

## PLANNING FOR NATIONAL HAZING PREVENTION WEEK & GORDIE DAY

Information in this planning guide is provided by the Gordie Center for Substance Abuse Prevention at the University of Virginia and HazingPrevention.Org.



**Hazing is:** Any action taken or situation created intentionally: that causes embarrassment, harassment or ridicule, risks emotional and/or physical harm to members of an organization or team - whether new or not and regardless of the person's willingness to participate.

### Program Information

There are countless other ways to spread awareness on your campus, and these efforts during NHPW should be part of a larger year-round campus-wide hazing prevention plan in order to be successful.

- speaking to fraternity and sorority members about hazing and its detrimental effects on individuals and fraternity and sorority organizations as a whole
- meeting with student-athletes to discuss the ways in which hazing destroys team unity and how alcohol consumption affects performance
- talking with first-year students and upperclassmen, emphasizing that they are all a part of your school's community and explaining that hazing is a destructive practice that only reinforces inter-class hostility
- creating a poster campaign about hazing and/or alcohol poisoning that educates about the signs of each, and what students can do if they are confronted with either
- writing an opinion piece in the campus newspaper about the significance of your event
- instituting a campus coalition of student groups that overtly reject hazing practices and pledge to practice low-risk behavior when it comes to alcohol consumption
- speaking with members of your administration, local government and student body about creating a Medical Amnesty policy that will eliminate fear of punishment as a reason to not get a friend help in an alcohol-related emergency.

Below are examples of successful events that have been hosted at colleges all around the country. Pick a few events that most interest you or come up with your own unique ideas!

**Come up with a catchy slogan that you can use on advertising materials:**

- Halt Hazing
- No One Wants to be Hazed and Confused
- We Hug, Not Haze
- Hazing Hurts



**Distribute buttons, flyers, postcards, bracelets, t-shirts, etc. that promote awareness:**

- Seek the help of any your artsy and creative friends or peers to help design a t-shirt
- Find a local t-shirt design company to help you create and order your designs—find out where the Fraternity and sorority chapters and clubs at your school locally order their attire
- These items can also be purchased easily and in large quantities online:
- **Shirts, pens, koozies, etc.** can be designed and ordered at many online sites
- **Rubber/slap bracelets** can be custom ordered too.
- **Custom buttons, stickers, and magnets.** You can order the “Don’t haze me bro” and Hazing Hurts buttons through HazingPrevention.Org at <http://www.missionmade.com/hazing-prevention/buttons/dont-haze-bro-button.html>

## Effective Prevention

In order to effectively prevent hazing, you must focus on it more than just one day or one week a year. Dr. Linda Langford, Sc.D. of the U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse and Violence Prevention has written an excellent paper outlining the steps of effective prevention. You can find it on the HEC or HazingPrevention.Org sites. Below are some general highlights of how you should begin.

**First Step:** Assessing the culture. Where does your campus stand on the hazing issue? Are there still organizations that haze without consequence? Is the campus hazing policy effective, widely shared and enforced? What type of education is already being done on campus? What additional needs are there? Which audiences are the most important to target? Do students really understand the definition above?

**Determining Audience:** Many, if not all, of our programming efforts focus on those who haze, and try to get them to change their ways. This is a difficult task, and not possible to accomplish with a one hour speaker. What other audiences can we target instead to have a more significant impact?

**Bystander Responsibility:** The best way to eliminate hazing is to activate the bystanders – those who are standing by while hazing takes place. Even students who don't actively take part in hazing, allow it to continue by not standing up against it. You may feel you are the only one who is opposed to hazing, but that is probably not the case – you are probably in the silent majority, but no one wants to be the first to speak up.

The five-step model for encouraging bystanders to intervene is:

1. **Notice the Event** - Who is in a position to see hazing taking place or the effects of it?
2. **Recognize the behavior as a problem** - Many people witness hazing, but think it is harmless fun or silly pranks.
3. **Feel responsibility to help solve the problem** - If you see it and think it's wrong, do you feel it's your place to act? Why not?
4. **Know what to do** - You may want to act, but don't know where to turn for help or what to do.
5. **Possess the capacity for action** - Even if you know what to do, do you have the courage to do it?

