

**ROADMAP TO
HOSTING EVENTS
WITH ALCOHOL**
at Ursinus



This roadmap is a guiding framework for all event planners and social hosts to determine if and how alcohol would be best utilized in their events. The Community Standards for Alcohol and other Substances (CSAS) Committee saw a need for this type of guiding document to ensure all Ursinus events give the same message to our community – that alcohol is not required to have fun. Our society shows alcohol as a staple at many social functions, so it is important to learn how to manage alcohol responsibly as a social host and understand the many techniques to employ to ensure everyone feels included and supported if alcohol will be present at an event.

29.2 million people, 10% of American adults, have identified as having a substance use disorder in the past year with 72% of them consider themselves to be in recovery (NSDUH, 2020)

2% of UC students have identified as in recovery from a substance use disorder (ACHA 2021)

Recognizing that every event is different, the following roadmap is a prevention tool that includes questions to consider and best practices to implement if alcohol is included in any type of event. Understanding the risk and liability of hosting events with alcohol is critical as the estimated cost is extremely high. Every dollar spent on prevention has a return of investment of 460%. That is why this roadmap highlighting prevention techniques and evidence-based best practices is so important.

95,000 people die annually from alcohol-related deaths (CDC)

Alcohol can cost Ursinus College an estimated **\$1,299,697.12** over 4 years from estimated lost revenue (**\$956,840**) and estimated cost (**\$342,857.12**)

Every dollar spent towards prevention has a return of investment of \$5.60 (CPN)

To thoughtfully and deliberately plan an event, consider these questions:

There are some events where alcohol is expected, and the goal is for distinguished guests to socialize and engage with the College. While expectations can dictate plans, we also don't want to simply have alcohol because "we always did" and instead we want to think strategically about when, where, and how alcohol is included in our events. The messaging to our community needs to be clear - the health, safety, and inclusion of all is our priority.



Purpose

What is the main purpose of the event, and will alcohol enhance or diminish that goal? How will our event role-model to students how to behave with alcohol? Would alcohol help or hinder us from reaching our mission? What aligns better with our values as a department?



Inclusion

Will alcohol increase a sense of welcome and belonging for all people or decrease it? Are all people considered when choosing menu - from gluten free to vegetarian to alcohol free? Are all options presented equally?



Guest List

Who is invited? Do you have a confirmed guest list or is it open to all? If students are invited, will they all be over 21? What does the main speaker, host, or funder of the event prefer - did you ask directly? How will the guests of the event feel about alcohol being present? How do you know? Will people need to drive home after the event or participate in other activities that alcohol would deem risky?

LOWER RISK _____ HIGHER RISK

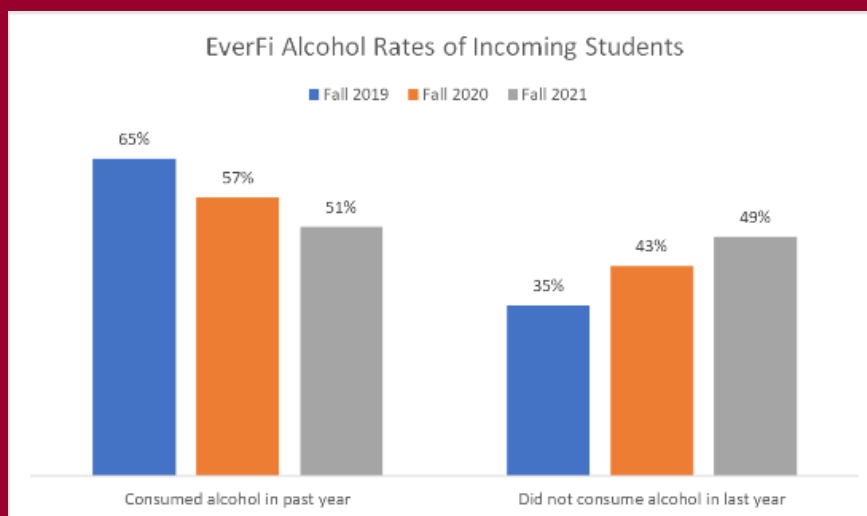
- All +21 attendees
- No student attendees

- Mix of faculty/staff/students •
- Unsure of attendees/Open to all •

Many people don't drink for all kinds of reasons including having an allergy to gluten (beer), having a personal or family history with substance use disorder, being pregnant, or for religious reasons, or simply because they don't enjoy it. The list is endless! Some reasons people will openly discuss, and others are not widely shared.

Are you considering those who don't drink and how they will feel when attending your event?

Long-term national trends, and UC data, showcase increases in students living sober lifestyles over the last decade (MTF, 2020).



It is just about **50/50** with a trend moving in the **sober direction!**

In addition to incoming student use, **23%** of all UC students of all ages have **never consumed alcohol** (ACHA 2021).

