



Play Book

Program Planning

Programming for High-Risk Times

National efforts to prevent impaired driving often focus on holidays and long weekends such as New Year's Eve or Memorial Day. However, because colleges and universities are often closed during these times and students are not on campus, the high-risk times for college students can be different than for other populations. There are specific times of the year when students on your campus are likely to increase alcohol consumption and drive after drinking. Conduct impaired driving prevention awareness campaigns, safe ride promotions, and pledge signing drives at these times of the academic year. Work with your campus and community coalition to increase high visibility impaired driving enforcement during these events.

Below is a list of activities and events that may be high risk for your campus. Use this list to begin planning programs for your campus.

Fall

- First week of school
- Sorority and Fraternity recruitment/rush
- Labor Day weekend
- Homecoming
- Big game days of the season
- Football: NFL and collegiate
- Fall sports
- Playoff/championship games
- Halloween
- Pre/post-midterm exam activities
- Pre/post-final exam activities

Winter

- Winter break/seasonal holidays/New Year's Eve
- Winter dances/formals
- Winter sports
- College Bowl Games
- Super Bowl
- Valentine's Day

Spring

- First week back to school
- Big game days of the season
- Spring sports
- Playoff/championship games
- Stanley Cup Finals
- NBA Basketball Tournaments
- March Madness/Final Four
- St. Patrick's Day
- Spring Break
- Cinco de Mayo
- Sorority and Fraternity recruitment/rush
- Spring dances/formals
- Pre/post-midterm activities
- Memorial Day weekend
- Pre/post-final exam activities
- Graduation/End of school



Peer Educator Program Checklist

Having a successful impaired driving prevention event requires planning. To be sure you have not missed any details, use this checklist to organize your events.

- Establish a budget.
- Decide on the program and theme.
- Establish committees: planning, publicity, clean up, etc.
- Choose the date and time of the program and arrange this as far in advance as possible. Be sure to find out what other student events are scheduled around the same time to avoid a scheduling conflict.
- Reserve a location; carefully consider room size and the number of people you expect at your event.
- Reserve presentation equipment: computer, overhead projector, screen, etc.
- Plan an advertising campaign: Send out invitations, chalk announcements, post flyers in classrooms, etc.
- Make a list of names and contact information. Send the list and program information to professors to announce in class.
- Plan activities, speakers, and icebreakers.
- Decide on admission charge. If you are charging admission, you will need to give tickets or stamp hands.
- Create and copy handouts containing information that you want to distribute to attendees.
- Decide on promotional items or door prizes.
- Develop a program evaluation.
- Keep track of all volunteers so that you can send thank you cards.

