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ISSUE 5.1 • FALL 2014



GORDIE CENTER
FOR SUBSTANCE ABUSE PREVENTION



Welcome

“This foundation is a blessing. What a wonderful way to honor Gordie and to educate young people on this critical issue. Thank you for everything you have done and continue to do.”

—Lisa B., parent, Deerfield, MA

“The Gordie Foundation rocks! Keep up your valuable work.”

—College Drinking Series,
Nashua, NH

Dear Friends,

As the end of the year approaches, we ask you to join us in reflecting on the ten years since we lost Gordie Bailey and celebrate the progress we have made in changing the culture of high risk drinking and hazing..

Last winter, Deirdre Feeney presented a session about National GORDIEday at the **BACCHUS Peer Education Conference** and hosted a Gordie’s Call exhibit. In the spring, **University of Virginia (UVa)** hosted a national conference on *Sexual Misconduct Among College Students* and I spoke on the topic of “How Do We Talk about Alcohol without Victim Blaming?”

This summer brought several exciting changes. We moved into newly renovated space at the UVa Student Health building and welcomed graduate assistant Helen Chandler. Helen is pursuing a Master’s of Education degree in Higher Education Administration at UVa and earned her undergraduate degree from the University of North Carolina at Chapel Hill.

As the academic year began, we announced a partnership with the **Fraternal Health & Safety Initiative** to address hazing, hazardous drinking and sexual and relationship misconduct among campus

fraternity members and their guests. These programs will reach nearly 75,000 undergraduate members of eight national fraternities on over 550 college campuses!

Fall provided the opportunity for **Michael and Leslie Lanahan** to visit the Gordie Center and attend a UVa football game with President Teresa Sullivan. Michael and Leslie’s vision to create a national resource for education and their ongoing commitment has most certainly prevented many alcohol-fueled tragedies.

All of us at the Gordie Center are incredibly grateful for the many individuals and organizations that support our work and share our vision of ending hazing and hazardous drinking. We are especially appreciative of the many student organizations who work every day to educate their peers and create a healthier student culture.

In appreciation,



Susan Bruce

Director, Gordie Center for Substance Abuse Prevention



Gordie Center staff members Holly Deering, Deirdre Feeney, Susie Bruce, Helen Chandler and Debra Reed



Thank you!

\$10,000+

Michael & Leslie Lanahan
The Partnership Foundation
Stacie Mathewson Foundation

\$5,000-\$9,999

Harry S. Moss Foundation

\$1,000-\$4,999

The Darby Brown Fox Fund
Peter and Lyn Feldman
Kitty Hillman—The Pittsburgh
Foundation
JTK Foundation
The Kremer Foundation

\$500-\$999

Lynn and Claire Bailey
Rob and Bridget Barber
Charles & Barbara Denison
Peter and Jenifer Flynn
Jeffrey Gonya
Cynthia Guill
Will Lanahan
Jean B. Mahoney

\$250-\$499

Bridget Bohacz
Rick & Karen Exline
Chris Hollister
Danny and Martha Korengold
Scott and Julia Starkey

\$1-\$249

John Bolcato
George & Mary Bowles
Michael and Bambi Ewing
Brendan J. Fogarty
George T. Garrett Jr.
Elizabeth Gioia
Stephen and Mary Malkmus
Brooks Powell
Paul Rogers

The Gordie Center for Substance Abuse Prevention at the University of Virginia honors the memory of Lynn Gordon “Gordie” Bailey, Jr., who died of an alcohol overdose at the University of Colorado, Boulder after a fraternity initiation/hazing ceremony. Gordie’s mother and stepfather, Leslie and Michael Lanahan, created the Gordie Foundation in his memory and merged with the University of Virginia’s prevention efforts in 2010. The Gordie Center is committed to ensuring that Gordie’s story continues to impact students by challenging attitudes about the true risks of hazing and alcohol abuse.

