

it takes  
less than  
u think



Fall 2015  
MSU  
Campaign  
Review



FOUNDATION FOR  
ADVANCING ALCOHOL  
RESPONSIBILITY.ORG







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# executive summary

## The LTUTMSU Story

In February of 2015, Mississippi State University's Health Promotion and Wellness Department reached out to Capstone Agency at The University of Alabama, expressing interest in implementing LessThanUThink at MSU. Grounded in rigorous formative research, utilizing digital and social media marketing techniques, and using humor to persuade students to moderate their consumption of alcohol, the LTUT campaign was developed by college students, for college students. Capstone Agency worked with JuLeigh Baker, Health and Wellness Educator for University Health Services and Ashley Fondren, Health and Wellness Educator focusing on drug and alcohol education/prevention and other faculty and staff at MSU to form the collaborative effort known as LTUTMSU. With successful implementations at schools across the country under its belt, LTUT made its way to MSU's campus in the fall of 2015 to inform Mississippi State students about the national issue of college-age binge drinking. A group of Mississippi State University students, including graduate students who work in the Health and Wellness Center on campus, became the face and voice of the LTUT campaign, proving to be instrumental in its successful implementation.

The LTUTMSU team hosted the following events to increase awareness of the LessThanUThink campaign and its message:

**LTUT pre-game tailgate MSU v. Louisiana Tech**  
**LTUT table at Health Hut**  
**LTUT pre-game tailgate MSU v. Kentucky**  
**LTUT Halloween Selfie Station**  
**LTUT Haunted Horse Park**  
**LTUT sorority social media challenge**  
**LTUT pre-game tailgate MSU v. Alabama**





**STATE**

**MISSISSIPPI STATE**

**UNIVERSITY™**





# communication plan

## AWARENESS OBJECTIVE

To increase awareness of the undesired results, situations and consequences associated with the overconsumption of alcohol among students at Mississippi State University by five percent by December 1, 2015.

**Strategy 1** Disseminate information about the negative social consequences of binge drinking at key locations around MSU's campus.

*Tactic 1* Strategically place posters that portray the LTUT message in high traffic areas on campus.

**Strategy 2** Use social media to raise awareness of the LTUT lifestyle and campaign initiatives.

*Tactic 1* Share pictures and information at special events for placement on primary LTUT social media accounts

**Strategy 3** Use on-campus events to increase awareness of the negative social consequences associated with binge drinking.

*Tactic 1* Create information tables in high traffic areas on campus to promote LTUT.

*Tactic 2* Host engaging on-campus events that promote LTUT.

## ATTITUDE OBJECTIVE

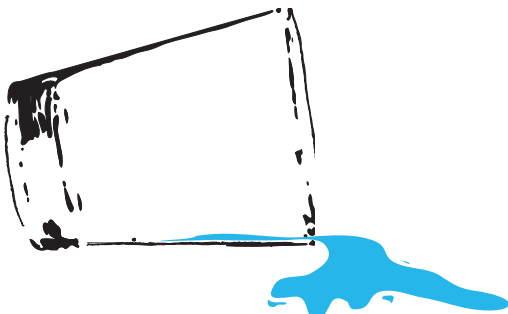
To increase the number of students at Mississippi State University who will associate the overconsumption of alcohol with negative social and physical consequences and consider monitoring their drinking habits by five percent by December 1, 2015.

**Strategy 1** Interact with students at on-campus events.

*Tactic 1* Engage in conversation with students about LTUT's message at each event.

*Tactic 2* Distribute promotional items that direct students to visit LTUT's website and social media platforms.

*Tactic 3* Encourage students to interact with LTUT by using the #LTUTMSU hashtag.





# special events



**LTUT Table at Health Hut:** LTUTMSU had an opportunity to inform students about healthy and balanced lifestyles with its own LTUT table at the Health Hut throughout the campaign. The Health Hut is often located on the Drill Field, a heavily trafficked area during the day. With its “Spin the Wheel” activity, students were invited to answer trivia questions and measure a volume of water they believed to be a standard drink unit of wine, beer or liquor. They then determined the amount they actually poured. This showed students that even if they want to “drink responsibly” while celebrating a night out, they may not have had the knowledge to do so.



**LTUT Halloween Selfie Station Event:** The LTUT drinking campaign hosted a “Halloween Selfie Station” on October 29. The event took place outside of Mississippi State’s Perry Cafeteria. Members of the LTUT team distributed free t-shirts to students who took a selfie at the booth and posted it on Twitter using #LTUTMSU. The t-shirts said “you think U look hot in your Halloween costume ...And you did. Three drinks ago.”







**LTUT Haunted Horse Park:** On October 29, Mississippi State's Residence Hall Association hosted its fourth annual Haunted Horse Park and this year, LTUT decided to join in the fun. Tour guides took students and members of the community through the scenes. Admission was \$5 per person and all proceeds benefited Starkville, Mississippi area charities. LTUT came to hand out SWAG and chat.



LTUTMSU team members encouraged students to join the conversation about binge drinking and handed out more “you think U look hot” halloween shirts, LTUT cowbells and gift bags.

Ruben and Randi-Kathryn, LTUTMSU team members, man the Haunted Horse Park Selfie Station.





Halloween-themed LTUT shirt and poster on display at the Haunted Horse Park Selfie Station.

# special events

**LTUT pre-game tailgate event:** As one of the reoccurring events of the campaign, LTUTMSU arranged a LTUT pre-game tailgate before home football games during the campaign. The tailgate occurred on Friday afternoons and reached students who were stationed at The Junction, snagging the best possible tailgate spot for the game. Giving away LTUT sunglasses and stickers that focused on the rivalry with each opposing team, LTUT members could involve students and fans with the LTUT message.



