

**FOR RELEASE**  
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**Contact:** Jason Gillman, Core Institute, SIU  
PHONE: 618-453-4420 EMAIL: [coreinst@siu.edu](mailto:coreinst@siu.edu)

## **Core Institute and AlcoholEdu Announce Partnership to Promote Integrated Survey Services and Online Alcohol Education Programming for US College Students**

*Carbondale, IL*—The Core Institute at Southern Illinois University—Carbondale, which has the largest national database on college student drinking and other drug use, and EverFi, Inc. (formerly Outside The Classroom), the nation’s leader in online alcohol education, today announced a new partnership to promote the integrated use of their services, the Core Alcohol and Other Drug Survey and the AlcoholEdu® for College course. The Core now endorses and will actively promote AlcoholEdu®, the only population-level intervention program demonstrated in a NIH-funded study to be effective in reducing alcohol problems among college freshmen. When working with its campus partners, EverFi will actively promote annual use of the Core Survey to assess student substance use.

“Having collected and analyzed campus survey data for nearly 20 years, we are fully aware of the enormous toll that hazardous college student drinking takes each year.” said Jason Gillman, director of the Core Institute. “Our research shows that the freshmen year is a particularly risky time, and that is why we are pleased to endorse AlcoholEdu®, which now has to be considered an essential component of campus prevention work. EverFi is a great partner for us.”

The Core Alcohol and Drug Survey was developed to measure alcohol and other drug usage, attitudes, and perceptions among college students at two and four-year institutions, with funding from the U.S. Department of Education. The AlcoholEdu® course incorporates surveys that ask students about their recent alcohol and other drug use, giving EverFi annual data for about one third of first-year students at the nation’s four-year colleges and universities.

The Core is revising their survey and has invited Dr. William DeJong, EverFi’s executive director for research and evaluation and professor of community health sciences at the Boston University School of Public Health, to be part of an advisory board overseeing the revision to help synch it up with the AlcoholEdu® surveys. The advisory board is led by Dr. H. Wesley Perkins, professor of sociology at Hobart and William Smith Colleges and a long-time collaborator with the Core Institute.

“The fact is that we have always urged our partner schools to use the Core Survey each year in order to gauge the progress they are making with their comprehensive prevention efforts,” said Brandon Busteded, founder of AlcoholEdu® and EverFi Executive Vice President. “What has us especially energized about our partnership with the Institute is what we can develop together for the field to improve student’s academic success and increase graduation rates.”

### **About the Core Institute**

The Core Institute offers several cost-effective surveys that measure risky behaviors among both two- and four-year college students, including the Core Alcohol and Drug Survey and the newly named Alcohol and Other Drug Social Norms Survey. These surveys are the foundation for designing effective and data-driven interventions that address the academic success and retention of today’s college student. The products and services offered by the Institute are directed to college presidents, other senior administrators, counselors, student affairs officials, health educators, and other campus staff who

are involved in student life and improving the quality of the campus environment. Learn more by visiting [www.core.siuc.edu](http://www.core.siuc.edu).

**EverFi, Inc.**

EverFi, Inc. is the leading education technology company dedicated to teaching, assessing, and certifying students in critical skills. We remain committed to strengthening the field of alcohol prevention, as Outside the Classroom has done for over 10 years. Our learning platforms in this area, AlcoholEdu® for College and AlcoholEdu® for High School, are used by hundreds of campuses nationwide and have become a critical building block for addressing high-risk drinking among America's youth. EverFi also offers the Alcohol Prevention Coalition to advise colleges on institution-wide solutions to the key challenges that threaten effective alcohol prevention. EverFi's other learning platforms including Financial Literacy, Student Loan Management, and Digital Responsibility & Cyberbullying, will be in over 3000 high schools and higher education institutions in the 2011-2012 school year. Learn more by visiting [www.everfi.com](http://www.everfi.com) and [www.outsidetheclassroom.com](http://www.outsidetheclassroom.com).