

# A Campus Response to High-Risk Behaviors

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**Peter Rives** – Assistant Director of Wellbeing – Alcohol and Substance Abuse Prevention  
**Sarah Broadhurst** – Safe Office Counselor/Advocate



**WAKE FOREST**  
UNIVERSITY

- Understand Wake Forest University's comprehensive approach to reduce high-risk alcohol use, substance abuse, and sexual assault
  - Prepare parents to lead conversations about high-risk alcohol use, substance abuse, and sexual assault with their students
  - Identify campus resources for high-risk alcohol use, substance abuse, and sexual assault
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Peter E. Rives ('98)  
Assistant Director of Wellbeing – Alcohol  
and Substance Abuse Prevention

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Office of Wellbeing



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## CONTACT CHOICES

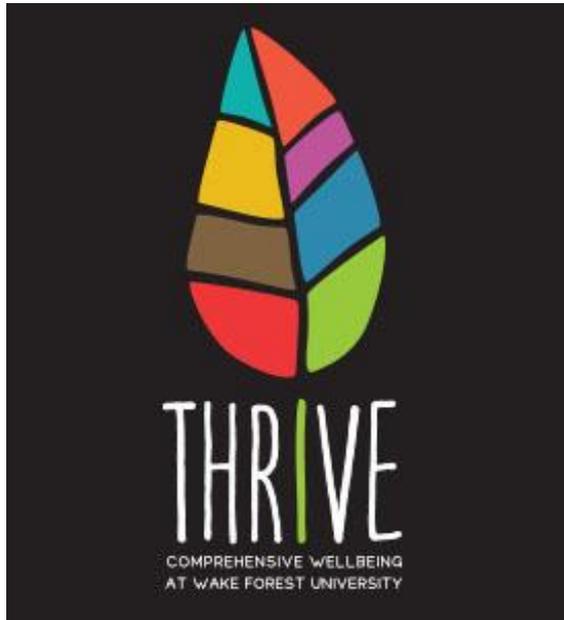
Office of Wellbeing  
Benson University Center,  
Room 317  
Phone: 336.758.3089

## Parents



### Greetings Wake Forest University Parents

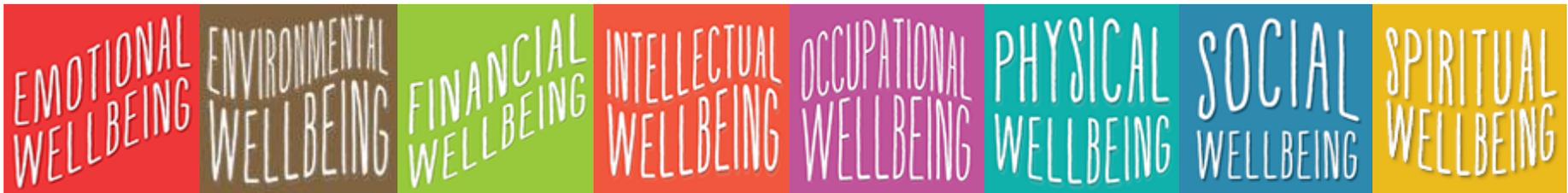
College is an exciting milestone for both you and your student. It is a time of new experiences, a time of transition, and a time to stay connected. If you have already spoken with your Wake Forest student about alcohol great; however, it is a good idea to revisit the conversation. You may need to adjust your communication style as your student develops greater independence. If you have not spoken with your college student about drinking it's never too late to have the conversation. While we are committed to making a difference with our students, we also understand that you are the first line of defense against alcohol misuse and abuse.



Holistic: 8 dimensions; Interrelated and interdependent

## Mission

Thrive is Wake Forest's comprehensive wellbeing initiative. As a venture owned by the entire campus community, Thrive engages students, faculty, and staff to better cope with adversity, build rewarding relationships and live lives with a sense of purpose. Through collaborative programs, infrastructure building, research, and services, Thrive offers the skills, knowledge and perspective necessary to maintain a healthy, harmonious, and balanced life.