**LTUT sorority Twitter competition:** Sorority members at Mississippi State University were encouraged to participate in the LTUT sorority Twitter challenge in which they were asked to retweet an LTUT graphic. The winner of the competition was Chi Omega and received a prize from the LTUTMSU team.

<p><b>LessThanUThink</b> @LTUThink · 6 Nov 2015 Keep retweeting, contest ends Wednesday! It Takes Less Than U Think to be a good Greek! #LTUThink #LTUTMSU</p> <p><b>LessThanUThink</b> @LTUThink · 5 Nov 2015 We've extended the sorority retweet competition until next Wednesday! Spread the word! #LTUTMSU</p> <p><b>LessThanUThink</b> @LTUThink · 5 Nov 2015 It takes Less Than U Think to be a good Greek! Remember to vote for your house! #LTUTMSU</p>	<p><b>LessThanUThink</b> @LTUThink · 5 Nov 2015 Retweet for: It takes Less Than U Think to be a good Delta Delta Delta Sister #LTUTMSU</p> 	<p><b>LessThanUThink</b> @LTUThink · 11 Nov 2015 It takes Less Than U Think to be a good Chi O Sister! Congrats to @ChiOmega_MSU for winning our contest! #LTUTMSU</p> 
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# social media

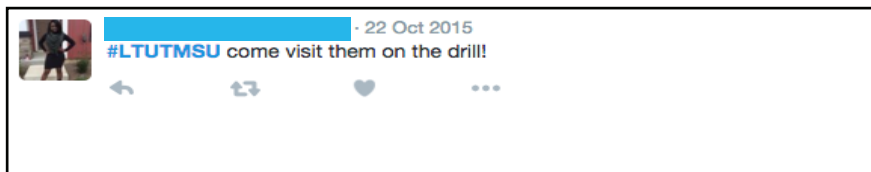
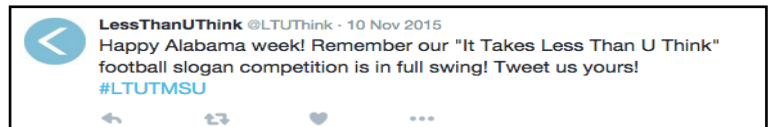
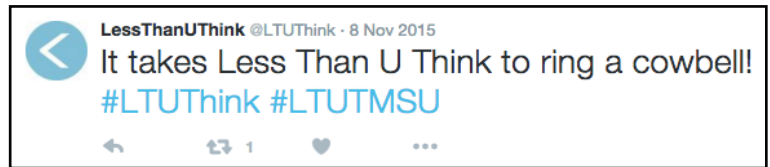
LessThanUThink TWITTER  
[www.twitter.com/ltuthink](http://www.twitter.com/ltuthink)

## Purpose

The LTUT team primarily used LessThanUThink's Twitter page to promote awareness of the campaign on Mississippi State University's campus and to encourage students to attend LTUTMSU events. Mississippi State students were encouraged to follow the LessThanUThink Twitter account via the social media cards the LTUTMSU team handed out at events. The team also tweeted relevant information about the campaign and interesting facts that would reach the target audience to inform them on the dangers of overconsumption. Tweets featured #LTUTMSU to eliminate confusion with #LTUTUA tweets for The University of Alabama's campus.

## Posts

Below are examples of tweets posted to @LTUThink to promote interaction and engagement on MSU's campus.





# facebook



## LessThanUThink FACEBOOK

[www.facebook.com/lessthanuthink](http://www.facebook.com/lessthanuthink)

### Purpose

The LTUT team used the LessThanUThink Facebook page to archive the events hosted throughout LTUTMSU. Albums included pictures from events held on MSU's campus, helping to highlight the LTUT's team work at MSU. Mississippi State students were encouraged to "like" the LessThanUThink Facebook page via the social media cards the LTUTMSU team handed out at events. The team was also encouraged to "like," "share" and comment on the photos to spread the word about LTUT's message at MSU.

### Posts

Below are examples of posts from the LTUT Facebook page.

 **LessThanUThink** added a post from October 30, 2015 to their timeline.  
October 30, 2015 · 🌐 · 📷


Representatives of the LessThanUThink (LTUT) anti-binge drinking campaign will be available to speak with members of the campus and surrounding communities while they wait in line to enter the MSU Residence Hall Association's Haunted Horse Park at the Mississippi Horse Park in Starkville.

 **LessThanUThink** added a post from October 29, 2015 to their timeline.  
October 29, 2015 · 🌐 · 📷

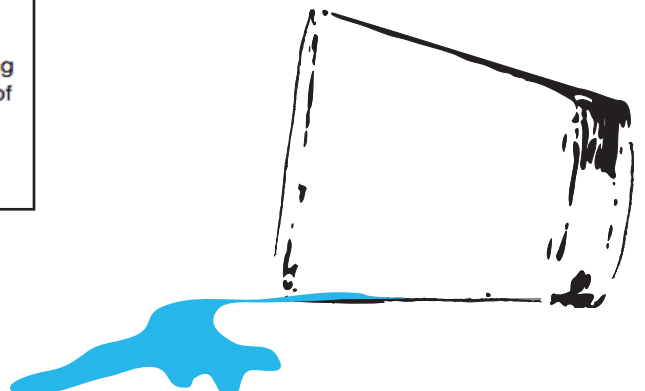

#LTUTMSU is hosting a "Selfie Station" in celebration of Halloween and to promote safe drinking habits! It will be located outside of Mississippi State's Perry Cafeteria. The members of the LTUT team will be distributing free t-shirts to students who take a selfie at the booth and post it on Twitter using #LTUTMSU

 **LessThanUThink** added a post from November 13, 2015 to their timeline.  
November 13, 2015 · 🌐 · 📷

Mississippi State's Department of Health Promotion and Wellness is hosting a pregame tailgate #LessThanUThink style! Come out to the lawn in front of Moe's Southwest Grill and pick up some free swag, including cowbells, posters and sunglasses.

