

# **Nebraska Collegiate Consortium to Reduce High-Risk Drinking**

## **MINI-GRANT FINAL REPORT**

### **University of Nebraska-Lincoln: Fail to Plan, Plan to Fail Media Campaign, 2011-12**

Project manager: Linda Major

- Mini-grant project objectives from the application

Develop and implement a media campaign designed to increase awareness among 18-20 year olds about the criminal, civil, and professional consequences for violating alcohol-related laws and policies.

Develop and implement media campaigns or education programs designed to increase adult awareness of social host laws and penalties for serving minors.

Increase tenant and landlord awareness about community efforts to reduce neighborhood disorder and consequences for violating alcohol related laws and policies.

- How and to what degree were the objectives met

Students representing the three participating colleges (UNL, Nebraska Wesleyan University, and Southeast Community College) worked together to provide feedback on the campaign concept include the tagline (Fail to plan, plan to fail) and the visuals. LCP then negotiated with Student Involvement's Information Strategies department to fully develop the campaign materials which included a press conference, posters, video and website <http://stuafs.unl.edu/fail-plan-plan-fail>. The campaign was developed over the summer months and introduced to the community during the annual back-to-school press conference co-sponsored by the Lincoln Police Department. Posters were distributed across the three campuses with a primary emphasis on living units. The website was embedded in an online wellness newsletter available to all UNL students and a contract was secured with the city bus company to include campaign signage on the exterior of four buses during the months of October, November and December.

Evaluation plans include incorporating self-reported exposure to the campaign message and ongoing analysis of related alcohol-related harms e.g. disorderly house citations, DUIs, game day ejections, and formal/anecdotal reports of drugged drinks. Results won't be available until the end of the academic year.