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For years, university educators have been grappling with collegiate alcohol abuse in a variety of ways. The dilemma — respecting the adult sensibilities and independence of young people while honoring the law and the institution's "duty to care" — has become evermore difficult to solve. The demographics alone are daunting: Some 15 million students now attend more than 3500 institutions. How to best deal with the complex issues, responsibilities, and liabilities, how to be an instrument for change in the prevailing collegiate environment, is the challenge facing all university people.

- What Can You Do? Report from the National Symposium on Alcohol Practices sponsored by the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues



Forward

- Advocacy

College student drinking behavior impacts the work of every student affairs professional, and it is at the core of many of the health and safety issues on campus. This publication is designed to support college and university staff, faculty, and students seeking to create awareness and education on alcohol abuse and related issues so that the best living and learning atmosphere can exist to support academic pursuits and personal achievements. It is the mission of the task force to inspire students to review their lifestyles and make informed healthy decisions regarding substance abuse.



Letter from the Chair

Building Bridges for Campus Alcohol Education and Abuse Prevention

On behalf of the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues, let me welcome you to another National Collegiate Alcohol Awareness Week! This year will certainly be the biggest and best yet as more than 3,000 colleges and universities in North America jointly recognize the importance of campus prevention efforts.

You have received this manual and year-round programming calendar because you, as a campus professional, are in a position to make NCAAW a success on your campus! Now is the time to start planning who you will partner with to build something spectacular in your campus prevention program. And as you will see in reviewing the materials in this manual, one key element for success is to involve many different groups in the planning process for educational efforts. The Task Force has recognized you as a leader in the fight for healthy choices among our students. You have the ability to lead the way and coordinate a variety of student groups and offices to implement programs and campaigns that will support student learning and positive actions to keep our campuses safe.

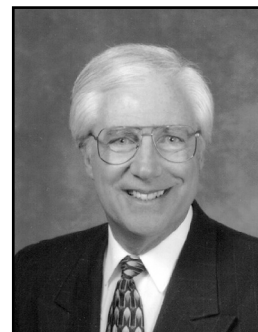
Each year, we produce these resources in hopes that they will spark new and worthwhile ideas for your campus alcohol abuse prevention efforts. National Collegiate Alcohol Awareness Week is a very timely observance because it brings attention to important campus issues early in the academic year. But, it's crucial to understand that prevention is not a "one-week activity." The healthy choices your students make (or don't make) can be largely impacted by your commitment to year-round efforts.

In recognition of your outstanding year-long efforts, the Task Force awards cash prizes to outstanding campuses whose alcohol abuse prevention programming shows special innovation and effectiveness. You'll find application information at the end of this manual, and I hope you'll consider applying. No matter how large or small your school, no matter how large or small your budget, your efforts are important and deserve recognition!

As you use these resources to assist you in the planning of your programming, your marketing, your public relations, and your evaluation, we hope that you will realize that only you can know what will work best on your campus. You will find some strategies developed by the Task Force that may serve to strengthen your efforts as you collaborate with many segments of the campus to send clear and consistent messages about alcohol abuse and student drinking behaviors.

The 21 higher-education organizations that make up the Task Force are dedicated to making our campuses safer and more enjoyable for everyone. From campus security, to fraternities and sororities, to athletics, to residence halls and peer education programs, we all have a vested interest in making National Collegiate Alcohol Awareness Week a memorable event in 2000.

*-Dr. Edward Hammond, President
Fort Hays State University
NCAAW Chairperson*



Getting Started

Mapping Out a Plan



To address alcohol abuse, colleges and universities should:

- Define high-risk drinking precisely.
- Determine the causes and results of alcohol abuse.
- Develop policies about alcohol use and enforce them consistently.
- Hold policy violators accountable for their behavior.
- Include in those policies prevention and other appropriate responses.
- Pay particular attention to all new students, first-year and transfer.
- Enlist the direct support of the chief executive and members of the governing board.
- Commit funds to address alcohol abuse through education, enforcement, treatment and related activities.
- Use available resources and technologies to increase the campus community's understanding of the institution's "duty to care."
- Develop mechanisms to communicate with parents and guardians about their children's involvement in situations of alcohol abuse.

*- What Can You Do?
Report from the
National Symposium on
Alcohol Practices
sponsored by the Inter-
Association Task Force
on Alcohol and Other
Substance Abuse Issues*

Often we find ourselves and our programs confined to a segmented area of the campus, without the opportunity to make a campus wide impact. Our grand designs never make it out of the blueprint stage. The sole purpose of NCAAW is to provide widespread campus participation to create support for alcohol abuse prevention programs and other health-related efforts. Through the promotion of a highly visible week of educational programming and activities, NCAAW builds campus-wide attention for alcohol abuse and related issues. Whether your focus is traditional, social norms based, or fully comprehensive, use NCAAW as a spark to build even greater attention to your efforts.

While many campuses choose to schedule their own alcohol awareness weeks at other times in the fall (because of conflicts with Homecoming, for example), it is wise to observe NCAAW during the third week in October, if possible, due to the wide-spread national publicity surrounding the event. Many prevention programmers have found that piggy-backing on the national attention given to NCAAW makes it easier to get sponsorships from community sources and attention from campus administrators. If the third week of the month isn't a good time, you might consider another week in October, which would still allow you to take advantage of the national attention on collegiate alcohol issues.

As a high point for year-round prevention and education services, NCAAW is also a wonderful vehicle for boosting visibility and support for peer education and other innovative campus wellness programs. Every year, NCAAW proves to inspire students from a wide spectrum of campus life to review their lifestyles and to challenge their peers to make better, healthier decisions where alcohol abuse and health issues are concerned. Effective peer education has always been at the heart of NCAAW, and today this strategy is more important than ever in building successful, high impact programs.

NCAAW is used by campuses across North America and beyond to educate, to inform, to challenge and hopefully to create change. It is a perfect opportunity to build bridges with other offices, student groups, and faculty members. Whether this is your first NCAAW or your best-yet NCAAW, we hope that your message will successfully spur conversation and excitement in your entire campus community. This manual is designed to help guide your efforts.

WHERE DO YOU BEGIN?

For many, simply getting started is the hardest part of planning your NCAAW activities. Reviewing this guide is a good start to your efforts. Even if you are already underway in planning for this year's NCAAW, take a moment to kick back and use this manual as a check-list.

Although each of the following sections deals with the mechanics of planning and implementing NCAAW, it is important from the start that you take some time up front to define your educational approach and goals for building your program. There is no standard formula for building NCAAW on a particular campus. Factors ranging from state laws and campus policies to specific prevention philosophies all come into play in how your respective campus may choose to tackle the prevention issue. The challenge is to come up with a philosophy for your week and then to design activities that promote the educational goals to the entire campus community.

Many successful campus NCAAW campaigns have been built around an entire week of programming with the simple goal that virtually every member of the campus community be touched by at least one event. This means something for athletics, something targeting women, something for the Greeks, something in the residence halls, something entertaining, something serious.

Other campuses prefer to target specific campus populations for change. Still others rely on big programs seeking out national speakers to facilitate debates and create broad media campaigns to build student interest and participation. It all depends on your resources. Don't attempt more than you can handle in terms of finances, time and assistance.

Regardless of the approach you take, it is important that you have a clear idea of your prevention philosophy and goals for the week. This way, you can be consistent in designing your campus NCAAW events, and you will be able to share this vision with committee members.

BRAINSTORMING

The truly creative and inspirational efforts for NCAAW always begin with some serious brainstorming. One of the first things you will want to do with your committee is to sit around and "dream" a little bit. What things would you like to accomplish? If you could do anything, what would you do?

For many committees, brainstorming begins with a theme. You want to find a theme that will frame your activities for the entire week. You want something memorable, marketable, and fun. A good way to begin this process is to get a flip chart and some markers. The only rule is that there are no dumb ideas. Committee members can make suggestions until an overall theme appears. As your committee members get excited about an idea, start a new sheet and refine it until it takes the desired form. Acronyms can be developed around fun words. Parts of songs or poems can be incorporated. Historical quotations can be used. It is up to you!

If you are searching for your own unique theme, there are an infinite number of directions your brainstorming might take. Some themes that other campuses have successfully promoted include:

- OkSOBERfest
- Sober Safari
- Get SMART! (Students Making Alcohol Responsibility Today)
- You Hold the Key to Success
- Just Do It Healthy!
- Risky Business
- Be a Part From the START (Students Taking Action & Responsibility for Tomorrow)
- The Magic of Life
- FREAK Out! (Finding Responsible and Entertaining Alternatives on Kampus)
- Seize the Day, Take Back Your Nights!
- Making the Right Connections
- I Have a Choice
- How the Health Are You?
- R-E-S-P-E-C-T (Find Out What It Means To Me)

It's also great to build themes around popular television shows, summer blockbuster movies, or current song titles. This is where the students on your committee can be particularly helpful! They know what their friends watch and listen to! Maybe you want



Because many of their campuses like a head start for NCAAW themes, The BACCHUS and GAMMA Peer Education Network has sponsored their own NCAAW theme. In 2000, BACCHUS is promoting their NCAAW campaign called THERE'S STRENGTH IN NUMBERS! MOST STUDENTS ARE MAKING HEALTHY CHOICES. Each of their affiliates receives a free "NCAAW Kit" of posters, cups, lanyards, highlighters, a programming manual, table tents and other ready-to-use materials. For more information on how you can get access to these materials by joining the Network, call (303) 871-0901 or check out the web site at www.bacchusgamma.org.



Rebuilding Campus Culture

Remind students emphatically of their individual responsibility for their actions.

Acknowledge the role of students in changing campus culture.

Include students in decision making.

Consider carefully how alcohol is marketed on campus.

Involve everyone on campus including the president and trustees.

Enlist the help of local merchants and community members.

- What Can You Do? Report from the National Symposium on Alcohol Practices sponsored by the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues

to use the theme of this book and use a bridge building or construction theme as an anchor for your week. Here is a quick list of things you could do to support NCAAW:

Favorite Mocktail Recipe Reception - Discuss the importance of serving non-alcoholic beverages at any social event.

Send out a brief fact sheet about alcohol behavior and effects of alcohol on the body. The next day in the student newspaper, do a brief quiz where students have to turn in their answers for a drawing for dinner at a faculty member's house. Secure faculty in advance as a means to promote NCAAW and to find out what they might serve for dinner.

Have a progressive dinner to different parts of the campus as a social event. Have different organizations sponsor each stop.

Sponsor a "Bridge Building Contest" using common campus items.

Sponsor a contest for an idea that would promote greater communication or "Bridge Building" within your campus community.

Put together some nutritional facts about calories, fat content, and consuming alcohol.

Have a "Hosting a Party to Remember" Workshop and Talk About the building blocks of a successful party.

Run a photo contest for pictures of students having fun as they make healthy choices.

Your theme will be the lasting memory of your week. It will be your calling card next year when you go looking for support for NCAAW 2001! It will appear on your posters, your T-shirts, and in the titles of your educational programs.

Brainstorming is just what the word applies - a "storm" of ideas that are offered first and evaluated later. We naturally judge and categorize things immediately. Our brains are trained to sort things as good ideas or bad, worthwhile or not. The key to brainstorming is to turn off that judging process so that ideas flow freely without anyone trying to figure out whether or not they will work, if it costs too much money, etc. The other good thing about suspending judgment on ideas is that the people who are brainstorming don't have to worry about "saying something stupid." People are often reluctant to offer ideas, fearing the criticism of others. If you conduct a productive brainstorming session, people will feel comfortable blurting out any thought.

RECRUIT KEY PLAYERS

The key to building support for your program is to get students involved in the process from the beginning. Not only can students be valuable as committee members, but they are also closest to your audience, and they can provide creativity and programming insights that administrators might be less likely to develop on their own. Remember, peer-to-peer influence is our most effective education tool! Building a wide level of student ownership in the planning of your NCAAW will help guarantee acceptance and participation. The more visible a role your students play, the more likely other students will want to get involved. If your week will target many groups, be sure all of those groups are represented by the students on your committee or task force.

NCAAW is an opportunity to gain interest and respect for campus-based prevention programs. It is important to use these special weeks to build the base for year-round efforts. Many campuses have used NCAAW to identify students to become peer educators. Starting a BACCHUS or GAMMA peer education group as the cornerstone of your program is a great way to ensure that your NCAAW efforts last well after your final event for the week.

Identifying and recruiting key players serves several purposes. It is simple human nature for people to take ownership in those things they help create. If you want to build participation and support for NCAAW, then it is important that you find allies across campus.

