

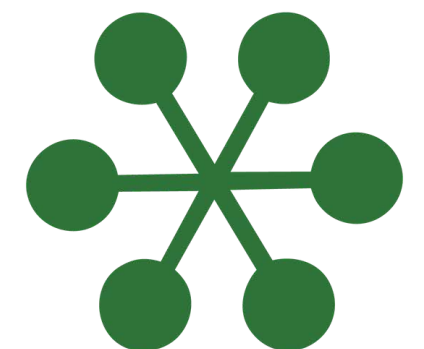
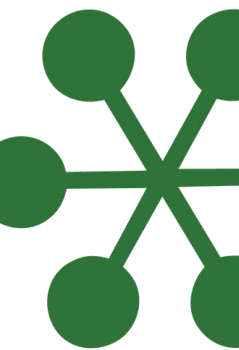
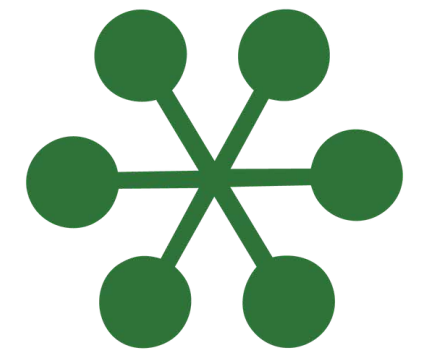
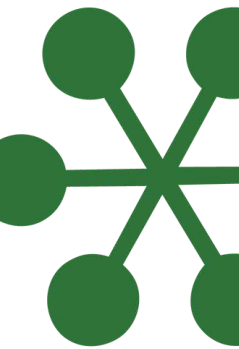
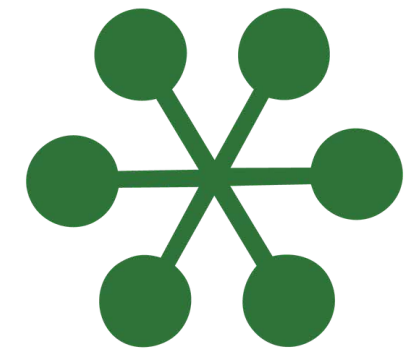


 [gordie.org](http://gordie.org)

# Strategies for Hazing Prevention & Education

Susie Bruce, Director  
Carl Reisch, Robert Tipton, Jr. Hazing  
Prevention Coordinator

[gordiecenter@virginia.edu](mailto:gordiecenter@virginia.edu)





**What is your biggest  
concern around alcohol  
and/or hazing?**





**Gordie's BAC  
was .328**

## OUR MISSION

The mission of the University of Virginia's Gordie Center is to end hazing and substance misuse among college and high school students nationwide.

[Read More >>](#)

**Gordie's death was entirely preventable.**





Gracie Dimit

James Gilfedder

Bailey Broderick

Phat Nguyen

Lofton Hazelwood



"There wasn't a single alcohol death before 1940. Now, it's one of the most major [causes of hazing-related deaths]."

--Hank Nuwer

Since January 1, 2000:  
over 100 hazing-related deaths  
• 61 were alcohol-related



Adam Oakes

Hank Nuwer, "As Campus Life Resumes, So Does Concern Over Hazing". NPR, 4 May 2021. "Hazing deaths on American college campuses remain far too common". The Economist. 13 October 2017. <https://www.hanknuwer.com/>

Stone Foltz

**STATEMENT FROM VCU PRESIDENT MICHAEL RAO**  
ON INDEPENDENT REVIEW INTO ADAM CAKES' DEATH

"NO PARENT SHOULD RECEIVE A CALL FROM A COLLEGE PRESIDENT OFFERING SYMPATHY FOR THE LOSS OF THEIR CHILD. I'M SICKENED BY WHAT HAPPENED AND CONTINUE TO URGE ANYONE WHO HAS INFORMATION TO SPEAK UP AND CONTACT RICHMOND OR VCU POLICE."



# HAZING IS...

any activity that is **expected** or **required** of someone to join or maintain status within a group that **humiliates, degrades,** or risks **emotional and/or physical** harm, **REGARDLESS** of the person's willingness to **participate.**



# Hazing can happen to anyone.

55%

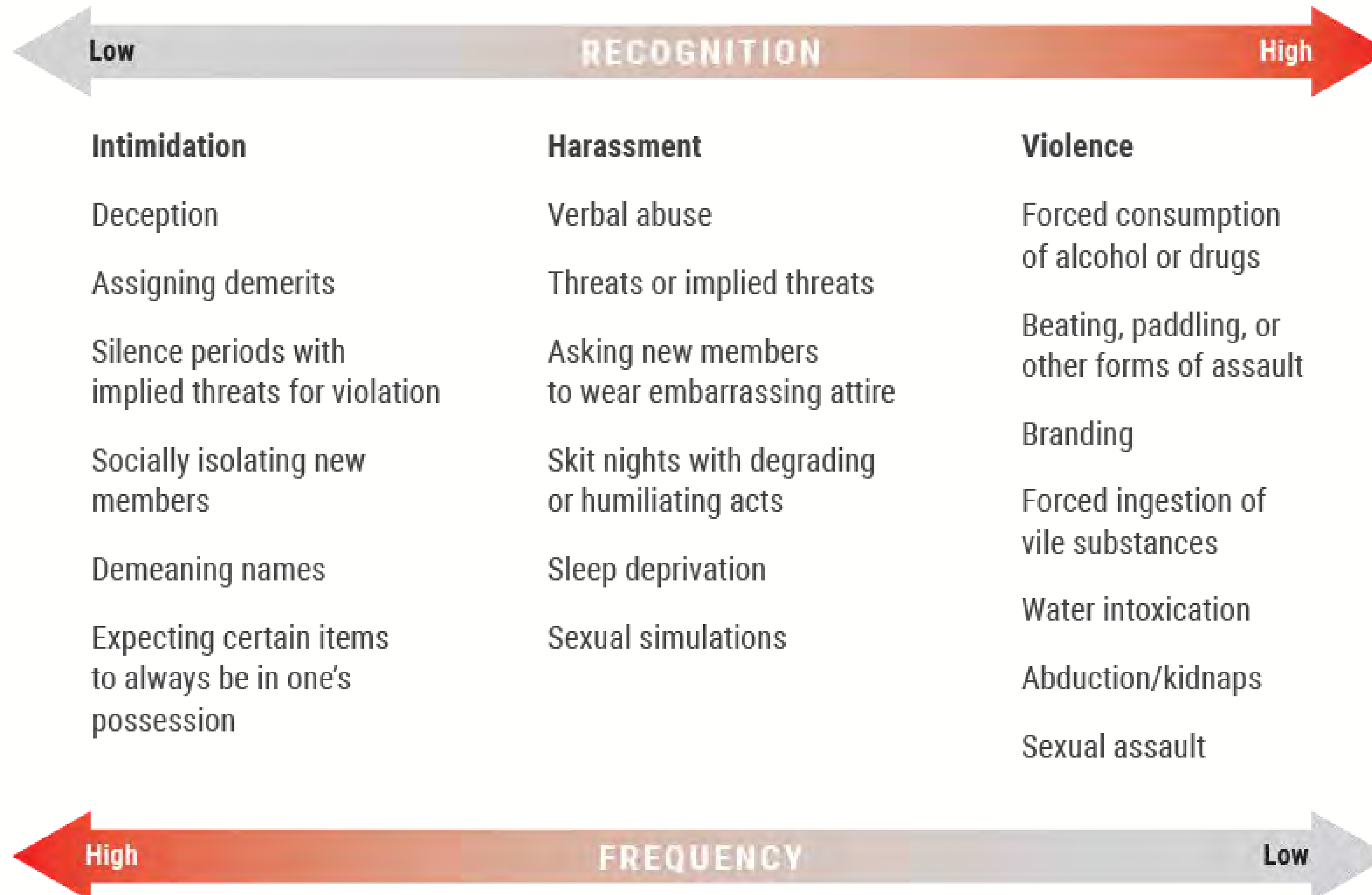
of college students involved in clubs, teams, and organizations experience hazing.

