Curriculum Infusion - Alcohol
Instructor’s Cheat Sheet

So, what does Curriculum Infusion mean exactly?

Curriculum Infusion (CI) is a program used by many campuses to affect the behavior of groups of students regarding alcohol consumption. The Network for Dissemination of Curriculum Infusion (NDCI) defines CI as the process of integrating information about alcohol and other drugs (AOD) abuse prevention into the curriculum of regularly offered courses (White, 2010).

IMPORTANCE

An important benefit of CI is its focus on instructors and faculty, a valuable asset to the University of Mississippi community, but often an underutilized resource in campus alcohol misuse prevention efforts (White, 2010). Here is why incorporating instructors and faculty in alcohol prevention is beneficial:

1. As a classroom based strategy, CI can reach a broader range of students than voluntary educational programs.
2. CI has the potential to reach more students than alcohol educational efforts delivered in health, wellness, or other special topic classes.
3. Classroom prevention efforts may be especially useful for commuter students or those that live off campus, as the Ole Miss students that live off campus are also at risk.
4. Instructor and faculty involvement in prevention also offers stability to prevention efforts.

IMPLEMENTATION METHODS

1. Discussion
2. Assignments
3. Lectures
4. Readings
5. Audiovisuals
6. Interactive Activities (not necessarily all discussion) – ex: case studies, games, daily factoid, etc.
7. Demonstration
8. Other – ex: guest speaker

QUESTIONS?

For more information about curriculum infusion and/or alcohol use, please contact one of the following:

- Tiffany Bouldin (x5570), Graduate Assistant – UM Coordinator for the Mississippi Coalition of Partners in Prevention
- Erin Murphy (x5055), Health Educator
- Ellen Schafer (x3459), Assistant Director for Health Promotion
Definitions

Blood Alcohol Content or Concentration (BAC)- the concentration of alcohol in a person’s blood. BAC is most commonly used as the metric of intoxication for legal and medical purposes. It is expressed as volume of alcohol per volume of blood in the body. Legal BAC for those under the age of 21 is < 0.02 (that’s the equivalent to one drink or less for an individual) and 0.08 for those over the age of 21.

Standard Drink- any drink that contains about 14 grams of pure alcohol. Listed below are the U.S. standard drink equivalents.

<table>
<thead>
<tr>
<th></th>
<th>Volume</th>
</tr>
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<tbody>
<tr>
<td>Beer</td>
<td>12 oz. (one standard can or bottle)</td>
</tr>
<tr>
<td>80 proof liquor</td>
<td>1.5 oz. (one standard shot)</td>
</tr>
<tr>
<td>Wine</td>
<td>5 oz.</td>
</tr>
<tr>
<td>Malt liquor</td>
<td>8.5 oz.</td>
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</table>

Alcohol Poisoning- Alcohol poisoning is a serious — and sometimes deadly — consequence of consuming large amounts of alcohol in a short period of time. Drinking too much too quickly can affect your breathing, heart rate and gag reflex and potentially lead to coma and death.

Signs of Alcohol Poisoning:
1. Mental confusion, stupor, coma, or a person cannot be roused
2. Vomiting
3. Seizures
4. Slow or irregular breathing
5. Hypothermia
6. Blue lips, clammy skin

ALWAYS CALL 911. (UPD 662-915-4911)

Alcohol and/or Drug Abuse- Use of alcoholic beverages and/or drugs to excess, either on individual occasions ("binge drinking") or as a regular practice

Alcohol and/or Drug Dependence- an addictive disorder characterized by compulsive and uncontrolled consumption of alcohol and/or drugs, despite its negative effects on the person’s health, relationships, and social standing. Like other addictions, alcohol and/or drug dependence is medically defined as a treatable disease.

Zero Tolerance- If an individual, under the age of 21, is driving with a BAC at or above 0.02; the individual will receive a DUI under Mississippi state law.