Although the players will vary depending on the size and type of campus, NCAAW planning committees often consist of student and/or staff representatives from:

1. Peer Education Organizations
2. Student Activities/Programming Board
3. Student Government
4. Residence Life
5. Fraternity and Sorority Systems
6. Health Education/Wellness Offices
7. Multi-Cultural Affairs/Student Groups
8. Counseling
9. Athletics/Campus Recreation/Intramurals
10. Faculty Senate
11. Campus Security
12. Campus Food Service
13. Campus Newspaper
14. Student Volunteerism Office
15. Campus Public Relations Office

Although it is not likely that any committee will consist of all of these individuals, it is possible that by reviewing this list, you might recognize an area on your campus or in your community that you might not have already contacted. The key is to have as broad a level of participation as possible to support your efforts and to recruit participation for your events. From this larger group, specific committees can be assigned to handle the details of individual programs.

Not everyone on your list will be an active participant. However, it is quite possible that they might have financial and other resources available for co-programming. This can be a great benefit to your NCAAW efforts.



Work With Local Groups

Additionally, NCAAW presents a great opportunity for exposure in the community. Again, this will vary based upon your type of campus and sponsorship policies; however, many campuses include representatives from among the following sources:

1. Police
2. Local Health Agencies
3. Treatment Centers/ Private Hospitals
4. Beverage Distributors (soft drink, beer, bottled water, etc.)
5. MADD
6. SADD
7. Restaurants & Bars
8. Health Clubs
9. Other Campus Area Businesses
10. Highway Safety Office

Collaborating With Others Expands Our Educational Impact



Important peer leaders - Greek letter organizations, student governments, student athletes, residence hall associations, and other campus programming groups - must take the lead in educating students about safety and wellness, in encouraging alcohol-free living environments, and in supporting facilities and programs that encourage healthy interactions and development of students.

*- What Can You Do?
Report from the
National Symposium
on Alcohol Practices
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Force on Alcohol and
Other Substance
Abuse Issues*

Campus Activities Can...

1. Bulletin Boards and Exhibits

Use a highly traveled area of campus and develop a prevention message bulletin board on NCAAW topics.

2. Freebies and Giveaways

People are your best bulletin boards to make people aware of an issue. Have people sign a pledge card to make responsible decisions about alcohol, or sign a pledge to never drive when consuming alcohol, and give them a ribbon or pin to wear, or pens to use.

3. Visual Impact Events

Candlelight services, community parades, and athletic event half-times are all highly visible ways to promote prevention messages.

4. Fun Events

Sponsor an alcohol-free tailgate, fun run, mix up mocktails at an event, sponsor an "Up All Night" party at your recreation center, declare a "natural highs" day on campus with fun games or kite give-aways.

5. Lunch Time Programs

Make the most of captive audiences at meal hours by sponsoring educational trivia contests with prizes. Host brown bag lunches on hot topics like the drinking age, zero tolerance laws, or fake IDs.

6. Use the Campus Media and Promote Events!

Get your campus newspaper, radio and television stations involved. For promotion, get Vince & Larry crash dummies to pose for photos and provide educational literature.

7. Show a Film

Films like "28 Days," "Leaving Las Vegas," or "When a Man Loves a Woman" set the scene for some great discussion. Include student leaders, faculty film buffs, and prevention people.



Ways Campus Judicial Offices Can...

1. Include educational sanctions and community service in your judicial process. Suggest campus NCAAW events as opportunities for learning about the effects of alcohol abuse.

2. Give students real world information. What would happen to them if they were cited in the community for underage drinking, public intoxication, destruction of property, physical violence, etc.?

3. Construct a display that talks about community fine amounts and then what students could purchase instead of paying fines....i.e. 30 compact disks, 60 pizzas, books for the year, 70 trips to the movies, etc.

4. Have students write articles suitable for publication in the student newspaper on various student health and campus policy issues.

5. Have students who have been sanctioned assist RAs in the residence halls and learn what it's like to promote a positive living community.

6. Work with the local judge to have students put in hours at the local community courts when alcohol-related cases are being heard.

7. Have students volunteer in a community service agency that focuses on addiction recovery.

8. Have the current peer education group on campus teach a sanction class on alcohol poisoning, sexual assault, violence, etc.

9. Organize a "mock trial" which focuses on alcohol abuse-related issues, i.e. DUI, alcohol poisoning, assault, etc.



Things Athletes and Recreational Sports Professionals Can Do...

1. Use electronic media (such as scoreboards or marquees) to advertise prevention messages. Place ads in athletic programs or in the newspaper.
2. Make prevention announcements at sporting events.
3. Have athletes act as prevention mentors at local high or middle schools.
4. Place prevention message on cups and/or napkins at athletic events.
5. Have coaches and athletes make a public service announcement for radio or TV.
6. Sponsor a responsible "tailgate" party in conjunction with an athletic contest.
7. Hang safety and prevention banners in the gymnasium and at the fields.
8. Sponsor or co-sponsor a fun, visible event in conjunction with NCAAW, such as a fun run or walk or a tug-o-war.
9. Open the fitness center for longer hours.
10. Offer free fitness demonstrations.
11. Do blood pressure or cholesterol screenings.
12. Have a sporting event marathon (softball, volleyball) to raise awareness and/or money.
13. Offer free swing dancing or ballroom dancing lessons.
14. Offer a "performance and alcohol" workshop for athletes and those interested in fitness.



What Greeks Can Do...

1. Sponsor a health and safety message banner contest between organizations.
2. Sponsor a mocktail contest between groups.
3. Host the "ideal" party with theme (alcohol free with proceeds going to prevention agencies).
4. Have a fraternity and sorority chapter participate together in a safety workshop using an interactive program like Alcohol 101.
 5. Bring together all groups and sponsor a speaker or a leadership series of programs related to personal success.
6. Place ads in the newspaper supporting the campus-wide prevention events, or social norms promoting positive behaviors.
7. Have members attend the campus events.
8. Ask an attorney to run a mock trial for a DUI case using students as the defendants, witnesses, and jury.
9. Have a 5K or 10K run to raise awareness about student health and/or raise money for a local prevention agency.
10. Volunteer to do community service projects with local agencies.



Ways Residence Life Staffs Can Be Involved...

1. Have your own "Cannes Film Festival". Incorporate some films that address issues surrounding alcohol abuse or personal safety in the area lounge. Also, consider using the episode of The Real World when Ruthie was confronted about alcohol abuse.
2. Conduct a progressive party with each hall responsible for a different food/beverage/dessert and then have people make the rounds from one hall to the other.



Colleges and universities should enlist the direct support of their president, who can write persuasively and effectively to the parents of incoming students and to the faculty stating the behavioral standards - setting the tone for community life - at the school.

Faculty must be cognizant of being on the "front-line." They are close to the students, influential, and intelligent observers. A student who needs help, through university or community resources, may be most obvious to a faculty member first.

On a personal level, students need to hear that they are responsible as individuals, that they must know their own limit and consider their family history and genetic and physical makeup in determining whether and how much to drink. Teaching them how to handle acute intoxication of a classmate or friend should also be on the agenda.

3. Invite one of the campus counselors/members of the health center to be the guest for the night. Have them give a presentation that evening but then hang out with students.
4. Have a mocktail contest.
5. Do something to get in shape every day, a fun run on Monday, swimming on Tuesday, aerobics or weight training on Wednesday, etc.
6. Perform peer theatre or skits on educational topics such as alcohol poisoning or sexual assault, followed by a discussion.
7. Have your own talk show one night in the lounge, using your own version of Lovelines to start a discussion on relationships.
8. Do your own version of 'the life experience wall' where you ask people to write down on index cards how the abuse of alcohol or other drugs has affected their life. These cards then make up the "bricks of the wall."
9. Hand out laminated "saving a life from alcohol poisoning" cards to each resident.



Things Campus Police and Safety Can Do for NCAAW...

1. Host a luncheon for all residence life folks explaining your role in the prevention process, and form a partnership.
2. Invite members of the community to form a campus safe walk program which provides escorts at night.
3. If acceptable under campus policy, conduct a "controlled drinking experiment" where students of age are given alcohol in a supervised setting. Have these students conduct simple tasks such as writing their name, walking a straight line, etc. The point of the program should be you don't have to drink a lot to be impaired. (off-duty police officers may be substituted for students) Supervise the program until the "drinking volunteers" are sober.
4. Conduct a "mock DUI crash" which involves staging an accident on campus, local EMT and police and fire rescue professionals.
5. Try to get a local cab company to offer a discounted price to anyone with a student ID in order to discourage impaired driving.
6. Find out if any members of your public safety crew have any interesting educational experiences or interests that could become a campus program This may include workplace drug testing or Drug Enforcement Agency work etc.
7. Do a program about the legal and financial costs of getting a DUI. Take the total costs of that arrest and do a "what you could have gotten instead of a DUI" campaign including, new stereo, computer, spring break in Cancun etc.



Things Health Education, Health Center & Counseling Centers Can Do...

1. Host a meeting of student organizations and peer educators to get input for each group's participation in the week.
2. Create fact sheets or offer to provide information for student groups, newspapers, and radio PSA's for campus events.
3. Add alcohol and other drug questions to your health center's medical history questionnaires if they do not already appear.
4. Curriculum Infusion

Contact Journalism and English classes to write articles about the impact of alcohol on their lives. Work with the student newspaper to feature some of these articles in the paper during that week. Ask marketing and advertising classes to develop campaigns for healthy choices to be featured in the newspaper. Be creative and get as many depart-

ments on campus to participate as possible.

5. Work with community outreach or service learning on your campus to give students an opportunity to work in area halfway houses for recovering addicts.
6. Invite recovering alumni back to campus as speakers for groups in which they were involved such as athletic teams, fraternities and sororities, student government, etc.
7. Set up a health fair to coincide with the week. Offer local and campus resources that focus on healthy lifestyles.
8. Provide an in service for faculty and staff on how to address students suspected of having alcohol and other drug problems.



Ideas for Chief Student Affairs Officers to Support NCAAW...

1. Honor student organizations that promote healthy lifestyles with a letter of recognition, phone call, E-mail, or sponsor a luncheon.
2. Write an article or letter to the editor of the student newspaper regarding the importance of the week of awareness and year of action to decrease alcohol-related problems on campus.
3. Encourage staff and faculty to participate in events of the week. Provide incentives or flex time.
4. Create a task force to review policy and make suggestions toward developing a healthier environment. Include community members and alumni on the committee.
5. Meet with Academic Administrators and ask for help, ideas and support for the NCAAW on your campus. Encourage curriculum infusion of alcohol-related issues into each discipline during the week.
6. Provide money for mini-grants for student organizations to sponsor alcohol-free events.
7. Ask Parking Services to include a "Don't drink and drive" or "Wear your seat belt" messages to the parking passes issued by the institution.
8. Initiate a student leader town meeting on the issues of alcohol abuse on your campus. Ask leaders from Peer Education, Greek Community, Academic Honors Groups, and Athletic Teams to participate.
9. Meet with students who have been in the judicial system for alcohol-related problems. Ask for their input and suggestions.
10. Meet with local bar owners to discuss policies and mutual safety issues surrounding the campus.
11. Participate in and be visible during NCAAW events.
12. Include NCAAW as an agenda item for discussion with senior staff officers and faculty.



Students need to be free from the second-hand effects of the irresponsible and dangerous behaviors of others: violence, sexual harassment and assault, unwanted sexual encounters, impaired driving, and sleep problems.

*- What Can You Do?
Report from the National Symposium on Alcohol Practices sponsored by the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues*

Enlisting Support to Keep Our Campuses Safe

Ways that parents, students, and

administration can promote prevention efforts



Resource List for Information on Alcohol and College

Inter-Association Task Force on Alcohol and Other Substance Abuse Issues

Provides the model alcohol policy for colleges, marketing guidelines, programming strategies, and proceedings from the National Symposium on College Alcohol Practices called "What Can You Do?"

Web site:
www.iaaf.org

The BACCHUS and GAMMA Peer Education Network

This student leadership organization focuses on alcohol abuse prevention and related student health and safety issues. There are nearly 1000 campus affiliated peer education groups in the Network. These campus groups encourage and support student leadership and personal skill development and promote healthy choices.

Web site:
www.bacchusgamma.org

Our campus, our community, and our families, all share in the concern for the safety and welfare of our students. All of these groups need to be partners in preventing college drinking tragedies. We urge parents and families to consider the role of alcohol before packing the car to head off to college. There are many resources available through the local campus, community agencies, and national organizations. There are many things that college students, parents, and college officials can do to prevent the harm that alcohol abuse can cause students and the campus community.

Suggestions for Parents

1. Talk to your son or daughter about the legal use of alcohol and the need for responsible decision making; emphasize that "competitive" drinking, drinking as a hazing ritual, and drinking games can result in alcohol poisoning, and can kill even the most healthy young adult. Discuss any family history of chemical dependency.
2. Explain clearly to your son or daughter that there is a balance between study time and social time, that he/she will need to find the balance that will meet the academic expectations you all agree on. Discuss the legal consequences of having a fake I.D.
3. Talk to your son or daughter about the role of alcohol and how alcohol abuse can affect achieving his or her goals. Discuss the reality that peer pressure can occur about drinking choices.
4. Keep the lines of communication open - call and e-mail often. Communicate as friends and as parents.
5. Visit the campus and network with other families as well as other college officials. Encourage your son or daughter to become involved in campus life by joining organizations or working on projects of interest.
6. Encourage your son or daughter to provide written authorization to the college to grant permission for the release of health and safety information to you.

