

ethos

University Case Study

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College drinking introduces harm to students and their communities.

According to the National Institute on Alcohol Abuse and Alcoholism (1) :

- More than **1,400 college students die** annually in **alcohol-related events**, primarily traffic crashes
- More than **2 million college students** (of a total of 8 million) occasionally drive under the influence of alcohol, and more than 3 million students ride with a drinking driver.
- More than **500,000 students** annually suffer unintentional injury under the influence of alcohol
- More than **600,000 students** annually are **hit or assaulted** by another student who has been drinking.
- About **1 in 4 college students** report **academic consequences** from drinking, including missing class, falling behind in class, doing poorly on exams or papers, and receiving lower grades overall.

However, alcohol consumption is viewed as a societal norm in college. In an internal survey, we asked college students why they drink:

“I think that drinking removes any stress or anxiety from other places in life.”

“The chance to overcome my social anxiety”

“Mind-numbing effect which helps relieve a racy mind after a tough day”

Alcohol is a significant part of college students' lifestyles, whether students choose to drink or not their environment is impacted by alcohol and it can pose dangers.



Ethos at Universities

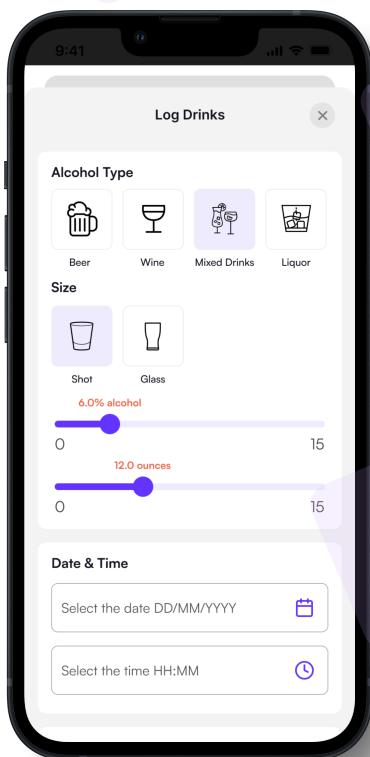
Ethos is an eSBI platform that helps students become aware of their relationship with alcohol on college campuses, regardless if they choose to drink, by providing the tools, education, and continuous support students need to take control of their decision making.

What is eSBI?

Electronic screening and brief intervention (eSBI) is a way of reducing alcohol consumption in individuals to reduce risk for Alcohol Use Disorder (AUD) and associated health issues.

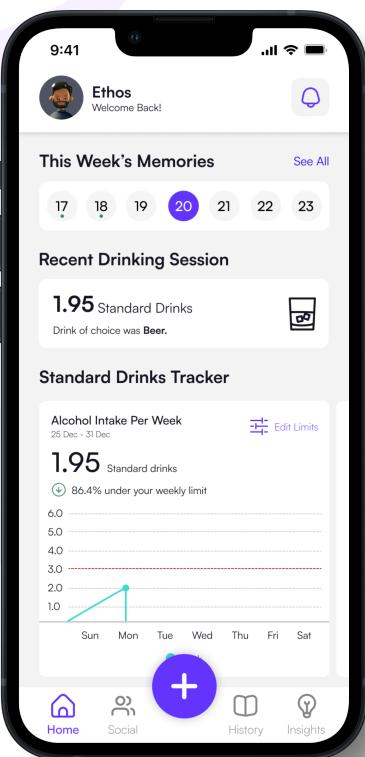
Ethos can scale University impact towards reduction in alcohol consumption by:

- Increase screening, BAC readings, interventions for students in all stages of their college career, not just their first-year or after an alcohol-related problem occurs
- Increase compliance towards campus alcohol policy.
- Increase utilization rate of campus resources for substance abuse and mental health.
- Personalize education on the risks of drinking, tips for consumption reduction, and more information on seeking help.
- Serve as a streamlined touchpoint to university departments regularly intervening with at-risk individuals (residential life, greek life, student health, judicial, athletics, academic).