### Who are the Bystanders on your Campus?

Faculty/Staff

Campus and City Police

RAs and Residence Life Staff

Academic Advisors

Students – hazing victims, student leaders, organization/team members

These are the people who are in an excellent position to see hazing or its effects on students and do something about it if they have some education on what to do. The 2008 National Hazing Prevention Week resource guide focused entirely on the bystander model, and can help you plan hazing prevention programs during the week or throughout the year. (Available online at HazingPrevention.Org on the NHPW page).

Each year, HazingPrevention.Org puts out a NHPW Resource Guide full of useful information about hazing, personal stories and advice and educational suggestions.

## Event Ideas

### Host a panel and discussion forum

- Include students and people from all across the university, such as the Dean of Students, University President, Director of Bands, Athletic Director, coaches, etc.
- Consider having it open to the public
- Food is always popular, make it a **Halt Hazing Brown Bag lunch** or brunch

### Host guest speakers from within and outside of the community

### Host a showing of anti-hazing movies—consider hosting an open group discussion following the viewing. The movies listed below are great resources:

- **HAZE**: <http://www.gordie.org/Education/HAZE-the-Movie.aspx>
- **Enough is Enough**: <http://inmemoryofjack.com/enough-is-enough/>
- **The Pledge**: <http://inmemoryofjack.com/the-pledge-2/>



### Create your own anti-hazing video to be distributed to the student body

- Involve administrators, professors, athletes, students, and key groups on your campus
- Send the video out over school and organizational list-serves
- Make it a contest—provide prizes for the best video!

### Hand Out Materials like door hangers and brochures to Residential Advisors in freshmen areas (also available from HazingPrevention.Org)

### Host a presentation from Student Legal Services about the legal consequences of hazing

- Audience could include new members of teams, chapters, and other organizations that are more prone to hazing
- If your school doesn't have this department, contact your Student Affairs Office to find an attorney at your school to give the presentation and provide you with information
- Include representatives from graduate, medical, and law school admissions to explain the negative consequences of having a hazing-related conviction on your application



### Table outside of the Student Union or busiest student center—have students outline their hand on a huge banner and sign a pledge against hazing. Later hang the banner in the building!



## PLANNING FOR NHPW

**Choose a Committee:** You will produce a better program if you select a planning committee from across the campus including various offices and incorporating any student group that might need education. Some suggestions are: Greek Life, Athletics, Student Activities, Counseling, Risk Management, etc. It is important to have both students and professionals as well as volunteers (advisors, etc) serve on the planning committee.

**Develop a Game Plan:** Think about what type of education is most needed and for which audiences. Do parents need information, local police, faculty? How can you incorporate these groups into your programming for the week. How many events, sessions or campaigns will you be able to produce in one week? What is your budget? Who can help with funding?

**Think About Publicity:** Getting good media coverage can insure that your events have the largest possible impact. Write press releases for big events and/or the entire week and consider paid advertising in the campus paper to help generate interest. Use social media to get the word out.

**What Outcomes do you Want:** Think carefully about what the goal is for your Awareness Week. Is it to bring greater awareness to the issue of hazing? Let campus and community members know that Greek organizations are opposed to hazing? Share resources available?



**Host a week-long competition between organizations, with points awarded for participation each day:**

- Have each organization design a banner that reveals their stance against hazing
- Hand out buttons to all students—award points for members wearing the button
- Hand out bracelets with anti-hazing sayings such as “hazing hurts” and award points for each member wearing the bracelet
- Take attendance at a showing of HAZE—award points for each member present
- Have each organization develop and propose an idea of an activity they have never done before that would include the entire organization that teaches the organization’s values but doesn’t include any alcohol or hazing
- At the end of each day, tally the points—the group or team earning the most points will each win a reward, like a cash prize or check to their philanthropy

## Already have events?

- Evaluate your past events:
  - What was most successful? What do you want to keep?
  - What information or events would be repetitive or outdated?
  - Are there any new groups that you need to reach out to and include?
- Evaluate your budget?
  - How has your budget changed this year?
  - Do I have enough funds to add more events this year?
  - Where can I partner with other groups to increase the budget?
- Revamp your posters or flyers with new, updated statistics
- Consider presenting new movies or hosting different guest speakers
- Don't be afraid to try something new!

## Which of these event ideas are most appealing?

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## Do you have any other event ideas not listed?