Suggestions for Students

1. Study, remember the goals you are to achieve while you are in college!
2. Stand up for your beliefs. If you do not drink alcohol, it is okay to say so. There are other students out there who feel the same. The majority of college students today are of legal age (21). Most students who choose to drink, use alcohol moderately.
3. Have fun and socialize without the involvement of alcohol, be prepared that some students may pressure you to drink.
4. Get involved in campus activities and if you can't find a group that seems to fit you, it is surprisingly easy to form a new one!
5. Go out in groups and watch out for your friends. If you all go out together, go home together too. Help each other get home safely. Know the signs of alcohol poisoning.
6. Be aware of the campus education and counseling resources. Look for peer education programs and student led health and safety programs. Don't forget that your family is a source of support too, so keep in touch often.



Suggestions for Colleges

1. Make a firm statement that underage drinking will not be tolerated, and engage the local community in developing and enforcing the policy.
2. Promote and sponsor many (and mainly) campus activities that are alcohol free.
3. Provide alcohol free living options.
4. Provide and publicize alcohol and other drug prevention personnel. Support peer education programs and student led initiatives.
5. Disseminate campus alcohol and other drug policies that are uniformly enforced with all students, faculty, and staff.
6. Encourage and be receptive to student feedback and involvement in maintaining a campus community that will be healthy, safe, and live up to the university mission of education and retention.



The National Social Norms Resource Center

The National Social Norms Resource Center is an independent center supporting, promoting and providing technical assistance on the social norms approach as it applies to alcohol abuse and related health, safety, and social justice issues. Opened on July 1, 2000 at Northern Illinois University, the center is directed by Michael Haines, MS, a nationally recognized proponent and pioneering practitioner of this effective strategy. The Center is sponsored by The BACCHUS and GAMMA Peer Education Network.

Web site:

www.socialnorm.org

The Higher Education Center

Provides alcohol and other drug resources for campus communities including links to parent resources.

Web site:

www.edc.org/hec

Programming

Making Your NCAAW Unforgettable



What's the perfect amount of programming? The answer is different campus to campus. Much of that depends on what types of programs people have proven willing to attend, the size of your school, the amount of residential students versus off-campus students, the amount of money you can gather from co-sponsorships, and so on.

Bringing together the key players on campus, brainstorming creative themes and gimmicks, and taking advantage of the national media that will be available during October are all key items to the success of NCAAW on your campus. But the heart and soul of NCAAW are the educational programs that you will conduct on your campus during the observance! These offer your best opportunity to create change in the individuals and the environment on your campus.

Here are five key suggestions for your group to consider as you plan your programming schedule.

1. Balance educational and social programs.

One of your goals is to teach people some new information about personal health issues and responsible decision-making. One of your goals is to get people to look at personal behaviors and offer opportunities for people to choose healthy lifestyles - lifestyles grounded in moderation and the acceptance of personal responsibility for actions. It is also important to give people a chance to have a good time, meet new people, dance, laugh and enjoy themselves - maybe without the use of alcohol. For some of our students, this will be a new experience! The best type of NCAAW programming mixes serious information with plain old-fashioned fun. Make sure that your programs serve a variety of goals, from offering social alternatives, to providing hard-core education, to simply getting people to think about an issue in a creative, unexpected way.

2. Don't fall for the "numbers" game.

We all want our educational and social programming to be big hits. We want lots of people to come and we want the whole campus to attend at least one of our events. Who knows, they might!

However, your efforts cannot be judged solely on "how many people showed up." Some of your programs, especially those dealing with serious educational sessions, like "Adult Children of Alcoholics" or "Preventing Date Rape" might only draw 20-30 people. But those 20-30 people will really want to be there, and those 20-30 people will be happy that you planned this event for them. So, as you are planning your programs you might want to keep three important things in mind. Go to where your audience is. Don't make them come to you. It is so much easier for people to attend a program "on their own turf." Program in residence halls, in Greek houses, in the off-campus student lounge. Maybe you want to take your programs to local hangouts! Host events outside in high traffic areas. Here's a new idea. Have students host programs in their rooms! If 10 people come to a session, you can throw pillows on the floor, make some microwave popcorn and suddenly your program is packed! Not only that, people can talk easier and will feel more comfortable in this environment.

Don't be afraid to plan social programs on Thursday, Friday and Saturday night. Granted, your NCAAW dance on Friday night may not be the hottest event happening all weekend, and maybe hundreds of people won't show up, but you've just done a great thing.

You've provided a choice for those students who want to have a great time on the weekend, but didn't want to go to the bars or off-campus parties.

And finally, set reasonable expectations, and plan your space appropriately. Having 40 people at a dance can make for a great party! But remember that 40 people in a smaller room will be more fun than 40 people in a gymnasium. Set reasonable expectations. If they are exceeded, then great! You'll know to plan for a bigger turnout next year.

Students don't mind cozy (even cramped!) settings, so make sure your space is appropriate for a modest turnout at any event.

3. Some people like to get information, but don't want to have to "talk to anybody" at this time.

Despite what we sometimes think, there are still many people who don't know enough information about how alcohol works, what addiction is, how to help someone they care about who may have a drinking problem, family issues, etc. Those people are curious about these issues, but perhaps are not ready to talk to a campus counselor or peer educator. In order to meet their needs, try to have places where people can pick up the information they need. Set up display tables in the student union or dining hall full of pamphlets and other educational resources that people can take. Set up a VCR at a high visibility location, turn it on, and let it run for an afternoon showing an informative tape on addiction or helping a friend. For those people who want to get really creative, hook up an answering machine to a campus extension and leave educational messages. Have a special "this week only" hotline that people can call to ask their questions about alcohol. Send e-mail messages to everyone on the campus network. Get creative!

Even though people might not want to talk with someone at this time, we still want to make sure they know there are places on campus they can go if they do want to talk with someone later. NCAAW is a great time to advertise services that are available all year! List the extension of the counseling center or peer education office on all the materials you hand out or post.

4. Sometimes educational "teasers" cause the best discussion.

What's an educational teaser? The good example of a teaser is what you see at the movies for previews. For example, last summer's blockbuster, *Austin Powers: The Spy Who Shagged Me*, was promoted long before the release of the film. Each preview gave you a little more information, a little more that made you curious to know more about the film. Because the previews created curiosity to know what was behind a plan to steal Austin's "mo-jo," this film became one of the most popular movies of the summer. We can do the same thing with educational messages. Many campuses have used the "Green Bean Campaign." If you are not aware of the program - it is very simple. A set of 4 posters is made, with the second one replacing the first, the third replacing the second, etc. The key, however, is the first poster. The entire poster is a giant green bean, and nothing else is on the poster except for the words Green Bean. Hang these posters all over campus (if you really want to have fun, have people carry cans of green beans as well) and let them stay up for three or four days. People lose their minds trying to figure out what all these green bean messages are doing on campus!

Everyone is talking about it and no one knows the answer (except you, of course). The next poster is a cartoon or photo of cans of green beans hooked together like a six-pack. The caption reads "How many green beans does it take to have a good time?" The third poster is a cartoon or photo of a person holding a can of green beans with a caption that reads "If you knew someone who couldn't talk, couldn't laugh, dance or have fun unless they ate a few green beans, would that concern you?" And the last poster simply reads, "If you could talk to a friend about a green bean problem, could you talk to them about an alcohol problem?" A list of campus phone numbers for a counseling center, etc. are then provided. Brainstorm some more of these educational teasers. The key is to raise awareness and get people talking - and that's certainly what happens!

5. You don't have to be the expert, and you don't have to do all of these programs yourself. Use your resources!

We talked in the previous section about co-programming and co-sponsoring with other campus organizations, and this is an excellent idea. Another variation on this theme is to find out who the resources are in your campus and community who can help with, or even present programs for you. You don't have to be the expert on every single student health issue. How could you be? Still, this shouldn't keep you from presenting programs or handing out information on these topics.



Many schools like to sponsor a program each day during NCAAW. For some, that's too many. Instead, these programmers focus their energy on doing two or three well-planned events. Other campuses try to offer several programming options every day, taking place in different locations in order to make it as easy as possible for people to attend. Plan accordingly, based on your campus environment, the amount of help you have to implement your programs, and the budget available to adequately market and prepare each of these sessions.



BRAINSTORM IDEAS AND TITLES FOR YOUR PROGRAMS

What events are you going to do? What are some ideas for social and fun programming and for educational sessions? If you know what issues you want to cover, what might be some interesting titles for these events to get people to attend?

Here are some ideas for brainstorming programs. Start by using the alphabet. Go around the room and starting with the letter "A" create five program titles. Write them down: Adult Children of Alcoholics, Appetizers From Around the World (social), Alcohol and Relationships, A Woman's Story (rape education) and Acupuncture. Remember, when you are brainstorming, there is no such thing as a bad idea! After you get A-Z finished, go back and decide which ones are workable, and which ones you should drop. Use popular movies and popular songs.

People identify with what's current.

So go through the movie list and see if there's anything that applies. You may want to do a program called "Mission Possible on Alcohol Responsibility!" Use Tom Cruise from MI2 as an icon. Use technology to show people resource web sites on personal health. Use interactive CD-ROM education. Then have your program board show the Mission Impossible movies. You can even make Tom Cruise cardboard cutouts to promote your NCAAW events. Who knows? Give away spy gadgets and toys. Keep brainstorming!

KNOW YOUR LOCAL RESOURCES

It helps to know "what's already out there." It's not always necessary to start our programming schedule from scratch. Often we feel like we have to be the expert on every topic we want to include in our alcohol awareness week program. Of course, we cannot be experts on so many issues! You may want to make a chart like the one listed below to help you find what resources and speakers are already out there.

<u>Issue</u>	<u>Poster/Pamphlet/Video</u>	<u>Speaker</u>
High Risk Drinking		
Personal Safety		
Impaired Driving		
Legal Liability		
Addiction		
Alcohol and the Athlete		

We have just listed a few, but you can probably come up with 40-50 issues that have to do with student health or student leadership. Find out what your health center has, what your counseling center has, etc., in terms of available posters, pamphlets and videos. Who on campus can speak on these topics? What about in the community? Are there other special observances going on during this time? If there is an October arts festival of some sort in your town or city, maybe you could sponsor a booth, for example. If you have Homecoming in October, is there some way to tie into that activity? Remember that NCAAW does not have to exist in a vacuum or stand completely independent from all other campus activities.

Program Ideas for NCAAW

Taken from the BACCHUS flyer, "50 Things BACCHUS Affiliates Can Do," available from BACCHUS by calling (303) 871-0901



Up All-Nighter!

Many campuses are taking advantage of late night student hours and the availability of their athletic facilities to plan highly interactive programs. Take over your fitness center for midnight volleyball tournaments, indoor mini-golf, Olympic type games, swimming contests, or a variety of recreational sports events! This is a great way to involve your physical education department or health education. In addition to the fun activities, you can set up a massage clinic, serve a healthy midnight breakfast, and teach some relaxation techniques. Get students to form teams from their campus organization or residence hall. Get a celebrity student team to compete against faculty!

Take Aim at Alcohol Abuse

Get your entire campus involved by sending out colorful 8.5 x 11 flyers with a statistic about alcohol abuse on one side and an entry blank and instructions on the opposite side. Instructions should direct people to memorize their fact, complete the entry form, make a paper airplane from their flyer, and meet at a certain location. If you have a multi-level building with a balcony, this would be your best spot, or anywhere that is highly visible. Create a colorful target area in the center of the room and ask contestants to recite the statistic they received and fly their plane toward the target. Of course, there should be good prizes for those who get closest to the target. This is a great way to get everyone on campus involved and helps you get important educational messages out.

The Great Tailgate Tent Party

Combat the negative images of tailgating by sponsoring a fun non-alcoholic event during one of your major athletic games. This event is perfect to seek donations and sponsors. Get your members to whip up some great mocktails, serve hot chocolate or specialty coffees if it's cold. Ask for pizza or sub sponsors to provide food. Pass out freebie promotional items if budget allows and make sure you have educational information about impaired driving available. Invite the crash dummies to serve or to go through the stands to attract an audience at your event.

Passport Party

Have various campus resource offices and organizations set up information and refreshments in each of their areas. Issue passports to students and guide maps that indicate where they must "travel" to collect information and goodies, and get their passports stamped. It's a great way to point out campus resources, and fun to have a progressive party. All stamped passports should be thrown in to a bin for a grand prize drawing at the conclusion of the event.

