



Program Planning For Your NCAAW

Now it is time to talk about the most important part of the 2008 National Collegiate Alcohol Awareness Week: Programming!

Great programming is the most effective way to get your message across and educate your campus' student body. In the upcoming pages, we have listed some tips to getting started, followed by some planning and task sheets and program samples from other campuses. We hope these programs prove useful in your own educational session planning. Feel free to "translate" these programs into successful events that will work on your campus.

When it comes to educational programming, there are some strategies that you can use to help create the perfect NCAAW activities.

Picking the Best Times

It is time to get on the campus calendar! The best time depends on your campus schedule. The official NCAAW is always held the third full week of October; this year it is October 19-25. Check to see if this week works well for you. If your campus is on Fall Break, or if that week is the beginning of midterms, you may want to reschedule.

The other aspect of picking the best times for your programs is to mix things up a little bit. Sometimes, 8 p.m. does not work for everyone. How about scheduling one of your events at noon and letting people bring a lunch? What about a breakfast event? Is it possible to get inside the classroom so you can do a program during the day? What about midnight snacks? Why not! The key is to let as many people as possible take advantage of what you are offering, including on-campus students, commuters, faculty, and staff. Different times will gather different audiences.

Brainstorming

The truly creative aspect of NCAAW programming always begins with brainstorming. One of the first tasks you will want to accomplish with your committee is to "dream" a little bit. For example, if you could accomplish anything during NCAAW, what would it be?

For many committees, brainstorming begins with 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 bad 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, song titles can be incorporated, and historical quotations can be used. It is up to you!

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|---|--|---|
| ■ Rock the Vote for Health & Safety | ■ Mocktoberfest | ■ Be a Part From the START
(Students Taking Action &
Responsibility for Tomorrow) |
| ■ Vote 4 U and Healthy Choices | ■ The Art of Responsibility | ■ Seize the Day! |
| ■ I Have a Choice | ■ Sober Safari | ■ Making the Right Connections |
| ■ Celebrate a Healthy "U"
(University and You) | ■ Get SMART! (Students Making
Alcohol Responsibility Today) | ■ How the Health Are You? |
| ■ OkSOBERfest | ■ Leading the Way in Healthy Choices | |

It is also great to build themes around popular television shows, summer blockbuster movies, or the latest pop culture phenomenon. This is where the students on your committee can be particularly helpful!

High-Risk Times for College Campuses

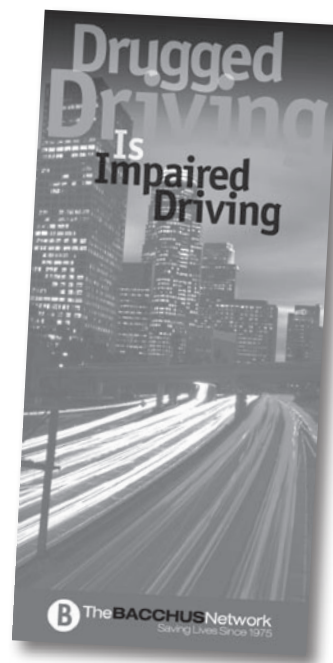
Often when we think of times when there is a high risk for impaired driving, events like New Year's Eve or holiday parties come to mind. However, it is still important to remember that each college campus experiences different high-risk times in addition to those that are common. Some possible high-risk times follow.

