

William & Mary
Biennial Alcohol and Other Drug Prevention Program Report
Spring 2026



WILLIAM & MARY

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I. Overview of William & Mary's Alcohol & Other Drugs (AOD) Prevention Program

William & Mary takes a comprehensive approach to preventing high-risk drinking and alcohol-related consequences for our students. By applying the Institute of Medicine's approach to prevention, we offer interventions aimed at all students, students in high-risk groups, and students who have been identified as needing added intervention. In addition, the ecological model tells us that our efforts will have more impact if they are at a population level, so we also focus on policy and community approaches to prevention. The National Institute of Alcohol Abuse and Alcoholism (NIAAA) recently released an updated matrix of interventions that work in college health populations. Their publication, [College AIM](#), was updated February 2025 (accessible online: https://www.collegedrinkingprevention.gov/sites/cdp/files/documents/NIAAA_College_Matrix_Booklet.pdf). College AIM outlines the most effective evidence-based interventions. William & Mary has incorporated many of these strategies into their comprehensive prevention programming for the past ten plus years.

An overview and more specific details of our comprehensive approach is provided in the program summary included as Appendix A.

While the institution's efforts are primarily focused on students, resources and support are available for faculty and staff through the Employee Assistance Program (EAP) offered through Cova Care insurance plans. This program provides confidential information and services on counseling, treatment, and rehabilitation programs for employees. EAP also provides confidential assistance to supervisors who must confront employees with personal problems that affect the work environment. William & Mary's Human Resources Office also disseminates and enforces strict expectations for faculty and staff regarding the use of alcohol and drugs see <https://www.wm.edu/offices/uhr/departments/managers-supervisors/employee-relations/drug-free-workplace/>.

Appendix B provides information and links to the university's drug and alcohol policies applicable to students and staff.

II. 2024 & 2025 Program Actions

In the past two years, William & Mary has continued to revise AOD prevention programming. Our actions are informed by our assessment of the program, discussed in Section III of this Report; the program elements in which we focus our energies are those shown to be the most effective.

Below is a summary of key actions taken as well as program strengths and areas for potential improvement.

Education

A. Online AOD Education for Incoming Students

The Office of Health Promotion (OHP) collaborates with Student Transition and Engagement Programs (STEP) to provide AOD education for incoming undergraduate students during new student orientation. Online alcohol education remains a standard feature of orientation. However, over the past eight years, online alcohol education programs have changed three times. Reasons for program changes included high costs or expiring contracts with outside vendors. To promote consistency, the Office of Health Promotion piloted an internally developed online program called “Wellness Mindset, Alcohol, Cannabis, and SVP+” in Spring 2025 and implemented the program Fall 2025.”. The online program is evidence-informed, reinforces healthy decision-making and promotes positive attitudes and behaviors. This program included information on alcohol, cannabis, sexual violence prevention, bystander intervention, and human trafficking.

1. Strengths

The internally designed course enables OHP to introduce students to the “Wellness Mindset” – a cognitive framework that supports decision-making and communication around a range of important health behaviors-- consistent with a broader strategy to promote community goals, values, and expectations. The development of the program was low cost, and the internally designed course can be easily updated and adapted based on evolving community needs.

2. Potential for improvement

Frequent changes in program format, content and source may have undermined efforts to build common knowledge and culture around AOD over the past several years. Moving forward, maintaining a consistent program – while making smaller adjustments to content when needed – may be the best strategy to achieve maximum benefit. This strategy would be enhanced by multi-year efforts to measure and assess program learning outcomes.

B. In Person AOD Education for Incoming Students

OHP also collaborates with STEP to provide in-person AOD education during new student orientation. Since 2022, OHP has implemented a program titled “Wellness Mindset: Do It for the Well of It.” The program is required for all incoming undergraduate students. The session is conducted in small groups, facilitated by student Orientation Aides (OAs). This program reinforces the Wellness Mindset framework. It aims to help students develop awareness about the role that mindsets play in guiding decision-making and health-related behaviors; it guides them to choose mindsets that health, wellbeing, and authentic success. The program has two topics of discussion: stress glorification and alcohol. Taking an integrative wellness approach, the program invites students to use a wellness lens in all aspects of their collegiate careers, including when they choose to use alcohol or other drugs.

1. Strengths

This in-person orientation program provides incoming students with a second dose of exposure to the Wellness Mindset framework. Repeated dosing is associated with learning and behavior change. Anecdotally, this orientation program appears to demonstrate higher levels of acceptability among students compared to previous programs. In the past two years, OHP has received no negative feedback from the OAs about this program. By contrast, the program used prior to 2022, titled “Making A Tribe Choice,” received an abundance of negative feedback from OAs.

