

# Less Is More Toolkit

Brought to you by  
Student Health &  
Wellness Services



STUDENT HEALTH &  
WELLNESS SERVICES



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# How To Use

Wondering how to use this toolkit?

Watch our video: [www.youtube.com/watch?v=AJ6jdf2lwxY](http://www.youtube.com/watch?v=AJ6jdf2lwxY)

It's as easy to 1-2-3...

1. Understand why this health topic is important for your CPP students:  
Read the purpose, goals, learning outcomes and NCHA data.
2. Print or post promotional materials that work for you!
  - We've created and included fact sheets, posters, monitor images and social media posts.
  - Print them out to post in a high traffic area.
  - Post materials on your social media sites...get those likes!
  - Print and distribute fact sheets to students who visit your area/services.
  - Email the fact sheets to students you serve.
3. Learn by Doing: Plan an activity or outreach event to help students learn about this health topic
  - Instructions for student activities are included in your toolkit. They're easy to facilitate, educational, and interactive! Student's love them.
  - Plan an outreach event where student can ask questions, play a game, or pick up materials on this health topic.
  - Peer leaders or student working can organize an event that utilizes the materials and activities.
  - Student Wellness Services can help you with this!

Have any questions? Call us at **909-869-5272**. We're happy to help!

# Less Is More

Less is More is a broadscale educational campaign addressing harm reduction strategies and social norms regarding alcohol use by Cal Poly Pomona students. The toolkit can be used by all campus entities to achieve the overall goal of exposing all students to the campaign and its contents.

## Purpose

To educate and promote alcohol awareness around dosage (standard drink sizes), the effects of varying amounts of alcohol, alcohol poisoning and how to respond, and social norming regarding protective behaviors and alcohol use.

## Target Audience

CPP students, staff, faculty

## Timeline

Implement on Oct. 24 and use indefinitely

## Goal/Objectives

*To reduce risk of negative consequences resulting from alcohol use.*

- Educate students about alcohol poisoning to avoid this risk and respond appropriately, if necessary.
- Educate students about standard dosage of alcohol so they may correctly assess and regulate consumption of alcohol.
- Expose the campus community to social norms surrounding alcohol use so they recognize typical consumption patterns.
- Expose students to frequently used protective behaviors regarding alcohol.

## Learning Outcomes

*At the end the program students will be able to:*

1. Explain why “less is more” when it come to drinking alcohol. In other words, explain the body’s response to alcohol in large amounts and small amounts.
2. Define standard drink in ounces and how long it takes the body to metabolize 1 standard drink.
3. Recognize the signs of alcohol poisoning.
4. List at least two protective strategies that most CPP students use when they drink.

*Wellness Services operates on a platform of harm reduction and as such, this campaign adheres to the following principles:*

- We realize that certain behaviors are part of our world and we work to minimize harmful effects rather than simply ignore or condemn them.
- We understand human behavior in regards to health is a complex, multi-faceted phenomenon

that encompasses a continuum of behaviors from severe abuse to total abstinence, and acknowledge that some behaviors are clearly safer than others.

- We provide non-judgmental, non-coercive services and resources to people who engage in certain behaviors and the communities in which they live in order to assist them in reducing harm.
- We affirm people themselves as the primary agents of reducing the harms of their behaviors, and seek to empower them to share information and support each other in strategies which meet them where they are at.

## Relevant Websites

- College Drinking Prevention: [www.collegedrinkingprevention.gov/](http://www.collegedrinkingprevention.gov/)
- Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery: [hecaod.osu.edu/](http://hecaod.osu.edu/)
- Virtual bar: [www.responsibility.org/start-a-conversation/drinking-responsibly/virtual-bar/](http://www.responsibility.org/start-a-conversation/drinking-responsibly/virtual-bar/)
- Alcohol Use Screening link: [screening.mentalhealthscreening.org/collegeresponse](http://screening.mentalhealthscreening.org/collegeresponse)

## Supporting Data

### Cal Poly Pomona National College Health Assessment (NCHA), 2018

- 72% of students on campus have used alcohol at some point in their lives.
- 52% of students have used alcohol in the past 30 days (current users).
- Students' perceptions of their peers: Students **think** that 95% of students have used alcohol and that 93% are current users (used in the past 30 days).
- 28% of students have NEVER used alcohol.
- 2.3% of students reported driving after 5 or more drinks in the last 30 days.
- 26% of students reported driving after any alcohol in the last 30 days.
- Number of drinks the last time students partied:
  1. Mean – 3.61
  2. Median – 3
- 15% of students consumed 5 or more drinks in one sitting at least once within the last 2 weeks
- Protective behaviors that at least 75% of students engaged in while drinking:
  - Eat before/during drinking
  - Keep track of number of drinks consumed
  - Stay with same group of friends the entire time when drinking
  - Use a designated driver
- 26% of students did something they later regretted due to alcohol consumption within the past 12 months.
- 22% forgot where they were or what they did within the past 12 months due to alcohol.
- 17.5% had unprotected sex when using alcohol during the last 12 months

### National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Thousands (estimates of up to 30,000) of college students are treated for alcohol poisoning or transported to the ER each year due to alcohol poisoning.