Harm Reduction and Primary Prevention- At Ole Miss, both harm reduction and primary prevention approaches are used when addressing alcohol and other drug issues. Harm reduction is a public health philosophy that seeks to lessen the dangers around alcohol use and risk of harm. Primary prevention works to prevent alcohol and other drug use and abuse. For information regarding specific efforts on campus and in the community to address alcohol use and related, negative consequences using these overarching philosophies, please contact Office of Health Promotion at (662) 915-6543.
Statistics – National Level

(www.collegetrinkingprevention.gov, 2007, for first four items)

- 1,700 college students between the ages of 18-24 die each year from alcohol related unintentional injuries, including motor vehicle crashes.
- About 25% of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall.
- 2.1 million students between the ages of 18-24 drove under the influence of alcohol in 2007.
- 31% of college students met criteria for a diagnosis of alcohol abuse and 6% for a diagnosis of alcohol dependence in past 12 months.
- College students who were high-risk drinkers (5 drinks on 1 occasion) on a frequent basis (3 or more occasions per week) experienced half of all negative consequences reported by all drinkers (Presley & Pimentel, 2006)

Statistics – Ole Miss Specific

AlcoholEdu data (sample of fall 2009 incoming freshmen)

- Ole Miss first year students are most commonly drinking at a bar or nightclub (35%) – yes, even those underage! The second most common place is an off-campus residence (28%).
- The most common drinking-related risk behaviors that Ole Miss first year students engage in are pre-gaming (35%) and doing shots (26%).
- Drinking rates differ for first year men and women. Women are drinking in a high-risk way less frequently than men.
- Why first year students drink:
  - To celebrate (42%)
  - To have a good time with my friends (40%)
  - Be outgoing in social situations (26%)
  - Because you like the taste (25%)
  - Feel happy (24%)
- Why first year students don’t drink: (When you choose not to drink alcohol, how important are the following reasons?)
  - I’m going to drive (63%)
  - I don’t want to spend the money (49%)
  - I don’t have to drink to have a good time (49%)
  - I have other things to do (48%)
  - I don’t want to lose control (46%)
National College Health Assessment data (sample from all students at Ole Miss, including graduate students, 2007-2009)

- Roughly 1/3 or (37.4%) of UM students under the age of 21 either don’t drink or haven’t in the past month
- Exactly 1/3 (33.3%) of UM students that reported consuming alcohol in the last two weeks also reported “binge drinking” at least once in those two weeks.
- 70% of Ole Miss students under 21 do not binge drink.
- 80% of Ole Miss students under 21 do not drink and drive

CORE data (95% of sample classified as freshmen, fall 2009)

- Perceived student alcohol use at Ole Miss is 3 times a week, while actual use is only reported as once a week.
- UM students report themselves as having 3.8 drinks per occasion. However, the perception is that friends consume 4.96 drinks and the campus student population consumes 5.37 drinks per occasion.

Misperceptions of Use

College students have the misperception that their fellow students drink much more than they actually do. Research bears this out (Baer & Carney, 1993; Baer, Stacy & Larimer, 1991; Perkins, 2003). Borsari & Carey conclude that:

- In the university drinking environment, students tend to overestimate the amount that their friends drink.
- Students tend to perceive that their friend's attitudes toward alcohol are more permissive than they really are.
- Individuals also appear to generalize inappropriately about their peers' drinking behaviors on the basis of observing a few peers engaging in heavy drinking episodes.
- The perceived alcohol norms of one's social group can influence individual group members' drinking decisions.
- One consequence of such norm overestimation is that individuals are less likely to question their own drinking if they think those around them are drinking more or have more permissive attitudes.
- Another consequence is that when a person overestimates a certain behavior, the likelihood that he or she will engage in that behavior also increases.
- Without exposure to the more normative levels of alcohol consumption of other groups, people may be unable to evaluate their own levels of drinking objectively.

