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

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

$M_{age} = 19.71$