

It's that time again!

As you receive this brochure, the academic year has likely begun...and that means National Collegiate Alcohol Awareness Week (NCAAW) is just around the corner. The beginning of the school year is the best time of year to get students off on the right foot, both academically and socially. That means it's also time to start thinking about NCAAW and how to put together an award-winning program for your college or university.

The college years are an exciting period in any young adult's life. Perhaps for the first time, students are being challenged to explore new ideas and experiences and to make their own decisions. How, or whether, one chooses to drink alcohol beverages is an important decision that each individual has to make. The purpose of NCAAW is to help students make responsible, legal decisions and to reduce the incidence of alcohol-related problems on college campuses and in college communities.

Experience has shown the best ways to encourage responsible drinking and prevent abuse are through the kinds of activities NCAAW encourages: education and awareness. Educational programs can help people learn to make responsible decisions regarding the use of alcohol. Awareness activities serve as helpful reminders to students to encourage good decision making. And the best and most successful programs include the support and involvement of the entire college community: students, faculty, administrators, local businesses and community organizations.

NCAAW
NATIONAL
COLLEGIATE
ALCOHOL
AWARENESS
WEEK

NCAAW *Awards* CONTEST

Substantively

RECOGNIZING
OUTSTANDING
ALCOHOL
EDUCATION
PROGRAMMING

OCTOBER 16-22, 2005

Winners'
circle

This year, entries from campuses who won the NCAAW Awards Contest during the past three years will compete in the **Winners' Circle** for one of the three awards. This gives other colleges or universities an increased opportunity to win! As the rules for contest entries have changed from previous years, please read all the enclosed information carefully.

National Collegiate Alcohol Awareness Week helps students make responsible, legal decisions about alcohol.

The information in this brochure explains this year's NCAAW Awards Contest. \$5,000 grants will be awarded to three colleges or universities. Please read all the details about contest rules carefully.

NCAAW Awards Program

Many colleges and universities have gained national recognition for the comprehensive set of activities for NCAAW and year-round programs that they have developed. Each year the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF) sponsors an awards contest for those schools participating in NCAAW and year-round alcohol abuse prevention efforts. This competition includes not only national recognition, but cash awards as well.

By following the steps outlined below, much of the work that must be submitted will already have been completed by your campus.

As a follow-up to your evaluation efforts, create a written report that outlines all activities and documents that were completed throughout the academic year. Compiled in a three-ring notebook format, this report will be an extremely valuable tool for planning NCAAW activities for the following year. Be sure to include samples of artwork, promotional materials, media coverage and evaluation summaries. This way, you not only have created a permanent record of your efforts, but you can easily show your program to administrators and potential funders, and you can use it as a recruitment tool for future committee members.

The next step is to take this information and apply for recognition.

Award

Grants will be awarded to three colleges or universities. Each award-winning institution will receive a \$5,000 grant and a plaque commemorating their achievements. A special thanks goes to Coors Brewing Company for sponsoring these awards on behalf of the IATF.

New in 2005-2006

If your campus won the NCAAW Awards Contest during the past three years, your entry will compete in the **Winners' Circle** for one of the three \$5,000 awards. Other colleges or universities will have an increased chance to win the other two \$5,000 awards.

Judging Criteria

The review criteria outlined below was designed to recognize outstanding alcohol education programming. Entries will be judged on the total number of points scored in the following areas: comprehensiveness of year-round alcohol education programming, foundation for NCAAW programs, significant use of evidenced-based approaches in designing prevention programs, breadth of participation/ collaboration and evaluation. Please keep these emphases in mind as you complete your NCAAW planning and activities for the 2005-2006 academic year.

INSTITUTIONS MAY RECEIVE POINTS IN THE FOLLOWING REVIEW AREAS:

1. Comprehensiveness of Year-Round Program - 5 points

First, please provide a complete list of your year-round prevention (education) activities. Then use the following questions to prompt a description of your program: What does the overall scope of your campus prevention program look like? Does your year-round program involve

intervention (peer counseling, mentor programs) or referral components? Does it include social and interactive programs that support non-drinkers and responsible use? Are there awareness campaigns that focus attention on alcohol abuse prevention and related topics? Briefly describe each activity and the process used to motivate involvement in planning and implementation. Were these activities innovative?

2. Foundation for NCAAW Programs - 5 points

Who was invited to participate in planning and implementing NCAAW? What was your schedule of events and levels of participation for each program? Were student organizations, faculty, staff administrators, parents, alumni and members of the local community involved in some way? How were events publicized? Did your NCAAW program reach beyond the campus community (e.g., local high school)? What impact did your NCAAW activities have? Did your events receive local and campus media coverage?

