

## IATF/NCAAW Program Competition and Awards

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

Follow the steps outlined below. Much of the work that must be submitted may already have been completed by your campus.

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

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

### Award

\$5,000 awards will be presented to three colleges or universities. Each award-winning institution will also receive a plaque commemorating their achievements. A special thanks goes to Coors Brewing Company for sponsoring these awards on behalf of the Inter-Association Task Force.

### Judging Criteria

The review criteria outlined below was designed to recognize outstanding alcohol education programming. Entries will be judged on the total number of points scored in the following areas:

- Comprehensiveness of year-round alcohol education programs
- Foundation for NCAAW programs

- Use of evidence-based approaches in designing prevention programs
- Breadth of participation/collaboration
- Evaluation

Please keep these criteria in mind as you complete your NCAAW planning and activities for the 2006–2007 academic year. It is not necessary to score points in every category to be eligible to win.

### Winners' Circle

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

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

### Items to include for contest entry:

1. Cover letter with philosophy of substance abuse prevention approach
2. One-page executive summary of program Goals and objectives
3. Planning timeline
4. List and description of events before, during and after NCAAW
5. Publicity samples (e.g., posters, newspaper ads, buttons etc.)
6. Budget
7. Funding Sources
8. Who planned
9. Who attended
10. Publications
11. Photos/Videos of events
12. Results/program significance: Short term? Long term?

13. Two letters of reference from campus and/or community officials not directly involved in your institution's program
14. 100-word program summary to be used in publications if chosen as a contest winner
15. Miscellaneous items (e.g., cups, t-shirts, key chains, etc)
16. Contact person's phone number and e-mail address

## **Institutions may receive points in the following review areas:**

### **1. Comprehensiveness of Year-Round Program—5 points**

First, please provide a complete list of your year-round prevention (education) activities. Then use the following questions to prompt a description of your program: What does the overall scope of your campus prevention program look like? Does your year-round program involve intervention (peer counseling, mentor programs) or referral components? Does it include social and interactive programs that support non-drinkers and responsible use? Are there awareness campaigns that focus attention on alcohol abuse prevention and related topics? Briefly describe each activity and the process used to motivate involvement in planning and implementation. Were the activities innovative?

### **2. Foundation for NCAAW Programs—5 points**

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

### **3. Use of Evidence-Based Approaches in Designing Prevention Programs—5 points**

In what ways did your programs utilize evidence-based methods and strategies in looking at alcohol abuse prevention issues? What model or methods did you use to design your strategies? Did your programs utilize a social norms approach in looking at alcohol abuse prevention issues? What data did you use to

design your messages? What media avenues were used to promote your program to the campus community? What stakeholders were involved in developing and implementing the prevention efforts? What was the campus reaction to these efforts? How did you collect feedback about your prevention activities? What was your method for gathering data to prove effectiveness of your programs?

### **4. Breadth of Participation/Collaboration—5 points**

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

### **5. Evaluation—5 points**

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

### **Deadlines**

Submit the application information outlined above, along with appropriate support material, by **Monday, April 2, 2007** 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](mailto:hsonger@fhsu.edu)

Submitted applications become property of the Inter-Association Task Force on 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 5, 2007.

## 2005 IATF NCAAW Award Winners

### SUNY College at Oneonta

The College at Oneonta's comprehensive Alcohol and Other Drug Prevention Program is committed to effective environmental change strategies through collaborative program components that: 1) offer and promote social, extracurricular, and service options that do not include alcohol or other drugs, 2) create a social, academic, and residential environment that supports health promoting norms, 3) limits alcohol availability on campus, 4) restricts marketing and promotion of alcoholic beverages and 5) enforces campus policies.

The objectives of the comprehensive program are to: reduce high-risk alcohol use, correct campus misperceptions that most students are heavy drinkers, increase effectiveness of campus policies, and community involvement. It is an inclusive structure that features collaboration and commitment of students, faculty, staff, administration, law enforcement and community representatives working together.

The 2005–2006 Environmental Management program focused on a new social norms marketing campaign emphasizing quantity of alcohol use, developing

campus opinion leaders to reinforce social norms with emphasis on faculty and staff as well as student groups, and expanding late night weekend social options. The synergistic effect of these program elements was enhanced by the additional comprehensive intervention services, campus-community collaboration, service and social responsibility, assessment and evaluation, and training of campus, regional and statewide leadership. The power of collaboration and synergy in all of the above areas has been the driving force for bringing about institutional and community systemic change.