- **Interactive online technology solutions**
  - **Brief Alcohol Screening and Intervention for College Students (BASICS)**
  - **University Counseling Center – Licensed Clinical Addictions Specialist (LCAS) staff**
  - **Student EMTs**
  - **24/7 Student Health Service**
  - **Established relationships with community treatment providers**
  - **Close collaboration with local hospitals**
  - **Close coordination between campus departments**
  - **Recovery supports on campus and in community**
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- **Methods or activities that seek to reduce or deter specific or predictable problems, protect the current state of well-being, or promote desired outcomes or behaviors.**

*-US DHHS*



"Apparently they're better than The Cure."

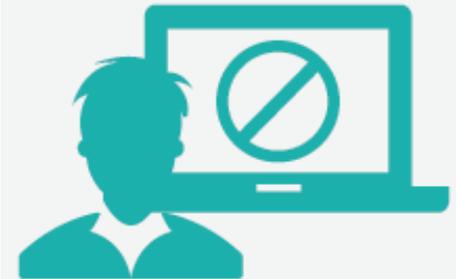
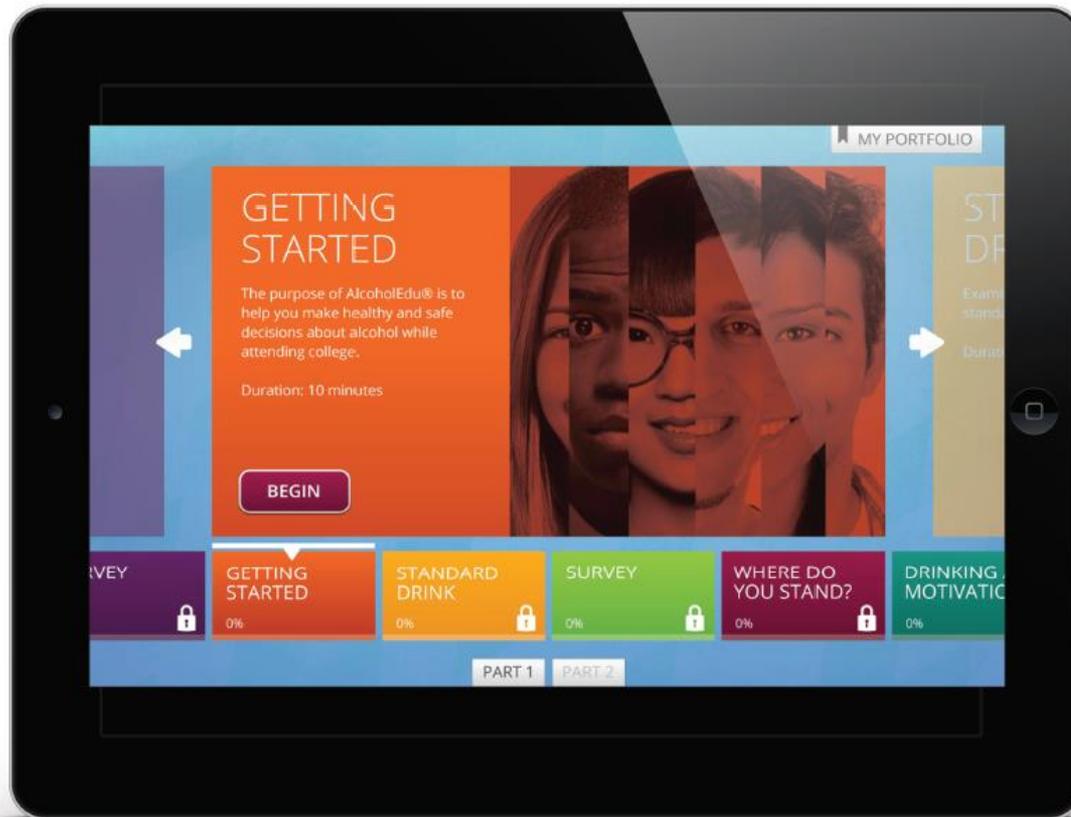
**Primary – prevent behavior**  
**Staying out of the river**



**Intervention – support behavior**  
**change at earliest signs of trouble**  
**Getting out of the river**



## AlcoholEdu FOR COLLEGE



students who failed to take the course were **4.64 times more likely** than those who completed it to experience an alcohol-related event requiring medical attention.