REMEMBER
GORDIE



“I use [Gordie’s] story every year for my college freshman and always receive great feedback from my students!”

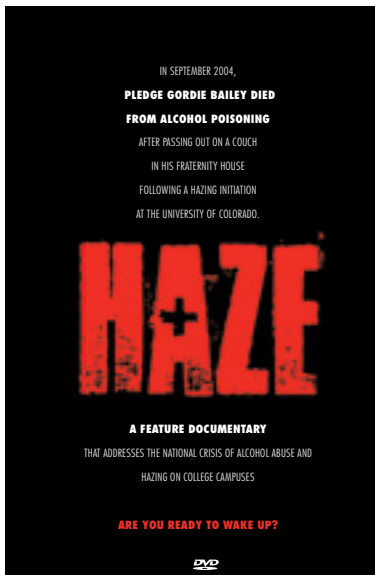
—Nicole Pioli Smith,
Coastal Carolina University

Top: Deirdre Feeney, Michael Lanahan,
Leslie Lanahan, Susie Bruce

Middle: Deirdre Feeney, Leslie Lanahan, UVA
Dean of Students Allen Groves, Susie Bruce,
Michael Lanahan

Bottom: Lynn Gordon “Gordie” Bailey, Jr.

Gordie's Call



The following groups purchased HAZE since October 2013

Alcohol and Drug Awareness Program of Weston
All Saints Academy
Boston College
Bryn Mawr College
California State University, Chico
The Citadel, The Military College of South Carolina
Creighton University
Culver Academies
Fort Hays State University
Franklin & Marshall College
Johnson & Whales University
Ladysmith High School
Linfield College
Littleton High School
Lovejoy High School
Loyola Marymount University
Midwestern State University
Millennium High School
Minnesota State University, Mankato
Mitchell Community College
Richard Stockton College
Saginaw Valley State University
Shippensburg University
State University of New York at Delhi
Stevenson University
Texas A&M University, Kingsville
Union College
University of Alabama in Huntsville
University of Albany
University of Illinois at Chicago
University of Wisconsin-Eau Claire
West Virginia University
Yorktown High School
Young Men's Service League, Dal Rich Chapter

Increasing National Exposure

Last November, Deirdre Feeney attended the 2013 **BACCHUS General Assembly** in Reston, Virginia along with over 600 college peer educators and advisors from around the country. Deirdre presented a breakout session on how to implement a successful GORDIEday “teaser” campaign and was a featured exhibitor for the weekend. Students who visited the display could sign the “Pledge to Check,” receive free Gordie’s Call educational items, and enter our raffle to win a copy of *HAZE* for their school. The 72 campus teams who attended the 2014 **National Collegiate Athletics Association (NCAA)**-funded APPLE Conferences in Charlottesville, VA and Newport Beach, CA saw *HAZE* as part of the conferences.

“HAZE is a very powerful and informative documentary... Always eye-opening.”

—Leslie Robinson, University of North Carolina, Charlotte



Top: Deirdre Feeney hosting the Gordie Center exhibitor table.

Above: Students visited our table to sign the “Pledge To Check.”

Right: Students from the University of Tampa won our prize raffle and took home a copy of *HAZE* for their school.

New Materials Debut

This fall, we released a new item to the Gordie's Call educational materials line. Our PUBS cup, designed entirely by UVa students, aligns with our initiatives to encourage students to be active bystanders during an alcohol emergency. The cup teaches the signs of alcohol overdose using the PUBS acronym and reminds students that one call can save a life. Schools and organizations can personalize the cups by adding a logo and website! UVa's **Alcohol and Drug Abuse Prevention Team (ADAPT)** peer educators used the cups to serve mocktails at an evening event for first year students during UVa's "Welcome Week." The cups hold 12 ounces, which helps students visualize a standard drink with 4% alcohol.