9%

self-identify as being hazed.



## The Spectrum of Hazing Behaviors



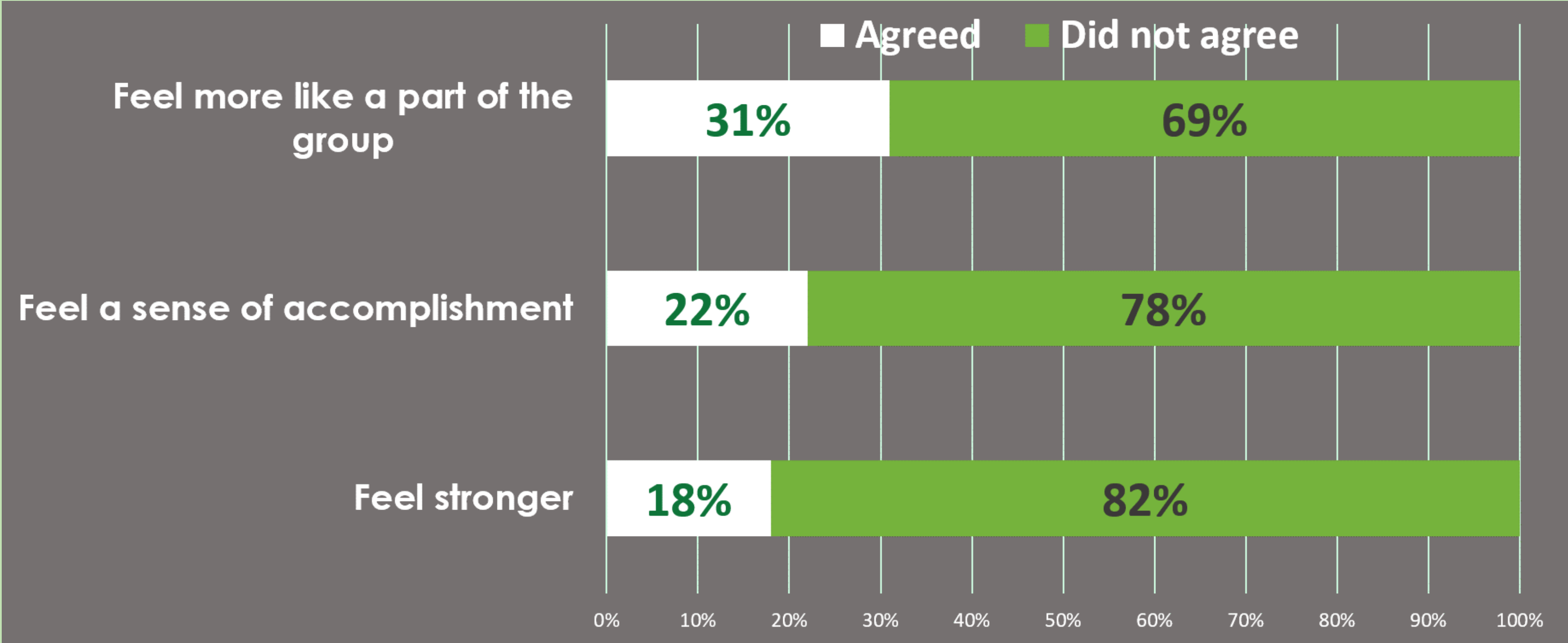
(Allan, 2015; Allan & Kerschner, 2020; Adapted from Bringing in the Bystander)



**47% of college students are hazed in high school.**

Source: Hazing in View: College Students at Risk. Initial Findings from the National Study of Student Hazing (2008) Allen & Madden, 11,000 students on 53 campuses

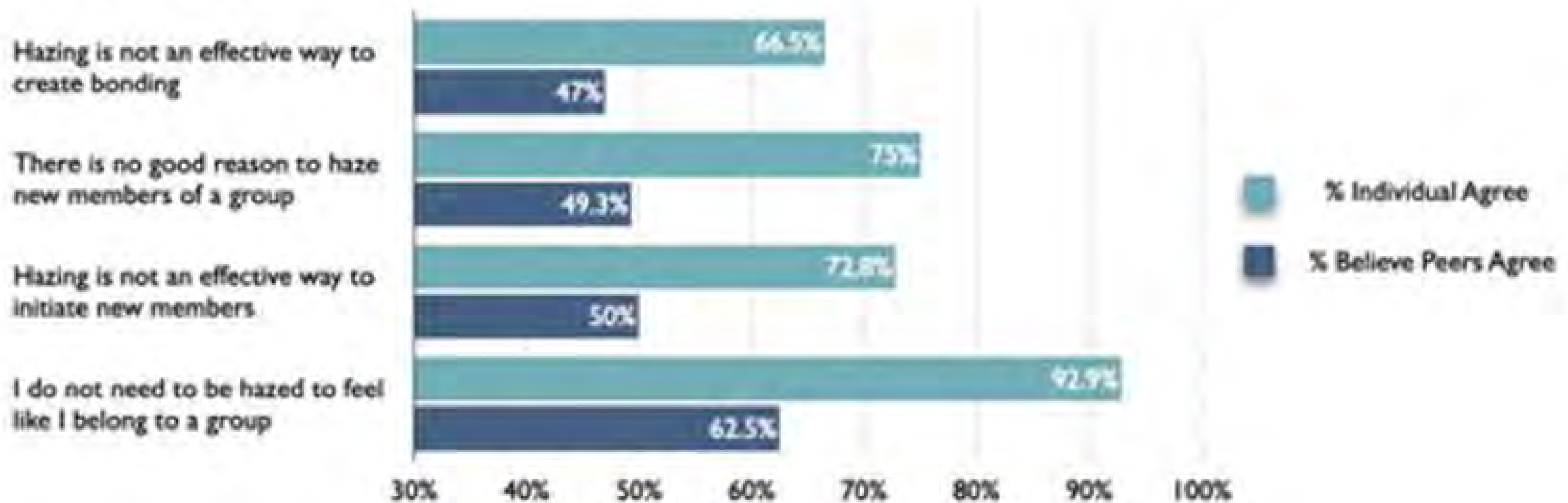
# Perceived results of hazing activities: those who were hazed



