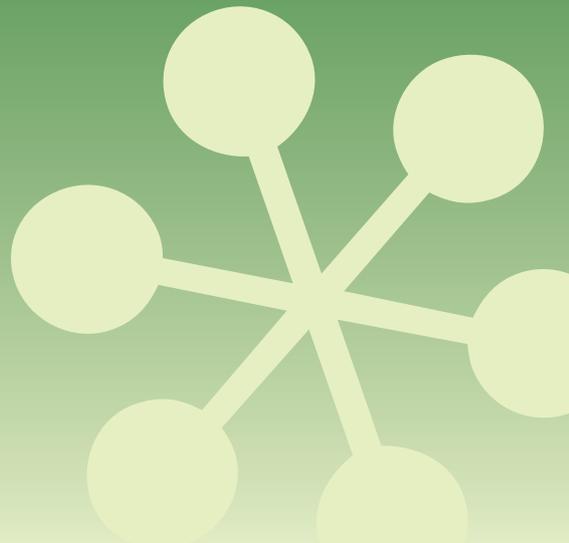




 **GORDIE CENTER**

FALL 2020



2020

UNPRECEDENTED TIMES

In January 2020, the Gordie Center was lining up showings of our documentary film *HAZE* for student groups at the University of Virginia, working with schools around the country to implement their own educational events, traveling to California for our annual APPLE Training Institute for NCAA student-athletes, and planning an April reception in Memphis. We had no idea that the world would come to a halt in March, with concerns about health and safety paramount, and students of all ages sent home to complete their studies online. It was a challenging transition for our staff, and we immediately worried about the impact on our supporters and their families. We set aside our plans and checked in with many of you, learning how you were handling all the upheaval as well as how we can best support you during these times.

We are living in a unique time, in the midst of a global viral pandemic and a global movement for justice and meaningful social change. The Gordie Center remains committed to actively ensuring our programs are inclusive, reflect the diversity of our society, and speak to all students. We continue to work with students and our national partners to exceed those expectations.

We know you are juggling a lot, with uncertainty and perhaps apprehension filling your days. We feel it, too. We appreciate that you are still here with us, giving hazing and alcohol overdose your attention in this unprecedented time.

We hope you and your family are healthy and safe.
Please reach out to us and let us know how we can help you.

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gordiecenter@virginia.edu



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Gordie Center November 2019 reception, left to right: Holly Deering (Associate Director), Carl Reisch (Robert Tipton Jr. Hazing Prevention Coordinator), Susie Bruce (Director), Jill Maurer (National Development & Program Coordinator), Debra Reed (APPLE Training Institute Planner), Michael Lanahan (Gordie's stepfather).

DEAR FRIENDS,

2020 will always be a year to remember. For all its difficulties, we at the Gordie Center will remember 2020 as the year the world stopped, but our supporters didn't. We are tremendously grateful to have you remain in the fight to end hazing and substance misuse with us. You have encouraged us, partnered with us, brainstormed with us, and given to us. We couldn't reach students with lifesaving education without you, especially now. We need you more than ever, and you are here. Thank you.

March and the months that followed brought challenges and stresses that we could not have foreseen. We were as thrown off as you were about how to operate in this new environment...and then we rallied. The Gordie Center staff worked tirelessly from our homes to create new tools to help educators in an all-online environment, and help parents have important discussions with their students who were now home. Students and families still desperately need education on the dangers of hazing and alcohol overdose. Educators search for easily-accessible online content. In response, we created student-friendly infographics and Instagram messages focused on safer socializing, COVID risks related to substance use, and alcohol and self-care. We offered *HAZE* for free in-home viewings for parents and their students, and created an online streaming and rental option for the film to help schools facilitate showings virtually at a lower cost. We launched a fundraiser to create short educational videos, and our supporters showed up for us even amidst the tough times in April and May. Then we took those donations and immediately began producing videos, which are now available on our website and YouTube channel. We offered free webinars, and hosted over 1,000 attendees at a free virtual showing of *HAZE* on National GORDIEday during National Hazing Prevention Week in September. And we aren't stopping.

The pages ahead will detail our efforts, as well as why hazing and alcohol overdose prevention remains critical—and **you** are in every page. You make our work possible—you save lives every day.

Sincerely,

Empowered Educator Empowers Students

Reflections on hazing as an educator, mom, and community member

Sophie Carpenter Speidel knows what hazing looks like. An avid trail ultramarathoner, she was on an early-morning run near the Grounds of the University of Virginia (UVA) in February of 2019 when she came upon a scene that stopped her cold. “I saw a group of college-aged men in a field, standing a distance apart from one another in silence, with their heads covered by shirts and towels. It was immediately obvious to me that these young men were participating in some sort of hazing ritual. I saw a few bystanders (clearly the ‘organizers’ of this gathering), and asked them if what I was witnessing was a hazing ritual. Of course, they denied it and tried to explain it away as an ‘ROTC exercise’ while also trying to get me to leave.” Sophie continued her run, calling the UVA police on her cell phone to report what she had seen. Despite the swift police response, the students had already left by the time the police arrived. Sophie was also contacted by an administrator in UVA’s Dean of Students office after she made her report, and was impressed with the serious and efficient response of the UVA police and deans to the incident.

