



William DeJong



William DeJong is a Professor in the Department of Social and Behavioral Sciences at the Boston University School of Public Health (2001 to present).

He also serves as Executive Director for Research and Analysis at Outside The Classroom, Inc. (OTC), an alcohol online education and information services company based in Needham, Massachusetts. He oversees development and revision of OTC's AlcoholEdu for College course, which is taken annually by approximately 400,000 first-year college students.

Until September 2005, DeJong directed the Center for College Health and Safety (CCHS) at Education Development Center, Inc., in Newton, Massachusetts. From 1995-2004, he directed the Higher Education Center for Alcohol and Other Drug Prevention (HEC), which is based at CCHS and operates on a contract with the U.S. Department of Education. He is now a senior advisor to the HEC. Under his direction, the HEC emerged as the nation's primary resource for helping institutions of higher education develop, implement, and evaluate programs and policies for alcohol and other drug prevention on campus. To accomplish its mission, the HEC offers training and technical assistance services, plus an extensive list of publications and a state-of-the-art website.

DeJong is the principal investigator of the Social Norms Marketing Research Project (SNMRP), a five-year, \$4 million study funded by the National Institute on Alcohol and Alcohol Abuse (NIAAA). SNMRP is a randomized trial to evaluate the impact of campus-based media campaigns that correct student misperceptions of campus drinking by communicating normative information about student alcohol consumption. He is also a co-investigator for an evaluation of the University of Rhode Island's Common Ground project, a campus-community coalition designed to promote environmental methods for reducing college drinking.

In recognition of this body of work, in 2000 DeJong was awarded the first College Leadership Award by the American Public Health Association's Alcohol, Tobacco and Other Drug Section. In 2008 he received the Outstanding Contribution to the Field Award, from The [Network Addressing Collegiate Alcohol and Other Drug Issues, U.S. Department of Education](#).

He has frequently been called upon as an advisor by colleges, universities, and other organizations concerned about college student substance use. Highlights include serving as a member of the Board of Directors of Mothers Against Drunk Driving (1993-1996) and as a member of MADD's Youth Commission (1995-1996) and Commission on Colleges (1999-2001), and serving as a member of the Panel on Prevention and Treatment of College Alcohol Problems, Subcommittee on College Drinking, National Institute on Alcohol Abuse and Alcoholism (NIAAA), Bethesda, MD (1998-2002). He contributed to the NIAAA's report, *A Call to Action: Changing the Culture of Drinking at U.S. Colleges*, which reviews the research literature on successful prevention strategies and provides best practices recommendations. His service on boards of directors and advisory boards includes terms with several additional organizations.

DeJong is the author of nearly 400 professional publications in the fields of alcohol and tobacco control, criminal justice, health communications, health promotion, and social psychology. Many of these publications focus on issues related to alcohol and other drug (AOD) problems among college students. In addition, since 1989, he has participated in over 140 conferences and workshops as a keynote speaker, invited speaker, or discussant. Most of these speaking engagements have also focused on substance use issues on campus.