

**THE CHOICE IS YOURS**  
FACILITATION  GUIDE

**ADRIAN HEIDEMAN**, an 18-year-old freshman from Palo Alto, CA, loved life, playing the guitar, and pledging Pi Kappa Phi Fraternity at Cal State Chico in Chico, CA. The brothers loved being around Adrian for his contagiously friendly disposition and genuine smile. In the fall of 2000, during a party held after the Big Brother subordinate ritual, Adrian and the chapter made a fatal choice. Adrian died of alcohol-induced asphyxiation with a blood alcohol content of .37.

**AS A RESULT:**

the Heideman family (parents and three younger sisters) lost their beautiful son,

Pi Kappa Phi lost a promising new member,

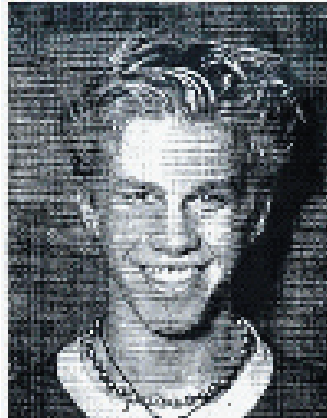
the student chapter was closed by the Fraternity,

the university permanently banned Pi Kappa Phi from its campus,

three members of the student chapter plead guilty to violation of the California alcohol law and spent 30 days in jail, and

a civil suit was filed against the National Fraternity, the local chapter, and its student officers.

Adrian and the Chico Pi Kappa Phis were good people who made poor choices.



## **DISCUSSION GUIDE**

Following the showing of the video, we suggest a discussion time to allow viewers to express their thoughts and reactions to the video. The following questions will help you explore, in greater detail, some of the decisions and related issues discussed in the video.

The Introduction Questions will stimulate discussion that typically falls into the following categories. Depending on the nature/direction of the educational sessions in which you are showing this film, you may direct the questions and discussions into particular areas to meet the objectives of the participants.

## **INTRODUCTION QUESTIONS**

Please share some thoughts and feelings about the film...just a few words about what stuck out in your mind the most.

What were your personal reactions to the video?

Do you believe that the founders of your organization would approve of the events on the last night of Adrian's life?

Has anyone lost a loved one or family friend due to an alcohol related incident?

## **PERSONAL RESPONSIBILITY**

Why does it take something so tragic for us to think about our behaviors?

How can we make sure that an incident like that of Adrian Heideman does not happen again?

What are you willing to do to be more personally responsible?

What can you specifically do to help hold members in your organization accountable for their behavior?

## **RISK REDUCTION**

What responsible steps can you and your organization take to reduce risk and the likelihood of a tragedy?

Does your organization have a detailed, written event management plan to provide for the safety of your members and guests?

Does your organization have a detailed written crisis management plan?

Is your organization aware of resources provided by the campus, community and National Headquarters?

## **LIABILITY**

Who do you think was liable in the Heideman case?  
Can you be liable for an occurrence even if you are not present?

What observations can you make about your risk management practices and policies in light of the Adrian Heideman case?

## **NEW MEMBER EDUCATION**

What do you hope your new member education program will accomplish?

What is the role of the big brother?

Is there a new member activity that is foolish and does not accomplish anything? How would you put an end to it?

Would you personally take a stand to eliminate drinking at big brother/little brother events?

## **ALCOHOL**

Why do people drink?

Describe the habits of someone who drinks responsibly versus irresponsibly.

If alcohol related health risks become apparent how do you intervene?

What keeps us from making good decisions about drinking?

## **HAZING**

How would you respond if you were told you had to drink (or were strongly encouraged to drink) a large quantity of alcohol in order to be a member of a fraternity/sorority/athletic team/club/other organization?

Why are the many forms of hazing contradictory to the goals and purposes of your organization?

Can you think of "traditions" in your organization that need to be questioned and eliminated or modified?

