

Bulldog Strong

Impact for our Students and the Community

Through Bulldog Strong, the University and local business owners can collaborate to promote awareness for alcohol issues.

This will have a direct impact on the environment surrounding the Fresno State campus, and therefore lead to a change in the culture of alcohol use at Fresno State. Students, faculty, staff, and alumni will come to recognize the Bulldog Strong logo as a representation of organizations who care about our students and their safety.

Fresno State is not an isolated entity. We are a campus surrounded by businesses and community members, which in turn affect our students. Asking for community support allows for local businesses to engage in the safety and well-being of our students.



Pledge Points

Vendors would show participation by “pledging” to uphold the following existing legal standards:

- Do not serve to individuals under the age of 21
- Do not serve to individuals who appear intoxicated
- Do not offer drink specials the day of commencement

Alcohol Awareness and Prevention

Bulldog Strong is a commitment we are asking of local business owners who serve as a point of sale or point of consumption for alcoholic beverages in an effort to change environmental factors surrounding alcohol prevention efforts.

By publicly pledging compliance with this initiative, and in return by gaining support from the university, we can begin to engage the community in alcohol awareness efforts.

Research has shown that engaging community members and business owners in this type of campaign which emphasizes alcohol prevention, but also does not place blame, has been particularly effective in gaining support for cultural changes on campus.