

TIPS FOR PLANNING YOUR ALCOHOL AWARENESS EVENT

A great way to support your alcohol education initiatives is through sponsoring a resource fair. Setting up a table with resources and interactive activities on campus could increase your reach and visibility with students while promoting your message of health and safety!



MATERIALS:

- Alcohol Education Basics Guide
- Alcohol Trivia Cards
- College Publication Guide
- 21 and Older Publication Guide
- Pens
- Highlighters
- Post-It Notes
- Phone Wallets
- Water Bottles
- Wallet Cards
- HEADS UP Poster(s)
- HEADS UP Information Sheet(s)



TIPS:

Before the Event

- Be strategic about **when** your event is.

Example: Before Halloween, spring break or during Collegiate Alcohol Awareness Week.

- Be strategic about **where** your event is. Host your resource fair in a space on campus where there is typically student traffic.
- If your university or college promotes education and prevention throughout the year, try to coordinate your event with any pre-planned initiatives.
- Contact any relevant stakeholders **on your campus** such as student services, health promotion, student counseling, campus police and residence life to see if they can partner with you.
- Contact any relevant stakeholders **within your community** such as your regional Virginia ABC office, local government, community organizations and other state agencies.
- Use our “**How to Promote Your Education and Prevention Project**” toolkit and additional resources to assist you in planning and implementing your event.
- If you would like to use the **HEADS UP Information Sheets** as a table display, laminate the printed copies for durability.

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- Order your promotional materials from us at least two months in advance using our online ordering form at www.abc.virginia.gov/education/programs/heads-up.
- Contact Virginia ABC's Education and Prevention Section if you have any questions.

During the Event

- Make your event and activities as engaging and interactive as possible. Use the **Alcohol Trivia Cards** and **HEADS UP Information Sheets** to facilitate a discussion.
- Use positive language and reinforce the benefits of being responsible.

After the Event

- Share the success of your event with us on **Facebook** at www.facebook.com/VirginiaABCEducationAndPrevention or on **Twitter** at www.twitter.com/VirginiaABC using the hashtag **#HEADSUPVirginia**.
- Complete our online evaluation form to help us collect feedback so we can continuously improve our resources and materials. You can access the evaluation at: www.abc.virginia.gov/education/programs/heads-up.

ADDITIONAL RESOURCES

How to Promote Your Education and Prevention Project Toolkit (www.abc.virginia.gov/education)

This toolkit provides resources and information to any group, organization or individual looking to share their project goals and activities with others.

Step UP! (www.stepupprogram.org)

Step UP! is a prosocial behavior and bystander intervention program that educates students to be proactive in helping others.

National Institute on Alcohol Abuse and Alcoholism (www.niaaa.nih.gov)

NIAAA supports and conducts research on the impact of alcohol use on human health and well-being. It is the largest funder of alcohol research in the world.



Higher Education Alcohol & Drug
STRATEGIC UNIFIED PREVENTION

WWW.ABC.VIRGINIA.GOV/HEADSUP