How does the Social Norms Campaign Work?

The SLU Students, faculty and staff collaborate to create visible posters, flyers and advertisements that portray the norms of the student population. A norms message is a statement of fact, usually in the form of a statistic. This message is usually a surprise to the reader because it is different from what he/she had previously believed. The messages are designed to create dialogue and have students question their own behaviors. The approach gives the University community the opportunity to be proactive in responding to the dangers created by high-risk drinking among the student population.

The “Students Like U” (SLU) Campaign encourages students to question their own drinking habits and those of their peers, and is intended to result in a decrease in high risk drinking and promote a healthy “student life.”

An overview of the social norms campaign for students, parents, and faculty at SLU as well as other information regarding alcohol/drug intervention on campus.

SLU Student Health and Counseling Center
Marchetti Towers East
3518 Laclede Avenue
St. Louis, MO 63103
(314) 977-2323
The Initiative

Saint Louis University strives to promote the health and safety of the students, faculty and staff at the University. We recognize that students can be susceptible to high-risk drinking and other substance abuse which often results in negative consequences.

In an effort to be proactive and provide our students with knowledge about high-risk drinking and other "drugging" behaviors, we offer many different programs. Through these programs we hope our students will gain this awareness and make healthier decisions for themselves.

Programs, Policies and Services

• SHARP (SLU Harm and Alcohol Reduction Program), a group intervention program that addresses healthy decision making and abuse/addictions regarding drug and alcohol use. This is a 3 week program, meeting 2 times a week for 2 hour sessions.

• E-Chug, a brief online intervention tool designed to motivate individuals to assess their own drinking and using behaviors. Personalized feedback is given to each person that completes the E-Chug.

• "Students Like U" (SLU) Social Norms Campaign, highlights drinking and drugging norms on campus and provides tips related to reduce drinking and drugging related harms.

• SHAPE Peer Educators, peer led prevention group, goes into classrooms and organizational meetings to talk about the dangers of making poor choices regarding drinking, drugging, wellness and sexual health.

• Referrals are made to SLU Student Health and Counseling for individual therapy as well as to Centerpointe Hospital, a substance abuse treatment facility for those with severe substance abuse problems.

• Alcoholics Anonymous Meetings at the St. Francis Xavier College Church, Parish Center, each Sunday at 3pm. An Alcohol/Drug Support Group is offered at Student Health and Counseling Services each Tuesday night from 6-7pm, in the conference room.

• Many prevention programs are promoted on campus. These include: Billikens After Dark, Oksoberfest, (Alcohol Awareness Month activities), CHEERS to the Designated Driver Program, SLUAWARE Peer Prevention Theater Program.

• Other intervention strategies that are used are screenings offered by counselors from Student Health and Counseling Services.

Resources

Saint Louis University Student Health and Counseling Services
Marchetti Towers East
3518 Laclede Ave.
St. Louis, MO 63103
314-977-2323

Alcoholics Anonymous
Missouri: 314-647-3677
Illinois side: 618-398-9544

ALANON
St. Louis Info Center 314-645-1572

National Council on Alcoholism and Drug Abuse
Missouri and Illinois
314-956-3456

Centerpointe Hospital
5931 Highway 94 South
St. Charles, MO 63304
Tel: 636-441-7300
Fax: 636-447-6001
Toll Free: 800-345-5407

Bridgeway Counseling Services
Saint Louis County Center
119 Church Street Suite 225
Saint Louis, MO 63135
Phone: 314-521-5887 ext. 107

Barnes Jewish Hospital
Chemical Dependency Program
1 Barnes Jewish Hospital Plaza
Saint Louis, MO 63110
314-362-5818

Preferred Family Healthcare CSTAR
3800 South Broadway
Saint Louis, MO 63118
314-772-2205