Jayhawk Buddy System | Halloween Survey 2013

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
- \( M_{age} = 20.10 \pm .88 \)