

# recommendations for



# CHOICES



# alcohol education

Collaboration

**Engage your resources:** Think unconventionally and collaborate widely, early and consistently to avoid missed opportunities. Collaborating with athletics is not limited to coaches and staff, use alumni, booster clubs and parents of student-athletes.

**Work better from or with athletics:** Identify ways of planning and implementing your project in a genuinely collaborative manner, including athletic and a variety of student life departments.

**Involve students and student-athletes:** Engage students and student-athletes in every stage of the planning and implementing of your comprehensive programming. Give student-athlete leaders (e.g., Student-Athlete Advisory Committee) input into programming to provide their teammates the opportunity to buy into the idea of making healthy choices.

Advanced Planning

**Design a balanced program:** Honor evidence-based practices while avoiding strictly using others' programs in order to create a comprehensive program that is locally appropriate. Tailor to your campus' and your target audiences' needs; a program proven with fraternity and sorority members may not fit well with student-athletes.

**Target and focus your efforts:** With limited funding, your efforts need to be targeted and achievable, both in the short and long term. Use evaluation and student-athlete engagement to target your audience and your message working through the Student-Athlete Advisory Committee.

**Reduce missed opportunities:** Focus on Key Elements that are used less often, such as Policy and Training efforts, to assist in comprehensive programming, collaboration and program enhancement. Work towards consensus and consistency in policy between athletics and student life departments.

Implementation Strategies

**Be flexible and resilient:** Allow room for changes in your objectives and focus on sustainability in program components that hold promise or have proven to be effective. Overcome staff turnover by getting commitments from athletics to send an athletic administrator to project meetings.

**Evaluate early and often:** Use formative, process and outcome evaluation to understand target populations, adapt programming and evaluate changes in behaviors, attitudes and beliefs.

**Market your program, project and message:** Choose and publicize a concise message using creative programming materials in order to provide organizational visibility. Increase marketing opportunities by working with athletics venues and their resources (e.g., jumbotrons, PA systems) to publicize your message to event participants and attendees.

