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Welcome

Greetings from the Gordie Center,

It has been a busy year for us! Deirdre Feeney attended the Novak Institute for Hazing Prevention as part of the University of Virginia (UVa) hazing prevention team. I spoke at the Association of American Universities Partners Meeting and with the North-American Interfraternity Conference's Board on how to create a comprehensive campus substance abuse prevention program.

All of the staff provided Step UP! bystander intervention program facilitator training to faculty, staff, and students at area colleges.

This summer we welcomed graduate assistant Christine Cline to our team. Christine is pursuing a Master's of Education degree in Higher Education Administration at UVa and earned a Bachelor's of Science degree in Psychology from Central Florida University. She advises the University of Virginia's Alcohol & Drug Abuse Prevention Team peer educators, assists with the APPLE conferences, and supports the Gordie's Call campaign.



Holly Deering, Christine Cline, Debra Reed, Deirdre Feeney, Susie Bruce

We are excited to announce a partnership with the *Safe Campus, Strong Voices* campaign to address campus violence. The national campaign promoted National GORDIEday to over 300 institutional participants. We are also collaborating with The Medical Amnesty Initiative, a nonprofit organization that guides students in passing state laws to limit legal liability for intoxicated minors who seek medical attention for themselves or others.

I wish to express my deepest gratitude to each person and organization who supports the Gordie Center's work to end hazing and hazardous drinking. Michael and Leslie Lanahan's vision to honor Gordie's life though a national education campaign continues to expand and reach countless students and parents. We are honored to carry on the work they began and strive for the day when hazing is but a distant memory.

On behalf of the staff of the Gordie Center, please accept my warmest thanks for your support.

Susan Bruce

Director, Gordie Center for Substance Abuse Prevention

Thank you!

REMEMBER GORDIE

Gordie Bailey was a freshman at the University of Colorado.

He and 26 other pledges were told to drink 4 handles of whiskey and 6 bottles of wine in just 30 minutes.

After, Gordie was visibly intoxicated, and left to "sleep it off" at the fraternity house

He was found dead the next morning, face down on the floor.

He was only eighteen.

No one called for help.

Save a life. Make the call.



\$10,000+

Michael & Leslie Lanahan
Jay Wagley

\$5,000-\$9,999

Anonymous
Student Emergency Medical Services
Foundation

\$1,000-\$4,999

Alpha Delta Chi, Pi Chapter, University
of Colorado at Boulder
Robert & Bridget Barber
Delta Delta Delta, Beta Psi Chapter,
Union College
Lyn H. Feldman
JTK Foundation
The Kremer Foundation
Phi Gamma Delta, Omicron Chapter,
University of Virginia

\$500-\$999

Charles Denison
Cynthia Guill
Jean B. Mahoney
Douglas T. Tansill

\$250-\$499

Lynn & Claire Bailey
Bridget Bohacz
Sharen & Richard Cholakian
Julia Starkey
Scott Vallar

\$1-\$249

John Bolcato
George & Mary Bowles
Sally Buck
Suzanne & Thomas Denunzio
Flint Hill School
George T. Garrett Jr.
Madeline Jobst
Mary & Stephen Malkmus
Larry Peeble
Phi Kappa Psi, Virginia Alpha Chapter,
University of Virginia
Peter Rafferty
Ramapo College of New Jersey
Larry Rouvelas

The Gordie Center for Substance Abuse Prevention at the University of Virginia honors the memory of Lynn Gordon "Gordie" Bailey, Jr., who died of an alcohol overdose at the University of Colorado, Boulder after a fraternity initiation/hazing ceremony. Gordie's mother and step-father, Leslie and Michael Lanahan, created the Gordie Foundation in his memory and merged with the University of Virginia's prevention efforts in 2010. The Gordie Center is committed to ensuring that Gordie's story continues to impact students by challenging attitudes about the true risks of hazing and alcohol abuse.

