BE SMART. BUDDY UP.

THE JBS ANNUAL REPORT 2014
A LETTER FROM VICE PROVOST FOR STUDENT AFFAIRS, DR. TAMMARA DURHAM

As the Vice Provost for Student Affairs at the University of Kansas, I am proud to support the Jayhawk Buddy System. The “Buddy System” is a positive, creative and respectful approach to addressing issues related to safety and self-protection. It treats students as the most valuable asset of this institution.

The Buddy System is unique in that the program receives support from a major beer distributor, several bar owners, local and University Law Enforcement.

The Jayhawk Buddy System encourages students’ behavior in a respectful, no-nonsense, and often humorous way consciously avoiding scare tactics or guilt. We have smart students at KU. Our job is to teach them how to make decisions that are in their long-term interest and contribute to the community in which they live.

Using direct and realistic messages communicated through the Jayhawk Buddy System, t-shirts, tweets (@KUJBS), and webpage (Buddy.ku.edu), the Buddy System treats students like the competent and intelligent adults they are. The Twitter account allows the Buddy System to literally be in the pockets of followers when decisions that have a direct impact on safety and well-being are made.

The “Buddy System” recognizes that students, like most of us, want to have as much fun as possible while fulfilling their commitments to school and work. Students are taught there is a direct and positive relationship between safe behavior and fun. Simply put, the more safely students celebrate, the longer fun lasts.

Finally, the Jayhawk Buddy System encourages students to do what Jayhawks do, which is, look out for each other. Students are encouraged to check on their buddies and intervene before situations get out of hand. Jayhawks are encouraged to stay together and return home safely.

I hope you take time to learn more about the program and encourage fellow Jayhawks to follow.

Rock Chalk!
WHO WE ARE

Whether you are cheering on the Jayhawks at a game or celebrating a buddy’s birthday, the Jayhawk Buddy System can help you stay safe and avoid trouble.

Jayhawk Buddy System is a protective campaign designed to encourage decisions that maximize fun and safety. It is built on the longstanding tradition that Jayhawks care for one another. The campaign acknowledges that students are strongly influenced by social expectations, the environment and their personal values.

The vast majority of students generally make appropriate choices. The Jayhawk Buddy System capitalizes on the fact that Jayhawks care about each other.

The intent of the Jayhawk Buddy System is to empower Buddies to take action to intervene BEFORE trouble arises and support decisions that enhance fun and safety.

REMEMBER TO ACT

Taking action is a huge part of being a good Jayhawk Buddy. Just remember ACT when going out:

A gree to stay with your buddy
C heck in with your buddy regularly
T ake charge to return home together
WHAT WE DO

PROVIDE FREE PROMOTIONAL ITEMS TO STUDENTS AND ENCOURAGE FOLLOWERS ON TWITTER.

Promotional items are distributed during high incident times of the year:

1. A poster featuring KU’s three best football players was included in the student newspaper and available at athletic events during football season.

2. A poster featuring senior stars on the basketball team were included in the student newspaper for both the sweet 16 and Final Four weekends.

3. Pizzas were provided in the residence halls during Spring 2014 Finals Week at 2am (in order to encourage students to return to their residence before final call at local bars).

4. A Jayhawk Buddy System Twitter account (@KUJBS) was created to “be in the pockets of students” when decisions about drinking were being made.

5. Countdown to Kickoff Tweets (Football) and Tipoff (Basketball) were sent before and after each game.

6. Posters featuring the Jayhawk Buddy System were placed in residence halls near elevators and exits.

7. JBS post cards were sent to students by their Resident Assistants just prior to Spring Break.

8. Camelbak water bottles with the JBS logo were distributed just prior to Spring Break encouraging students to stay hydrated.
OUR TWITTER FEED

**KUJB TWEETS**

**DRINKING BUDDIES. IT’S THE WEEKEND. BE SMART. STAY W/ YOUR BUDDIES. DOUBLE FIST W/H2O. USE A DD TO GET HOME SAFELY.**

**THREE THINGS TO REMEMBER TONIGHT:**
1. STAY TOGETHER;
2. STAY TOGETHER;
3. STAY TOGETHER. USE@KUSAFEBUS, #JBSWIZDOM

**OBSERVING “THIRSTY THURSDAY” AT UNION PULSE IN STRONG HALL. BE SMART. BUDDY UP.**

**HELP YOUR BUDDY WHEN HE ACTS LIKE AN ASS. ONLY 7 CLASS DAYS LEFT. FOCUS ON SCHOOLWORK #FINISHSTRONG #NOTIMETOWASTE**

**OBSERVING “THIRSTY THURSDAY” AT UNION PULSE IN STRONG HALL. BE SMART. BUDDY UP.**

**DO YOU KNOW WHAT DAY IT IS? REMEMBER WHAT HAPPENED ON THE HUMP DAY BEFORE SPRING BREAK. PAY ATTENTION #JBSPROMOTION**
**KUJBS, HOW EFFECTIVE ARE WE?**

**EFFECTIVENESS**

**2013 HALLOWEEN SURVEY**

**A BUDDY HELPED ME STAY SAFE**

**WHEN I HAD THE OPPORTUNITY, I ENCOURAGED...**

**I WAS REMINDED OF JBS BY...**

**DATA HIGHLIGHTS:**

1. Students make sure they are with a Buddy **MOST OF THE TIME**
   - Under 21 less likely to stay with a Buddy compared to those over 21.

