



Peer Education on Alcohol Misuse for Fraternity Students at Lindenwood University

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Background and Purpose

Alcohol misuse presents a troubling problem across all college campuses in the United States. Fraternity students are especially at risk for problematic drinking behaviors.

Peer education is a commonly used educational model in college settings that allows students to receive training in facilitation techniques and curriculum development. This format can be more beneficial to the learner and provide a co-learning environment among people from similar backgrounds and experiences.

The purpose of our project was to utilize the peer education model to educate Lindenwood University fraternity students on the dangers of alcohol misuse and the larger effect of alcohol on one's life. This project also researched how peer education is perceived by participants as a viable education format.

Program Methodology

Public Health students were selected to serve as peer educators. Over several weeks, they researched alcohol subjects, developed content to present to the fraternity members, and received training on group facilitation techniques.

- Session One centered on alcohol safety and discussed alcohol information, the dangers of mixing alcohol with prescription drugs, safe drinking tips, and how neurodivergent individuals can react differently to alcohol.
- Session Two focused on the effect alcohol has on their education, career, and relationship outcomes. These two sessions were balanced with informative content and fun and engaging activities.

Research Methodology

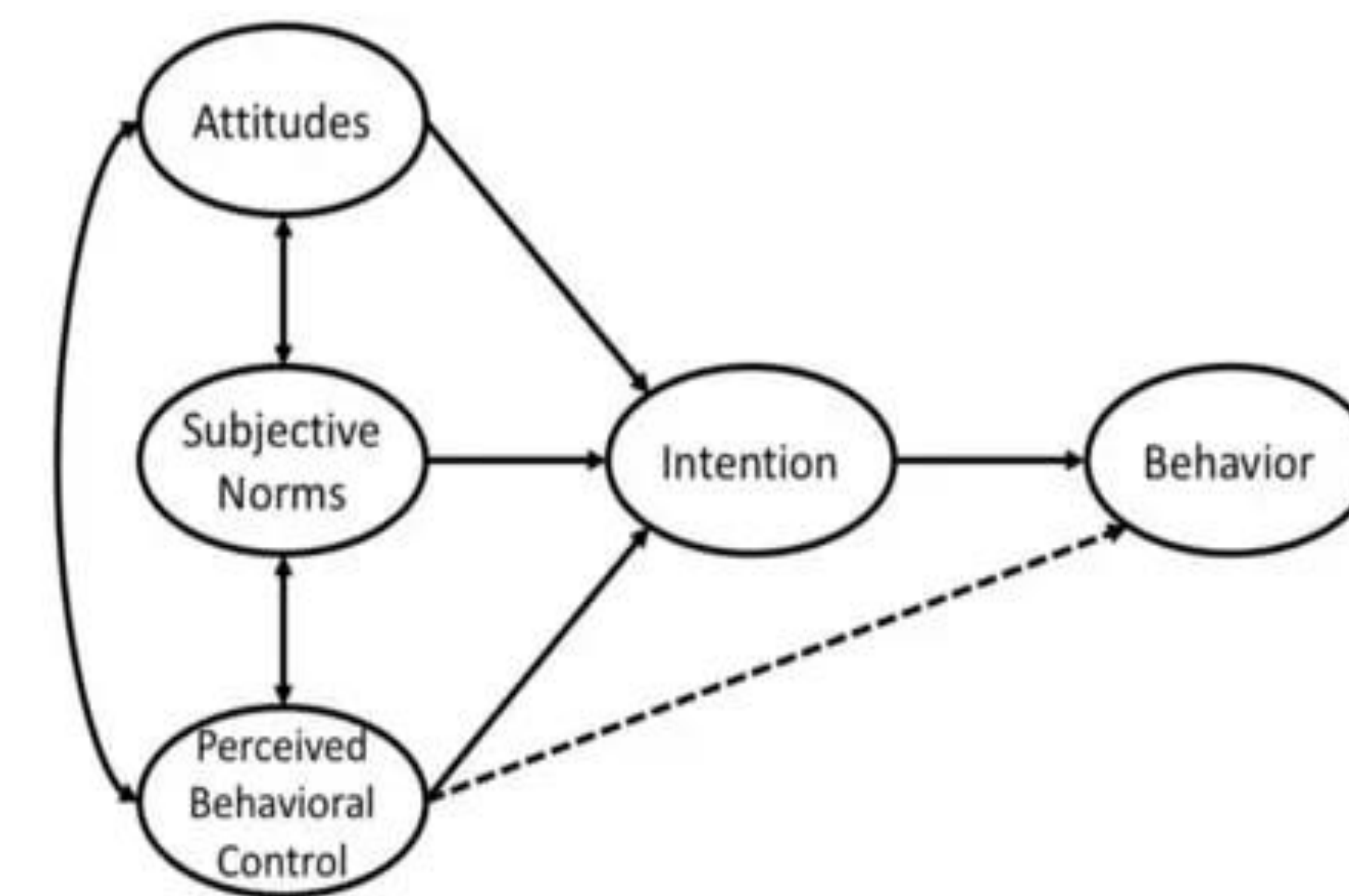
A 43-item instrument was created based on three valid and reliable college surveys to collect data on the drinking behaviors, attitudes, and norms of the fraternity members. At the start of the first education session, fraternity members were asked to complete the survey. Preliminary analysis were completed to understand behaviors norms.

