



Past events have included bingo, video game tournaments, hypnotists, tarot cards, carnivals, talent shows, battle of the bands, and crafts. For each Thursday night event, Natural Helpers coordinates a novelty activity, and past activities have included airbrush tattoos, airbrush trucker hats, photo pillowcases, sand art, photo magnets, and spin art flying discs.

Student volunteers attend the events and help out at different stations throughout the night. Raffle prizes are randomly given to students who swipe their university ID card.

Program Title: Devil's Den 10pm

School Name: Central Connecticut State University

Group Name: Natural Helpers

Program Topic: Late night alternative programming

Program Goals:

- Create fun, alternative, late night activities for CCSU students on a consistent basis
- Give students an opportunity to make friends and have fun without the use of illegal substances or alcohol

Target Audience: Undergraduate students, particularly first year students and those who are under 21

Program Description: Devil's Den 10pm takes place every Thursday night from 10 pm – 1 am in a part of the Student Center known as Devil's Den. Events that take place at this program change on a weekly basis depending on which club or organization is co-sponsoring the evening.

The Devil's Den Committee is made up of faculty members, students and peer educators who review applications from student groups to determine who fits the criteria to help fund a Thursday night event. Each event must follow the D.E.V.I.L. acronym and include the following components:

Diversity: To provide opportunities for students to interact responsibly in a diverse environment.

Entertaining/Educational: To offer a variety of activities including ones that are recreational and intellectual.

Volunteer Opportunities: To create opportunities for students to make a difference.

Interesting Aspects: To draw in the attention of students.

Leadership: To develop leadership opportunities for student groups, clubs, and organizations.

Promotion and Publicity: Both Natural Helpers and the Devil's Den Committee contribute to the marketing of the event in the form of banners hanging on buildings and parking garages across campus, table tents in the cafeteria, lawn signs, advertisements in the school newspaper, and T-shirt giveaways during the raffle. Additional promotional items include magnets, pens, water bottles, flyers, string bags, and other school supplies. Advertisement of the program is also conducted by the Natural Helpers when they are making prevention presentations in classrooms.

Collaboration: The Devil's Den Committee keeps collaboration active for this event. Through this committee, co-sponsors for Devil's Den 10 pm have included the United Caribbean Club, CCSU Police Department, Education Club, Circus Arts Club, Design Club, Central Activities Network, Psychology Club, Inter Residence Council, Faculty Advisors, Ebony Choral, and Central Italian American Organization.

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Program Title: I Know What You Did Last Night... But Do You?

School Name: University of Virginia

Group Name: ADAPT

Program Topic: Alcohol education

Program Goals:

- Understand how misperceptions of behavioral norms develop
- Know the accurate social norms for U.Va. student alcohol and tobacco use
- Know about protective drinking behaviors
- Know the signs of alcohol poisoning and how to respond

Target Audience: First year students



Program Description: ADAPT was part of the “Fall Success Series for First Year Students”, a program coordinated by the Office of Residence Life. ADAPT was honored to be selected as one of the ten programs for this series. The overall goals of the series were to assist first year students to navigate transitional issues they may experience, develop skills for their academic and personal success, become familiar with the U.Va. culture, and meet other students.

ADAPT’s “I Know What You Did Last Night... Do You?” program used a multimedia approach by incorporating interactive audience response technology (i.e., clickers), PowerPoint, and skits as a creative way to engage students in alcohol education. The program was presented on three consecutive nights in rooms in or near the first year residence halls. Ninety-seven students attended one of the three sessions.

It can be a challenge to connect to larger audiences. Engaging the audience is essential for any successful educational program or presentation because as interest in a topic fades, attention to the presentation fades. This program uses new interactive technology to keep the audience engaged by frequently asking them to submit their answer to opinion questions or quiz items using a “clicker”. Students found the clickers to be a lot of fun, and they also provided an excellent way to show that students did not know all the information ahead of time and addressed misperceptions of social norms.

Keeping things interactive with the clickers adds an element of personal connection to the topic, while still remaining comfortably anonymous. For example, the audience was asked “how much do you think the average first year drinks on an average weekend night?” followed by “how much do you drink on an average weekend night?” With the anonymous clicker technology, students feel comfortable answering the questions honestly. This also illustrates the concept of social norms in an open and non-judgmental manner.

The presentation included skits that were performed by ADAPT group members. These skits created a program that was more personal. The audience got to know the presenters by their first names through introductions, and the fun situational skits illustrated common social situations surrounding drinking and provided alternative endings. The skits focused on helping a friend who may have a drinking problem and how to stop enabling behavior.

Another advantage of using the clickers is that it allowed us to gather evaluation data from participants. The last three slides of the program asked participants about their perceptions of the program and most attendees completed the evaluation.

Promotion and Publicity: The program was publicized in the following ways:

- Flyers posted in all first year residence halls.
- Residence Life staff emailed all the RAs with program reminders.
- RA communication with residents. Most first year students attended as a result of personal communication with their RAs.

Collaboration: This program resulted from the collaboration between the Office of Residence Life and the Center for Alcohol and Substance Education (CASE)

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