# Promotional Materials

## Fact Sheets

Less is More/Standard Drink Size  
Social Norms

## Social Media Posts

Instagram  
Instagram story  
Facebook  
Twitter

## Monitor Images

1120 x 1991  
720 x 1280  
1280 x 768

## Posters

11x17  
8.5x11

# Factsheets

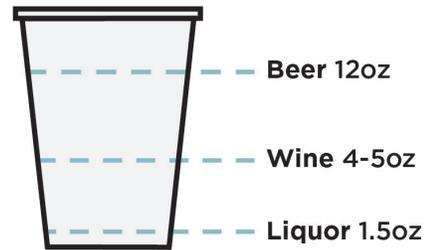
# LESS IS MORE

## Remember: When it comes to drinking, Less is More!

Small amounts of alcohol can allow some people to feel happy, talkative and stimulated but large amounts can lead to unpleasant outcomes like vomiting, blacking out, passing out or overdose.

### Standard Drink Size

The amount of alcohol that someone consumes can be measured by using standard drink sizes. One standard drink is equivalent to 1.5 oz of hard liquor at 40% ABV, 5 oz. of wine at 12-14% ABV, and 12 oz. of beer at 4-5% ABV (ABV means Alcohol by Volume). When these drinks are poured accurately they are all equal to one standard drink.



Another way to measure standard drink is by the amount of time it takes our bodies to metabolize a standard drink. On average it takes our bodies about 90 minutes to process or metabolize one standard drink, 3 hours for our bodies to metabolize 2 standard drinks, and an additional 90 minutes for every drink consumed thereafter.

### Why Is Less More?

***A binge is defined as having more than 3 or 4 standard drinks in a couple of hours. Most people will experience the positive effects from alcohol before having their third drink.***

About 2 standard drinks  
can lead to:

feeling happy    talkative  
stimulated    energetic

More than 2 standard drinks  
can lead to:

vomiting    alcohol poisoning  
blacking out    (*being unresponsive,  
irregular breathing,  
cold or pale skin*)  
passing out

## *How do you want to feel?*

*So is more really better? Remember, when trying to experience the positive effects from alcohol, Less is More!*

# LESS IS MORE

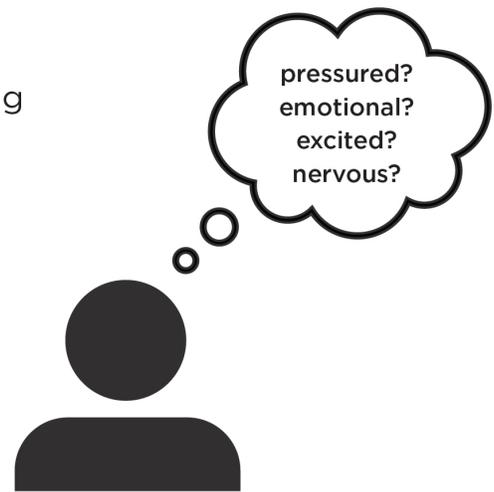
## Social Norms & Self Check-In

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### 1. Where's your head at? Before drinking, think, "How are you feeling right now?"

Before you go out, review your mental state. Take a moment to think about how you're feeling and how it could affect drinking:

- Are you excited?
- Feeling down or emotionally vulnerable?
- Nervous about being in a new setting or around strangers?
- Concerned about feeling pressured to drink?



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### 2. After you have taken a moment to check-in with yourself, consider these protective strategies if you are going to drink and keep these tips in mind if you are going to be with others who will be drinking.

- **Identify a group of people that you know and trust** and stay with them while you're at the party. Discuss a safety plan with friends, designate a meeting place if people want to leave the group. Choose to stay with friends who will respect your boundaries.
- **Use a designated driver** or a ride sharing app. Don't let friends drive if they have had anything to drink.
- **Eat before drinking**, and stay hydrated before, during and after drinking.
- **Set a limit and keep track of how many drinks you've had.** Remember, **less is more.** Know your limits. Have you had past experiences with alcohol?

# Social Media

Instagram/Facebook/Twitter

### Signs of Alcohol Poisoning

**KNOW THE SIGNS**  
of alcohol poisoning

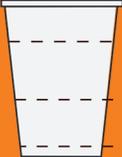
Alcohol poisoning can be fatal...  
don't let them **"sleep it off."**

Stay with person until help arrives. If any of these signs are present, call 911 (if on campus, x3070) and roll person onto their side.

