



Featured Programs

UNIVERSITY OF CALIFORNIA, RIVERSIDE

BACCHUS Affiliate Group: Golden ARCHES Peer Health Education Program

Program Goals/Objectives:

1. Develop and implement a comprehensive, year-round impaired driving prevention program on campus
2. Raise awareness of impaired driving issues
3. Educate students about DUI laws
4. Provide a free, safe ride home for students to avoid driving impaired or riding with an impaired driver
5. Provide experiential impaired driving prevention learning activities
6. Provide an attractive, non-alcoholic beverage bar service to illustrate that alcohol is not necessary to have a good time

Safe Ride Program

Target Audience: All students

Program Description

The local Anheuser-Busch distributor funds this safe ride program and Bell/Yellow Cab provides the service. The University of California, Riverside (UCR) Golden ARCHES program is the campus/student program sponsor and promoter. Any student who is in need of a safe ride home, whether to avoid driving impaired or riding with an impaired driver, can call Bell/Yellow Cab from any location within the city limits of Riverside and get a free taxi ride home.

When Bell/Yellow Cab approached UCR Golden ARCHES with this concept, there were three criteria that had to be addressed before UCR Golden ARCHES would endorse and sponsor the program:

1. The program would be a one-way ride home and NOT a shuttle service to bars and parties.
2. The program would not be promoted as a “license to get drunk” since students had a safe ride home.
3. Bell/Yellow Cab would provide the service along with all liability and insurance coverage (UCR was added to their policy as an additional insured certificate holder).

Once Bell/Yellow Cab assured UCR Golden ARCHES that these conditions were met, the official partnership was established and peer educators promoted the program. The response from students has been overwhelmingly positive and it is expected that the safe ride program will continue to grow.

Promotion and Publicity:

1. Awareness tables on campus (Bell/Yellow Cab present when possible)
2. Key-chains promoting the “Golden ARCHES” and Safe Ride Program with the website
3. Flyers
4. Presentations in RA training, campus programs, and meetings
5. Featured story in the campus newspaper

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Budget:

Anheuser-Busch and Bell/Yellow Cab cover all costs for the service. Promotional costs of the program are covered through campus and grant funding.

Collaboration:

1. Greek Life
2. Residence Life
3. Athletics
4. Campus Police
5. Golden ARCHES

Duration: The school year

Candy Cane Grams

Target Audience: Residence hall students

Program Description

In an effort to raise awareness about impaired driving issues, promote the safe ride program, and support 3D (Drunk and Drugged Driving) Prevention Month in December, UCR Golden ARCHES students assembled Candy Cane Grams. The Candy Cane Grams included a business card with impaired driving prevention messages. The front of the card was printed with the positive social norm statistic that most UCR students do not drink and drive and a message encouraging students to avoid impaired driving by designating a sober driver or calling a cab. The other side of the card had the number for the local Bell/Yellow Cab Company, which provides a free ride home through the Safe Ride Program. The business cards were stapled to a candy cane and delivered to all 5,000 students and staff members in the residence halls and campus apartment complexes. The intent was for students to place the business card in their wallet or purse so they would have a reminder to not drink and drive over the holidays and have the phone number for the safe ride service.

Promotion and Publicity:

1. Candy Cane Grams were sent to all residence halls and apartment complexes
2. Candy Cane Grams were also given to the campus pub to keep at their register

Collaboration:

1. Golden ARCHES peer educators for assembly of Candy Cane Grams
2. Residence life for distribution and support
3. Campus pub for additional distribution and support

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Budget:

The budget covers the cost of printing business cards, miniature candy canes (bought in bulk from a food supply store), and pizza party for the peer educators assembling the Candy Cane Grams.

Duration: The Candy Cane Grams are assembled the first week of December and then distributed during finals week.

Impaired Vision Goggle Activity

Target Audience: All students

Program Description

The impaired vision goggles are used during awareness campaigns as a way to attract students to the booth and to also utilize an experiential learning strategy to address impaired driving issues. Three impaired driving goggles of varying strengths demonstrate low, medium, and high levels of intoxication. The goggles are used to test a participant's motor skills and coordination. Activities include trying to make a basket, throwing/catching a flying disk or ball, and a driving course with cones and a golf cart.