Parking Lot Campaigns

Select a well-traveled parking lot as a site to launch an awareness campaign! Create a "Top Ten Reasons to Be Aware!" list and distribute it on car windshields or antennae. You may even decide to wash the car windshields so that car owners "can clearly see the importance of NCAAW". Get campus safety involved and do seat belt checks and pass out promotional items as prizes for those who are buckled up. Distribute your educational materials in the size, shape, and color of your campus parking tickets; people will read it. Include a 10% off coupon from your campus bookstore or snack bar on the ticket.



Five Guidelines for Campus Alcohol Abuse Prevention

1. Reform the Norms. If we continue to tell students how bad they are and that everyone is drunk on campus, they will continue to try to "fit in" to that perceived norm. We must start communicating positive, healthy norms. (This concept draws on the work of Michael Haines at Northern Illinois University and Wes Perkins at Hobart and Smith College in New York.)
2. Emphasize "life" skills. Our students heard the lecture on alcohol abuse in high school. They don't want to hear it again. But they do want to hear about other matters pertinent to their daily lives: stress, social situations, academic success, relationships, etc. and how to cope with these, without abusive drinking.
3. Make personal responsibility mean something. We are referring to what the word "responsible" used to mean, i.e., "We are going to hold you responsible for your actions." We don't need new or tougher policies on most campuses we just need to follow through with and take seriously the ones we have.

Singing Telegrams/Balloon Bouquets

Get some balloons imprinted with your NCAAW theme and take orders for balloon bouquets, or if your group is very creative, singing telegrams. This is a great way to fundraise as well as get your message across. Get your items like helium, balloons, and string donated. Design healthy messages to attach to the bouquets. Ask dining services to donate free drink coupons to attach. If singing is your bag, come up with several healthy message songs to popular tunes and send out the quartet to deliver. (Hint: Get the person buying the telegram to designate the time and place of delivery to save time in filling your requests.)

Talk Shows!

What about staging your own "Lovelines" talk show! Get peer educators to play various outrageous roles and use a call-in line to explore issues like healthy practices, relationships and personal ethics. Remember! Lots of scandal, confrontation and surprises. It helps if you have a really funny show host. This is a great activity to do in residence hall lounges, and you can do it for many small audiences throughout your NCAAW. Another format might be to use the "Who Wants to Be a Millionaire?" game to relay alcohol abuse information and encourage participation in a fun way!

Homecoming Halftime

Get on the program and plan some wacky team competition for half-time at the homecoming game, or make a parade float. You have a captive audience and a highly visible event to get your group's name and message out there!

Marketing NCAAW

Making sure people know the event

Your marketing plan is your map to how, when and where you are going to let the campus community know about your NCAAW programs. It's crucial to inform your potential audience about activities as far in advance as possible. You will want to bombard them with information concerning NCAAW, and you'll have to make your programs seem fun, interesting and more attractive than the myriad of other options available on a college campus on any given night of the week! Your marketing plan must be well thought out before you order that first poster. Remember - one thing at a time!

1. Target your potential audience. Identify your target population and brainstorm what type of advertising might capture the attention of those students. Be aware that it is most effective to get the information out by using a mix of traditional and non-traditional advertising methods. Yes, do the flyers, but also chalk sidewalks and use costume characters to deliver your publicity! Have someone parachute into your football game! Consistent themes, colors and logos will help show the far-reaching impact of your week's events.

2. Identify all the media that you think would be valuable to make use of in getting the word out. Find out about deadlines and costs. For example, how much lead time does the campus or local newspaper need to run an ad or press release and how much does advertising space and printing cost? Create a calendar with your committee so you won't miss any deadlines and make sure your promotion activities are in line with your available budget. Make an appointment with the campus graphics and public relations department and integrate your committee's ideas with their expertise.

3. Determine a schedule and assign specific tasks. Make sure the deadlines and tasks that you have assigned are reasonable and reachable. Use a backwards planning method of setting up your promotional campaign. In other words, starting with opening date of your week, work your way backwards on the calendar. Be sure if you are ordering educational or promotional materials to distribute that you do so in plenty of time. Then record on your calendar the expected arrival date. By doing this, even if the atmosphere gets very hectic, the details won't be forgotten. Assign one individual to monitor the calendar on a daily basis.

4. Make sure your supporters are well publicized in your materials. Be generous in sharing credit for the week's activities. You might even get an inexpensive banner that features your NCAAW theme and lists the sponsors of your activities. Then, have this banner at all of your events. Remember that each group involved is looking to get some PR out of these events!

5. Stay on schedule by assigning one individual to oversee each step and make certain everyone follows through with assigned responsibilities.

6. Keep careful records of all publicity ordered. Be meticulous in approving any artwork before it is printed.



4. Empower students. When we organize student leaders to take charge of their environment, they want it, own it and protect it. When something belongs to them when they have a clear stake in an issue they will be motivated to make the best of it.

5. Let students teach students. College students make decisions based on attitudes, not information. And their attitudes are formed primarily by the influence of their peers. They listen better to each other, than to us.

SOURCE: David Hellstrom, Director of Education, The BACCHUS and GAMMA Peer Education Network



ATTRACTING AN AUDIENCE TO YOUR EVENTS

Sure, it's great to put up flyers and the occasional banner advertising an event, but it takes a little better strategy to really get the people to come to your event! Here are a few ideas taken from the BACCHUS and GAMMA flyer, "20 Ways to Get People Out to Your Events." This flyer is available by calling (303) 871-0901.

- 1. Send personal invitations to people using campus mail or e-mail.** Target important groups and individuals who you want to attend. If you have time, you should follow up with a phone call. Maybe ask these VIPs to perform some task at the event, like being Master of Ceremonies, or helping out at an information table.
- 2. Make personal presentations at group meetings and ask for support.** This works great at fraternities and sororities, RA staff meetings, student government meetings, and so forth. This also gives people a chance to ask questions. Make sure the people making these meeting announcements are dynamic and well-spoken. It also helps to bring give-aways to these meetings, like highlighters, magnets, and so forth.
- 3. Ask the local pizza or sub delivery shop to act as a sponsor and place your event advertising with some healthy messages on it taped to each delivery box that goes out during NCAAW.**
- 4. Ask professors to give extra credit to students who attend events.** Two extra points on a midterm could certainly bring some hungry students out to hear a speaker!
- 5. Give incentives and rewards to those committee members who can bring five friends to any event!** Do the same for RA's, fraternity pledge educators, and so on.
- 6. See if RA's can get programming credits for bringing their floor members to one of your events.**
- 7. Use table tents in campus dining areas to advertise your events.** Be sure to get the proper approval first, however!
- 8. Always have a specific campus group as the headline sponsor of a particular event.** That always helps to boost attendance. Make sure their membership has a lot to do at the event as well!
- 9. Go into classrooms and write a little promotional statement on the corner of the blackboards.** Students will read these while they are waiting for classes to begin. It helps if you put a little note that says, "Please don't erase this until (date)."
- 10. Invite a radio station to do a live remote from one of your events.** It helps if they are giving away CD's or other freebies. As the event goes on, people will hear about it on the radio and will come out to take part.

WORKING WITH THE NEWS MEDIA

There are advantages to building close relationships with members of both the campus and community press. A personal rapport with those individuals can only help the success of your activities. The most important thing to remember is plan ahead and get on the media schedule early in the year to get the best support and resource advice.

Make sure that your press releases are written to conform to standard journalistic practices. Standard news media practice implies the use of the inverted pyramid story

style. The summary lead, which should include (who, what, when, where and/or how), is at the beginning of the story. The first few paragraphs should answer as many of these questions as are relevant. This does not mean you should jam all of the facts into one long, involved sentence or paragraph. Publicity people, like other news writers, should strive for short, clear, one-idea sentences. As a general guideline, if your opening paragraph is longer than three typewritten lines, you might want to give it a second look. Can you be more concise? The main purpose is to grab the readers' attention and give them the vital information.

Keep your release short enough to fit on one page, double check your copy and make sure each person mentioned is adequately and accurately identified and that all names are spelled correctly. It is usually helpful if you enclose a cover letter with any additional information that would be helpful. In your cover letter, be sure to invite the media to your various events, and give a good contact name and number in case a reporter needs to get information in a hurry.

You might also ask your campus president to call a press conference where your committee and he/she announce campus goals for alcohol and substance abuse efforts for the academic year. The better able you are to portray your events as "news," the more likely you are to get attention. By and large, the journalists to whom we have spoken about NCAAW are interested in the program and what it is trying to accomplish. But consistently, they want to know what is being done on a local basis, at schools in their area, to observe the week. That "in-my-backyard" focus places you, the local NCAAW committee, in the best position to generate media attention for your program - to ultimately inform the broader community about the positive, substantive steps our campus is taking to address the challenges of alcohol abuse prevention.

PUBLIC SERVICE ANNOUNCEMENTS

The PSA's in this guide are general awareness messages. You can follow this format for your own PSA's to a radio station. An advance phone call to your local radio station inquiring to whom the PSA should be sent is also a good idea.

30 Seconds

(SCHOOL) will recognize National Collegiate Alcohol Awareness Week, October 15th through the 21st, and they are looking for support from the Anytown community! An exciting week's worth of activities has been planned, culminating with a Health and Wellness Fair, Saturday afternoon, October 21st, on the Campus Commons. And you're invited! If you would like more information on this or any other (SCHOOL) event, call the Student Activities Office at 555-1234.

This public service message brought to you by (station name).

20 Seconds

National Collegiate Alcohol Awareness Week is upon us, and (SCHOOL) wants you to join them in making our community safer and healthier. This Saturday, October 21st, join (station name) at the (SCHOOL) Health and Wellness Fair, all afternoon on the college commons.

For more information, call 555-1234.

10 Seconds

You are invited to take part in (SCHOOL)'s Health and Wellness Fair... Saturday, October 21st on the college commons. For more information, call 555-1234.



Certain FCC regulations require radio and television stations to make public service announcements about programs and events in the community. PSA's should be sent to radio stations at least two weeks prior to the time you want the announcement to be made. However, whether or not the announcements are made and the times they are made is at the station's discretion. A cover letter should be included with the PSA's giving a description and dates of the program and the name and number of someone to contact for more information. These should be:

- Typed, double-spaced on letterhead paper
- No longer than two or three sentences listing bare facts
- Sent no later than two weeks prior to the day you wish the announcements to be made



NCAAW is traditionally held the third full week of October. For next year, mark your calendars for October 21-27, 2001

SAMPLE EDITORIAL LETTER

TO A CAMPUS NEIGHBOR
October 1, 2000

Dear Editor:

This month, students at (SCHOOL) will join hundreds of thousands of others across North America in observance of National Collegiate Alcohol Awareness Week (October 15-21). It's a time for all of us to commend these students for the progress they are making, promoting responsible decision-making the best way possible - peer to peer. As a concerned citizen of the campus community, I often am confronted with the negative aspects of living in a heavily student-populated area. However, efforts like these constantly encourage me. It's great to know that the majority of students at (SCHOOL) genuinely care about helping their friends and making safe and healthy decisions. I want to encourage all of my neighbors to join me in supporting the activities surrounding National Collegiate Alcohol Awareness Week through our active participation in the many events they have scheduled. People can call 555-1234 for more information on the week's activities.

Sincerely,

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

For more information, contact (Name), (Number)

CORRECTING COLLEGIATE DRINKING NORMS

(CITY),(STATE), October 1, 2000 - This month, at (SCHOOL), students will join with their peers on more than 3,000 other campuses across the country to celebrate National Collegiate Alcohol Awareness Week (NCAAW), October 15-21 - promoting personal responsibility and respect for the law when it comes to the consumption of alcohol beverages.

NCAAW has grown to become the largest single event in all of academia because students take the ownership in designing and implementing this observance for their campus communities. This week gives campuses the opportunity to showcase healthy lifestyles free from the abuse or illegal use of alcohol and to combat negative stereotypes of college drinking behavior.

"We need to do a better job of showing college students - particularly new students - that their peers are not all abusing alcohol and making bad decisions," said (NAME), (TITLE), at (SCHOOL). "Students want to fit in and follow campus norms. If we incorrectly lead them to believe that everyone is getting drunk on a regular basis, then that's what they will do. We have a responsibility to tell students that making healthy choices is the true norm. Then, we can begin changing public perception."

(NAME) said that among the signs of progress realized at (SCHOOL) are:

(Insert bullet-pointed list, customized to your campus, as available..)

During NCAAW at (SCHOOL), students will have the opportunity to participate in several events, designed to reinforce responsible attitudes toward drinking and respect for current state laws and school policies. Those activities include:

(Insert bullet-pointed list of NCAAW activities, customized to your campus.)

Nationally, NCAAW is in its second decade; it started with 25 schools in 1983. The program helps college administrators and students launch and/or strengthen year-round prevention efforts.