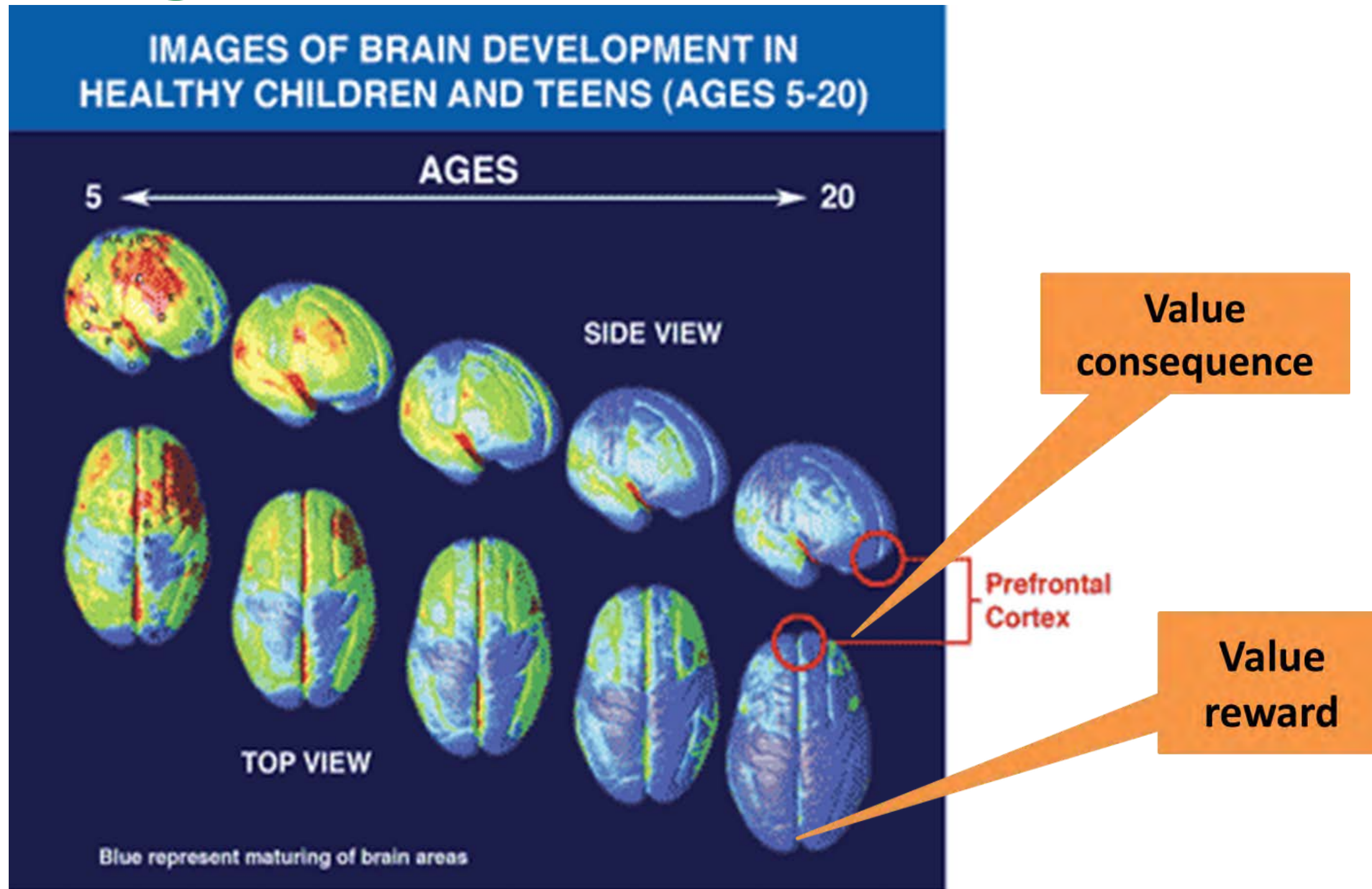
Source: Hazing in View: College Students at Risk. Initial Findings from the National Study of Student Hazing (2008) Allen & Madden, 11,000 students on 53 campuses

# Student misperceptions about hazing

**Finding 2:** Overall, students tend to misperceive social norms related to campus hazing. Students overestimate their peers' support of hazing and underestimate attitudes and perceptions supportive of hazing prevention.



# Brain is still developing until ~age 25.



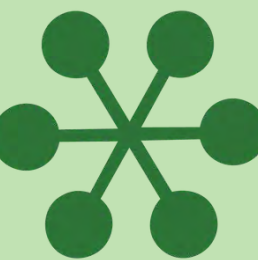
Source: Copyright PNAS ;101(21):8174-9, 2004

## Impacts:

- Reasoning
- Impulse control
- Planning
- Decision-making

# Emerging Hazing Trends

- Sophistication and secrecy
- Taking new members to remote areas
- Informal hazing events without chapter leader
- Online communication and social media
- Group hazing events between sorority and fraternity members
- Other chapters traveling for planned hazing events
- Physical hazing becoming more violent
- **Increased use of drugs in hazing.**
- Pre-college hazing in athletics, extracurriculars, summer camps

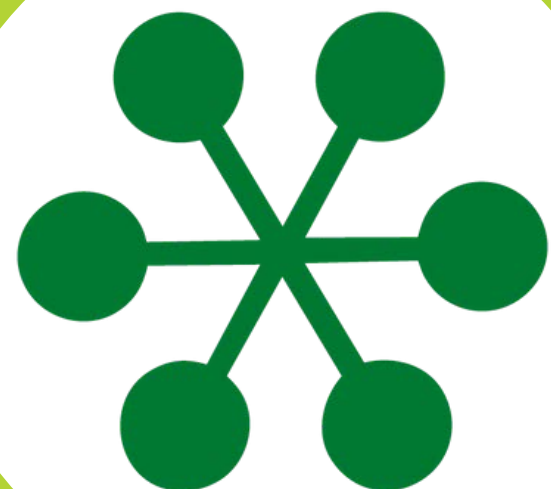


"Participating in a drinking game" was the most frequently reported hazing behavior among college students.

Tied for third was "drinking large amounts of alcohol to the point of getting sick or passing out."



Allan, E.J. and Madden, M. (2008) [Hazing in View: College Students at Risk](#)



Even small amounts of alcohol impair judgment...

increasing the chances students will engage in risky behaviors they would never do when sober.







**Intoxication  
increases the  
power  
differential  
between hazers  
and those being  
hazed.**



Social science research suggests that **consent** to hazing is “**remarkably difficult to give.**” (Amicus Brief, p. 1)

**Hazing victims don't fully understand hazing risks, and so, cannot consent.**

**A person cannot consent when intoxicated.**



# Socio-ecological framework for hazing prevention.





## What works?

- Comprehensive
- Theory-driven
- Varied approaches
- Well-trained staff
- Sufficient dose
- Appropriate timing
- Cultural humility
- Outcome evaluation

Nation, M., et al., (2003). What works in prevention: Principles of effective prevention programs. *American Psychologist*, 58(6), 449–456.