The following groups purchased GORDIEcheck/BAC cards in 2013-14

- Alcohol and Drug Awareness Program of Weston
- Centenary College
- The Citadel, The Military College of South Carolina
- Colorado College
- College of Charleston
- Community School
- Davidson College
- Emerson University
- Frontier Health
- Frostburg State University
- Hampden-Sydney College
- Idaho RADAR Center
- Kent State University
- Rhode Island School of Design
- Saint Francis University
- State University of New York, Geneseo
- Stevenson University
- Town of Darien, Connecticut
- Transylvania University
- University of Alabama, Huntsville
- University of Cincinnati
- University of Maryland, Baltimore County
- University of San Francisco
- Virginia Commonwealth University
- Virginia Military Institute
- West Virginia State University
- Westminster School
- Yorktown High School

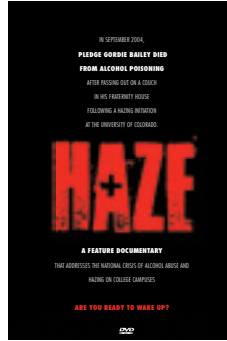
The following groups purchased GORDIEposters, magnets, and koozies in 2013-2014

- College of Charleston
- Colorado College
- Davidson College
- Frontier Health
- Georgia Institute of Technology
- Idaho RADAR Center
- Kent State University
- Saint Francis University
- State University of New York, Geneseo
- Transylvania University
- University of San Francisco
- West Virginia State University
- Yorktown High School
- Young Men's League—Southlake Chapter

Honoring 10 Years

By the Numbers

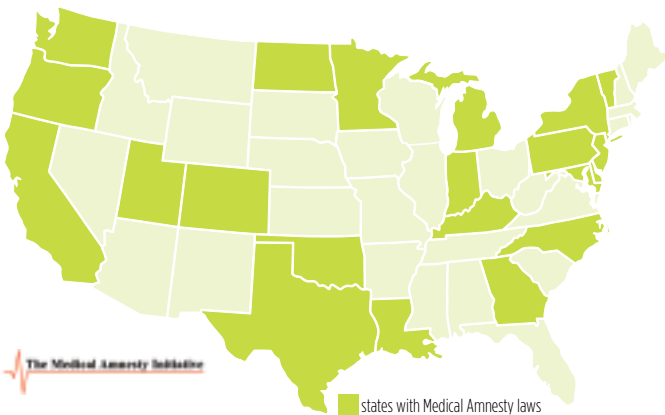
548
schools
show *HAZE*



over **1 million** students
nationally viewed *HAZE*



54,400



21 states have passed Medical Amnesty laws

275 colleges and universities have adopted a Medical Amnesty policy on their campus



524
colleges and universities
have attended the NCAA-funded **APPLE** Conferences since 1992.

Over   
2000
Social Media Followers



1,050
Posters



1,280
Koozies



8,779
Magnets



BAC Cards



Student group F&M .08 at Franklin & Marshall College show their support by wearing green on National GORDIEday.

F&M .08: 2014 Outstanding Peer Health Educators

In appreciation for all of the hard working Peer Health Education teams, the Gordie Center would like to begin recognizing one fantastic student organization each year for their outstanding efforts. For 2014, we've selected **.08** from **Franklin & Marshall College** in Lancaster, PA. .08 is a student run organization that focuses on alcohol awareness and education. "We do not believe in telling students not to drink, but instead we have conversations and remind students to drink in moderation and look out for their friends," says President, Alexandra Morey. ".08 celebrates National Gordie Day every year to remind the student body of what drinking too much can do, and to celebrate the life of a young man." The Gordie Center is always thrilled to receive photos of .08 members dressed in green every year in honor of Gordie. Thank you .08 for the important work you do and for being true, loyal supporters of the Gordie Center.



F&M students display their clever m0der8tion slogan!

FRANKLIN & MARSHALL

"We have conversations and remind students to drink in moderation and look out for their friends."

—Alexandra Morey, F&M .08

Step UP!

