I solemnly swear…

Best Practices in Behavioral Pledges

Holly Deering
Aditya Narayan
University of Virginia – Gordie Center
How can a pledge drive decrease celebratory drinking?
What is celebratory drinking?
What does celebratory drinking look like?
What are the stages of change?

• The pace of change is variable

• Knowledge alone usually doesn’t lead to change
What exactly is a behavioral pledge?
Pledge campaigns!

Work Hard, Play Smart

Make a game plan for a safe spring break!

Sign ADAPT's pledge to get FREE prizes!

Monday February 16th from 6:30-8:30 PM
Clen 467 (Near Creased Dice)
Free chicken sliders, cocktails, and prizes

Be a Superhero this Halloween!

Look out for your friends
Sign the pledge saying you’ll intervene if you see a problem situation
Know your resources so you can help
Pledge language

What specifically is your pledge trying to achieve?

How can your language help you to reach that goal?
I recognize that alcohol misuse can cause serious harm, and in some cases, death. Today, I will join others by pledging to:

1. Learn the PUBS symptoms of alcohol overdose and teach my friends
2. Always use PUBS to assess friends who have too much to drink
3. Call 911 if I see even one PUBS symptom

Learn the PUBS signs of alcohol overdose, and commit to being an active bystander. Pledge to check for the PUBS signs of overdose and call for help if you see even one.

Save a Life. Make the Call.

Alcohol overdose can have any ONE of these four PUBS symptoms:

- **U**nresponsive (to pinching)
- **B**reathing (irregular)
- **P**uking (while passed out)
- **S**kin (cold or blue)

*Unsure? Call Poison Control 1-800-222-1222
Call 911
GORDIE Pledge to Check
https://gordie.org/pledge

Be a voice for someone who may not have one.

Sign the Pledge

I recognize that alcohol can cause serious harm, even death, as a result of over consumption.

Today, I join others by pledging to:

- **Check** for the signs of alcohol overdose
- **Call 911** for help if I see even just one PUBS symptom
- **Encourage** others to do the same in their organizations, schools, and communities

Your Name *
[

School / Organization *
[

City / State
[

Submit
Halloween Safety Pledge:
On my honor as a UVA student-athlete, I pledge to take care of myself and others this Halloween by:

- Practicing safer drinking habits if I choose to drink through:
  - Alternating drinks with water or other non-alcoholic beverages
  - Avoiding “punches” and other drinks I did not make myself
- Being an active bystander by intervening or getting help in problem situations
- Knowing the PUBS symptoms of overdose and calling 911 if I see even one of those symptoms
- Using the buddy system and helping my friends get home safely
Incentives!

Swag –
Goodies -
Carrot on a stick –
Motivation –
Bait –
Temptation –
Catalyst
MAKE YOUR GAME PLAN

- Carry an ID
- Stay with friends
- Be aware of your surroundings
- Eat before and while drinking
- Set a drink limit and stick to it

UVA Safe Ride
(434)-242-1122
Charge-a Ride (Yellow Cab)
(434) 295-4131

Student-Athlete Mentor
Events surrounding the pledge campaign

FROM ALCOHOLIC AT 18 TO LAWNIE TO UVA PROFESSOR
A RECOVERY JOURNEY

After an arrest, landing in the hospital, and desperation as an alcoholic, C.C. began the journey to recovery during her first year at UVA. Learn what happened to help her get sober, how friends supported her, and the hope of life in recovery through college and beyond.

WEDNESDAY, NOVEMBER 1 | 7:00 - 8:00 PM | NEWCOMB BALLROOM
SATISFIES FOA REQUIREMENTS

GAMENIGHT

HOSTED BY THE STUDENT-ATHLETE MENTORS (SAM)
COMPLETE AND HAVE FUN PLAYING DIFFERENT SPORTS AND INTERACTING WITH OTHER UVA STUDENT-ATHLETES. PICK UP YOUR FREE POPCORN!

WHAT IS A SAM?
SAMs serve as a mentor to foster resilience and peer support within athletes.

SAMs strive to:
- Be an effective leader
- Make an impact in the lives of their athletes
- Provide social and professional development
- Offer guidance and mentorship for problems
- Promote a positive campus environment

TO BECOME A PART OF THE SAM PROGRAM CONTACT:
Kari Barta, SAM Coordinator 434-924-2647 | kbarta@virginia.edu

GORDIE CENTER
Pledge Implementation – Best Practices

- Personal Pledging! In-person pledging allows for conversations and personal engagement
- Pledge in pairs: Joint pledging with family/friends creates accountability
- Collect contacts
- Decorative Displays
- Renew and Restart – Remind pledgers they may slip up and but that is ok!
Be Prepared

- Have a schedule
- Know where you need to be and when + who needs to be there + who needs to be contacted
- Do you have rain locations?
- If you have supplies you need to bring, be sure to know how to transport them (cars help!) and be there early. Invest in trolleys especially if you have to transport t-shirts or large boxes of supplies.
- Keep up constant communication and have printed instruction sheets
Remember! Small steps can make a difference!