

First Draft

Marketing Materials

Target audience: High level representatives from campus departments such as health services, campus police, student housing, judicial affairs, communications/media, Greek organizations and other college administrators as identified. Marketing materials will be customized to the community and college and will include additional information based on the results of focus groups to be held at conferences identified Section A.1., page 3.

Included here are drafts of

- Frequently Asked Questions for College Administrators, Law Enforcement Officials, Student Affairs, Student Health and Community Leaders
- Frequently Asked Questions for the Community
- Press Release
- Safer Statement

Safer Universities Project: FAQ for College Administrator, Law Enforcement Officials, Student Affairs, Student Health and Community Leaders

This community based program focuses on the first weeks of the academic year and comprises several alcohol control measures (enforcement of underage sales laws; roadside DUI operations; social host party patrols with local ordinances) along with a multi-faceted media advocacy campaign via channels unique to college student audiences. The program was implemented among campuses in two California university systems and provide efficacious in reducing intoxication and alcohol impaired driving among college students.

1. Is college student drinking a problem in my community?
2. How are other colleges responding to this problem?
3. How would alcohol control strategies fit into other campus prevention activities?
4. Is there a cost for the program?
5. Where can I learn more about the program?

Outreach Materials: FAQ

Students, parents, community members, landlords, and others may be interested in knowing more about the Safer Universities program. The following Frequently Asked Questions document can be adapted for use on your campus with a variety of potential audiences. Include details of local enforcement efforts, ordinances, etc.

Safer Parties, Safer Students Safer Universities

University life presents many opportunities and choices – both academically and socially. Most students have more freedom than they may have had in the past. One of the common features of student life at ***UNIVERSITY*** is off-campus parties. These parties can be a great opportunity to meet others and to socialize with friends. But they can also be occasions of too much drinking, too much rowdiness, neighborhood disruption, and even injury and death.

UNIVERSITY is participating in the Safer Universities program to help make sure that students have opportunities for fun and relaxation – but without the danger and destructiveness that sometimes goes along with off campus parties. The program provides brochures to help students understand how to host a safe – and fun – party. The program also promotes enforcement of key laws and policies that encourage safety and responsibility.

Following are answers to some frequently asked questions about the program.

Q. What are the key components of the Safer Universities program?

A. The program provides information about how to host fun and responsible parties. It also includes law enforcement campaigns to prevent drinking and driving, sales of alcohol to minors, underage drinking, and dangerous parties. The program also places the burden of costs to those who repeatedly require community or police response to loud or dangerous parties through a “response cost” ordinance.

Q. What are you saying to students?

A. We, both the university and the community-at-large, are reminding the students and others that they have a responsibility for the safety of their guests and fellow residents whenever they host or attend a party. There is a legal and moral duty to step up and take action whenever someone’s behavior puts themselves or others in danger of harm.

Q. Is there too much emphasis on (law) enforcement?

A. The problem has been too little enforcement. In many ways, you can compare safety in parties with traffic safety. While most drivers will observe traffic laws, keeping us safe requires a certain level of enforcement to make sure that everyone follows the rules of the road. While most drivers will observe the law, some people will speed or run through red lights, and we need to hold them accountable.

Q. Do you really think a brochure or pamphlet on how to host a party is going to change student drinking?

A. No one piece of the comprehensive program would work in isolation. The booklet is one of several ways we, the community, make our expectations clear to students and anyone else hosting or attending parties.

Q. Aren’t you painting a picture of students as irresponsible and uncaring?

A. Not at all. We know that many students drink little or not at all, and others are themselves concerned about dangerous behavior at some of the parties they attend. Just as traffic laws are there to protect us from injury and death, we need to understand that laws regarding the sale, service, and consumption of alcohol are for the benefit of all.

Q. Are you just trying to discourage students from having parties?

A. Not at all. There are some parties, however, that may pose higher risks to the partygoers and neighbors. Large, uncontrolled parties that attract uninvited people and spill out into the street should be a concern for all of us, as they are the most likely to lead to injuries, assaults, and drunken driving.

Q. Why single out students? Don't other people have dangerous parties?

A. Students are not being singled out. All our efforts are directed at making parties safer no matter who is hosting them. Our hope is that, because of the unique relationship that students have with the university, we can be even more successful in helping them host safer parties, and get the added support of their fellow student guests to maintain a safe environment.

