THSO Project Overview: The Nitty Gritty & Best Practices

KAYCE MATTHEWS
NOVEMBER 15, 2019

This project is funded under a Grant Contract with the TN Highway Safety Office
THSO Project Overview
CHASCo Mission

To connect and support institutions of higher education in Tennessee to address campus health and safety issues
THSO Project Overview

- **BIG PICTURE GOAL:** Reduce Impaired Driving

- **Goal One:** Develop Student Leaders Across the State Who Are Focused on Alcohol/Drug Prevention

- **Goal Two:** Provide Training, Support and Evaluation Tools for CHASCo Member Schools to Implement Campus-Wide Projects Focused on Impaired Driving and/or Responsible Drinking Practices
THSO Project Overview

First Step: Brainstorm Campus Project!

Things to Consider:
- Timing! Spring 2020
- What messages/activities will resonate on your campus?
- Other things?
THSO Project: Best Practice Guide

Best Practice Guide and Slides originally created by Rebecca Juarez, UT Knoxville (Center for Health & Wellness)
THSO Project Overview: Things To Avoid

Health Terrorism or scare tactics such as car crash simulations

Practices with low or no research support

Just telling people what to think or do around alcohol use behavior

Best Practice Guide and Slides originally created by Rebecca Juarez, UT Knoxville (Center for Health & Wellness)
THSO Project Overview: Things That Work!

- Harm/Risk Reduction
- Norms Correcting Information
- Open Discussion
- Non-Judgmental Peer Approach

Best Practice Guide and Slides originally created by Rebecca Juarez, UT Knoxville (Center for Health & Wellness)
THSO Project Overview:
Harm Reduction

Austin Peay State University

RESPONSIBLE DRINKING

Rise Above the Influence

It is important to alternate water when drinking any form of alcoholic beverage. Next time, try drinking a glass of water after every beer or mixed drink and remember...

Never drink and drive!
THSO Project Overview: Harm Reduction
THSO Project Overview: Harm Reduction
THSO Project Overview: Norms Correcting Info
THSO Project Overview: Open Discussion
THSO Project Overview: Peer Approach
THSO Project Overview: Things That Work!

- Harm/Risk Reduction
- Norms Correcting Information
- Open Discussion
- Non-Judgmental Peer Approach
Best Practice Guide and Slides originally created by Rebecca Juarez, UT Knoxville (Center for Health & Wellness)
THSO Project Overview

Step Two: WHAT’s MY BUDGET?
THSO Project Overview

Step Two: Create a Budget for Your Proposed Project.

Each Institution has the following to spend (unless notified otherwise):

- Student Stipend: $500
- Printing & Messaging: $250
- Event: $650

Please note that we are unable to purchase incentive or promotional items as a part of this grant!
## Budget Amounts & Guidelines FY 2020

<table>
<thead>
<tr>
<th>Approved Expenditures</th>
<th>Amount Per Institution</th>
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</thead>
<tbody>
<tr>
<td>Campus Project Campaign Materials: Design of SN Images, Printing of Approved Materials, Social Media Ads, Billboards, Ads in School Newspapers or Magazines, Table Tents, Production Cost for T-Shirts (but not the t-shirts themselves), Digital Screens production of Videos with SN Messages, Other ideas can be submitted for approval.</td>
<td>$250</td>
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<tr>
<td><strong>Important!</strong> Everything has to have the logo and funding tag and should be approved before printed or displayed</td>
<td></td>
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<tr>
<td>Campus Project Event Cost: Room Rental Costs, Food, Specific Items for the Event (Movie Projector, Cost of a DJ, Rental of Game Equipment, etc.)</td>
<td>$650</td>
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<td><strong>Important!</strong> Any events that wish to seek reimbursement for food must include an agenda and sign-in sheets with their reimbursement</td>
<td></td>
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### Budget Template: Individual Institutions

<table>
<thead>
<tr>
<th>SN Campaign</th>
<th>Proposed Expenditures</th>
<th>Budget Total ($250)</th>
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</thead>
<tbody>
<tr>
<td>Line Item 1</td>
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<td>Line Item 2</td>
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<td>Line Item 3</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>$0.00</strong></td>
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<thead>
<tr>
<th>SN Spring Event</th>
<th>Proposed Expenditures</th>
<th>Budget Total ($650)</th>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>$0.00</strong></td>
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Please provide a brief description of your Campus Event
Step Three: Know Your Resources & Opportunities!

➢ CHASCo Website
➢ Graphic Designer
➢ CHASCo Meetings
➢ Partners in Prevention Conference
THSO Project Overview

- Remember that you are required to use a THSO Logo and tagline somewhere on the visuals for your campaign.
- The tagline must read: *This project was funded by the TN Highway Safety Office.*
CHASCo Meetings:
- February 21, 2020 at Lane College in Jackson
- April 3, 2020 Statewide Webinar
- May 19 & 20, 2020 Partners in Prevention Conference
THSO Project Overview

- **Step Four: Know Your Deadlines!**
  - **Feb. 1, 2020:** THSO Retreat at MTSU
  - Budget Proposals: **February 7, 2020**
  - Reimbursement for Student Stipends: **March 27, 2020**
  - Spring Event Complete: **May 31, 2020**
  - Reimbursement Request for Spring Event: **June 19, 2020**
  - Optional: Submit a Proposal for Fall Event: **May 31, 2020**
CHASCo: Documentation
REQUEST FOR PREVENTION PLAN REIMBURSEMENT

Mail to: Kayce Matthews
HILUA
1031 3/7th Avenue South
Nashville, TN 37212
615.242.6400 X205

Remember that if item total $500.00 or more, three qualifying bids must be attached from vendors.

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<th>QTY</th>
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TOTAL $0.00

Briefly Describe the purpose/reason for the request:


Reimbursement to:
Address:

Originator’s Signature
Please properly complete reimbursement forms including:

- writing the purpose/reason
- correct address
- additional explanation
- sign the forms
- provide ALL needed documentation
Thank you!

- Kayce Matthews, Director
  CHASCo
- matthews@ticua.org

www.tnchasco.org