

# NEWSWORTHY TRENDS

## College Students Get A Lesson In “Alcohol 101”

(NAPSA)—Unlike the “Animal House” days of yore, many of today’s college students are taking the smart approach when it comes to alcohol.

During National Collegiate Alcohol Awareness Week (NCAAW), college kids nationwide experienced simulations of the dangers of alcohol impairment right on campus—from interactive CD-ROM programs that reproduced drunk driving conditions to beer goggles that impaired vision.

Hundreds of campuses participated in the NCAAW program, designed to encourage personal responsibility and respect for local and state alcohol-consumption laws. At many colleges and universities, alcohol awareness has already become part of the curriculum. Educators have made programs such as Alcohol 101 Plus available to students to show them how to say no to drinking.

Some alcohol beverage companies are also helping kids say no to a drink. Diageo, the world’s largest distilled spirits, wine and beer company, has a strict marketing code pertaining to the advertising and marketing of products.

According to Debra Kelly-Ennis, chief marketing officer of Diageo North America, “Diageo’s strict marketing code forbids us from marketing on college campuses except in licensed establishments.” The code also forbids using any images or language that primarily appeals to those under the legal drinking age. “We really want to send the message to parents and other adults that drink-



**A growing number of colleges are teaching their students about the perils of alcohol and the need to drink responsibly.**

ing before the age of 21 is unacceptable,” said Kelly-Ennis.

Diageo is part of The Century Council, a not-for-profit organization dedicated to fighting drunk driving and underage drinking. Headquartered in Washington, D.C., The Century Council develops and implements innovative programs and public-awareness campaigns and promotes action through strategic partnerships. The Century Council promotes responsible decision making regarding drinking or nondrinking of beverage alcohol and discourages all forms of irresponsible consumption through education, communication, research, law enforcement and other programs.

To learn more about NCAAW and other programs designed to teach students about responsible drinking, visit the Web site at [www.alcohol101plus.org](http://www.alcohol101plus.org).