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

Introduced: April 1, 1985

Thesis:

Sponsors: Marie Prevedel, Mark Lawton, Gary Keaten

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

Referred to

Date of Passage: __________________________ Signed: __________________________

ASUW Senate Chairperson

"Being enacted on __________. I do hereby sign my name hereto and approve this Senate action." __________________________

ASUW 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 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 satisfying identified needs.
(Posters and Brochures)

$250

Film rental (Film to be shown weekly thru April)

$700

To computer time on AVWM account, report destination.

Print runs, distribution & collection, data analysis (include access

Alcohol Use Survey

Campaign buttons - 3000

$212

4 inserts needed on Wednesdays in April @ $5.33 per insertion

2 pages ads in Brantford

Wipers on parked cars, hand distribution

For insertion in mailboxes (Residence Halls) and under windshield

Plyers

6-8 hours @ $20/hr

Graphic artwork

$160

Cost estimate: $60 / 100

$240

Campus buildings and fixtures

" If sororities and fraternities, 2 each

Placement in 7 Residence Halls, 2 per floor, avg. 7 levels = 112

2-3 tone printing

Posters - Four designs, 75-100 each

(45/ädchen)

Projected expenses in the Conduct and Promotion of Project AIM