Sophie’s work as the Upper School Counselor at St. Anne’s-Belfield School (STAB), a non-denominational independent day school located in Charlottesville, VA, prepared her to intervene that February morning. She first learned

about Gordie Bailey’s hazing death in 2007 when she began using the film, “Too Much: The Extreme Dangers of Binge Drinking” in STAB’s Life Skills class, which is required for all freshmen and new sophomores. The film includes interviews with Gordie’s sister, mom, and stepfather (Lily, Leslie, and Michael Lanahan). “I also help organize STAB’s annual HealthFest each December, when we invite community health experts to our campus to share current trends in adolescent health and best practices for prevention and treatment. Gordie Center Director Susie Bruce has been a regular presenter at HealthFest each year.”

“HAZE is incredibly powerful,” Sophie says. “Our seniors consistently report that Gordie’s story stays with them months after graduating from high school.”

“Susie told me about the Gordie Center’s HAZE documentary, and we decided it would be a perfect film to screen for all seniors and their parents as part of their HealthFest experience.” At Sophie’s invitation, Susie has been facilitating HAZE for STAB seniors and parents since 2010.

“HAZE is incredibly powerful,” Sophie says. “Our seniors consistently report that Gordie’s

story stays with them months after graduating from high school. A number of alumni have shared with me that Gordie’s story inspired them to take action ahead of a potentially dangerous binge drinking situation, and that the film gave them the confidence and the tools to be proactive to get help for friends in danger. Our senior parents are always visibly moved by Gordie’s story, especially after hearing Leslie and Michael’s reflections during the film. *HAZE* is an effective discussion tool for students and adults as they navigate together the issues of underage drinking, being an active bystander, and making responsible decisions.”

“The Gordie Center has been an incredible resource for our students. Gordie.org, with its helpful links and downloads, and their materials have been my go-to.”

In addition to her work at STAB, Sophie is also a parent to 3 children with her husband, Rusty: Chapin (28), who was a student-athlete at Denison University and a member of a fraternity; Carter (26), who graduated from Hampden-Sydney College and was a member of a fraternity; and Virginia, a 2019 graduate of UVA and member of a sorority. “As a parent, I found myself coming back to the lessons of Gordie’s story when having candid and fraught conversations with my own children when they were in high school, and then later when they all three pledged Greek organizations. My kids graduated from STAB, so they learned about Gordie in their ninth grade Life Skills classes (which I taught!) and again as seniors watching *HAZE* with their classmates. I often say ‘remember Gordie’ to my children before a social event, and they know exactly what I mean: be smart, pay attention, ask for help if you need it, know the warning signs.”

Sophie also has the unique perspective of having been a student-athlete: she was on UVA’s women’s lacrosse team from 1981-1984, and she now coaches STAB’s JV girls lacrosse team.

Conversations about hazing and substance use are the norm with her teams. “I coach 8th, 9th and 10th graders, so most of my players are also my students in Life Skills. We talk constantly about what a healthy team culture feels like, about social power and the negative impact it can have on team culture, and how important it is to reach out to one another if we see or hear that someone is struggling. All our student-athletes are expected to have conversations with their parents before signing Participation Rules, which outline consequences for use of alcohol and other illegal substances. It is a conversation that sets the tone for the season and raises the bar in terms of expectations, which research shows is one protective factor in helping adolescents make healthy decisions about substance use.” Sophie’s Life Skills class also addresses hazing, bystander intervention, and healthy relationships. “I emphasize social-emotional learning (SEL) skills which include personal responsibility, self-regulation, managing emotions, and speaking up for those who can’t. Hazing prevention dovetails nicely into all aspects of SEL: it addresses the ideas behind social power imbalance, belonging to a group, being an active bystander, as well as the importance of seeking help. Students learn about recognizing the signs of healthy and unhealthy relationships, as well as sexual harassment and consent, all of which are intertwined in understanding and preventing hazing and alcohol misuse.”

“The Gordie Center has been an incredible resource for our students. Gordie.org, with its helpful links and downloads, and their materials have been my go-to during our substance misuse prevention unit. The GORDIEcheck BAC wallet cards are an especially helpful and authentic tool for teaching adolescents about making good decisions around using alcohol based on data and science, and I assess their learning using the cards during class “Jeopardy”-like simulations. The cards help students easily learn about and memorize the PUBS signs of alcohol overdose, as well as conditions that impact BAC. The student-athlete version of the GORDIEcheck cards include student-athlete



Sophie’s St. Anne’s-Belfield students after climbing to the Priest overlook as part of their Outdoor Leadership Intensive class.

