



69 Linwood Avenue • Buffalo, New York 14209 • TEL: (716) 884-3256 • FAX: (716) 884-4210 • www.pfocus.org

Dear Prevention Colleagues,

Preventionfocus, Inc. is encouraging all local colleges to observe one “**Alcohol-Free Weekend**” each year in order to support safe and healthy lifestyle choices campus-wide and also as an outreach to students who may be wondering if they are getting into dangerous territory with their drinking. **This event simply encourages people to abstain from drinking alcohol for a whole weekend.** Any weekend may be chosen by colleges that choose to participate. Posters, table tent cards, flyers and other materials encourage students who may be worried about their drinking or who may be concerned about the drinking habits of a friend to “take the challenge.” Those students who try to go the entire weekend without drinking but fail are encouraged to seek services to see if a drinking problem is present. **All materials feature blank spaces for dates and contact information so they are easily customizable for any campus to use at any time.**

#### Materials

- **Two different 11”x17” color posters** for advertising “Alcohol-Free Weekend” in advance of the event. Should be displayed in high traffic locations like student unions, libraries, auditoriums, cafeterias, etc. **(Each college may have 20-30 of each poster courtesy of Preventionfocus, Inc.)**
- **Black & white table tent cards** to be used along with posters on tables also before the event. Simply fold to form a triangle shape, secure with clear tape, and place where you want! **(Each college may have up to 100 cards courtesy of Preventionfocus, Inc.)**
- **Three different black & white 8 1/2”x11” flyers** for residence halls, mail rooms, academic buildings, etc. Could also be placed in campus newspapers like a print ad or stuffed inside. Could also be handed out by students at an event or placed on cars in parking lots if campus rules allow. **(Colleges do their own duplication.)** Two flyers are for use before the event (very similar to posters) and the follow-up flyer is for use immediately after your Alcohol-Free Weekend.

#### What to do:

Choose the best weekend for your campus and then keep to the following timetable.

#### Four weeks from your chosen Alcohol-Free Weekend

- Look over all of the available materials.
- Make a plan for participation. (How many of each item do you want? Who will place the items? How will you handle duplication? What will your alcohol-free activity be? How will you promote that?)
- Place order for materials by using the order form.

#### Two to Three Weeks from your chosen Alcohol-Free Weekend

- Add your own contact information in the spaces provided on all materials.
- Display 11”x17” color posters and table tent cards in high traffic locations.
- Hang black & white 8 1/2”x11” flyers all over campus.
- Place black & white 8 1/2”x11” flyers in campus newspaper.
- Play advance public service announcement on college radio station.
- Promote alcohol-free activity you will be hosting.

#### During your chosen Alcohol-Free Weekend

- Hold a safe, alcohol-free alternative activity on campus.
- Play “during Alcohol-Free Weekend” public service announcement on college radio station.

#### Immediately after your chosen Alcohol-Free Weekend

- Hang follow-up 8 1/2”x11” flyers all over campus.
- Place follow-up 8 1/2”x11” flyer in campus newspaper.
- Play follow-up public service announcement on college radio station.
- Field calls as they come in.

**Need more information? Contact Preventionfocus at 716-884-3256. Our staff would love to help you make “Alcohol-Free Weekend” a reality on your campus!**

Sincerely,

**Matthew G. Smith, CPP**  
Executive Director  
Preventionfocus, Inc.



**Woman  
focus**



**Prevention  
IS Primary**



**Teen  
focus**