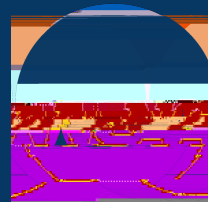
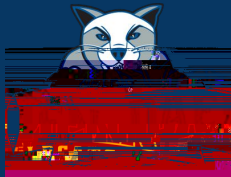
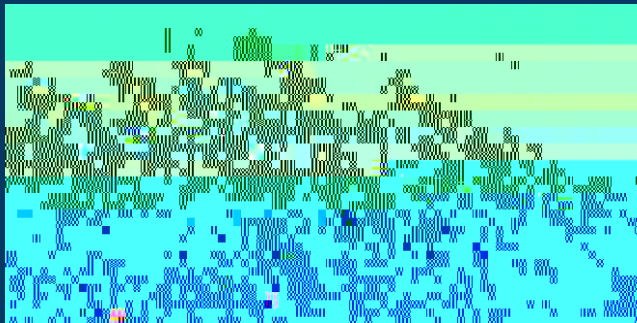
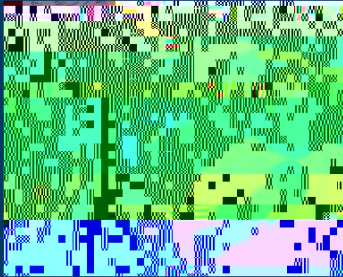


# Daemen College Substance Use Prevention Campaign

Designed & Presented by  
Student Athlete Attendees  
2019 APPLE Training Institute Orlando, FL



# MEET OUR APPLE TEAM!



Samantha D'A gostino  
*2nd year - Psychology Major, W. Soccer Team*

Eithan Hahn  
*1st year - Physical Therapy Major, M. Soccer Team*

Monahe Marchione  
*1st year - Business (Sport Mgt.) Major, Track & Field*

Erik Matthews  
*1st year - Physical Therapy Major, M. Soccer Team*

Hailey Dietrich, MS  
*Student Athlete Success and Community Engagement  
Coordinator & Program Coordinator for Center for  
Allied & Unified Sport and Exercise*

Ashley Breth, MPH, CHES  
*Coordinator for Health & Wellness Education*



# APPLE TRAINING INSTITUTE

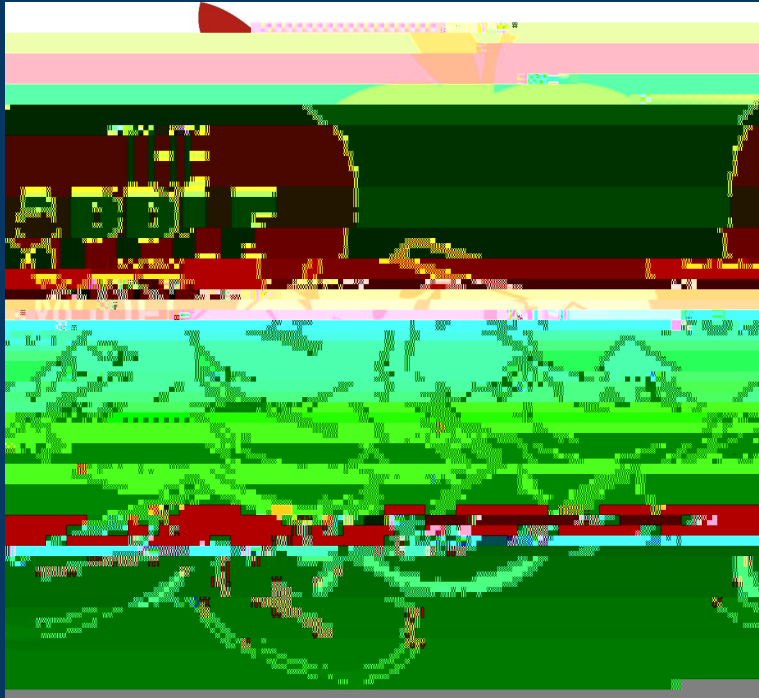
Funding to attend conference:  
2018 NCAA CHOICES Grant

Training Institute:  
Developed & coordinated by staff at  
The Gordie Center, University of Virginia

Goal of APPLE:  
Promote Student-Athlete Wellness and  
Substance Abuse Prevention

Attendance:  
34 Colleges/Universities (DI - 16, DII - 5, DIII - 13)





## CollegeAIM (Alcohol Intervention Matrix) Recommended Interventions

Created by the National Institute on  
Alcohol Abuse and Alcoholism (NIAAA)  
Evidence based program for campus  
substance use prevention

### Ineffective Interventions:

Information/knowledge/education alone  
Values clarification alone  
Skills training alone (video, lecture, etc.)