“I often say ‘remember Gordie’ to my children before a social event, and they know exactly what I mean: be smart, pay attention, ask for help if you need it, know the warning signs.”

data and concerns, and are especially effective for our student-athlete population.”

On the same day Sophie had a literal run-in with hazing, she shared the story with her STAB students, and posted about it on social media with a link to the Gordie Center and the hashtag “See Something, Say Something” — a

mantra she teaches her Life Skills students. “My quick and calm response to the hazing incident was truly a result of what I have gleaned over the years from teaching about Gordie, working with Susie, and the resources that the Gordie Center shares. I feel empowered, and it was easy for me to intervene. I had a number of

adult friends confide that they would not have known what to say or do in that same situation; that in itself makes me even more determined to keep sharing the message of the Gordie Center with my students, their parents, and my friends.”

“The work of the Gordie Center, unfortunately, is never done. Despite all the education, awareness, and fantastic resources available to students and parents, hazing continues to be a huge issue at high schools, colleges, and other communities. We are fortunate to have the Gordie Center. I know from speaking with my former students that sharing Gordie’s story

has saved lives.” Sophie encourages others to support the Gordie Center because she has seen the influence of Gordie’s story firsthand. “Gordie died because his fraternity brothers were not empowered, confident, or encouraged to step up and redirect the course of events. His death was entirely preventable, and there is still so much work to do to reach students today and teach them what Gordie’s friends didn’t know. Supporting the strong work of the Gordie Center through advocacy, education, personal action, and/or financial contribution are simple steps that can have a far-reaching impact.” ✿



Sophie, sons Carter and Chapin, daughter Virginia, and husband Rusty at Virginia’s May 2019 UVA graduation.

HAZING IN FOCUS

Moving the needle

The mission of the Gordie Center is to end hazing and substance misuse among college and high school students nationwide. Hazing prevention requires a multi-faceted approach, as hazing is a complex issue. Students and families have a wide range of knowledge and concerns about hazing—some do not know what hazing is, some think hazing is harmless, some dismiss it as ‘tradition,’ some don’t realize that hazing is so prevalent, and some are as concerned as we are at the Gordie Center. We work to reach all students and families where they are, with messaging and education that helps break down this complex issue.

“High school and college students want to feel like they belong, and there can be a lot of pressure involved in that.”

In response to our increasingly digital world, and to make the film more accessible, the Gordie Center now offers our *HAZE* documentary film in a streaming/digital download format, for rent as well as purchase. You can purchase the film (DVD or streaming) directly from us in our GORDIEstore, or rent through Vimeo (www.vimeo.com/ondemand/hazedocumentary).

Carl Reisch, our Robert Tipton Jr. Hazing Prevention Coordinator, has been with the Gordie Center for a little over a year in this new position to tackle hazing more comprehensively and continue to move the needle



Image from the Gordie Center’s “Hazing Signs: Worried About a Friend” video.

nationally. Carl has a background with fraternities, as a brother and having worked for a national fraternity. “High school and college students want to feel like they belong, and there can be a lot of pressure involved in that,” Carl says. “Unfortunately, the desire to fit in can lead to harmful and dangerous behaviors, including hazing. By educating and empowering students to recognize and call out hazing, the Gordie Center helps them make safer and more informed choices.” Carl also has experience in television and marketing, skills that have proven crucial to our efforts this year! Under Carl’s guidance, and with donor support from our spring fundraising campaign, we launched a series of short educational videos, with topics ranging from parent tips on how to start a conversation about hazing, how to help a friend who is being hazed, how to identify hazing and tips to intervene, and more. We continue to roll out new videos, so be sure to check out our YouTube Channel (search “Gordie Center”) and gordie.org to see the latest. ✿

Not Backing Down: Making the Call

One student's bravery to rise above peer pressure and save a life

You've been looking forward to this celebration for months. It's one of the most talked-about days of the year—a campus tradition, and as a freshman, you are excited to experience it for the first time. You and your friends make plans to attend a house party, and at the party, you have a great time—it's everything you thought it would be. Most of the night, you are outside—dancing, people watching, hanging out, just enjoying the evening. It's getting late, so you decide to go inside with a friend to warm up and wait for the Uber that will take you back to your dorm. You sit down on a couch in the house while you're killing time, and the guy seated across from you appears to be falling asleep. You don't think much of it, and keep talking with your friend and scrolling back through the photos you took that night on your phone. Suddenly, the sleeping guy begins to vomit.

