

Jayhawk Buddy System | Halloween Survey 2014



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?

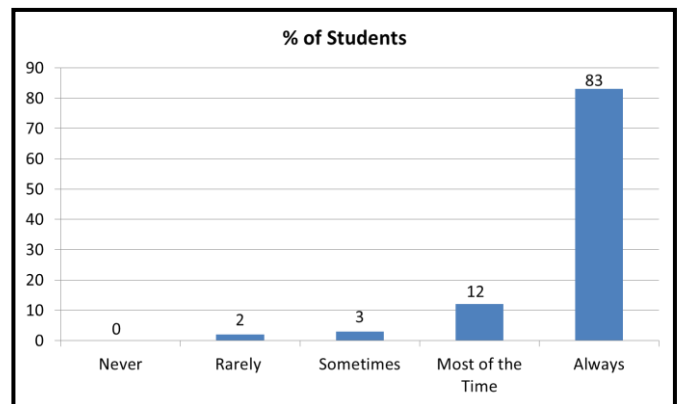
DATA HIGHLIGHTS:

1. **Students make sure they are with a Buddy ALWAYS**
 - The numbers have increased from last year, with 59% reporting they stayed with a buddy always in Fall 2013 versus 83% for Fall 2014
2. **As students have the opportunity to keep a buddy safe, they act on it**
 - Regardless of the number of opportunities a student had to help a buddy, they acted on those opportunities
3. **Best sources of advertisement are:**
 - T-shirts (83%)
 - Twitter account (71%)... however, note that the survey invite was only sent to Twitter followers which may have biased the data
 - Posters (42%- up from last year's 28%)
4. **Most frequent safe behaviors included:**
 - Pacing self with water & food (increased from last year)
 - Riding SafeBus (same as last year)
 - Going home earlier (same as last year)

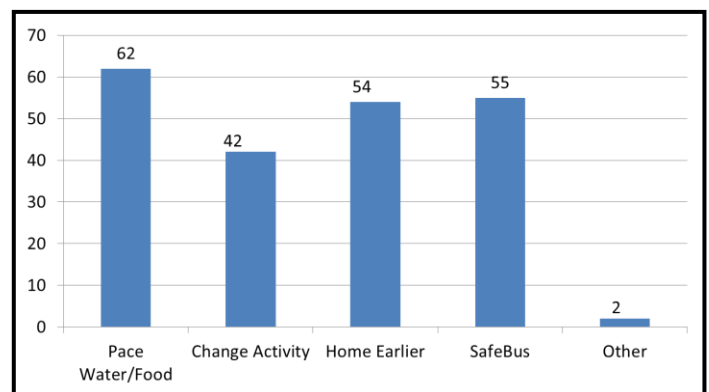
ACTION STEPS AS RESULT OF ASSESSMENT:

- *Increase N-* the number of individuals who completed the survey this year was low... efforts needed to attract a higher percentage of students
- *Target students more likely to drink-* responses indicated that the opportunity for a buddy to help the survey stay safe never came up; it is likely that this population included those less likely to drink
- *Target protective strategies-* heavier advertisement on protective strategies to increase # of students who use these ideas when drinking

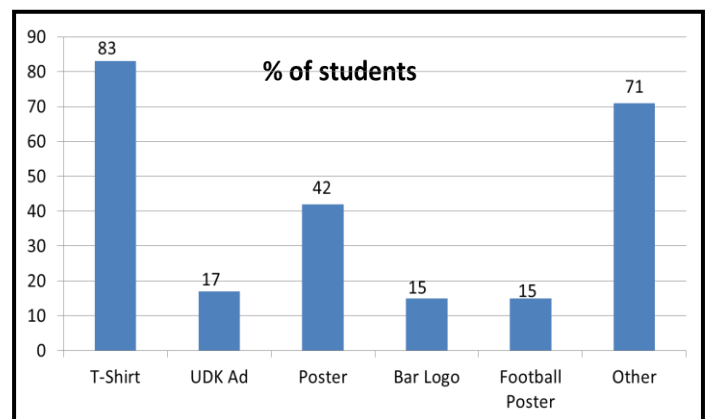
I make sure I'm with a Buddy when I go out...



When I had opportunity, I encouraged...



I was reminded of the JBS by....



METHOD

- 6-item questionnaire
- Distributed Oct. 28th & 29th
- Free t-shirts to participants
- Invite to take survey sent through Twitter

DEMOGRAPHICS

N = 62 students
 <21 = 49
 ≥21 = 13
 M_{age} = 19.71