2. Potential for improvement

Although the absence of negative feedback is reassuring, a current limitation of this program is lack of feedback and assessment data overall. In Fall 2025, approximately 1% of incoming students (184 out of over 1800) completed the assessment instrument. Barriers to assessment

completion include the high volume of activities and programming during new student orientation. Furthermore, the program relies on OAs to facilitate small group discussions, but limited data exist to assess OAs' confidence or performance in running the sessions.

Potential opportunities for improvement include: (1) perform direct observation of a sample of OAs delivering the program, (2) develop a survey-based instrument to assess acceptability of facilitating the program among OAs, (3) offer incentives to incoming students who complete assessments, (4) explore changes to assessment length, timing or format that may increase return rate.

C. Hazing Prevention Training

“A Home Without Hazing” is William & Mary’s hazing prevention training program. The program was established in 2022, aligned with the Virginia Anti-Hazing Law. The training supports hazing prevention efforts at the university and is required for all student organizations with new members, and for prospective members prior to joining. The training has been implemented with leadership from the Student Affairs Office of Student Leadership Development (SLD). The use of alcohol as part of hazing is well-documented and hazing prevention programs play an important role in addressing high-risk behaviors related to alcohol use. Two William & Mary Student Affairs professionals (Marc Sloan & Jennifer Leung) were awarded the Hank Nuwer Anti-Hazing Hero Award from the Hazing Prevention Network for their efforts through this training program to educate students to the dangers of hazing and training them on how to intervene, thereby fostering safe, inclusive campus environments.

1. Strengths

Development and implementation of this program have benefitted from the prioritization generated by a legislative mandate and collaborative leadership within the institution. It addresses a key group and population-level risk factors associated with high-risk alcohol and other drug use.

2. Potential for improvement

A Home Without Hazing will continue to be assessed by the university. Detailed data about the program and/or its specific impact on AOD-related hazing attitudes and behaviors were not available at the time of this writing. Further coordination and assessment may be warranted.

D. Events with Alcohol Training

OHP continues to deliver the Events with Alcohol Training (EAT). This is an online video-based training course. Student organizations that wish to serve alcohol at events they host must have members who have completed the training and passed with 80% proficiency on the final exam as well as the quizzes throughout the training video. The training covers Virginia law, reasonable efforts, signs of intoxication as well as how to intervene with intoxicated guests.

1. Strengths

Online availability for this program ensures accessibility. Because it is internally developed, it can be updated as necessary. The program is periodically reviewed and updated every couple of years.

2. Potential for improvement

Because a version of this training is required annually, it may be appropriate to offer a tailored “booster” course for those who have completed the standard course in (the) previous year(s).

E. Opioid Overdose Emergency Training

In Spring 2024 OHP began offering REVIVE! Lay Rescuer training for students, faculty, and staff. REVIVE! is Virginia’s Opioid Overdose and Naloxone Education Program that trains participants how to properly administer Naloxone in the event of an opioid overdose emergency. This is an elective training available to all community members.

1. Strengths

Trainers can be trained to implement the training at no cost through REVIVE!

2. Potential for improvement

Although this program provides the training required to responsibly administer Naloxone, it has not yet been accompanied by an initiative to increase the availability of Naloxone on campus. In other settings, successful training programs provide trainees with 1-2 doses of Naloxone at the conclusion of training. Opportunities to provide Naloxone at the time of training should be explored. Based on NCHA data, rates of opioid abuse appear to be low in the William & Mary community. Ensuring wider access to Naloxone at the university will take on greater urgency if

evidence emerges suggesting that opioid abuse is increasing in the local area or campus community.

Interventions for Individuals

F. Intervention for At-Risk Students: Self-Care Over Soothing (SOS)

SOS is an individual counseling program that has been offered by the OHP in collaboration with the New Leaf Clinic at the School of Education since 2022 and continues to evolve.

SOS is for those who are looking for healthy ways to manage stress, cope, or decrease/eliminate substance use. The program is grounded in the transtheoretical model for behavior change and employs motivational interviewing techniques to guide individuals to tailored educational, consciousness raising, experiential and psychological approaches to change.

Since Fall 2024, 186 students have enrolled in SOS. Of these, 165 students (89%) completed the program; 89 students (48%) completed an assessment following the program. In 2025, SOS started to implement the Alcohol Use Disorder Identification Test (AUDIT) as a standardized tool to support assessment of alcohol consumption, drinking behavior, and alcohol-related problems among clients at the time of intake. Use of the AUDIT will support consistent assessment of individual clients and can support efforts to track and analyze group-level data over time. In 2026, SOS will begin implementing group sessions, which can reduce isolation and help students build skills through shared experiences.