Utilizing a campus or community police officer to administer a Field Sobriety Test (FST) to a student wearing the goggles has been one of the most powerful strategies. This activity provides the officer with an opportunity to educate the students on often unknown aspects of the DUI laws. Most students are familiar with the BAC limits for driving, but many are not aware that even if a person is under the legal BAC limit, he or she can still be cited for a DUI if the officer feels the person did not complete the FST satisfactorily. By going through this demonstration with the students, an officer can discuss what police officers look for, how to prevent impaired driving, how to make safe decisions, and reinforce laws and policies that address impaired driving issues.

Promotion and Publicity:

1. These activities take place in conjunction with an awareness campaign

Collaboration:

1. Golden Arches peer educators
2. Campus or community police officers

Budget: Impaired vision goggles

Duration: Activities take place throughout awareness weeks.

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Party TOADS (Taking Out Alcohol to Drink Safely) Bar

Target Audience: All students and local community

Program Description

The Party TOADS (Taking Out Alcohol to Drink Safely) Bar at UCR is a fun way for the Golden ARCHES peer educators to creatively promote alcohol awareness and illustrate that alcohol is not necessary to have fun. In fact, non-alcoholic drinks are fun, tasty, and remove the worry of getting home safely.

The Party TOADS bar is featured at a variety of major campus events including: educational programs and workshops, department receptions, athletic events, and local community events. The portable bar is made of PVC pipe and a wood-laminate counter top. It is placed under an easy-to-set-up canopy tent. This 10-foot wide bar has a full banner across the front describing what the bar promotes. The message is reinforced by word of mouth, as peer educators serve non-alcoholic drinks, and through printed messages on the cups. The cups' message includes awareness campaign themes or social norms messages. A local drink mix distributor donates all of our mixes, decreasing costs and increasing revenue for the Golden ARCHES program.

Promotion and Publicity:

1. The bar is its own publicity
2. It is featured at various campus and community events
3. It is featured on the Golden ARCHES website

Collaboration:

1. Numerous campus departments and organizations
2. Athletics concessions
3. Community groups

Budget:

The bar structure can be built for less than \$50 and the canopy tent is approximately \$100. The banner or other decorations can be simple or elaborate. Cups, napkins, straws, and fruit are purchased. Drink mix is donated.

Duration: The bar is available at any time for organizations and events that want to provide the bar for their activity.

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SUNY ONEONTA

BACCHUS Affiliate Group: CHOICES

Program Goals/Objectives:

1. Increase awareness about the dangers of impaired driving
2. Educate students about the social norms of using a designated driver
3. Increase knowledge about Blood Alcohol Content (BAC)

St. Patty's Day Road Stop

Target Audience: Commuter students

Program Description

In the state of New York, it is illegal to place flyers or advertising materials on parked cars, so a new promotional approach was developed. In the week prior to St. Patrick's Day, the University Police assisted the peer educators in distributing impaired driving prevention information to commuter students at a road stop as the students arrived for classes in the morning. This activity also provided the University Police an opportunity to have positive interactions with the students.

The road stop was set up at the main campus entrance approximately 30 minutes before the start of classes. As cars entered campus they were greeted with, "Have a safe St. Patrick's Day," and handed a car trash bag. The bags were printed with the social norm, "76% of OSC students use a designated driver when they go out" and included a cartoon of the school mascot driving a convertible. The bags were stuffed with brochures from the state Traffic Safety Board and our local police department. The brochures included information on BAC, the impaired driving laws and consequences, and fatigued driving. The bag also included cards promoting alternative campus events taking place on St. Patrick's Day and chewing gum labeled with the local hotline number provided by our Sexual Assault Task Force. Of the 2,000 students who commute to campus, 500 drivers received bags.

Promotion and Publicity: No promotions or publicity

Collaboration:

1. Alcohol and Other Drug Committee
2. University Police Department

Budget: \$300

\$250 – plastic trash bags; \$50 – chewing gum; Brochures – free or printed on campus at minimal cost

Duration: One half day

Contact Information:

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CENTRAL MISSOURI STATE UNIVERSITY

BACCHUS Affiliate Group: GAMMA (Greeks Advocating Mature Management of Alcohol)

Program Goals/Objectives:

1. Provide a safe ride home to any CMSU student from the bar district
2. Provide a ride to Wal-Mart or the local movie theater for students who do not have a car or do not wish to drive
3. Reduce student drinking and driving incidents

