



drunk or dying? you make the call.

know the signs. get some help. save a life from alcohol poisoning.

Welcome to the Program Overview guide. Now that you are ready to introduce the Aware Awake Alive program to your high school, we have listed some suggestions below which will help you to either begin a new alcohol awareness program on your campus or enhance an established program. We have split the resources into Parent, Student and Teacher files. These are suggested tools. Feel free to access tools from other areas of our website if you need. Please contact us at info@awareawakealive.org if you have questions and to give us feedback on how the tools are working for you.

Introducing Aware Awake Alive

We suggest that you show the *Carson's Story* video as a way to share how Carson died and the impact of his death on his friends and family.

Bringing Aware Awake Alive To Your Campus

Our goal is to build peer-supported programs at high schools across the country. We have started by creating the Aware Awake Alive High School Toolbox which is modeled after our College Toolbox. This Toolbox includes materials and suggested ways for you to adapt this program to your needs. Some of the items you will find are:

- Videos including "A Best Friend Lost" and "Know the Signs"
- Posters
- Template for the *Must Help* card which lists the signs of alcohol poisoning
- Group discussion questions
- Tips for talking to teens
- 911 Legislation
- Quick Facts

Ways that parents, teachers and students can use the Toolbox on campus

- Freshman student orientation programs
- Clubs and other organization programming/messaging
- Athletics and club sports team messaging
- Classroom projects/presentations; advisory lesson plans
- Parent letter from campuses stating importance of alcohol awareness efforts
- Aware Awake Alive club activities
- Posters with awareness messaging around critical times of year (ACL weekend, Homecoming, Finals, Spring break, Prom, Graduation)

Sample Action Plan for implementation of program

- Identify the objective.
- Determine the target audience.
- Select date, time and location for implementing an initiative or hosting an event.
- Create a task timeline.
- Create a communication timeline and promotional plan (ads, fliers, press releases, etc.).
- Assess the event---What worked well? What could be improved upon?
- Survey participants for feedback if possible.
- Create a final report for the event or activity.

Post Project/Event Reporting

- List main contacts.
- Conduct a focus group or small group discussion.
- Distribute a survey to gather feedback.
- Create an action plan for moving forward.
- Submit a post-event report to Aware Awake Alive, so that we can share best practices with other high schools.

Communicating your message or activity: Getting the Word Out

- Facebook
- Twitter
- Table tents in cafeteria
- Posts on campus website, bulletin boards, school marquee
- Submit a press release (have a media contact list).
- Write an article for campus newsletter.
- Awareness week story
- Poster blast in strategic areas of campus—locker rooms, hallways, bathroom doors, above water fountains