 **LessThanUThink** added 28 new photos from October 29, 2015 to the album: LTUT Mississippi State Haunted Horse Park.  
October 29, 2015 · 🌐 · 📷

LTUT team members worked along side Mississippi State's Residence Hall Association and hosted a Halloween Selfie Station table during the fourth annual Haunted Horse Park.





# instagram

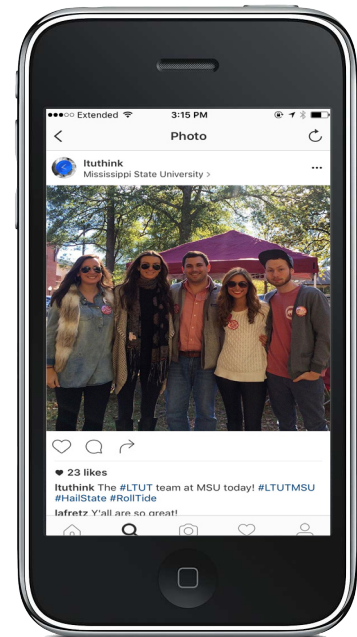
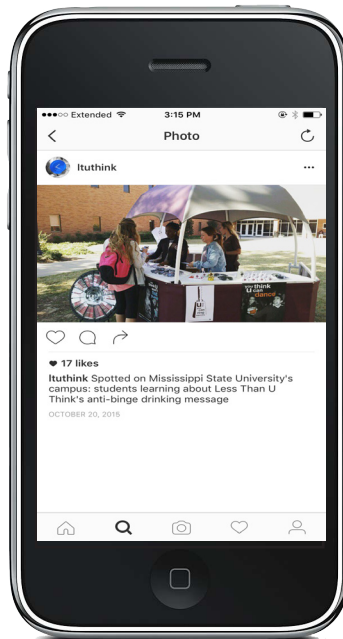
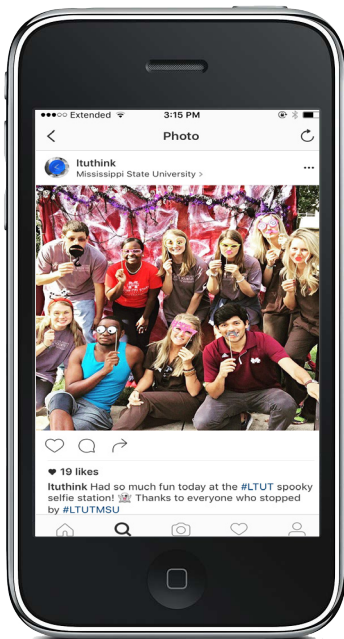
LessThanUThink INSTAGRAM  
[www.Instagram.com/LTUThink](http://www.Instagram.com/LTUThink)

## Purpose

The LTUT team created a LessThanUThink Instagram account in order to showcase pictures of MSU students involved with LTUT events on campus. Sharing photos from the events allowed the event's message to meet students online as well as in person. The account was also used to showcase LTUT designs. Mississippi State students were encouraged to follow the LessThanUThink Instagram account via the social media cards the LTUTMSU team handed out at events. Instagram helped generate a following for the campaign by allowing any MSU student to "follow" or "like" pictures taken from the various events during the campaign period.

## Posts

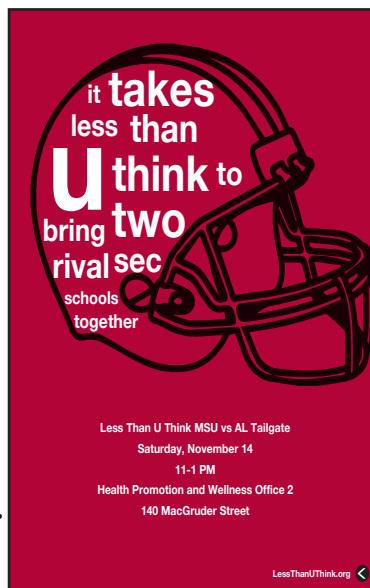
Below are examples of pictures posted to the LTUT Instagram to promote interaction and engagement on MSU's campus.