Resource: NC State University Health Promotion: www.ncsu.edu/health_promotion/AlcoholDrugs/RAfilesandPDFS/usePerceptions.htm
Negative Consequences of Risky Student Drinking

Physical Consequences
- Hangover
- Black out/memory loss
- Nausea/vomiting
- Getting hurt or injured

Social Consequences
- Arguments and fights
- Waking or disturbing roommate (or being disturbed by another’s behavior)
- Embarrassment by own behavior while drunk
- Damaging property
- Generally getting in trouble with the police or University authorities

Academic Consequences
- Missing a class or work
- Performing poorly on a test or assignment
- Getting behind

Sexual Consequences
- Harassing or assaulting others while drunk
- Being sexually harassed or assaulted while drunk

Drunk Driving
- Riding with a driver who has been drinking
- Driving after drinking
- Arrested for DUI

Protective Behaviors – Positive Behavioral Intentions

Many students choose not to drink, or do drink without taking additional risks. A few protective behaviors or intentions we should be encouraging students to employ include:
- Set limits (knowing how much you want to consume before the drinking begins and stick to the limit), plan ahead, set goals
- Avoid drinking games
- Monitor BAC (or keep track of how much is actually being consumed versus time)
- Pace drinks, keep track, count and measure
- Alternate alcohol and non-alcoholic drinks (the key here is water and remaining hydrated, while allowing time between drinks and therefore reducing the total amount consumed)
- Reduce frequency of drinking
- Reduce number of drinks
- Include food
- Have a friend let you know when you have had enough
- Stay with the same group of friends the entire time drinking
- Use a designated driver
- Know your “no”. In the event you are offered a drink when you do not want one, have a polite and convincing “no, thanks” ready.
# Alcohol and the Body

<table>
<thead>
<tr>
<th>Affected Area</th>
<th>Results</th>
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</table>
| Central Nervous System        | • Depressed  
• Coma, death  
• Ulcers, erosion of lining  
• Pancreatic irritations     |
| Liver                         | • Change in fat metabolism eventually scarring the liver                                                                                  |
| Circulatory System            | • Increase heart beat  
• Increase blood pressure  
• Blood vessels dilate causing heat loss                                                                                                    |
| Fluid Balance                 | • Water shifts in body to give feeling of thirst  
• Diuretic effect increases urine output                                                                                                    |
| Sensation and Perception      | • Reduced sensitivity of taste and odor  
• Tunnel vision  
• Limits ability to distinguish light intensity  
• Sensitivity to colors, especially red, decreases                                                                                         |
| Motor Performance             | • Most all performances types are impaired  
• Increases swaying  
• Coordination for tracing moving objects impaired                                                                                          |
| Attention and Memory          | • Inhibits absorption of information  
• Affects accuracy and consistency of a task  
• Memory loss occurs with high doses (blackout)  
• Difficulties recalling information                                                                                                           |
| Emotions                      | • Decreases inhabitation and “frees” people up in tight social situations                                                                 |
| Sexuality                     | • Large doses frustrate sexual performance  
• Impotency occurs, sometimes reversible with return of sobriety.                                                                           |
| Sleep                         | • Several drinks decrease REM, or dreaming sleep, resulting in impaired concentration and memory, increased anxiety, tiredness and irritability. |
**DUI Questions That Amuse Us** (but are worth addressing)

“If I have too much to drink, I can drink a lot of coffee to sober up quickly, Right?”
Ha. Drinking a lot of coffee after drinking too much alcohol may increase your discomfort through the need to use the bathroom while being transported to the jail on DUI charges. Only “time” reverses impairment.

“Will eating breath mints after drinking throw off a police ‘breath test’?”
Eating mints will not affect your BAC level since it isn’t the smell of your breath, but the alcohol content, that’s measured. Using breath mints, however, may earn you points with the arresting officer if you normally have bad breath.

“Well, at least eating breath mints might fool the officer, right?”
Ha. Sure, police are really fooled when they see a combination of erratic driving behavior and powerfully minty breath. Yep, that one fools them every time.

“I’ve heard preparing yourself by eating certain foods before an evening of heavy drinking will help keep you sober, is that true?”
How much you have eaten, and how recently, may have a small effect on how quickly or slowly the alcohol you consume will enter your bloodstream—but won’t stop the alcohol from entering.

“Will splashing cold water on my face or taking a cold shower help sober me up?”
Splash away! And by all means, take a cold shower. It may make you cleaner, but it won’t sober you up or make you a safe driver. The deputies at the jail, however, prefer clean drunks and recommend showering prior to doing anything that will lead to your arrest.

“Will running around the block a few times sober me up enough to drive home?”
Exercise won’t sober you up any faster, but feel free to run around the block as many time as you like. The deputies at the jail ask us to remind you to shower after your long run and before you drive a car.