# Going upstream: Social Norms



I'M NOT FIT TO DRIVE

42% OF INCOMING WAKE FOREST STUDENTS REPORT THEY DO NOT DRINK. IF YOU'RE ONE OF THEM, KNOW THAT YOU ARE DEFINITELY NOT ALONE.

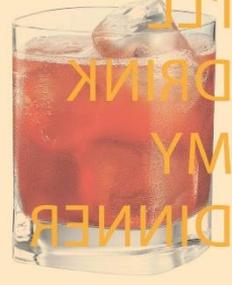
MINDLESS DRINKING LEADS TO BACKWARDS THINKING



I'M SURE HE'S JUST PASSED OUT

71% OF FIRST YEAR UNDERGRADUATE STUDENTS AT WAKE FOREST SAID THEY WOULD TAKE ACTION TO ASSIST IN AN ALCOHOL-RELATED EMERGENCY, WHETHER YOU SUSPECT ALCOHOL, POISONING, INJURY OR A SEVERE LOSS OF PROUD, STEP UP AND STEP IN TO HELP A DISC IN NEED.

MINDLESS DRINKING LEADS TO BACKWARDS THINKING



I'LL DRINK MY DINNER

ALCOHOL WAS A WAY OF LEAVING EMPTY STOMACHS SATED AND THAT'S NEVER A GOOD LABEL. RUN UP FIRST YEAR UNDERGRADUATE STUDENTS REPORT THAT THEY GET DRUNK, AND WOULD THEY ARE DRINKING.

MINDLESS DRINKING LEADS TO BACKWARDS THINKING



I'M OK TO DRIVE

YOUR NIGHT CAN TAKE UNEXPECTED TURNS. MAKE PLANS FOR A SAFE RETURN. BEFORE YOU GO OUT, 10% OF INCOMING WAKE FOREST STUDENTS HAVE A PLAN FOR HOW THEY'LL GET HOME. IT CAN SAVE YOU FROM A LOT WORSE THAN EMBARRASSMENT.

MINDLESS DRINKING LEADS TO BACKWARDS THINKING



I'M HURT MORE THAN YOU

71% OF FIRST YEAR UNDERGRADUATES KEEP TRACK OF HOW MANY DRINKS THEY CONSUME. KNOW WHICH NUMBER FEELS YOU NEED A SLEEPY DRUGGING, HAD DRUNKEN WAKING, THE NUMBER IS DIFFERENT FOR EVERYONE. KNOW YOURS AND HELP OTHERS TO AVOID MAKING MISTAKES THAT CAN COST YOU YOUR DIGNITY OR SAFETY.

MINDLESS DRINKING LEADS TO BACKWARDS THINKING



I CAN'T REMEMBER THE BEST TIMES ARE THE ONES

MAKE SURE YOU CAN REMEMBER THE FUN. 81% OF WAKE FOREST UNDERGRADUATE STUDENTS REPORT THAT THEY DID NOT HAVE TROUBLE REMEMBERING WHAT HAPPENED AFTER DRINKING WITHIN THE LAST WEEK. CHOOSE NOT TO DRINK IF YOU'RE GOING TO DRINK. MAKE SURE YOU PACE YOURSELF AND REMEMBER THE FUN.