Fall

- First week back to school from Summer break
- Greek recruitment/rush
- Labor Day weekend
- Homecoming
- Big game days
 - Football season kickoff, big rival games
 - Fall sports such as cross country, field hockey, football, soccer, women's volleyball, men's water polo
 - Playoffs and championship games
- Halloween
- Pre/post-midterm activities
- Pre/post-finals activities
- Winter break/seasonal holidays/New Year's Eve

Spring

- First week back to school from Winter break
- Winter dances/formals
- Big game days of the season
 - Winter sports such as: basketball, fencing, gymnastics, ice hockey, skiing, swimming, diving, track and field (indoor), rifle, wrestling
 - Spring sports such as baseball, golf, lacrosse, tennis, rowing, softball, track and field, men's volleyball, women's water polo
- Playoffs and championship games
- College Bowl Games
- Superbowl
- NCAA Basketball Tournaments
- March Madness
- Final Four
- Valentine's Day
- St. Patrick's Day
- Spring Break
- Greek Spring recruitment/rush
- Spring dances/formals
- Pre/post-midterm activities
- Memorial Day weekend
- Pre/post-finals activities
- Graduation/End of school





Developing a Safe Ride Program

Getting Started

Sometimes getting started can seem like the hardest part of implementing a safe ride program when you do not know exactly what to do or how to go about starting. Hopefully the following information will ease your tension since everything you need to do to get your project underway is right here!

Developing a Project Timeline

A timeline helps set deadlines to guide you through the planning process. You can implement a safe ride program in anywhere from several weeks to several months, depending on your campus, your available resources, the number of people helping in your efforts, etc. However, with whatever amount of time you have, it is helpful to create a tentative schedule with deadlines to guide you. Make sure to check out the section outlining a chronological list of necessary steps that you can use to map out your own timeline.

Creating a Student Committee

The next thing you must do is ask for help. Planning, developing, and implementing a safe ride program requires too much time and effort for one person to handle alone.

A group of hardworking, dedicated students is needed to plan, gather support and raise funding for, implement and run a safe ride program. This group should have the solid backing of at least one sponsoring organization.

Begin by going to the meetings of student organizations (such as student government, the graduate student council, residence hall association, fraternities and sororities). Explain your idea, and invite them to be involved in your efforts. Usually student government organizations strongly support school-wide safe ride projects because they increase student safety; this is almost always a student governmental goal. When enlisting their help, approach the existing officers rather than candidates, and be careful not to wrap your plans up in political agendas that could hurt your ideas. Aligning your efforts with the student government, though, is a good idea. They may even have a committee that can help develop, fund, and promote a safe ride program.

Organizing an Advisory Committee

Next, you will need to get faculty members, administrators and community members involved with your endeavor. These people can offer valuable advice, establish connections and offer the program more credibility.

Talk to administrators and faculty members you think would be interested. Most program planners first approach the dean of student services, the coordinator of drug and alcohol prevention programs, the chairperson of the school's safety committee, members of the residence hall association, and faculty members who have shown a particular interest in other programs that benefit the students and community.

Administration and faculty meetings sometimes allow students to voice concerns and propose ideas. Find out who organizes these meetings, where and when they are held and if you can get on their agendas.

Other local community members who might be of help are as follows:

- Local law enforcement can provide various impaired driving statistics that may help you demonstrate the need for a safe ride program in your community
- Chamber of commerce
- Service organizations, community associations and volunteer centers
- Local businesses

Once you have your advisory committee established, create a phone/email list and choose a time for the committee to meet regularly. Unlike your student committee, which should meet at least weekly, your advisory committee can meet bi-weekly or monthly.

Researching Previous School-Initiated Efforts

As you form your student and advisory committees, inquire about any previous safe ride and designated driver initiatives on your campus. This history, whether the ideas were successful or not, can provide valuable information about what may or may not work for your campus this time.

U DECIDE

Researching Other Efforts

Before proceeding with your plans, you may want to call your local beverage distributor and city police department. Ask about other drinking and driving prevention programs in your area. If any exist, you may be able to save yourself time by working with their program, and, if none exist, they may be interested in helping you with your plans.

Determining the Target Audience

Decide upon a target audience for your planned program. All schools have students of various ages, sexes, ethnic backgrounds, and/or special needs. Whether your school has a very diverse student body or a traditional student body, programs should be based on needs assessment research. Focusing on a target audience helps determine the purpose, area of service, and program set-up option that will best address the drinking and driving problem in your community and/or service the greater number of students.

