



GREEK LIFE: RECRUITMENT, RETENTION & REPUTATION

SPECIFICALLY DESIGNED FOR
GREEK ORGANIZATIONS,
GREEK WISE INTEGRATES OUR
**ALCOHOL WISE, CONSENT
& RESPECT, AND HAZING &
HOSTING** COURSES TO EDUCATE
FRATERNITY AND SORORITY
MEMBERS ABOUT SOCIAL
RESPONSIBILITY, ALCOHOL,
HAZING, AND THE
BYSTANDER EFFECT.





#1 Recognize Hazing Situations & Cultivate Active Bystanders

The media tells more and more stories of hazing incidents that have led to death, injury, financial impact, and more. The **person being hazed** can struggle in their academic performance and in their relationships. Hazing can also cause damage to physical, emotional and mental health.

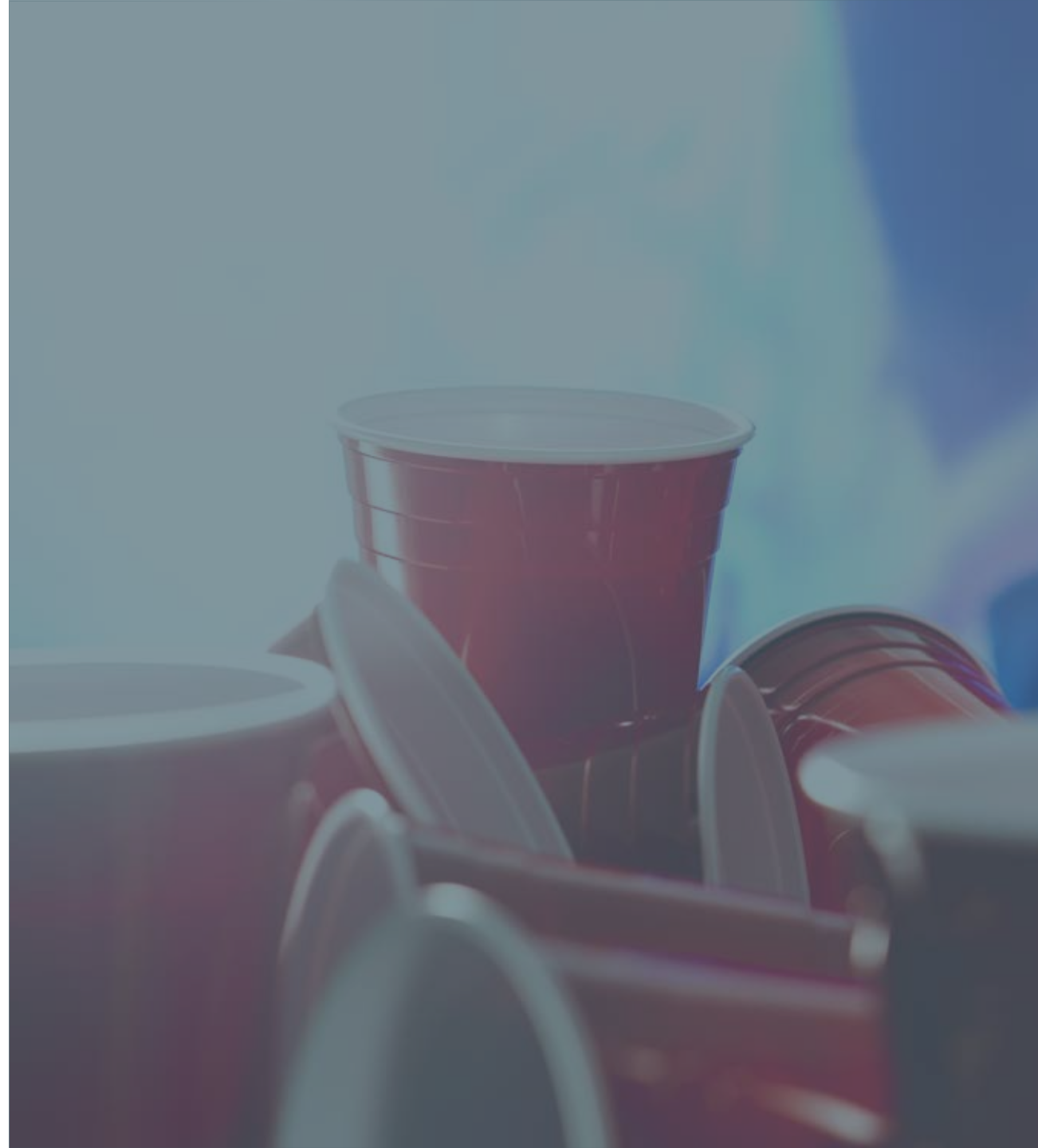
What about the person performing the hazing? Legal actions may be taken against them, and the aftermath can create more devastation within the Greek organization and in the college or university as a whole.