“They were serving a spiked punch, but I couldn’t even taste the alcohol in it. I can’t be drunk!”
Party goer, beware. Fruit juices have the ability to mask the taste of alcohol. A fruit “punch” can contain a substantial amount of alcohol without the taste of the alcohol which you can taste in another kind of drink. A mild-tasting cup of punch at a party may contain more alcohol than any normal drink you would buy at a bar.

**NOTHING CHANGES BAC EXCEPT TIME!!!!!**
# Campus Resources

| **Office of Health Promotion** | Phone: 662-915-6543  
Email: prevent@olemiss.edu  
226 VB Harrison  
Health Center | Contact: Ellen Schafer,  
Asst. Dir. for Health Promotion  
Erin Murphy, Health Educator | Collect campus data, administer BASICS and JADE education programs, facilitate class, residence hall, and group outreach and presentations |
| --- | --- | --- | --- |
| **Peer Health Educators** | Phone: 662-915-5055  
Email: elmurphy@olemiss.edu  
226 VB Harrison  
Health Center | Contact: Erin Murphy,  
Advisor | Presentations, research, and student perspective |
| **University Police Department** | Nonemergency number: 662-915-7234  
Email: upd@olemiss.edu  
Kinard Hall, Wing C | Web address: [www.olemiss.edu/depts/u_police/](http://www.olemiss.edu/depts/u_police/) | Community safety, emergency response, and outreach |
| **University of Mississippi Counseling Center** | Phone: 662-915-3784  
Email: counslg@olemiss.edu  
Corner of Poole and All American Drive | Web address: [www.olemiss.edu/depts/stu_counseling/](http://www.olemiss.edu/depts/stu_counseling/)  
Contact: Amy Fisher or Keysha Thomas | - Individual counseling sessions to address a wide range of needs  
- Early Intervention Support Group (students seeking to modify habits)  
- Oasis (support group for student who are making a change to establish an alcohol and drug-free lifestyle.) |
| **Young People’s AA Meeting** | Phone: 662-915-3784 | Contact: Amy Fisher | A traditional 12-step support group for those seeking abstinence from alcohol and drug use. Meets Tuesdays at 6 PM. |
| **Al-Anon Meeting** | Phone: 662-915-3784 | Contact: Amy Fisher | A traditional 12-step support group supporting those friends and family who are affected by the abuse of alcohol and drugs. Meets Wednesday at 5:30 PM. |
| **UM Recovery Community** | Phone: 662-915-3784  
Email: recovery@olemiss.edu | Contact: Amy Fisher | Provides support so students can successfully pursue their academics, social life and recovery. Provides resources and a strong network to help integrate students into college life. |
## Community Resources

<table>
<thead>
<tr>
<th>Community Resource</th>
<th>Contact Information</th>
<th>Web Address</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communicare</strong></td>
<td>Phone: 662-234-7521</td>
<td><a href="http://www.communicarems.org">www.communicarems.org</a></td>
<td>Communicare is a mental health center that offers three types of services: outpatient treatment, residential treatment, and consultation.</td>
</tr>
<tr>
<td><strong>CHEERS to the Designated Driver</strong></td>
<td>Phone: 228-617-2326 Email: <a href="mailto:um.cheers@gmail.com">um.cheers@gmail.com</a></td>
<td><a href="http://sites.google.com/site/cheersofmississippi/">http://sites.google.com/site/cheersofmississippi/</a></td>
<td>CHEERS is a program that encourages individuals not to drink and drive by providing free non-alcoholic drinks to designated drivers.</td>
</tr>
<tr>
<td><strong>Rebel Ride</strong></td>
<td>Phone: 662-801-7890 Email: <a href="mailto:rebelride@olemiss.edu">rebelride@olemiss.edu</a></td>
<td><a href="http://www.olemiss.edu/rebelride/">www.olemiss.edu/rebelride/</a></td>
<td>Provides free transportation to designated locations throughout Oxford.</td>
</tr>
</tbody>
</table>

## Alcohol-Related Policies

Visit [http://www.olemiss.edu/policies](http://www.olemiss.edu/policies) for full details.

