



# Southern Conference

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## SOUTHERN CONFERENCE TO PARTICIPATE IN *myPLAYBOOK*

### Program Designed to Prevent Alcohol and Drug Related Harm Among Student-Athletes

**SPARTANBURG, S.C.** – The Southern Conference has announced it will participate in *myPlaybook*, a pilot program designed to prevent alcohol and other drug related harm among student-athletes. It will be the first time the program is implemented throughout a Division I conference. The program is a joint venture between the Southern Conference, the National Collegiate Athletic Association, the National Institute on Drug Abuse, the National Center for Drug Free Sport, the UNC Greensboro Department of Public Health Education, and Prevention Strategies, LLC.

*myPlaybook* will target incoming freshmen student-athletes in the league for the fall of 2009. A web-based course, it will feature pre and post-test surveys to measure student success, immediate student feedback and tools to track student progress. Developed by Dr. David Wyrick of UNC Greensboro, the *myPlaybook* program includes interactive learning exercises and detailed information, specific to student-athletes, on the effects of alcohol and marijuana use. The program also includes education on the NCAA's drug testing policies and information on the NCAA's banned substances.

I'm very pleased the Southern Conference has "stepped up to the plate" by committing to participate in the *myPlaybook* pilot program. The conference-wide approach provides us with an excellent opportunity to investigate issues critical to program effectiveness, implementation, and other influential factors such as the role of drug testing.

Over 2,500 student-athletes from 60 Division II conferences took part in the program during the fall of 2008. After completing *myPlaybook*, student-athletes demonstrated immediate gains in knowledge of NCAA drug testing procedures and banned substances, negative alcohol expectancies, and negative marijuana expectancies. The prevalence and frequency of binge drinking during the previous two weeks was significantly reduced and student-athletes indicated their intentions to use harm prevention strategies related to alcohol increased significantly.

"Our membership believes in this project and committed to it on a conference-wide basis at our league meetings in May," said Southern Conference Commissioner John Iamarino. "We are looking forward to working with Dr. Wyrick to better educate our freshmen student-athletes on the dangers and risks of alcohol and drug abuse."

Funding for the program will come from the NCAA, National Center for Drug Free Sport and the Southern Conference.

### ABOUT THE SOUTHERN CONFERENCE

[Appalachian State University](#) · [College of Charleston](#) · [The Citadel](#)  
[Davidson College](#) · [Elon University](#) · [Furman University](#) · [Georgia Southern University](#) · [Samford University](#)  
[University of North Carolina at Greensboro](#) · [University of Tennessee at Chattanooga](#) · [Western Carolina University](#) · [Wofford College](#)

The Southern Conference, in its 89<sup>th</sup> season of intercollegiate competition, is a national leader in emphasizing the development of the student-athlete and helping build lifelong leaders and role models. The conference has been on the forefront of innovation and originality in developing creative solutions to address issues facing intercollegiate athletics. From establishing the first conference basketball tournament (1921), tackling the issues of freshman eligibility (1922), developing women's championships (1984) to becoming the first conference to install the three-point goal in basketball (1980), the Southern Conference has been a pioneer. The Southern Conference is the nation's fifth-oldest NCAA Division I collegiate athletic association.

The conference currently consists of 12 members in five states throughout the southeast and sponsors 19 varsity sports and championships that produce participants for NCAA Division I Championships.

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