Safer Drinking Campaign Idea Competition Entry Form

Individual or Organization Submitting Entry:  

Received by HE Staff:  

Contact Person (if an organization):  

Date:  

Address:  

Time:  

Phone Number:  

Complete:  YES  NO  

E-mail:  

☐ Check here if you participated in a consultation session with a member of Health Enhancement staff  

Place a check next to the theme category in which your campaign idea falls:  

☐ Encourage safer drinking for those who choose to drink  
☐ Increase knowledge of factors affecting Blood Alcohol Levels and other issues related to drinking safety  
☐ Increase the number of students who are willing and able to assist intoxicated friends to prevent harm  

On a separate sheet of paper please tell us about your campaign idea by answering the following questions using the suggested lengths as a rough guide. Please be sure to answer and label each question as a separate response.  

1. What is the specific message of your idea? (1-2 paragraphs)  

2. Describe your campaign in detail, including how you envision your final campaign being implemented (media type/format). (2-5 paragraphs)  

3. Why do you think your campaign will be successful among NIU students? (1-2 paragraphs)  

Please return the completed entry form along with the NIU release form (available at the time of submission) to Health Enhancement, Chick Evans Field House, Room 139 by 4:30 pm on February 4, 2008.