



Communications Resources – Regional Representatives

Introduction

These resources are support regional representatives as they raise awareness of the Postsecondary Education Partnership – Alcohol Harms (PEP-AH) in their region, and foster a sense of shared community within the members of their region. This document is designed to support efforts:

- To raise awareness of alcohol-related harms and PEP-AH;
- To drive membership across a region; and
- To provide regional reps with communications ideas to foster a regional-based PEP-AH community.

Talking to existing members:

Use the key messaging and sample email to initiate conversations with current members.

You could address a number of contacts within institutions, including communications, student affairs, health promotion to best identify how the institution is implementing its activities, encourage a better understanding of PEP-AH across member campuses, and get a sense of member activities,

1) Communications department

The member institutions in your region most likely have a central communications department.

What to tell them:

Tell them the institution is a part of PEP-AH. Connect them with the campus team contacts. This news could be a great story they can share with local media, and once they know what their institution plans to do as a PEP-AH member, they will be able to work that news into their communications strategy or outreach plans.

Try to encourage all the member communications departments in your region to work together to share information and resources, helping them understand that your institution's membership on PEP-AH is part of a greater collaborative effort.

2) Health promotion or student health and wellness office

You could make sure those responsible for students' health are aware of their institution's membership in PEP-AH. They are already speaking to students, using pre-set channels and media, about health issues. The problematic use of alcohol is a health issue as well, so they are in a position to support their campus team.

What to tell them:

Tell them that, as a member of PEP-AH, you, as regional representative, will have access to the latest trends and research that could help guide their efforts, as well as some tried-and-true initiatives that worked elsewhere that they could consider implementing on your campus.



You can also ask them to use the Twitter and Facebook artwork included below to spread the message that your campus team is looking for members, and invite students to contact you about getting involved with PEP-AH. Ask them to include news about PEP-AH in their newsletter — you can use the key messages to help develop a short paragraph on your initiatives. You could ask for regular space in their outreach efforts (i.e., a column in every issue of the e-newsletter).

3) Residence life, student life or student affairs office

These units should know that their institution is a part of PEP-AH as they are in a position to help encourage students to get involved in the campus team and PEP-AH activities.

What to tell them:

They are often in contact with some of the most engaged students on campus. Tell them that you are looking for members for your institution's campus team. Ask them to spread the message amongst residences and in student life centres.

4) Student government

Student governments are good contacts for student regional representatives.

What to tell them:

You can tell them about PEP-AH and see if they are aware that their institution is a member. You can connect them to the administrative rep on their campus and encourage them to get involved in PEP-AH activities.

Talking to prospective members:

Use the key messaging and sample email to drive membership in PEP-AH in your region. You may want to reach out to students, as well as the departments listed above, to help encourage a prospective member to sign up.

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.

Sample Email

Here is sample text regional representatives can send to prospective institutions to encourage them to join PEP-AH.

Dear [name],

As you know, alcohol harms in [community name] are a serious issue that the Postsecondary Education Partnership — Alcohol Harms (PEP-AH) is addressing in various ways. PEP-AH (www.pepah.ca) is a partnership with institutions across Canada, the Canadian Centre on Substance Use and Addiction and Universities Canada to work together to reduce alcohol-related harms.

Members, including [institution names], are 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.

Through my work at [institution name], I am also the regional representative for PEP-AH. I am writing to invite you to join PEP-AH. Our network is made stronger when we, the educational community of [region], work together.

Please feel free to contact me at [email] or [phone number] with any questions you may have. I look forward to working with you directly as we reduce the harms of alcohol in our region.





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. These 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
