Red Watch Band
Bystander Intervention Program

In May 2008, Matthew Sunshine, a student at Northwestern University, died of alcohol poisoning/overdose just before completing his freshman year. His mother, a doctor at Stony Brook University Medical Center, and the President of the University, Dr. Shirley Strum Kenny, were moved to do something to ensure his death was not in vain. With the help of Milton Glaser, a renowned graphic artist, they collaborated with alcohol and other drug specialists and colleagues from the Office of Student Affairs at Stony Brook University to design a comprehensive bystander intervention program for Stony Brook University students.

Over 1,825 college students between the ages of 18-24 die each year from alcohol-related causes. The tragedy of these deaths are preventable! The goal of the Red Watch Band is to provide students with accurate information about the dangers of alcohol use and know when, where, and how to get help when **every second counts**.

**The mission of the Red Watch Band is to provide students of the college/high school community with the knowledge, awareness, and skills to prevent toxic drinking deaths and to promote a student culture of kindness, responsibility, compassion, and respect.**

The purpose of this bystander intervention training is to prevent deaths and other harm caused by alcohol overdose. In order to do that, participants will gain the knowledge and skills needed to understand:
- How alcohol affects human physiology and behavior
- How to recognize an alcohol-related medical emergency
- How to respond appropriately & in accordance with university policies

**Growth and progress of initiative:**
Nationally, **over 10,000 students have been trained in Red Watch Band**
241 institutions have signed user agreements & over 50 have active training programs on campus.
RED WATCH BAND

- **Short-term goal**: decrease reluctance of peers to intervene when there is an emergency
- **Long-term goal**: change the drinking culture
- **Review high risk environments and myths vs. facts of binge drinking**
- **Offer CPR training**: Teach students how to respond to a medical emergency
  - Equating and understanding alcohol overdose as a medical emergency
- **Incorporate role playing and skills building**: Help students to overcome intervention obstacles; practice making emergency calls; in depth exploration of specific barriers to intervention; problem solving

**Assessment measures:**

- Pre-test/Registration (online)
  - Knowledge
  - Attitudes
  - Motivations

- Immediate post-test (pen & paper)
  - Knowledge
  - Attitudes
  - Satisfactions

- 1 month, 2 month, & 3 month follow-up (online)
  - Knowledge
  - Attitudes
  - Behaviors

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**Red Watch Band Training**

**Pretest to Posttest Knowledge/Skills/Attitude**

- **Least Agreement**: 10 - Most Agreement
- **Scores**:
  - Toxic drinking and Alcohol OD Knowledge: Pre 5.61, Post 4.66
  - ID High Risk Environments and Behaviors: Pre 3.75, Post 4.50
  - ID Facts and Myths about sobering up a friend: Pre 3.61, Post 4.62
  - ID Signs of a Life threatening OD: Pre 3.36, Post 4.46
  - Responding to a toxic drinking emergency: Pre 3.95, Post 4.50
  - Intervening in a toxic drinking emergency: Pre 4.95, Post 4.08

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www.redwatchband.org