"What has set this program apart and contributed to its growth is its approach," said Dr. Edward Hammond, NCAAW's chairman and president of Fort Hays State University in Kansas. "Ultimately, this isn't about alcohol, but attitudes. We don't preach, we educate, and we empower students to take responsibility for their own decisions and environment."

ENHANCING YOUR MEDIA PACKAGE

When you distribute your press releases, in addition to including a copy of the Five Recommendations, you can enhance your package with:

1. Black-and-white photos or color slides of activities from previous NCAAW events on your campus.
2. Video of the same (for television media).
3. A one-page fact sheet summarizing the NCAAW events/programs you will implement this year.
4. Follow-up calls to campus and city desk reporters.

Don't assume that editors will pay attention to your press release. They can receive hundreds of these a week, depending on the size of the paper. A follow-up call helps you make sure that your information stands out from the crowd.

The follow-up call also gives you a chance to:

- Invite representatives from media organizations to attend some of your events, to see first-hand the efforts you are undertaking.
- Ask if there's anything else you can do to make the story more relevant and compelling for readers, viewers and listeners.

Remember: The news media have needs and goals, just as we do. Meet their needs and goals - work with them to create a compelling story - and they will work with you.



NCAAW is traditionally held the third full week of October. For next year, mark your calendars for October 21-27, 2001

Funding Your NCAAW

Making sure you meet your construction budget



Some sources of campus funding or "in-kind" donations could be:

President's, vice president's, chancellor's or dean's contingency funds
Student Government
Community Relations Office
Alumni Foundation
Programming Board
Athletic Department
Athletic Boosters (Alumni Club)
Parents Council
Residence Life
Residence Hall Associations
Interfraternity, Panhellenic and Pan-Hellenic councils
Individual Fraternities and Sororities
Professional Fraternities and Sororities
Graduate Student Organizations
Religious Student Organizations
Black Student Organizations
Minority or Multi-Cultural Affairs Offices
Disabled Student Services
Counseling Services
Student Union Discretionary Funds
Campus Dining Services
Campus Newspaper or Yearbook
Student Health Service

Raising funds for your alcohol awareness week isn't the insurmountable task that it may first appear. It just takes planning, organization and follow-through. Preventing alcohol and drug abuse is a top priority, as well as a favorite cause on campuses. Your role is to tap into this concern and come up with a well thought out plan and budget, to identify potential funding sources both on your campus and in your community, to provide leadership, to build a coalition of individuals and organizations to help achieve the targeted goals and to orchestrate the follow through.

PLANNING AND BUDGETING

Generally, it is more effective and easier to raise funds for a concrete rather than an abstract idea. Remember, if you have clearly identified what you want to accomplish, how you intend to do it and what it will cost, potential donors and sponsors will be more receptive. Plan your week as a series of small varied activities revolving around a central theme. By doing this, even if you are unable to fund your total program you will still be able to have activities going on throughout the week.

For example, when you are looking for funding for a women's issues program during your NCAAW, you should work with your NCAAW committee member from that department, then seek funding from them to offset the costs of your speaker. This would be better than asking the Women's Studies Department to make a general contribution.

When you are preparing your budget, make sure that you can identify all of the costs by category, since some funding sources that you may wish to tap into may be limited in the type of things they can or will fund. A print shop near campus, for example, probably won't give you a cash donation, but they might give you a huge discount on the printing of your publicity materials. This can save you a lot of money!

Other sources may be willing to contribute "in-kind" goods and services where budgets will not permit a monetary contribution. For example, if you have a business school, your public relations department might not have any funds to contribute, but they might enlist their students to design publicity for your NCAAW campaign as an independent study project.

POTENTIAL FUNDING SOURCES

When you are compiling your potential funding list, it is helpful to divide it into two categories: on-campus and off-campus sources. Be sure that you do not underestimate the potential sources of campus funds for alcohol and drug education activities. Remember, virtually every campus has targeted alcohol and drug abuse prevention as a "must do" activity and so are eager to get involved, even those offices who traditionally seem to be less willing to open their purses. Your strategy should be simple: ask everyone! A practical way to begin your search for campus funding is to spend some time going through the campus organization section of your campus directory. Don't be shy in asking for any type of support that an organization is able to provide. Just because some groups have budgets that will not allow them to contribute money, doesn't mean that they can't or don't want to provide support for your programs. For example, your campus newspaper might discount advertising or provide free ads when you have spent a specified dollar amount for advertising. Some campus offices may be willing to provide volunteers to help with activities or in distribution of materials. Assistance comes in a myriad of ways. Don't be afraid to ask for help and ideas from anyone and everyone in each campus office you approach.

COMMUNITY AND BUSINESS RESOURCES

Identifying off-campus resources and building coalitions with them is next. NCAAW can be the beginning of the creation of a more comprehensive support system for your continuing year-round programs. The first step in this effort is to look for your natural allies in alcohol abuse prevention such as: health care providers, alcohol beverage vendors (liquor stores, taverns, beer distributors, drug and grocery stores), automobile dealerships, local civic organizations, and the local media. State Highway Safety Departments, Departments of Health, local law enforcement departments and local education districts are excellent sources of support, money and sponsorships. Businesses in the campus area which depend largely on students are also usually willing partners in your activities. Campus eateries are good places to approach for support such as free meals or gift certificates to give away at events. Be sure to check your school's policies concerning commercial sponsorships.

Before paying for anything, be sure to check to see if the vendor will discount or donate it as an "in-kind" contribution. Many schools have been very successful in getting food and non-alcoholic beverages donated or substantially discounted for promotional consideration. Sometimes a local business will donate one of his/her regularly scheduled newspaper advertisements to you to advertise your NCAAW efforts.

If you can't get something donated, try to get another sponsor to buy it for you. Again here is where your well thought out plan comes into play. When you approach each potential sponsor you will know how the piece you are requesting will fit in with the grand scheme.

FUNDRAISING EVENTS

If you decide to run a special fundraising event to raise money for your NCAAW activities, try to build in an educational component. There's no sense in missing a golden opportunity to educate at the same time you are raising money. A car wash becomes educational when you distribute anti-impaired driving litter bags or bumper stickers to people who have their cars washed. A plant or poster sale becomes educational, when you give away a free alcohol poisoning poster with each purchase. A Christmas tree sale becomes educational when you provide a length of red ribbon to "tie one on for the holidays" as a reminder against drunk driving.

Other special events can become educational when they are made a part of NCAAW or local "drunk driving awareness days." A 10k Run becomes educational when the distance or number of steps is related to alcohol statistics, or is held the morning after a "big" weekend. Get your local grocery store and bakeries to donate cakes free of charge and sell chances on tickets to win a cake...after all, everyone needs a birthday or anniversary cake at some point. Whatever you do, make sure you follow your campus and community policies for fundraising so you stay within the limits of the law. The possibilities are many!

GRANT FUNDING RESOURCES

There are dozens of federal, state and local drug abuse prevention grants which can help to fund NCAAW activities and year-round prevention efforts. The trick, obviously, is finding them and getting them. Check with your state's drug prevention coordinating agency, which should serve as your primary information source on federal and state grants. You should also check with your state department of highway safety, which often has funds earmarked for youth prevention programming.



Sometimes, local business people get weary of the continual bombardment of sponsorship requests, so do everything in your power to put forward the most professional image. Have a "fact sheet" ready to share with a sponsor. Ask for something specific, and know in advance what you have to offer the sponsor in return, be it a place on your banner, etc. Always make an appointment. Respect a business owner or manager's time. Most of all, go out of your way to thank any and all sponsors, regardless of the size of their donation. Remember that you have a responsibility to lay the groundwork for next year's committee who will be approaching the same sponsors. Keep detailed notes of business contacts, donations made, copies of letters sent, and so forth, for the planning for next year.



Remember also that alcohol and drug abuse prevention continues to be a hot topic and many national and local foundations as well as corporations are funding education and prevention programs. Your institution's grants office can help you in this area. Don't forget to contact any corporations whose headquarters are located in your community. These businesses are often good sources of funding. Contact with them offers an excellent opportunity to begin building an on-going coalition between your respective organizations.

FUND-RAISING BIBLIOGRAPHY

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Flanagan, Joan, *The Grass Roots Fund-raising Book*, Chicago: Contemporary Books, 1985, 344 pp.
National Campaign for a Drug-Free America, *Fund-raising for Communities: What Works*, National Institute on Drug Abuse, Washington: U.S.G.P.O., 1988, 125 pp.
Ross, Dorothy M., *Fund-raising for Youth*, Colorado Springs, CO: Meriweather Publishing Ltd., 1985,

Year-Round Programs Because prevention isn't just NCAAW

One of the most important suggestions we want to give you is that prevention programming, and alcohol awareness specifically, should not be limited to only one week. It takes a multi-level concerted campus commitment to these issues to truly make a difference. You spend so much time, energy and money on NCAAW, why not take that momentum and build a year full of activities and educational programming?

National Collegiate Health and Wellness Week

NCHWW is always held the first Sunday in March through the following Saturday. In 2001, that will be March 4-10. This is a great week to sponsor programs that emphasize topics such as nutrition, exercise, mental health, sexual health, and others.

World AIDS Day

World AIDS Day is always observed on December 1. Perhaps you could sponsor a speaker, or a workshop on "how to help a friend who is HIV-positive." How about a candlelight remembrance program; passing out red ribbons; a display of the AIDS Memorial Quilt? Maybe you could have "A Day Without Art" where you memorialize the impact of the AIDS crisis on the world of art and entertainment by covering up anything on your campus that is artistic. Many campuses choose to observe AIDS awareness weeks or month during February to coincide with Valentine's Day and the obvious event tie-ins available that month.

Women's Health Month

March is Women's Health Month. Perhaps you could hold a women's health fair. Work with a campus sorority to promote breast self-exams to prevent breast cancer. Maybe you could do a program on preventing sexual assault. The possibilities are limitless, and the Women's Center on your campus would probably love to co-sponsor activities with you.

Great American Smokeout, Sexual Responsibility Week, Safe Spring Break

The BACCHUS and GAMMA Peer Education Network sponsors these three additional campaigns in November, February, and March. You can build a whole week of activities around the themes, doing programs on topics such as impaired driving prevention, smoking cessation, safer sex, alcohol poisoning, safe travel skills, sun/skin care, and others. For more information on campaigns, see www.bacchusgamma.org or call 303-871-0901.

Finals Stress Busters!

Everyone gets nuts around finals time. So, what can you do to help students manage the stress? Maybe you could pitch a tent in the middle of campus with "stress buster" activities. How about a midnight breakfast where students can get some free nourishment and relieve some stress? Maybe you could put together care packages with healthy food samples from local stores. Maybe host a free massage hour in the union.

Safe Senior Week/Graduation

Why not get out there and talk to those seniors? Remind them to party smart during the celebration. You may want to provide some fun events during their week or pass out promotional items or serve mocktails at an event. Focus on issues such as impaired driving prevention, peer pressure, alcohol poisoning, and more!

Don't Cancel That Class!

Offer to fill in for professors who need to be away from class. Present an interactive health education program to the class. Word will spread fast to other faculty and soon you will have a new avenue for your health messages.



343 pp.
Too often, we spend time "re-creating the wheel" in developing our programs. If anything has been developed in the years since NCAAW was started, it is that there are now a wide variety of educational materials and promotional efforts to support campus campaigns. For example, The BACCHUS and GAMMA Peer Education Network has a very comprehensive set of educational pamphlets, posters, booklet and videos all targeted specifically for the collegiate audience. And, this is just the beginning.

Resource List

Places to turn for assistance and ideas

The listings in this section represent a wide variety of resources, from articles and books to posters, publications, and speakers. Some of the resources are free, while others charge for their materials. In any case, they all can be excellent resources for alcohol and other drug education.

Alcoholics Anonymous

475 Riverside Drive, New York, NY 10115
PH: 212-870-3400 FAX: 212-870-3003

A worldwide fellowship of sober alcoholics whose recovery is based on 12 steps. AA's sole purpose is to carry the AA message to the alcoholic who still suffers. The only requirement for membership is the desire to stop drinking. There are no dues or fees, AA is self-supporting through contributions.

American College Health Association

P.O. Box 28937, Baltimore, MD 21240-8937
PH: 410-859-1500 FAX: 410-859-1510 www.acha.org

ACHA is a national, nonprofit organization which represents and serves more than 900 institutions and more than 2,200 individuals who provide health services to the higher education community. Service provided includes patient and professional education publications, professional development workshops and presentations, and recommended standards addressing a variety of current student health issues, including alcohol and other drugs.



American Council on Alcoholism, Inc.

