

What's in your *RU Connected* Campaign Kit?

One benefit of being an affiliate of The BACCHUS Network™ is that each peer education group receives this campaign kit free of charge. You have told us that giving you these campaigns helps your programming efforts—in fact, three out of four affiliates reported using the BACCHUS NCAAW Campaign in 2006 as their official campus programming for alcohol abuse prevention. We believe this year's *RU Connected* Campaign is one of our best ever!

Why NCAAW?

We hope that your campus will join more than 1,000 colleges and universities in the United States who recognize the importance of campus prevention efforts addressing alcohol abuse.

The BACCHUS Network™ proudly supports the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues in promoting National Collegiate Alcohol Awareness Week. This is because NCAAW is a valuable opportunity for peer education groups to help focus campus-wide attention on the alcohol abuse issue. Although we know that many of our affiliates actively program on this topic year-round, NCAAW is valuable in building and promoting your alcohol abuse prevention program and campus resources in a creative and effective manner.

The first few months of the academic year are critical times to convey your campus' unique messages about alcohol abuse to all students, new and returning, so that tragedies can be avoided and healthy and safe lifestyles remain the norm. NCAAW is the foundation to building a year-round program that keeps alcohol abuse prevention at the forefront and assists students in finding support. Alcohol abuse prevention is not a one-week activity; promoting responsible alcohol consumption is a year-round effort.

The **NCAAW *RU Connected* Campaign** contains the message of student empowerment to make safe choices, to take care of friends, to keep safe by not drinking to excess, to secure a safe ride, to avoid driving after drinking, and never riding with a driver who has been drinking.

These campaign resources will assist you in creating an exceptional series of NCAAW events and in determining what educational efforts will help you create a more comprehensive prevention program.

We are dedicated to making campuses safer and more enjoyable for everyone. From campus security to fraternities and sororities, athletics, residence halls, and peer education programs, we all have a vested interest in making NCAAW activities a meaningful part of year-round prevention efforts.



Make
decisions
that r
right 4U.



Lets
eat b4
the party.



RU Connected?

This Year's Theme

It is important to recognize that some students choose not to drink irresponsibly, and those who drink to excess put themselves at high-risk for negative consequences. This campaign empowers students to practice smart, planned-in-advance, decision-making about social situations involving alcohol. Using a text messaging theme, this NCAAW Campaign encourages students to make and keep connections with friends and stay safe in social situations where alcohol may be present.

By now you have had a chance to go through the *RU Connected?* Campaign box. We have incorporated the theme in a number of promotional items that you can use for your awareness events and have included samples of each. The promotional items are great for NCAAW (observed annually the third full week of October) and can be used any time of the year as they contain no dates. Here is a brief description of each of the educational and promotional pieces in the *RU Connected?* Campaign:



The *RU Connected?* Campaign Poster

This poster encourages students to make and keep connections with friends and stay safe in social situations where alcohol may be present. The messages support personal responsibility and provide practical safety tips. Students that read the poster will be more educated about the different choices they can make to protect themselves and their friends. The poster highlights choices regarding responsible alcohol consumption, moderation, academics, and impaired driving prevention. This campaign challenges students to plan in advance for their own personal health and safety.

The *RU Connected?* Stadium Cup

These cups are the perfect campus giveaway! If you plan on hosting an awareness table or having information available at your educational sessions, here is a chance to give students something that they will keep all year long. These stadium cups are white with the colors and text message images of the *RU Connected?* Campaign. They contain the message of "U are at high risk if you drink to excess, drive after drinking or ride with an impaired driver. Stay connected 2 friends 4 safety."

The *RU Connected?* Pen

If there is one thing that students need, it is a pen they can use for studying and taking notes. Give these pens away at awareness tables or educational programs to keep your positive health message visible on campus. These Papermate TriEdge Ballpoint Pens are translucent white with pale blue trim. The imprint contains The BACCHUS Network™ logo, website and message of "U are at high risk if you drink to excess, drive after drinking or ride with an impaired driver."



RU Connected?

The *RU Connected?* Waterproof Wallets with Key Ring

Students constantly need easy access to their ID! Whether accessing their campus dining hall or going to the movies, reliable and convenient access to an ID is part of campus life. By providing students with the NCAAW Campaign Waterproof Wallets with Key Ring, your group is giving young people something they need along with a healthy message. These purple opaque vinyl key chain wallets have a 2-color imprint of the *RU Connected?* Logo and the message of "U are at high risk if you drink to excess, drive after drinking or ride with an impaired driver."



The BACCHUS Network™ Catalog and Order Form

Included in your Campaign Kit is a materials catalog that includes each of these specially made items. Each of the items features the *RU Connected?* Logo and does not include a date or year – making them useful well beyond NCAAW! Simply fill out the order form on the back of the catalog and fax or mail to our Materials Center in Minneapolis. Be sure to include a check, purchase order or credit card. Given the large amount of interest shown each year during NCAAW, we suggest you place your order at least two weeks before you need the items. If you need rush shipments, please call the number on the order form to make arrangements for special shipping.

Need More Educational Materials? Check our Website!

If you are planning an awareness table or need handouts for your programming throughout the year, please know that The BACCHUS Network™ has a catalog filled with materials on alcohol abuse prevention and other health-related topics. You will be able to find educational resources on topics such as alcohol poisoning, helping a friend with a drinking problem, sex under the influence, predatory and club drugs, and much more! Download a copy of our catalog or order online at www.bacchusnetwork.org