MINDLESS DRINKING LEADS TO BACKWARDS THINKING



I'M THE LIFE OF THE PARTY

THERE'S A FINE LINE BETWEEN HAVING FUN AND BEING A JACKASS. 61% OF WAKE FOREST FIRST YEAR UNDERGRADUATE STUDENTS BELIEVE THAT THEY DON'T DRINK TO THE POINT THAT THEY ARE SO UNCLE THEMSELVES.

MINDLESS DRINKING LEADS TO BACKWARDS THINKING

Measured improvements in behaviors and stated intentions

Redefines students' expectations around normative behaviors of their peers using actual student data in an engaging poster campaign.

**DEACS**  
**STEP UP**  
**SPEAK OUT**  
**TAKE ACTION**

Don't Stand By 

Purpose: To develop a culture of caring, recognizing the potential for harm to occur, and safely intervening.

Mandatory for all first-year students in the first semester.

Statistically significant outcomes in likelihood to help and learning outcomes.

**Alcohol | Mental Health | Sexual Violence**

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# Sarah Broadhurst

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Safe Office Counselor/Advocate



WAKE FOREST  
UNIVERSITY

# Confidential Staff Member

## Available 24/7: **336.758.5285**

*The Safe Office responds to urgent needs, assists students as they evaluate their options, and supports them as they begin the healing process with concerns and/or experiences of sexual misconduct.*

