



Promoting Student-Athlete Wellness  
and Substance Misuse Prevention

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Institute](#)

[DII Institute](#)

[Resources](#)

[About](#)



LEARN

## First Access to New Video Series

The Gordie Center spent the summer creating a series of 1-minute videos that complement our educational materials. These tools are available free of charge, and can easily be incorporated in educational presentations, social media campaigns, and more.

Our first video is a demonstration of the **PUBS signs of alcohol overdose**. The second is specifically for parents, on the topic of **talking to your student about hazing**.

Over the coming weeks and months, we will roll out these videos (and many more!) in a new section of our website that will include implementation ideas and tips for discussion.



CONNECT

## Saint Francis University: APPLE Leadership Team's Late Night Alternatives & Red Zone Tailgates

In 2019, the Saint Francis University (DI, Loretto, PA) APPLE Leadership Team (ALT) created an action plan to develop a series of student-led late-night weekend events that would be open to all students. In the past year, ALT grew from 4 to 8 student-athletes and met every other week to plan event details, including room reservations, funding, marketing, and evaluation. Events included bingo, casino night, trivia night, wings & wiffleball, a scavenger hunt, and a dodgeball tournament. ALT

also planned safe tailgates at many home events. They created a fun atmosphere at the tailgates by providing tents, chairs, tables, a grill, coolers, games (Cornhole, Kan Jam, and Spikeball), and banners.

The keys to success were providing food, prizes, and Frankie Cup points. The Frankie Cup is an interdepartmental competition [point system](#) between all 23 sports teams and spirit groups that promotes athletes supporting athletes and holistic development of all student-athletes. Frankie Cup challenge areas include: Academic Achievement, Athletic Performance, Community Service, Frankie Cup Game Attendance, and participation in Student-Athlete Development Center activities. Each year, the team that accumulates the most points is awarded a \$10,000 donation to their program. ALT-sponsored events provided a great opportunity to engage the entire campus in programming and highlighted the role of student-athletes in helping reduce risky behaviors on weekends.



An NCAA CHOICES Grant provided initial funding, and they kept programming costs low through local donations of food and giveaways. ALT members solicit most of the donations by going out in the community and talking about the ALT mission. A unique aspect to their success in gaining community support is that a student-athlete is appointed to the local borough council to help bring more awareness on student activities and to ensure a presence in the local community. This student-athlete also has a designated position on the university's Student Government Association. This helps get out the word on late-night events and tailgates. One of the ALT members is also a Student-Athlete Advisory Committee Executive Board member and helps promote events with teams and coaches. Coaches have been a tremendous asset to the success of the programs as they encourage their student-athletes to take part in the events.

Learn more through their APPLE [presentation slides](#) and [handout](#) or contact [John Krimmel](#) or [Sarah Ross](#).

Twitter: @SFU\_samsALTsaac & @SFU\_SADAS\_FLI

Instagram: @sfu\_sams\_saac\_fli\_alt



## Utilizing Social Media: Free Harm Reduction Tools

A huge part of the traditional campus experience is socializing and meeting new people. Young adults want to do

the right thing, but research shows that adolescents are more likely to take risks when they are with their peers than when they are alone. Even if your campus has moved all classes online, there are probably a significant number of students living in your community.

How can you help students socialize more safely in the midst of the COVID-19 pandemic? The Gordie Center has created a series of harm reduction Instagram posts and infographics that meet students where they are to help them protect the things they value.

**Download them today!**



**DRINKING ALCOHOL  
DOES NOT  
KILL COVID-19**

**SHARING CUPS  
IS RISKY**

 [gordie.org](http://gordie.org)

