

TENNESSEE HIGHWAY SAFETY OFFICE

helping you **ARRIVE**



COALITION FOR HEALTHY
AND SAFE CAMPUS COMMUNITIES

TN Highway Safety Office Project Invitation to Participate (ITP)

CHASCo is seeking 8 campuses to participate in a cohort for the TN Highway Safety Office Project. As a part of this project, CHASCo will provide funding for a student leader from your institution to receive a stipend and professional development in exchange for creating a social norms message and event tailored to your campus and targeting impaired driving and/or responsible drinking practices. This project would start approximately November 1, 2018 and end on September 30, 2019.

As a recipient, your institution is agreeing with the following requirements and timelines.

Programming Tasks:

- Identify a student leader to serve as the liaison to CHASCo.
- Coordinate with the student leader to attend training on topics such as social norms, binge drinking, bystander intervention, etc. in Spring 2019. CHASCo will provide the training in the form of a one-day student retreat.
- Invite student leaders to be a part of CHASCo meetings and the Partners in Prevention conference.
- Work with the student leader on expanding or developing a social norms message and event tailored to your campus and targeting impaired driving and/or responsible drinking practices. Events can take place in Spring or Fall 2019. There is limited funding available to fund these events.
- Attend or support student representative in attending meetings with the local community-based coalition if possible.

Administrative Tasks:

- Provide periodic updates to CHASCo.
- Agree to submit visuals of social norms messages to director for review and approval before printing.
- Submit expense reimbursement forms and other related paperwork in a timely manner in order for your institution to be reimbursed for all approved expenses (Forms should be submitted to Kayce Matthews at matthews@ticua.org).

CHASCo will be able to provide the following to participating institutions:

- Stipends for student leaders.
- A graphic designer for the SN campaign.
- Funding to print and advertise social norms messages.
- Professional Development for student leaders from both local and national experts.
- Limited funding to support a student-event related to the new social norms messages (Spring or Fall 2019).
- Technical Assistance from CHASCo which may include campus visits, collective conference calls to discuss ideas, or other assistance that may arise.

To apply, [please fill out this short form](#) no later than **November 7, 2018. Campuses will be notified on or before November 15th, 2018 if they have been selected to participate in the cohort.**

For more information, contact Kayce Matthews at matthews@ticua.org.

Goals and Objectives

There are two primary goals of this project. The first is to develop student leaders across the state who are focused on AOD prevention. The second goal is to provide training, support and evaluation tools for CHASCo member schools to implement campus-wide social norms messages and events focused on impaired driving and/or responsible drinking practices.

Goal 1: Student Leadership Development

Objective #1: Identify two student leaders in each region of the state by November 15, 2018.

Objective #2: Provide a minimum of five hours of prevention training to student leaders by March 1, 2019. Training will include topics such as social norms, bystander intervention, and the impact of binge drinking and impaired driving.

Objective #3: Provide student leaders the opportunity to attend Professional Development Opportunities provided by CHASCo including Membership Meetings, Webinars and the Annual Conference.

Goal 2: Social Norms Campaigns: Impaired Driving

Objective #1: Provide training for staff and students on creating social norms campaigns and the use of social media in delivering social norms messages throughout the project.

Objective #2: Support Student Leaders in leading the expansion and/or development of a social norms campaign, focusing on impaired driving, at 8 CHASCo campuses.

Objective #3: Support student leaders in the development of student events and/or social media campaigns to showcase the social norms campaign they helped develop in Spring or Fall 2019.