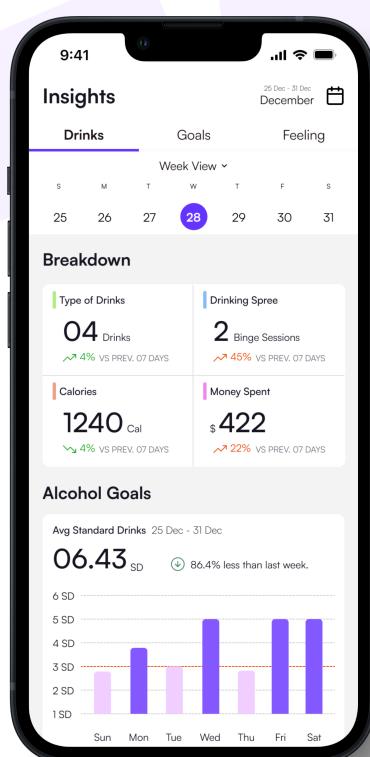
Log Drinks

Log drinks in a stigma-free way and capture BAC prediction



Standard Drink Tracker

Know how much alcohol is being consumed in standard drinks, not just number of drinks



Insights Page

Learn how alcohol affects different areas such as money, mood, physical health, etc.

1. Increase Screenings with Students

Universal screening provides a comprehensive understanding of campus alcohol use, enabling tailored prevention and intervention programs for students' specific needs.

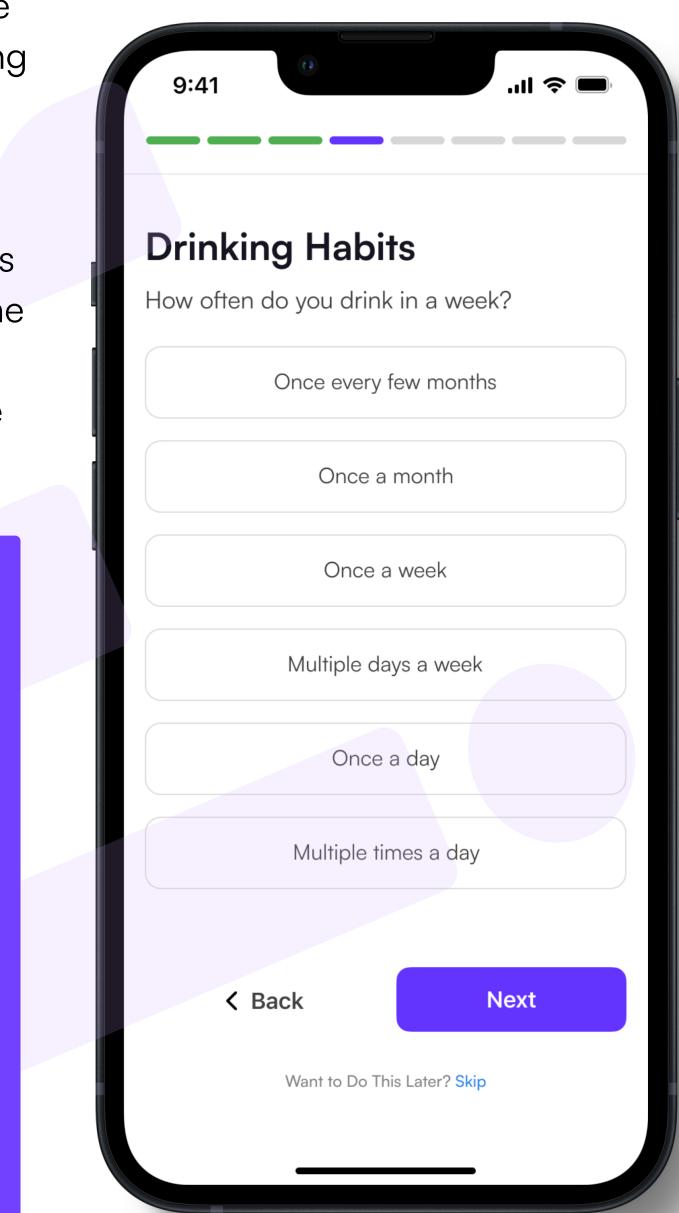
Early detection can lead to timely interventions for individuals who may be at risk, reducing the likelihood of alcohol-related harm. Ethos has offered the first bridge to help individuals take agency over their relationships with alcohol.