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## FINAL EVENT(S) LIST:

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Now that you know your events, you can begin planning!

## Planning Guide

Successful programs depend upon a few simple steps. When planning your event, utilize these suggestions to get yourself organized. We have provided worksheets to keep all of your planning information together.

### Preparation

Before you begin, take a moment to consider a few simple factors that will effectively shape your program.

First, **assess** the needs and the environment of your community. Campuses and towns differ in size, demographics and resident populations, which means reaching out to specific audiences may be simpler or more difficult depending on how your community functions. Take stock of what you see happening around you, and adjust your event plan to capitalize on common interests and activities. Also, try to recall popular and well-attended programs you have seen in the past and model your event based on those precedents.

Second, build **relationships** with faculty and staff members, administrators, fellow students and leaders in the surrounding community. Faculty and staff are invaluable resources because of their expertise in a variety of fields. Administrators also provide expertise in their fields, but perhaps more importantly, they can help cut through “red tape” and provide shortcuts in chains of command to facilitate progress toward your goal. Fellow students and friends can provide staffing at your event and can help spread the word through their social networks to boost program attendance. Finally, community leaders and local government officials can provide public support for programming on campus, especially because of the dramatic effect college and high school student populations have on the areas surrounding a school. Commonly referred to as improving “town-gown” relations, programming that encourages responsible behavior on the part of college students is generally well-received by locals and can help foster better relationships for the future.

Third, **plan** ahead. Although impromptu events are sometimes successful, ensuring success from the start can often make the end result much more rewarding. Focus on the time required to work out all of the details for your program, including securing the location, choosing speakers, coordinating with college/university offices and departments, preparing materials, etc.

Finally, **advertise, advertise, advertise!** Nothing is more frustrating than putting in time and effort (and sacrificing study time) for a program no one knows about. Be creative and deliberate in publicizing your event. Here are a few guidelines:

- Two weeks before your event, circulate general event postings listing the date, time and a few details. You will want to try to generate some interest and curiosity about what you are planning—don’t give away everything just yet.
- One week before, put up your creatively designed publicity in heavily trafficked areas where it will be seen throughout the week. Recruit volunteers to help talk up the event and put up flyers, etc.
- The day of your event, be sure to mention the event to everyone you see. Ask teachers and professors for permission to say a few words at the beginning or end of class to get the word out.



**BuildingHeroes** Building Heroes

Choose: Who convinces you to be weak when you could be strong, or who convinces you to be strong when you could be weak? Day 8 [#40Answers](#)

20 minutes ago



**sdtisorority** Sigma Delta Tau

Make sure to check out [@SigmaNuHQ](#) and [@PreventHazings](#) [#40Answers](#) campaign to prevent [#hazing](#).

1 hour ago

## Implementation

With your plan in-hand and arrangements made, you will be prepared for success. The day before, confirm all details including room reservations, equipment, food, volunteers and other key elements of your program. Be sure that speakers and guests are aware of what time to arrive, and you should arrive early to make sure everything is set up properly. Once you're there, the two best pieces of advice are to enjoy your program and be sure to thank everyone who made it happen.

## Evaluation

Once your program has concluded, reflect on how you think you did. Make a list of what went well and what you think you could improve on for next year. It would be helpful for whoever plans the next event to have your comments and suggestions on which to build a successful event!

These simple steps will take you through the bulk of planning a successful event. Don't worry if problems or roadblocks come up—be flexible, remain positive, and delegate responsibility where you can so that too much of the burden does not fall on you alone.

## General Timeline

### 6 Months Out:

- Start forming a committee and schedule the first meeting to talk about outcomes
- Once the desired outcomes are established, think about specific program(s) you want to plan to meet them
- Once you have an idea about programs, what will they cost to produce?
- Formulate an initial budget: Who on campus will provide funding for the programs? Where else can we get funding—local businesses? If not cash, perhaps products for raffle prizes or contests?

### 5 Months Out:

- Begin contacting speakers, presenters, facilitators, etc. about potential dates
- Have discussions about each program and what outcome it is addressing—if you can't think of one, considering changing the program
- How will we keep the planning going over the summer or do we need to finish before classes end this spring?

