  
University of Tennessee  
University of the Pacific  
University of Western Sydney  
U.S. Air Force Academy  
Whitefield Academy  
Xavier University

**The following individuals have donated copies of *HAZE*:**

Holly Johnson Lanahan to Hinsdale Central High School  
William Stewart to Princeton University  
Bo Moore to Garrison Forest School  
Robert & Johanna Barroll to St. Pauls School for Boys & Girls





A team building competition to create the best mini-golf hole

The APPLE conferences, sponsored by the National Collegiate Athletics Association (NCAA) and conducted since 1992 by the Gordie Center, are the leading national training symposia dedicated to substance abuse prevention and health promotion for student-athletes and athletics department

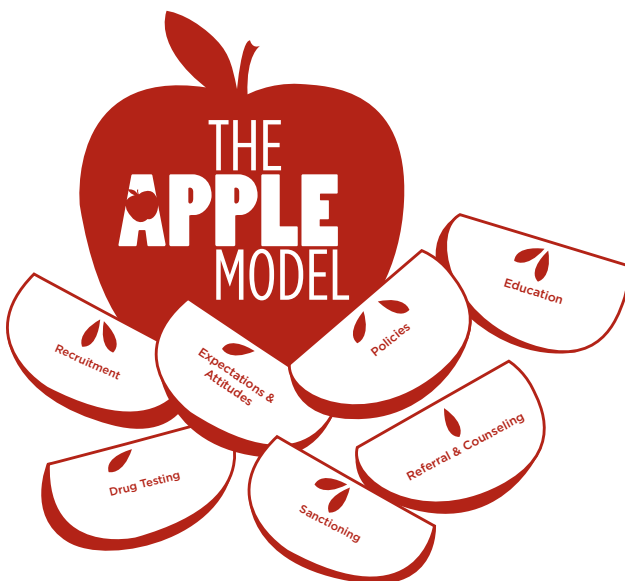
administrators. The APPLE model, created in 1991 by U.Va.'s Athletics Department and Gordie Center, identifies seven areas where athletics departments can reduce substance abuse among student-athletes.

The conferences are designed to encourage administrators to seek out and listen to the opinions and experiences of their student-athletes and create an opportunity to work together to reduce substance abuse on campus. Throughout the weekend, participants are encouraged to think creatively and strategically to create an institution-specific action plan to implement when they return home.

The Gordie Center directs and hosts the conferences and follows up with all teams to provide assistance and promote accountability. The NCAA provides lodging, meals and materials through a grant to U.Va.

**“I learned so much at the APPLE conference last year. All of the activities made you think how big of a difference one person can make and how important your choices and actions as a student-athlete are...I have been extra aware that in my role as captain on my team I need to always be a positive role model for my teammates.”**

—Leah Spring, Student-athlete, Elms College



The 2012 APPLE Conferences will be held in Charlottesville, VA on January 20–22 and Huntington Beach, CA on January 27–29.

## HAZARDOUS DRINKING

“I can confidently say that I have walked away from this semester-long practicum with a knowledge about social norms marketing and research, teamwork, and the logistical side to producing media that will help me throughout my life and has inspired me to pursue this discipline further.”

—Lucy Boyd, Peer Health Educator, U.Va. Class of 2011



A student receives free sunglasses for signing the Fourth-Year Class pledge before the last home football game.



ADAPT members promote the Savvy Fox sober driver pledge at the Foxfield Races

## Hazardous Celebratory Drinking Prevention

The Gordie Center is a national leader in student-created media campaigns to address hazardous celebratory drinking. The tradition of student self-governance at U.Va. ensures that students are significantly engaged in all program development. Beginning in 2005, Gordie Center staff paired with faculty members in the Department of Systems and Information Engineering to create a series of credit-bearing courses. These Capstone, internship and independent study courses provide a structured format for undergraduate students to assess the extent of celebratory drinking problems, develop evidence-based intervention strategies, and evaluate program impact.

Gordie Center and Systems Information Engineering faculty have used this interdisciplinary model to advise students in creating programs to address hazardous behaviors during Halloween, spring break, the last home football game and the Foxfield steeplechase races. Through these academic projects, students collect data from their peers through surveys and focus groups, research best practices, design media campaigns and evaluate their impact. Students create a detailed program implementation guide to document their project and suggest program revisions for future student initiatives.



## U.Va. Peer Educators Win NOYS Traffic Safety Award

The National Organizations for Youth Safety (NOYS) awarded the second-place YOUTH-Turn it Around Award to the Alcohol and Drug Abuse Prevention Team (ADAPT) peer educators for their efforts to reduce impaired driving after the Foxfield Races steeplechase event. In 2005, a crash occurred when a local high school student drove after consuming alcohol at the Races. The following year, ADAPT and Systems Information Engineering students collaborated to create social media campaigns, which are updated annually. ADAPT coordinates student safety tents that provide free water, snacks, sunscreen and information on race day as well as a pledge campaign with free t-shirts to reward sober drivers. Evaluation results indicated that fewer students drove after drinking than in previous years.

