



Gordie Bailey

Liquid Courage: The Role of Alcohol in Hazing

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The Gordie Center, University of Virginia



This program was created by the Gordie Center at the University of Virginia. The Gordie Center's mission is to end hazing and substance misuse among college and high school students nationwide. To learn more about the Gordie Center, visit www.gordie.org.

Socio-ecological framework for hazing prevention.





What works?

- **Comprehensive**
- Theory-driven
- Varied approaches
- Well-trained staff
- Sufficient dose
- Appropriate timing
- Cultural humility
- Outcome evaluation

Meet students where they are

- Many students are ambivalent about hazing.
 - Not sure it's really a problem.
 - Not convinced it's their responsibility.
 - Not sure they can do anything about it.
- You can't convince someone to change.



Baby Steps



Athletic teams



Fraternities and
Sororities



Military
organizations



Student clubs and
religious groups

Hazing occurs in all
types of organizations.

Hazing puts the future of your organization at risk.



RISK



48%

of high school students experience hazing.

55%

of college students involved in clubs, teams, and organizations experience hazing.

Hazing can happen to anyone.

9%

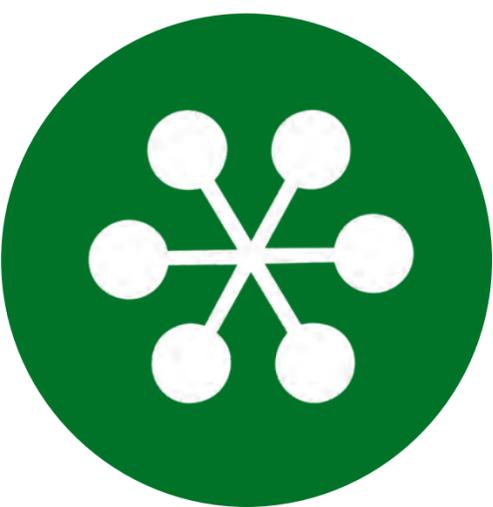
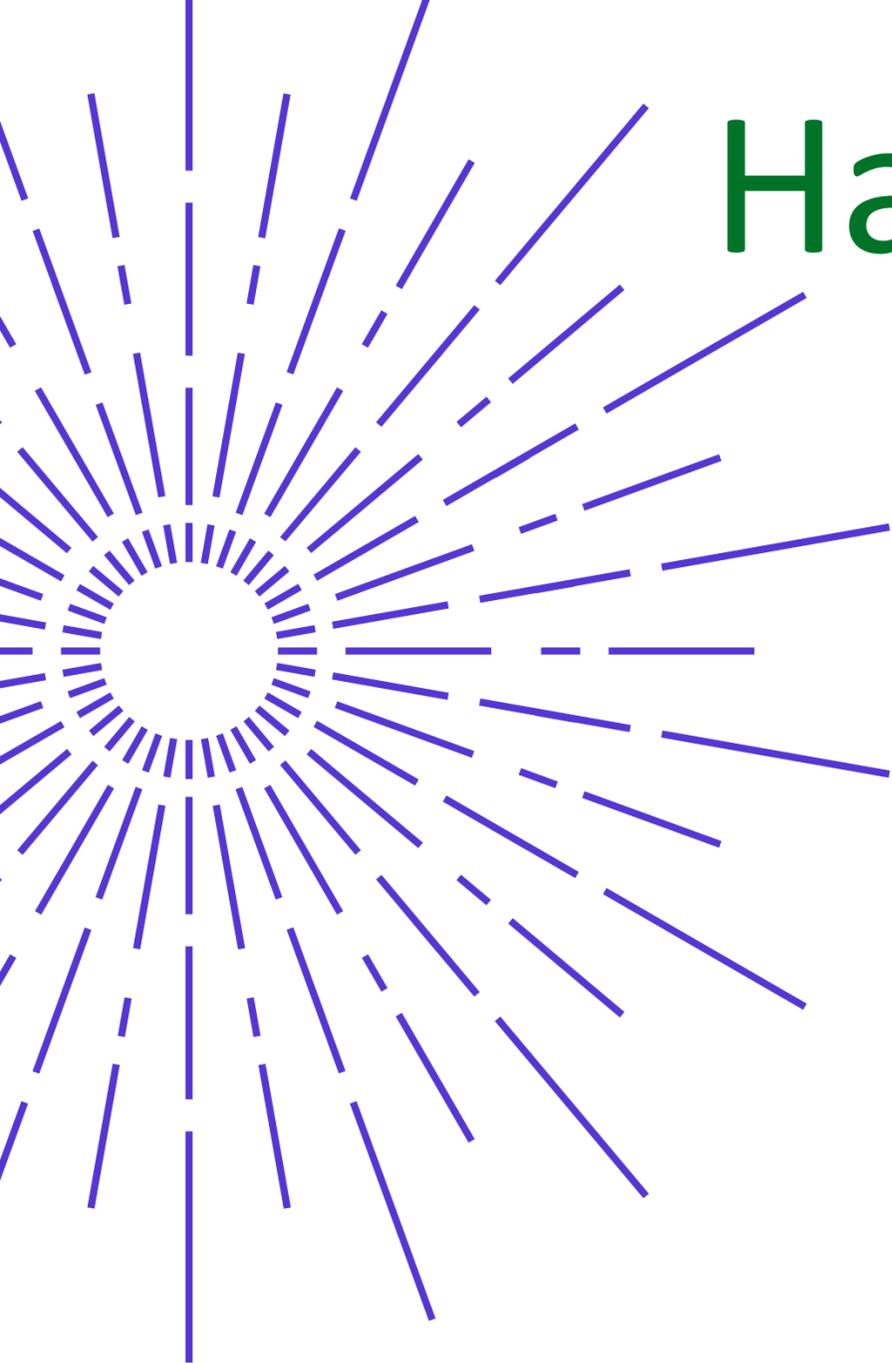
of college students self-identify as having been hazed.