Hazing Prevention

Founding members of the National Hazing Prevention Consortium:

Cornell University
Lehigh University
Texas A&M University
University of Arizona
University of Kentucky
University of Maine
University of Southern California
University of Virginia

The University of Maine's National Study of Student Hazing: Examining and Transforming Campus Hazing Cultures found:

More than half

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

Nearly half

(47%) of students have experienced hazing prior to coming to college.

Transforming Campus Hazing Cultures

This spring, the University of Virginia (UVa) demonstrated our commitment to hazing prevention by becoming one of eight founding members of the University of Maine's *National Hazing Prevention Consortium: Transforming Campus Hazing Cultures*. This three year research initiative sponsored by the University of Maine's National Collaborative on Hazing Research will develop evidence based hazing prevention strategies that can be tailored to individual campuses.

The results of this project will assist colleges in developing comprehensive hazing prevention plans that are collaborative, strategic, sustainable, involve multiple stakeholders, and recognize each unique campus environment.

The strategies the eight campuses will test are grounded in prevention science literature and research about hazing among college students and include:

- Coalition-building
- Training for student organization advisors, athletic coaches, residence life staff, student leaders, etc.
- Social norms messaging
- Visible campus leadership statements against hazing
- Policy and protocol reviews
- Communication to the broader campus community (e.g., alumni, family and parents)

The Gordie Center is proud to serve on the UVa team and we look forward to sharing the results of this project with you.



New Materials Debut

The Gordie Center expanded our line of campaign materials with two new promotional items! GORDIEcheck koozies and magnets display the Gordie jack and include the "PUBS" acronym to remind students of the signs of alcohol overdose. Both items are great giveaways for health fairs and awareness events.

The idea began with the National GORDIEday committee and was set into motion when a former classmate of Gordie's contacted the Gordie Center to request an educational item to place in his University Communities LLC housing units. The magnets were placed in properties near Arizona State University, Drexel University, Louisiana State University, the University of Colorado-Boulder, the University of Kentucky, the University of Pennsylvania, the University of South Carolina, and the University of Washington, among others. At the University of Virginia, all students in residence halls and on-campus apartments received the magnets.

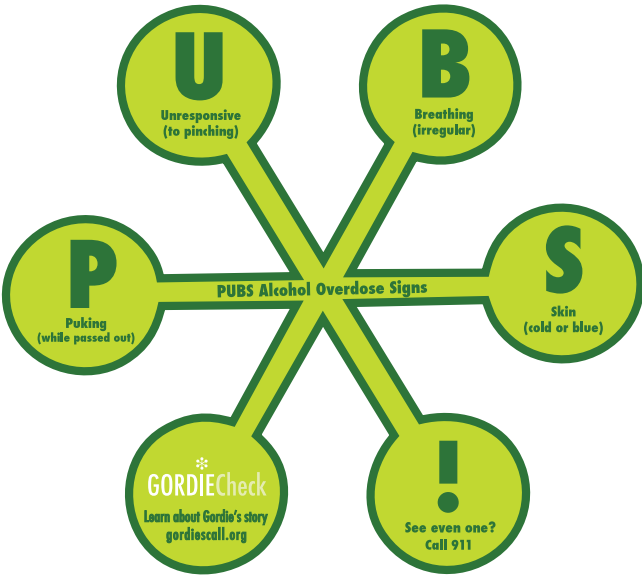
"University Communities was proud to roll out the Gordie Center magnets to 20 of its properties nationwide. The properties included the magnets in resident bags which were distributed to all residents on move-in day."

—Jett Fein, University Communities LLC



Top: Gordie's Call intern, Kathryn Whitestone, provides Gordie giveaways at an alcohol safety event.

Bottom: These students wasted no time putting their new GORDIEcheck koozies to use!



“High five to Gordie [Center] for providing valuable information for making low risk drinking choices.”

