

## University of Nebraska Kearney NCC Mini Grant Final Report 2014

### Project Objectives

- Reduce High risk drinking in 2 years by 4%
- Reduce UNK students' misperceptions of their peers' alcohol use by 20% in 2 years.
- Reduce drinking and driving by UNK students by 10% in 2 years.

### Project Activities

- Media Campaign – Promotional Items  
As stated in our proposal, a media campaign was developed in order to address students' misperceptions about their peers' alcohol use, to promote the SAFE Ride Program, and to increase the use of our resource page on our website where students can request educational materials and programs about high risk drinking.
  - Safe Ride T-Shirts – 140 custom T-shirts were funded by NCC Mini grant to promote the UNK Safe Ride Program at four events/projects.

### Research regarding alcohol Use & geographical upbringing

A study was conducted by our office which was an exploratory examination of whether students' alcohol use differs based on geographical upbringing (rural verses urban communities). This study also focused on whether students' alcohol use differs based on cultural backgrounds. An invitation email was sent to 6,311 students asking them to participate in the study. The number of students who started the survey was 1,181, with 992 (84%) of those students completing the survey, resulting in a 16% return rate of completed surveys. The study found that there are significant differences in alcohol use between students who grew up in rural and urban populations. The information from this study may provide guidance to colleges and universities in their efforts to combat high-risk drinking among students. Promotion of this research was made possible by email, print and digital advertisements.



Students who did participate in the survey received a thank you notification which allowed them to register to win a **UNK SAFE RIDE t-shirt**.

### Residential Life's Hall Director Training

Our Office had the opportunity to train UNK Hall Directors on a number of alcohol education issues including our Safe Ride Program. Each HD was given a Safe Ride T-shirt and asked to encourage their RAs to promote the program to other UNK Students.

## Movie Night

We hosted our 2<sup>nd</sup> annual Back to School Movie Night on August 25, 2014, the first day of school and had 315 students attend one of our local theaters to watch one of two movies preselected by the Health Education Office. Students who tweeted at us (@UNKhealthEDU) about their experience received a Safe Ride T-Shirt.



## UNK Student Organization Fair

The Student Organization Fair was held on September 3 and is an opportunity for UNK students to learn about various student organizations and projects they work on. We had the opportunity to engage with over 100 students by providing a game of Giant Horse Shoes for them to play. Those students who were able to “win” the game received a Safe Ride T-shirt and all students received a handout about our organization.



## **Project Evaluations**

The Project was evaluated by tracking students who took the survey and how many would physically pick up their shirts. As well as the number of tweets and mentions we received for both the Organization fair and Movie night. The final most statistical evaluations come from Google Analytics and our ACHA-NCHA data. For example, our ACHA data shows that 60% of UNK students are familiar with the Safe Ride program.

## **Project Budget**

SAFE RIDE T-Shirts: \$ 1,000.00

Total: \$ 1,000.00