- **Two Strike Policy – Minimum Sanctions for Alcohol and Other Drug Violations**
  - To set forth minimum sanctions for students and recognized student organizations found in violation of any alcohol or drug related policy.
    - Policy Code DSA.DS.300.007
- **Alcohol**
  - Alcohol is not permitted in any residence hall on the University of Mississippi campus. This policy defines Student Housing and Residence Life’s expectations for residents and visitors.
    - Policy Code DSA.SH.400.003
- **Alcohol Policy**
  - To prevent illegal or abusive alcohol consumption
    - Policy Code CHA.AM.100.101
References Used in Text


Additional References, Resources, Readings, and Materials


Pregaming, the practice of consuming alcohol before attending a social function, has not received as much research attention as drinking games among college students. This study investigated the prevalence of both pregaming and drinking game participation in a sample of mandated students (N=334) who had been referred for an alcohol violation.


Terms such as “binge” drinking have resulted in considerable controversy and debate. Asking students to recall specific time frames from a night of heavy drinking may compromise research validity. The traditional binge drinking criterion does not adequately assess intoxication levels or more extreme levels of consumption.


Campus-based prevention programs should be grounded in a better understanding of how motives not to drink are developed and sustained in high school and college.


A Ph.D. graduate student at Ole Miss, Catherine Woodyard has studied the celebratory versus regular weekend alcohol consumption of University of Mississippi students.

Amethyst Initiative: http://www.amethystinitiative.org/

Information on the current debate of lowering the drinking age.


Order a laptop and screen for the classroom and work through a typical night of student alcohol use – see the difference additional time, gender, size, and drink variety makes to the night’s outcomes.
**Alcohol Jeopardy**

**Directions:**
1. Draw a 5x5 grid on the board and label as shown:

<table>
<thead>
<tr>
<th>Alcohol</th>
<th>Sexual Assault</th>
<th>Campus</th>
<th>Law/Policy</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
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<tr>
<td>200</td>
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<td>400</td>
</tr>
</tbody>
</table>

2. Break the class up into even teams. If a small group, three teams works well.

3. Determine how each team will “buzz in” to indicate that they would like to answer the question.

4. Write team names on the board and be ready to keep score.

5. Play begins when one team chooses the first item on the board. This and subsequent questions are open to any team to buzz in and answer. However, the only time that a team is the sole group responsible for answering is if they land a Daily Double.

(Note: Once a team has successfully been the first to buzz in, they can have the opportunity to talk about the answer with each other before the person that buzzed responds. It also works best if no one buzzes until the question has been read in its entirety.)

6. When on a Daily Double, the team has the opportunity to set their own point value for that question – anything from 0 to two times (double) the current score. If the team currently has 0, and therefore cannot double, up to 1600 points may be wagered.

7. Play continues with points being added if the question is answered correctly and subtracted if incorrect.

8. Cross off each spot on the board when the question for that spot has been addressed. When the board is clear, add up the total scores and announce the Final Jeopardy topic.

9. Give the teams a chance to work together in determining how much to wager for Final Jeopardy. They are to write that amount down.

10. Read the Final Jeopardy question and give the teams a chance to work together in responding to the question. Again, the response should be written and submitted.