Ethos Onboarding & Screening Process

- The AUDIT-C Screening includes 3 questions regarding drinking patterns.
- Ethos onboarding experience also accounts for environmental and social influences (ex: demographics, mood, health goals, etc.) to capture a holistic view of students' relationship of alcohol.
- Post-screening, individuals are guided through personalized programming and have the opportunity to connect with campus resources.

Why does Ethos use the AUDIT C Score?

The AUDIT C Score is the standard of care screening that sets the foundation for the user experience of Ethos. The AUDIT C is scaled through a risk score from 0-15 Ethos uses to personalize the experience and feedback users receive.

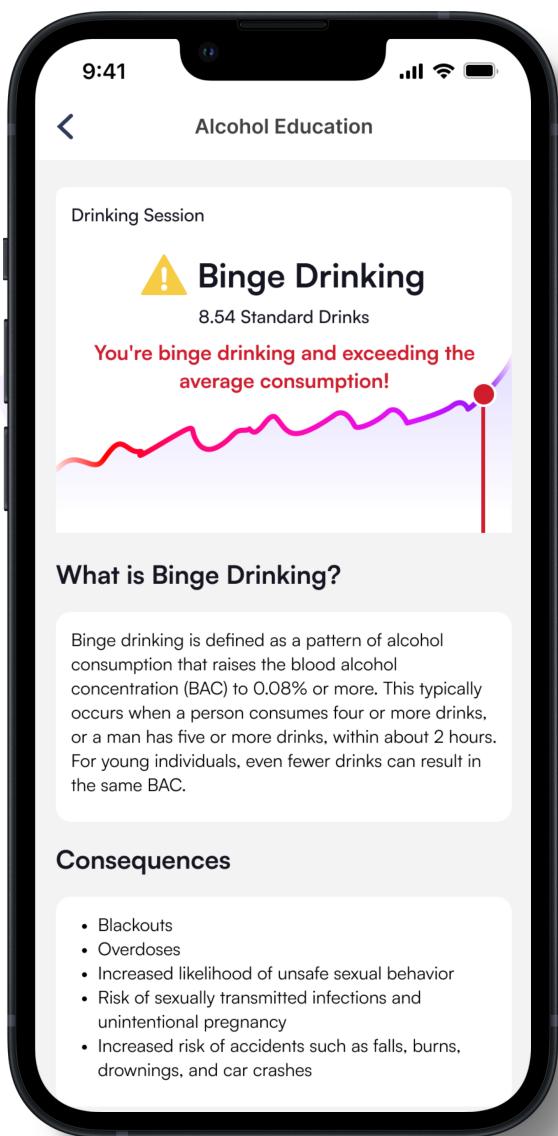


What is the average AUCIT C score for current Ethos users?

Through the data collected over the last 6 months, Ethos users report an average score of 6.8, consistent with alcohol misuse and early signs of liver damage.

2. Provide 24/7 Prevention Education

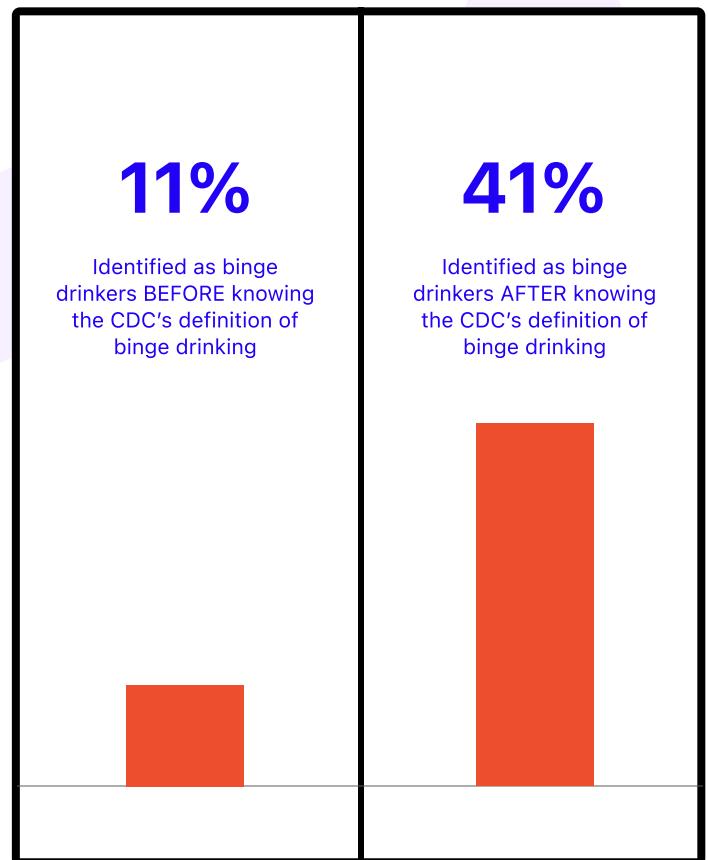
Ethos' primary goal is to improve the safety of student social interactions by offering consistent preventive education throughout the academic year. By actively promoting students' understanding of campus policies, available resources, and alcohol education, universities can achieve improved retention rates.



