



# Communications Resources

## Introduction

These resources are designed to help member institutions raise awareness of the Postsecondary Education Partnership – Alcohol Harms (PEP-AH) and campus activities under the PEP-AH framework. It is designed to support members' efforts:

- To reduce alcohol harms on campus; and
- To raise awareness of alcohol-related harms and PEP-AH.

## Key Messages

### *What PEP-AH Is*

PEP-AH is a network of universities and colleges from across Canada that have partnered with the Canadian Centre on Substance Use and Addiction to support nation-wide campus efforts to reduce the harms related to alcohol consumption. PEP-AH members are using an evidence-based framework to develop action plans for the reduction of alcohol harms on their campuses. The framework includes five strategic areas, recommended initiatives and evaluation indicators. PEP-AH members come together to share knowledge, expertise and the results of their ongoing efforts.

### *Why PEP-AH Has Been Formed*

PEP-AH will facilitate discussion and share information on an urgent student health and safety issue. Among respondents to a 2016 national student survey an alarming 26.8% reported drinking seven or more drinks the last time they “partied” or socialized. The most common reported negative consequences from drinking were:

- Doing something they later regretted (38.5%);
- Forgetting where they were or what they did (31.2%);
- Having unprotected sex (20.8%);
- Physically injuring themselves (19.9%); and
- Having poor academic performance (5%).

### *How PEP-AH Will Function*

PEP-AH will be an engaged national group led by a steering committee. The group will meet once a year. Regional teams and campus teams will carry out framework-based activities that have been shown to reduce alcohol harms on campus.

## News Releases

You can advise the media that your campus is now a member of PEP-AH. For assistance on drafting news releases, you can contact the PEP-AH communications committee.



## Sample Email to Stakeholders

Do you need to tell others in your community that you're now an engaged member of PEP-AH? Here is sample text you can use.

Dear [stakeholder],

As you know, alcohol harms in [community name] are a serious issue that we at [member name] are addressing in various ways. [Might refer to specific initiatives here.] [Institution name] has joined a partnership with institutions across Canada, the Canadian Centre on Substance Use and Addiction (formerly known as the Canadian Centre on Substance Abuse) and Universities Canada to work together to reduce alcohol-related harms. The partnership is called the Postsecondary Education Partnership — Alcohol Harms (PEP-AH) [link to website]. Members, including [institution name], are being guided by a framework for concrete action that includes five strategic areas, recommended initiatives and evaluation indicators. As a community, PEP-AH also comes together to share knowledge, expertise and the results of ongoing efforts to reduce alcohol-related harms.

Your participation on any initiative related to our work on PEP-AH would be appreciated.

Signed,

[PEP-AH representative]

## Artwork

There are many different ways to call attention to your membership in PEP-AH and your programming to reduce alcohol harms. Below are some visual elements that could help. This images are in a standard .jpg format and you can copy them, resize them and use them however you see fit.

Facebook Cover Picture	Facebook Post Picture
Facebook Profile Picture	Twitter Profile Picture
Twitter Cover Picture	Twitter Post Picture