1. Strengths

The strength of this program is its capacity for individualization and the variety of offerings (e.g., mindful decision making, values clarification and self-exploration, yoga therapy, motivational interviewing 3 & 6) available to students.

Current data suggests SOS is having an intended positive impact. Ninety-five percent of students who completed an assessment following the program reported learning better ways to cope with stress through the intervention.

2. Potential for improvement

Although SOS is open to students through self-referral, most clients are referred to the clinic following a conduct violation. Opportunities exist to increase knowledge about SOS as a resource within our community and promote utilization of the program before a conduct violation or other negative event occurs.

G. AOD-related Misconduct

Within William & Mary's Division of Student Affairs, the office of Student Accountability and Restorative Practices (SARP) receives and manages concerns related to student conduct. In Fall of 2024, SARP launched the Alternative Resolution program, a fully restorative pathway designed to engage students in impact-focused reflection using a restorative lens. This change means that many drug and alcohol incidents are resolved through a restorative conversation, conference or circle, and do not result in an official conduct violation or sanction. Instead, students agree to a restorative action plan that often includes educational components, like the SOS program, for drug and alcohol incidents. Approximately 85% of all conduct incidents have been resolved through this pathway since the beginning of the program.

1. Strengths

SARP notes that the rate of repeat offense (recidivism) following an AOD-related conduct violation was very low prior to 2024. Rates of recidivism continue to be very low under the new model.

The restorative approach respects student autonomy and dignity. By incorporating student voice into the process, students may be more motivated and likely to accept interventions, which has been shown to increase the likelihood of lasting positive behavior change.

Among students who had conduct concerns handled through the Alternative Resolution pathway:

- 88% of survey respondents agree that the Alternative Resolution process helped them reflect on their actions.
- 88% of survey respondents agree that the alternative resolution process increased their ability to empathize with the impact of their actions on others.
- 88% of survey respondents agree that the alternative resolution process felt collaborative and constructive.

2. Potential for improvement

The Alternative Resolution pathway will be continuously assessed for acceptability and outcomes.

AOD Free Events

H. AOD-free Social Events

W&M continues to offer opportunities for our community members who choose not to drink through Alma Mater Productions (AMP). AMP is a campus-wide programming body. It strives to provide diverse, high-quality entertainment at low or no cost to the William & Mary community.

1. Strengths

Students are led and are financially supported by Student Unions & Engagement (SUE).

2. Potential for improvement

Although many AMP events do not permit alcohol, terms like “sober” or “substance free” are not used in promotional materials. There may be opportunities to explore whether the use of these terms can enhance accessibility or engagement among students who choose not to use substances and/or those who are in recovery.

Organizational Actions

I. Advisory Committee

The Alcohol Cannabis Tobacco plus (ACT+) committee continues to meet and consider ways to address unhealthy drinking and other drug behaviors on campus. Several members from the community participate including Athletics, Fraternity and Sorority Life, Residence Life, and Student Accountability & Restorative Practices. The ACT+ committee has had opportunities to review and analyze institutional AOD data, including the Spring 2024 National American College Health Associations (NCHA III) health survey.

1. Strengths

Multiple offices and perspectives are represented on the committee, and the committee has cultivated some experience in reviewing data to inform action.

2. Potential for improvement

The ACT+ committee may consider expanding its membership to other university constituencies including faculty and student leaders to achieve additional representation. To enhance the committee's ability to offer data-informed and systems-level guidance, consider introducing additional sources of data on AOD behaviors/outcomes, and frameworks such as the College AIM to committee agenda.

J. Interoffice Coordination

OHP continues to partner with other offices in Student Affairs and the School of Education. A key partner in Student Affairs is SARP. The School of Education offers graduate degree programs in counseling and is home to the [New Leaf Clinic](#), a clinic that offers services for individuals with substance abuse concerns; counseling is provided by masters and doctoral degree candidates with supervision; the counseling model is centered on motivational interviewing-based interventions that have been proven effective for addressing substance abuse.

1. Strengths

OHP, SARP and New Leaf collaborate well through personal contact and communication. The collaborative approach allows partners to meet student needs drawing from a range of perspectives and expertise.

2. Potential for improvement

Although these offices have shared and reviewed high-level data on an annual basis, we have identified opportunities to enhance data-informed practices – and consider programmatic adjustments -- by sharing collectively reviewing de-identified data from each office on a periodic schedule throughout each academic year. Examples may include number of care concerns involving AOD, number of conduct violations involving AOD, substances used, number of clients referred to/enrolled in SOS, and AUDIT scores.