## Gordie Center Research

Gordie Center staff member Holly Foster, in collaboration with Gordie Center director Susan Bruce and U.Va. Associate Professor of Systems and Information Engineering Ellen Bass, published a paper on celebratory drinking research. *Are Students Drinking Hand Over Fifth: Understanding Participant Demographics in Order to Curb a Dangerous Practice* will appear in the *Journal of Alcohol and Drug Education* in December 2011.

Holly also presented this research at the NASPA Alcohol and Other Drug Abuse Conference in Miami, FL and the U.S. Department of Education's National Meeting on Alcohol, Drug Abuse, and Violence Prevention in Higher Education at National Harbor, MD.

Ellen Bass, Susie Bruce and Holly Foster advised three U.Va. students in publishing two papers in the Proceedings of the 2011 IEEE Systems and Information Engineering Design Symposium. Student Laura-Elisa Montealegre authored *Cavman, Wonder Woman, or Too Drunk to Tell: An Evaluation of the Effectiveness of a Halloween Social Norms Marketing Campaign*. Laura-Elisa published *Penalty for Excessive Celebration: An Evaluation of a Social Marketing Campaign to Reduce Celebratory Drinking* with students Michael Incerto and Cara Tuttle.

Research on and programs to reduce celebratory drinking were funded in part through grants from the Virginia Alcoholic Beverage Control Board and the U.Va. Parents Committee.

**“I’m glad to have been a part of an outreach program to educate first years that the stereotypes are wrong and that there are plenty of safer options for Halloween. The support of the community for these events truly made a difference.”**

—Jennifer Nguyen, ADAPT member, U.Va. Class of 2011



## BYSTANDER INTERVENTION

**“I never had the confidence or knowledge to try to step up and help [teammates] with their situations. I was always afraid that I might make the situation worse or lose the friendship... After being a part of the STEP UP! program I can see that I am not the only one that feels like this. I know now that the next time I am put into a situation that I will intervene with confidence and knowledge.”**

—U.Va. fourth-year student-athlete

Many people have experiences of being passive bystanders — seeing a problematic situation where they could have intervened but didn't. Later, they can be troubled by their lack of action and may wonder, “If only I would have...done something, said something, talked to someone...there may have been a different outcome.” Although much research exists on bystander behavior, until the creation of the Step Up! program, there was not an interdisciplinary, bystander intervention program tailored for the student-athlete experience and building on the positive aspects of team membership. The Gordie Center has been an active partner in creating this program spearheaded by The University of Arizona and in collaboration with the NCAA and the BACCHUS Network.

As part of U.Va.'s student-initiated Let's Get Grounded! campaign to promote bystander intervention, the Step Up! training was adapted by student leaders, the Gordie Center and the U.Va. Athletics Department to be more U.Va.-specific and inclusive of non-student-athlete populations.

Gordie Center staff created a three-hour course to train student and staff program facilitators. During the 2010-11 academic year, the Let's Get Grounded: Step Up! training was presented to 1,240 students, 15 head coaches and 145 faculty members and administrators through 40 separate presentations. Fourteen athletic teams were trained as well as members of 20 student organizations including Resident Assistants, peer educators, the Honor Committee, Student Council and the University Judiciary Committee.

After participating in Step Up! bystander intervention training, U.Va. students reported being more likely to:

- believe that intervening early can avoid a negative outcome;
- feel a responsibility to intervene when they notice problems;
- have the skills to intervene effectively; and
- feel confident they can intervene effectively.



The Gordie Center is grateful for the support from and partnerships with many national organizations that work to promote student safety and equip students with the tools to intervene effectively with their peers.



**The BACCHUS Network**, a national 501 (c)(3) non-profit organization, actively promotes student, campus and community-wide leadership on healthy and safe lifestyle decisions through peer-to-peer education.  
<http://www.bacchusnetwork.org>



**Hazing Prevention Org** is a 501 (c)(3) non-profit organization whose mission is to empower people to prevent hazing in college and university student groups. HPO also sponsors National Hazing Prevention Week, observed on campuses and within organizations across North America.  
<http://www.hazingprevention.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.  
<http://www.drugfreesport.com>



**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.  
<http://www.ncaa.org>



**Step Up!** is a prosocial behavior and bystander intervention program, created at the University of Arizona, that educates students to be proactive in helping others.  
<http://www.stepupprogram.org>

**“[The Gordie Center-sponsored] APPLE Conference and follow-up meetings have an impact on the broader campus community. We have been able to get the message of safer choices to all students.”**

—Caitlin Brightwell,  
Administrator, Oglethorpe  
University



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## STAY CONNECTED

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[www.gordiescall.org](http://www.gordiescall.org)

Tel: 434-924-5276

E-mail: [GordieCenter@virginia.edu](mailto:GordieCenter@virginia.edu)

Support: [www.campaign.virginia.edu/gordiecenter](http://www.campaign.virginia.edu/gordiecenter)



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