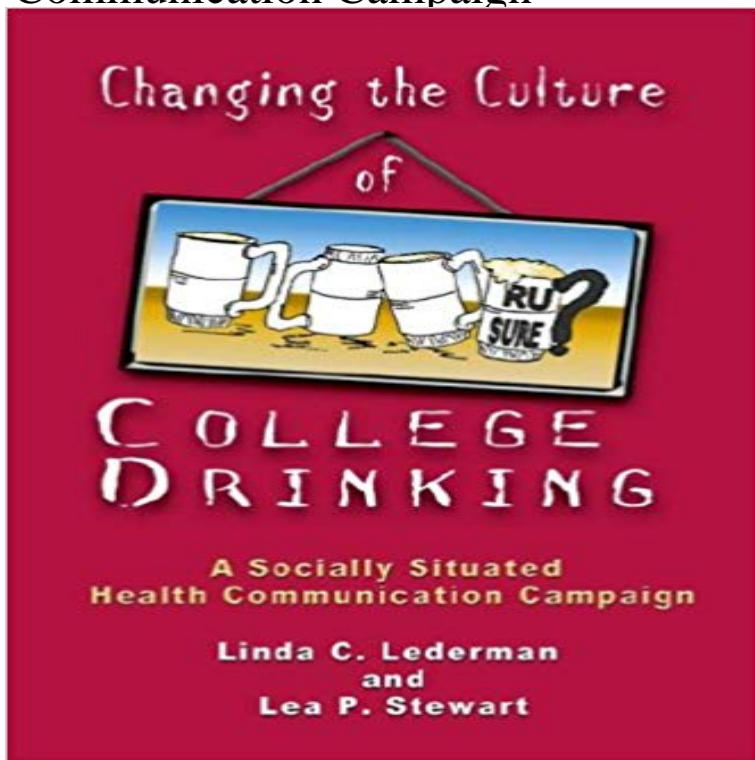


Changing the Culture of College Drinking: A Socially Situated Health Communication Campaign



Reducing dangerous drinking on college campuses has received a great deal of attention from prevention specialists, researchers, and college health professionals. A variety of efforts have focused on the problem. This book describes an innovative way to approach the problem of dangerous drinking among college students and describes an award winning prevention campaign.

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