

# LOCAL

## Colleges' substance abuse program wins award

By KEVIN DeVALK  
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GENEVA — An award-winning drug and alcohol abuse prevention program at Hobart and William Smith Colleges has received another grant from the Federal Department of Education to continue its efforts.

Professors David W. Craig and Wesley Perkins, whose approach involves educating college students on how much their peers are actually abusing alcohol and



Craig

other drugs, have received an award of \$75,000.

Their "social norms" approach was one of seven drug and alcohol abuse prevention programs from colleges

across the country selected for recognition by the Department of Education recently.



Perkins

Craig and Perkins are attending a national conference in Albany this weekend. At the conference, which is being held at the Desmond Hotel and Conference

Center through Tuesday, they are scheduled to lead a workshop titled "The Social Norms

Prevention Model in Theory and Practice."

Three years ago, the professors began a campus media campaign to spread the results of student-surveyed behavior on alcohol and drug abuse, which included using the colleges' Web site.

The Web site is now reporting statistics from 18 months after the campaign began that show it is working. For example, the number of students who reported binge drinking at par-

ties or in bars dropped by 15 percent, the Web site says.

The approach has been implemented at a number of colleges and universities across the country and is now working its way down into local school districts.

Representatives from all four school districts in Seneca County met in September with Perkins and Craig to learn more about the approach. Representatives from the Geneva City School District attended a sim-

ilar workshop Wednesday, Perkins said.

Perkins said the money will go toward continuing the program. He said he wasn't too surprised — but was still thrilled — when he received notification about the grant early last month.

"I know we're one of the few schools that have been able to demonstrate a significant impact," Perkins said.

The program has received four other grants from the federal education department, and a grant from the state in the 1980s.