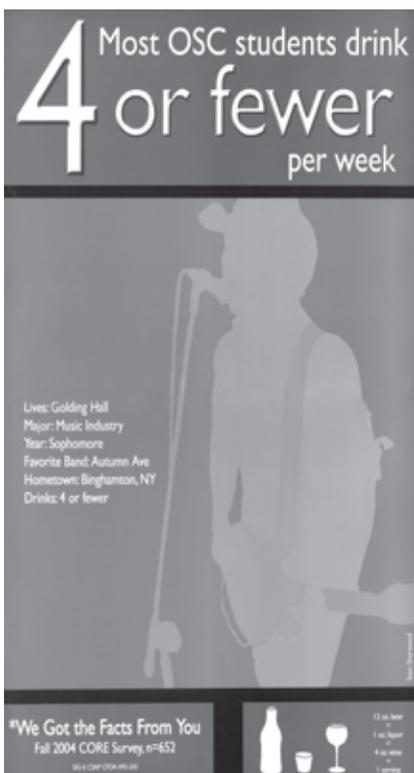
Beginning with summer orientation and continuing throughout the academic year, the Alcohol and Other Drug Committee plans programs that follow the 3-Tier Approach; interventions with high-risk substance abusing clients; environmental practices, enforcement, training and coalition building; and practices that show promise, such as, social norms marketing and opinion leader training, and late night activities. Alcohol Awareness Week highlights many of the year long program efforts.

Part of NCAAW events included a red flag challenge. Red flags with warning signs of alcohol addiction printed on them were hidden around campus. Students needed to find five different flags and copy them on to their entry form to be entered in a raffle for an iPod. Other events included Jackson Katz speaking on Alcohol Marketing, an Oktoberfest Mocktail Reception, and programs on alcohol and relationship violence. Late Night programs included Saturday Night Fever parties and a Battle of the Bands.

Several films were shown that addressed alcohol and other drugs: *Traffic*, *Friday Night Lights*, *28 Days, Go*, *21 Grams*. In addition, a DWI Simulation using beer goggles was conducted.

This campus was found to be an award winner due to the many ongoing comprehensive prevention efforts include student designed social norms marketing campaigns, policy enforcement, peer education, Greek peer advocates, residence hall AOD task force, late night programs, and personal consultation services.

Contact: Suzanne Clark, AOD Counselor/Educator  
Ph: 607-436-3368  
E-mail: [clarkse@oneonta.edu](mailto:clarkse@oneonta.edu)



## Syracuse University

Syracuse University is a large, private research institution in an urban, northeast setting. Our nationally recognized comprehensive "Twelve Point Plan for Substance Abuse Prevention and Health Enhancement (S.A.P.H.E.)" consists of evidence-based strategies including environmental management, social norming, harm reduction and health promotion. The Twelve Point Plan has been recognized as an Exemplary Program by the U.S. Department of Health and Human Services, Center for Substance Abuse Prevention (1999), and as a Model Program by the U.S. Department of Education (2000), the NASPA Foundation (2000) and the Substance Abuse Prevention Mental Health Services Administration (SAMHSA) (2002).

Syracuse University recognizes the need to address alcohol abuse, particularly with incoming first-year students, and provides comprehensive year-round programming through which we strive to build a common foundation of knowledge and decision-making skills that addresses the motivation to drink and the risks associated with alcohol abuse among college students.

The National Collegiate Alcohol Awareness Week is the educational highlight of Syracuse University's population-level prevention efforts reinforcing our comprehensive substance abuse prevention program.

The highlight of NCAAW, "Virtual Intoxication Golf Cart Navigation", was featured by *Good Morning America* in a segment addressing innovative and effective campus alcohol and other drug abuse prevention programming. Students, along with an instructor, drive a golf cart through a mini-obstacle course while wearing virtual intoxication goggles. Afterwards, they are provided education to prevent drinking and driving.

The NCAAW festival of learning takes place outside and includes games, prizes and information tables from many organizations. This program encourages students to be intentional and cognizant about their decisions to drink and be aware of the amount they consume if they choose to drink.