Policy

K. Communication of Relevant Laws and Policies

Annual drug and alcohol notices are provided to all faculty, students, and staff. These notices provide information regarding university policies and laws as well as information about the risks of alcohol use and resources available for those struggling with addiction.

1. Strengths

Entire community receives information.

2. Potential for improvement

This practice will continue. Content is reviewed annually to accuracy.

L. AOD Policy Review

In Spring 2025, the University convened a working group to write an institution-wide alcohol policy applicable to students, faculty and staff. The goal of the policy process is to offer consistent and meaningful guidelines for the entire W&M community. Current policy only applies to the distribution and use of alcohol among students. The policy working group consists of members from units across the university including Student Affairs, Compliance, Risk Management, University Counsel, Athletics, and the Faculty Assembly.

1. Strengths

If adopted, an institutional alcohol policy will provide clear guidance to all members of the university community. Policy can help to support social and ecological conditions that reduce risk related to alcohol and other drug use.

2. Potential for improvement

This initiative is currently in progress.

III. AOD Program Assessment

The summary provided as Appendix A includes an assessment of key AOD program elements, indicating how each strategy aligns with the NIAAA (National Institute on Alcohol Abuse and Alcoholism) recommendations of effectiveness.

In addition, William & Mary collects annual data on student conduct violations relating to alcohol violations and illegal drug violations. The data compiled includes underage possession of alcohol and illegal distribution of alcohol, possession of illegal drugs, and distribution of illegal drugs or distribution of legal drugs illegally. This data includes the number of violations that were founded for possession of marijuana, other drugs, or drug paraphernalia. Student Affairs uses this data to assess trends from year to year and to flag changes in types of violations, or in locations, to decide if prevention programming should focus on specific student populations or student groups.

IV. Measuring Enforcement Consistency

At William & Mary, accountability is centralized to ensure that outcomes are consistent and appropriate.

Per the Student Handbook, all alleged violations involving alcoholic beverages or illegal drugs/controlled substances are resolved under the Student Code of Conduct procedures Student Accountability & Restorative Practices. The process is centralized, and it is communicated to all students at New Student Orientation.

Student Disciplinary Sanctions. All student discipline is managed through SARP. Graduate students, student-athletes, and all other students are subject to the Student Code of Conduct, including the policies relating to drugs and alcohol. The current policies are provided in Appendix B.

Reported drug and alcohol violations are addressed by trained professional administrators in SARP. These administrators, who have advanced degrees in relevant fields and significant student conduct administration experience, are dedicated full-time to student accountability. They ensure that similarly situated students are sanctioned consistently and appropriately.

Data about enforcement of student-related policies is provided on the following pages of this report (Appendix A).

Employee Disciplinary Sanctions. Policy enforcement and discipline of employees is overseen and coordinated by the Office of Human Resources and, particularly for faculty, the provost. These offices support supervisors and managers in addressing reported or suspected policy violations and ensure that discipline is imposed following applicable procedures.

**Student Illegal Drug Violations and Student Underage Alcohol & illegal Distribution numbers see Appendices A.*

V. Recommendations for Improving AOD Program

- Develop assessment instruments for Orientation Aides pertaining to Wellness Mindset program and explore strategies to increase assessment response rates among incoming students.
- In the Spring 2026 semester, the Associate Vice President for Health & Wellness, Director of Health Promotion, Director of the New Leaf Clinic and Director of Student Accountability and Restorative Practices will meet periodically to review sources of data that are available within the university and relate to AOD behaviors, conduct violations, and care responses. Based on this review, a plan to share de-identified data and engage in periodic reviews to guide planning and implementation of AOD programming will be developed.
- Continue to track acceptability and outcomes among students who engage in the Alternative Resolution program following AOD-related misconduct.
- Continue to assess use, acceptability and outcomes among students who complete the SOS intervention. This may include assessment of engagement and outcomes stratified by levels of risk as indicated by AUDIT scores, assessment of the various treatment pathways offered. Strategies to increase post-treatment survey response rates should be considered.
- ACT+ committee activities should be refocused to be more actively involved in reviewing AOD program offerings, program outcomes or enforcement consistency, incorporating data and evidence-informed best practices such as College AIM
- The university alcohol policy working group will develop and propose a draft version of the university-wide policy and follow steps to pursue adoption.