Promoting Your Safe Ride – A Creative Example

California State University San Bernardino's Peer Heath Educators have converted a golf cart to a "Yellow Cab Wellness Limo" to promote their safe ride program. All CSUSB students have access to a free cab ride within a 20-mile radius from the campus. In addition to promotion, the "Wellness Limo" gets around campus with information to raise students' awareness of the risks associated with alcohol abuse and impaired driving.

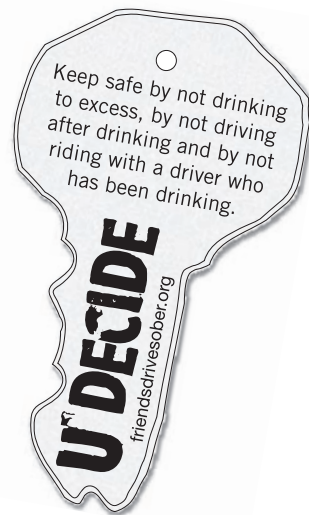


**For more information on starting a safe ride program,
visit friendsdrivesober.org/programming/safe_ride.html**

Marketing Your NCAAW

Your marketing plan is your map to how, when, and where you are going to let the campus and community know about your NCAAW programs. It is 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 will have to make your program 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.

- 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 will be valuable to get 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 will not miss any deadlines. Be 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. See the text on *Using the Media to Promote Your Message* for very important details.



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

- 4. Make sure your sponsors are well publicized in your materials.** Be generous in sharing credit for the week's activities. Consider getting an inexpensive banner that features your NCAAW theme and lists the sponsors of your activities. Have this banner at all of your events.

- 5. Stay on schedule.** Assign 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.



Using the Media to Promote Your Message

There are advantages to building close relationships with members of both the campus and community media staffs. A personal rapport with these individuals can only help the success of your activities. When promoting a message, a campaign, and a specific event there are three types of marketing that are easily accessible and, even better, they are free! These are the Media Alert, Press Release and Public Service Announcement (PSA).

Media alerts versus press releases

- A press release is used to announce something that has already happened or will happen in the future. For example, when a member is elected to a board of directors, an organization will send out a press release to encourage the media to do a story based on the information in the release and follow-up interviews or research.
- A media alert is typically used to generate attention for a visual event that is to occur in the near future. For example, when a rally is going to take place at the Capitol, a media alert is sent to encourage the media to attend and report visually on the activity.

How to write media alerts

- A media alert should be concise and to the point. Because the reporter or news desk receives so many alerts and press releases, it is important to give them the facts in a simple manner. A media alert should not be longer than one page.
- Make the alert newsworthy. Think before you write. Is this interesting? Is this solving a problem? Is this filling a need? Is the activity benefiting somebody or something? This information will give you the basis for your piece.
- Do some homework: Send your alert to specific reporters if possible. Follow-up to make sure it was received. Be prepared to send it again if necessary. If you do not have access to specific reporters, or if you are trying to reach a large-scale audience, contact the newsroom and/or assignment desk.

What to include:

- **Title:** Give your alert a title that allows the reporter to understand, in one sentence, what is happening and why it is important. The title will determine whether or not the

piece is actually read. The title should be at the top of your page in bold letters. For example:

"BACCHUS Peer Educators hold 'Reality Check' on January 9th to save lives."

- **Who:** One line statement regarding who is participating and/or responsible for the release. For example:
"BACCHUS Peer Educators at <Campus Name>"
- **What and Why:** This is your chance to tell the reporter what is happening, so use your words wisely. Include as many pertinent details without sacrificing space and language. It is important to state the facts, not your opinion, while garnering attention for a potential story. For example:
"Students may not realize the impact even a small amount of alcohol has on their driving. These activities are designed to help students make the connection between..."

Include the date, time, and location so that it appears twice in the document. After the initial statement, you may go into further detail on the reason for your action. For example:

"XYZ people have died due to alcohol related crashes..."