Must See BAC occurs on Thursday nights in a location between two popular college taverns. Peer educators pass out freebies and ask participants to answer a few questions about BAC. Then anonymously their BAC

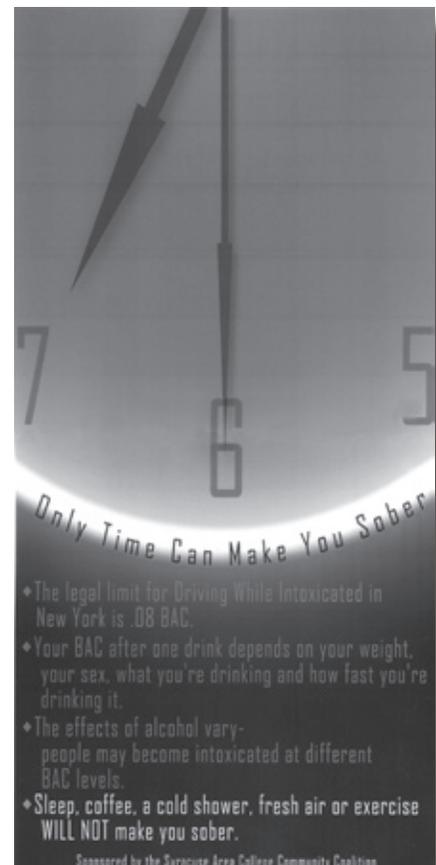
is measured. A brief educational experience is then conducted concerning risk factors. Later, the range of BACs found during the program are explored and factors influencing BAC are discussed and used in normative message development.

In addition to many educational activities, the university also increased alcohol-free social options such as Late Night at the Gym and a coffeehouse called Perc Place. Using NCAAW as a centerpiece, Syracuse has created institutional support, effective campus and community cooperation, and effective programs that address alcohol use.

Through random sample campus surveys, annual volume of counseling clients, counseling surveys, card-swipe data, Judicial Affairs referrals, and on-going campus studies, Syracuse University has documented the results of these programming efforts.

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## University of Missouri-Columbia Winners Circle Award

The University of Missouri-Columbia's Wellness Resource Center (WRC) is committed to students, staff, faculty and community members to collaboratively provide ongoing prevention efforts. These prevention efforts began during the summer with freshman orientation and continued throughout the year with our 23rd Annual Alcohol Responsibility Month serving as our showcase. Our Alcohol Responsibility Month was extensive and provided our eleven events plus displays and information tables. The attendance at these events was incredible with over 4,000 students participating. The events included our annual 24 hour walk, plus speakers on alcohol poisoning, legal issues, understanding your B.A.C., sleep, drinking and driving, reasons for drinking, resource fair and an alcohol trivia game.



The WRC created weekly social norming ads in the student newspaper, posters in the living units and large sandwich boards for the student commons. Other social norming promotional items included t-shirts distributed at major prevention events, ID holders/key chains, backpacks cups, water bottles, buttons, and mouse pads for all of the computer labs on campus. The WRCC believes that it takes more than marketing to have an impact on students therefore the peer educators and the WRC staff consistently present social norming outreach programs in freshman experience classes, residence halls, and Greek houses that allow students to question the messages and hear an explanation of how the statistics are gathered and why these statistics are factual.

The WRC created the MUmythbuters campaign this year to help dispel the myths that students have about the culture of drinking and the environment in which they drink. This ongoing campaign began second semester and a new myth is busted every two weeks through an extensive media effort.

Evaluation is an integral aspect of everything the WRC does throughout the year. Every event, program and service is evaluated in an effort to inform and improve our efforts. The CORE Survey is conducted every February and a Wellness Survey every November in an effort to provide social norming statistics and trend data.

Contact: Kim Dude,  
Director of Wellness Center Resource Center  
Ph: 573-882-4634  
E-mail: kdude@missouri.edu

Creativity is one of the greatest strengths of the WRC for much time and effort is placed in discovering innovative ways to get prevention messages across. Examples this year included; "Best Month Ever" (Alcohol Responsibility Month), "Have a Healthy Holiday" (Safe Holiday Break), "Love Your Body" (Eating Disorders Awareness Week), "Passport to a safe Spring Break" (Safe Spring Break), and "Wellness Anatomy" (Wellness Month).

All of the WRC events are created, organized and implemented by steering committees of students. Volunteer student participation was definitely one of our greatest strengths. Students were involved in every aspect of our prevention efforts. The over 200 WRC events were attended by over 12,000 students this year.

### IATF NCAAW 2005 Honorable Mention Campuses

In addition to the three award-winning campuses, the Inter-Association Task Force would like to thank and recognize the following campuses for their year-round prevention efforts:

- Arkansas Tech University
- Bowling Green State University
- Dickinson State University
- Elon University
- The University of Scranton
- Western Connecticut State University