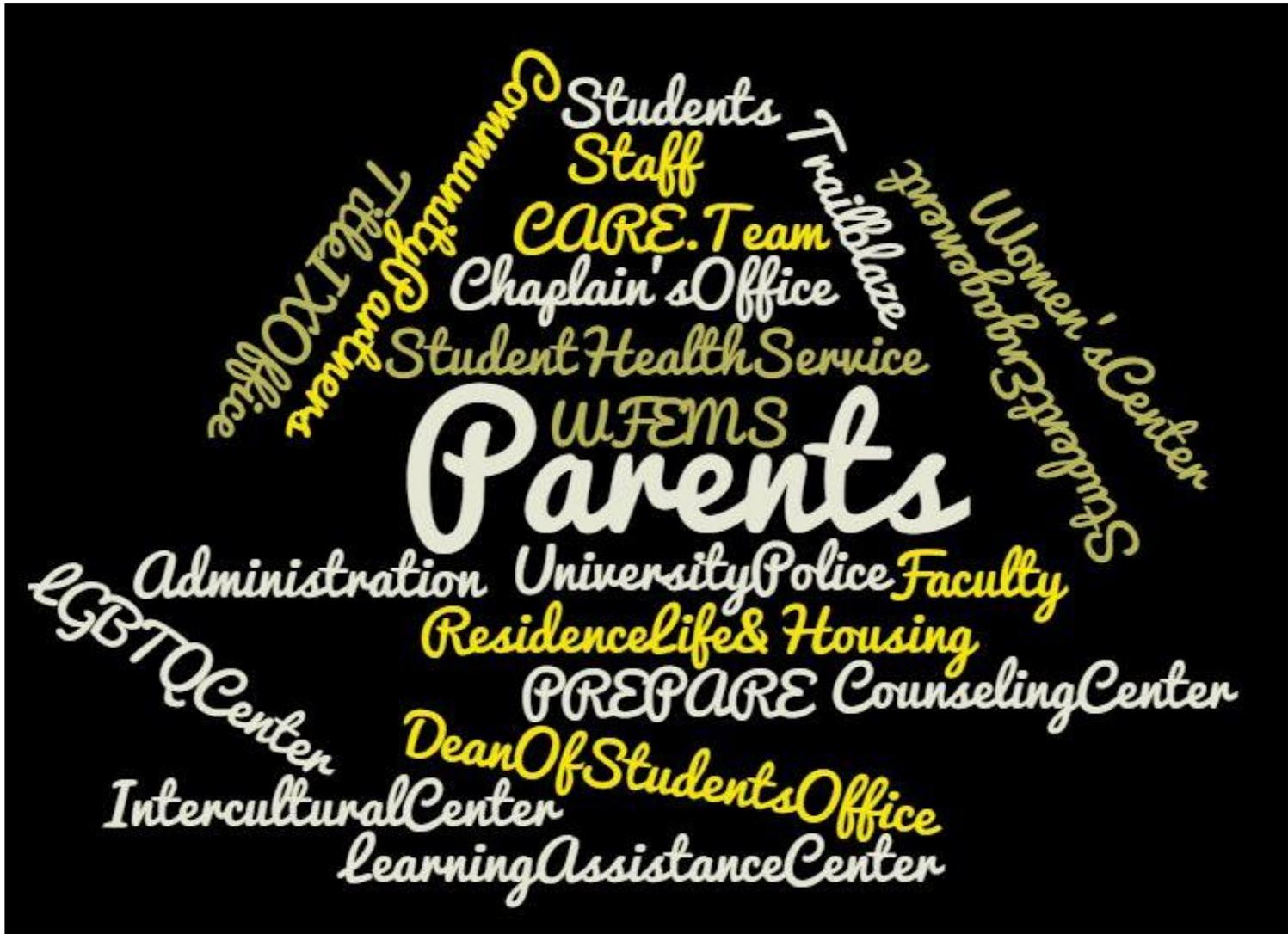
**Safe Office** 

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# Sexual Misconduct



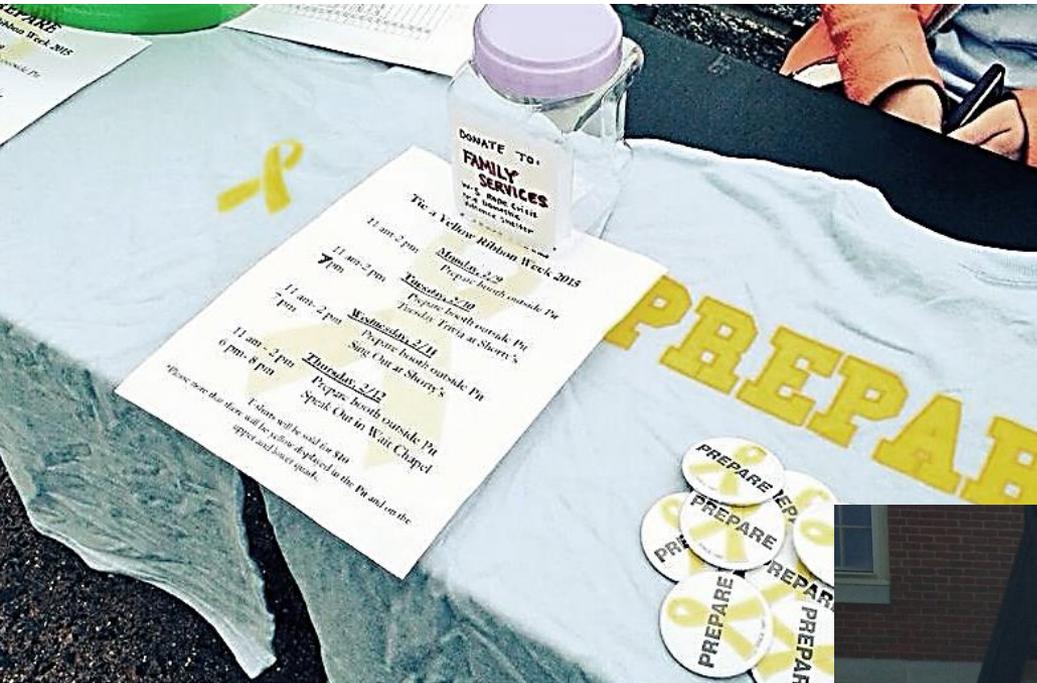
- **Sexual Assault**
  - **Rape**
  - **Sexual Harassment**
  - **Dating Violence**
  - **Domestic Violence**
  - **Stalking**
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# Haven