This is the scenario that Erica* found herself in last year, during her freshman year at a large public university. She didn't know the guy on the couch, but she did know about Gordie Bailey. She had learned Gordie's story in high school, both in health class conversations during her freshman year, and again during her senior year "Transition to College" program when her class was shown the Gordie Center documentary *HAZE*. When the guy she didn't know began throwing up without waking up, Erica knew something wasn't right.

"I felt it in my gut. My friend grabbed a trash can for the guy to continue to throw up in. The older guys who owned the house were starting to get angry and wanted the guy to leave, but he couldn't stand on his own. I began asking around to see if anyone knew him, but no one I asked knew much about him—I didn't even know his name. I became frantic as time went on, and he wasn't getting better. I had no idea what was in his system, how long he had been at this party, if he had been anywhere else that evening...nothing."

"Because I had seen HAZE, I remembered that minutes matter."

After surveying the situation, Erica decided the student needed help. She sought out one of the party hosts to tell him she was going to call 911.

"I told him that I felt it was best that I called for help. He proceeded to yell at me and tell me that the kid just needed to sleep it off, and that I would not be the one to ruin the party. For a second, I thought maybe he was right? I had no real experience in a scene like this—how was I supposed to know someone else's limits? I went back and sat with our 'John Doe.'"

Erica second-guessed her instinct to call for help because it's easy to feel doubt in a

Left: Gordie's Overlook at Deerfield Academy. Artist: Brittany Buchanan.

*Name has been changed to preserve anonymity of all involved.



situation like this, especially when those in authority minimize your concerns or are actively discouraging you from taking action. Maybe she was overreacting? Maybe it was none of her business? These thoughts are common barriers to calling for help. “Then a guy came rushing into the house and said that he knew John—and I was so grateful that finally, John had a friend who may be of help! Unfortunately, instead of helping, he pulled out his phone and started recording John...my friend stepped in between the camera and John to prevent videoing while I insisted that we get help. The guy with the phone grabbed me by the arm and told me that I had no right to make any decisions for someone else. Ambulance bills, hospital bills, possible legal trouble—he gave me the whole rundown in his own drunken slur. Because I had seen *HAZE*, I remembered that minutes matter, and told myself that I couldn’t waste any more time trying to convince drunk people of my decision to get help. I left my friend with John Doe and went outside to make the phone call to 911. When the EMTs arrived, my gut feeling to get help was confirmed—I watched medical personnel assess John’s condition and carry him out of the room to the ambulance, and I went home that night still not knowing John’s real name...but knowing that I had made the right decision.”

Erica credits Gordie’s story for teaching her that doing the right thing, even if it’s hard, is

always worth it. She could have walked away when she received pushback from multiple people about calling for help, but Erica persisted because she knew the PUBS signs of an overdose. “I think it’s essential for students to watch *HAZE* and learn the signs of an alcohol overdose, because any situation can take a different course incredibly quickly. Having prior knowledge and being educated on the warning signs can help students feel empowered to take action. I believe wholeheartedly that in this world, all we have is each other, and if someone is faced with making a life-or-death decision for someone else, I hope they find the courage to choose life every time despite the consequences or fears in doing so.”

“I went home that night still not knowing John’s real name...but knowing that I had made the right decision.”

Gordie’s story stayed with Erica long after viewing *HAZE*, and she saved a life because of what the documentary taught her. Even though she was initially conflicted about what to do, she now feels assured and filled with gratitude that she didn’t give up. “I genuinely have *HAZE* and the Gordie Center to thank for educating and empowering me to make the decision I did. We never know the person we are going to be in those situations, but when we can do our best to prepare and educate ourselves, we can feel confident in our decisions when the time comes.”

Erica, and John Doe, were able to resume their college experiences after that scary night. Erica is double majoring in business and political science with a minor in economics, and she has no regrets about her role that evening. She still doesn’t know who John was or where his path has taken him, but she knows that he was able to survive that night because of her actions. “Gordie had what sounded like fantastic support systems and friends, he had all the tools he needed to be successful on his own, but when

he needed someone, the people around him failed to do the right thing and tragedy struck. Gordie’s story tells us that it can happen to anyone—on both sides of the event. I chose to make the decision that I did with the hope that should I ever be the one needing help, someone would make the call for me, too.”

Because of the tremendous impact it has had on her life, Erica is now working to bring Gordie’s story to her college campus. “I want to share the Gordie Center’s work with my peers because I believe that empowerment comes from education. I encourage everyone to support the Gordie Center as much as

“I encourage everyone to support the Gordie Center as much as they can because my story is a testament that their work not only changes lives, but saves them.”

they can because my story is a testament that their work not only changes lives, but saves them. Supporting the Gordie Center ensures that more students are educated about hazing, substance misuse, and the signs of an overdose, which prepares students to be engaged, responsible, and caring members of their communities.” ❁

ALCOHOL OVERDOSE PREVENTION

This summer, the Gordie Center launched a series of free, educational, 1-minute videos thanks to the funds given by our donors in our spring fundraising campaign. These videos include one that explains the PUBS signs of alcohol overdose, and another on how to measure a standard drink. We also offer a video that shows the BACCHUS Maneuver (a.k.a. the recovery position), which reduces the risk of someone choking on their vomit while passed out.

