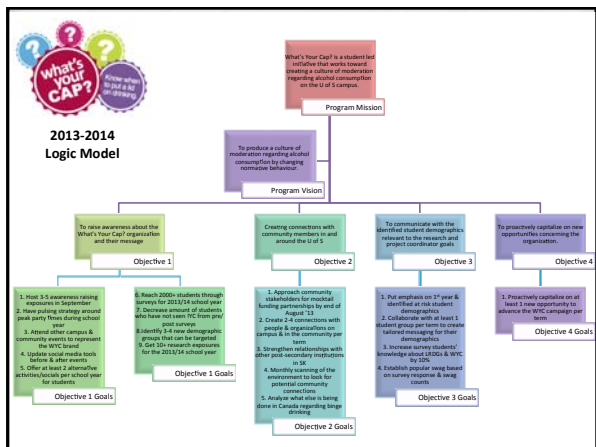


U of S Binge Drinking Prevention Initiative

- Created Spring 2011 after Addictions class
- Rapid & Environmental Assessment
 - Key informant interviews – 42
 - Focus Groups – 3
 - Street Interceptions – 888
- Summer 2012, brand change
 - BDPI to What's Your Cap?
 - Roll out Orientation 2012
- Continuation of Model in 2013



What We Do

- Orientation Activities
 - Photobooth
 - Slush machines
 - SWAG
- Toilet Campaign
- Conferences
 - Presentations
- Research
 - Pre/Post Surveys





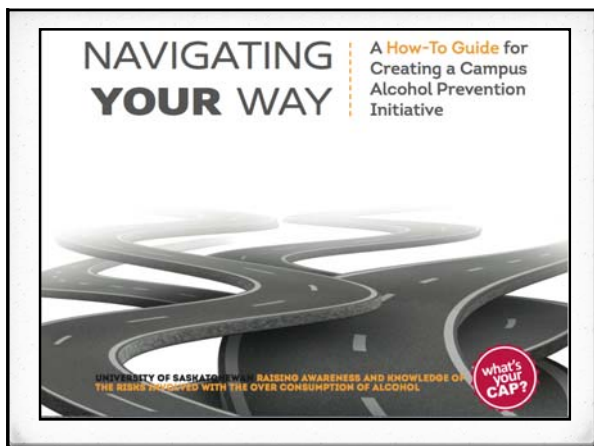
Our Research – 2012/13

- Pre/Post Surveys
 - To date have surveyed 3, 147 (2012-Fall 2013)
- Majority of students don't know standard drink sizes
- 78/79% had not heard of the LRDGs
- Average number of drinks consumed by gender
 - Women 3-5 drinks 40.3% (225)
 - Men 6-9 drinks 26.4% (73)
- Top 3 reasons for drinking:

	Pre-survey	Post-survey
Socialize	35.6%	32.1%
Fun	32.7%	29.8%
Relax	10.4%	11.2%

Incorporating Our Research

- Research informs the campaign at all levels
 - SWAG – understanding how items tie to message
- Pre/Post Surveys – feed into the next year's messaging:
 - EX: 78/79% have not heard of LRDGs, campaign must continue to discuss and share them
- Toilets – Marketing research, finding different ways to share our message with meaning but a level of shock value to pull individuals in.



ACTIVITY!

Alcohol Cannabis

Prescription
Drugs

Tobacco Sugar





CCENDU RCCET
 Canadian Community Epidemiological Network on Drug Use • Réseau communautaire canadien d'épidémiologie des toxicomanies

- Introducing our new Provincial Coordinator!
 Doug Spitzig B.S.P.
 Pharmacist Manager, Prescription Review Program
 College of Physicians and Surgeons of Saskatchewan
 Phone: (306)667-4640
 Email: doug.spitzig@cps.sk.ca
- How can you get involved?
 - Google group - email colleen.dell@usask.ca
 - Facebook - <https://www.facebook.com/CcenduSaskatchewan>
 - Twitter - <https://twitter.com/CCENDUsk>
- Why is CCENDU important?
- Fill out Appendix A