UNDERSTANDING  
SEXUAL ASSAULT





**DEACS**  
STEP UP  
SPEAK OUT  
TAKE ACTION  
Don't Stand By 



**stand.**



**speak.**

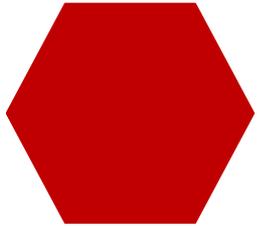


**act.**

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## THE RED FLAG CAMPAIGN

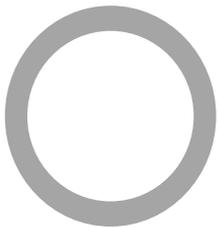




**Stop** (for safety)

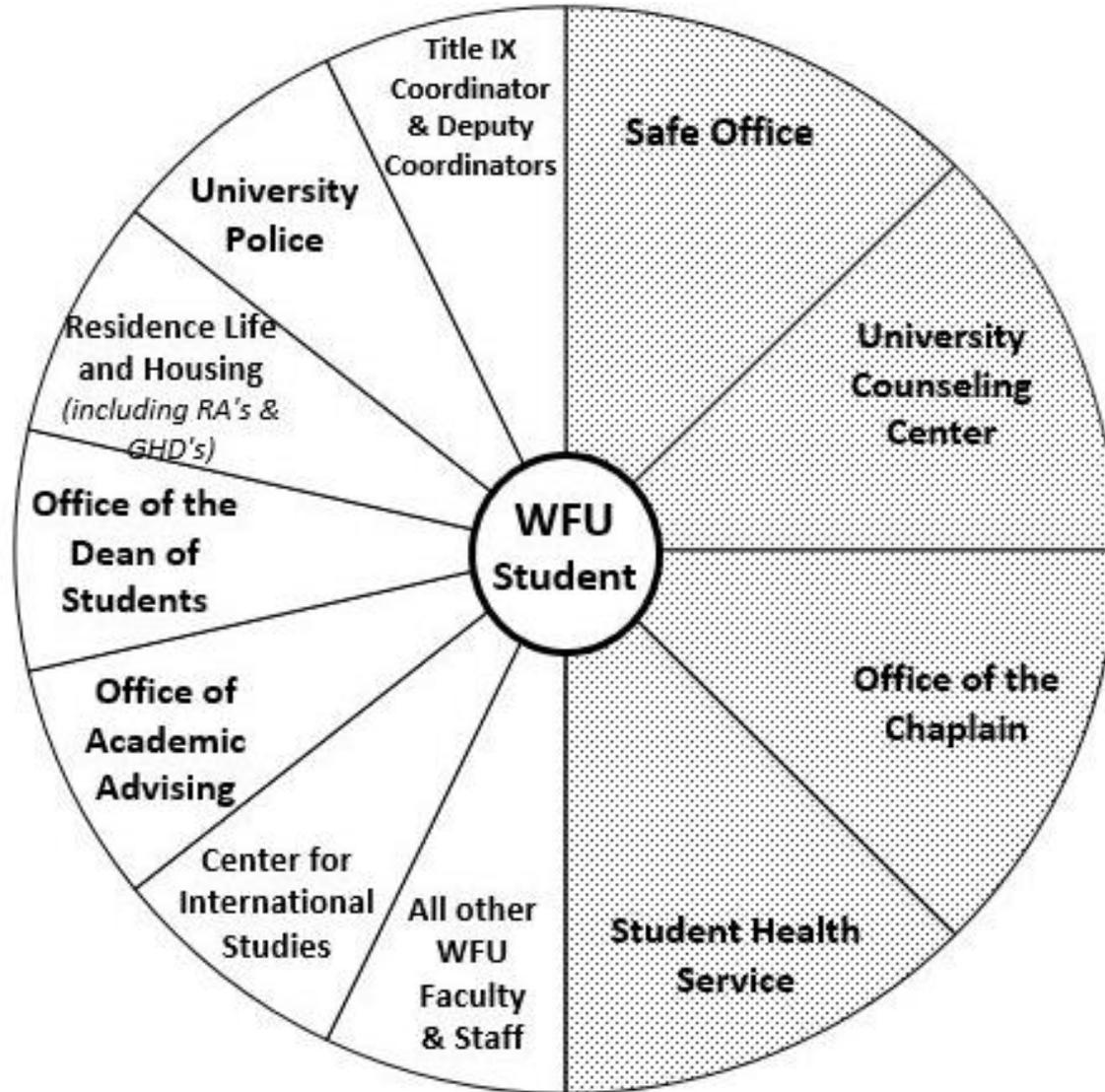


**Drop** (assumptions and listen)



**Roll** (to resources)

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you  
are  
not  
ALONE

Dear Survivor,  
You are bigger than  
this and you are  
stronger than this.  
Know that you are  
not alone and you  
are loved 

Dear body,  
we've been  
through  
a lot. I love  
you 

Dear  
Survivor,  
you don't know how  
**STRONG** you are.  
You'll always have  
people that will  
support & love  
you.

you are  
**Stronger**  
than you  
**believe**

Dear Survivor,  
Your past does not  
define you, be strong  
and push on.  
I believe in you



I always wondered  
why somebody didn't  
do something about  
that, then I realized  
I'm that somebody.



# What you need to know about Campus Services: Resources for Students and Families

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WAKE FOREST  
UNIVERSITY

Supporting students and organizations in creating leadership, engagement and involvement opportunities that enable growth in the Wake Forest community.



([studentengagement.wfu.edu](http://studentengagement.wfu.edu))

336.758.7168