These videos are designed as free tools for educators, students, and parents to use, and we encourage you to view and share them. Be sure to check out our YouTube Channel (search “Gordie Center”) and gordie.org to see these videos and more. We roll out new videos frequently—subscribe to our YouTube Channel and follow us on social media to see each debut!

Right: Still images from Gordie Center educational videos.



Getting Social

Undergraduate student interns increase the Gordie Center's social media presence

The Gordie Center is growing our social media presence, thanks to a group of creative social media interns. For the past three years, UVA undergraduate students helped us gain followers and likes while crafting prevention messages across our social media platforms. Each of our interns brought their passion, energy, and thoughtful approach to our posts and tweets.

Meme Ewald joined us as a volunteer in the fall of 2017, completing a credit-bearing internship through the UVA Career Center's Intern Placement Program (IPP), and continued to volunteer with us through her graduation. Meme was instrumental in reviving our social media following by running contests and reaching out to individuals and institutions



who would benefit from our content. "I was inspired to get involved with the Gordie Center early into my time on Grounds, after attending the Taft School (where Gordie's mom and sister also graduated)," Meme recalls. "Running the social media platforms for the Gordie Center provided me with a purpose at UVA because I knew I was making a difference."

Sarah Bonyak spent the summer of 2018 as an IPP intern, researching social media best practices and testing ideas to increase our reach. Sarah reflects, "I am really appreciative of my time at the Gordie Center. I learned a lot about social media and how to manage posting about such sensitive subjects."



Courtney Hammond volunteered along with Meme during the 2019-2020 academic year, and continued working with us after her graduation. "Interning for the Gordie Center allowed me to explore my passion for social media marketing while also giving back to the UVA community in a meaningful way. It has been great being a part of an organization that is working to make the world and the people in it a better place," Courtney says.



In summer 2020, **Nyles Rome** completed a virtual IPP internship with the Gordie Center, and was able to solidify a marketing calendar across our Instagram, Facebook, and Twitter accounts.



"I really enjoyed my internship with the Gordie Center," Nyles says. "I had no idea how much of an issue hazing and alcohol overdose was for teens and young adults. Having the opportunity to contribute to raising awareness and increasing the Center's mission was amazing."

Not only have our interns greatly increased our social media presence, they contribute to our product development and other outreach. The interns created content for our website, edited and provided ideas for our National GORDIEday planning guide, learned graphic design skills to improve our posts, handed out cupcakes on the Lawn for Gordie's birthday, provided feedback on new GORDIEstore products, served as photographers at our annual fall receptions in Charlottesville, and helped with fundraising campaigns. The performance of our IPP credit-earning interns is evaluated by Gordie Center staff to provide insight that prepares them for future employment. We greatly enjoy working with interns to enhance our outreach, and our interns feel the same. Nyles noted, "I am glad to have worked with an extremely dedicated and caring team!" Meme was equally effusive about her time with the Gordie Center: "I loved working with the Gordie Center and its incredibly passionate staff because I was able to share such important messages with my fellow students. It was fascinating to have my peers engage with me in thoughtful conversations in hopes of becoming more educated on how to help their friends and better preserve the safety and well-being of our community." Follow us on Instagram, Facebook, and Twitter to see our awesome interns at work! ❁

#MEMORIES



Save a Life. Make the Call.

The Gordie Center formed after Gordie Bailey's death from hazing-related alcohol overdose with the hope that sharing his story would prevent another family from enduring a senseless loss. Over the last 16 years, Gordie's story has saved countless lives with the simple message: **Save a Life. Make the Call.**

Every young person's hazing and alcohol overdose death leaves a lasting impact on the world, rippling endlessly across families and communities, just like Gordie's. The Gordie Center partners with families who have experienced a similar loss, and we honor several of them here. The death of these young people left their families broken, their communities in grief, and their friends forever scarred. We share their stories with you to illustrate that our work is not done. Even one student hazing and alcohol overdose death is one too many. The Gordie Center's outreach is critical to ending hazing, recognizing the signs of alcohol overdose, and preventing future tragedies.



GORDIE BAILEY

2/22/1986 – 9/17/2004
University of Colorado,
Chi Psi hazing

GORDIE'S ONGOING LEGACY

Gordie's mother and stepfather, Leslie and Michael Lanahan, built the foundation for the Gordie Center after his death in 2004, and our mission to end hazing and substance misuse among high school and college students is just as critical today. **The need for education about hazing and alcohol overdose is constant**, as a quarter of the student population is new every year. Each new group of students needs to be empowered to take a strong stand against hazing, and know when to call 911. Together, let's give students the tools to speak up when a situation doesn't feel right, and to call for help when someone is in distress. Your donation honors Gordie's legacy and saves lives.