3. Use of Evidenced-Based Approaches in Designing Prevention Programs - 5 points

In what ways did your programs utilize evidenced-based methods and strategies for which evidence of effectiveness has been documented in looking at alcohol abuse prevention issues? What model or methods did you use to design your strategies? Did your programs utilize a social norms approach in looking at alcohol abuse prevention issues? What data did you use to design your messages? What media avenues were used to promote your program to the campus community? What stakeholders were involved in developing and implementing the prevention efforts? What was the campus reaction to

these efforts? How did you collect feedback about your prevention activities? Did these activities receive local and campus media coverage? What was your method for gathering data to prove effectiveness of your programs?

4. Breadth of Participation/ Collaboration - 5 points

What year-round prevention activities became a vehicle for campus collaboration with other organizations, offices, departments and local agencies? Because of your program efforts, did you see positive results, policy changes or changes in actual behavior patterns? Did key campus offices or leadership organizations on your campus recognize your efforts? Have your events and outreach efforts expanded the agenda to promote health and wellness issues on campus?

5. Evaluation - 5 points

How have you evaluated your events and year-round program efforts? Give specific examples of how you collected information from students on your campus about making safer decisions about abusive behavior. What additional programs or information would interest participants during the rest of the year? Is this information available in summary form?



BRADLEY UNIVERSITY – PEORIA, ILLINOIS

The irresponsible consumption of alcohol in today's college environment along with concern for underage drinking is a high priority of Bradley University's Wellness Program initiatives. The program's comprehensive approach follows the 3-in-1 Framework suggested by the National Institute on Alcohol Abuse and Alcoholism and utilizes evidenced-based practices and an environmental approach to target those in high-risk groups. This is accomplished by the Bradley H.E.A.T. (Help, Encourage, and Teach), a peer leadership program, and SONOR (SOcial NORming), a student-led marketing, graphic design and public relations organization.

REGIS UNIVERSITY – DENVER, COLORADO

Regis University's Behavioral Health Program worked within the 3-Tier approach: 1) state-of-the-art interventions with high-risk substance abusing clients; 2) environmental practices, enforcement, training and coalition building; and 3) practices that show promise, such as social norms marketing, peer education, safe rides, parental involvement and preorientation programming. Five social norms campaigns targeted around high-risk populations and heavy drinking times of the year were conducted. The Choices Peer Education group conducted more than two dozen active programs (e.g., presentations, peer theater, peer support). And the REACH program addressed alcohol abuse in the athlete population.

UNIVERSITY OF MISSOURI – COLUMBIA

The Wellness Resource Center at the University of Missouri – Columbia provides comprehensive, campuswide and effective prevention programs. Prevention efforts begin during the summer with freshman orientation and continue monthly throughout the year. During spring semester, wristbands were created with the word "Responsibility" along with a card that included pledges such as "I will take responsibility for myself and my friends. I will not drink and drive. I will not ride in a car when the driver has been drinking. I will watch out for my friends." Statewide efforts include the CHEERS to the Designated Driver Program and the new SMART server-training program, which is available in 20 cities for 3,000 establishments.

Honorable Mention

Bowling Green State University, Ohio
Bridgewater State College, Massachusetts
California State University – Fresno
PACE University, New York
State University of West Georgia
University of Virginia
Villanova University, Pennsylvania



Deadlines

Submit the application information outlined along with appropriate support materials by Monday, APRIL 3, 2006, to:

National Collegiate Alcohol Awareness Week
c/o Dr. Herbert Songer
Vice President for Student Affairs
Fort Hays State University
600 Park St., Hays, Kansas 67601-4099
PH: (785) 628-4277 FAX: (785) 628-4113
E-mail: hsonger@fhsu.edu

Application documentation outlining the review criteria cannot exceed 15 pages. However, you may include up to five additional pages of support materials such as photographs of events and copies of ads and articles from local and campus media.

Submitted applications become the property of the IATF and will not be returned unless specific arrangements are made ahead of time.

Checklist for contest entry

- Cover letter with philosophy of substance abuse prevention approach
- One-page executive summary of program
- Goals/objectives
- Planning timeline
- List and description of events before, during and after NCAA
- Publicity samples (e.g., posters, newspaper ads, buttons, etc.)
- Budget
- Funding sources
- Who planned
- Who attended
- Publications
- Photos/videos of events
- Results/program significance: Short term? Long term?
- Two letters of reference from campus and/or community officials not directly involved in your institution's program
- 100-word program summary to be used in publications if chosen as a contest winner
- Miscellaneous items (e.g., cups, T-shirts, key chains, etc.)
- Contact person's phone number and e-mail address

Decisions will be made and winners notified by July 1, 2006.

Mark your calendar – NCAA in 2006 will be celebrated October 15-21.