# Meet students where they are

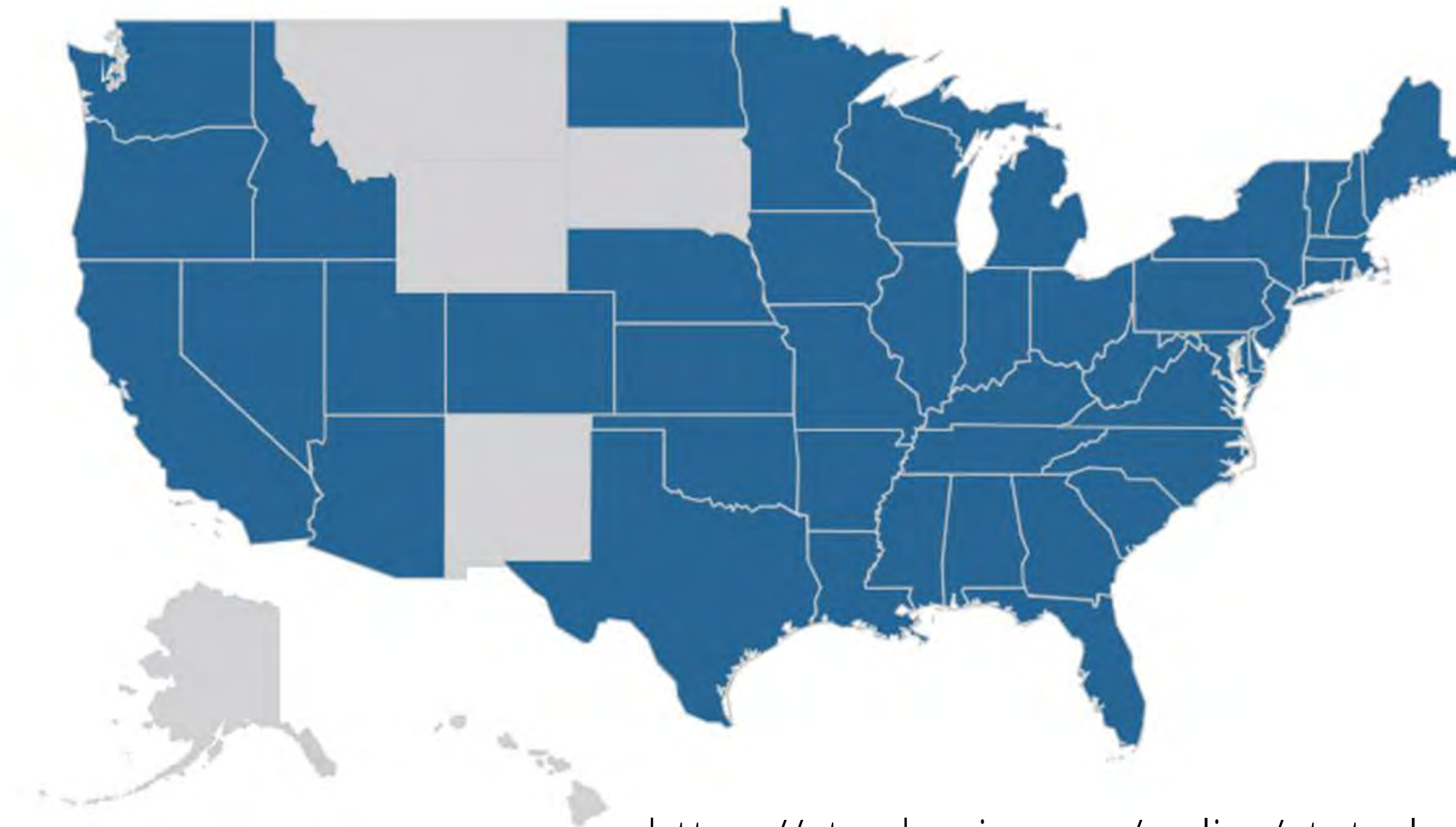
- Many students are ambivalent about hazing.
  - Not sure it's really a problem.
  - Not convinced it's their responsibility.
  - Not sure they can do anything about it.
- You can't *convince* someone to change.



Baby Steps

# U.S. Hazing Laws

- States with anti-hazing laws
- States without anti-hazing laws



<https://stophazing.org/policy/state-laws/>

**In the past 2 years, several states have strengthened hazing laws:**

- Colleges must maintain and post a report outlining hazing incidents.
- Hazing violations are being elevated to more serious misdemeanors or felonies.
- Anti hazing training for incoming and existing students is on the rise.



# VIRGINIA: ADAM'S LAW – 2022

<https://lis.virginia.gov/cgi-bin/legp604.exe?221+ful+CHAP0694>

- Colleges must provide **in-person education** to potential, new, and current members and **advisors** about hazing, including the risks of alcohol use, hazing laws, campus policies and a notice that school's disciplinary process is not a substitute for the criminal legal process.
- Provides disciplinary immunity for bystanders who report hazing or alcohol/drug overdose.
- Campuses must investigate all hazing allegations.
- Campuses must maintain and publicly report actual findings of hazing violations at least 10 calendar days before the start of fall and spring academic semesters, and
  - provide a hardcopy notice of the URL to all attendees at student orientation, and
  - report hazing findings to local law enforcement, and
- **Submit hazing findings to the Timothy J. Piazza Center for Fraternity and Sorority Research and Reform's national scorecard.**



# WASHINGTON: SAM'S LAW – 2022

<https://stophazing.org/policy/state-laws/washington/>

- Expands the definition of hazing.
- Hazing-related incidents resulting in “serious bodily harm” are now class C felonies.
- Campuses must publish findings of hazing for all student groups for the past five years.
- **Fraternal organization HQ required to notify campus officials about their own investigations of hazing at local chapters, along with the full report and findings when they’re completed.**



# OHIO: COLLIN'S LAW – 2021



<https://stophazing.org/policy/state-laws/ohio/>

- Any administrator, employee, faculty member, teacher, consultant, alumnus or **volunteer of any organization MUST immediately report hazing.**
- State-created educational plan for campuses.
- Each campus maintains summary of confirmed hazing reports and posts online.
- Hazing violations elevated to second-degree misdemeanors.
- Mandatory anti-hazing training.
- Hazing involving forced consumption of drugs or alcohol that seriously harms a person is a third-degree felony.

# PENNSYLVANIA: TIMOTHY J. PIAZZA LAW – 2021



<https://stophazing.org/policy/state-laws/pennsylvania/>

- Schools must maintain policies to combat hazing.
- Hazing is a misdemeanor if it only “creates a reasonable probability of bodily injury to a minor or student.”
- Hazing incidents that result in serious bodily injury or death classified as felonies.
- High schools and colleges required to report hazing incidents.
- Organizational hazing defined as “intentionally, knowingly, or recklessly promoting hazing or aggravated hazing.”
- "Safe harbor" provision insulates people from prosecution if they seek help for victims of hazing incidents.