—College Drinking Series,
Nashua, NH

Remember Gordie

September 26, 2013 marked the Sixth Annual National GORDIEday with schools around the country hosting events to raise awareness about the continuing problem of hazing and the risk of alcohol overdose. The Gordie Center’s undergraduate intern, Kathryn Whitestone of Lynchburg College, updated the National GORDIEday planning guide and coordinated events at the University of Virginia. Kathryn’s suggestions for a successful campaign include:

- Form a committee in the spring to begin planning for fall events. At UVa, Kathryn recruited peer educators, fraternity and sorority members, and Deerfield Academy alumni.
- Create a “teaser” campaign to bring attention to Gordie’s story. For the first week, post flyers with only an image of Gordie’s face and the words “Remember Gordie.” The next week, “reveal” Gordie’s story through a second set of flyers. You can download the poster series from GordiesCall.org.



UVa’s National GORDIEday Committee gathers to paint Beta Bridge with “Remember Gordie.”



- Is there a rock or bridge on campus that students paint? Get your group to form a painting party for GORDIEday!
- Show *HAZE* and recruit a fraternity and/or sorority to co-sponsor and promote the presentation.
- Bring in a national speaker to address hazing and alcohol abuse issues. Kathryn helped organize a presentation by Travis Apgar, Associate Dean of Student at Cornell University, who shared his experiences as a hazing survivor.
- Sponsor a “Pledge to Check” drive by asking students to remember the signs of alcohol overdose and call 911 in an alcohol emergency. Give out Gordie koozies or magnets to reward those who pledge. Promote the online pledge available at www.GordiesCall.org/pledge.
- Share your campus ideas at GordiesCall.org or on Facebook!

The following groups purchased GORDIEcheck/BAC cards in 2012-13

Baylor University
Bowdoin College
Bridgewater College
California Maritime Academy
Carroll University
Chase Collegiate School
College of Southern Maryland
Dickinson College
Drexel University
Hampden-Sydney College
Hartwick College
Helena School District
Idaho RADAR Center
Indiana University
Kenyon College
Lebanon Valley College
Longwood University
Millikin University
Northwest College
Randolph-Macon College
Shenandoah University
Sigma Phi Epsilon, Texas Upsilon Chapter
Southern Utah University
SUNY Geneseo
Texas A&M University, Corpus Christi
Thriving Youth: Connected Community
Trinity University
University of Alabama, Hunstville
University of Cincinnati
University of Maryland, College Park
University of Missouri
University of North Carolina at Charlotte
University of Richmond
University of Virginia's College at Wise
University of Washington
Virginia Commonwealth University
The Westminster Schools
West Virginia University

The following groups purchased GORDIEposters in 2012-13

Animo South LA, Greendot Public Charter
College of Southern Maryland
Dickinson College
Hartwick College
Idaho RADAR Center
Millikin University
Shenandoah University
Texas A&M University, Corpus Christi
University of Richmond
University of Virginia's College at Wise

The following groups purchased GORDIEcheck magnets or koozies in 2012-13

Davidson College
Dickinson College
Millikin University
SUNY Geneseo
Trinity University
University Communities
University of Maryland, College Park
West Virginia State University



Left: Gordie Center staff with Travis Apgar.

Below: Travis Apgar engages UVA students and talks about his hazing experiences.



National GORDIEday

“@GordieCenter you are a champion! #keeprocking”

—Susan Z.,
York College of Pennsylvania



Dickinson

Above: Students at Dickinson College gather to watch HAZE on National GORDIEday.

Below: Westminster College hosts a screening of HAZE.



WICHITA STATE UNIVERSITY

Remember Gordie flyers at Wichita State University!



UVA WISE

Over 250 students from UVA's College at Wise gather to watch HAZE and received GORDIEcheck cards.



WESTMINSTER COLLEGE



FRANKLIN & MARSHALL

Student group F&M .08 at Franklin & Marshall College show their support by wearing green on National GORDIEday.





University of South Carolina Upstate hosted a Twitter photo campaign and a "Spartans Against Hazing" pledge before a showing of *HAZE*.



National GORDIEday

“Our friends at the Gordie Center help us remind everyone in Chico to have a safe and healthy 4th of July celebration!!”