# EXPECTATIONS & ATTITUDES

## Perception of substance use on campus:

- Daemen doesn't drink
- Daemen is not a party school
- Daemen students pregame on campus
- Daemen students party off campus
- Daemen students party at UB, Canisius & greek houses

## Getting from point A to B when students go out

- Uber or Lyft to parties (groups)
- Partying at UB south, students walk back to Daemen (cost)
- Not a safe area to be walking (police presence varies)

# EXPECTATIONS & ATTITUDES

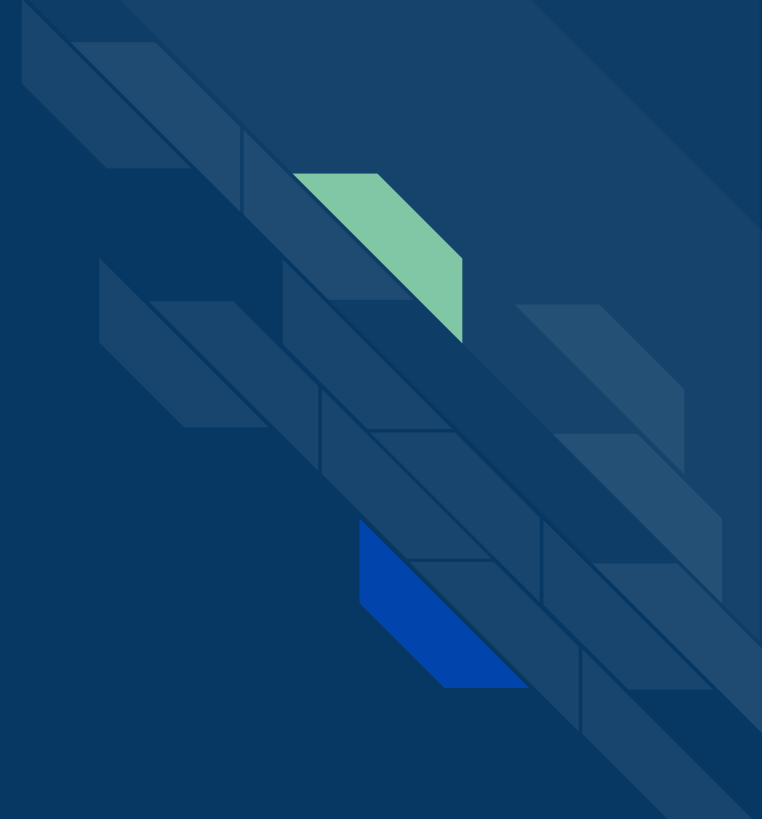
Message WE want to convey:

Drink responsibility (harm reduction approach)  
How to stay safe when drinking

Everyone is NOT drinking (reality)  
"You're not alone, you are the majority"

Social media is ONLY the highlight reel (perception)  
Students compare their worst to someone else's "high"

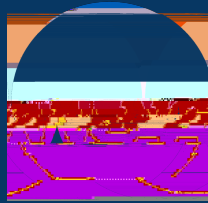
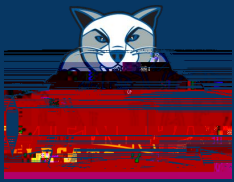
# SUBSTANCE USE EDUCATION







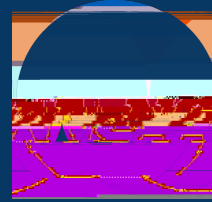
# Substance Use Prevention Campaign Action Plan



**APPLE**



# NCAA CHOICES GRANT



**Program goal:** Increase alcohol awareness and to support students toward making responsible and healthy choices by providing Daemen student body with the skills, knowledge, and support necessary to make informed healthy choices about their use of alcohol.