# GEORGIA: MAX GRUVER ACT – 2021



<https://stophazing.org/policy/state-laws/georgia/>

- Penalties increased to up to a year in jail and a \$5,000 fine.
- If the hazing caused serious bodily injury, penalties are 1 to 5 years in jail and up to a \$50,000 fine.
- Hazing resulting in death can lead to up to 10 years in jail.
- Additional penalties are in place for **people who witness hazing but don't step in to help.**



# NATIONAL AND CHAPTER-LEVEL STRATEGIES

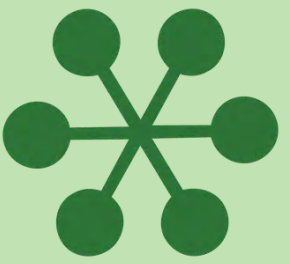


# Informal strategies to detect hazing

- Social media
- Student leaders
- Office work-study students
- Report forms
- **Parents**
- Swipe card access records
- Graduate assistants
- Observations from residence assistants and hall directors



# Indicators of Hazing: Individual



## Changes in:

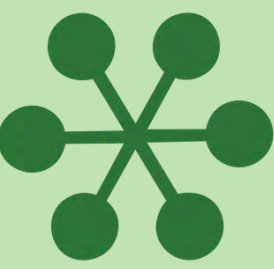
- Academic performance (GPA and class attendance)
- Social media
- Communication with friends and parents
- Physical appearance and hygiene
- Mood/mental health (chronic fatigue, depression)



Servitude

Social isolation (being difficult to reach)

Identifying more with pledge class than with larger chapter



# Indicators of Hazing: Chapter

- Tracking ID card swipes at odd or evening hours
- High performing NIC chapters often have hazing a year after winning awards
- Not using the ritual
- Separate “internal” program vs. national program
- Secondary “new initiated brother” or “neophyte” process
- No new members attending campus events



# Planning meaningful new member programs video





What makes it hard to intervene in alcohol situations?

*Responses of 537 Greek college students*



**Students do not know the signs of alcohol overdose.**

**Learn PUBS!**



# PUBS video



The image is a screenshot of a video player. At the top left is a circular icon with a green and white floral pattern. To its right is the video title "PUBS Signs of an Alcohol O..." followed by a vertical ellipsis menu icon. The main content is a green infographic with a central play button. The infographic features the letters U, B, P, and S in white circles, each connected to a text box describing a sign of alcohol overdose. At the bottom, there are two more white circles containing a green asterisk and a green exclamation mark, each connected to a text box with instructions on what to do if unsure or if any signs are present.

**UNRESPONSIVE**  
to pinching or shaking

**BREATHING**  
is irregular, slow,  
shallow, or has stopped

**PUKING**  
while  
passed out

**SKIN**  
is blue, cold,  
or clammy

**\*UNSURE?**  
Call Poison Control  
1-800-2

**See even one?**  
Save a life.  
Call 911!

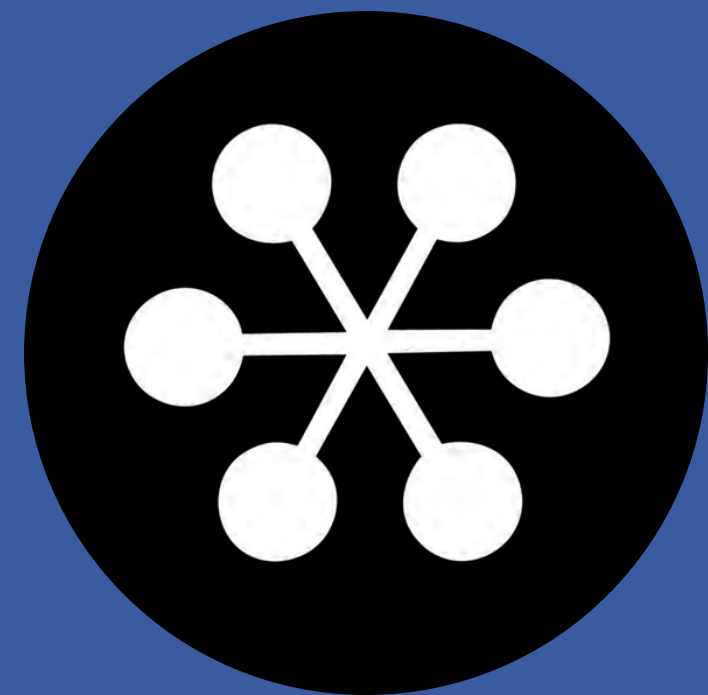
BAC can continue to rise  
even after someone  
passes out.



Add Poison  
Control to your  
contacts by  
texting "poison" to  
797979.

When to call Poison Control →

 [gordie.org](https://www.gordie.org)



# After a comprehensive PUBS campaign:

**44%** of incoming first-year college students know PUBS signs

Increased to **85%** after 8 weeks of exposure to integrated campaign



# Student Feedback

The transport report read, “[friend] read the PUBS sticker on the bathroom mirror, identified the symptoms and called for Police and EMS.”

"Thank you for PUBS! The EMTs told me I probably saved his life."

"You'd be proud to know that because I knew PUBS, I got medical attention for an underclassman who had had too much to drink."



# Partnership with Favor & Company

**SAVE A LIFE.  
MAKE THE CALL TO 911**

**GORDIECheck**  
Alcohol overdose can have any of these four "PUBS" signs

**U** **UNRESPONSIVE**  
to pinching or shaking

**B** **BREATHING**  
is irregular, slow, shallow, or has stopped

**P** **PUKING**  
while passed out

**S** **SKIN**  
is blue, cold, or clammy

**\*UNSURE?**  
Call Poison Control  
1-800-222-1222

**!** See even one?  
Save a life.  
Call 911!

**If you observe any ONE of these signs, call 911 immediately.**

While you are waiting for help to arrive, stay and monitor closely.  
Position the person on their left side and prop up their head.  
Never put a backpack on someone who has passed out.