After the goal of the event is determined and the questions above are considered, determine if alcohol is necessary at your event. For consultations: contact director of prevention & advocacy at prevention@ursinus.edu.

If hosting an event with alcohol, consider these steps:

1 PLANNING AHEAD
MARKETING

2 DURING the EVENT
BYSTANDER INTERVENTION

3 AFTER the EVENT
RESOURCES

1 PLANNING AHEAD

To plan the menu, consider the guest list and time of the event. No more than **1 drink per hour per guest*** is a great way to estimate. If using Sodexo, they will help ensure all policies and rules are followed and will provide staff to serve alcohol. This is a great way to mitigate the risk. They can also help with finding equivalent non-alcoholic options to include all guests.

PRO TIP: Have all drinking containers match to not highlight the difference between those drinking alcohol and those not drinking alcohol. Put all beers into a cup, just as soda and juice goes into a cup.

Liquor is the riskiest option and **must never be served in a common-source container*** such as a punchbowl. Beer and wine are safer choices, just remember standard drink sizes.

Food must be provided.* Any time alcohol is provided, food must also be provided, as well as non-alcoholic options.



DID YOU KNOW?

Protein, not carbs, is the best type of food to eat before or during drinking. Also, salty foods tend to lead to more alcohol consumption due to increased thirst.

EVENT MARKETING:

Alcohol should not be the focus of the marketing of the event. Ursinus expects events to have a purpose other than alcohol consumption; a purpose that ties to our mission. **Titles of events must not include references to alcohol.** The reputation of the College is promoted through events big and small. Consider the brand you want to promote via this event.

TEQUILA
TUESDAY



FRESH-SQUEEZED
FRIDAY



*All red bolded text represents Ursinus College Policy.

2 DURING the EVENT

Consider who and how you will monitor guest consumption and behavior related to intoxication.

- **If an employee (using Sodexo catering)** - all bartenders must be trained to not overserve intoxicated guests.
- **If a student (not using Sodexo catering)** - ensure staff are prepared to intervene if needed with a guest who is over-consuming.

BYSTANDER INTERVENTION

Ursinus expects all community members to be responsible and thoughtful leaders. Hosts of events take on an added responsibility to ensure the safety of their guests. When alcohol is involved, the risk is even higher.

The **Bystander Intervention** model highlighted below is one that ensures all people, regardless of personality or ability, can intervene to stop a situation from becoming dangerous. The goal is to ensure all people are safe.

STEP 1: Take notice of what is going on around you.	STEP 2: Take personal responsibility for the wellbeing of your community	STEP 3: Take action using one of the 3 Ds: Direct, Distract, and Delegate.
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1. Take Notice
recognize the warning signs of a problem

2. Take Responsibility
for the well-being of our community

3. Take Action using the 3 Ds

DIRECT Say or do something in the moment to prevent a problem

DISTRACT Create a diversion to interrupt the situation

DELEGATE Get help from someone who is better equipped

Example Scenarios with Intervention Options using the 3Ds:

#1: Someone is about to drive away from the event and is clearly intoxicated:

- **Direct:** “I would love to pay for an uber for you so you don’t have to worry about driving.” or “I am worried that you are drunk and driving is dangerous right now. Please don’t drive.”
- **Distract:** While distracting them with any conversation, have their friend take their keys then invite them to head out with that friend instead. Or ask for their phone to then order them an uber.
- **Delegate:** Ask their friends to talk to them directly and/or to drive them home.

