



Alcohol Education and Prevention Program for College Students

- Developed and tested with NIAAA support
- Confidential risk-assessment
- Tailored motivational feedback
- Personalized content
- Basic alcohol education
- Multimedia peer stories and skill building activities
- Drinking comparison and tracking feature
- Motivational enhancement tools (social norms)
- Weekly updated news, stories, FAQs
- Customized curricula (e.g. judiciary, Greek)



"A big reality check for myself [...]. Overall this is by far the best site I have come across covering alcohol and the risk factors, etc. Great Job!"
- Second year

"I feel that MyStudentBody.com-Alcohol is a very helpful website that really provides an insight into the problems of drinking. I like how it ties into the college campus and addresses real issues that all college students face."
- First year

"I think this site serves as a great resource for students."
- Fifth year



MyStudentBody.comSM - Alcohol (MSB-Alcohol) is an alcohol education and prevention website for college students, developed and tested with support from the National Institute on Alcohol Abuse and Alcoholism (NIAAA). MSB-Alcohol educates students about alcohol and aims to decrease alcohol consumption and the negative consequences of high-risk drinking. The site incorporates scientific principles demonstrated to be associated with behavior change, including motivational enhancement, tailoring and social norms education. A companion administrator site (MSB-Admin) offers real-time aggregate student data reports and downloadable promotional materials. MSB-Alcohol is part of a comprehensive suite of online college health education and prevention programs being developed and tested by Inflexxion, Inc. with support from the National Institutes of Health (NIH). Other components address STDs, Tobacco, Stress, Nutrition, and Drugs.