

National Youth Traffic Safety Month Program Idea

The following program idea is from Colgate University peer educators. They have successfully used these ideas to promote their alcohol abuse prevention efforts.

Title: Cereal Box Campaign

Topic: Traffic Safety Information, Impaired Driving information

Target Audience: Residential College Students, those who use the dining hall

Time of Year: Anytime

Program Goals/Objectives: Disseminate Information about the dangers of alcohol abuse, underage drinking and driving impaired

Program Description:

Remember eating breakfast when you were in grade school? You would eat as slow as possible to avoid the inevitable -- leaving for school. As you procrastinated, your eyes read every single part of the cereal box, even though you didn't understand the big words in the ingredients.

Peer educators can use breakfast as an opportunity to distribute important facts about alcohol, impaired driving and traffic safety. Peer educators can collaborate with the local recycling center to obtain a mass amount of cereal boxes. Students can also design the copy that will appear on the back of the box. The goal is to make the information look similar to the originally printed cereal box. Include puzzles, mazes, and stories along with the safety information. Develop copy and artwork for four versions. The versions should cover: getting home safely and designated drivers, setting up a plan for the buddy system, Tips for driving safely and Impaired driving. Use the BACCHUS mission statement on one of the narrow ends; on the other side list the ingredients (congeners) that you would find in beer or crash statistics.

Reincarnate each box back into the original shape. Paste information on each box. As an added touch, include several small toys in each cereal box. Make arrangements with various dining hall staff to place boxes out on the tables before students come into breakfast on a given day.

Promotion or Publicity: No additional promotion necessary

Budget: \$70 for printing. Ask for cereal boxes donations, if not, they will cost about \$50.

Collaboration: Recycling center and dining services.

Duration: Plan one month in advance to collect boxes and design information for the promotion.

Location: Dining halls