### 4 Months Out (April/May):

- Form committee to discuss how the themes will fit into their plans
- What audiences have we missed? Start notifying them now of tentative plans—at the very least, the dates of your events
- Dates on organization's calendars and designs for posters or get publicity materials started

### 1 Month Out (August):

- Press releases and publicity should be in full-swing—make sure everyone at school and in the community knows about your event!
- Double-check details—contracts signed, spaces reserved, AV needs, handouts, etc.

This timeline can be compressed by working over the summer or reducing the number of activities. If you didn't begin six months in advance, don't let that stop you from executing a great event!

## Who Can Help?

Who else can you seek for help and support in planning National Hazing Prevention Week? Here are key individuals, offices, and groups on your campus that might be able to help you in efforts from funding to publicity, brainstorming to planning!

- Campus Police/Security
- Health Promotions/Education
- Leadership Development
- Outdoor Education
- Residence Life
- Judicial Affairs
- Campus Service Center
- Student Activities
- Athletics Department
- Office of Fraternity and Sorority Life
- Institutional Research
- Multicultural Student Affairs/Services
- Office of the Dean of Students
- Alumni Affairs & Development
- Religious Affairs
- Off Campus Housing
- First Year Experience/Orientation
- Family Programs
- Faculty
- Community Relations

## Assess the needs and the environment of your campus community

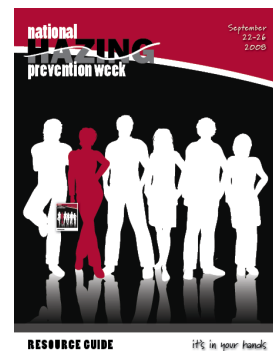
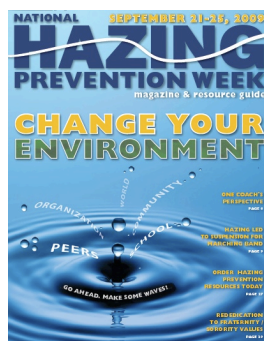
How many students does your school have? \_\_\_\_\_

How many students are athletes? \_\_\_\_\_ First-Year Students? \_\_\_\_\_

How many undergraduates? \_\_\_\_\_ Graduate Students? \_\_\_\_\_

How many students live on campus? \_\_\_\_\_ In Fraternity/Sorority Houses? \_\_\_\_\_

What percentage of students are involved in a fraternity or sorority? \_\_\_\_\_



# Planning Guide: Preparation Worksheet

## Relationships

List faculty members who might be available to help:

<u>Name</u>	<u>Department</u>	<u>Phone/Email</u>
1)		
2)		
3)		

List staff members you know who might be available to help with your event:

<u>Name</u>	<u>Department/Division</u>	<u>Phone/Email</u>
1)		
2)		
3)		

List administrators who have ties to specific areas of campus life you think can benefit you in planning:

<u>Name</u>	<u>Title</u>	<u>Phone/Email</u>
1)		
2)		
3)		

List any friends or other student leaders you can recruit to help out on the event:

<u>Name</u>	<u>Phone/Email</u>
1)	
2)	
3)	

List community leaders you can call upon to help spread the word and support you:

<u>Name</u>	<u>Title</u>	<u>Phone/Email</u>
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1)

2)

3)

List organizations you can call upon to help spread the word and support you:

<u>Name</u>	<u>Title</u>	<u>Phone/Email</u>
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1)

2)

3)

4)

5)

6)

7)

8)

List parents or alumni you can call upon to help spread the word and support you:

<u>Name</u>	<u>Title</u>	<u>Phone/Email</u>
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1)

2)

3)

## Plan ahead

Where will I hold my program?

Options:

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Rank your options:

First Choice: \_\_\_\_\_

Second Choice: \_\_\_\_\_

Third Choice: \_\_\_\_\_

Rain Location? \_\_\_\_\_

Have funds been allocated for the event?

If yes, see the following budgeting sheet to plan how money will be spent. If no, how will you obtain the supplies you need? Who can you approach to donate supplies or money? Who will contact whom?

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Will you have a speaker? Yes  No  If so, whom? \_\_\_\_\_

Date you invited him/her: \_\_\_\_\_ Response: Yes  No

Will you have food? Yes  No  From where? \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Serving supplies (cups, plates, napkins, etc.)?