CARSON STARKEY

4/17/1990 – 12/2/2008
Cal Poly, Sigma Alpha Epsilon hazing

Carson Starkey was 18 years old and a freshman at California Polytechnic State University when he died following a fraternity hazing ritual on December 2, 2008. Carson grew up in Texas as the beloved son of Julia and Scott Starkey, and younger brother to Hayden. On the night of his death, Carson was pledging

Sigma Alpha Epsilon fraternity and was coerced into consuming massive amounts of liquor. The fraternity brothers were concerned enough about Carson to load him into a car and head to the hospital...but they turned around before they got there, deciding to let Carson sleep it off instead of risk getting the fraternity in trouble. Carson never woke up. Julia and Scott say, "The reason Carson did not wake up is because those young men — each of them goodhearted, from loving homes, and possessing competent educational backgrounds — did not have the fundamental knowledge or confidence to know how to do two exceedingly simple things: stay and call for help. What we have learned over time is that while it takes education early and often, it takes structure and enforcement, and it takes amnesty and hazing laws, as well as policies that remove the fear to intervene. The critical ingredient is cultivating our inherent core value to help one another." Carson's legacy is being carried on through the WITH US Center for Bystander Intervention at Cal Poly and their Aware Awake Alive program. ❀



CHRISTIAN CIAMMETTI

3/24/1994 – 1/24/2015
Temple University, alcohol overdose

Christian Ciammetti, a 20-year-old Temple University junior from Conshohocken, PA, was majoring in landscape architecture when he died as a result of alcohol overdose on January 24, 2015. Christian was the treasured son of Mary and Pat Ciammetti, and brother to Trey, Drew, and Coeli. On the night that led to

his death, Christian, feeling sad after a recent breakup with his girlfriend, began drinking alone in his off-campus apartment. His friends found him later at a party, appearing heavily intoxicated, and returned him to his apartment. Roommates helped Christian to bed, put him on his side, put a backpack on him to prevent choking if he vomited (not realizing this would increase his risk), and checked on him periodically throughout the night. Christian suffered cardiac arrest early the next morning and was discovered unresponsive in his bed. His roommates frantically performed CPR and called 911, but Christian died after 7 days on life support. Mary established "Don't Stall, Just Call" in Christian's memory, to educate students on the signs of alcohol overdose and to know they can make a call and save a life. Mary says, "No family should ever have to go through the devastating loss of their child because of lack of education. This can happen to anyone. No one is invincible. My personal goal is to educate all college students so they can never say they 'didn't know.'" ❀

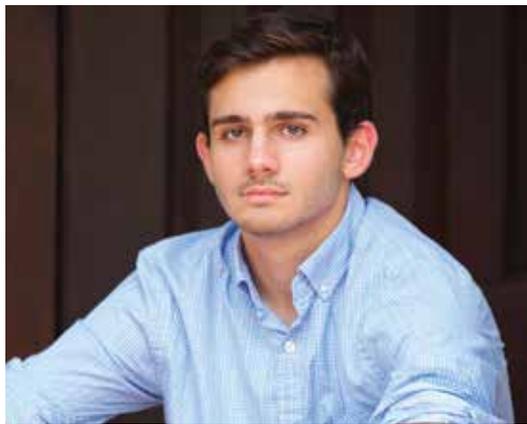


COLLIN WIANT

3/27/2000 – 11/12/2018
Ohio University, Sigma Pi hazing

Collin Wiant was an 18-year-old freshman at Ohio University when he died at the Sigma Pi fraternity house on November 12, 2018. He

was the middle of Kathleen and Wade Wiant’s five children, with siblings Austin, Olivia, Aidan, and Ava. Collin’s family and friends were very important to him. Growing up in Dublin, OH, Collin graduated from Saint Charles Preparatory School, where he was an honor roll student and basketball player. For weeks prior to his death, Collin was intensely hazed during the pledging process, which culminated in Collin being coerced into inhaling “whippets” (nitrous oxide). He had an immediate, severe reaction to the drug, and fraternity members waited 12 minutes before they called 911—at which point it was too late to save Collin. Kathleen says, “Collin’s entire life, I always told him that I loved the choices he made and who he chose to be with. We never had reason to believe this fraternity would be any different. Hazing kills people—it’s not acceptable, and it’s not brotherhood.” ❁