111 Water St., Baltimore MD 21218
PH: 1-800-527-5344 FAX: 410-889-0297
E-Mail aca1@smart.net www.aca-usa.org

A not-for-profit, voluntary educational organization founded in 1953 to promote understanding among individuals, professionals and organizations that alcoholism is a treatable illness. ACA recognizes a distinction between responsible drinking and alcohol abuse. It encourages comprehensive college campus alcohol education programs, including employee, student and faculty assistance.

American Council for Drug Education

164 W.74 St. New York NY 10023
PH: 1-800-488-DRUG

A national, nonprofit organization, the Council is educating the nation about the health hazards associated with the use of drugs. While its efforts encompass the public-at-large, it is mindful of the particularly urgent educational needs of children, adolescents and young adults, co-dependents, co-workers of drug abusers, expectant mothers, disadvantaged minorities and other high-risk groups. For a catalog of materials, write to the address above.

The BACCHUS and GAMMA Peer Education Network

P.O. Box 100430, Denver, CO 80250-0430
PH: 303-871-0901 FAX: 303-871-0907
WEB: www.bacchusgamma.org

BACCHUS is an international student organization with more than 1000 affiliates at institutions of higher education across North America, Australia, and Hong Kong. BACCHUS focuses on the development and promotion of positive lifestyles and decision making skills through education and activities designed to increase an awareness about alcohol abuse prevention and a variety of related student health issues. BACCHUS and GAMMA educational materials, including their NCAAW "There's Strength in Numbers!" campaign materials, can be ordered from the Network regardless of whether or not your campus maintains an active affiliated peer education group. Simply call the National Office for a free catalog.

BACCHUS Canada

Box 312, Station D, Keele Street, Toronto, ON, M6P 3J9, CANADA
PH: 416-243-1338 FAX: 416-243-2339 www.bacchus.ca

Coordinates all BACCHUS programming for Canadian institutions. They sponsor several educational campaigns throughout the academic year and maintain a network of student based programs with a Canadian flair.

CAMPUSPEAK, Inc.

2620 S. Parker Road, Suite 355, Aurora, CO 80014
PH: 303-745-5545 www.campuspeak.com

An agency providing issues-based educational speakers at reasonable prices. Speakers on topics such as: eating disorders, leadership and motivation, sexual assault, AIDS/HIV, conflict management, drugs and alcohol, homophobia, impaired driving, risk management, fraternity and sorority issues, diversity, communications skills, body image, and more. Speakers and staff members come from higher education, so they understand campus needs and issues.

The Century Council

1310 G St., N.W., Suite 600; Washington, D.C. 20005

PH: 202-637-0077 FAX: 202-637-0079 www.centurycouncil.org

The Century Council is a national, not-for-profit organization, funded by the country's leading distillers to combat alcohol abuse. "Parents, you're not done yet" is a free informational brochure with over 2.5 million copies already in distribution on the nation's campuses. "Alcohol 101," now on more than 1,100 campuses, is a powerful new CD-ROM program helping college students make responsible decisions about drinking, or not drinking.



Creative Dating: The Cure for the Common Relationship

Coleman Productions, PO Box 235, Loveland, OH 45140

PH: 513-583-8000 www.datingdoctor.com

David Coleman has changed the style of lecture programs on college campuses. This interactive program encourages students to develop healthy social skills, become better communicators, and better daters! Audiences are educated and entertained on suggestions on how to create dates that are fun, low-budget, and alcohol-free. Creative dating has been featured on over 1500 campuses and conferences nationwide. David also represents other great motivational speakers that address a variety of leadership and wellness issues.

Dynamics Sports International

3080 N. Civic Center Plaza, Suite 33, Scottsdale AZ 85251

PH: 800-745-7580 www.dynamicsportsintl.com

Bob Newton is a former 11-year NFL veteran and 1970 Nebraska All-American. Today he is a state licensed counselor, speaker and seminar leader in chemical dependence. His stirring presentations help players understand substance abuse. He challenges and motivates players who need help to get help. He encourages a strong commitment to education. Dynamic Sports International has many athletes in their speakers bureau.

Fellowship of Christian Athletes

8701 Leeds Rd., Kansas City, MO 64129

PH: 800-289-0909 FAX: 816-921-8755 fca@fca.org

One Way to Play Drug Free Program for junior high, high school and college athletes. "Americans for a Drug-Free America," edited by Nita C. Stacy. For a materials catalog, call 1-800-289-0909.

GAMMA (Greeks Advocating Mature Management of Alcohol)

The BACCHUS and GAMMA Peer Education Network

P.O. Box 100430, Denver, CO 80250-0430

PH: 303-871-0901 FAX: 303-871-0907 www.bacchusgamma.org

GAMMA is a national effort designed to get campus fraternity and sorority chapters more involved in prevention activities. Several GAMMA specific resources are available including programming guides, educational pamphlets, posters and videos - all targeted for Greek undergraduates!

Health Promotions Resources

2829 Verndale Ave., Anoka MN 55303

PH: 800-782-1878 or 612-247-1303 in Minnesota FAX: 612-427-7841

To help colleges and universities respond to student alcohol and other drug use problems, prevent problems and promote health, HPR provides training, materials development, and needs assessment. Training includes "Coaching for Prevention" which assists athletic department personnel in reducing problems with alcohol and other drugs, including steroids, and the "Student Athlete Leadership Institute" which helps student athlete leaders and their coaches or advisors use their leadership position and abilities to



influence others to make positive choices. HPR staff have worked with thousands of educators throughout the United States concerned with the health choices their students are making.

The Higher Education Center for Alcohol and Other Drug Prevention

c/o Education Development Center, Inc.

55 Chapel St., Newton, MA 02158-1060

PH: 800-676-1730 www.edc.org/hec

The Center assists institutions of higher education in developing, carrying out, and evaluating alcohol and other drug prevention programs and policies that will foster students' academic and social development and promote campus safety. Training, technical assistance, publication, and evaluation activities are guided by an environmental management approach. See the web site for press coverage of alcohol and other drug issues on campus, newsletters, trainings and publications.

Human Dynamics Inc.

3036 Ontario Rd., Little Canada, MN 55117

PH: 800-680-8311 FAX: 612-484-8311

As a human behavior analyst, Greg Cylkowski has had the opportunity to identify America's foremost issues which affect the social, academic, and personal development of today's college students. Teachers, administrators, and students alike hail his refreshing perspectives as a successful alternative to the many programs which they feel have thus far been unable to generate significant changes in student behavior. Greg presents "hands on" solutions to today's critical lifestyle issues.

Intermedia

1700 Westlake North, Suite 724, Seattle, WA 98109

PH: 800-553-8336 FAX: 800-553-1655

Intermedia produces and distributes videos across the United States and Canada on health-related topics. Some of Intermedia's most popular videos are on teenage drinking, children of alcoholics, date rape, dating violence, and sexual responsibility. All videos are available for a FREE 30-day preview.

Mike Green's Collegiate Consultants on Drugs and Alcohol

P.O. Box 7241, St. Davids, PA 19087

PH: 610-688-5850

Mike Green's Collegiate Consultants on Drugs and Alcohol provides experienced and enthusiastic speakers who make effective and entertaining presentations to assemblies, conferences, workshops, seminars for coaches, student-athletes, paraprofessional staff or full-time educators.

Mothers Against Drunk Driving (MADD)

511 E. John Carpenter Freeway, Suite 700, Irving, TX 75062

PH: 1-800-GET-MADD

The mission of Mothers Against Drunk Driving is to stop drunk driving and to support victims of this violent crime.

National Association of State Alcohol and Drug Abuse Directors, Inc. (NASADAD)

444 North Capitol St., NW, Suite 642, Washington, DC 20001

PH: 202-783-6868 FAX: 202-783-2704

NASADAD's basic purpose is to foster and support the development of effective alcohol and other drug abuse prevention and treatment programs throughout every state. The Washington, DC office includes divisions concerned with Addiction Counselor Training, AIDS Policy, Criminal Justice Programs, Methadone Maintenance, Perinatal Addiction Prevention Services, Public Policy and Workplace Programs.

The National Social Norms Resource Center

www.socialnorm.org

The National Social Norms Resource Center is an independent center supporting, promoting and providing technical assistance on the social norms approach as it applies to alcohol abuse and related health, safety, and social justice issues. Opened on July 1, 2000 at Northern Illinois University, the center is directed by Michael Haines, MS, a nationally recognized proponent and pioneering practitioner of this effective strategy. The Center is sponsored by The BACCHUS and GAMMA Peer Education Network.



National Clearinghouse for Alcohol and Drug Information (NCADI)

P.O. Box 2345, Rockville, MD 20847-2345

PH: 301-468-2600; 800-729-6686

NCADI develops and distributes pamphlets, booklets, reports and posters on alcohol and other drugs with a special focus on high-risk groups including college students and on special populations. Printed materials are available without charge and films and videotapes can be borrowed through state clearinghouses. Specialized information needs can be met through searches on the NCADI databases or via Prevlene at www.health.org

National Collegiate Athletic Association (NCAA)

PO Box 6222, Indianapolis, IN 46206-6222

PH: 317-917-6222

NCAA has developed guidelines for drug testing, as well as brochures, posters and other educational materials for use by its 1100 member institutions. CHOICES alcohol education grants and sports sciences speaker grants are also available.

National Council on Alcoholism and Drug Dependence, Inc. (NCADD)

12 West 21st St., New York, NY 10010

PH: 800-622-2255

NCADD is the national nonprofit organization combating alcoholism, other drug addictions and related problems. Founded in 1944, NCADD'S major programs include prevention and education, public information, medical/scientific information, public policy advocacy and publications. NCADD'S network of nearly 200 affiliates conduct similar activities at the state and local levels and provide information and referral services to families and individuals seeking help with an alcohol or other drug problem.

National Health & Awareness Services (NHA)

P.O. Box 8774, Madison, WI 53708-8774

PH: 608-241-4499; 800-676-0701

NHA is a nationally recognized education and consulting firm that specializes in providing Drug Education and Student-Athlete Assistance Program (SAAP) development of institutions of higher education. NHA offers the following services: student-athlete alcohol education, athletic department staff presentations, SAAP core team training, student-athlete survey, materials development, consultation, R.A. training and prevention training.

National Highway Traffic Safety Administration

U.S. Department of Transportation, Impaired Driving Division, NTS-11, 400 7th Street SW, Washington, DC 20590

PH: 202-366-1694 FAX: 202-366-2766

EMAIL: bbailey@nhtsa.dot.gov

NHTSA is involved in numerous college-related activities including: TEAM on Campus (Techniques for Effective Alcohol Management), an innovative curriculum for colleges that both serve and do not serve alcohol; a cooperative effort with The BACCHUS and GAMMA Peer Education Network to raise awareness about the increased enforcement levels of



zero tolerance laws; a cooperative effort to reduce binge drinking among college fraternity members; and numerous public service announcements and fact sheets addressing youth and alcohol.

National Interfraternity Conference (NIC)

3901 W. 86th Street, Indianapolis IN 46268

PH: 317-872-1112 FAX: 317-872-1134

The NIC is the coordinating body of the 64 men's general college fraternities. The NIC has several programming packages on issues such as ethics, member education, dry rush, and so on. Also houses the Our Chapter, Our Choice program which helps fraternity men and women examine norms surrounding alcohol use and abuse.

The National Prevention Network (NPN)

c/o NASADAD, 444 North Capitol St., NW, Suite 642, Washington, DC 20001

PH: 202-783-6868 FAX: 202-783-2704

NPN's mission is to provide support and enhance national, state, and local alcohol and other drug abuse prevention efforts that will reduce the incidence and prevalence of such abuse, ultimately decreasing the number of clients requiring alcohol and other drug treatment.

National Clearinghouse for Alcohol and Drug Information (CNCADI)

11426 Rockville Pike, Suite 200, Rockville, MD 20852-3007

PH: 301-468-3600 or 800-729-6686 FAX: 310-468-6433

The Federal Government Center for Substance Abuse Prevention (CSAP) information distribution component in CNCADI. It is a national resource of up-to-date information about alcohol and other drugs. CNCADI's resources include scientific findings, publications, posters, videos, programs, curricula and information about organizations concerned with alcohol and other drug problems.

Promising Practices: Campus Alcohol Strategies

David S. Anderson, Ph.D., Associate Professor, Center for the Advancement of Public Health

Graduate School of Education, George Mason University, Fairfax, VA 22030

PH: 703-993-3697 FAX: 703-993-3763 www.promprac.gmu.edu

Initiated in 1995, Promising Practices: Campus Alcohol Strategies strives to contribute to reducing alcohol-related problems among college and university students by motivating institutions of higher education to share their resources and strategies. Funded by a grant from The Century Council, the project co-directors, advisory panel and staff produce and provide a range of resources and networks to facilitate communication among all members of the college/university community. Building upon the results of two national solicitation and review processes, the resources (including the Sourcebook, Task Force

Planner, Task Force Planner Guide and related resources) help campus leaders envision, plan, review, and implement strategic elements for their comprehensive campus-based programs.