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**Promotes student engagement in the community and supports student organizations, fraternities, and sororities, with the events they plan and risks they manage**



([deanofstudents.wfu.edu](http://deanofstudents.wfu.edu))  
336.758.5226

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**Engages underrepresented students through  
co-curricular programming, advising, and advocacy**



WAKE FOREST UNIVERSITY  
**INTERCULTURAL  
CENTER**

([interculturalcenter.wfu.edu](http://interculturalcenter.wfu.edu))  
336.758.5864

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**Provides emotional, social and community support for both on- and off- campus students**



([rlh.wfu.edu](http://rlh.wfu.edu))  
336.758.5185

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**All volunteer, student-run organization of NC certified EMTs who provide emergency care to students, faculty, staff, and visitors**



([shs.wfu.edu/services](http://shs.wfu.edu/services))  
336.758.5218

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**Coordinates Crisis Management Team (CMT) response to critical incidents and local police, fire, EMS, and emergency management**



([police.wfu.edu](http://police.wfu.edu))

Non Emergency: 336.758.5591

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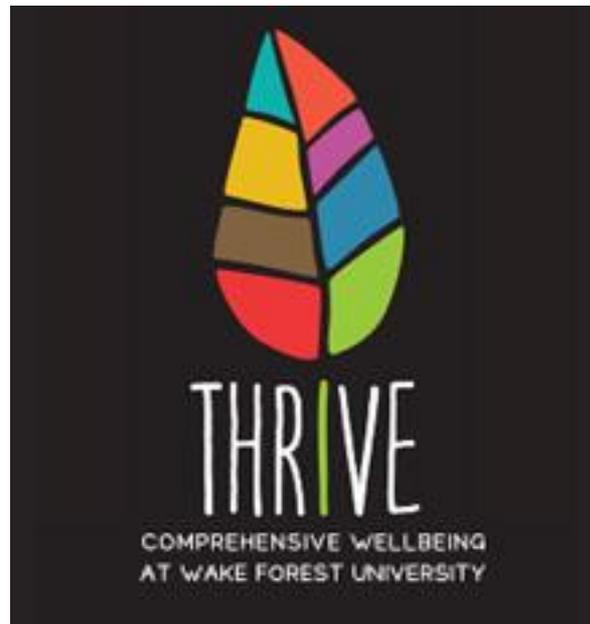
**Oversees and coordinates the University's Title IX compliance efforts including investigations of and responses to reports of gender discrimination, sexual harassment, sexual assault, dating/domestic violence and stalking**