The following campuses were represented at the 2014 Step UP! Bystander Intervention Training

American University
Bradley University
California State University, East Bay
California State University, San Bernardino
Carthage College
Chestnut Hill College
The Citadel, The Military College of South Carolina
Colorado State University—Pueblo
Concordia University Nebraska
Denison University
East Stroudsburg University
Eastern Connecticut State University
Florida Atlantic University
Florida Gulf Coast University
Fontbonne University
Frostburg State University
Illinois Wesleyan University
Indiana University, Kokomo
Indiana University of Pennsylvania
Indiana University-Purdue University, Indianapolis
Jackson State University
Keystone College
Maryville University
Mississippi College
Mississippi Valley State University
Missouri Western University
Moravian College
Muhlenberg College
New England College
Norfolk State University
Old Dominion University
Ottawa University
Otterbein University
Providence College
Quincy College
Regis University



StepUpProgram.org



Step UP! Executive Board members Susie Bruce, Scott Goldman, Mary Wilfert, Doug Everhart and Becky Bell at the Kansas City Facilitator Training Conference

Bystander Intervention Training Makes a Difference

Have you ever been concerned about a situation and wanted to help... but didn't? This situation is more common than you might think, and is known as the bystander effect. That's why the **University of Arizona**, in collaboration with the **NCAA**, the **BACCHUS Network** and the Gordie Center, created the **Step UP!** Bystander Intervention Program. Over the past year, the Gordie Center provided facilitation trainings at several Virginia campuses including **George Mason University**, **Longwood University** and **Virginia Military Institute**. In May, the NCAA hosted the biennial Step UP! Bystander Intervention Program Facilitator Training in Kansas City, Missouri. Representatives from 67 campuses attended the intensive training. Forty of these institutions received NCAA grants to allow one representative from athletics administration and one from student affairs to attend the training at no cost. The Gordie Center director serves on the Step UP! Executive Board and helped plan and facilitate the conference.

Saint Louis University
Seattle Pacific University
State University of New York at Plattsburgh
Stetson University
Susquehanna University
Trinity University
Truman State University
University of Arkansas-Fort Smith
University of California, Los Angeles
University of Delaware
University of Georgia
University of Indianapolis
University of Iowa
University of Kentucky
University of Maryland, College Park
University of Miami (Florida)

University of Minnesota, Crookston
University of Minnesota, Twin Cities
University of Missouri, Kansas City
University of South Florida
University of Southern California
University of Southern Mississippi
University of Tennessee at Chattanooga
University of Tennessee, Knoxville
University of Vermont
University of Wisconsin-Madison
Virginia Military Institute
Virginia Polytechnic Institute and State University
Westminster College
Willamette University
Wingate University



Team members discuss how to improve substance abuse prevention on their campus.

Helping Student-Athletes Achieve Their Goals

The Gordie Center’s **APPLE Conferences** are the leading national training symposiums dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators.

For the past 24 years, the **NCAA** has provided significant funding to enable member institutions to participate in the conferences.

The following 71 campuses attended one of the 2014 APPLE Conferences in Charlottesville, Virginia and Newport Beach, California:

Boston College
 Bridgewater State University*
 Brown University
 Cabrini College
 Caldwell College
 Campbell University
 California State University, Fresno
 California State University, Long Beach
 Carroll University
 Cedar Crest College
 Central Washington University
 Clemson University
 College of William and Mary
 Elizabeth City State University*
 George Mason University
 Gonzaga University
 Grinnell College
 High Point University
 Immaculata University*
 Indiana University
 Iowa State University
 James Madison University
 Kent State University
 Limestone College
 Loyola Marymount University
 Lyndon State College*
 North Carolina Central University
 Northern Arizona University
 Northwestern University