—Campus Alcohol & Drug Education Center, California State University, Chico



St. Cloud State University students attend a *HAZE* showing for National GORDIEday.

National GORDIEday

“To my good friends
@GordieCenter, keep
doing the amazing
work that you do!
#RememberGordie”

—Travis Apgar,
Cornell University/Campuspeak



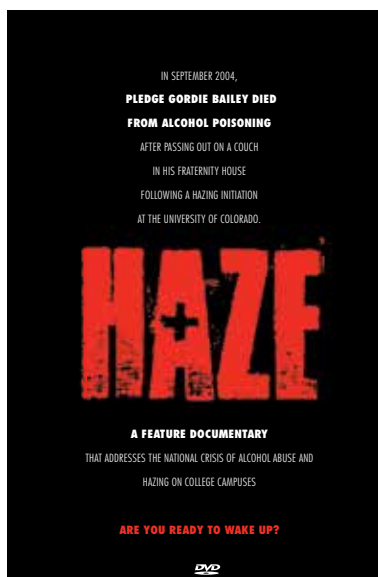
Clockwise from top: Deerfield Academy alumni at UVa honor Gordie by hosting the Pledge To Check table and hand out T-shirts to students who pledge to take care of their friends.

UVa students greet National GORDIEday guest speaker Travis Apgar and show off their new koozies.

UVa students sign the “Pledge To Check” before Travis’s presentation.

National GORDIEday T-shirts are a hit at UVa!





Increasing National Impact

Gordie’s story, as told through *HAZE*, continues to make an impact at hundreds of high schools and colleges. In November 2012, Deirdre Feeney presented the film at the BACCHUS General Assembly, an annual international conference of over 500 campus peer health educators and faculty advisors. Deirdre and Susie Bruce presented *HAZE* at the 2013 APPLE Conferences.

The full-length and abridged versions of *HAZE* are available for purchase through the Gordie Center and can be previewed online at www.GordiesCall.org. In early

2014, an updated facilitator guide will be included with *HAZE* purchases. The new guide will be available as a free PDF download.

Since November 2012, the following schools and organizations have incorporated *HAZE* into their educational curriculum and efforts:

Ashland High School	Palm Beach Atlantic University
Blue Ridge Behavioral Health Care	Penn State Altoona
Capital University	Rockbridge Area Community Services Board
Carroll University	Roger Williams University
Chapman University	St. Cloud State University
Cleveland State University	Thriving Youth: Connected Community
Colorado State University, Pueblo	Ursinus College
Dickinson College	University of Cincinnati
Drexel University	University of Maryland, College Park
High Point University	University of Missouri
Humboldt State University	University of South Carolina Upstate
Indiana University	University of Tampa
John Paul II High School	University of Virginia’s College at Wise
Johnson & Wales University	Vanderbilt University
Kenyon College	Washington State University
Lebanon Valley College	Westminster College
Marist College	Wichita State University
Marquette University High School	
Millikin University	
Nichols College	
North Highland Prep School	

“*HAZE* is definitely a must see film. Definitely gives me motivation to always do the right thing”

—Kailyn N.,
George Mason University

“I believe everyone, and I mean everyone, needs to see this film”

—Penny P.,
Metropolitan State University

“Watched *HAZE* today and was deeply saddened for Gordie’s family and friends, for their loss of a bright light which shone among them...I hope Gordie’s foundation can make a real difference to another family.”

—Heather W.,
Worcester England, United Kingdom

APPLE

“I make better choices that can help increase my performance as an athlete. I really think about the consequences.”

—Josh Compton, Anderson University IN

“I was expecting a lot [at APPLE] and it still exceeded my expectations. Great resources, people, and networking opportunities. The support system I feel we have from here is invaluable.”

—Campus Administrator

www.virginia.edu/gordiecenter/apple

THE 2014
APPLE
CONFERENCES

JANUARY 17-19
Charlottesville, VA

JANUARY 24-26
Newport Beach, CA



Cleveland State University's team at the 2013 APPLE Conference in Indianapolis.

