Together We ROAR!
Creating Collaborative Partnerships to Reduce Alcohol Abuse Among Students

Presented by:
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Review of Current Literature on Alcohol Abuse Among College Students

- Alcohol usage among college students is considered a public health crisis (White et al., 2019).

- 76% of college students consume alcohol (Schunlenberg et al., 2018).

- 40% of college students participate in high-risk drinking behaviors (National Institute of Alcohol Abuse and Alcoholism [NIAAA], 2015).

- Excessive alcohol use may lead to violence, sexual assault, alcohol poisoning, mental health concerns, and even death (Center for Disease Control and Prevention [CDC], 2018; Hingson et al., 2015).

- “The greater a student’s involvement in college, the greater the learning and personal development” (Austin 1984).

- Preventative programming like ROAR clearly needed!
Using Collaborative Learning Theory

• On-Campus and Community partners work collaboratively to address alcohol abuse and misuse among students at the University of Arkansas by supporting ROAR and its mission.

  – Walton College of Business, UA Productions, Athletics, Housing, Greek Life, Wellness and Health Center (SEAR), Safe-Ride, New Student Orientation and Family Programs, Associated Student Government, and SOOIE (Student Organization Outreach and Involvement Experience)

  – Budweiser, Pepsi, Local Micro-Breweries and Local Outdoor Adventure Stores
CASE STUDY:
Razorbacks Offering Accountability Resources

• Creating a Registered Student Organization
• Partnering with Campus Entities
• Creating Community Partnerships
• Impact of Collaborative Efforts to Reduce Alcohol Abuse on Campus
• Challenges and Lessons Learned
Creating an RSO: ROAR est. Fall 2018

• Help from Sam M. Walton Business College Marketing Classes
  – Logo Design
  – Event Ideas
  – Messaging
  – Social Media
  – Recruit Officers

• Peer to Peer Led Approach- WHY?
  – ROAR is a registered student organization (RSO) open to all students. The purpose of ROAR is to educate, engage, and enable students to practice responsible drinking and improve their ability to look out for one another.

#TogetherWeROAR!
#GotWater?
MARKETING CLASSES CREATE LOGO AND AD CAMPAIGN FOR ROAR

24 Teams competed to win Overall Best Marketing Campaign for ROAR!

Written Creative Brief, Social Media Plan, Three deliverables, and oral presentation

Prizes included large coolers & soft bag coolers from Budweiser and tour of exclusive UofA Football stadium private clubs, locker room and field!

Students were tasked with creating a logo and a series of three deliverables to be the cornerstone of a “pull” campaign designed to create brand awareness, generate interest and excitement as well as aid in education and recruitment for ROAR. Students produced ads, videos, contests, and events for ROAR.
ROAR #GotWater? Campaign

This campaign utilizes big red Solo cups (trash cans) as coolers to put bottled water in. Water is distributed at various events on campus to make sure students stay hydrated. This initiative is for events such as IFC Row Week and parties, the Hog Pen at baseball games, the student entry before football games and basketball games, and during move in week for freshmen. Students are very receptive to free bottles of water and will hopefully learn to incorporate water into their party plans.

PARTNERS INCLUDE:
Athletics, Greek Life, Housing, Health and Wellness (to distribute educational material), UAPD (to demonstrate with Beer goggles)
Structure of Razorbacks Offering Accountability Resources RSO

2019-2020 Executive Team Tree

President
Charlie Wood

Chief Financial Officer
Brandon Still

Executive Vice President
Ashley Petters

VP of Membership
Cooper Greenwald

VP of Recruitment (Fraternity)
Dillon Minke

Director of Outreach (Athletes)
Matthew Mitchell

VP of Recruitment (Sorority)
Eleanor Henry

Director of Outreach (Freshmen)
Caleb Velez

Director of Social Media
Amanda Palmer

Director of Digital Media
Karoline Brown

Director of Events
Desiree Dantzler-Dunlap

Director of Events
Zach Garrett

Director of Public Relations (On Campus)
Dalton McWilliams

Director of Public Relations (Off-Campus)
Dalton McWilliams

Director of Creative Content
Ari Lee

VP of Marketing
Ashley Calderon

VP of Finances & Funding
Kellie O’Toole
Starting a New RSO – Great First Year!
Collaborating with Campus Entities

- **Greek Life:** Alcohol Awareness week, ROW week concerts, Risk Management Chairs as Ambassadors, Trashcans/coolers for H2O, Homecoming parade
- **Athletics:** Tailgate in Line, Hog pen, Basketball games
- **Housing:** Flyers in dorms, Freshman events and dorm pre-game parties
- **UAPD:** at games and at tabling events
- **Walton College:** Marketing classes, FBC Walton workshops, Block party
- **UA productions:** Videos and pictures
- **SEAR and Safe Ride:** Alcohol and Education Resources, Bystander Intervention training, Funding
- **New student programs:** Tabling events
- **SOOIE:** Tabling events, Awards program
ROW WITH ROAR! PIKE AND FIJI ROW CONCERT

Great collaboration with two fraternities at ROW concert event. Two ROAR officers handed out bottled water to concert goers, many whom had been partying prior to coming to the concert. ROAR was there with our GOT WATER Red SOLO Cup Cooler stocked full of water!

- Handed out nearly 2,000 bottles of water!
- Brought Awareness to importance of staying hydrated when drinking alcohol.
- ROAR officers trained in Bystander Intervention and ready to assist!
Homecoming Parade
Baum Stadium Hog Pen Event
JOIN ROAR FOR A TAILGATE IN LINE!

