

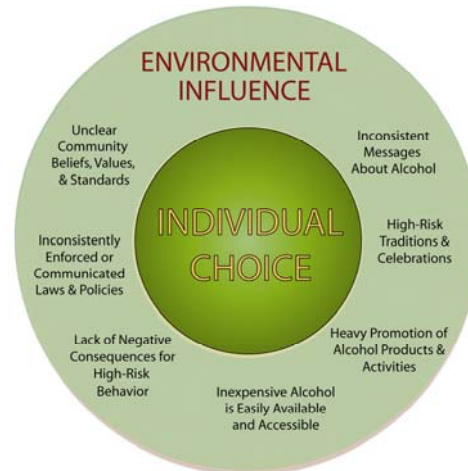


# Reducing the Vulnerability to Alcohol-Related Tragedies at the College or University: Deadly Errors and Essential Actions

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## The Environmental Model

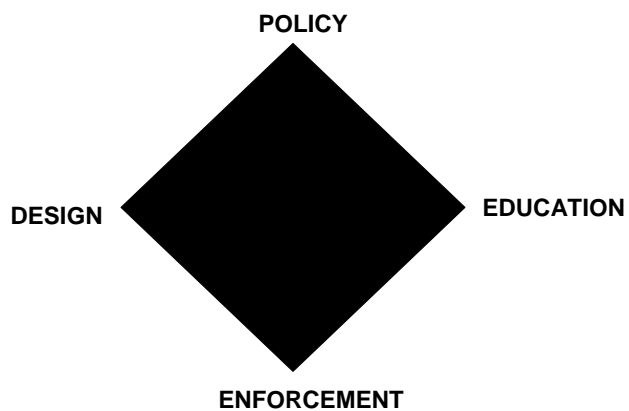




**Error:**  
Focusing **ONLY** on modifying  
**individual  
consumptive  
behavior**  
rather than on the  
**ENVIRONMENTAL  
FACTORS**  
that produce, encourage and profit  
from the behavior



## 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**