Bold the following sections:

- **Where:** Include the name, location, city, zip code, cross street, and a phone number of the location. For example:
The University Student Center (555.333.1111); 1701 Main Street, Anytown CO 00002 (corner of 18th and Main, downtown)
- **When:** Include day, date, year, and time. For example:
Saturday, February 21, 2009: 1PM-5PM.
- **Media Contact:** Include appropriate name, phone, cell, and email address. Using two contacts is always helpful in case the reporter cannot reach the first one. You may include your Web address here. For example:
Joe Smith: (off.) 555.555.5555 (cell) 555.444.4444
joesmith@email.com
Web: www.bacchusnetwork.org
- **To Attend:** If there is a possibility that your alert will be printed in the paper as a calendar release or if you are trying to generate attendance, include the appropriate contact and price if applicable. For example:
Tickets are \$30 per person. To register, contact Jane Smith: 555.333.3333 or janesmith@email.com or visit our website at www.register.com

Making your NCAAW unique in design

Bringing together the key players on campus, brainstorming creative themes, and taking advantage of the national media available during October are all key items to the success of NCAAW on your campus. Here are five suggestions for your group to consider as you plan your programming schedule.

1. Balance educational and social programs.

Some of your NCAAW goals may include teaching people new information about personal health issues, promoting responsible decision making, encouraging people to look at personal behaviors, and offering opportunities to choose healthy lifestyles—lifestyles grounded in moderation and the acceptance of personal responsibility for actions. It is also important to give participants a chance to have a good time, meet new people, dance, laugh, and enjoy themselves. The best 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 thinking 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 a big hit. We want high attendance at our events. However, your efforts cannot be judged solely on the number of people. Some of your programs, especially those dealing with serious educational issues, like "Adult Children of Alcoholics" or "Preventing Date Rape" may only draw 20–30 people. But those 20–30 people will really want to be there, and those 20–30 people will be happy you planned this event for them. So, as you are planning your programs, you want to keep three important goals in mind.

- **Go to where your audience is.** Do not make them come to you. It is so much easier for people to attend a program "on their own turf". For example, program in the residence halls, Greek houses, a campus student lounge, or outside high traffic areas. Here is 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! This is a great environment for students to talk and feel comfortable.
- **Plan social programs on Thursday, Friday, or Saturday nights.** Now you have provided a choice for those students who want to have a great time on the weekend, but do not want to go to bars or off-campus parties.
- **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, great! You will know to plan for a bigger turnout next year. Students do not 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 do not want to have to "talk to anybody".

For students who do not have much information about how alcohol works, what addiction is, how to help someone with a drinking problem, family issues, etc., it can be helpful to host an informational display. In order to meet varying needs, set up a display table in a well-traveled area and provide pamphlets and other educational materials. Set up a DVD at a high visibility location, turn it on, and let it run for an afternoon, showing an information tape on addiction or helping a friend. 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!

While some people might not want to talk at this time, it is important to advertise available resources. NCAAW is a great time to promote 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" promote the best discussion.

Many campuses have used the "Green Bean Campaign." If you are not familiar with this program, it is very simple. A set of four 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.

The second 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, 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 and/or community resources phone numbers are also provided. Brainstorm more of these educational teasers. The key is to raise awareness and get people talking.

5. You do not have to be the expert, and you do not have to do the programs yourself.

Use your resources!

Co-programming and co-sponsoring with other campus organizations is an excellent idea. Another variation on this theme is to find out who the resources are on your campus and in your community who can help with, or even present, programs for you. You do not have to be the expert on every single student health issue.

Try One of These!

Use Technology in your Programming Efforts.

Electronic media grabs students' attention and it is free! If your campus has an online newsletter, bulletin board or chat room, make use of them for NCAAW. If you can develop a screen saver for NCAAW, have it available for people to download and ask the computer lab to have it on all the monitors. If you are doing class presentations, visit some web sites and show people what information is available on-line.