ANTONIO TSIALAS

8/4/2001 – 10/24/2019
Cornell University, Phi Kappa Psi hazing

Antonio Tsiolas was an 18-year-old freshman at Cornell when he attended an unregistered Phi Kappa Psi party on October 24, 2019. It was Family Weekend—Antonio had dinner with his mother that evening, and was to see his parents the next morning, but he never made it. His body was discovered 2 days later at the base of a gorge near the Cornell campus, with multiple

injuries and alcohol poisoning. Antonio came to Cornell from his hometown of Miami, FL, where he was a talented goalie and captain of his soccer team at Ransom Everglades School. He was the cherished son of Flavia and John Tsiolas, and an amazing big brother to Athena and Christopher. Antonio was a leader, with a smile that conveyed his joy for life. Flavia says, “Since Antonio’s passing, John and I have dedicated ourselves to raising awareness and ending hazing once and for all. But we cannot do it alone. We hope that Antonio’s passing will inspire new rules, so hazing deaths do not occur in the future. We hope that this tragedy will force schools to create an environment for students to grow not only in knowledge, but also in love and compassion. We hope that students will head to college armed with the information they need to make good decisions, to balance adventure and new experience, with safe and compassionate choices. Talk to your friends and family about the dangers of hazing, how to speak out, and best practices for personal safety on campus. We must work together to be agents of change.” ❁



ROBERT TIPTON, JR.

2/10/1990 – 3/26/2012, High Point University, Delta Sigma Phi hazing

Robert Tipton, Jr. was a 22-year-old junior at High Point University when he died as the result of fraternity hazing on March 26, 2012. A native of Memphis, TN, Robert was the cherished only son of Deborah Dunklin Tipton,

and best friend to his younger sister Mary. In high school, Robert lettered in track and had a wide circle of friends. In the weeks leading up to his death, Robert was severely hazed. At one point during the pledge process, Robert sent a message to a friend: “You don’t think they can kill us?” Robert let his mom know he was being hazed, but didn’t reveal the extent of the abuse. He texted his sister: “the fraternity is going to punish me for revealing fraternity secrets...but don’t tell Mom.” In the month before his death, Robert called High Point’s emergency center 22 times. When he died at an off-campus apartment rented by one of the fraternity members, Robert had blunt force injuries on his head, neck, and knees, including hemorrhages on his left eye. Deborah created the Robert Tipton, Jr. Hazing Prevention Fund at the Gordie Center in Robert’s memory. She says, “Gordie and Robert lost their lives for no reason. Students need to realize that hazing can and does happen. We need to create healthier college campuses, educating young people to live compassionate and caring lives.” ❁

ROBERT EUGENE TIPTON, JR. HAZING PREVENTION FUND

Deborah Dunklin Tipton established the Robert Eugene Tipton, Jr. Hazing Prevention Fund at the Gordie Center in memory of her only son with the goal of strengthening the Gordie Center’s hazing prevention efforts. When the Fund reaches the level of endowment (\$1.5M), it will fully support, in perpetuity, the new Gordie Center staff position focused solely on hazing prevention. Donations to the Fund this year enabled us to develop a variety of new tools (see page 9), including hazing prevention posters that educate students on recognizing hazing and helping a friend when hazing is suspected.



Products with Impact

*GORDIEstore products save lives at
the University of North Carolina Charlotte*

On a Wednesday night in the fall of 2019, two University of North Carolina Charlotte (UNCC) students were in their residence hall bathroom. One student was very sick after a night of drinking, while the other was trying to help his sick friend—holding him up, talking with him, and staying with him. They had been in the bathroom for 20 minutes when a sticker on the bathroom mirror caught the eye of the helpful friend. It was a GORDIEcling, displaying the PUBS signs of alcohol overdose. The student read the sticker, and immediately recognized that his friend was displaying a few PUBS signs—not only was he puking, but his breathing was shallow and he was in and out of responsiveness. Alarmed, the friend pulled out his phone and called for help. EMS arrived and transported the student to the hospital, saving his life. The transport report read, “[friend] read the PUBS sticker on the bathroom mirror, identified the symptoms and called for Police and EMS.”

Adam Nichols, Assistant Director for Residence Education at UNCC, was gratified to know his office’s initiatives were having a positive, lifesaving impact on UNCC students. “We love the PUBS mirror cling!” Adam says. “We have placed them on mirrors in every one of our public bathrooms,” reaching the 5,800 UNCC students who live in campus residence halls. To make the

products more recognizable to students and integrate with other UNCC safety initiatives, the Gordie Center created customized clings and GORDIEcheck BAC cards with the UNCC logo. Beau Dooley, the Director of UNCC’s Center for Wellness Promotion says, “The Gordie Center produces high-quality alcohol and hazing education materials that can serve as a stand-alone campaign or dovetail into existing campus alcohol and hazing prevention efforts. We screen the *HAZE* film and follow it with a facilitated discussion on substance misuse and hazing. We also distribute large quantities of GORDIEcheck BAC cards during alcohol education programs and events.”

