



Communications Resources – Member Institutions

Introduction

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

- To raise awareness of alcohol-related harms and PEP-AH across your campus; and
- Drive involvement in PEP-AH activities and with the campus team.

You may not know what to do with this information. Fear not! Someone at your institution can help.

Share the news that your institution is a member of PEP-AH with the following departments on your campus, and check in with them often to see if you can collaborate on making PEP-AH work even better at your institution.

1) Communications department

Your institution likely has a central communications, public relations or media relations department. Meet with them to explore different channels to raise awareness of your institution's involvement with PEP-AH.

What to tell them:

Tell them your institution is a part of PEP-AH. This news could be a great story to share with media, or it could be an opportunity for them to work with other organizations that work with alcohol harm reduction in your community. Let them know what your institution plans to do as a PEP-AH member, and they will be able to work that news into their communications strategy or outreach plans.

2) Health promotion or student health and wellness office

Please make sure those responsible for students' health are aware of your institution's participation 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 your work.

What to tell them:

Tell them that, as a member of PEP-AH, you 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 your institution is a part of PEP-AH so they can encourage students to join the campus team or follow on various channels.

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 messages about PEP-AH and PEP-AH activities happening on campus.

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, through your communications department, that your campus is now a member of PEP-AH. Ask your communications department for assistance working with the media. The department can also contact the PEP-AH communications committee for support and assistance.



Sample Email

Institutional representatives:

Here is sample text you can use to let any of the groups named above know of your involvement with PEP-AH.

Dear [name],

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. Please use the social media artwork and share news related to PEP-AH on your social media and communications channels. [and/or] If you know of any students who you think might want to make a contribution to PEP-AH as a member of [institution's] campus team, please forward them my contact information.

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