Talk Show or Game Show Format

What about staging your own talk show? Get peer educators to play various roles and use a call-in line to explore issues like healthy practices, relationships and personal ethics. Be creative! Use sarcasm, confrontation and surprises. It helps if you have a really funny show host. This is a great activity for residence hall lounges or smaller audiences. Another format might be to use the "Alcohol Jeopardy" game from BACCHUS to relay alcohol abuse information and encourage participation in a fun way. It is available at www.bacchusnetwork.org/store to order.

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 games, swimming contests, or a variety of recreational sports events! Get students to form teams from their campus organization or residence hall to compete against faculty! This is a great way to involve your physical education department or health education department. In addition to the fun activities, you can set up a massage clinic, serve a healthy midnight breakfast, and teach some relaxation techniques.

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 or healthy campus norms on one side and a blank entry form with instructions on the

opposite side. Instructions should direct people to memorize the 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.

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 antennas. 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 conduct seatbelt checks and distribute 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.

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 for donations and sponsors. Have peer educators serve hot chocolate or specialty coffees. Ask for pizza or sub sponsors to provide food tables. Hand out promotional items and make sure you have educational information about impaired driving available. Invite people to dress as the crash dummies in school colors and serve beverages or go through the stands to attract an audience.

Passport Party

There are two ways of looking at this program. First, you might 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 is a great way to point out campus resources and fun to have a progressive party. All stamped passports should be thrown into a bin for a grand prize drawing at the conclusion of the event. A second approach is to develop a local community passport of fun, local destinations—places to eat, recreation options, and historic sights. Distribute the passport to students and have them get stamped at locations in your community listed in the passport with a grand prize drawing at the end of the semester.



Singing Telegrams/Balloon Bouquets

Get balloons imprinted with your NCAAW theme and take orders for balloon bouquets or singing telegrams. Seek donations for the helium, balloons, and string. Design healthy messages and ask dining services to donate free drink coupons to attach. If singing, create several healthy message songs to popular tunes and send out the quartet to deliver them.

(Hint: Have the person buying the telegram to designate the time and place of delivery to save time in filling your requests.)

Homecoming Halftime

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

Coordinate a Day of Dialogue as an Opening Event for NCAAW

Purpose

The purpose of a Day of Dialogue is to encourage students, faculty, staff, alumni and community members on individual college and university campuses to engage in a day-long (or a significant portion thereof) productive discussion of alcohol-related problems and possible solutions. It is a structured and facilitated discussion that is planned by and includes representatives of each of the key stakeholders and it serves as a basis for collaborative, campus-based action planning that contributes to cultural change.

Concept

The Day of Dialogue is, at its heart, a simple concept. To engage in a Day of Dialogue means to take the time to get the right group of people into the right set of circumstances to allow meaningful discussion about a topic of common concern. Because attitudes, traditions, policies, environments, circumstances, and people will vary from campus to campus, each Day of Dialogue effort will be unique.

A "meaningful discussion" is one where all participants have access to critical information, where an atmosphere of trust and openness leads to honest sharing of ideas and concerns, where the purpose is to accomplish a common goal, and where one of the outcomes is a commitment to a next step or a plan. The "topic of common concern" is the prevalence of high-risk drinking on college campuses. The topic can be refined to focus on particular populations like resident students, athletes, fraternity/sorority members, etc.

Rationale

Collaboration between the various parties is critical to the success of any campus-based change effort. The experiences of campuses that have already had such discussions can be shared and used by institutions that have yet to take the step. The designation of a Day of Dialogue can serve to spur the initiation of discussions that might not otherwise begin.

Campus Proclamation

This year consider enlisting your campus leadership to issue a public proclamation as part of NCAAW and year-round prevention efforts. It is a perfect opportunity for you to engage the key campus decision-makers, the campus and community media, and the entire student body.