2. Students report that since the start of school they have had 2 opportunities to keep a Buddy safe.
   - Students report acting on both opportunities to keep a Buddy safe
   - 32% of students said the opportunity to keep someone safe “never came up”

3. Best sources of advertisement are:
   - T-shirts (1)
   - Poster in housing (2)
   - Over 21 less likely to cite t-shirts and poster
   & more likely to cite UKD ad

4. Most frequent safe behaviors included:
   - Going home earlier than usual (1)
   - SafeBus (2); under 21 more likely to use

**METHOD**

6-item questionnaire: Distributed Oct. 30th & 31st, Strong Hall (due to rain). Free t-shirts to participants, Twitter reminders

**DEMOGRAPHICS**

N=460 students (50% males)
<21 = 357
>21 = 35
EFFECTIVENESS

PIZZA ON STOP DAY EVE 2014

IF PIZZA WERE NOT HERE, WHERE WOULD YOU BE?

IF PIZZA WERE NOT HERE, WOULD YOU BE DRINKING?

DID YOU COME BACK TO THE HALL WITH A BUDDY?

EFFECTIVENESS

Most students would be in their residence hall room or friends’ room if not for the pizza
— 22% would be at a bar or house party
— Students from Ellsworth and Hashinger more likely to say they would be at a bar or party if not for the pizza

30% of students said they would still be drinking if not for the pizza
— Students from Ellsworth more likely to report they would be drinking than other halls

1/3 of students said they came home earlier because of the pizza
— Lewis and Templin LEAST likely to say they came home earlier because of the pizza

Approximately 3/4 of students said they returned to the hall with a buddy
— Males more likely to return with a buddy than females

DATA HIGHLIGHTS:

METHOD
5-item questionnaire: Distributed Thursday night before Spring Stop Day, McCollum, Lewis

DEMOGRAPHICS
N=460 students (50% males)
<21 = 357
>21 = 35
KUJBS, HOW EFFECTIVE ARE WE?

EFFECTIVENESS

INCIDENTS 2011—2013

TRENDS:
1. The number of incidents have increased since 2011
   — However, when repeat offenders are considered, the trend for incidents decreased since 2011
2. The number of repeat offenders has decreased since 2011
3. The number of medical transports have decreased since 2011

DATA HIGHLIGHTS:
1. Incidents are most likely to occur on Fridays
   — Other days of note are Saturdays & Thursdays
2. Incidents are most likely to occur in November
   — Other months of note are October, September, February, & January

METHOD
Alcohol incident and medical transport data provided by the Office of Student Conduct and KU Office of Public Safety

DEMOGRAPHICS
N = residence hall students
2011 = 4810 students
2012 = 4676 students
2013 = 4381 students

REPEAT OFFENDERS
Defined as students receiving more than one alcohol violation in the course of 1 year
JBS BY THE NUMBERS

OUR OUTREACH,
1,683 FOLLOWERS
JBS Twitter followers rose from 539 to 1250 by the end of FY2013. Currently, the account has 1683 followers. Most of the followers have well over 200 followers themselves, making the potential outreach substantial.

11,000 POSTERS
With the JBS logo were distributed throughout campus.

685 CAMELBACK
Water bottles were distributed to students who retweeted a JBS message.

1,200
Thirsty Thursday free drink coupons were distributed throughout the academic year to students wearing their JBS shirt on Thursday.

4,200 T-SHIRTS
4200 t-shirts were distributed to KU students through residence halls.

KUJBS
Pizzas were consumed during the Spring Finals residence hall campaign to encourage students to return to their residence before last call at the local bars on Stop Day Eve.

Watch our 2011 flashmob at the KU Basketball game! Go to youtube.com/watch?v=W_sET0J07KM to watch!
Based on the survey and trend analyses data assessments, the following improvements will be implemented FY2014:

1. Videos featuring examples of “Buddy Behavior” will be made by students will be posted on the Budd@KU.EDU website.

2. More residence hall posters will appear in strategic locales identified by staff from the res halls.

3. Partnership will occur with the Office of Student Conduct and the Health Education Resource Office to explore effective programming efforts designed to target students with 2 or more alcohol-related incidents.

4. “Last Call” pizza nights will be initiated in the residence halls on home football game Saturday nights to bring students back to campus earlier in the night, before “last call” at the local bars.

5. The JBS logo and twitter handle will be added to a promotional item (i.e., power phone bank chargers) to be distributed to twitter followers. The promotional campaign will be titled “Phone Buddy”.