



Think About:

- What materials resonate with students on your campus – public service announcements (PSAs), ads, posters, handouts, Facebook and website messages, personalized items such as bracelets and lanyards?
- Where do students congregate, and how can your materials make their way to these locations?
- Do health education campaigns already exist on campus? If so, could Acetaminophen-Savvy messages be incorporated into existing activities?
- Does your school have on-campus radio and TV stations? If so, what is the relationship between these entities and your organization, and can you pitch your PSAs to these entities?
- Timing is everything. When is the best time to launch your outreach efforts?

Check off all of the strategies that apply and then create your own.

Messages

Encourage clubs and departments to own the messages and craft a campaign around them. You can also integrate the messages into existing health and safety campaigns.

Incorporate messages and materials into:

- Drug and alcohol awareness programming
- Articles, public service announcements, ads and other materials
- Blogs focusing on campus health and safety
- Special health programming delivered during freshman orientation and other activities
- Other (write your ideas below)

PSAs

Encourage clubs to own the issue and place their names on the PSAs

Disseminate through on- and off-campus TV and radio stations

Incorporate into:

- Blogs focusing on campus health
- Special health programming delivered during freshman orientation and other activities
- Websites (Student Health Center, Residential Life)
- Other (write your ideas below)

continued

Articles

Encourage clubs to own the issue and place their names on all materials

Pitch article placement to:

- School websites (student health center, residential life)

- Off- and on-campus newspapers, radio and TV stations

Incorporate the articles into blogs focusing on campus health

Create hand outs and disseminate during freshmen orientation and other special programs

Place as bag stuffers in the on-campus bookstore and local pharmacies and grocery stores

Create a link to an Acetaminophen-Savvy page from your student health services homepage

Other (write your ideas below)

Ads

Create posters and flyers to be posted at:

- The student health center

- Dormitory elevators

- Dormitory restrooms and medicine cabinets

- On-campus cafeteria and eateries

- Campus bookstore

- Off-campus grocery store and pharmacy

Create and post in campus buses as interior car cards

Post advertisements in campus newspapers and TV stations during **National Medicine Abuse Awareness Month** and **“Talk About Prescriptions” Month** in October and **Alcohol Awareness Month** in April.

Reach out to local pharmacies, grocery stores, hospitals and other places where students frequently visit, and ask if you can put up posters

about acetaminophen safety. This is particularly relevant during **National Medicine Abuse Awareness Month**, **“Talk About Prescriptions” Month** and **Alcohol Awareness Month**

Create slides that can be integrated into pre-movie shows for viewing at on- and off-campus movie theaters

Other (write your ideas below)