

The **R.E.A.L.** Alcohol Coalition

"Come together. Make a difference. Be R.E.A.L."

Point of Contact:

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Mission

To create healthier and safer environments for all college aged students by preventing and reducing the incidence of alcohol consumption, including underage and binge drinking.

Purpose

The overarching goal of this project is to further develop a sustainable statewide coalition that focuses specifically on responsible drinking and reducing risky behaviors associated with alcohol.

Who is Involved?

Everyone who is committed towards raising awareness, preventing and reducing alcohol consumption and alcohol abuse including binge-drinking among college aged students.

- Key administrators of all Texas Institutions of Higher Education
- Students
- Community organizations
- Parents
- Law enforcement
- Alcohol retailers
- Government officials

Why participate?

- Alcohol is recognized as the most often used substance on college campuses.
- Unprotected sexual encounters, sexual assaults, homicides, and suicide are reported negative consequences associated with binge drinking among college students
- College aged alcohol consumption takes place in many different settings and is influenced by family, peers, school, sports teams, clubs, community activities, social media and many others.