Saint Francis University
 Saint Louis University
 Salisbury University
 Shippensburg University*
 Siena College
 Southern Methodist University
 St. John’s University
 State University of New York at New Paltz
 Stony Brook University
 Texas Christian University
 The Ohio State University
 Towson University
 University of Akron
 University of Alabama in Huntsville
 University of Arkansas
 University of California, Berkeley
 University of California, Irvine
 University of California, Los Angeles
 University of California, Riverside
 University of California, San Diego
 University of Delaware
 University of Illinois, Urbana-Champaign
 University of Maryland, College Park
 University of Mary Washington

University of Mount Olive
 University of North Carolina, Chapel Hill
 University of North Carolina, Charlotte
 University of Scranton
 University of Southern California
 University of Texas, El Paso*
 University of Virginia
 University of Wisconsin-Eau Claire*
 Utah State University
 Transylvania University
 Virginia Commonwealth University
 Wabash College
 West Virginia University
 Wilmington University
 Wilson College
 Winthrop University
 Worcester State University*
 Xavier University

* First time
 APPLE
 conference
 attendees



“Our kids come back energized and with new focus on making a difference that is contagious. It has generated great conversation”

—LifeSkills Coordinator

“This conference has given me more tools to make a difference on my own campus, in my community and at home and I cannot express enough gratitude I have for everyone that made this possible.”

—Student-Athlete

virginia.edu/gordiecenter/apple

THE 2015
APPLE
 CONFERENCES

All NCAA Member Schools
 JANUARY 16-18
Washington, D.C. Area

JANUARY 23-25
Orlando, FL

NCAA Division II Only
 APRIL 17-19
Myrtle Beach, SC

Programs Focus on:

- Hazing
- Hazardous drinking
- Sexual and relationship misconduct



fhsi.jrfco.com

Programs will reach
**75,000 fraternity men on
500 campuses**

Cutting-edge Prevention Programs Launched this Fall

Under the guidance of an advisory council, including the Gordie Center Director, **James R. Favor & Company (JRFCo)** has launched the **Fraternal Health & Safety Initiative (FHSI)** to address pressing needs of campus fraternity members and their guests. The FHSI includes trainer-led program modules, all focused heavily on bystander intervention to help empower students to recognize, diagnose and most importantly, intervene in potentially harmful situations. Eight leading national fraternities formed a consortium to implement the FHSI and its programming within their organizations.

The cutting-edge curriculum and Consortium help establish a uniform language, skill set and research-based framework for undergraduates, making it easier for them to apply prevention skills and use their influence to cultivate change on their campuses. Each FHSI module emphasizes **informed decision-making and evaluation of risks/ consequences while challenging undergraduates to rethink their actions through the lens of their organization's values.** The FHSI curriculum will be reinforced by advisors, alumni and staff members of the eight fraternities.

Significantly, the FHSI provides facilitation training to maintain the integrity of the program, and data collection processes to assess learning outcomes. The FHSI includes plans to collaborate with other organizations and institutions to further expand and enhance the ongoing prevention efforts.

The Gordie Center is partnering with the FHSI to expand the reach of our educational materials on alcohol abuse, hazing and bystander intervention. We are providing discounts on the purchase of Gordie's Call materials, including the film *HAZE*, to all Consortium member fraternities and their chapters.



Transforming Campus Hazing Cultures

The **University of Virginia** is in the second year of the National Hazing Prevention Consortium: Transforming Campus Hazing Cultures. This three-year research initiative includes seven other institutions and will identify evidence-based hazing prevention programs and practices.

In the past year, UVa has implemented the following efforts to address hazing:

- Launched an anonymous, random sample survey to learn about students' experiences in their organizations and teams including hazing behaviors, perceptions and attitudes.
- Created the “**Hoos Against Hazing**” website to provide information and an anonymous tip line. www.virginia.edu/hazing
- Created a University-wide committee that meets bi-weekly to plan and coordinate hazing prevention initiatives.
- Coordinated events for National Hazing Prevention Week, including a pledge against hazing, presentations by anti-hazing expert **Travis Apgar** and a showing of *HAZE*.
- In the summer of 2014, created a new Prevention Coordinator position to build capacity around hazing and sexual misconduct prevention and to coordinate bystander intervention programs.

