Binge drinking is the most serious public health concern and is related to several negative consequences on college campuses today. This study looks into the new approaches to alcohol intervention on drinking behavior in Hmong-American Students. This study tests the hypothesized Structural Equation Model of alcohol use to determine if interpersonal communication, deliberation, and drinking expectancies would mediate alcohol advertising effects on drinking in alcohol intervention situations. The study was conducted through content analysis of previously written articles that led to the creation of a questionnaire that was hosted online. This study will offer a new intervention idea for how educators go about creating anti-drinking campaigns differently to diverse young populations. From this study we will be able to better tailor alcohol prevention and cessation programs for diverse populations of college-age individuals.

**Methods**

- **Data Analytic Procedures**
  - Latent variable structural equation models
  - SPSS 19.0
  - t-test
  - AMOS 19.0
  - Maximum likelihood (ML) with bootstrapping
  - Sig. test: Bias-corrected 95% confidence intervals and p-value

- **Intervening Variables**
  - **Interpersonal communication:**
    - Daily casual interpersonal discussion that students have with members of their social networks, such as family, friends, and acquaintances.
  - **Deliberation:**
    - Thoughtful interchanges
    - Designed to solve problems and reach resolutions over issues
    - Includes willingness to listen to others, to express opinions, and to speak out when facing contradictory viewpoints

**Results**

- **Model Fit Summary**
  - This chi-square test result is non-significant, indicating good model fit.
  - $X^2(41, N=474)=6.607$, ns
  - The ratio of chi-square to degrees of freedom is less than 2 ($CMI\text{ND}^2=1.652$)
  - Overall fit values indicate a good fit of the model.

**Discussion and Implications**

- These findings enable researchers, educators, and public policymakers to better understand how young people process alcohol advertising messages and develop their expectancies about drinking in order to design more effective health interventions.
- The campaign message should encourage students to discuss drinking issues with family, friends, or acquaintances.
- Alcohol issues can be better understood by including considerations of interpersonal discussion and deliberation.

**References**


**Acknowledgements**

- Department of Communication & Journalism
- UWEC Office of Research and Sponsored Programs
- UWEC Summer Research Experiences for Undergraduates