

RU Connected?

This Year's Theme

It is important to recognize that some students choose not to drink irresponsibly, and those who drink to excess put themselves at high-risk for negative consequences. This campaign empowers students to practice smart, planned-in-advance, decision-making about social situations involving alcohol. Using a text messaging theme, this NCAAW Campaign encourages students to make and keep connections with friends and stay safe in social situations where alcohol may be present.

By now you have had a chance to go through the *RU Connected?* Campaign box. We have incorporated the theme in a number of promotional items that you can use for your awareness events and have included samples of each. The promotional items are great for NCAAW (observed annually the third full week of October) and can be used any time of the year as they contain no dates. Here is a brief description of each of the educational and promotional pieces in the *RU Connected?* Campaign:



The *RU Connected?* Campaign Poster

This poster encourages students to make and keep connections with friends and stay safe in social situations where alcohol may be present. The messages support personal responsibility and provide practical safety tips. Students that read the poster will be more educated about the different choices they can make to protect themselves and their friends. The poster highlights choices regarding responsible alcohol consumption, moderation, academics, and impaired driving prevention. This campaign challenges students to plan in advance for their own personal health and safety.

The *RU Connected?* Stadium Cup

These cups are the perfect campus giveaway! If you plan on hosting an awareness table or having information available at your educational sessions, here is a chance to give students something that they will keep all year long. These stadium cups are white with the colors and text message images of the *RU Connected?* Campaign. They contain the message of "U are at high risk if you drink to excess, drive after drinking or ride with an impaired driver. Stay connected 2 friends 4 safety."

The *RU Connected?* Pen

If there is one thing that students need, it is a pen they can use for studying and taking notes. Give these pens away at awareness tables or educational programs to keep your positive health message visible on campus. These Papermate TriEdge Ballpoint Pens are translucent white with pale blue trim. The imprint contains The BACCHUS Network™ logo, website and message of "U are at high risk if you drink to excess, drive after drinking or ride with an impaired driver."



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The *RU Connected?* Waterproof Wallets with Key Ring

Students constantly need easy access to their ID! Whether accessing their campus dining hall or going to the movies, reliable and convenient access to an ID is part of campus life. By providing students with the NCAAW Campaign Waterproof Wallets with Key Ring, your group is giving young people something they need along with a healthy message. These purple opaque vinyl key chain wallets have a 2-color imprint of the *RU Connected?* Logo and the message of "U are at high risk if you drink to excess, drive after drinking or ride with an impaired driver."



The BACCHUS Network™ Catalog and Order Form

Included in your Campaign Kit is a materials catalog that includes each of these specially made items. Each of the items features the *RU Connected?* Logo and does not include a date or year – making them useful well beyond NCAAW! Simply fill out the order form on the back of the catalog and fax or mail to our Materials Center in Minneapolis. Be sure to include a check, purchase order or credit card. Given the large amount of interest shown each year during NCAAW, we suggest you place your order at least two weeks before you need the items. If you need rush shipments, please call the number on the order form to make arrangements for special shipping.

Need More Educational Materials? Check our Website!

If you are planning an awareness table or need handouts for your programming throughout the year, please know that The BACCHUS Network™ has a catalog filled with materials on alcohol abuse prevention and other health-related topics. You will be able to find educational resources on topics such as alcohol poisoning, helping a friend with a drinking problem, sex under the influence, predatory and club drugs, and much more! Download a copy of our catalog or order online at www.bacchusnetwork.org