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Will you need additional supplies?

Yes  No

Items:

1.	9.
2.	10.
3.	11.
4.	12.
5.	13.
6.	14.
7.	15.
8.	16.

Have all the necessary forms been submitted and approval received?

Form #1: \_\_\_\_\_

Approved on: \_\_\_\_\_

Form #2: \_\_\_\_\_

Approved on: \_\_\_\_\_

Form #3: \_\_\_\_\_

Approved on: \_\_\_\_\_

Have arrangements been made for any special equipment (DVD player, TV, audio, etc.)?

Equip #1: \_\_\_\_\_

Reserved on: \_\_\_\_\_

Equip #2: \_\_\_\_\_

Reserved on: \_\_\_\_\_

Equip #3: \_\_\_\_\_

Reserved on: \_\_\_\_\_

General Notes:

# Advertise, advertise, advertise!

Date two weeks before event when general postings will go up: \_\_\_\_\_

Date one week before when posters, flyers, articles, etc. will go up: \_\_\_\_\_

Date of the event: \_\_\_\_\_

## Methods of publicity used and date implemented:

- College Newspapers (columns, ads, etc.)      Date: \_\_\_\_\_
- Network Media (local)      Date: \_\_\_\_\_
- Print Media (local)      Date: \_\_\_\_\_
- Online Media (Bloggers, etc.)      Date: \_\_\_\_\_
- Flyers/Handbills      Date: \_\_\_\_\_
- "Stake Signs"      Date: \_\_\_\_\_
- Facebook (groups, events, causes, etc.)      Date: \_\_\_\_\_
- Evite.com Announcements      Date: \_\_\_\_\_
- Announcements at fraternity/sorority mtgs.      Date: \_\_\_\_\_
- Sidewalk Chalk      Date: \_\_\_\_\_
- Residence Hall Meetings      Date: \_\_\_\_\_
- Other: \_\_\_\_\_      Date: \_\_\_\_\_





# Planning Guide: Implementation Worksheet

## Confirm arrangements

### Where will the program be held?

Location: \_\_\_\_\_

Reservation needed? Yes  No  Confirmed on: \_\_\_\_\_

### Timing:

I plan to arrive at the event location at: \_\_\_\_\_

Volunteers will arrive at: \_\_\_\_\_

### Speaker:

Has the speaker been contacted? Yes  No  He/she will arrive at: \_\_\_\_\_

### Budget:

Have I received petty cash or check to pay for the event? Yes  No

### Food/Refreshments:

Food will be picked-up / delivered (circle one) at: \_\_\_\_\_

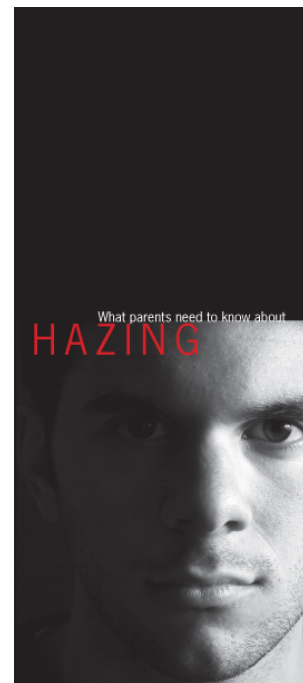
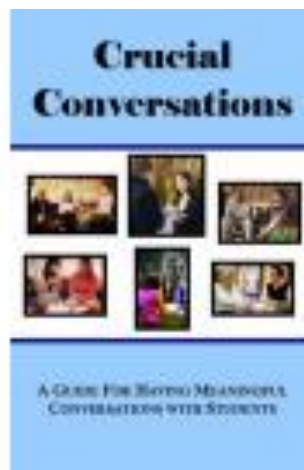
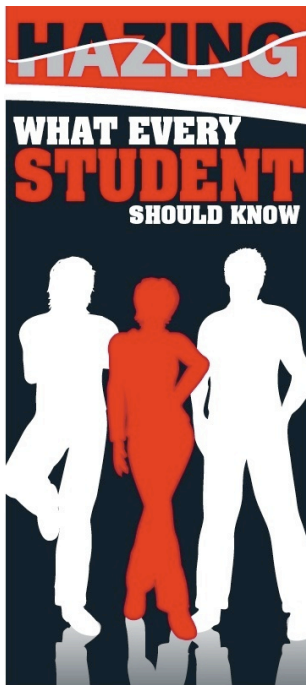
by \_\_\_\_\_