Society for Women's Health Research

1828 L Street, NW, Suite 625, Washington D.C. 20036.

PH: 202-223-8224

This non-profit organization is committed to improving women's health through research. The society conducts a variety of public education programs, including its award-winning video, "Get Real: Straight Talk About Women's Health." Targeted at college-age women, this program provides information on alcohol and substance abuse and self-esteem.

TIPS for the University

TIPS-Training of Intervention Procedures by Servers of Alcohol

1101 Wilsom Blvd., Suite 1700, Arlington, VA 22209

PH: 1-800-GET-TIPS FAX: 1-800-YES-TIPS www.gettips.com

Whether or not a student chooses to drink, "TIPS for the University" recognizes that at some point in their college career a person will be in a situation where alcohol is being consumed. TIPS students with the skills and confidence to handle those situations; to intervene effectively to prevent peers from harming themselves or others.

**BEVERAGE ALCOHOL DISTRIBUTORS**

Additionally, your local alcoholic beverage distributors may have resources to help with planning and education for NCAAW. You may contact the following corporate offices for additional information about the specific programs listed and for a listing of the participating distributor nearest you.

Anheuser-Busch Companies

Consumer Awareness & Education, One Busch Place, St. Louis, MO 63118

PH: 314-577-1040 FAX: 314-577-9977 www.beeresponsible.com

ID CHECK: This umbrella effort offers several materials to help those hosting parties or serving alcohol to better identify those who are of legal drinking age. Materials include a booklet with photographs of valid driver's licenses of all 50 states and Canada; suggestions to spot fake IDs; posters; button and cooler stickers; and wristbands for those who show valid ID.

"IT'S YOUR CHOICE": Michael Chatman shares his message of self-empowerment and personal responsibility with college students across the country. The son of an abusive father, Michael grew up in Miami, joined a gang and endured the trials of life on the wrong side of the law. Finally, following a series of life-altering events, he decided to transform his life. Today, Michael has reached more than two million teenagers helping them realize that despite peer pressure and the many challenges they face, underage drinking is not the answer.

"MAKE THE RIGHT CALL": Barbara Babb, a former critical care flight care nurse from St. Louis, delivers a factual and impactful presentation to college students about the consequences of underage drinking and drunk driving. Babb's presentation is available on videotape.

"CHECK IN TO A WINNING LIFE": Bob Anastas, former executive director and founder of Students Against Drunk Driving, delivers a powerful presentation about "lifeskills" and making responsible decisions in life.

DESIGNATED DRIVER PROGRAMS: Designated driver programs are effective ways to prevent drunk driving situations. Students (21 and older) typically receive free non-alcohol beverages or discounts on food from an establishment in exchange for being named the designated driver in a group and refraining from drinking on that occasion.

"A TASTE OF REALITY": Presented by emergency-room nurse Linda Dutil, this program delivers a real-world look at the consequences that come from making poor choices about alcohol or drugs. The program provides students with a hands-on look at treatments for alcohol poisoning and drug overdose. Linda also teaches effective skills for resisting peer pressure and for making smart, responsible choices.

"COURAGE TO CARE": Carolyn Cornelison uses her knowledge, personal experiences and persuasive personality to take a realistic look at college drinking, taking responsibility, recognizing abuse and helping those with alcohol or drug-related problems. Her presentation for college students makes them laugh and sometimes cry as she shares her college experiences as both a sorority member and athlete.



Coors Brewing Company

Alcohol Programs and Policies, 311 10th Street, Department NH-250, Golden, CO 80401

PH: 303-277-5114 FAX: 303-277-5723

ADDY: Alcohol, Drunk Driving, and You promotes safe and responsible driving among teenagers. The ADDY video, "Driving Drunk: Your Choice?" uses four real-life situations in which someone made the decision to drive drunk to focus on the long-term effects of those decisions.

BARS (BEING AN ALCOHOL RESPONSIBLE SERVER/SELLER) is an incentive-based "secret shopper" program. It helps retailers of alcohol beverage manage the underage drinking issue by ensuring their sellers/servers are vigilant at checking identification of customers who appear to be under the legal purchase age.

CONSUMER AWARENESS MATERIALS: Consumer materials, including designated driver key rings, and "We ID" buttons are available from local distributors. Also available are "Winners Drink Safely" buttons geared toward sports fans.

NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK: In partnership with the IATF, Coors awards scholarships to 10 exemplary, year-long campus alcohol education programs.

NASCC: The National Association of Service and Conservation Corps is a membership organization that promotes youth corps programs throughout the country. A major emphasis of Corps programming is on becoming better educated about life skills such as budgeting, parenting, personal health, and well-being.

YOUTH SERVICE AMERICA: Youth Service America's mission is to build an ethic of service in America by providing every young person with the opportunity to give back to his/her country through service. These programs provide young people with opportunities to begin a lifelong commitment to community improvement and civic participation.

Miller Brewing Company

Industry Issues, PO Box 482, Milwaukee, WI 53201-0482

PH: 414-931-4284 FAX: 414-931-4818

"THE MILLER FILES CD-ROM": Providing information about Miller's responsible drinking and alcohol education efforts is now as easy as handing someone a business card. The easy-to-use CD-ROM titled "The Miller Files," explains Miller's programs, including those designed to prevent drunk driving and underage drinking and involve partnerships with parents, special event planners, government and enforcement officials, higher education specialists, and outdoor sports enthusiasts. The small CD-ROM card is a large enhancement to Miller's ongoing prevention efforts - using innovation to promote socially responsible marketing. For more information, contact the Miller Industry Affairs Department in Milwaukee at 414-931-2073.

THINK WHEN YOU DRINK WEBSITE is dedicated to Miller's Think When You Drink program and contains hot links to related alcohol awareness sites. Its objective is to build awareness of available responsibility programs and alcohol research and information on responsible drinking programs and industry trends as a resource for consumers, distributors and retailers. www.thinkwhenyoudrink.com.

"GOOD TIMES: A GUIDE TO RESPONSIBLE EVENT PLANNING": This publication provides a guide and checklist for event planners and party hosts to ensure a safe and enjoyable gathering. The plan incorporates, among other things, server training, checking identification cards, and the use of wristbanding for minors and designated drivers.

"DISTRIBUTOR GUIDE TO DESIGNATED DRIVER/SAFE RIDE HOME PROGRAMS": This guide helps our distributors, retailers, venues and event planners to organize and put designated driver and safe ride home programs in place in pubs, stadiums and sports arenas across the country.

"HERE'S LOOKING AT YOURS, KID. BUYING BEER IS NO MINOR THING": This publication is a collection of drivers' licenses from all 50 states, Mexico, the European Economic Community (EEC), Puerto Rico and the Canadian provinces. Distributors, retailers, law enforcement officers and event planners use this driver license and minors' identification booklet as a guide to check for false ID cards.

"LET'S TALK": This booklet is a discussion guide for parents and consumers that emphasizes the importance of responsible drinking and outlines the facts of alcoholism. "Let's Talk" sends a clear message that drinking beer, and drinking responsibly, is an adult activity. The key is for parents and educators to work together to teach responsibility and judgment to minors.

"PREVENT UNDERAGE DRINKING. NOW IS A GOOD TIME TO TALK": This pamphlet lists programs which Miller, our distributors, and the brewing industry partners with to prevent illegal drinking by minors. By extending ourselves into communities, we help communicate the important message of responsible behavior to today's youth.



Evaluation

Helping next year's committee

Evaluation consists of two equally important parts. You must first gather as much information about all aspects of your week as possible. In order to do this task completely, make sure that you have a method for participant comments after each event. Compile the number of participants who attended each event and the total number who attended during the week, then add comments that were made to staff and presenters during and after events. Make sure that you do a comprehensive written evaluation.

The second part is to make sure that each committee leaves a complete report including all people who were contacted for information and help and a list of people who actually came through and their assigned duties. This is especially important so that next year's committee has a good base to begin from.

A brief questionnaire completed by attendees at the end of each program, is a relatively easy way to gather useful information. Brainstorm with your chapter members concerning what information would be useful to gather. Another source of information is other campus offices such as residence life and the counseling center. Ask them what information would be helpful for them to know. Also, they might have a useful perspective on what questions should be asked.

Some evaluation data will be collected during the campaign week, and other data cannot be collected until after the completion of the campaign. Be sure you know what data falls into each of these categories.

Enclosed are some sample instruments and questions you may use for evaluation purposes. Remember some events may have to be evaluated simply by attendance numbers. Keep in mind the two purposes of the evaluation: first, to see how you did keeping within the budget, getting numbers of students out, and measuring the impact of your programs; second, put together a complete file of information which tracks your committee's efforts from beginning to end for future planning committees.



SAMPLE PROGRAM EVALUATION

Program Name _____ Date _____

Please take a few minutes to fill out this questionnaire. This information will be helpful in planning future alcohol and drug education programs.

What was the most useful part of this program?

What was the least useful part of this program?

What feedback do you have for the presenter(s)?

What other information on alcohol or drug topics would you be interested in learning about?

OVERALL:

To what extent were you satisfied with this program? (Please circle one)

Not at All A little Somewhat It was great

To what extent did you examine your own personal use of alcohol as a result of this program? (Please circle one)

Not at All A little Somewhat A great deal

Thank you for taking the time to complete and return this questionnaire.

FOLLOW-UP QUESTIONNAIRE

This is a good tool to use a few weeks or month after NCAAW. It can be given out in the residence halls, dining halls, or other places on campus where large numbers of students congregate. Be sure to use a monitored situation to ensure that questionnaires are completed and returned.

1. Were you aware of alcohol awareness week at (name of school) during October (or appropriate month)?

_____yes _____no

2. Did you attend or participate in any alcohol awareness week programs or activities?

_____yes _____no

If yes, what were they?

3. Did you discuss with any students (or faculty or staff) alcohol issues during or after NCAAW?

_____yes _____no

4. To what extent did you examine your own personal use of alcohol during alcohol awareness week? (Please circle one)

Not at All A little Somewhat A great deal

Have You Thanked Your Committee?

In addition to having an evaluation meeting, find ways to celebrate your success! Bring treats to your last meeting. Put up a display bulletin board with the committee members and event pictures and congratulate them on making a difference. Take out an ad in the campus newspaper. Ask your college president to write a letter of recognition to the

Apply for Recognition

Get noticed for your NCAAW efforts



Make Your NCAAW an Award Winner!”

With the evaluation of NCAAW done, it is time to sit back and relax - right? Wrong! If you and your NCAAW committees went to all of the trouble and work to develop a comprehensive set of activities for National Collegiate Alcohol Awareness Week and year-round programs, you deserve a chance for some national recognition.

Each year the Task Force sponsors an awards program for those schools participating in NCAAW as part of their year round alcohol and drug abuse prevention efforts. This competition includes not only national recognition, but cash awards as well. The best part of the deal is that if you follow the steps in this manual, much of your work is already done.

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

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

AWARD CRITERIA

Prizes will be awarded to the ten institutions that score highest based on the evaluation criteria listed below. Each award-winning institution will receive a \$1,000 grant and a plaque commemorating its achievement. In addition, a scholarship of \$1,000 will be presented to a community-based commuter institution.

JUDGING CRITERIA

Entries will be judged for their impact on year-long alcohol education programming. Please keep this emphasis in mind as you complete your NCAAW activities for the 2000-2001 academic year.

Institutions will be judged in four major areas:

Foundations for Year-long Programming - 5 points

Were NCAAW activities a springboard for a coordinated and systematic year-long program? For example, are there current plans to address abusive behavior concerns in relationship to sporting events, academic performance, winter break, drinking and driving, spring break, wellness activities, stress management, graduation, new student orientation, student organizations, etc.?

Variety and Creativity of Activities - 5 points

Does your program involve prevention (education), intervention (peer counseling, mentor programs) or referral components? Describe each activity and the process used to motivate involvement in its planning and implementation. Were the activities innovative?

Breadth of Participation - 5 points

Who was invited to participate in NCAAW, and who actually participated? Were students, faculty, staff administrators, parents, alumni, and members of the local community involved in some way? Does your program reach beyond the campus community (e.g., local high school?)



Evaluation - 5 points

What impact did your NCAAW have? Did members of the university community evaluate the role of alcohol misuse in their lives? Give specific examples of how students on your campus are making safer decisions about abusive behavior and how you evaluated your results. What additional programs or information would interest participants during the rest of the year? Is this information available in summary form?

members.

For contest entry include:

1. Cover letter with philosophy of substance abuse prevention approach
2. One-page executive summary of program
3. Goals and objectives
4. Planning time line and List and description of events before, during and after NCAAW
5. Publicity samples (e.g., posters, ads in papers, buttons, articles, etc.)
6. Budget
7. Funding Sources
8. Who planned/ committee
9. Who attended
10. Special publications
11. Photo/Videos of events
12. Results/program significance in short term, long term
13. Two letters of reference from campus and/or community officials not directly involved in your program
14. Miscellaneous support items

DEADLINES

Submit the information outlined above, along with appropriate support material, by **May 1, 2001** 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

Submitted applications become property of the Inter-Association Task Force on Campus Alcohol and Other Substance Abuse Issues and will not be returned unless specific arrangements are made ahead of time.