# designs

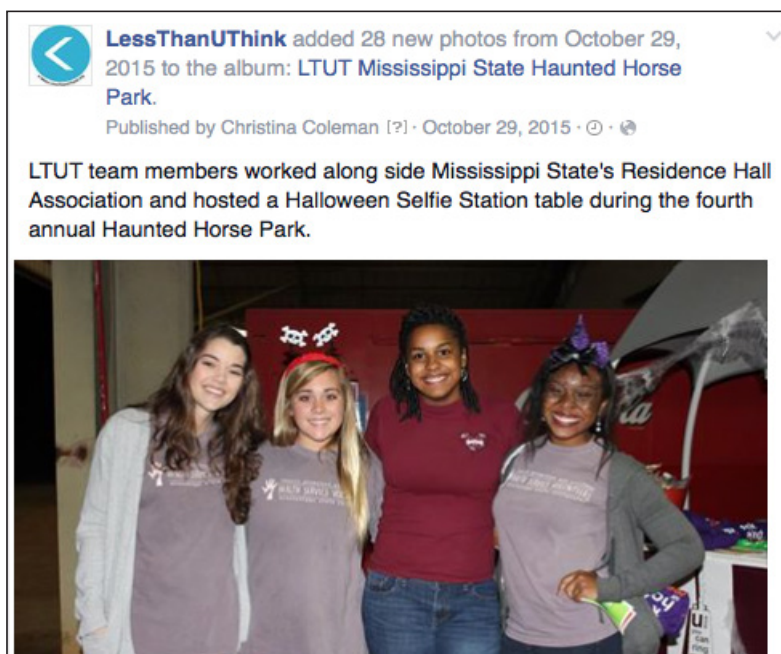


## Top Performing Posts

This post was the **highest reaching** of all posts during the campaign, reaching a total of **223 people**. Its success is likely due to it being at the beginning of the campaign, which drove higher interest, along with having MSU tagged and announcing the kickoff event, which took place that same day.



This post reached **86 people**, making it the second highest reaching post of the campaign. It includes pictures from the Haunted Horse Park Halloween Selfie Station event and features students with the SWAG given away by LTUT staff. Posts with a variety of different people encouraged more tagging and “liking”, thus allowing more people to see the post.





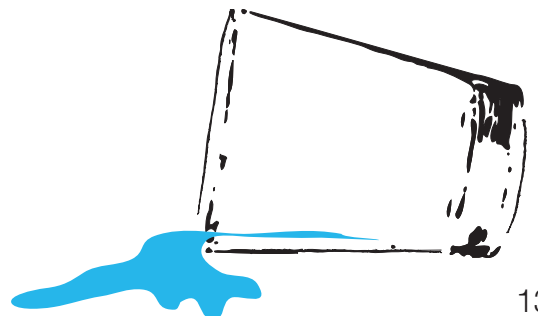
### Top Media Tweet

This media post was the highest reaching of all posts in the month of October with **2,121** total impressions. This was during the beginning of the campaign and at one of the first events on Mississippi State's campus.



### Impressions

This tweet earned over **10.2K** impressions. During the month of November the LTUT Twitter account made **71.9K** impressions and had **4,900** profile visits with **57** new followers.



## Top Instagram Post

This Instagram post was the highest reaching of all posts throughout the campaign with a total of **19** likes. It was during the #LTUT Spooky Selfie Station. During the implementation of LessThanUThink at Mississippi State, the team utilized the hashtag #LTUTMSU to follow and social media posts that were made on MSU's campus like the next image posted by MSU Health Promotions Instagram account.





Part of the LessThanUThink (LTUT) initiative is to garner media coverage. The goal of LTUT is not only to improve the lifestyle choices students make about drinking but to also inform the public of the negative consequences of binge drinking. The team worked together to garner media coverage at local Mississippi newspapers and school media outlets.

## LessThanUThink "Selfie Station"

**Thursday, October 29, 2015 -  
10:00 am to 2:00 pm**

The LessThanUThink (LTUT) anti-binge drinking campaign will have a "Selfie Station" located outside of Mississippi State's Perry Cafeteria. Members of the LTUT team will be on hand to distribute free t-shirts to students who take a selfie at the booth and post it on Twitter using #LTUTMSU. The t-shirts will say "you think U look hot in your Halloween costume...And you did. Three drinks ago." Mississippi State is the seventh school to implement this student-designed campaign, which will run through Nov. 14. Seeking to educate students on how to make smarter decisions related to alcohol consumption, the campaign was created in 2009 by the Tuscaloosa-based award-winning National Student Advertising Competition Team. Soon after, it was taken over by Capstone Agency, a student-run integrated communications firm at The University of Alabama. For more information, visit [lessthanuthink.org](http://lessthanuthink.org), [facebook.com/LessThanUThink](https://www.facebook.com/LessThanUThink), [instagram.com/LTUTthink](https://www.instagram.com/LTUTthink), and [twitter.com/LTUTthink](https://twitter.com/LTUTthink).

Type  
Entertainment

Location  
Outside of Perry Cafeteria

Cost  
Free

Primary Sponsoring Organization  
LessThanUThink

Sponsoring Organization's Web Site  
<http://www.lessthanuthink.org>

Contact Name  
Shawna Bray

Contact Phone  
(630) 418-1833

Contact Email  
[Snbray@crimson.ua.edu](mailto:Snbray@crimson.ua.edu)

Additional Information  
You may also contact Lauren Williams, LessThanUThink media relations coordinator, at [Lewilliams12@crimson.ua.edu](mailto:Lewilliams12@crimson.ua.edu).



# LessThanUThink at Haunted Horse Park

**Thursday, October 29, 2015 - 7:00 pm to Friday, October 30, 2015 - 12:00 pm**

Representatives of the LessThanUThink (LTUT) anti-binge drinking campaign will be available to speak with members of the campus and surrounding communities while they wait in line to enter the MSU Residence Hall Association's Haunted Horse Park at the Mississippi Horse Park in Starkville. In addition to interacting with those in line, LTUT representatives will be distributing free t-shirts, cups and cowbells. Tour guides will take patrons through the scenes of the Haunted Horse Park. Admission is \$5. Proceeds benefit Starkville area charities. Kids hour is from 7-8 p.m.; 8 p.m.-midnight, lights out. Mississippi State is the seventh school to implement the student-designed LessThanUThink campaign, which will run through Nov. 14. Seeking to educate students on how to make smarter decisions related to alcohol consumption, the campaign was created in 2009 by the Tuscaloosa-based award-winning National Student Advertising Competition Team. Soon after, it was taken over by Capstone Agency, a student-run integrated communications firm at The University of Alabama. For more information, visit [lessthanuthink.org](http://lessthanuthink.org), [facebook.com/LessThanUThink](https://facebook.com/LessThanUThink), [instagram.com/LTUTthink](https://instagram.com/LTUTthink), and [twitter.com/LTUTthink](https://twitter.com/LTUTthink).