11. Review the response from each team awarding or subtracting points based on their individual wagers.

12. The team with the greatest number of points at the end wins.

(Note: In traditional Jeopardy, contestants respond in the form of a question. This activity is not set up that way. The questions are such that the instructor asks and the students respond.)
<table>
<thead>
<tr>
<th>Alcohol</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>-100-</strong></td>
<td><strong>-100-</strong></td>
<td><strong>-100-</strong></td>
<td><strong>-100-</strong></td>
<td><strong>-100-</strong></td>
</tr>
<tr>
<td>Q: What does BAC stand for?</td>
<td>Q: What is the number one date rape drug?</td>
<td>Q: If you needed information on the 2 Strike policy, which office would you contact?</td>
<td>Q: If you are under the age of 21 and are caught with an alcoholic beverage, does it go on your record?</td>
<td>Q: ___% of Ole Miss students – under the age of 21 – do not binge drink. A: (closest wins) 70%</td>
</tr>
<tr>
<td>A: Blood Alcohol Concentration (or Content) – the amount of alcohol present in blood.</td>
<td>A: Alcohol</td>
<td>A: Dean of Students</td>
<td>A: Yes.</td>
<td></td>
</tr>
<tr>
<td><strong>-200-</strong></td>
<td><strong>-200-</strong></td>
<td><strong>-200-</strong></td>
<td><strong>-200-</strong></td>
<td><strong>-200-</strong></td>
</tr>
<tr>
<td><strong>Answer requires two parts</strong></td>
<td><strong>Q: Provide two examples of how a person can ask for consent.</strong></td>
<td><strong>Q: If you wanted to talk with someone about depression and/or anxiety, what resources are available on campus?</strong></td>
<td><strong>DAILY DOUBLE!</strong> Q: Explain the Zero Tolerance Law. A: If you are under the age of 21 and driving with a BAC at or above 0.02 (not 0.08!!), you will receive a DUI.</td>
<td><strong>Q: ___% of Ole Miss students – under the age of 21 – do not drink and drive. A: (closest wins) 80%</strong></td>
</tr>
<tr>
<td>Q: What is the definition of binge drinking for women? For men?</td>
<td>A: Accept anything along these lines... “Is this okay?”, “Do you like it when I do this?”, “Can I touch you here?”, etc</td>
<td>A: Psychological Services or University Counseling Center</td>
<td><strong>Q: When are you considered legally drunk if you are 21 OR OLDER? A: BAC at or over 0.08</strong></td>
<td><strong>Q: The only thing that reverses the effects of alcohol is _____ . A: Time.</strong></td>
</tr>
<tr>
<td>A: 4 or more for women, 5 or more for men in a two hour period (or setting)</td>
<td><strong>-300-</strong></td>
<td><strong>-300-</strong></td>
<td><strong>-300-</strong></td>
<td><strong>-300-</strong></td>
</tr>
<tr>
<td><strong>Answer requires three parts</strong></td>
<td>Q: Describe a potential “red dot” and then a “green dot” to counteract. A: Accept any example of potential sexual violence and then a bystander intervention technique to counter.</td>
<td>Q: What percent of Ole Miss students report not using alcohol? A: (closest wins) 36.1% report either never using alcohol or not using in last 30 days.</td>
<td><strong>Q: When are you considered legally drunk if you are 21 OR OLDER? A: BAC at or over 0.08</strong></td>
<td><strong>Q: The only thing that reverses the effects of alcohol is _____ . A: Time.</strong></td>
</tr>
<tr>
<td><strong>-400-</strong></td>
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<td><strong>-400-</strong></td>
<td><strong>-400-</strong></td>
<td><strong>-400-</strong></td>
</tr>
<tr>
<td><strong>DAILY DOUBLE!</strong> Q: Why does alcohol affect men and women differently?</td>
<td>Q: About 1 in 4 women are assaulted in their lifetime. Where can help be found? A: (accept any)Violence Prevention, Office, UPD, Counseling Center, Dean of Students, Psychological Services, Health Center, Family Crisis Services</td>
<td>Q: What percent of Ole Miss students report not using marijuana? A: (closest wins) 89.5% report either never using marijuana or not using in the last 30 days.</td>
<td>Answer requires two parts Q: In what circumstances might a student receive an ON campus “strike” related to alcohol and drugs in an OFF campus setting? A: DUI or Drug Related offense within the Oxford community</td>
<td>Answer requires two parts Q: Provide two critical signs for alcohol poisoning. A: (accept any two) Mental confusion Vomiting Seizures Slow breathing Irregular breathing Hypothermia Bluish color/paleness</td>
</tr>
<tr>
<td>A: (any of these are acceptable) -body composition and water content between genders -difference in level of enzymes to breakdown alcohol (alcohol dehydrogenase) -weight differences</td>
<td><strong>-400-</strong></td>
<td><strong>-400-</strong></td>
<td><strong>-400-</strong></td>
<td><strong>-400-</strong></td>
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</tbody>
</table>

**Final Jeopardy Topic: DRINKING GAMES**
Q: Why are drinking games considered to be a violation of the University Alcohol Policy? A: Because they promote rapid consumption techniques and by their nature promote abusive consumption and thus violate the policy.