

RU Connected?

Dear **BACCHUS Network Peer Educators and Advisors,**

Welcome to the 2007 National Collegiate Alcohol Awareness Week (NCAAW) Resource Guide and Programming Manual!

Every year, *The BACCHUS Network*[™] strives to provide our peer educator affiliates with resources they can use to create quality educational programming and innovative health awareness events on campus. This year is no different. This programming manual is a vital part of our *RU Connected* Campaign Kit that has arrived on your campus.

In this manual, you will find the following resources designed to help with NCAAW programming and year round alcohol abuse prevention efforts:

- Ideas for using the promotional items in the *RU Connected* Campaign Kit
- Latest reports from the field on the alcohol abuse issue from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and Promising Practices
- Strategies on using social norming as part of your NCAAW efforts
- Information and statistics on various aspects of the alcohol abuse issue and how it relates to topics ranging from impaired driving to sexual health decision making
- Programming ideas from other campuses that you can use as part of your NCAAW educational initiatives
- Tips for fundraising
- Resources for more information on alcohol and other health related topics
- Winners of the 2006 NCAAW Awards Competition sponsored by the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF)

National Collegiate Alcohol Awareness Week, a strong foundation for fall programming, is observed each year during the third full week in October (October 21–27 this year). This particular time may not work for your campus, so feel free to choose a time that best meets your needs.

It is certainly possible that you have already chosen a theme for your campus NCAAW programming. If so, we hope the items provided to you in the campaign kit will be helpful as a supplement to what you have already planned. We also invite you to use the *RU Connected* theme, which highlights students helping each other to make smart decisions that protect their health and safety.

In addition to the many resources available in the *RU Connected* Campaign Kit, we have a large number of additional resources, articles, and strategies available on our website at www.bacchusnetwork.org.

We wish you the best of luck with your alcohol awareness programming.

The BACCHUS Network[™] National Staff

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Make Note: NCAAW 2008 dates are October 19-25!

