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# AlcoholEdu® Wins Prestigious CINE Golden Eagle Award

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**Outside The Classroom's alcohol prevention program receives accolades in the Adult Education and Entertainment Category**

**BOSTON, MA - April 09, 2009** - Outside The Classroom announced today that its flagship educational program, AlcoholEdu, has won a prestigious [CINE Golden Eagle Award](#) in the Adult Education and Entertainment Category for its animation, *AlcoholEdu for College: Safe Strategies for Managing Blood Alcohol Concentration*. The CINE Golden Eagle awards distinguish excellence in professional, independent, and student works and are recognized internationally as a symbol of the highest production standards in film and television production.



Over 300 judges viewed and evaluated hundreds of distinguished entries. Experienced professionals in the field of film and video production, as well as subject matter experts, served in a volunteer capacity. These volunteers judged the entries using standards of overall excellence, evaluating such criteria as storytelling, production value, artistry, the extent to which the film met its stated goals and communicated with its intended audience, and overall excellence.

"It is truly an honor to receive a CINE Golden Eagle Award for AlcoholEdu," said Brandon Busteded, Founder and CEO of Outside The Classroom. "Our intent was to create an alcohol prevention program that not only changed behaviors and campus culture, **but provided valuable information in an entertaining format that students would actually enjoy.** Our curriculum team more than accomplished that."

**Released in June 2008, the latest version of AlcoholEdu for College has proven to be the most engaging version yet, as reported by students. Called both a "great learning experience" and "entertaining" by current students who took the program,** the new version of AlcoholEdu incorporates the latest evidence-based prevention methods to create a highly personalized user experience that inspires students to reflect on and consider changing their drinking habits. The new program communicates in ways that make sense to today's students, relying on blogs, IM chats, animations, and videos. Outside The Classroom has a strong track

record of effectiveness in changing students' alcohol-related attitudes and behaviors, as evidenced by results from a recent randomized-control study conducted at Villanova University. The program is used on hundreds of college campuses nationwide, and approximately 36 percent of all first-year students at four-year institutions will take the program in the 2008-09 academic year.

Development of the AlcoholEdu program was led by Dr. William DeJong, Executive Director of Program Research and Analysis and Professor at Boston University's School of Public Health, along with Devon Lancaster, Director of Curriculum and Student Engagement, and Marcie Groller, Program Development Associate. The animation was produced with the assistance of FableVision, Inc.

#### **About Outside The Classroom**

For nearly a decade, Outside The Classroom has been committed to strengthening the field of alcohol prevention by providing institutional leaders and their students with the information needed to develop well-informed, cost-effective strategies for reducing alcohol-related risk and preventing harm. Today, the organization's flagship educational program, AlcoholEdu® for College, is used on hundreds of campuses and by 36 percent of all first-year students at America's higher education institutions. In 2008, Outside The Classroom launched The Alcohol Prevention Coalition to take on the larger scope of the work - providing institution-wide solutions to the key challenges threatening effective alcohol prevention. All of Outside The Classroom's programs are developed under the leadership of national prevention expert William DeJong, PhD. For more information please visit [www.outsidetheclassroom.com](http://www.outsidetheclassroom.com).