At-Risk Drinking Detection

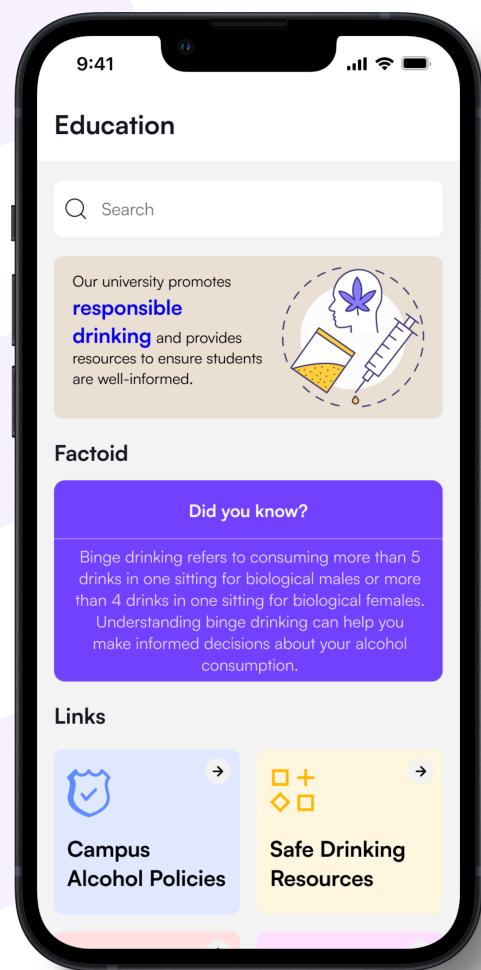
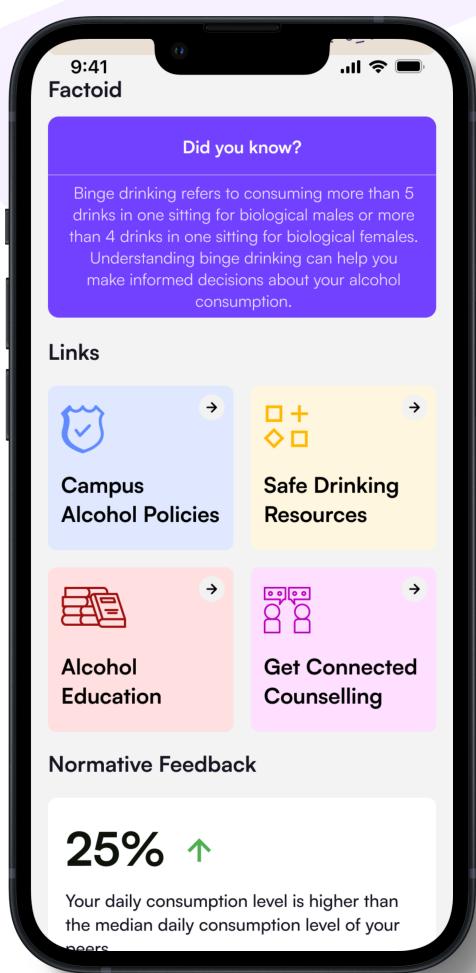
Ethos digital detection is the first of its kind, providing students real-time updates on their intoxication level

A revealing internal survey demonstrated the significant impact of education on participants' perceptions of alcohol consumption. Initially, only 11% identified as binge drinkers, but after being informed about the CDC's definition of binge drinking (5 or more standard drinks), this percentage surged to 41%.



