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 - FRA TERNITY INFORMATION AND PROGRAMMING GROUP
www.fipg.org/

FRMT, Ltd.
www.frmtltd.org/

KIRKLIN & COMPANY, LLC
www.kirklin.com

NORTH-AMERICAN INTERFRATERNITY CONFERENCE
www.nicindy.org/index.html

ALCOHOL AND HAZING WEBSITES

HIGHER EDUCATION CENTER FOR ALCOHOL AND OTHER DRUG PREVENTION
www.edc.org/hec

NIAAA – NATIONAL INSTITUTE OF ALCOHOL ABUSE AND ALCOHOLISM
www.niaaa.nih.gov

NIAAA – COLLEGE DRINKING, CHANGING THE CULTURE
www.collegedrinkingprevention.gov

CORE INSTITUTE – CENTER FOR ALCOHOL AND OTHER DRUG STUDIES
www.siu.edu/departments/coreinst/public_html

HARVARD COLLEGE ALCOHOL STUDY
www.hsph.harvard.edu/cas/Home.html

FACTS ON TAP ALCOHOL AND YOUR COLLEGE EXPERIENCE
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

CENTER FOR DISEASE CONTROL – NATIONAL CENTER FOR HEALTH STATISTICS
www.cdc.gov/nchs/releases/01facts/alcoholuse.htm

WHAT YOU NEED TO KNOW ABOUT ALCOHOL
alcoholism.about.com/library/?once=true&

THE CENTURY COUNCIL
www.centurycouncil.org

HANK NUWER’S UNOFFICIAL CLEARINGHOUSE TO TRACK HAZING DEATH AND INCIDENTS
hazing.hanknuwer.com

HAZING LAW
www.hazinglaw.com

STOP HAZING – EDUCATING TO ELIMINATING HAZING
www.stophazing.org
ALCOHOL ASSISTANCE RESOURCES

1-800-662-HELP (toll-free) or 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

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

Adult Children of Alcoholics can help you if you have a parent with a drinking problem. 310-534-1815 or 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

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