Q. What are "response cost" ordinances and what do they mean in our community?

A. The ordinance in *****NAME OF TOWN***** states that if police are called repeatedly to any address to deal with a dangerous or unruly gathering, the cost of the police response and follow-up will be charged to the party host. This cost can be up to \$1000. [REVISE TO REFLECT ACTUAL LOCAL ORDINANCE.]

Q. What results do you expect from the Safer Universities program?

A. The goals of the program are to promote a safe learning and living environment for students and other members of the community. We should all be able to socialize and enjoy ourselves – but without fears of the kinds of problems and tragedies that can result from heavy drinking and hard partying.

Sample project news release

<<date>> <<Contact person>>

<<Organization>>

(xxx) xxx-xxxx

FOR IMMEDIATE RELEASE

**CAMPUS COMMUNITY COMES TOGETHER TO
ENSURE SAFER PARTY ENVIRONMENT**

**Students, residents and law enforcement hope efforts will
reduce alcohol-related injuries and death**

TOWN – This fall marks the kickoff of the <<“university project name”>> project, an intervention program aimed at reducing problems in relation to college student drinking at community parties. The effort is backed by a coalition that includes university administrators, students, law enforcement, policy makers and residents in the community.

The “campus project” focuses on safer student parties by promoting safety guidelines for student parties and by increasing enforcement of liquor laws in and around community parties near the campus. It also encourages community reporting of out-of-control parties and stiffer penalties for repeat offenders of local noise and nuisance ordinances.

This project is part of a XX Safer Universities study, funded through a grant from the Centers for Disease Control and Prevention, that seeks to reduce violence, property damage, injury and car accidents that result from excessive drinking and out-of-control parties.

Each year in the United States, 1,400 students die in alcohol-related incidents such as car accidents and falls, according to the latest statistics available. In addition, alcohol use by college students is linked to more than 1 million assaults and injuries each year, the institute reports.

“Excessive drinking has come to be seen as part of the college experience, and we’d like to challenge that notion,” said <<NAME>>, <<TITLE>>. “Partying doesn’t have to mean getting out of control. You can have a great time while still respecting the lives and property of people in your community, and that’s what we want students to think about.”

Education and enforcement are the two key components of the <<university project name>> project. The campaign provides students with information on how to serve alcohol responsibly, deal with intoxicated guests, and what to do if they lose control of their own party. This and more information is included in a “party brochure” that will be handed out to students.

The program also uses a comprehensive enforcement strategy to reduce problems associated with student drinking when parties are poorly controlled with measures such as

- Police will increase the number and frequency of DUI checkpoints and saturation patrols to discourage drunk driving, and
- Party Patrols will be cruising neighborhoods to identify and intervene in out-of-control party situations.
- Undercover or “decoy” operations. Police will be stepping up compliance checks at stores that sell alcohol to ensure they are not selling to minors.
- A local nuisance hotline will be publicized along with instructions on how community members can and should report excessively loud or raucous parties

In addition to enforcement efforts, students and residents of campus communities will push for creation of policy changes to reduce youth access to alcohol, as well as for passage of “response cost” ordinances that hold residents and property owners accountable for the cost of repeated law enforcement response to nuisance parties.

Attachment 6

“This effort brings together all the stakeholders in the <<NAME OF UNIVERSITY>> community to help resolve the significant safety concerns caused by heavy drinking,” XX said. “Clearly, we’re up against a mindset that binge drinking and huge parties are a rite of passage for college, but we believe enough people have the best interests of our community at heart to make this program successful.” For more information about the <<university project >>, contact XX at xx@xx or (xxx) xxx-xxxx.

ABOUT THE <<university project>>:

XX (boilerplate)

(d) Safer statement

DRAFT

The Safer California Universities Project

1. The University cannot and should not “stand guard” over its students – they are independent young adults who must take responsibility for their actions...
2. BUT, the University AND the community have a responsibility to be absolutely clear about their expectations for every citizen’s behavior, including students.

How do we do that?

1. Through an educational campaign that helps students and others host safe social gatherings and to know their responsibility as a host for the safety and well-being of their guests and neighbors;
2. Through fair but firm enforcement of existing laws that protects the community from alcohol-related harm:
 - a. DUI enforcement
 - b. Party patrols to disperse dangerous crowds
 - c. Enforce laws prohibiting alcohol sales to minors
3. Through placing the burden of costs to those who repeatedly require community or police response – a “response cost” ordinance.

Safer California Universities Project Goal

To evaluate the efficacy of a
“Risk Management” approach to
alcohol problem prevention

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with support from CSAP/SAMHSA.