

Alcohol Overconsumption in American College Students

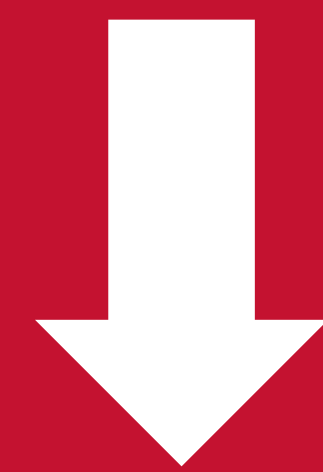
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Problem



6/10 Undergraduate College Students Consume Alcohol



2/3 of College Students that consume alcohol admit to Binge Drinking

Approximately 700,000 students are assaulted per year by someone under the influence of alcohol



Nearly 150,000 college students develop an alcohol related health problem

College students lack alcohol education that informs them of their individualized risk factors, such as Body Type and Genetics

Current Solutions

Pros

Cons

Alcohol Education	<ul style="list-style-type: none"> Makes students think about alcohol use 	<ul style="list-style-type: none"> Not taken seriously by college students
Breathalyzer For BAC	<ul style="list-style-type: none"> Accurate BAC Reading Small 	<ul style="list-style-type: none"> Not Discrete Expensive
BAC Saliva Test Strips	<ul style="list-style-type: none"> Accurate BAC Reading Inexpensive 	<ul style="list-style-type: none"> Difficult to read while intoxicated Inconvenient

Our Solutions

Individualized Education App

- Individualized Risk Factor Report**
Using body type, genetics, and drinking experience the app creates an individualized report



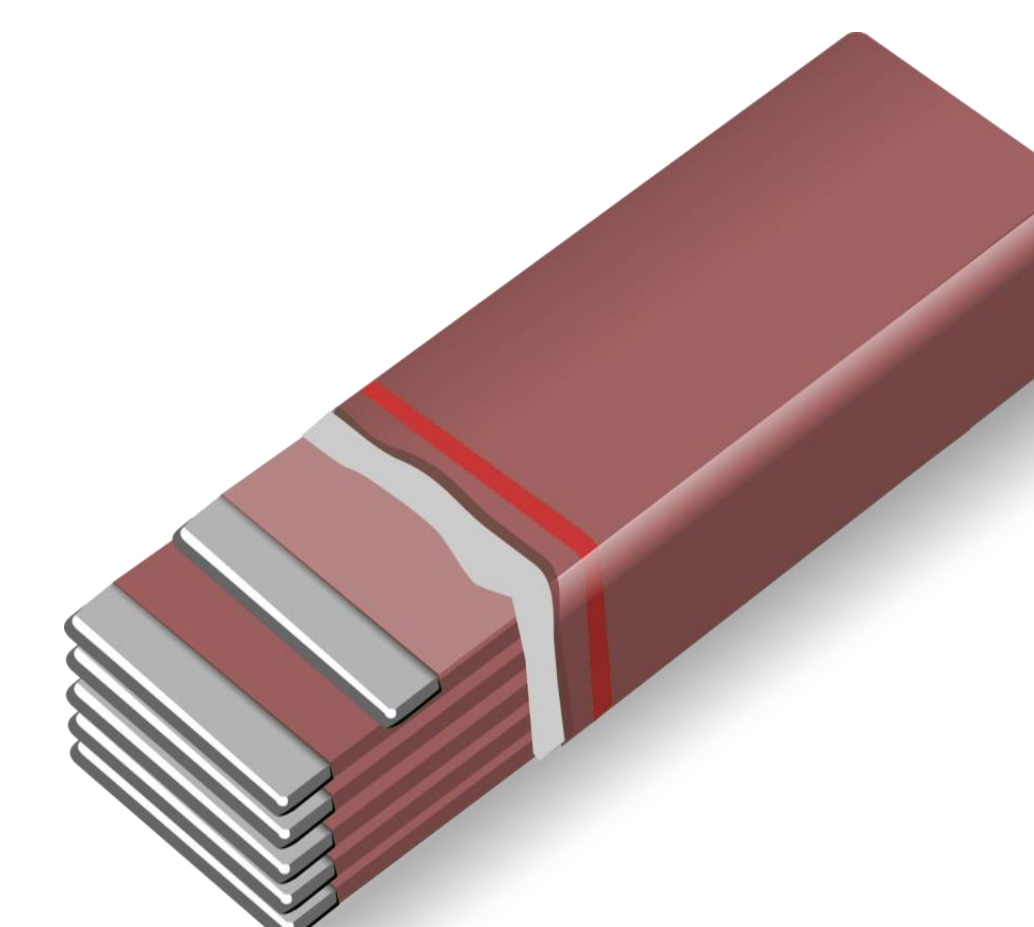
- Drink Tracker**
Input type and amount of drinks which overtime produces drinking patterns

- Alcohol Resources**
Provides information about hotlines and counseling centers based off drinking patterns

Discrete BAC Testing

- BAC Flavor Changing Gum**
Using chewing gum with a biosafe alcohol reactant that changes flavor once an individuals BAC reaches the legal limit

- App Integration**
Input taste in drink tracker to set BAC benchmarks by number of drinks



Implementation & Assessment

Create Concept App

Design more specific inputs and an app interface

Transfer to Aware Awake Alive

Partner with Aware Awake Alive for app development and educational outreach

Gum Development

Wait for biosafe alcohol reactant before beginning gum development

Integrate Gum & App

Aware Awake Alive would simultaneously begin educational trials

Aware Awake Alive conducts statistical analysis with universities on app effectiveness and implement a survey for users about their responsibility with alcohol.

Key References

Fall Semester-A Time for Parents To Discuss the Risks of College Drinking. (2019, August 19). Galbicssek, C. (2019, July 24). College Alcoholism and Binge Drinking. Reddy, D. P., Ramani, P., Premkumar, P., Anuja, N., Sherlin, H., & Rao, T. (2015). Detection of alcohol in saliva for blood alcohol concentration using alcohol saliva strip test: A forensic aid. *Journal of Dr. NTR University of Health Sciences*, 4(1), 24. doi: 10.4103/2277-8632.153310