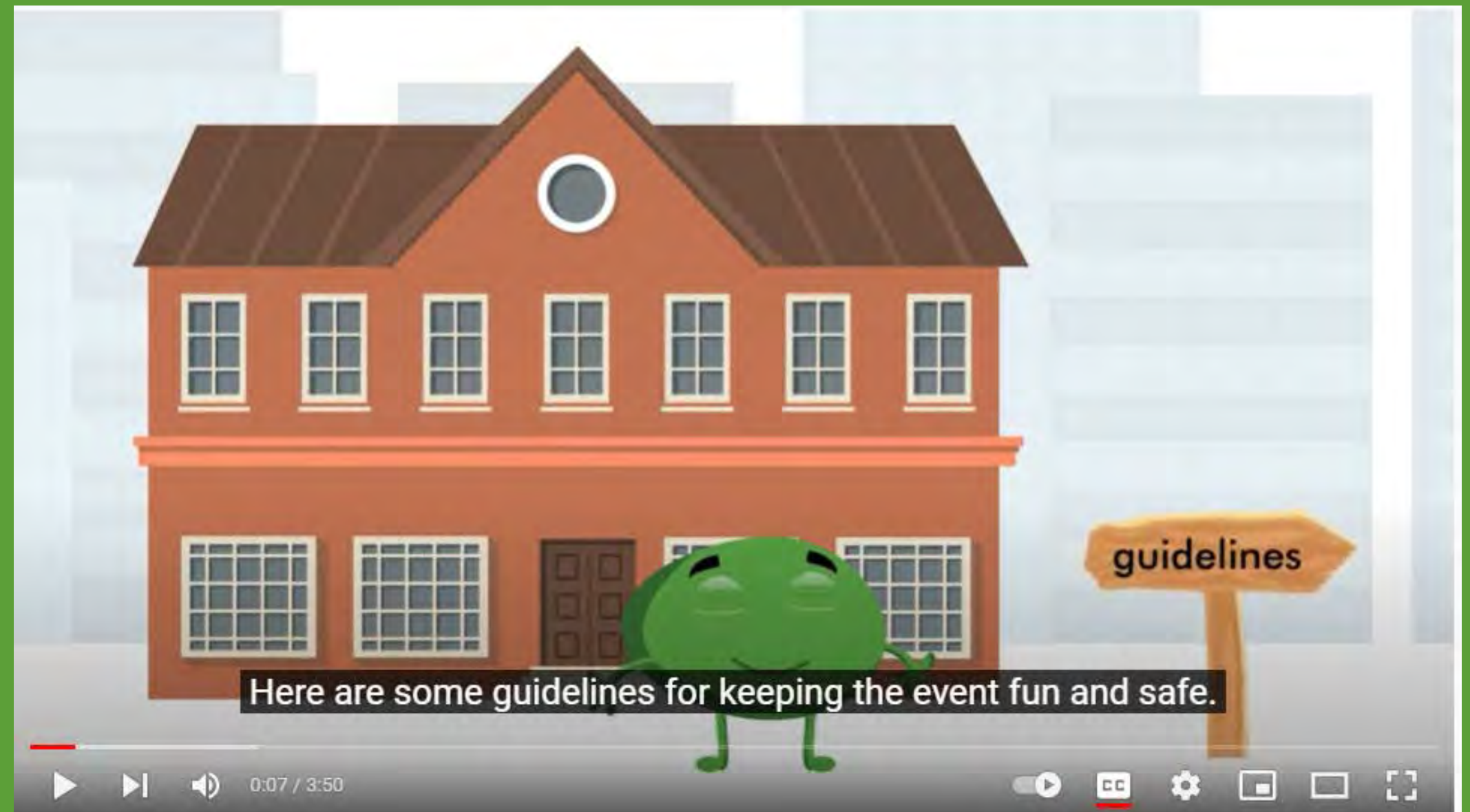
Nearly 2,000 college students die from alcohol-related injuries per year.  
Alcohol overdose deaths can be prevented.

**Honor Your Badge. Call 911 Immediately.**

**FHSI** FRATERNAL HEALTH & SAFETY INITIATIVE

**GORDIE CENTER** Gordie.org

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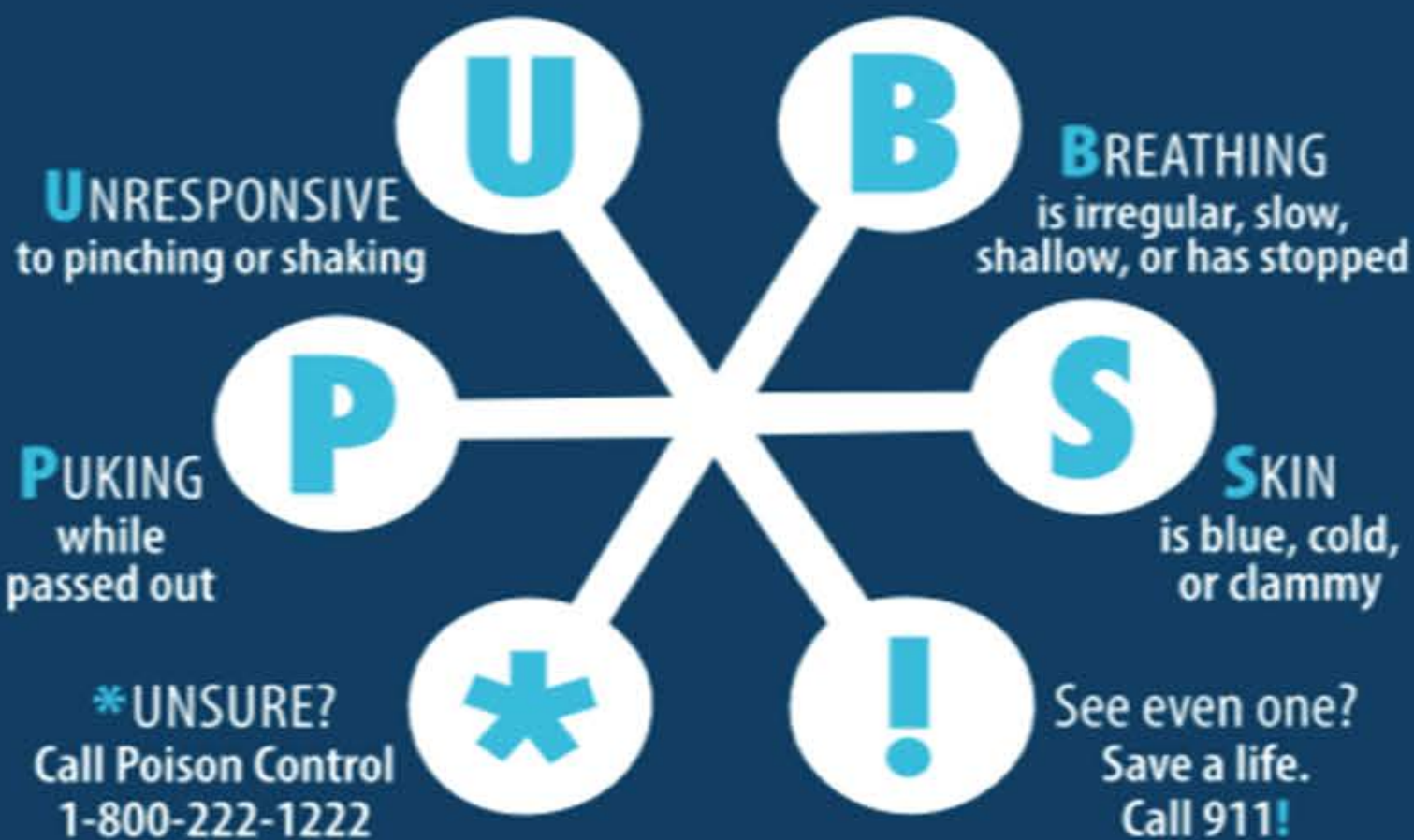


"How to Host a Safer Event" video is FREE on the Gordie Center YouTube Channel

# SAVE A LIFE. MAKE THE CALL TO 911

## \* GORDIE Check

Alcohol overdose can have any of these four "PUBS" signs



If you observe any **ONE** of these signs,  
call 911 immediately.

While you are waiting for help to arrive, stay and monitor closely. Position the person on their left side and prop up their head. Never put a backpack on someone who has passed out.

Nearly 2,000 college students die from alcohol-related injuries per year. Alcohol overdose deaths can be prevented.

**Honor Your Badge. Call 911 Immediately.**



Scan the QR code to take a 4-question quiz about this poster's content. You could win an Amazon gift card!