Allen & Madden (2008) Hazing in View: College Students at Risk. Initial Findings from the National Study of Student Hazing 11,000 students on 53 campuses

Hoover, N., & Pollard, N. (2000). Initiation rites in American high schools: A national survey. Alfred, NY: Alfred University.

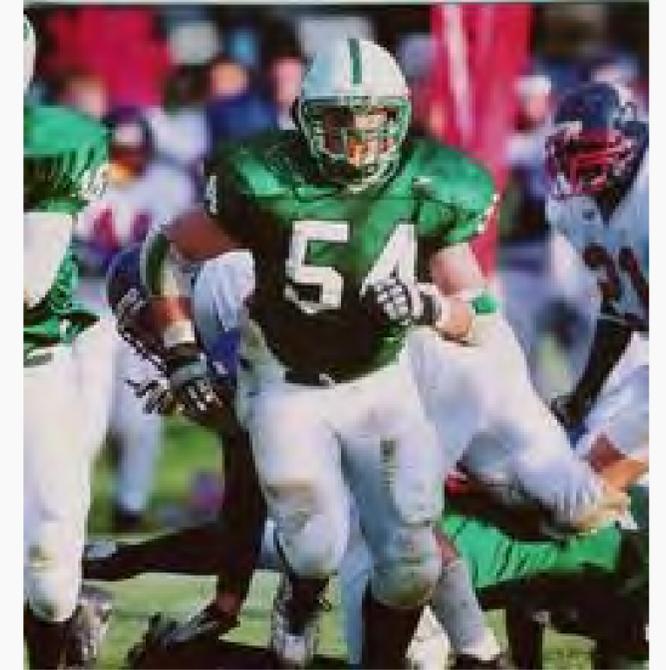
Hazing is...

any activity that is expected or required of someone to join or maintain status within a group that humiliates, degrades, or risks emotional and/or physical harm, **REGARDLESS** of the person's willingness to participate.





GORDIE BAILEY'S STORY





**Gordie's death
was entirely
preventable.**



gordie.org

■ "There wasn't a single alcohol death before 1940. Now, it's one of the most major [causes of hazing-related deaths]."
--Hank Nuwer

■ Since January 1, 2000, there have been over 100 hazing-related deaths.

- Over 60% were alcohol-related

Hazing Injuries in 2021:



Danny Santulli



Ben Brennan

✿ gordie.org

These deaths and injuries were 100% preventable.

Hazing Deaths 2020-2023:



Adam Oakes



Gracie Dimit



James Gilfedder



Stone Foltz



Lofton Hazelwood



Bailey Broderick



Phat Nguyen



Luke Tyler

Hank Nuwer, (2021) "As Campus Life Resumes, So Does Concern Over Hazing." NPR

"Hazing deaths on American college campuses remain far too common." (2017) *The Economist*. <https://www.hanknuwer.com/>



26%

of college students witnessed hazing in the past year.