Helping Student-Athletes Achieve their Personal Best

The Gordie Center's APPLE conferences are the leading national training symposium dedicated to substance abuse prevention and health promotion for student-athletes and athletics department administrators. For the past 23 years, the National Collegiate Athletics Association has provided significant funding to enable member institutions to participate in the conferences.

The following 75 campuses attended one of the 2013 APPLE Conferences in Charlottesville, Virginia and Indianapolis, Indiana:

Division I

Boston College
Bucknell University*
Cleveland State University*
The College of William and Mary
George Mason University*
Gonzaga University
High Point University
Illinois State University
Indiana University
Jackson State University
Kennesaw State University*
Kent State University
Marquette University
North Carolina Central University*
Northern Illinois University*
Northern Kentucky University
Saint Francis University (PA)
Saint Louis University
St. John's University
Stony Brook University
Texas A&M University, Corpus Christi
Towson University
Tulane University
University at Buffalo*
University of Akron
University of California, Irvine

University of Central Florida
University of Cincinnati
University of Colorado, Boulder
University of Delaware
University of Illinois*
University of Maine
University of Maryland, College Park
University of North Carolina, Chapel Hill
University of Southern California
Virginia Commonwealth University
Virginia Tech
Winthrop University

Division II

Caldwell College
Chestnut Hill College*
Chowan University
Converse College
Davis & Elkins College
Mount Olive College
Palm Beach Atlantic University*
Rollins College
University of Alabama in Huntsville*
Virginia State University*
Wilmington University*

Division III

Anderson University (IN)
Bridgewater College
Cabrin College
Cedar Crest College
Earlham College*
Elizabethtown College
Elms College
Frostburg State University
Grinnell College*
Hiram College
Johnson State College*
Lakeland College*
Lebanon Valley College
McDaniel College*
Muhlenberg College
Nazareth College
Pacific Lutheran University
Randolph-Macon College
Salisbury University
Transylvania University
University of Mary Washington
Wabash College
Williams College*
Wilson College

* campus attending their first APPLE conference



Educational Partners

The BACCHUS Network, a national 501 (c)(3) non-profit organization, actively promotes student, campus and community-wide leadership on healthy and safe lifestyle decisions through peer-to-peer education.

www.bacchusnetwork.org

HazingPrevention.Org is a 501 (c)(3) non-profit organization, whose mission is to empower people to prevent hazing. HPO sponsors the annual Novak Institute for Hazing Prevention, educational webinars and National Hazing Prevention Week.

www.hazingprevention.org and www.nationalhazingpreventionweek.com

The Medical Amnesty Initiative is a non-profit organization dedicated to the introduction, passage, and education of Medical Amnesty legislation throughout the United States. To date, they've assisted 18 states with the successful passing of a Medical Amnesty law.

www.medicalamnesty.org

The National Center for Drug Free Sport, Inc. is devoted to preventing drug abuse in athletics. As the premier provider of drug-use prevention services for athletic organizations, Drug Free Sport provides strategic alternatives to traditional drug-use prevention programs.

www.drugfreesport.com

The National Collegiate Athletics Association is responsible for governing competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount. The NCAA's Sport Science Institute, has been established to promote and develop safety, excellence and wellness in college student-athletes, and to foster lifelong physical and mental development.

www.ncaa.org/ssi

The Cleary Center and Promoting Awareness, Victim Empowerment (PAVE) created the **Safe Campus, Strong Voices** campaign to recognize National Campus Safety Awareness Month.

www.strongvoicescampaign.org

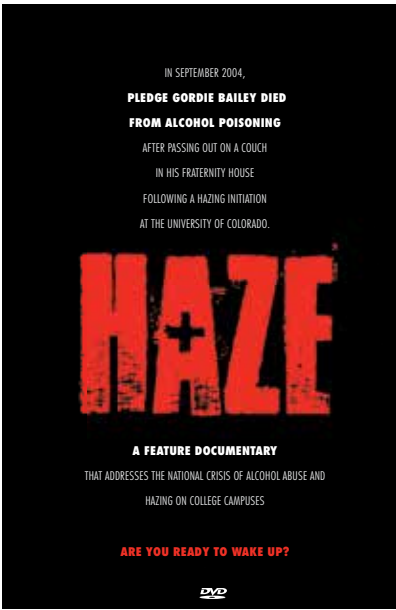
Step Up! is a prosocial behavior and bystander intervention program created at the University of Arizona, that educates students to be proactive in helping others.