(sopr.wfu.edu)  
336.758.7258

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**Provides and coordinates prevention programming, services, infrastructure building, and research to advance student, faculty and staff wellbeing**



([thrive.wfu.edu](http://thrive.wfu.edu))  
336.758.3089

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**Staffed by board certified physicians and clinical staff  
with experience helping young adult college students**



(shs.wfu.edu)  
336.758.5218

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**Free and confidential counseling by licensed mental health professionals for all students on the Reynolda Campus**



WAKE FOREST UNIVERSITY  
**COUNSELING** CENTER

([counselingcenter.wfu.edu](http://counselingcenter.wfu.edu))

336.758.5273

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**Creates an educational and professional environment  
that supports women and promotes gender equity at  
Wake Forest**



WAKE FOREST UNIVERSITY  
**WOMEN'S CENTER**

([womenscenter.wfu.edu](http://womenscenter.wfu.edu))

336.758.4053

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**Pastoral care and counseling, spiritual programming,  
and 24/7 on call response for individual, group, and  
Wake Forest community crises**



([chaplain.wfu.edu](http://chaplain.wfu.edu))  
336.758.5210

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**Fosters a safe, equitable  
and inclusive experience for all**

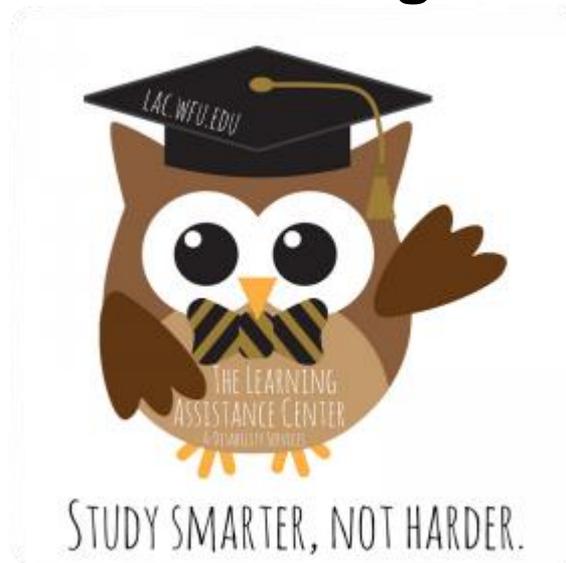


([lgbtq.wfu.edu](http://lgbtq.wfu.edu))  
336.758.4665

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# Learning Assistance Center and Disability Services

**Provides academic support, coordinates academic accommodations for students with documented disabilities, and helps students with reading, writing, and test taking skills**



(lac.wfu.edu)  
336.758.5929

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**Provides confidential crisis response and on-going support services to students for concerns related to sexual assault, sexual harassment, dating/domestic violence, and stalking**



**Prevention. Response. Empowerment.**

([safeoffice.wfu.edu](http://safeoffice.wfu.edu))  
336.758.5285

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**Provides recreational sports and fitness programs,  
manages recreation facilities, and promotes student  
employment opportunities**



**CAMPUS  
RECREATION**

([campusrec.studentlife.wfu.edu](http://campusrec.studentlife.wfu.edu))

336.758.5838

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**Campus Assessment, Response, and Evaluation (CARE)  
Team facilitates the identification and management of  
behaviors which may disrupt or interfere with the day to  
day functions of the University**



**CARETEAM**  
WAKE FOREST UNIVERSITY

([careteam.wfu.edu](http://careteam.wfu.edu))  
336.758.2645

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