FREE WATER, SNACKS, BUTTONS, STICKERS, RALLY TOWELS AND GAMES TO PLAY!

HANDING OUT OVER 1000 BOTTLES OF FREE WATER, OVER 1000 SNACKS, AND ROAR RALLY TOWELS TO 1ST 300 STUDENTS!

CELEBRATE RESPONSIBLY!
#DRINKWISER #TOGETHERWEROAR!

INSTAGRAM CONTEST FOR CLUB LEVEL SEATS AND ON-FIELD ACCESS PASS FOR NEXT HOME GAME! TAKE A GAME DAY PIC AND TAG @UARKROAR FOR YOUR CHANCE TO WIN! 8 LUCKY WINNERS!
JAN 25th, 2020
PRE-GAME TAILGATE

Sponsored by ROAR (Razorbacks Offering Accountability Resources)

FROM NOON TO 2:30 COME TO ADOHI HALL FOR FOOD, DRINKS, GAMES, AND PRIZES BEFORE WATCHING THE RAZORBACKS TAKE ON THE HORNED FROGS IN BUD WALTON ARENA!

- CHANCE TO WIN A SIGNED BASKETBALL FROM COACH MUSSelman AND UBER/RAZORBACK STORE GIFT CARDS

- OPEN TO ALL STUDENTS

FOLLOW @UARKROAR ON INSTAGRAM TO LEARN MORE!
Creating Community Partnerships

• ROAR outdoors event with Bearded Goat, Fayettechill, Gearhead and Adventure Therapy Lab
• Local Cidery Black Apple Crossing events and Alcohol Awareness Trivia games
• Core Local Brewery – support of mission and official partner of Razorbacks
• Budweiser for merchandise and giveaways
• Pepsi donating water and Gatorade for Hog Pen, Tailgate in Line, and Basketball pre-game party
ROAR Outdoors Event with Adventure Therapy Lab and Bearded Goat
ROAR SPRING KICK OFF AT BEARDED GOAT!

ROAR hosted our big Spring Kickoff Event at Bearded Goat on Dickson Street! Bearded Goat offered 20% off all merchandise, and we also had prizes, pizza, and giveaways! Our officers were available for conversation and questions, as this event was designed for people to come and have fun, while also getting to learn more about ROAR, our initiatives and events we had planned for the semester.
ROAR BACKSTAGE WITH BLACK APPLE CROSSING

Goal: To inform students that ROAR is not about alcohol abstinence but rather about safe and responsible drinking, we set up an opportunity with a local business to educate students on what goes into alcohol, what the business stands to lose if consumers abuse alcohol, and how they can develop a life-long healthy relationship with alcohol. Fifty students joined ROAR at BAX to see how Cider is made the Hard Way! Students took a tour & played alcohol awareness Trivia games for prizes from Budweiser, ROAR, Bearded Goat, GearHead and Fayettechill!
Impact of Collaborative Efforts to Reduce Alcohol Abuse on Campus

• Alcohol Education Resources (From SEAR office and % of alcohol sales from Athletics goes back into ROAR programming)
• Greek Life Participation (ROAR officers, Risk Management Chairs, ROW week, Collegiate Alcohol Awareness Week)
• GOT WATER? Initiative at Athletic events and Greek events
• Two Awards from SOOIE
  – Walton College Freshman Workshops 2018
  – ROAR Tailgate in Line 2019
• Outstanding Program of the Year 2018-2019
• Alcohol Incidents Down from 13 to 9 on Bid Day Game
“Walton College Freshman Business Connections-ROAR Workshop” was held August 29th-30th in partnership with the University of Arkansas Athletics, Walton College of Business, and the UofA’s Clinical and Sports Psychology team. Students learned about the consequences of excessive drinking and received education on bystander intervention.

400 Freshman students attended and participated in the Walton College of Business workshops

Q & A session and chance to win cool prizes

Goal- To empower students to help others and to create a lasting impression of consuming alcohol in a smart and responsible way!

ROAR WINS SOOIE OF THE MONTH AWARD!

SOOIE OF THE MONTH AWARD
Outstanding Event

WALTON COLLEGE OF BUSINESS
FRESHMAN BUSINESS CONNECTIONS-
ROAR WORKSHOP

Razorback Offering Accountability Resources

Amanda Funderburg
Vice President of Internal Affairs

Ally Davis
President

STAND UP
Bystander Intervention
RSO Event Of the Month

THIS IS TO CERTIFY THAT

ROAR Tailgate In Line

has been awarded the distinction of SOOIE’s September 2019 RSO event of the month.

ANNA COOK
Vice President

AMBER WIDDOWSON
Advisor
Outstanding Program of the Year
Challenges and Lessons Learned

- Sustainability beyond NCAA Grant
- Bystander Intervention Training
- Athlete Involvement
- Student Officer Involvement
- Social Media Following
- Data Collection/Turnover

- Make use of Campus and Community Resources and form Partnerships
- Bring it to the attention of Deans and Chancellor for support
- Give Pulse Volunteer hours for officers - Incentivize
- Patience and Persistence is paying off!
Implementation of Student Organizations on other College Campuses

• What challenges do you face on your campus with implementing/growing a student organization?

• Have you developed partners that we have not mentioned that have been helpful?

• Questions/Discussion?