The results of this national project will assist colleges in developing comprehensive hazing prevention plans that are collaborative, strategic, sustainable, involve multiple stakeholders, and recognize each unique campus environment.



“@GordieCenter
@UVAGreekLife
thank you for all of your
hazing prevention efforts!
Excellent discussion with
students and staff #NHPW14”

—Tweet from Travis Apgar,
Cornell University/Campuspeak

What is hazing?

Hazing is any activity expected of someone joining or participating in a group that humiliates, degrades, abuses, or endangers them regardless of a person's willingness to participate.

stophazing.org

Recovery Support

“Recovery is not only possible, but is a positive force that transforms individuals, families, and communities.”

—White House Office of National Drug Control Policy (ONDCP)

Transforming Youth
Recovery.org

whitehouse.gov/
ondcp



ONDCP Acting Director Michael Botticelli (center) with Hoos in Recovery members Sam P. (left) and Tom L. (right).

Hoos in Recovery Expands Programs and Reach!

The **University of Virginia** is one of 84 campuses to receive a grant from the **Stacie Mathewson Foundation’s Transforming Youth Recovery** initiative. The \$10,000 grant to the Gordie Center provides support to **Hoos in Recovery (HiR)**, a social support network of UVa students in recovery from alcohol and drug addiction. The national initiative focuses on campus capacity building to identify and connect recovery-friendly resources. The Gordie Center hired a HiR member to serve as the student coordinator. The coordinator plans meetings and events and provides timely updates to the Gordie Center staff on the group’s needs and concerns. In a little over a year, the number of HiR meetings has doubled, as has attendance.

To connect with other college students in recovery, Deirdre and five HiR members attended the **Inaugural Virginia Collegiate Recovery Conference**, hosted by **Virginia Commonwealth University** in March.

In October 2014, the Gordie Center hosted a visit by **Michael Botticelli, Acting Director of the Office of National Drug Control Policy**. Director Botticelli reiterated the White House’s commitment to encouraging campus-based recovery programs. The HiR students and UVa administrators were inspired by the discussion and high-level support!



Acting Director Michael Botticelli meets with HiR students and University allies to discuss collegiate recovery experiences.



Transforming Youth Recovery
One Community, One School, One Student At A Time

Educational Resources and Partners

The BACCHUS Initiatives of NASPA, a national 501 (c) (3) non-profit organization, actively promotes student, campus and community-wide leadership on healthy and safe lifestyle decisions through peer-to-peer education.

bacchusnetwork.org

The Fraternal Health & Safety Initiative was developed by the James R. Favor & Company in 2013 to address risk management issues impacting the health and safety of participating fraternity members and guests present within the fraternal community.

fhsi.jrfco.com

HazingPrevention.Org is a 501 (c)(3) non-profit organization, whose mission is to empower people to prevent hazing. HPO sponsors the Novak Institute for Hazing Prevention each summer, educational webinars and National Hazing Prevention Week.

hazingprevention.org and nationalhazingpreventionweek.com

The Medical Amnesty Initiative is a non-profit organization dedicated to the introduction, passage, and education of Medical Amnesty legislation throughout the United States. To date, they've assisted 21 states with the successful passing of a Medical Amnesty law.

medicalamnesty.org

The National Center for Drug Free Sport, Inc. is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services and drug testing for athletic organizations, Drug Free Sport provides strategic alternatives to traditional drug-use prevention programs.

drugfreesport.com

National Collaborative for Hazing Research and Prevention is a three year research initiative sponsored by StopHazing.org to develop evidence based hazing prevention strategies.

stophazing.org/research/consortium-project

The National Collegiate Athletics Association is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount. The NCAA's Sport Science Institute, has been established to promote and develop safety, excellence and wellness in college student-athletes, and to foster lifelong physical and mental development.