VI. Appendices

A. [See attached Excel file.](#)

B. Policies (hyperlink)

- i. [Policy Notice Regarding Alcohol and Other Drug Use – Appendix](#)
- ii. [Alcohol Beverage Policy – Student Handbook Appendix II](#)
- iii. [Events where Alcoholic Beverages Are Served—Student Handbook Appendix III](#)
- iv. [Good Griffin Policy – Student Handbook Appendix IV](#)
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Appendix A

Program	Target Group	Oversight	Description	Effectiveness by College AIM standard
Alcohol Events Policy	All	Student Accountability & Restorative Practices Development	Campus policy provides guidelines for student organizations who wish to host an event where alcohol is present. This includes reasonable effort, serving sizes per person, registering the event with the institution.	Too few Studies to rate effectiveness ?
Alcohol Free Events	All	AMP: Student Union	AMP host substance free events... W&M campus-wide programming group	Too few Studies to rate effectiveness ?
Alcohol Cannabis Tobacco plus (ACT+) committee	No Target	Office of Health Promotion	Team strategizes approached to address alcohol, cannabis, tobacco, and other health related topics for the W&M community.	Not a part of College AIM framework...yet important part of alcohol prevention
Consistent enforcement/ consequences for policy violation		Student Accountability Restorative Practices	Consistent enforcement and consequences for students violating campus policies are imperative for students to take campus policy seriously and reinforce MLDA laws.	Not a part of College AIM framework...yet important part of alcohol prevention
Enforcement of MLDA Laws	All	W&M Police	W&M Police and residence life enforce the minimum legal drinking age on campus property and in the residence halls	Higher Effectiveness ***
Events with Alcohol Training	Individuals who wish to serve or manage an event with alcohol	Office of Health Promotion	Web-based training designed to educate students on risk management, school policy, intervening and more, when hosting an event where alcohol is served.	Moderate effectiveness **

Program	Target Group	Oversight	Description	Effectiveness by College AIM standard
Good Griffin Policy (Medical Amnesty Policy)	All	Student Accountability Restorative Practices	This policy encourages individuals to seek medical assistance or help when emergencies arise related to intoxication of alcohol and other substances. CVRP mitigates consequences against the student for violation of the alcohol policy, if students proactively seek assistance in case of emergency.	Too few Studies to rate effectiveness ?
Health Promotion Peer Educators		Office of Health Promotion	Student Organization which assists in outreach and education efforts around alcohol and other health related topics. Peers are the most potent source of influence on one another on campus (Astin, 1993)	Not a part of College AIM framework...yet important part of alcohol prevention
Flanigan Clinic Motivational Interviewing Addictions Counseling	Adjudicated Students or Referred	School of Ed (New Leaf)	Provides Motivational Interviewing with students around issues related to alcohol and other substances. (3 or 6 session)	Higher Effectiveness ***
Prohibiting kegs	All	VABC enforced by W&M Police and SLD	Students are not allowed to have kegs for on-campus events per the campus alcohol policy.	Too few Studies to rate effectiveness ?
Wellness Mindset: Alcohol, Cannabis, Sexual Violence Prevention +	Incoming Freshmen & transfers	Office of Health Promotion	A web based 3 -part course required for incoming students (including transfers)	Higher Effectiveness ***

Program	Target Group	Oversight	Description	Effectiveness by College AIM standard
Self-care Over Soothing (SOS)	Adjudicated Students	Flanagin Clinic (W&M School of Education)	2 Session one-on-one sessions using motivational interviewing techniques to discuss their assessment and feedback & Students complete Alcohol Use Disorders Identification Test (AUDIT)	Higher Effectiveness ***
Alcohol 101+	All	Office of Health Promotion	This is a digital program for college/university students that provides students with the knowledge to make smarter decisions relating to alcohol.	Low effectiveness
Wellness Mindset (Orientation Programming)	Incoming students transfers	Orientation Aids (Office of Health Promotion)	Informs students of the resources available to them if they experience situations related to alcohol, roommate conflict, Etc.	Lower effectiveness
Self-care Over Soothing (SOS)	Adjudicated Students	Flanagin Clinic (W&M School of Education)	2 Session one-on-one sessions using motivational interviewing techniques to discuss their assessment and feedback & Students complete Alcohol Use Disorders Identification Test (AUDIT)	Higher Effectiveness ***
Alcohol 101+	All	Office of Health Promotion	This is a digital program for college/university students that provides students with the knowledge to make smarter decisions relating to alcohol.	Low effectiveness
Wellness Mindset (Orientation Programming)	Incoming students transfers	Orientation Aids (Office of Health Promotion)	Informs students of the resources available to them if they experience situations related to alcohol, roommate conflict, Etc.	Lower effectiveness