Type

Entertainment

Link

[https://twitter.com/RHA\\_MSU](https://twitter.com/RHA_MSU)

Location

Mississippi Horse Park, 869 E Poor House Rd,  
Starkville

Cost

Free (Haunted Horse Park admission is \$5).

Primary Sponsoring Organization

LessThanUThink

Sponsoring Organization's Web Site

<http://www.lessthanuthink.org>

Contact Name

Shawna Bray

Contact Phone

(630) 418-1833

Contact Email

[Snbray@crimson.ua.edu](mailto:Snbray@crimson.ua.edu)

Additional Information

You may also contact Lauren Williams, LessThanUThink media relations coordinator, at [Lewilliams12@crimson.ua.edu](mailto:Lewilliams12@crimson.ua.edu).



The media coverage LTUT received at Mississippi State was based on short postings on the Mississippi State website. These posts gave general facts about LTUT and its events. Each post encouraged students to attend the events and seek more information about LTUT.

## #LessThanUThink Pregame Tailgate

**Friday, November 13, 2015 -  
10:00 am to 2:00 pm**

Mississippi State's Department of Health Promotion and Wellness is hosting a pregame tailgate #LessThanUThink style! Come out to the lawn in front of Moe's Southwest Grill and pick up some free swag, including cowbells, posters and sunglasses. Those who complete an evaluation or share #LTUT on social media will receive a free maroon long sleeve t-shirt. Mississippi State is the seventh school to implement the student-designed "Less Than U Think" campaign, which runs through Nov. 14. Seeking to educate students on how to make smarter decisions related to alcohol consumption, the campaign was created in 2009 by the Tuscaloosa-based award-winning National Student Advertising Competition Team. Soon after, it was taken over by Capstone Agency, a student-run integrated communications firm at The University of Alabama. For more information, visit [lessthanuthink.org](http://lessthanuthink.org), [facebook.com/LessThanUThink](https://facebook.com/LessThanUThink), [instagram.com/LTUTthink](https://instagram.com/LTUTthink) and [twitter.com/LTUTthink](https://twitter.com/LTUTthink).

Type  
Entertainment

Location  
Lawn in front of Moe's Southwest Grill

Cost  
Free

Primary Sponsoring Organization  
Department of Health Promotion and Wellness

Sponsoring Organization's Web Site  
<http://www.health.msstate.edu>

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# research overview

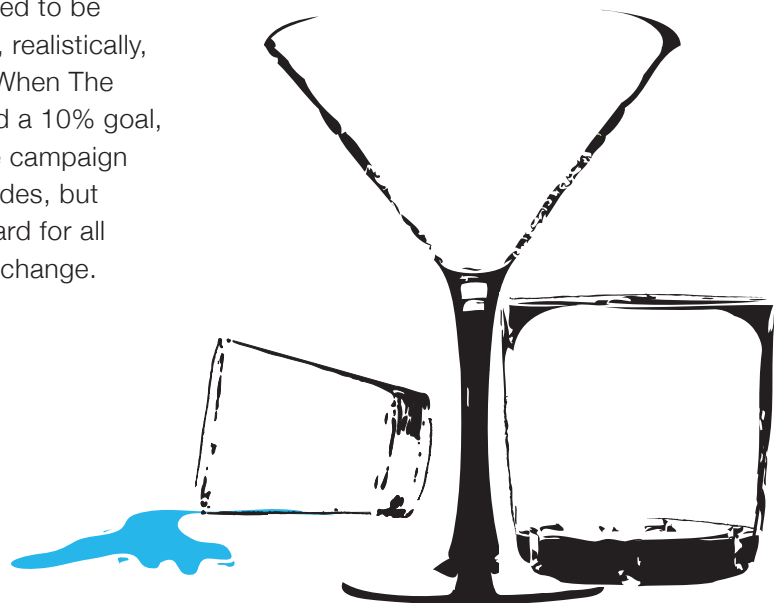
The LTUT campaign is designed to educate students on the definition of binge drinking as well as increase student awareness of the negative social consequences that result from engaging in the practice of binge drinking. In order to measure the attitude and beliefs about alcohol consumption, a sub-set of questions were taken from the Alcohol Expectancies Questionnaire-Adolescent (AEQ-A) instrument, the Monitoring the Future survey, and the National House-Hold Drug Use survey to develop the pre-test and post-test survey instrument. Specifically, questions 24 and 25 are considered by the research literature to be among the core standards for measuring beliefs and attitudes pertaining to alcohol use. It is recommended that these two questions be referenced as indicators in determining the outcomes of the campaign. Also, question 7 is a good reference to assess the outcomes related to negative social consequences.

The results for Mississippi State University signify that, overall, the goals of the campaign were successfully achieved. The response rate for the pre-test survey was 49.20% (n= 306) and the post-test response rate was 29.74% (n=185). There was a 0.99% decrease in the number of students, between the pre-test and the post-test results, who believe that when drinking alcohol, people do not feel in control of their behavior; they are apt to do something they do not want to do (survey question 7). It is important to note that the pre-test survey indicated that approximately 84% of students who participated in the pre-test survey already believed this statement to be true. Post-test survey results indicated a slight decrease, however approximately 83% of students still believed this to be true. The slight decrease may possibly be explained by the lower number of students in the post-test survey, as well as the existing strong pre-test results.

