Nationally, 72% of college students have used alcohol, with 24% reporting binge drinking (5+ drinks in one sitting) in the past five weeks. 45% have used cannabis, and 8% have engaged in non-medical use of prescription stimulants. Additionally, 24% of students report experiencing depression and anxiety.

Challenge Hustle Culture.

Support Well-being.

It's time to challenge hustle culture and support well-being by implementing the "Time to Ungrind" social norming campaign on your campus. Leverage your data, find campus partners, and promote a healthier, more balanced student culture.

Hustle Culture Is Harmful
It damages creativity, productivity, and health – often pushing students toward burnout and substance use.

Social Norming Works
Correcting misperceptions of peer behavior (e.g., overestimation of alcohol/drug use) can reduce risky behaviors and promote well-being.

Data-Driven Campaigns Matter
Combining qualitative and quantitative student data helps tailor social norming messages that are honest, empowering, and culturally appropriate.

Partnership Is Key
Success depends on cross-campus collaboration, including health, student affairs, and peer educators.

Well-being Is Holistic
Supporting student well-being requires addressing mental health, rest, coping strategies, and community engagement—not just academic success.

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