

Student Athlete

NCAA Division III Pilot STARR Social Norms Campaign



Rockford College STARR team members (right to left) Cecelia Bristol and Kristyn King are trained on how to install and maintain an electronic database, which displays their social norms messages on computer lab screen savers.



Carroll College STARR team members (right to left) Kris Hartz, Steve Reese and Lindsay Niemouth work with consultants David Craig and Wes Perkins on their social norms campaign during a campus site visit.

Alcohol abuse continues to be a major concern on most college campuses and within intercollegiate athletics departments. However, just as in the general student body, there are many student-athletes making healthy, safe and responsible decisions about alcohol. Student-Athletes Taking Active Responsible Roles (STARR) is an innovative approach that addresses the issue of alcohol misuse and abuse within intercollegiate athletics programs by highlighting the responsible behavior of the majority student-athlete population. The STARR pilot uses social norms theory and peer education efforts to reinforce these positive

Did You Know...

- 75% of B-W student-athletes drink once a week or less.
- The attitude of 75% of B-W student-athletes is that tobacco is never good to use.
- 83% of B-W student-athletes plan to pursue post-graduate studies.

* Data drawn from a Fall 2001 anonymous survey of all B-W intercollegiate student-athletes with 313 respondents (61.6% of all student-athletes on campus).

Be a STARR!

Check out our screen savers in the Cyber Café, Dec & MCS!

Baldwin-Wallace College posted this ad in their school newspaper.

behaviors and set the tone for incoming and existing student-athletes.

The NCAA Division III Pilot Student-Athletes Taking Active Responsible Roles (STARR) Social Norms Campaign started the 2002-03 academic year with a bang this September as student-athletes returned for an academic and athletic year filled with positive social norms messages. The STARR pilot has nearly completed its first year at eight Division III institutions and is gaining momentum. With help from consultants Wes Perkins, David Craig, and NCAA liaison, Sarah MacInnis, this summer institutions

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Safeguarding Against Suicide, *continued from page 8*

- Talking openly about committing suicide
- Talking indirectly about “wanting out” or “ending it all”
- Taking unnecessary or life-threatening risks
- Giving away personal possessions

Depression alone or in combination with aggressive behavior, substance abuse and/or anxiety is found in over half of all suicides. If depression is present, substance abuse, anxiety, impulsivity, rage, hopelessness and desperation may increase the risks of suicide.

Suicide can be also be triggered by a number of things including:

- stressful events, such as a failed exam or failure to get a job
- crises in significant social or family relationships
- interpersonal losses
- changes in body chemistry
- high levels of anger or anxiety

How to help a friend

If you notice any of the above warning signs in a friend or loved one, you have reason to be concerned. There are ways that you can be helpful to a friend or loved one who is thinking of taking their own life.

- Be honest and express your concerns. For example, “You seemed really down lately, is something bothering you?”
- Ask directly about thoughts of suicide. For example, “Have you thought of hurting yourself?” If suicidal thoughts are expressed it is important to contact the university counseling center, student health center or the local mental health association.
- Listen and offer emotional support, understanding and patience.
- Convey the message that depression is real, common and treatable. Suicidal feelings are real and preventable.
- Offer to accompany your friend to see a counselor.

Resources

If you, a family member or a friend need help, please contact your student health and/or counseling service. The following organizations may also help, in providing additional information about depression and suicide.

If you or someone you know is contemplating suicide, call 1-800-SUICIDE.

National Mental Health Association
1-800-989-6642 or www.nmha.org

American Foundation for Suicide Prevention
1-888-333-2377 or www.asfp.org

National Institute of Mental Health
1-800-421-4211 or www.nimh.nih.gov

American Association for Suicidology
202-237-2280 or www.suicidology.org

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Linfield College tells their student-athletes the facts.

44% of all Wesleyan University athletes are also active in volunteer service organizations while at college.

Source: Data are drawn from a fall 2001 anonymous survey of all Wesleyan University intercollegiate athletes with 276 respondents.

Wesleyan University displays their community service social norms message.

were able to perfect their print media messages and install software to begin an electronic media campaign. This electronic campaign attempts to reach vast numbers of student-athletes and students alike by displaying screen savers flashing social norms “factoids” in campus computer labs. STARR institutions will survey student-athletes in November to measure the effectiveness of their first year’s campaign and are excited about their second year with the STARR pilot.

For more information on the NCAA Division III Pilot STARR Social Norms Campaign, please contact Sarah MacInnis at 317/917-6222 or smacinnis@ncaa.org.