An **active bystander** is someone who takes action to prevent harm from occurring. This can be done in many ways, such as speaking up, reporting the incident, or providing support to the victim. Many victims of hazing do not speak up because they fear retaliation or because they believe that hazing is a normal part of the initiation process. By cultivating active bystanders, organizations can help to change this culture and create a safer environment for everyone.

#2 Understand the Effects of Heavy Use of Alcohol

More often than not, longstanding hazing rituals are accompanied by binge drinking. A study from the Substance Abuse and Mental Health Services Administration (SAMHSA) found that **37% of college students engage in binge drinking** within any given month [1], meaning consuming 4 drinks or more in one occasion for females or 5 drinks or more for males.

Furthermore, data supports the association of binge drinking and Greek life. Recent research from the American College Health Association (2023) reports that **65% of fraternity and sorority members report engaging in binge drinking**, slightly higher than previous years [2].





Recent research continues to demonstrate the efficacy of alcohol interventions for college students in Greek letter organizations. A 2022 study published in the Journal of Substance Abuse Treatment found that the Brief Alcohol Screening and Intervention for College Students (BASICS) program led to a significant reduction in binge drinking and alcohol-related harms among fraternity and sorority members, with a 20% reduction in peak BAC and a 15% decrease in heavy drinking episodes over six months [3].



Greek Wise incorporates attitude and behavior questions in order to generate meaningful, accurate, and actionable results for change. Personalized feedback is then integrated into the lessons and provided in a report upon completion.



#3 Make Sure Students Are Aware of Amnesty Laws

Unfortunately, there is still a stigma attached to alcohol and drug-related emergencies. Students may **hesitate to seek help due to concerns about judgment or reputational damage.**

A 2023 survey by the Medical Amnesty Initiative shows that only **40% of students** are aware of their school's medical amnesty policies, indicating a need for increased awareness efforts [4].

In addition, research published in 2023 by the Journal of American College Health found a **750% increase in EMS calls in schools with medical amnesty policies, highlighting their effectiveness** [5].

By understanding and promoting these laws, we can create a safer environment where students feel empowered to prioritize health over fear of legal consequences. You can read about your state's specific bills at **medicalamnesty.org.**



#4 Develop Strategies for Reducing the Risk of Alcohol and Drug-Facilitated Assault

Students in fraternities are more likely to perpetrate sexual assault than non-fraternity-affiliated students. Our **Consent & Respect** course is included in **Greek Wise** and allows students to explore the critical concepts of consent, healthy relationships, bystander empowerment, sexual assault, intimate partner violence, and stalking. While these circumstances are never the victim's fault, our courses provide some strategies and precautions for students to protect themselves on campus.



#5 Know How to Provide Survivors of Sexual Assault with Assistance and Support

Individuals will learn about their rights as college students, which can encourage students to report sexual crimes. Students walk away from the course with concrete skills that they have practiced in role playing exercises. These skills will help them to build healthy relationships and be actively vigilant against sexual assault.

- 1 National Institute on Alcohol Abuse and Alcoholism. (2023). College drinking [Data set]. <https://www.niaaa.nih.gov/research/college-drinking>.
- 2 American College Health Association. (2023). National college health assessment: Undergraduate student reference group executive summary. American College Health Association. Retrieved from www.acha.org
- 3 Journal of Substance Abuse Treatment. (2022). Brief Alcohol Screening and Intervention for College Students (BASICS) effectiveness in reducing binge drinking among Greek life members. *Journal of Substance Abuse Treatment*, 125, 123-135. <https://doi.org/10.1016/j.jsat.2022.123456>
- 4 Medical Amnesty Initiative. (n.d.). Retrieved from <https://www.medicalamnesty.org>.
- 5 American College Health Association. (2023). Impact of medical amnesty policies on emergency medical service calls in colleges: Evidence from a nationwide study. *Journal of American College Health*, 71(2), 123-135. <https://doi.org/10.1080/07448481.2023.1234567>

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