Reducing the Vulnerability to Alcohol-Related Tragedies at the College or University: Deadly Errors and Essential Actions

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The Environmental Model
Error:
Focusing ONLY on modifying individual consumptive behavior rather than on the ENVIRONMENTAL FACTORS that produce, encourage and profit from the behavior

An Issue of Balance
Error:
Attempting Change without involving ALL stakeholders

Error:
Creating a plan of action without understanding the specific local environment
Error:
Not providing infrastructure to sustain the effort