Written by Gallupsun Staff
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LAS CRUCES – Local television networks throughout New Mexico and southwestern Texas will begin broadcasting a series of “Aggies Winning Choices” public service announcements promoting awareness and education about the dangers of binge drinking and encouraging smart decision-making and harm-reduction techniques among college students.

The project, funded by a NCAA Choices grant, will deliver harm-reduction messages to college students with the intention of reducing the incidence of binge drinking. Binge drinking is when a man consumes 5 plus drinks or a woman consumes 4 plus drinks in a two-hour period.

Last year, over 1,825 college students died from alcohol-related injuries. Aggies Winning Choices is a public health initiative to reduce the incidence of binge drinking among undergraduate students across New Mexico.

The project is one of many on college campuses which aims to reduce binge drinking by 15 percent among undergraduate students over a three-year period.

“These PSAs really speak to the undergraduate population through relevant messaging, content, and delivery” Sophia Sepp, a NMSU dual-degree Master of Public Health/Master of Social Work student, said.

The PSAs highlight community resources available to students and promote making smart choices, not being a bystander, and drinking responsibly. Students featured in the PSAs represent diverse populations from including male and female athletes, international students, undergraduate students and graduate students.

Visit: www.winningchoices.org or contact Dr. Satya P. Rao, PhD, MCHES at: (575) 635-6265, or email: sakrishn@nmsu.edu