FRATERNAL  
HEALTH & SAFETY  
INITIATIVE

**GORDIE CENTER** Gordie.org



# Chapter house campaign ideas:

- PUBS mirror clings placed on all chapter house bathroom mirrors
- PUBS magnets on chapter refrigerators
- BAC cards given to all members

**IS IT ALCOHOL OVERDOSE?**

**Remember PUBS**

- P**uking while passed out
- U**nresponsive to stimulation (pinch or shaking)
- B**reathing (slow, shallow or no breathing)
- S**kin (blue, cold or clammy)

Alcohol overdose can have any of these four PUBS symptoms. If you observe any **ONE** of these signs, call **911** immediately.

**While you're waiting for help to arrive:**  
If the person has passed out, roll him/her onto left side and prop head up. Stay and monitor closely.

**If you are unsure,**  
The National Poison Control Hotline (**1-800-222-1222**) provides free, expert, confidential advice 24/7/365.

Gordie.org

**GORDIECheck**  
Alcohol overdose can have any of these four PUBS signs

- U** **UNRESPONSIVE** to pinching or shaking
- B** **BREATHING** is irregular, slow, shallow, or has stopped
- S** **SKIN** is blue, cold, or clammy
- P** **PUKING** while passed out

\* **UNSURE?** Call Poison Control 1-800-222-1222

See even one? Save a life. Call 911!

**GORDIE CENTER**  
Learn about Gordie's story—gordie.org

**IS IT ALCOHOL OVERDOSE?**

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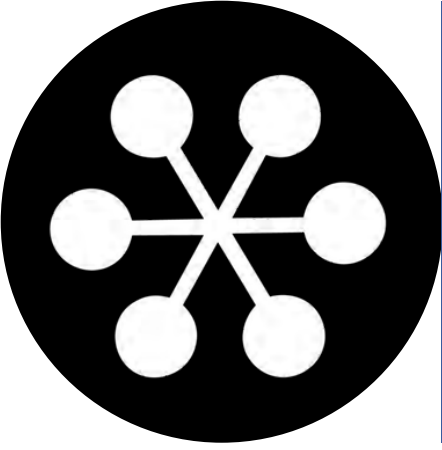
gordie.org

**Is It Alcohol Overdose?**  
Check for PUBS Symptoms  
gordie.org

- U** **UNRESPONSIVE** to pinching or shaking
- B** **BREATHING** is irregular, slow, shallow, or has stopped
- S** **SKIN** is blue, cold or clammy
- P** **PUKING** while passed out

\* **UNSURE?** Call Poison Control 1-800-222-1222

See even one? Save a life. Call 911!



# Other ways to increase dosage

## Social media campaigns



laptop sticker

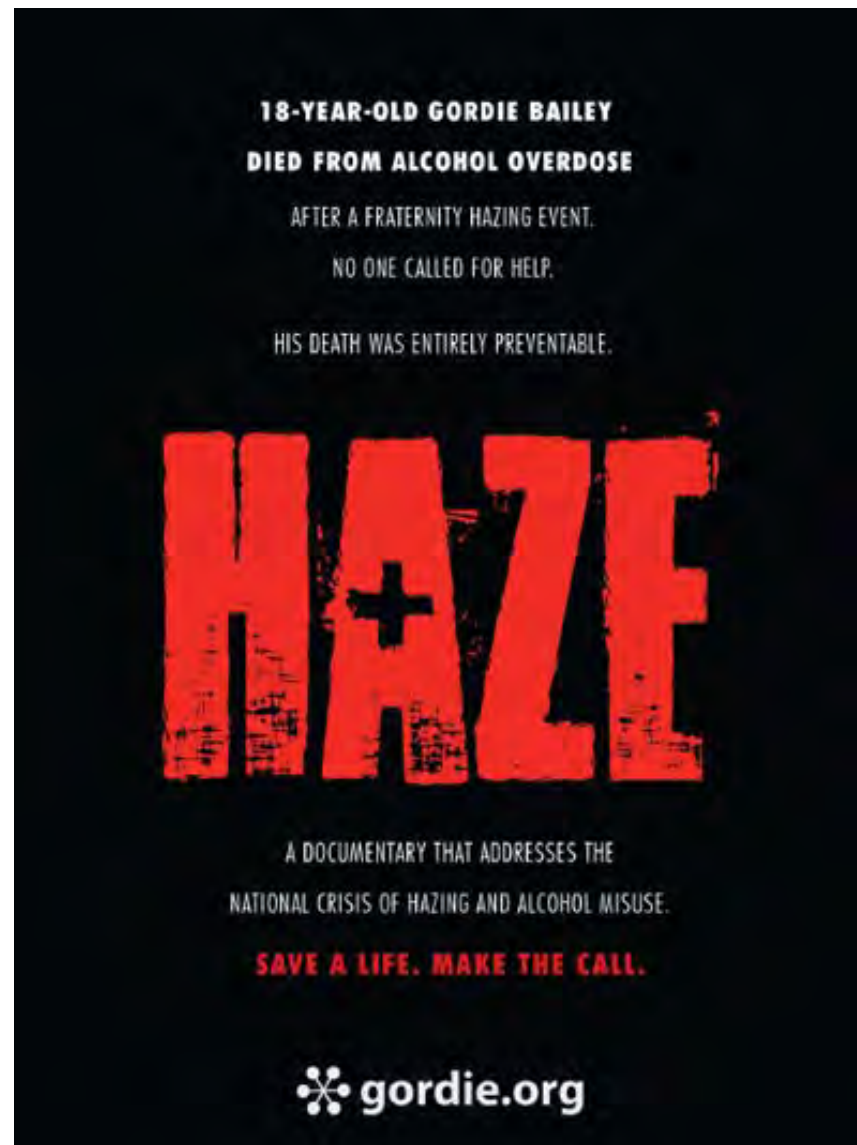
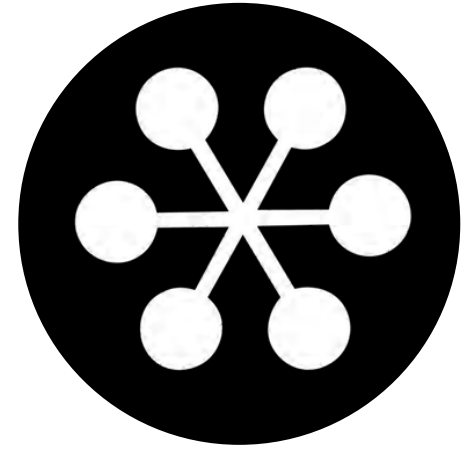


Drink koozie



PUBS cup

# Complementary education



Documentary that shares Gordie's story



Thursday of National Hazing Prevention Week in September



Learn the PUBS signs of alcohol overdose, and commit to being an active bystander. Pledge to check for the PUBS signs of overdose and call for help if you see **even one**.

Save a Life. Make the Call.

Pledge drive



Pledge tabling

# Gordie Center Prevention Toolkit

[www.gordie.org/learn/prevention-toolkit](http://www.gordie.org/learn/prevention-toolkit)

Topic: Alcohol Format: - Any - Audience: Students Apply



## Understanding Situational Tolerance

**Topic:**

Alcohol

**Format:**

Video

**Audience:**

Students



## How to Host a Safer Event

**Topic:**

Alcohol

**Format:**

Video

**Audience:**

Students

How to Host a Safer Event is a four-



## APPLE Athletics: How Alcohol Impacts Athletic Performance

**Topic:**

Alcohol

**Format:**

Video

**Audience:**

Students

# Alcohol Overdose

HOW TO IDENTIFY

## Alcohol Overdose

What are the signs? →

gordie.org

### Alcohol overdose can have any of the 4 PUBS signs

Even one of the signs can indicate alcohol overdose. Do not hesitate to make the call to 911. It could save a life.