ncaa.org/ssi

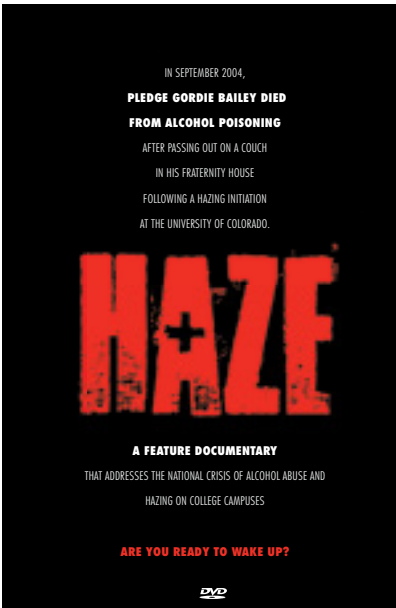
Step Up! is a prosocial behavior and bystander intervention program, created at the University of Arizona, that educates students to be proactive in helping others.

stepupprogram.org

Transforming Youth Recovery is a 501(c)(3) nonprofit, created in 2013 to support educators, parents and community members in helping students in recovery thrive in the fullness of everyday life.

transformingyouthrecovery.org





HAZE: The Movie (DVD)

Full Length version (81 minutes): \$500

Abridged version (36 minutes): \$300

Purchase includes the detailed HAZE Facilitator Guide, Public Performance License, and the rights to make up to ten DVD copies per campus/organization.



GORDIEcheck 12 oz. PUBS Cups

\$1.50 each



GORDIEposters

\$1.50 each

Send us your organization's logo and we will add it to all future poster orders for a one-time \$50 set-up fee!

GORDIE Store

To Order, visit
GordiesCall.org/materials



**BEST
SELLER!**

GORDIEcheck/BAC cards

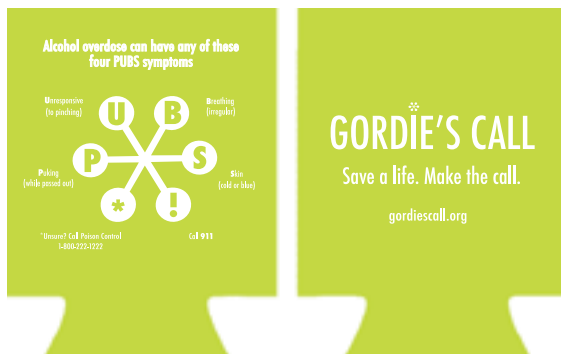
\$25 per pack of 50 cards

Buy 10 packs and receive an 11th pack FREE!



GORDIEcheck Magnets

\$0.75 each



GORDIEcheck Koozies

\$1.50 each

**BEST
DEAL!**

Gordie's Call Starter Package

Complete Starter Package #1 (includes *HAZE*—full-length): \$1,090

Complete Starter Package #2 (includes *HAZE*—abridged): \$695

Starter Package #3 (excludes *HAZE*): \$590

*This bundle has everything you need to kick-off your program planning! The Complete Starter Package includes a copy of **HAZE and the Facilitator's Guide, 200 GORDIEcheck/BAC cards, 100 GORDIEcheck Koozies or Cups, 100 GORDIEcheck Magnets, 100 Safer Drinking Brochures, and 30 GORDIEposters.** Already have *HAZE*? Starter Package #3 has everything else!*



The Gordie Center for Substance Abuse Prevention
PO Box 800139
Charlottesville, VA 22908-0139

Stay Connected

www.GordiesCall.org (National Campaign)

www.virginia.edu/gordiecenter (UVa-focused efforts)

Tel: 434-982-0703

E-mail: GordieCenter@virginia.edu

Support: www.GordiesCall.org/donate



www.facebook.com/GordieFoundation



[@GordieCenter](https://twitter.com/GordieCenter)



[Gordie Center for Substance Abuse Prevention](https://www.pinterest.com/GordieCenter)