2. Provide 24/7 Prevention Education

Ethos effectively narrows the divide between general alcohol education and students' understanding of their own behaviors, fostering a more informed and responsible campus community.



Alert on Campus Policies

Ethos informs students on campus policies and resources regarding alcohol use, ensuring higher rates of compliance



3. Enable Increased Access to Intervention

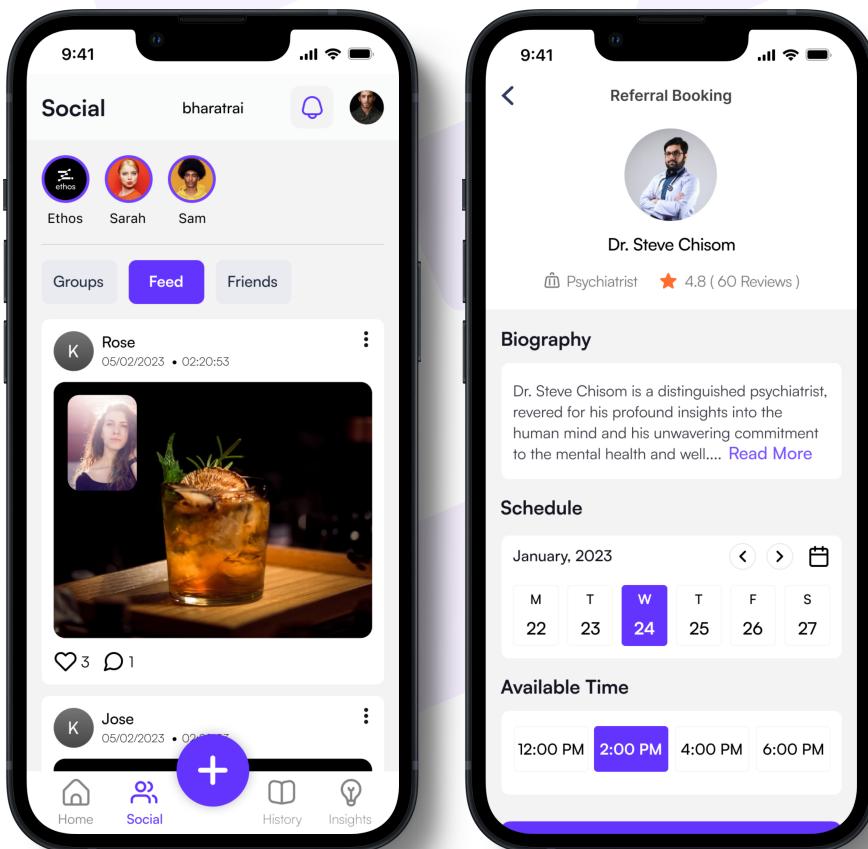
Lack of intervention leads to a culture of unsafe habits for students:

Ethos creates proactive interventions that meet students where they are at. Research suggests AlcoholEdu programming is not effective on its own ⁽²⁾. The Ethos platform integrates education with cognitive behavioral therapy techniques to apply personalized interventions to students based on their screening and alcohol-related patterns.

"I drank a lot despite not having eaten. I ended up feeling too drunk to get home safely by myself at the end of the night."

"I didn't feel drunk enough in the beginning and drank too much. I just didn't gauge the quantity and timing properly and felt too drunk the day of and too hungover the day after."

*testimonials taken from internal survey conducted by Ethos



Destigmatized Peer Support

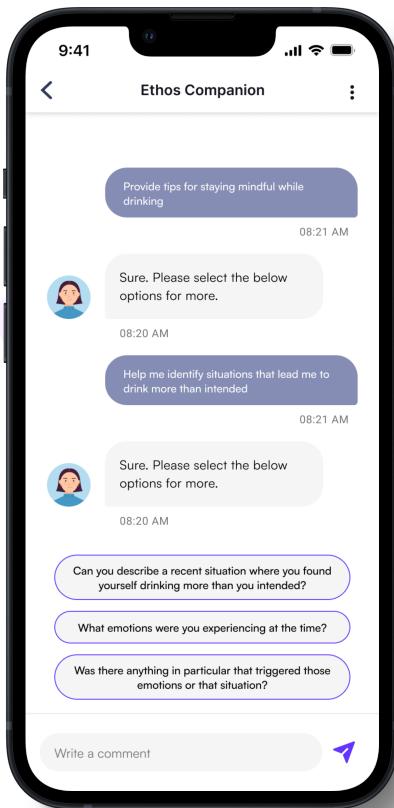
Students use the app alongside their peers for continuous support and accountability towards safe practices