**LESS IS MORE**

### Know Your Drink Size

**KNOW YOUR DRINK SIZE**



Beer 12oz  
Wine 4-5oz  
Liquor 1.5oz

Drinking more than 4 standard drinks in less than 2 hours is considered binge drinking and can lead to alcohol poisoning.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

**LESS IS MORE**

### Drinking Effects

**HOW DO YOU WANT TO FEEL?**

About 2 standard drinks can lead to a **positive** experience:

feeling happy    talkative  
stimulated      energetic

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More than 2 standard drinks can lead to a **negative** experience:

vomiting            alcohol poisoning  
blacking out      (being unresponsive,  
passing out        irregular breathing,  
                                 cold or pale skin)

**LESS IS MORE**

Instagram Story

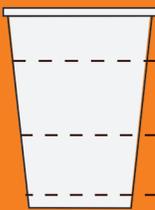
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passing out        irregular breathing,  
                                 cold or pale skin)

**LESS IS MORE**

# Monitor Images



# Posters

# Signs of Alcohol Poisoning

# Know Your Drink Size

# Drinking Effects

11x17

clammy skin irregular breathing

**KNOW THE SIGNS**  
of alcohol poisoning

person drank a lot unresponsive

**Alcohol poisoning can be fatal... don't let them "sleep it off."**

Stay with person until help arrives. If any of these signs are present, call 911 (if on campus, x3070) and roll person onto their side.

**LESS IS MORE**

Follow Us: University Police 909.869.3070  
Call Student Health & Wellness Services 909.869.5272 for more information

**KNOW YOUR DRINK SIZE**

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**HOW DO YOU WANT TO FEEL?**

About 2 standard drinks can lead to:

- feeling happy talkative
- stimulated energetic

More than 2 standard drinks can lead to:

- vomiting alcohol poisoning (being unresponsive, irregular breathing, cold or pale skin)
- blacking out
- passing out

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8.5x11

clammy skin irregular breathing

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# Activity

## Instructions for activity “Pour Me a Drink”

When it comes to pouring alcoholic drinks, most people tend to pour more than a standard drink. This means that people may underestimate the number of drinks that they actually consumed. For example, if someone thinks they had three drinks, they may have actually had four or five standard drinks. For every standard drink that is consumed, it takes the body about 90 minutes to process one drink.

The goal of this activity is to educate students on how standard drink sizes are measured in ounces based on the type of alcohol, and how much time it takes the body to process a standard drink. Students will have the opportunity to practice pouring standard drink sizes for beer, wine, and liquor.

### For this activity you will need:

- 6 solo cups (preferably clear)
- 1 permanent marker
- 1 large pitcher of water
- 1 measuring cup or tool to measure liquid ounces

### Preparation

1. Fill the large pitcher with water.
2. Fill the measuring cup with water at 1.5 ounces and pour into a solo cup. Then mark a horizontal line on the outside of the solo cup right at 1.5 ounces. Pour the water out of the solo cup back into the pitcher.
3. Grab another solo cup. Fill the measuring cup with water at 5 ounces and pour into a cup, then mark a horizontal line on the outside of the cup right at 5 ounces. Pour the water out of the cup back into the pitcher.
4. Grab another solo cup. Fill the measuring cup with water at 12 ounces and pour into a cup, then mark a horizontal line on the outside of the cup right at 12 ounces. Pour the water out of the cup back into the pitcher.
5. Set aside the three marked solo cups and prepare to utilize the unmarked cups for the first part of the activity.

## Pour Me a Drink Talking Points

- Ask students if they have ever heard of the term, “standard drink.” Ask them what they think this term means.
- Get 3 volunteers from the audience.
- Hand each person an unmarked solo cup.
- Ask one person to pour the equivalent of a shot of liquor into a solo cup. Have another pour the equivalent of a glass of wine into a different solo cup. Ask the last person to pour a beer into another solo cup.
- Thank the participants. Set the drinks aside and let them know that we will get back to the drinks in a second.
- Pull out the cups with the marked lines.
- Explain that the line on each of the cups represents the correct measurement in ounces for one standard drink of wine, beer, and liquor.
- Pour the drinks from the unmarked cups into the marked cup for beer, shots, and wine.
- Explain to students that one standard drink is the amount of alcohol that a person can process in about 1.5 hours. The amount is measured in ounces and varies for each type of alcohol.
- 12 oz. beer- 5% ABV (alcohol by volume)
- 5 oz. wine- 12-14% ABV
- 1.5 oz. of (40%) hard liquor
- If the drink was over the marked line it may take someone a little bit longer to process the drink. If it was under, then they might be able to process the drink in less than 90 minutes.

# Thank You

Thank you for partnering with Student Health & Wellness Services! Our goal is to promote students’ healthy lifestyles and academic success...and we can’t do that without you!

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