Decisions will be made and winners notified by July 1, 2001.

1999-2000 NCAAW Award Winner Highlights

Bradley University

Contact: *Melissa Sage-Bollenbach, PH (309) 677-3381, FAX (309) 677-2410*

Focus on training peer educators to provide information, serve as a referral source, facilitate learning, listen actively, and be a role model. Interactive workshop topics include HIV/AIDS, substance abuse, smoking, sexually transmitted diseases, sexual responsibility, and stress relief/massage. Presentations are given in the new student experience class, residence halls, and Greek houses. Co-sponsorship with other organizations and departments is a key ingredient in success, as well as use of their own web site and e-mail accounts. Alcohol awareness is promoted through NCAAW, Sexual Responsibility Week, Safe Spring Break, and on a smaller scale through serving mocktails at a campus special event, Casino Night. Their off campus support finds them at "Operation Prom Night" and Operation Snowball," acting as mentors to high school students. Good publicity appeared in the forms of flyers, table tents, ads, articles in the newspaper, and radio spots. Peer educators also make announcements and extend personal invitations at other organizational meetings.

Central Michigan University

Contact: Mark Minelli, PH (577) 774-6992, FAX (517) 774-1098

The philosophy of Central Michigan University is to encourage educated and responsible use of alcohol within the university community, support and individual's choice not to use alcohol if they so desire, work towards reducing alcohol/other drug use and misuse, educate and inform students, faculty, staff, administration, and the community regarding alcohol/other drug use and abuse, encourage research, increase awareness and availability of healthy alternatives, and encourage and support the student health programming group. Program efforts include stress reduction, fitness, proper diet, smoking withdrawal, coping skills, health risk assessment, and alcohol/drug abuse intervention.

**State University of New York at Oneonta**

Contact: Dale Capristo, PH (607) 436-3540, FAX (607) 436-2074

Alcohol and other drug programming began at orientation with presentations made to students and parents about the consequences of high risk drinking. The Residence Life Transitions program accessed the new campus movie access channel and scheduled recent films related to the alcohol and drug topic. These activities led up to launching a social norms approach campaign on campus. Other activities included a candlelight vigil with area SADD students, stress reduction programming, a safe spring break week, and an "up all night" event. In addition, many classroom presentations were made about the social norms campaign related to alcohol use, marijuana, and other health topics.

The College of William & Mary

Contact: Mary Crozier, PH (757) 221-4386, FAX (757) 221-1245

Believes in a comprehensive programming approach to postpone the onset of alcohol use, examine the role alcohol plays in students lives, encourage responsible low-risk use, reinforce the non-use of other drugs, offer educational sanctions if policies are broken, and provide creative, developmentally appropriate services. They do this by offering comprehensive programming targeted at freshmen, athletes, fraternities, and sororities. One secret to their success has been the student resource center, the FISH Bowl (Free Information on Student Health) and closely working with the student activities coordinator and the campus activities board to offer alcohol-free social events. In addition, the college utilizes a campus task force model that includes students and departments, everything from student health to campus police in planning efforts.

George Mason University

Contact: Nancy Schulte, PH (703) 993-3687, FAX (703) 993-3685

Health and Wellness Services at George Mason is comprised of five offices: Community Health Program, Drug Education Services, Health Education Services, Sexual Assault Services, and Student Health Services. The services provide a continuum of care which includes prevention, education, intervention, and treatment. Activities are delivered through individual contact, networking with student organizations, conducting seminars to targeted groups, running awareness campaigns, creating academic modules for faculty, and placing campus newspaper articles and ads. A video montage and student leader skits on healthy decisions framed orientation. NCAAW featured the theme "Be Wiser" and sponsored events on risk management. In addition programs were presented on marijuana and tobacco, and healthy relationship week offered assertiveness workshops and dating etiquette. The campus was supported by the visibility of the President and Deans speaking out on campus climate and standards.



Numerous organizations active in the higher education arena have made a commitment to provide the leadership for these special events. These organizations are:

American Association of State Colleges and Universities (AASCU)
American Council on Education (ACE)
American College Health Association (ACHA)
American College Personnel Association (ACPA)
Association of College and University Housing Officers-International (ACUHO-I)
Association of College Unions - International (ACU-I)
Association of Fraternity Advisors (AFA)
Association for Student Judicial Affairs (ASJA)
BACCHUS Canada
BACCHUS and GAMMA Peer Education Network
Fraternity Executives Association (FEA)
Golden Key National Honor Society
International Association of Campus Law Enforcement Administrators (IACLEA)
National Association for Campus Activities (NACA)
National Association of Student Personnel Administrators (NASPA)
National Athletic Trainers' Association (NATA)
National Intramural-Recreational Sports Association (NIRSA)
National Collegiate Athletic Association (NCAA)
National Interfraternity Conference (NIC)
National Panhellenic

Regis University

Contact: Sally Spencer-Thomas, PH (303) 458-3507, FAX (303) 964-5493

The CHOICES program's mission is to provide a friendly, informative atmosphere in which critical decision making about healthy lifestyle choices is promoted and fostered. This effort has five components to educate students, challenge their belief system, promote discussion, and provide social alternatives to self-destructive behavior. BACCHUS does awareness weeks and other educational and social programs, REACH is a student athlete group, UNMASKED is a peer theatre group, the UNBAR serves up mocktails, and LISTENING EAR are trained helpers. New issues this year included seatbelt safety, zero tolerance laws, diversity, alcohol's impact on creativity, couples' communication, performance supplements, and herbs for wellness. A new program was the development of an alcohol awareness video for athletes, a drive sober website, and interactive "stress-free" zones.

State University of New York - Oswego

Contact: Kimberly Bowman, PH (315) 341-3378, FAX (315) 341-6329

Oswego operates under a comprehensive peer education model with many student groups that focus on a variety of health issues to promote positive Lifestyle choices. Peer educators are trained to facilitate workshops and programs on alcohol, drugs, sexual health, nutrition, body image, and violence prevention. Their theme of OkSoberfest "Can You Handle the Realities?" promoted responsible choices surrounding alcohol consumption and promote low risk behaviors regarding sexuality, nutrition, and violence. The realities challenged during the week were: health, choices, academic success, caring, lifestyles, limits, abstinence, responsibility, sobriety, reliability and you. Print ads were used to promote each of the realities throughout the week.

State University of New York - Plattsburgh

Contact: Cori Matthews, PH (518) 564-2681, FAX (518) 564-3817

This program's focus is on multidimensional wellness, incorporating personal responsibility, risk reduction, and positive decision making. Increasing attention has been given to highlighting positive social norms as a prevention strategy. This campus targeted orientation, hosted and NCAAW with 19 events and 30 groups working together, had a wellness workshop series, a wellness fair, AIDS awareness week, women's retreat weekend, and NCHWW. They also support substance-free and wellness housing programs. The peer education program is now offered as a three-credit seminar course, and the fitness center allocates wellness promotion grants to organizations.

University of Minnesota, Duluth

Contact: Corey Fischer, PH (218) 726-8155, FAX (218) 726-6132

The peer education program prides itself in being innovative and creative as well as tweaking popular programs to make them work. Topics covered include: Alcohol and drug abuse prevention, healthy sexuality, smoking, credit card usage, an other health issues. A unique practice is that every event is evaluated and students are eager to participate since there is always a drawing for a prize. NCAAW focused on "Responsibility as Drinker" and targeted family history, stress, lack of sleep, alcohol and women, absorption rate factors, and the dangers of mixing drugs and alcohol.

University of Missouri - Columbia

Contact: Kim Dude, PH (573) 882-4634, FAX (573) 882-1751

This program is a truly comprehensive year-long prevention program that is student driven and highly creative. A major social norming was integrated into an extensive marketing effort with trainings for faculty, orientation leaders, recruiters, high school teachers and parents. "BASEball" (Buildng an Alcohol Safe Environment) was the theme for the annual alcohol responsibility month that focused consequences for using or misusing alcohol. Program highlights included a 24 hour walkathon, a jail-n-bail, alcohol screening, and a wiffleball tournament. Other events observed were: wellness month, Great American Smokeout, safe holiday break, sexual responsibility week, Safe Spring Break, and National Nutrition Week.

About the Task Force... and the history of NCAAW

Founded in 1983 by the BACCHUS and GAMMA Peer Education Network, the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues is an umbrella organization dedicated to promoting education, prevention, research, networking, and national initiatives to help eliminate substance abuse and the problems it causes on our college and university campuses.

As institutions of higher education entered the decade of the 1980s, it became increasingly apparent that existing efforts to reduce alcohol and drug abuse on the campuses were not achieving the desired results. Campus leaders continued to identify the misuse of alcohol as a primary institutional concern for the future success of the students they served. In recognition of this growing concern, a group of individuals gathered together to discuss the ways higher education might more effectively address the problems associated with alcohol abuse and to create a more unified and effective approach to building awareness and campus-wide support for prevention programming.

The original leaders in this effort included: Dennis Roberts representing the American College Personnel Association (ACPA); Tom Aceto of the National Association of Student Personnel Administrators (NASPA); Paul Oliaro from the Association of College and University Housing Officers-International (ACUHO-I); and Gerardo Gonzales, the Executive Director of BACCHUS. Two of the BACCHUS board members were also instrumental in this early effort. They were Dr. Thomas Goodale, vice president for student affairs at the University of Denver, and Gary North, director of residence life at the University of Illinois.

These founding individuals formed an umbrella organization which operates today as the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF). The group held its first meeting in Gainesville, Florida, in 1982. That original meeting was the springboard for what has become a very far reaching organization. This task force was composed of representatives from the following organizations: The American College Personnel Association (ACPA), The Association of College and University Housing Officers-International (ACUHO-I), the National Association of Student Personnel Administrators (NASPA), National Association of Campus Activities (NACA), National Association of College and University Residence Halls, Inc. (NACURH), the United States Student Association (USSA), and BACCHUS of the U.S., Inc.

The IATF has grown into a coalition of higher education associations and organizations that seeks to eradicate the abuse of alcohol, tobacco, legal and illegal drugs and other substances among college students. It strives to inspire students to review their lifestyles and make informed decisions regarding these substances. The Task Force supports teaching college students life skills that will enable them to be successful in college and afterwards.

Dr. Edward Hammond, then vice president for student affairs at the University of Louisville, now the president of Fort Hays State University, emerged as the driving force for NCAAW. Dr. Hammond has served as the national chair of the event for many years and continues to provide the vision and leadership to expand the program on college campuses across the United States and Canada.

With the success of NCAAW, National Collegiate Drug Awareness Week soon followed. In the 1990s, however, NCDAW began to evolve away from an event exclusively aimed at illicit drug awareness and prevention and more toward a general "wellness" focus. Four years ago, the IATF voted to officially retire "Drug Awareness Week" in favor of "National Collegiate Health and Wellness Week." The response was tremendous as schools began to conduct focused educational programming for a week each Spring on topics as diverse as nutrition, exercise, drugs and alcohol, multiculturalism, smoking, and any number of other topics. NCHWW allowed schools to educate on the issues that most impacted them.

Now with NCAAW firmly rooted and NCHWW gaining stronger attention each year, the focus in higher education has shifted to encourage institutions to provide quality education, intervention and prevention on a year-round basis. At the heart of these combined efforts is the ultimate goal to developing environments which encourage and support responsible decision making, and which emphasize the legal, moral, and ethical components of responsibility in the decision-making process.

In addition, the IATF sponsors awards to campuses with outstanding NCAAW programs, promotes an NCAAW campaign poster competition, and consults with the alcohol beverage industry to insure the most responsible standards of marketing and product orientation.

NCAAW continues to be the Task Force's most widely recognized event. When NCAAW first began, only 250 campuses were on the active participation list. Now, more than 3,000 schools - from community and technical colleges to major research universities - participate to some extent each year! Today, NCAAW stands proudly as the most widely celebrated events in all of higher education.

Check out the IATF Web Site at www.iatf.org



Conference (NPC)

Mission Statement

The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF) is a coalition of higher education associations and organizations that seeks to eradicate the abuse of alcohol, tobacco, legal and illegal drugs and other substances among college students. It strives to inspire students to review their lifestyles and make informed decisions regarding these substances. The Task Force supports teaching college students life skills that will enable them to be successful in college and afterwards.

Activities of the Task Force

- National Collegiate Alcohol Awareness Week
- Institutional Awards Contest for Year-Round Prevention Programming
- Beverage Alcohol Marketing Guidelines
- Leadership Conferences
- Fundraising