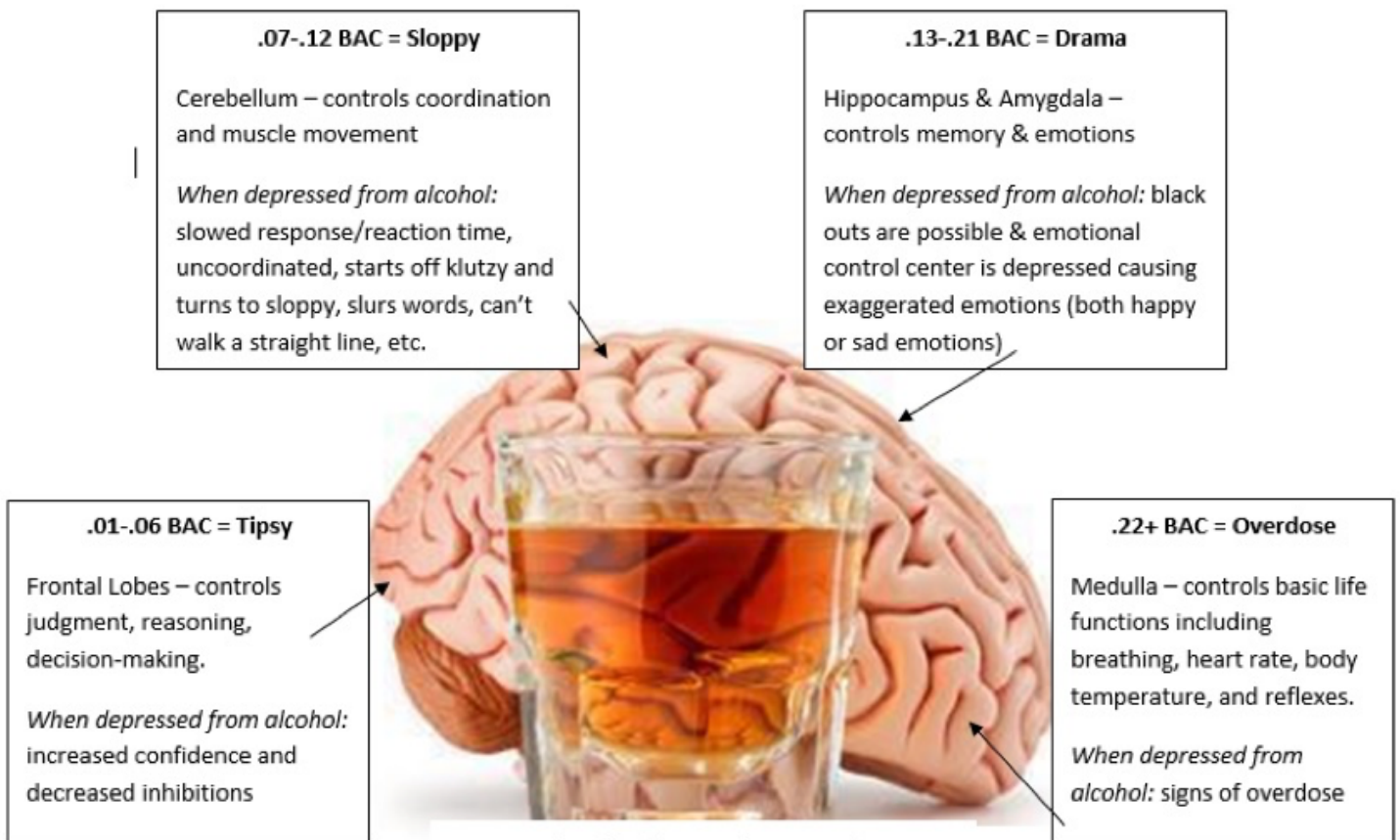
#2 During the event, someone is showing signs of becoming overly intoxicated:

- **Direct:** “Here, try this food. I can see you are starting to feel the effects of alcohol and I know you don’t want to do anything embarrassing” or “Here, have some water. Whenever I drink alcohol, I get dehydrated so quickly.”
- **Distract:** Invite the person to a conversation outside where they can’t bring alcohol
- **Delegate:** Ask the bartender to stop serving them alcohol or let their friend know you noticed they are getting intoxicated and ask them to assist

#3 You show up to the event, and the caterer put the alcohol in a common source container. *Some situations require direct intervention to be addressed.*

- **Direct:** “I know this looks appealing, but alcohol cannot be served in a common-source container as it is hard for guests to know how much they are consuming. Please remove this.”

The next day, it is important to follow-up to see how the person is doing and let them know you were worried about their dangerous choices while drunk. These difficult conversations serve as prevention techniques for the next event.



Alcohol on the Brain

Katie Bean © 2015

www.alcoholism.com

3 AFTER the EVENT

As your event is closing, it is important to check in with each attendee and make sure everyone has a safe way home. Check with the bartender to see if there were any issues throughout the night. Ensure you are the last one to leave the event space as the host.



REMEMBER:

Coffee or caffeine does not sober people up - time is the only factor that matters to ensure sobriety.

LIST OF RESOURCES:

As a host, you might be able to recognize when someone needs additional resources based on their behavior at an event. For consultations and additional resources on and off campus, reach out to Prevention and Advocacy: prevention@ursinus.edu

12 Step Meetings:

Trinity Church on Main St has multiple meetings each week. Additionally, Phoenixville, Royersford, and Pottstown are popular locations for 12-step meetings.

SUMMARY OF STUDENT POLICIES AND GUIDELINES FOR EVENTS

DO:

- Plan ahead to consider the purpose of the event and how to create an inclusive and welcoming environment for all
- Hosts must be present, visible, and sober throughout the event to be able to monitor guest behavior
- Only allow 21+ to possess or consume alcohol; no binge drinking by any guest of any age
- A sufficient quantity of non-alcohol beverages and food must be provided
- As Campus Security Authorities, any crime committed during the event must be reported immediately to campus safety

DO NOT:

- College funds may not be used to purchase alcohol
- Advertising or promotion of the event may not include any reference to drinking or the availability of alcoholic beverages
- Alcohol, including beer, wine, liquor, or mixed drinks may not be consumed in a container larger than 16 ounces
- Grain alcohol may not be served
- Alcohol cannot be served out of a common-source container such as a punch bowl or beverage dispenser, including kegs