Campus Resource Access

Increase utilization of campus resources and interventions through personalized recommendations

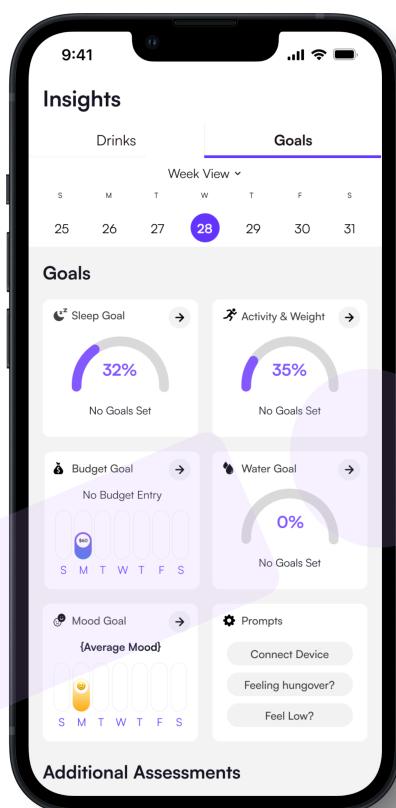
3. Enable Increased Access to Intervention

In addition to the education provided, Ethos creates an environment for students to seek confidential, stigma-free support. With built in incentive structures to check in on peers and friends, students are motivated to use their support system as accountability partners. In addition to in-app interventions, Ethos connects students to campus resources such as counseling, student health, or recovery programs.



Personalized Feedback

Motivational Interviewing is a clinical approach that is used for many different types of behavior change



Goal System

Motivational Interviewing is a clinical approach that is used for many different types of behavior change

Electronic screening and various combinations of the interventions listed above have been found to significantly reduce alcohol consumption in individuals:

- At a 1-month assessment, one-time eSBI to reduce consumption by 17% (3).
- At a 6-month assessment, consumption continued to be reduced by 11% along with sustained reductions in binge drinking (3).
- Another study, showed an eSBI to reduce consumption by 26%, heavy episode frequency by 37%, and personal problems by 30% (4).
- At a 6-month follow up, participants in the eSBI group were found to have fewer academic problems than the control group (4).



What Ethos Users Look Like Currently

Since January, Ethos has delivered a consumer version of the platform gaining organic users rapidly. Users are highly engaged month over month to come back to Ethos and improve their relationship with alcohol.

	Demographic Data
Age Breakdown	95% users are aged 21-35
Gender Breakdown	84.2% Female 15.8% Male
Goal Preference	<ul style="list-style-type: none">• 27.6% Want Mental Health Support to Feel Better• 7.1% Want better sleep• 12% Want to Lose Weight
Average Audit C Score	6.8

	Usage Data
Total Users	7513
Total Logged Drinks	4253
Average Monthly Insight Engagements per User	7.6
Average Engagements of Ethos per Month Per User	110
Average Logged Drinks Per User per Month	6.1

What People Are Saying:

From social media to app store reviews, people are excited about their abilities to better their health and well-being with Ethos.

“I don’t even drink but all my friends do and this app is a really cool and fun way to stay connected throughout the night!”

“I was able to have fun while going out and make more mindful decisions.”

“I’ve never downloaded something faster - this can save lives!”

“This could really help me keep track of how much I drink because I’ll be reminded in the moment.”

“As a college kid looking to manage my drinking, I’ve been looking for a tool like Ethos for a year now. It’s really easy to use, and I love how I can manage my monthly alcohol spending.”

Sources

- (1) <https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/time-for-parents-discuss-risks-college-drinking#:~:text=Early%20Weeks%20Are%20Critical&text=The%20first%206%20weeks%20of,start%20of%20the%20academic%20year.>
- (2) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4376247/>
- (3) <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1108540>
- (4) <https://pubmed.ncbi.nlm.nih.gov/15500594/>