“Because of products like PUBS mirror clings, I can confidently share with parents that we are a community that truly cares for one another.”

Elizabeth Hinson, UNCC’s Assistant Director for Assignments in Housing and Residence Life, was a graduate student intern at the Gordie Center while earning a Master’s Degree in Higher Education at the University of Virginia. “Three years after my time with the Gordie Center, I still reference the experiences I had and the knowledge I gained while working there,” Elizabeth says. “Because of

Left: University of North Carolina Charlotte students.



products like PUBS mirror clings, I can confidently share with parents that we are a community that truly cares for one another and is willing to step up to look out for one another.”

“This information and this organization will help save your students’ lives!”

Enrollment at UNCC now exceeds 30,000 students, and the staff is constantly looking for novel and engaging ways to reach so many students. Gordie Center products are a large part of that effort. Adam reiterates: “These products are created to help students save the lives of themselves and their friends. They present valuable information in a creative and eye-catching way that is hard to miss. The information is easy to digest and our students

IS IT ALCOHOL OVERDOSE?

Remember PUBS

- 1 **P**uking while passed out
- 2 **I**nresponsive to stimulation (pinch or shaking)
- 3 **B**reathing (slow, shallow or no breathing)
- 4 **S**kin (blue, cold or clammy)

While you're waiting for help to arrive:
If the person has passed out, roll him/her onto left side and prop head up. Stay and monitor closely.

If you are unsure,
The National Poison Control Hotline (1-800-222-1222) provides free, expert, confidential advice 24/7/365.

Alcohol overdose can have any of these four PUBS symptoms. If you observe any **ONE** of these signs, call **911** immediately.

Gordie.org

GORDIEclings, like the one above, helped save the life of a UNCC student! These and other PUBS products are available at gordie.org.

have heeded the warnings and called to get their friends medical assistance after alcohol overdoses.” Adam encourages other schools to use Gordie Center products because “this information and this organization will help save your students’ lives!” ❁



Arizona State participants at the January 2020 APPLE Training Institute in Newport Beach, CA.

APPLE Training Institute

In addition to using Gordie Center products on their campus, UNCC participates in the Gordie Center’s APPLE Training Institutes. Funded by the NCAA, APPLE is the leading national training symposium

dedicated to substance misuse prevention and health promotion for student-athletes and athletics department administrators. “What the Gordie Center teaches at APPLE is crucial to the development of our student-athletes,” says Chris Everett, UNCC Director of Student-Athlete Development.

The Gordie Center has hosted APPLE annually since 1992, and was fortunate to host in January 2020 prior to the pandemic. Despite the pause to in-person APPLE events for now, we continue to support student-athletes and athletics departments by offering webinars, updated online materials and monthly APPLE e-newsletters. As athletic department budgets have been cut and seasons cancelled, we have increased our outreach efforts to provide guidance to schools as we await safer conditions and the return of in-person events. Please visit appleathletics.org for updates.

YOU MAKE IT HAPPEN!

The Gordie Center would not exist without our donors. To showcase the incredible loyalty of our supporters, we have listed this year’s donors by their total number of giving years since 2010. Whether you are new to our list or have given for 10+ years, we value you. Thank you to **Leslie and Michael Lanahan**, and to each of you!

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We love our supporters, and wanted to give a special shout-out to Annie Curtin this year! Annie has been a loyal donor to the Gordie Center's spring fundraising efforts for 4 years. She loves that her gift is matched through that campaign, doubling her impact and helping the Gordie Center reach more students with lifesaving education. Thank you, Annie!

"My children and I did not have the good fortune of knowing Gordie, but we stand in awe of the Lanahans' positivity and passion for turning their tragic loss into a powerful program. We are honored to support the Gordie Center and its mission."

—Annie Nickel Curtin

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To Commemorate

You remember. You honor Gordie Bailey and the families of all students lost to hazing and alcohol overdose when you give to the Gordie Center.



To Live Your Values

You give to the causes in which you believe. You invest in the work of the Gordie Center because you understand the worth of our mission.



To Educate

You care about the students in your life. You give to the Gordie Center to make sure they have access to quality, lifesaving education.



To Innovate

You recognize the need to adapt. You help the Gordie Center create new digital tools to reach students no matter where they are.



To Save Lives

You know that hazing and alcohol overdose deaths are entirely preventable through education. You empower students to step up, speak out, and call for help when you give to the Gordie Center.

The Gordie Center relies on donors like you to continue our lifesaving work. Thank you!

Visit gordie.org/donate to make your gift!



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E-MAIL: GordieCenter@virginia.edu

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Gordie Bailey with his mom, Leslie Lanahan, after a Deerfield Academy football game in the fall of 2003.

 **gordie.org**

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