What are the signs of alcohol overdose? →

gordie.org

### P - Puking while passed out

This is a sign of alcohol overdose that is especially dangerous. Puking can lead to choking if your friend is not conscious. Call 911 immediately.

What are the signs of alcohol overdose? →

gordie.org

# Social Media

### U - Unresponsive

Is someone unresponsive to pinching, shaking, or a sternum rub? This is abnormal and is a sign of alcohol overdose. Call 911 immediately.

What are the signs of alcohol overdose? →

gordie.org

### B - Breathing

Is your friend's breathing irregular, slow or shallow? Has it stopped completely? This is a sign of alcohol overdose. Call 911 immediately.

What are the signs of alcohol overdose? →

gordie.org

### S - Skin

Is your friend's skin blue, cold or clammy? **If the person has darker skin, check for pale lips or nail beds.** These are all indications that someone is not getting enough oxygen. Call 911 immediately.

What are the signs of alcohol overdose? →

gordie.org

# Campaign

### See even one?

Call 911 IMMEDIATELY. Save a life.

### Unsure?

Call Poison Control 1-800-222-1222

What are the signs of alcohol overdose? →

gordie.org

## Save a life. Make the call to 911.

Continue to educate yourself on the PUBS signs of alcohol overdose and when you need to call 911.

What are the signs of alcohol overdose? →

gordie.org

### Is It Alcohol Overdose?

Check for PUBS Symptoms  
gordie.org

UNRESPONSIVE to pinching or shaking

BREATHING is irregular, slow, shallow, or has stopped

SKIN is blue, cold or clammy

SEE ONE? Call 911!

\*UNSURE? Call Poison Control 1-800-222-1222

PUKING while passed out

See even one? Save a life. Call 911!

What are the signs of alcohol overdose? →

gordie.org



is it hazing?

Answering "yes" to any of the following questions could indicate hazing.

↑  
☞

gordie.org

is it hazing?

ARE THERE PENALTIES FOR EXPOSING

**group secrets?**

gordie.org

is it hazing?

ARE ACTIVITIES CAUSING YOU EMOTIONAL AND/OR PHYSICAL

**distress?**

gordie.org

is it hazing?

WOULD YOU FEEL

**uncomfortable**

IF YOUR PARENTS WERE WATCHING?

gordie.org

is it hazing?

COULD

**pictures**

OF THIS ACTIVITY KEEP YOU FROM GETTING A JOB?

gordie.org

is it hazing ...

is it hazing if I answered yes?

a "yes" to any of the previous questions can indicate hazing.

gordie.org

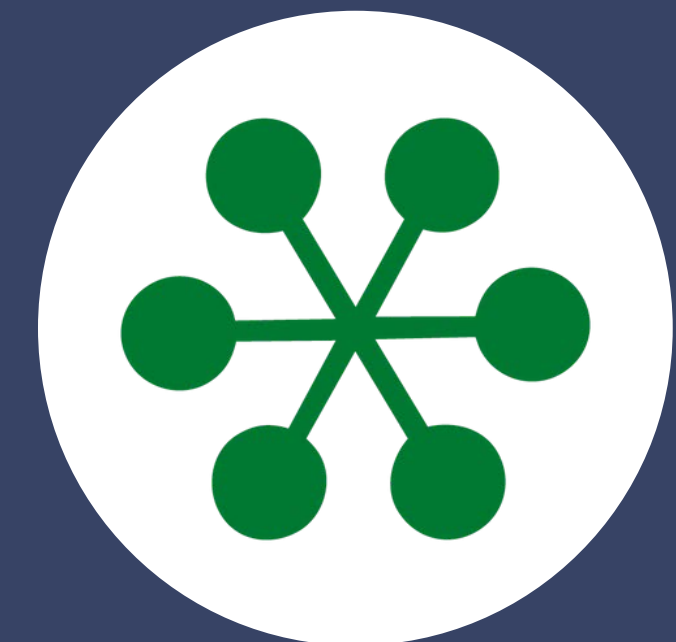
**hazing can happen to anyone.**

gordie.org

Is It Hazing?

Social Media

Campaign

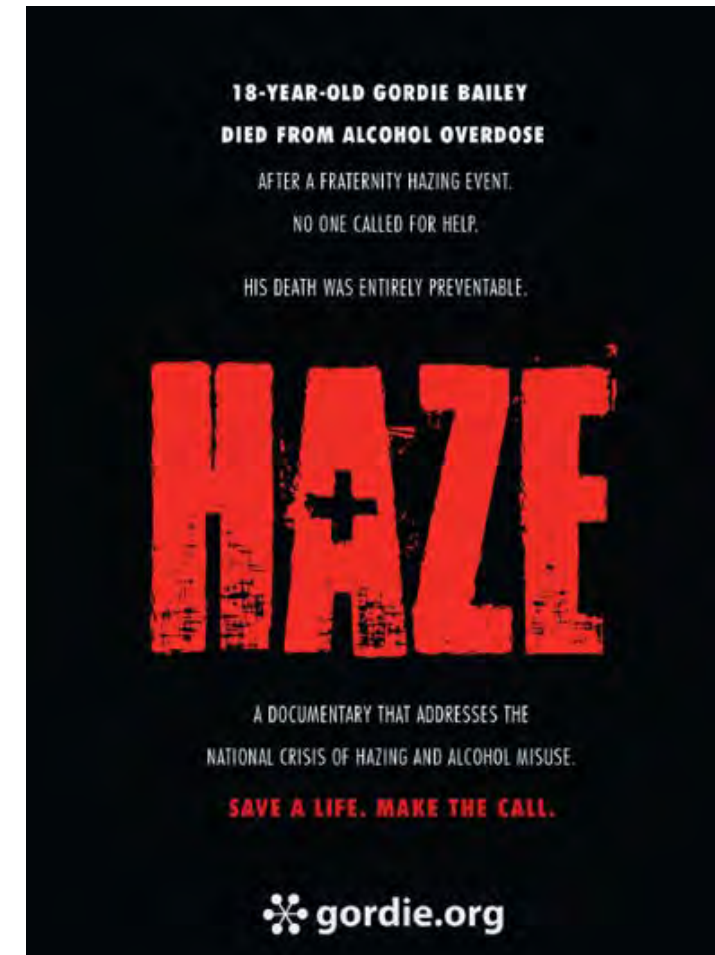


# Gordie Center Store

[www.gordie.org](http://www.gordie.org)

Click on "Shop"

 **gordie.org**



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Gordie Center



Gordie Center

# Q&A



**The Gordie Center**

**[www.gordie.org](http://www.gordie.org)**

Susie Bruce [sbruce@virginia.edu](mailto:sbruce@virginia.edu)

Carl Reisch [cr7hf@virginia.edu](mailto:cr7hf@virginia.edu)

