

U DECIDE

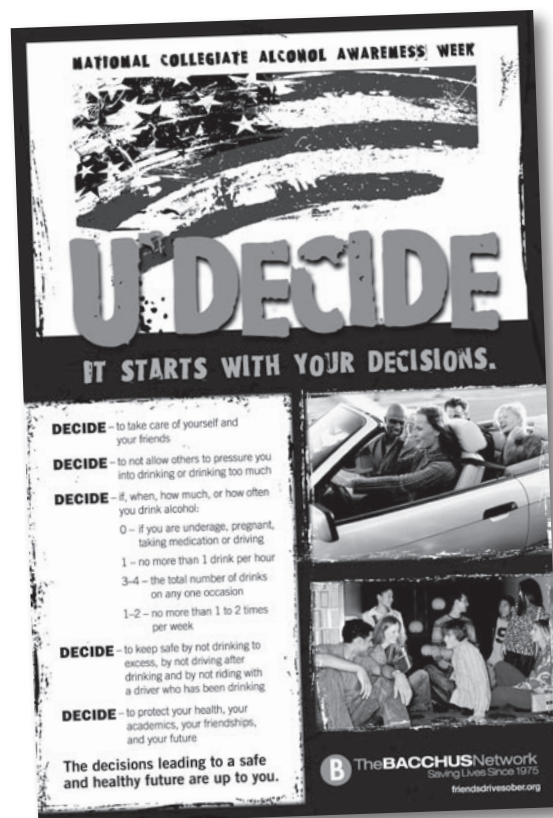
This Year's Theme

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

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

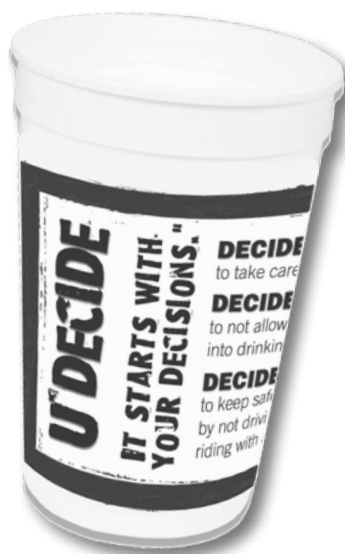
The *U DECIDE* Campaign Poster

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



The *U DECIDE* Stadium Cup

These cups are the perfect campus giveaway! If you plan on hosting an awareness table or having information available at your educational sessions, here is a chance to give students something they will keep all year long. These stadium cups are white with a dark blue border and artwork from the *U DECIDE* Campaign. They contain the messages "DECIDE – to take care of yourself and your friends; DECIDE – to not allow others to pressure you into drinking or drinking too much; DECIDE – to keep safe by not drinking to excess, by not driving after drinking and by not riding with a driver who has been drinking".



The *U DECIDE* Pen

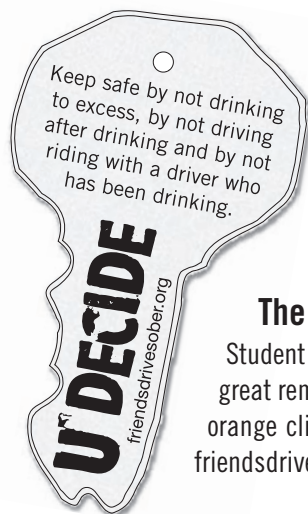
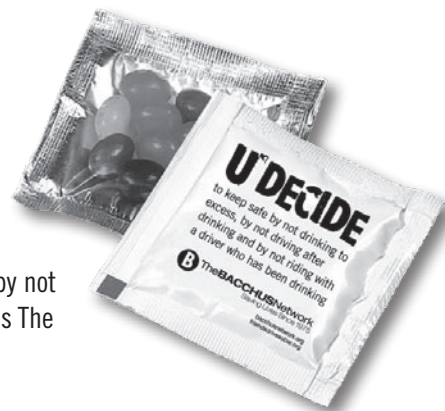
If there is one thing that students need, it is a pen for studying and taking notes. Give these pens away at awareness tables or educational programs to keep your positive health message visible on campus. The Papermate® pen is white with yellow trim and comes with a black medium point pen. The imprint in dark blue contains The BACCHUS Network™ logo and website on the pen clip and the message of "U DECIDE – to keep safe by not drinking to excess, by not driving after drinking and by not riding with a driver who has been drinking" on the barrel of the pen.



U DECIDE

The *U DECIDE* Jelly Bean Packets

These candy packets are a fun and tasty way to remind students about the importance of making healthy decisions to take care of themselves and their friends. They are easy to give out year-round and they can be particularly useful with any programming on alcohol abuse and impaired driving prevention around Halloween. Each packet contains a half ounce of jelly beans and the 3" by 3" packet contains the message "U DECIDE – to keep safe by not drinking to excess, by not driving after drinking and by not riding with a driver who has been drinking". Each packet also has The BACCHUS Network™ logo and bacchusnetwork.org and friendsdrivesober.org websites.



The *U DECIDE* Key Air Freshener

Whether it is a room, closet or car, there is always a place in a student's life that can use a fresh smell! These key-shaped air fresheners have a mint scent and contain the message "U DECIDE – to keep safe by not drinking to excess, by not driving after drinking and by not riding with a driver who has been drinking" and the friendsdrivesober.org website.

The *U DECIDE* Chip Clip

Student can use it to keep chips fresh or to hold their pizza coupons – either way it is a great reminder to designate a sober driver before going out with friends. These 4" translucent orange clips contain the message "Cost of a DUI = Buying 932 Pizzas", the friendsdrivesober.org website, and the message "Designate a Sober Driver".



The BACCHUS Network™ Catalog and Order Form

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

Need More Educational Materials? Check our Website!

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