www.stepupprogram.org



Drug Free Sport



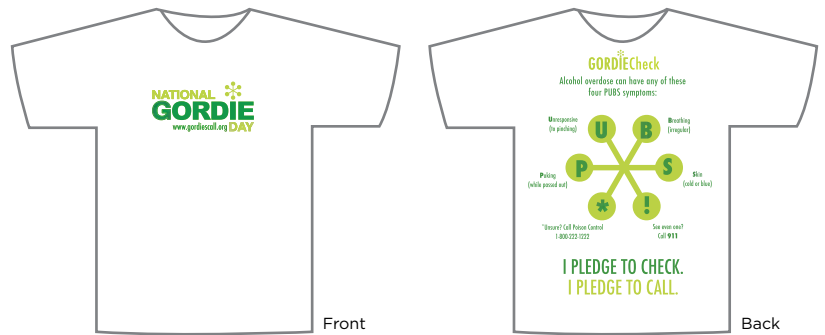


HAZE: The Movie (DVD)

Full Length version (81 minutes): \$500

Abridged version (36 minutes): \$300

Purchase includes the detailed HAZE Facilitator Guide, Public Performance License, and the rights to make up to ten DVD copies per campus/organization.



National GORDIEday T-shirts

\$10.00 each



GORDIEposters

\$1.50 each

Send us your organization's logo and we will add it to all future poster orders for a one-time \$50 set-up fee!

GORDIE Store

To Order, visit
www.GordiesCall.org/materials

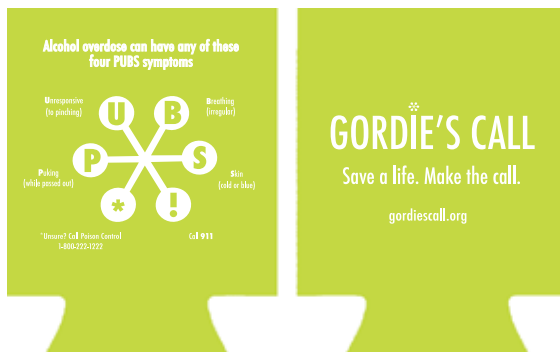


BEST SELLER!

GORDIEcheck/BAC cards

\$25 per pack of 50 cards

Buy 10 packs and receive an 11th pack FREE!



GORDIEcheck Koozies

\$1.50 each



GORDIEcheck Magnets

\$0.75 each

BEST DEAL!

GORDIEday Starter Package

Complete Starter Package #1 (includes *HAZE*—full-length): \$1,090

Complete Starter Package #2 (includes *HAZE*—abridged): \$695

Starter Package #3 (excludes *HAZE*): \$590

This bundle has everything you need to kick-off your GORDIEday program planning! The Complete Starter Package includes a copy of HAZE and the Facilitator's Guide, 200 GORDIEcheck/BAC cards, 100 GORDIEcheck Koozies, 100 GORDIEcheck Magnets, 100 Safer Drinking Brochures, and 30 GORDIEposters. Already have HAZE? Starter Package #3 has everything else!



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Stay Connected

www.GordiesCall.org (National Campaign)
www.virginia.edu/gordiecenter (UVa-focused efforts)
Tel: 434-924-5276
E-mail: GordieCenter@virginia.edu
Support: www.GordiesCall.org/donate

 www.facebook.com/GordieFoundation

 [@GordieCenter](https://twitter.com/GordieCenter)

 [Gordie Center for Substance Abuse Prevention](https://www.pinterest.com/GordieCenter)