Proclamation in Support of NCAAW

A key way to build support and publicity for your NCAAW programs is to set up an event where the college president and student leaders on your campus sign a proclamation in support of the project and a safe and healthy campus environment. The purpose of this effort is to bring together leaders from all areas of the campus to meet and pledge their commitment on behalf of their respective organizations to work toward the goal of preventing alcohol-related harm in the campus community. This is also an excellent public relations/media event for your campus, your peer education group, and all those who sign the proclamation.

We suggest holding the signing of the proclamation in early October or sometime prior to the start of your NCAAW efforts. You or your college president can then present the signed proclamation as a kick-off for your NCAAW events. You will need to work with your college president and campus public relations office to determine the best time for your campus and local media. Your campus public relations office will also be able to help you determine the best location on campus to hold the signing of the proclamation.

To make the document look more professional, we suggest copying it onto higher quality paper. You may want to enlarge the proclamation to make room for all of the signatures. This would also be a great document to display in a highly visible location on campus. Your college president and campus public relations department can be helpful in making these decisions.





Before Signing the Proclamation

There are a number of steps that you will need to take to prepare for the signing of the proclamation. First you need to hold a meeting with your peer educators and advisor to:

- 1) Discuss the proclamation. Determine what issues you want to address in the proclamation. We have enclosed a sample proclamation for you to use or to help guide you in developing your own proclamation that meets the needs of your campus.
- 2) Decide whom to invite to sign the proclamation. This list may include:
 - The college president (if not available, another key administrative figure)
 - Residents or leaders of as many student organizations on campus that you can identify (i.e. peer education groups, residence halls, fraternities, sororities, student government, honoraries, athletic teams, departments, clubs)
 - Faculty senate leader, department leaders, or key faculty members
 - Key community members

3) Determine who from your group is going to:

- Contact the college president to set up a meeting to discuss the proclamation and set up a date and time for the actual signing.
- Meet with the leaders of the student organizations to explain the purpose of the proclamation and invite them to sign it.
- Meet with key faculty and community members to explain the purpose of the proclamation and invite them to sign it.
- Work with the campus public relations department to set up the event and invite the campus and local media.

Following the Signing of the Proclamation

We suggest giving each person who signs the proclamation a copy of the proclamation to take back to the respective organization. Encourage the signer to discuss the proclamation with their organization's membership and talk about ways they can contribute to a healthier and safer campus.

A Proclamation In Support of National Collegiate Alcohol Awareness Week Programs

WHEREAS, (*fill in name of college or university*) exists to support the academic achievement of our students and strives to create a learning environment that fosters growth and helps members of the academic community reach their fullest potential;

WHEREAS, alcohol abuse-related behaviors clearly have a negative impact on learning and the overall academic environment and that a significant portion of students report that they prefer not to live or socialize in situations where alcohol abuse is prevalent;

WHEREAS, our own campus policies, educational programs and campus activities are in place to support efforts which provide a sound academic environment that is free from the problems associated with alcohol abuse;

WHEREAS, attitudes and behaviors in the academic community that foster alcohol abuse and increase the potential for alcohol-related harm are anti-intellectual and must not be tolerated at this or any institution of higher learning;

WHEREAS, research clearly demonstrates that a majority of college and university students drink alcohol moderately or not at all and make responsible decisions as they work toward attaining their academic goals; and

WHEREAS, broad student leadership and peer education initiatives are a critical part of the overall strategy if we are to successfully educate and challenge students, student organizations or businesses whose attitudes and beliefs regarding alcohol lead to situations where there is increased likelihood that alcohol related deaths or tragedies could occur;

THEREFORE, BE IT RESOLVED that the students, faculty and administration of (*fill in name of college or university*) join together in supporting the efforts of National Collegiate Alcohol Awareness Week (NCAAW) to educate and unite the students, faculty and administrators of this institution and hundreds of others across North America, to open a dialogue and work together to prevent alcohol-related harm within their respective campus communities.

Signed by: _____ Date: _____