71%

said alcohol rituals were involved.



"Participating in a drinking game" was the most frequently reported hazing behavior among college students.

Tied for third was "drinking large amounts of alcohol to the point of getting sick or passing out."



Bartender School!



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

Beer



12 oz.
5% alcohol



Wine



5 oz.
12% alcohol



Liquor



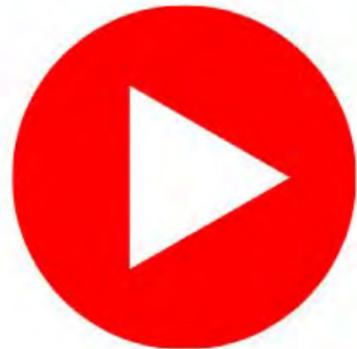
1.5 oz.
80 proof

Equivalency



Alcohol percentage and container volume will determine number of standard drinks.

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#labelliquorVCU

Share



Watch on  YouTube

VeryCaring!

**What makes
alcohol so
dangerous when
hazing is
involved?**





■
**Even small amounts of
alcohol impair
judgment...**

increasing the chances
students will engage in risky
behaviors they would never
do when sober.

A STUDENT'S STORY

Part I



HIDDEN HARM

Hazing causes emotional harm, not just physical injuries.

shame

fear

isolation



■
**Those who haze
lie about what
will happen and
hide potential
risks.**

Alcohol use can heighten anxiety about the unknown aspects of hazing.



Intoxication increases the power differential between hazers and those being hazed.





Liquid Courage

Current group members may use alcohol to reduce feelings of guilt or shame for engaging in or allowing hazing activities.

Hazing victims don't fully understand hazing risks, and so, cannot consent.

A person cannot consent when intoxicated.



Bystander Intervention



Source: National College Student Bystander Intervention Study Data Summary Report (2020).
WITH US Center for Bystander Intervention at Cal Poly.

87%

of college students believe students should intervene when peers are being hazed.

85%

of college students support bystander intervention when peers engage in unhealthy alcohol use.

Hazing signs: Worried about a friend



HAZING SIGNS:

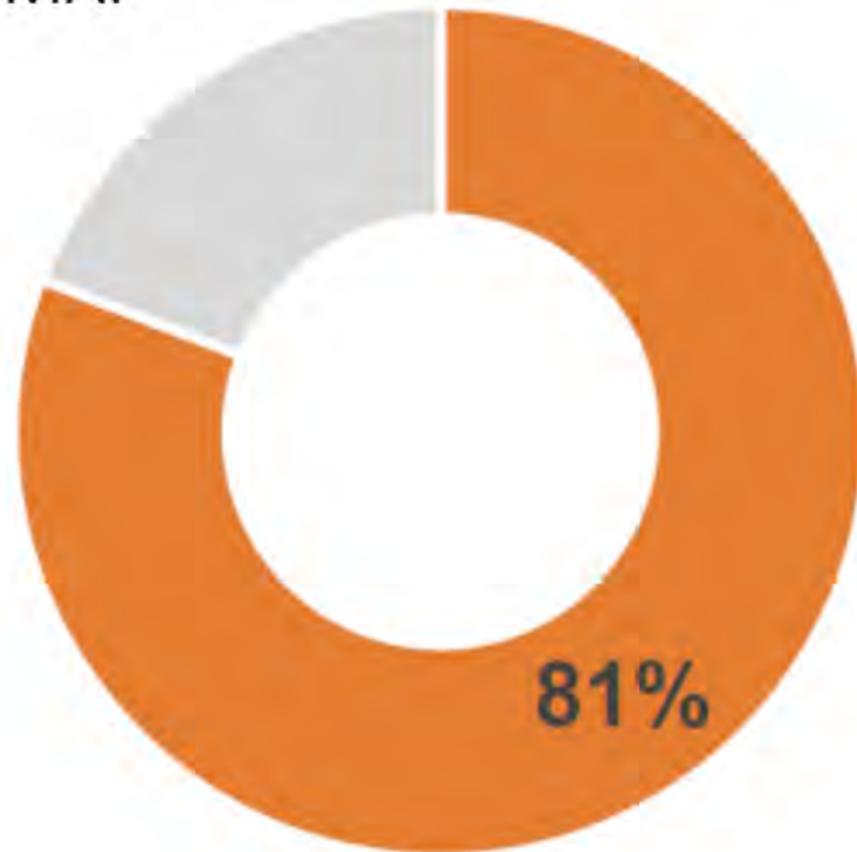
EXIT

- MOOD CHANGE
- DECREASED COMMUNICATION
- AVOIDANCE OF OTHERS
- SECRECY ABOUT GROUP
- MENTAL/PHYSICAL EXHAUSTION
- BRUISES OR PAIN
- WANTING TO LEAVE

The infographic features a green background with a stylized road and an exit sign. The text is in white and green. The exit sign is a green square with a white border, containing the word 'EXIT' and a white arrow pointing up and to the right.

Medical Amnesty Policies (MAP)

% of students who would be more willing to call for help if campus had a MAP



"Medical Amnesty" is a statewide law and/or campus policy which grants limited legal immunity to people when they seek help for themselves or others who need immediate medical attention due to alcohol or other drug overdose.

Medical Amnesty Impact



Implementing a MAP does NOT increase:

- drinking or
- problems from drinking.

Students are MORE likely to contact RAs in the event of an emergency.

PUBS signs of alcohol overdose

UNRESPONSIVE
to pinching or shaking

BREATHING
is irregular, slow,
shallow, or has stopped

PUKING
while
passed out

SKIN
is blue, cold,
or clammy

***UNSURE?**
Call Poison Control

See even one?
Save a life.
Call 911!

Watch on YouTube



STILL NOT SURE?

BAC can continue to rise even after someone passes out.

POISON
Help
1-800-222-1222



Text POISON to
301-597-7137

to add Poison Help to contacts

Situational Tolerance



Understanding Situational Tolerance

Situational Tolerance

by Dr. Jason Kilmer

presented by the Gordie Center

GORDIE CENTER

W | CSHRB
CENTER FOR THE STUDY OF
HEALTH AND RISK BEHAVIORS

Watch on  YouTube

Share

The image is a YouTube video player thumbnail. It features a 3D cartoon character of a man with brown hair, blue eyes, and a purple sweater, waving his right hand. The background is a light, cloudy sky. In the top left corner, there is a green circular logo with a network of nodes and lines. The text 'Understanding Situational Tolerance' is in a light grey font. The main title 'Situational Tolerance' is in a large, bold, black font. Below it, 'by Dr. Jason Kilmer' and 'presented by the Gordie Center' are in a smaller black font. In the bottom left, there is a dark grey button with the text 'Watch on' and the YouTube logo. In the center, there is a red play button icon over a purple rectangular box containing the 'W | CSHRB' logo and the text 'CENTER FOR THE STUDY OF HEALTH AND RISK BEHAVIORS'. In the top right, there is a white share icon and the word 'Share'. The entire thumbnail is framed by a dark grey border with green triangular corner accents.



Be an
ACTIVE
Bystander!

Save a Life.
Make the Call.

#1 reason
students
help:

**It's the right
thing to do.**



Source: Step UP! Bystander Intervention
Program Pilot Survey (2006).

Take the Pledge to Check

Will you intervene, check for the PUBS signs, and be the one to make the call for help when you see even one sign? If so, take the Pledge to Check.

Be a voice for someone who may not have one.



Meet Students Where They Are

Prior to students arriving:

- PUBS mirror clings placed on 1st year and chapter bathroom mirrors
- PUBS magnets on residence hall & chapter refrigerators
- BAC cards given to all 1st years



Mirror clings



Fridge magnets



BAC cards

Impact of a comprehensive PUBS campaign:

Is It Alcohol Overdose?



August survey: only **44%** of incoming freshman know PUBS signs of overdose.

October Survey: Increased to **85%** after 8 weeks of exposure to an integrated campaign.

PUBS education impact

The transport report read, “[friend] read the PUBS sticker on the bathroom mirror, identified the symptoms and called for Police and EMS.”

"Thank you for PUBS! The EMTs told me I probably saved his life."

"You'd be proud to know that because I knew PUBS, I got medical attention for an underclassman who had had too much to drink."