Confirmed on: \_\_\_\_\_

### Additional Equipment:

Will be picked-up/delivered (circle one) on \_\_\_\_\_ at \_\_\_\_\_

by \_\_\_\_\_. Confirmed on: \_\_\_\_\_



## Planning Guide: Evaluation Worksheet

### Clean-Up

Volunteers who will stay to help clean up after the event:

- |    |    |
|----|----|
| 1) | 4) |
| 2) | 5) |
| 3) | 6) |

### Wrap-Up

- |                                       |                              |                             |
|---------------------------------------|------------------------------|-----------------------------|
| Did volunteers stay for clean-up?     | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have all bills been paid?             | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Has borrowed equipment been returned? | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Have thank-you notes been sent?       | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

### Program Evaluation

How many attendees were there?

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How did you feel the program went?

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Is there anything you would change for next year's program?

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What was most successful?

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How accurate was your budget? Does it need to be altered next time?

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## Contests & Awards



**Hank Nuwer Anti-Hazing Hero Awards** recognize people of all ages and from all communities who have distinguished themselves as heroes against hazing

- Awards will be to individuals who have been heroic in their efforts to expose hazing, speak out against this problem, or in some way work to combat this dangerous practice
- Recipients will receive a cash prize
- Application deadline: early November

### **NHPW Essay Contest**

- Write an essay of 500 words or less about how you empower people to prevent hazing in your community.
- Cash prizes for first three places
- Application deadline: early November

### **NHPW Photo Contest**

- Submit photos of NHPW activities in your campus community for the opportunity to win cash prizes!
- Application deadline: early November

### **Zeta Tau Alpha Award for Innovation in Campus Hazing Prevention and Education**

- National award recognizes one outstanding college or university campus hazing prevention and education program that is:
  - created through collaboration across the institution
  - holistic in nature, focused on a wide range of audiences both within and external to the campus
  - supported by senior level administration with a plan for institutionalization and on-going commitment
  - grounded in research and proven prevention practices, and assessed for future evolution and improvement
  - included in short and long-term planning initiatives for wellness and community safety
  - Comes with a \$10,000 cash prize the campus can use to further its hazing prevention efforts

**To apply for any of these contests or nominate someone for an award, go to [HazingPrevention.Org](http://HazingPrevention.Org)'s site on the Awards & Recognition page for more information and submission guidelines.**

## Resources

### Professionals on your campus and in your community

There are a number of individuals you can call upon to help explain the risks associated with alcohol consumption as well as hazing activities. These include:

- **Health Educators** – professionals that have experience in dealing with student health issues who can help relate problems with alcohol use to academic struggles
- **Mental Health Professionals** – can give advice on how to resolve underlying issues that contribute to excess alcohol consumption or trauma following a hazing incident
- **Doctors** – can describe the damage caused by an episode of heavy drinking or a physical injury sustained while being hazed
- **Emergency Medical Technicians (EMTs)** and other “first-responders” (i.e. police officers, firemen) – may be called in cases where alcohol poisoning is suspected or where life-threatening hazing has occurred
- **Teachers/Professors/Coaches** – can provide insight and statistical backing regarding the sociological reasons behind hazing and alcohol misuse
- **Administrators** – can explain the potential negative consequences that may come as a result of alcohol misuse and/or hazing; they may also be able to give audiences information on Medical Amnesty Policies (see [www.gordiescall.org](http://www.gordiescall.org) for more information).
- **Attorneys** – can provide real-world examples of the punitive repercussions of hazardous alcohol consumption and its many adverse side-effects, as well as the toll on victims of hazing and their families

### Questions? You can reach us here:

#### **The Gordie Center for Substance Abuse Prevention**

University of Virginia, Department of Student Health

PO Box 800139

Charlottesville, VA 22908

434-924-5276

[gordiecenter@virginia.edu](mailto:gordiecenter@virginia.edu)

#### **HazingPrevention.Org**

PO Box 440470

Aurora, CO 80044-0470

303-325-7831

[info@hazingprevention.org](mailto:info@hazingprevention.org)