Survey question 24d indicated a positive shift in the students' attitudes and beliefs related to the practice of binge drinking with a 7.66% increase in the number of students who disapprove of having 5 or more drinks once or twice every weekend. Additionally, there was a 4.64% decrease in the number of students who don't disapprove (i.e. approve) of having 5 or more drinks once or twice every weekend (question 24d) and a 7.05% increase in the students who disapprove of having one or two drinks a day (question 24b). Lastly, there was approximately a 1.16% increase in students who believe there is a great risk in harming themselves from consuming five or more drinks once or twice each weekend demonstrating a shift in the belief that they are at an increased risk of harm when engaging in the practice of binge drinking (survey question 25d).

The measurement levels for each objective were selected to be 5% based on previous campaign implementations and, realistically, what could be expected over a four week campaign. When The University of Alabama implemented its campaign, it had a 10% goal, but the campaign lasted an additional two weeks. The campaign made a positive movement in the awareness and attitudes, but did not reach the 10% goal consistently across the board for all metrics. This goal was set as a realistic measurement change.

(See Appendix for complete results)





**you think**  
**U can't combat**  
**binge drinking**  
**on your campus**

And you couldn't.  
Without these people.



It takes [LessThanUThink.org](http://LessThanUThink.org) <



thank  
you



### **Mississippi State University Health Promotion and Wellness Department**

JuLeigh Baker, Health and Wellness Educator

Ashley Fondren, Health and Wellness Educator focusing on Drug and Alcohol Prevention  
and Education

### **LTUT Student Leadership Team**

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Talia Cisse

JoJo Dodd

Shabaz Brown

Tori Wilson

Hunt Walne

Emily Ann Kirkland

EK Hutto

Chelsea Ladner

Taylor East

Keisha Taylor

Sarah Brister

Kayla Fernandez

Jonnese Goings



### **Faculty/Staff and Administration**

Dante Hill, Associate Director, Resident Housing Association  
Cedric Gathings, Assistant Dean & Director, Holmes Cultural Diversity Center  
John Michael Vanhorn, Assistant Director, Fraternity & Sorority Life  
Harriet Laird, Media Relations  
Jackie Mullen, Director, Center for Student Activities, MSU Activities/Big Dawgs  
Nick Gordon, Student Services Coordinator, Dean of Students  
Ken Holbrook, Sergeant, MSU Police Department

### **Professors who participated in Campaign Research**

Chelsey Vincent  
Kathy Prater  
Courtney Swan  
Teresa McDowell  
Christa King  
Leah Pylate  
Angel Golson

**Thank you to Mississippi State University  
Health Promotion and Wellness Department  
LTUT Leadership Team**

# appendix

**1 glass of wine**  
= 5oz

**1 shot**  
= 1.5oz.

**1 bottle of beer**  
= 12oz

**1 mixed drink**  
= 1.5oz

**You think u  
know how  
much you're  
drinking...**

It takes [LessThanUThink.org](http://LessThanUThink.org) ◀



# pre-post research



## RESEARCH OVERVIEW

Pre- and post-campaign research was conducted to highlight the effectiveness of the implementation.

### QUANTITATIVE DATA COLLECTION

1. People are more apt to break and destroy things when they are drinking alcohol.

	Pre-test	Post-test
True	91.59%	94.24%
False	8.41%	5.76%

2. People become harder to get along with after they have a few drinks of alcohol.

	Pre-test	Post-test
True	57.28%	61.26%
False	42.72%	38.74%

3. Drinking alcohol makes a bad impression on others.

	Pre-test	Post-test
True	55.19%	47.64%
False	44.81%	52.36%

4. Parties are not as much fun if people are drinking alcohol.

	Pre-test	Post-test
True	25.73%	27.75%
False	74.27%	72.25%

5. Drinking alcohol makes people more friendly.

	Pre-test	Post-test
True	62.34%	67.02%
False	37.66%	32.98%

6. When drinking alcohol, people are more apt to insult and make fun of others.

	Pre-test	Post-test
True	82.47%	85.86%
False	17.53%	14.14%



7. When drinking alcohol, people do not feel in control of their behavior; they are apt to do something they do not want to do.

	Pre-test	Post-test
True	83.71%	82.72%
False	16.29%	17.28%

8. Drinking alcohol is O.K. because it allows people to join in with others who are having fun.

	Pre-test	Post-test
True	34.42%	37.17%
False	65.58%	62.83%

9. People drink alcohol because it gives them a neat, thrilling, high feeling.

	Pre-test	Post-test
True	73.05%	71.73%
False	26.95%	28.27%

10. Alcohol increase arousal; it makes people feel stronger and more powerful.

	Pre-test	Post-test
True	77.27%	82.02%
False	22.73%	17.08%



11. After a few alcoholic drinks, people are less aware of what is going on around them.

	Pre-test	Post-test
True	93.49%	93.72%
False	6.51%	6.28%

12. When drinking alcohol, people are more apt to be taken advantage of by others.

	Pre-test	Post-test
True	94.46%	94.21%
False	5.54%	5.79%

13. People act like better friends after a few drinks of alcohol.

	Pre-test	Post-test
True	54.55%	54.21%
False	45.45%	45.79%

14. Most alcohol tastes terrible.

	Pre-test	Post-test
True	58.77%	60.53%
False	41.23%	39.47%

15. People do stupid, strange, or silly things when they drink alcohol.

	Pre-test	Post-test
True	96.74%	96.83%
False	3.26%	3.17%

16. Having a few drinks of alcohol is a nice way to enjoy the holidays.

	Pre-test	Post-test
True	61.56%	71.73%
False	38.44%	28.27%



17. It's fun to watch others act silly when they are drinking alcohol.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	60.71%	58.64%
<b>False</b>	39.29%	41.36%

