

SENATE BILL #1498

Title: Allocation of Funds in Support of Alcohol Education/Abuse Prevention Program, Project "AIM" (Alcohol in Moderation)

Introduced: April 1, 1985

Thesis:

Sponsors: Maria Prevedal, Mark Lewton, Cary Keaten

1. Whereas the Student Senate of the Associated Students of the University of
2. Wyoming has recognized the need to resolve the alcohol problems on campus
3. through its passage of Senate Resolution #1484 and Whereas the Center for
4. Counseling and Testing has responded to Senate Resolution #1484 by creating
5. the position of alcohol counselor and Whereas the capability of the Counseling
6. Center to now provide service in the area of alcohol education/abuse
7. prevention is a newly created outreach program as yet unknown to the
8. University community at large and Whereas campus-wide acceptance of a
9. philosophy of using alcohol in moderation is a necessary precursor to positive
10. behavior change leading to the responsible use of alcohol and Whereas no
11. funding currently exists which is designated to underwrite the costs of
12. producing and procuring materials to promote and conduct an alcohol awareness/
13. abuse prevention program and campaign; Be it enacted by the Student Senate
14. of the Associated Students of the University of Wyoming that "Project AIM"
15. be given explicit endorsement and approval and that funding in the amount
16. of \$2,250.00 be apportioned in support of Project AIM.

Referred to _____

Date of Passage: _____

Signed: _____

ASUN Senate Chairperson

"Being enacted on _____, I do hereby sign my name hereto and approve
this Senate action." _____ ASUN President

PROJECT AIM: OBJECTIVES

By conducting an initial intense campaign using attractive, quality materials. Project AIM hopes to

1. Introduce and reinforce the concept of using alcohol in moderation
2. Begin to modify the attitude that excessive drinking (and its consequences) are an inevitable feature of the college experience
3. Elicit recognition of the AIM logo and foster an association with the the AIM program and its goals
4. Reduce the social desirability of heavy alcohol use and replace it with the attitude that sobriety and self-control are preferable to the image of intoxication
5. Elicit commitment to the notion of alcohol in moderation with an accompanying willingness to commit time and energy to the formation and continuation of a "grass roots" movement promoting and encouraging the responsible use of alcohol
6. Assess the nature and scope of alcohol use/abuse on campus by conducting a methodologically sound survey which will permit meaningful data analysis and form the basis of future planning for satifying identified needs.

Projected Expenditures in the Conduct and Promotion of Project AIM
(Estimations)

Posters - Four designs, 75-100 each	
2-3 tone printing	
Placement in 7 residence halls, 2 per floor, avg. 8 floors =	112
" " " 16 sororities and fraternities, 2 each =	32
" " " campus buildings and fixtures =	150
Cost estimate: \$ 60/ 100	\$240
Graphic artwork	
6-8 hours @ \$20/hr	\$160
Flyers	
For insertion in mailboxes (residence halls) and under windshield wipers on parked cars, hand distribution	\$100
1/2 page ads in Branding Iron	
4 insertions on Wednesdays in April @ \$53 per insertion	\$212
"Campaign" buttons - 3000	\$300
Alcohol Use Survey	
Printing, distribution & collection, data analysis (include access to computer time on ASUM account), report dissemination	\$700
Film rental (films to be shown weekly thru April)	\$500
Pamphlets and Brochures	\$250