Free Gordie Center Tools

15 short videos and 60 Instagram campaigns with alt text!



youtube.com/@gordiecenter

Welcome to the Gordie Center's Prevention Toolkit!

Topic: Format: Audience:



APPLE Athletics: Positive Team Building

Topic: Hazing
Format: Video
Audience: Students

Hazing can happen to anyone – including student-athletes. The Gordie Center's APPLE Athletics staff created this video to help you build a positive team culture and create a team that wins on and off the field.

[/// Download Resource >](#)



Hazing Signs: What to Do if You're Being Hazed

Topic: Hazing
Format: Video
Audience: Students

If you're uncomfortable with the activities in your new group, are you being hazed? This Gordie Center short video helps you identify hazing, and provides tips on what to do if you're being hazed.

[/// Download Resource >](#)

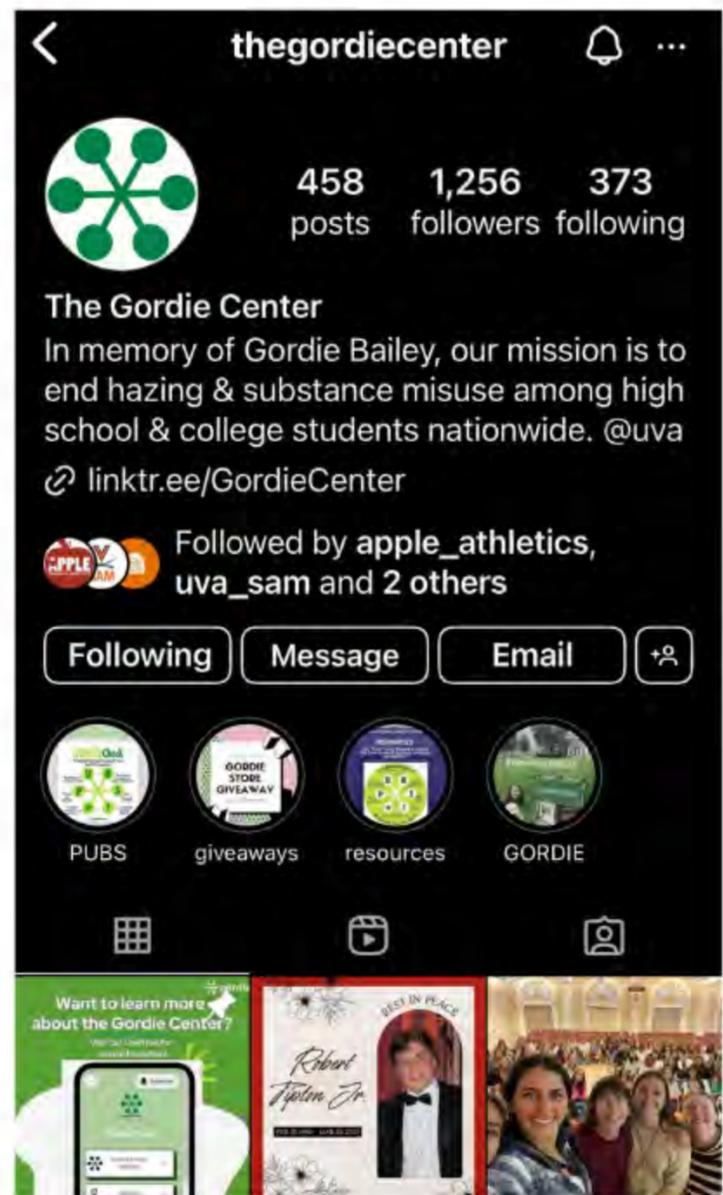


BORGs Instagram Campaign

Topic: Alcohol
Format: Instagram
Audience: Faculty & Staff, Students, Parents

This Instagram Campaign educates on BORGs.

[/// Download Resource >](#)



the Gordie Center

458 posts 1,256 followers 373 following

The Gordie Center
In memory of Gordie Bailey, our mission is to end hazing & substance misuse among high school & college students nationwide. @uva
linktr.ee/GordieCenter

Followed by apple_athletics, uva_sam and 2 others

[Following](#) [Message](#) [Email](#) [+](#)

PUBS giveaways resources GORDIE

Want to learn more about the Gordie Center?



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We also offer evidence-informed, student-tested materials and virtual 1-hour presentations for a fee in our Gordie Center store!

Q & A