U GOOD EVENT GUIDE

START HERE.

U Good events raise awareness of mental health and substance misuse among college students. The objective of U Goods is to engage, educate, and encourage students to adopt healthful skills and behaviors that improve mental wellness. This event programming was created and implemented by Kent State University, Center for Public Policy and Health.

This Microsoft Word Document details the U Good event titled:

"Alcohol Misuse Awareness Webinar"

EVENT DESCRIPTION.

The focus of the event is to raise awareness of substance misuse with a focus on binge drinking alcohol. The purpose of this event is to discuss binge drinking on college campuses as a serious but preventable public health concern.

The evidence backing reasons for hosting the event:

- Recreational alcohol and substance use is often regarded as a keynote feature of the college experience. Particularly, binge drinking; as 2 in 3 college students aged 18-22 years engage in binge drinking at one point in any given month. To some, binge drinking alcohol on college campuses is viewed as a harmless part of college culture; but, to others, binge drinking alcohol has led to negative outcomes, which include but are not limited to:

  -Withdrawal from school, failure in coursework, overspending and financial instability, involvement with criminal justice system due to police citations, tickets, arrest; development of chronic diseases, sexually transmitted diseases, unintended pregnancies, memory and learning problems; and other consequences such as injury, violence, and death (NIAAA, 2023).

The anticipated event attendees were Kent State University students.

Those who attended the event followed along with a remotely hosted PowerPoint presentation through the university subscription to a virtual meeting platform. After the webinar's conclusion, event attendees could then enter a raffle to win one of two $25 Amazon gift cards; as a means of incentive to watch the presentation from start to finish.

 The event entailed students logging onto the webinar with an anonymous link, listening to the presenters speak, and participating in discussions and poll questions. This was a free virtual event accessed through the university subscription to a virtual meeting platform. It took an attendee approximately ~25-30 minutes to participate. Two volunteers were needed to present the event.

This was a free event located in an event space at the University's campus that is accessible, convenient, comfortable, and easy to navigate for on-campus students. It took an attendee approximately ~5-10 minutes to participate. At least one volunteer was needed to table the event.

EVENT BUDGET.

There were costs associated with hosting this event. See event itemized budget below.

Event title:	Alcohol Misuse Awareness				
Expected number of event attendees:	~15				
Items on-hand that did *not* need to be purchased:	University Subscription to Blackboard Collaborate Ultra				
Event Itemized Budget					
Item	Quantity	Price per unit	Total	Store	Web Link
Amazon gift cards	2	$ 25.00	$ 50.00	Amazon	Amazon.com: Amazon eGift Card: Gift Cards
TOTAL	2	-	$ 50.00	-	-

*Please note that links to items are subject to change. Some items may no longer be available or have fluctuated in price. In those cases, our recommendation is to browse for items to serve as substitutes for items listed above.

EVENT SCHEDULING.

Event was hosted during evening hours when most undergraduate students were finished with work or class. Various sessions of this event were hosted prior to St. Patrick's Day which is the biggest day of the year where students are introduced to binge drinking. The event occurred on March 17, 2021.

EVENT ADVERTISING.

Event was promoted on Center's social media and through student organization email listservs. Posting was also made on the university event calendar.

EVENT PREPARATION

Materials and supplies were built out and organized for the event. Presenters logged into the event session at least 15 minutes prior to the event start time to ensure session settings were functioning appropriately (i.e., checked microphone, audio, anonymous link for attendees, PowerPoint upload). PowerPoint presentations are not included in the guide.

References

National Institute on Alcohol Abuse and Alcoholism (2023, July). *Harmful and Underage College*

Drinking. niaaa.nih.gov. https://www.niaaa.nih.gov/publications/brochures-and-fact-

sheets/college-drinking