18. People often have trouble remembering what they did while they were drinking alcohol.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	87.01%	82.63%
<b>False</b>	12.99%	17.37%

19. Alcoholic beverages make parties more fun.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	56.31%	50.26%
<b>False</b>	43.69%	49.74%

20. After drinking alcohol, a person may lose control and run into things.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	96.12%	94.12%
<b>False</b>	3.88%	5.88%

21. Drinking alcohol allows people to be in any mood they want to be.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	44.48%	47.09%
<b>False</b>	55.52%	52.91%

22. People become loud and noisy when they drink.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	93.18%	92.63%
<b>False</b>	6.82%	7.37%





23. People get in better moods after a few drinks of alcohol.

	<b>Pre-test</b>	<b>Post-test</b>
<b>True</b>	61.17%	58.42%
<b>False</b>	38.83%	41.58%

24. Do you disapprove of people (who are 18 or older) doing each of the following?

a. Trying one or two drinks of an alcoholic beverages (beer, wine, liquor)

	<b>Pre-test</b>	<b>Post-test</b>
<b>Don't Disapprove</b>	79.61%	77.54%
<b>Disapprove</b>	14.80%	17.65%
<b>Strongly Disapprove</b>	5.59%	4.81%

b. Taking one or two drinks nearly every day.

	<b>Pre-test</b>	<b>Post-test</b>
<b>Don't Disapprove</b>	17.11%	18.72%
<b>Disapprove</b>	48.03%	55.08%
<b>Strongly Disapprove</b>	34.87%	26.20%

c. Taking four or five drinks nearly every day.

	<b>Pre-test</b>	<b>Post-test</b>
<b>Don't Disapprove</b>	5.26%	4.35%
<b>Disapprove</b>	18.75%	22.28%
<b>Strongly Disapprove</b>	75.99%	73.37%

d. Having five or more drinks once or twice every weekend.

	<b>Pre-test</b>	<b>Post-test</b>
<b>Don't Disapprove</b>	27.63%	22.99%
<b>Disapprove</b>	27.63%	35.29%
<b>Strongly Disapprove</b>	44.74%	41.71%



25. How much do you think people risk harming themselves (physically or in other ways), If they  
a. Try one or two drinks of an alcoholic beverage (beer, wine, liquor)

	Pre-test	Post-test
No risk	42.48%	43.85%
Slight Risk	48.69%	40.64%
Moderate Risk	6.21%	7.49%
Great Risk	2.61%	8.02%

- b. Take one or two drinks nearly every day

	Pre-test	Post-test
No risk	8.17%	8.02%
Slight Risk	29.08%	39.04%
Moderate Risk	48.69%	36.90%
Great Risk	14.05%	16.04%

- c. Take four or five drinks nearly every day

	Pre-test	Post-test
No risk	0.98%	0.00%
Slight Risk	3.92%	6.45%
Moderate Risk	26.47%	29.03%
Great Risk	68.63%	64.52%

- d. Have five or more drinks once or twice each weekend

	Pre-test	Post-test
No risk	2.29%	2.67%
Slight Risk	15.36%	13.37%
Moderate Risk	28.43%	28.88%
Great Risk	53.92%	55.08%

26. Which of the following correctly defines binge drinking?

- a. Consumption of three or four drinks in a one hour period

Pre-Test	Post-Test
26.14%	24.60%



**b. Consumption of four or five drinks in a two hour period**

<b>Pre-Test</b>	<b>Post-Test</b>
12.75%	23.53%

**c. Consumption of five or six drinks in a one hour period**

<b>Pre-Test</b>	<b>Post-Test</b>
53.59%	47.59%

**d. Consumption of seven or nine drinks in a four hour period**

<b>Pre-Test</b>	<b>Post-Test</b>
7.52%	4.28%

**27. Are you familiar with the LessThanUThink Campaign?**

	<b>Pre-Test</b>	<b>Post-Test</b>
<b>Yes</b>	17.43%	41.40%
<b>No</b>	82.57%	56.60%

**28. Compared to other anti-binge drinking campaigns, how effective was the LessThanUThink campaign?**

	<b>Pre-test</b>	<b>Post-test</b>
<b>Very Effective/ Effective</b>	44.00%	52.18%
<b>About the Same</b>	41.67%	33.70%
<b>Not Effective</b>	14.33%	14.13%

**29. I am more likely to think about the negative social consequences of binge drinking as a result of the LessThanUThink campaign?**

	<b>Pre-test</b>	<b>Post-test</b>
<b>Strongly Agree/ Agree</b>	36.88%	49.19%
<b>Neutral</b>	51.50%	41.08%
<b>Strongly Disagree/ Dis-agree</b>	11.63%	9.72%

**30. I am more familiar with the definition of binge drinking as a result of the LessThanUThink campaign.**

	<b>Pre-test</b>	<b>Post-test</b>
<b>Strongly Agree/Agree</b>	35.43%	48.65%
<b>Neutral</b>	46.36%	36.22%
<b>Strongly Disagree/Dis-agree</b>	18.21%	15.13%



31. How do you usually describe yourself?

	Pre-test	Post-test
White	56.62%	58.07%
Black or African American	35.10%	35.87%
Hispanic or Latino/a	18.21%	15.13%
Asian or Pacific Islander	0.99%	0.54%
American Indian / Alaskan Native or Native Hawaiian	0.66%	0.00%
Biracial or Multiracial	3.31%	2.17%
Other	1.32%	1.09%