A focus group protocol was developed based on the study objectives and guiding theory. After the second session, fraternity members were invited to participate. Qualitative coding is currently in process. The research portion of this project received IRB approval through Lindenwood.



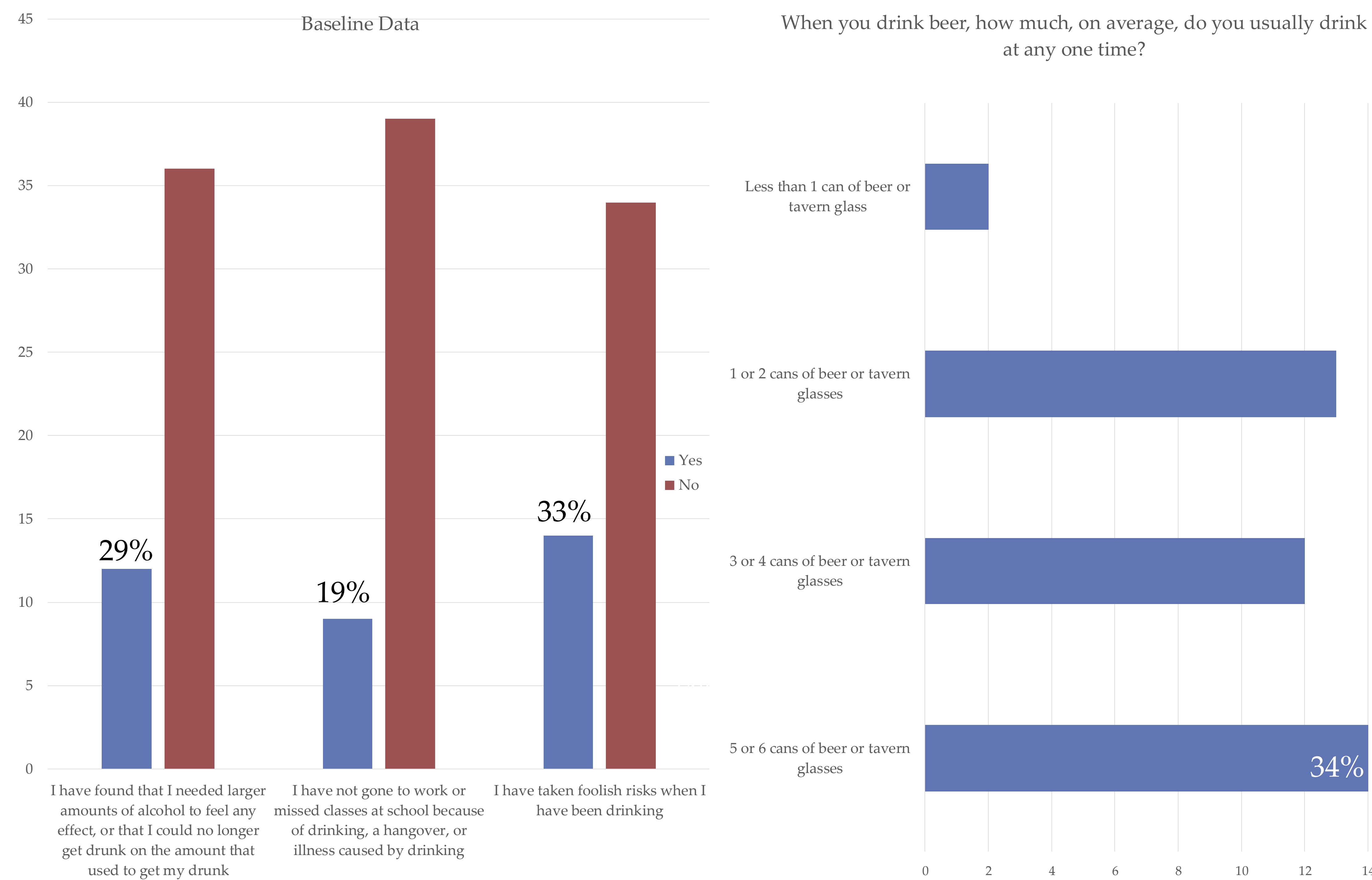
Theory of Planned Behavior

The material for the education sessions were modeled using the Theory of Planned Behavior, which aims to impact a person's **intention** to change a specific behavior by influencing their attitude, subjective norms, and perceived behavior control. The peer educators worked to change the fraternity brother's attitudes towards drinking, their subjective norms of drinking, and their perceived control over their drinking behaviors.



Preliminary Findings

A total of 51 fraternity members completed the baseline survey and 53 attended the education sessions. Focus group transcription and analysis is ongoing, but initial review indicates that peer education was perceived to be engaging, more relatable than being 'talked at' by an adult, and provided valuable information.



Conclusion and Next Steps

Peer education started as a pilot project in the 23-24 academic year and expanded to alcohol education for this current academic year. This proves to be an engaging leadership training opportunity and beneficial learning opportunity for program participants. We plan to collaborate with Student Involvement and Athletics to integrate Peer Education more formally.

References: Harmful and underage college drinking. National Institute on Alcohol Abuse and Alcoholism. January 2025. <https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/college-drinking>.
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