Night Ryder

Target Audience: All students

Program Description

Night Ryder began in 2005 through the collaboration of the Student Government Association, GAMMA, Police and Safety, Student Affairs, and Health Promotion at Central Missouri State University. The Night Ryder Bus was created to give students a safe ride home from the bar district near campus. The bus operates on Thursday, Friday, and Saturday nights from 10:00 P.M. to 2:00 A.M. In 2006, the Night Ryder expanded its partnership to include Central Cab, a local cab company that takes students home from the bar district Sunday through Wednesday from 9:00 P.M. to 2:00 A.M. Recently the Night Ryder board created a partnership with the International Student Office to offer rides to Wal-Mart and the local movie theater on Friday evenings from 6:00 pm to 10:00 pm. Over 4,000 students have taken advantage of the Night Ryder Bus in less than a year and students have expressed gratitude for the service.

Promotion and Publicity:

1. Flyers
2. T-Shirts
3. Key Chains

Collaboration:

1. University Health Promotions and Student Wellness
2. Student Government Association
3. GAMMA
4. Police and Safety Office
5. Student Affairs Department

Budget: \$22,500

Duration: All school year

Contact Information:

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UNIVERSITY OF TEXAS AT SAN ANTONIO

BACCHUS Affiliate Group: P.A.I.D. Peers Against Impaired Driving

Program Goals/Objectives:

1. Inform students of the consequences of impaired driving
2. Inform students of the consequences of substance abuse
3. Inform students of the resources at UTSA and San Antonio

What Road Are You On?

Target Audience: Students sanctioned by Judicial Affairs and interested students

Program Description

Collaboration between Judicial Affairs and Student Health Services resulted in the University of Texas at San Antonio's first peer-based Impaired Driving and Substance Abuse Prevention Program. The program's mission is to educate UTSA college peers about the consequences of alcohol abuse and drug use by sharing personal experiences in an academic setting. The program was developed in response to a number of impaired driving fatalities among UTSA students and to correct the misperception that risky behavior is the norm and part of the college experience.

The program was piloted in an academic class. The presentation utilized personal testimonies of peer educators who experienced negative consequences due to substance abuse. Facts and state laws were also presented. Presenters facilitated discussions about student attitudes toward risky behaviors and the impaired driving fatalities that have impacted the campus. Both students and faculty members rated the program highly.

Promotion and Publicity:

1. Flyers distributed through Judicial Affairs, Student Health Services, Counseling, and academic departments
2. Advertised at various outreach events

Collaboration:

1. Judicial Affairs
2. Student Health Advisory Committee
3. Student Counseling Services

Budget: \$30 per session for brochures, soft drinks, and certificates of completion

Duration: 1 hour

Contact Information:

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HUMBOLDT STATE UNIVERSITY



BACCHUS Affiliate Group: PHEDs (Peer Health Educators)

Program Goals/Objectives:

1. Encourage students to designate a driver prior to alcohol consumption
2. Encourage designated drivers to remain sober
3. Increase awareness of designated drivers
4. Promote designated drivers as a social norm

Designated Driver Program

Target Audience: Humboldt State University students

Program Description

This project took a proactive approach to preventing the potential disasters caused by drinking drivers. The campaign began with the distribution of promotional materials, such as posters and wristbands, which read "Designated Driver." The individual wearing the wristband was the designated driver and abstained from alcohol and/or other drugs. The wristbands were distributed around campus at particular locations, which were well traveled by students. They were available to any student who was willing to participate in the program.

The campaign provided an opportunity for local bars/taverns to play a role in preventing drinking and driving. Participating establishments displayed the designated driver campaign posters. These establishments provided free non-alcoholic beverages to individuals over the age of 21 who wore the green wristbands. These responsible students devoted an evening to staying sober so they were able to provide a safe ride home to their friends. Peer educators impressed upon students that HSU does not encourage designated drivers to provide rides to strangers. In addition, HSU does not condone underage drinking or the use of illicit drugs.

Promotion and Publicity:

1. Posters
2. Presentations with Greeks, Athletics, Clubs and Activities, Associated Students, Freshman Interest Groups, Humboldt Orientation Program
3. Word of mouth

Collaboration:

1. Humboldt County Public Health Department
2. Community bars/taverns
3. Alcohol and Other Drug Prevention Team
4. Residence halls

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