## **RISK MANAGEMENT AND FRATERNITY RELATED WEBSITES**

FIPG-FRATERNITY INFORMATION AND PROGRAMMING GROUP  
[www.fipg.org/](http://www.fipg.org/)

FRMT, Ltd.  
[www.frmtltd.org/](http://www.frmtltd.org/)

KIRKLIN & COMPANY, LLC  
[www.kirklin.com](http://www.kirklin.com)

NORTH-AMERICAN INTERFRATERNITY CONFERENCE  
[www.nicindy.org/index.html](http://www.nicindy.org/index.html)

## **ALCOHOL AND HAZING WEBSITES**

HIGHER EDUCATION CENTER FOR ALCOHOL AND OTHER DRUG PREVENTION  
[www.edc.org/hec](http://www.edc.org/hec)

NIAAA – NATIONAL INSTITUTE OF ALCOHOL ABUSE AND ALCOHOLISM  
[www.niaaa.nih.gov](http://www.niaaa.nih.gov)

NIAAA – COLLEGE DRINKING, CHANGING THE CULTURE  
[www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov)

CORE INSTITUTE – CENTER FOR ALCOHOL AND OTHER DRUG STUDIES  
[www.siu.edu/departments/coreinst/public\\_html](http://www.siu.edu/departments/coreinst/public_html)

HARVARD COLLEGE ALCOHOL STUDY  
[www.hsph.harvard.edu/cas/Home.html](http://www.hsph.harvard.edu/cas/Home.html)

FACTS ON TAP ALCOHOL AND YOUR COLLEGE EXPERIENCE  
[www.factsontap.org/default.htm](http://www.factsontap.org/default.htm)

US DEPARTMENT'S OF HEALTH AND HUMAN SERVICES AND SAMHSA'S NATIONAL CLEARINGHOUSE FOR ALCOHOL & DRUG INFORMATION  
[www.health.org](http://www.health.org)

CENTER FOR DISEASE CONTROL – NATIONAL CENTER FOR HEALTH STATISTICS  
[www.cdc.gov/nchs/releases/01facts/alcoholuse.htm](http://www.cdc.gov/nchs/releases/01facts/alcoholuse.htm)

WHAT YOU NEED TO KNOW ABOUT ALCOHOL ALCOHOLISM.  
[alcoholism.about.com/library/?once=true&](http://alcoholism.about.com/library/?once=true&)

THE CENTURY COUNCIL  
[www.centurycouncil.org](http://www.centurycouncil.org)

HANK NUWER'S UNOFFICIAL CLEARINGHOUSE TO TRACK HAZING DEATH AND INCIDENTS  
[hazing.hanknuwer.com](http://hazing.hanknuwer.com)

HAZING LAW  
[www.hazinglaw.com](http://www.hazinglaw.com)

STOP HAZING – EDUCATING TO ELIMINATING HAZING  
[www.stophazing.org](http://www.stophazing.org)

## **ALCOHOL ASSISTANCE RESOURCES**

1-800-662-HELP (toll-free) or [findtreatment.samhsa.gov](http://findtreatment.samhsa.gov)

Providing your geographical location over the phone or online will give you treatment options in your area. This helpline and website are maintained by The Substance Abuse & Mental Health Services Administration, a U.S. Dept. of Health & Human Services agency.

1-800-ALCOHOL

The Alcohol Treatment Referral Hotline provides 24-hour help and referrals for people with concerns about alcohol or drug use.

## **SELF-HELP AND SUPPORT GROUPS**

Alcoholics Anonymous (AA) is for people who want to stop drinking.  
212-870-3400 or [www.alcoholics-anonymous.org](http://www.alcoholics-anonymous.org)

Al-Anon can help you if you have a friend or relative with a drinking problem.  
1-800-344-2666 or [www.al-anon.org](http://www.al-anon.org)

Adult Children of Alcoholics can help you if you have a parent with a drinking problem.  
310-534-1815 or [www.adultchildren.org](http://www.adultchildren.org)

## **TO FIND INFORMATION**

The National Clearinghouse for Alcohol and Drug Information provides various information and resources.  
1-800-487-4890 or [www.health.org](http://www.health.org)

Mothers Against Drunk Driving (MADD) works to prevent drunk driving and underage drinking.  
1-800-438-6233 or [www.madd.org](http://www.madd.org)