32. What is your year in school?

	Pre-test	Post-test
1st Year	31.58%	21.74%
2nd Year	19.74%	17.93%
3rd Year	23.68%	30.43%
4th Year	16.78%	16.30%
5th Year	7.24%	10.87%
Graduate/Professional	0.33%	0.54%
Non-Degree Seeking/ Other	0.66%	2.17%

33. What is your gender?

	Pre-test	Post-test
Male	26.64%	25.54%
Female	73.36%	74.46%

34. Are you a member of a social fraternity or sorority? (e.g. National Interfraternity Conference, National Panhellenic Conference, National Pan-Hellenic Council, National Association of Latino Fraternity Organizations)

	Pre-test	Post-test
Yes	28.05%	32.24%
No	71.95%	61.76%



35. Within the last 12 months, have you participated in organized college athletics at any of the following levels?

Varsity?	Pre-Test	Post-Test
Yes	8.25%	8.19%
No	91.75%	91.81%

Club?	Pre-Test	Post-Test
Yes	9.06%	11.76%
No	90.94%	88.24%

Intramural?	Pre-Test	Post-Test
Yes	22.64%	27.12%
No	77.36%	72.88%

36. How old are you?

	Pre-test	Post-test
17	0.66%	0.00%
18	26.91%	16.67%
19	18.60%	20.00%
20	17.61%	23.33%
21	18.27%	20.00%
22	7.64%	11.67%
23	4.65%	3.32%
24-29	5.65%	5.00%

Question 36 Pre-Test N Value: 301 / Post-Test N Value: 180

# What is LessThanUThink?



background

LessThanUThink is a student-generated anti-binge drinking campaign created by advertising and public relations student at The University of Alabama and managed through the student-run firm, Capstone Agency.

## **THE CAMPAIGN FOCUSES ON COLLEGE CAMPUSES AND REACHES STUDENTS...**

- With humorous messages.
- By emphasizing the negative social consequences of binge drinking.

## **ORIGINAL FUNDING**

LTUT first received funding for a Fall 2010 campaign at The University of Alabama by The Foundation for Advancing Alcohol Responsibility (FAAR), formerly The Century Council. The campaign has since received funding for a statewide spring break 2012 implementation, which focused on major universities in Alabama, from both FAAR and the National Alcohol Beverage Control Association (NABCA) on behalf of the Alabama ABC Board.

## **INITIAL CAMPAIGN IMPLEMENTATION**

This six week campaign focused on a back to school initiative in fall during September through mid October at the University of Alabama.

## **THE CAMPAIGN WAS IMPLEMENTED THROUGH:**

- Social media (Twitter, Facebook, YouTube)
- LessThanUThink.org
- Media outlets (The Crimson White, WVUA)
- Promotional events

## **SURVEYS INDICATED THE FOLLOWING RESULTS:**

- Awareness of the definition of binge drinking increased from 7 percent to 29.5 percent
- 42.7 percent of students said they were aware of the definition of binge drinking as a direct result of LessThanUThink
- More than 70 percent of students were familiar with the LTUT campaign
- The 2010 LTUT campaign received 32 national, regional and local advertising and public relations awards.
- Due to the success of this phase of the campaign, the LTUT team received additional funding for further implementation.

*To keep discussion of LTUT going between the Fall 2010 and Spring 2012 implementation, the team carried the campaign through the 2011 football season. The football initiatives including the Rising Tide Tailgate, LTUT stickers and yellowhammers, and the #GetShaq2UA social media campaign.*

## **#GetShaq2UA CAMPAIGN**

- In 2011 Shaquille O'Neal partnered with FAAR to fight binge drinking. Shaq had recently completed film school and worked with college students across the country to produce public service announcements addressing binge drinking.
- On Oct. 19, the LTUT team launched a social media campaign "#GetShaq2UA" to convince Shaq to visit UA to film a PSA.
- After the 16-day guerilla marketing campaign, Shaq tweeted "@LTUThink --- I'm coming to 'Bama to tape the spot re:binge drinking but not til 2012. Will u wait 4 me?" on Nov. 2. The answer was "Yes!"
- Shaq kept his promise and visited UA on April 6, 2012 to shoot the PSA.
- The PSA was launched in Fall 2012.



### **SPRING BREAK CAMPAIGN**

- Due to the success of the 2010 campaign, FAAR and NABCA on behalf of the Alabama ABC Board granted an additional grant for the spring break 2012 campaign.
- The spring break 2012 campaign was implemented statewide at six universities in Alabama including; Alabama State University, Auburn University, The University of Alabama, The University of Alabama at Birmingham, The University of South Alabama and Troy University.
- The campaign kicked off on college campuses the week prior to spring break and continued during spring break on the Alabama Gulf Coast.
- The LTUT executive leadership team worked with ABC stores and members of the Responsible Vendors Program in Gulf Shores and Orange Beach, Ala. to promote the campaign.

### **BEYOND UA**

Capstone Agency has worked as a partner to bring LTUT to these locations since.

- 3 community colleges in Orange County, California (Fall 2012-Spring 2014)
- 1 campus and citywide in Buenos Aires, Argentina (Fall 2013)
- Sacred Heart University in Connecticut (Spring 2014, Fall 2015)
- 2 colleges in Cincinnati & citywide (Spring 2014)
- Mississippi State University (Fall 2015)

### **ADDITIONAL CAMPAIGN MESSAGING HAS BEEN SEEN AT:**

- The BCS National Championship (January 2013)
- SEC Men's and Women's Tournament (March 2013)

**It takes** [LessThanUThink.org](http://LessThanUThink.org) 

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