Welcome

“As 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
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.

“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
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.

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

—Leslie Robinson, University of North Carolina, Charlotte
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
By the Numbers

548 schools show HAZE

over 1 million students nationally viewed HAZE

21 states have passed Medical Amnesty laws

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

Over 2000 Social Media Followers

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

“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
- 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

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.

StepUpProgram.org
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
- Winthrop University
- Worcester State University*
- Xavier University*

* First time APPLE conference attendees

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**“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

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[virginia.edu/gordiecenter/apple](http://virginia.edu/gordiecenter/apple)

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[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
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.

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.

@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

stophazing.org
“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)

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!
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

1 Standard Drink = 0.6 fluid oz. of 100% alcohol

<table>
<thead>
<tr>
<th>Drink</th>
<th>Alcohol Content</th>
<th>BAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>12 oz. Beer</td>
<td>5%</td>
</tr>
<tr>
<td>Wine</td>
<td>12 oz. Wine</td>
<td>12%</td>
</tr>
<tr>
<td>Liquor</td>
<td>1 oz. Liquor</td>
<td>80</td>
</tr>
</tbody>
</table>

TIPS FOR A LOWER BAC

- Avoid mixing alcohol with other drugs.
- Eat before and while drinking.
- Pace and space—Sip your drink instead of chugging, alternate with water or soda, and have one drink every 1 hour.
- Avoid mixing alcohol with other drugs—Some medications and over-the-counter cold medications can increase alcohol’s effects.
- Avoid mixing alcohol with other drugs—Caffeine and other stimulants can trick you into feeling less impaired.
- Avoid mixing alcohol with other drugs—Alcohol leaves the body more slowly when a person is sleep-deprived or ill.
- Be aware of your environment—Alcohol can cause greater impairment when drinking different beverages or in new locations.

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- Be aware of your environment—Alcohol can cause greater impairment when drinking different beverages or in new locations.

BREATHING (irregular)

UNRESPONSIVE (to pinching)

SKIN (cold or blue)

PUKING (while passed out) Call 911

*Unsure? Call Poison Control

Alcohol overdose can have any of these four PUBS symptoms

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!
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

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Gordie Center for Substance Abuse Prevention