

Jayhawk Buddy System | Halloween Survey 2013



BE SMART. BUDDY UP.

QUESTION OF INTEREST:

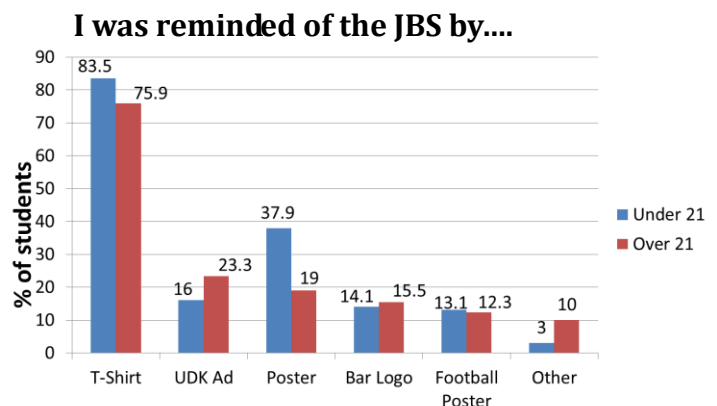
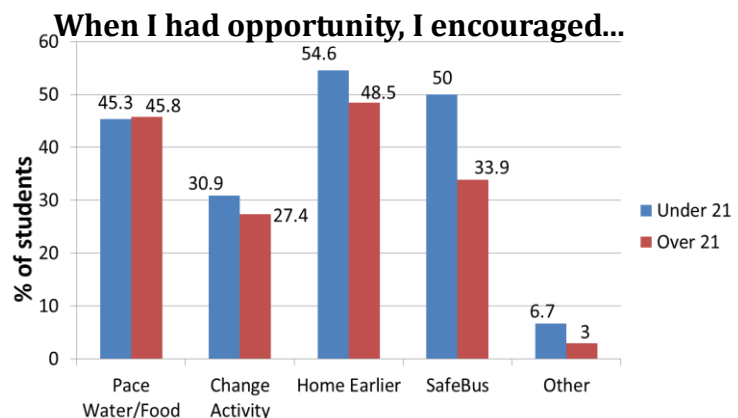
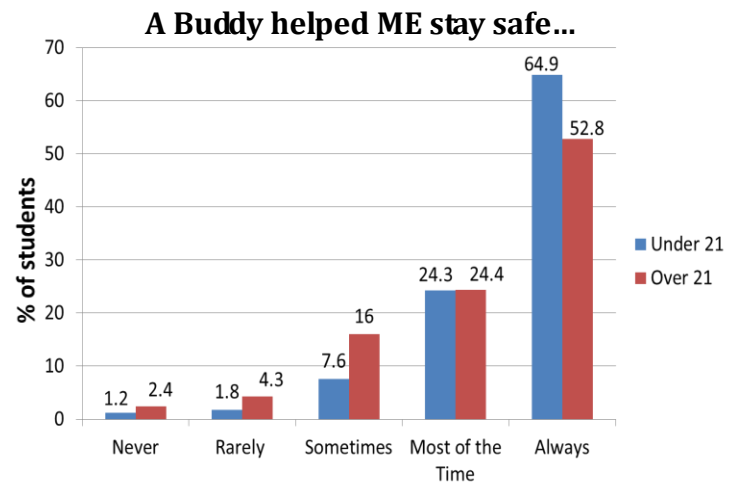
1. Do students:
 - a. Stay with a Buddy when they go out?
 - b. Help a Buddy stay safe when given the opportunity?
 - c. Indicate that a Buddy helped them to stay safe?
2. What behaviors do Buddies engage in?
3. What advertisements are most effective?

DATA HIGHLIGHTS:

1. **Students make sure they are with a Buddy MOST OF THE TIME**
 - Over 21 less likely to stay with a Buddy compared to those Under 21
2. **Since the start of school, students have had 2 opportunities to keep a Buddy safe**
 - Students have acted on both opportunities to keep a Buddy safe
 - 32% of students said the opportunity to keep someone safe “never came up”
3. **Best sources of advertisement are:**
 - T-shirts (1)
 - Poster in housing (2)
 - Over 21 less likely to cite t-shirts and poster & more likely to cite UKD ad
4. **Most frequent safe behaviors included:**
 - Going home earlier than usual (1)
 - SafeBus (2); under 21 more likely to use SafeBus than those over 21

ACTION STEPS AS RESULT OF ASSESSMENT:

- *Buddy Behaviors*- creating videos to explore effectiveness of messaging
- *Advertisement efforts*- continuing with t-shirt campaign; also investing more in res hall posters
- Creating videos
- *Next survey*- add twitter as an option to advertisement; consider medical transport by residence hall



METHOD

- 6-item questionnaire
- Distributed Oct. 30th & 31st
- Strong Hall (due to rain)
- Free t-shirts to participants
- Twitter reminders

DEMOGRAPHICS

N = 1615 students
 <21 = 1123
 ≥21 = 369
 M_{age} = 20.10 ± .88