All students will have access to CHOICES sponsored events and activities that provide substance-free choices for socializing.



# OUR MESSAGE

“You are part of the majority of students...”

Who are not drinking

Who are drinking responsibly

Who are in need of support

Who are feeling pressured by friends





# PASSIVE PROGRAMMING



1. Create a monthly Wildcat Wellness Flyer to hang in bathroom stalls on campus that would feature the following:

- Perception vs. reality data on substance use (Daemen)

- Educational information on substance use

  - How to safely drinking, information on binge drinking, etc.*

- Highlight substance free events on campus (Thursday-Saturday)

- Substance free events off campus in Buffalo (Thursday-Saturday)

- Campus resources and local resources for support

- Images that attract interest, example: social media posts

# ACTIVE PROGRAMMING



2. Create meaningful, educational opportunities for student leaders (APPLE Team, CAT, RAs, SAAC, etc.) to host tables and other events on substance use prevention

Tabling in Wick, RIC, athletic events, etc.

March TGIF - various substance use education activities

39 shots (table set up to show how much is in 1 handle)

Virtual reality headsets to show the impact of impairment

What's in the drink?

Bartender school

Tips to stay safe when students go out

Prize wheel/quizzes on substance use information

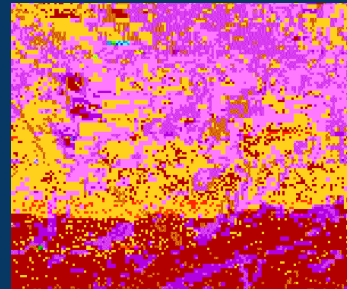
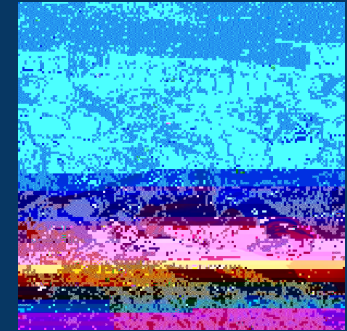
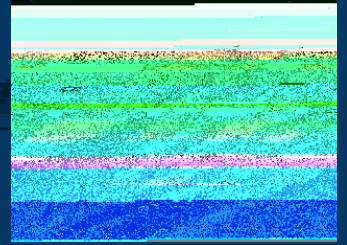
# INCENTIVES/EVALUATION

## Uber Gift Cards

- Prize wheel for correct answers
- Kahoot quizzes or activities to score points
- Raffle tickets to enter for opportunity
- Punch cards at events (participation)
- Different levels of gift cards (\$5 - \$25)

## Evaluation

- Pre-post tests/knowledge, skills, attitudes, etc.
- Self-reported substance use survey
- CHOICES Media Campaign Awareness Assessment
- BTBY Substance Use Peer Leader Training Evaluation



# FUTURE PLANS

## Awareness Video

Students (finding the *right* students is key)

Different locations on campus: feature segments of population

Did you know? (perception vs. reality data)

Substance use education

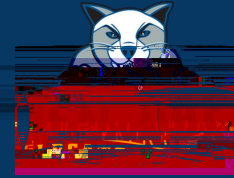
Call to action to use substances responsibly

Messages of "You are Part of the Majority...", "You are not Alone, Wildcats Stand Together," #ResponsibleWildcats





# FUTURE PLANS



## Awareness Media

Shorter videos to post on DaemenLife! social media

Students providing weekend tips to stay safe

Incorporate peer education about substance use prevention during campus climate presentation for all first year and transfer students (welcome back weekend and transfer orientation)

## Springfest

Tables around campus with snacks and water

Fun, substance use educational activities for prizes

Cornhole tournament

Board to include image of cup with levels of alcohol

Bean bags with substance use information printed



# FUNDING

## Sources:

1. NCAA CHOICES Grant (\$1,500)
2. Wellness Programming Budget (\$3,500)

## Anticipated costs:

Printing posters (printing)

Cost of plastic holders to house posters in bathroom stalls

Uber gift cards (\$5 to \$25 value)

Supplies for tabling (Plastic shot glasses, empty alcohol containers)

Customizable cornhole set and/or K an Jam set



WE'D FLIP IF YOU  
HELPED US IMPLEMENT



