



2016-2017 PREVENTION EDUCATION STRATEGY

Pi Kappa Phi Fraternity uses a comprehensive approach to risk management education. With a menu of programs and initiatives, Pi Kappa Phi works to address the negative behaviors associated with alcohol and drug abuse, hazing, and sexual abuse and harassment. Through education, training, and mature adult guidance, we provide the tools to help students make good choices and to understand the consequences of their choices.

ALCOHOL SKILLS TRAINING PROGRAM (ASTP)

ASTP is unlike most alcohol programs because it acknowledges that college students drink, and rather than try to impose abstinence on college students, it acknowledges that any steps toward reduced risk are steps in the right direction. The goal of ASTP is to educate Pi Kappa Phi members about alcohol-related behavior while increasing members' interest in critically examining their drinking patterns and eventually implementing the skills they learn. In doing so, members can learn to recognize high-risk situations and to minimize the potential negative consequences through prevention action, reduced consumption, or abstinence.

Sixty (60) Pi Kappa Phi chapters will receive the ASTP Program during the 2016-2017 academic year. A trained volunteer will deliver this two-and-a-half hour program.

THE LADDER OF RISK PROGRAM

The Ladder of Risk Program is a program focused on education and conversation about the Pi Kappa Phi Risk Management Policy and fraternity risk management resources delivered by a dynamic facilitator. This program is required for every member and associate member every other year. Through this two-and-a-half hour program, members and associate members will learn how to host a safe chapter event and ways to reduce their risks as a chapter through scenarios, crisis management planning, and the introduction of the "Social Event Planning Guide." Through follow up from the Leadership Consultant and Director of Prevention Education, it is our goal that every member will know and understand the risk management policy and the chapter will implement safe procedures at Pi Kappa Phi events.

Ninety (90) Pi Kappa Phi chapters will receive the Ladder of Risk during the 2016-2017 academic year. A trained volunteer will deliver the two-and-a-half hour program.

ULTIMATE RESPECT IN ACTION

"Ultimate Respect" is a term Pi Kappa Phi men utilize in their everyday language and action. It dates back to the 1980s, and for decades it has been used synonymously with the term "brotherhood." However, it is a phrase that is often used differently by members of the fraternity. It is a phrase subject to interpretation. This program provides the opportunity for chapters to truly reflect how "Ultimate Respect" can and should be used within our chapters to better each other. Members will learn about the factors that influence the behaviors of individuals in group settings. Dignity and respect of members, associates and others will be at the core discussion of this program. Utilizing conversation, Ted Talks, research and interactive activities, members will learn effective ways to identify an unhealthy or risky choice and how to intervene. And as a result of this discussion, members will share, interact and walk away with a better understanding of "Ultimate Respect."

Twenty five (25) Pi Kappa Phi volunteers will pilot this program to select chapters beginning fall 2016.

GREEKLIFEEDU

Since 2008, Pi Kappa Phi has partnered with EverFi, Inc. (formerly Outside the Classroom) to offer GreekLifeEdu—an interactive program focusing on alcohol consumption, hazing, and sexual assault that helps students make safer and healthier decisions.

The online prevention program educates students about behaviors that compromise personal safety while challenging preconceived social norms. Customized to each student, the course provides an experience that impacts both individual behavior and chapter culture. Through the use of non-opinionated, science-based content, as well as surveys, knowledge tests, and interactive exercises, GreekLifeEdu helps students adopt positive behaviors and build self-efficacy.

The National Council of Pi Kappa Phi requires all associate members to pass Part 1 of GreekLifeEdu with a grade of at least 70 percent prior to initiation.

HEALTH MANAGEMENT SYSTEMS OF AMERICA

Since 2010, Pi Kappa Phi Fraternity has partnered with Health Management Systems of America (HMSA) to offer the Campus Assistance Program (CAP). HMSA provides 13,000 behavioral health counselors across the country to serve the members of the fraternity. This resource provides 24-hour-a-day access to behavioral health counseling, via online and telephone sessions wherever and whenever they need one – near campus during the semester, at home during breaks, and almost everywhere in between. In addition, Health Management Systems of America also provides assistance with stress management techniques, legal counseling and forms, financial counseling and services, life balance resources, and online tools and helpful information. Help for our members is just one call away.

“THE CHOICE IS YOURS” DVD

Adrian Heideman, an 18-year-old freshman from Palo Alto, Calif., loved life, playing guitar and Pi Kappa Phi Fraternity at Cal State Chico. His brothers loved being around Adrian for his contagiously friendly disposition and genuine smile. In the fall of 2000, however, Adrian and his chapter made a fatal choice during a party for the chapter’s Big Brother/Little Brother ceremony. Adrian died of alcohol-induced asphyxiation with a blood alcohol level of 0.37.

This eight-minute DVD, chronicling Adrian Heideman’s last night is free to members of Pi Kappa Phi. The DVD also includes a facilitation guide to spark a chapter conversation.

21ST BIRTHDAY E-CARDS

A few days prior to a 21st birthday, Pi Kappa Phi members receive birthday e-card. This card provides information about alcohol poisoning symptoms and a reminder to celebrate responsibly.

PREVENTION-FOCUSED E-MAIL MESSAGING

During the 2016-2017 academic year, Pi Kappa Phi will continue to use prevention-focused e-mail messaging to all undergraduate members and advisors about the following topics: the Campus Assistance Program, National Hazing Prevention Week, October event planning tips, and safe Spring Break information.

PREVENTION POSTER CAMPAIGNS

Pi Kappa Phi continues to partner with Zeta Tau Alpha Fraternity, Alpha Chi Omega Fraternity, and Sigma Nu Fraternity to create a series of prevention-focused posters to distribute to our chapters during the 2016-2017 academic year. Each chapter will receive two (2) copies of each poster, as well as a memo with talking points for the president to start a conversation with members of his chapters.

PI KAPP COLLEGE FOR CHAPTER OFFICERS 2017

During the 2016 Pi Kapp College for Chapter Officers held regionally in January, all chapter Risk Management Chairmen will be required to participate in training that specifically focuses on policy education, as well as the Fraternity's resources for safe social event planning. Additionally, all Archons will participate in risk management policy education during the conference.

CONTRACT REVIEW

The "Event Contract and Third Party Vendor Checklist" and "Event Contract Step by Step Guide" is available as a resource for all chapters which guides them on contract wording and execution. Chapters are encouraged to submit contracts to the Director of Prevention Education for review prior to signing. All submitted contracts will be sent to Willis for input and feedback.

TED TALKS ON MANHOOD, FRIENDSHIP, & MENTAL HEALTH

[TED](#) is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984, as a conference where Technology, Entertainment and Design converged, and today covers almost all topics – from science to business to global issues – in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world. Their mission is to spread ideas. In an effort to merge the TED and Pi Kappa Phi mission and values, the Pi Kappa Phi resource contains TED Talks around the area of manhood, friendship and mental health with discussion questions. The idea is really simple. Watch a TED Talk together at a chapter meeting, with Big Brothers and Little Brothers or as part of the associate member meetings and create conversations.

RISK MANAGEMENT RESOURCES

Pi Kappa Phi has an extensive menu of risk management resources online and available for download at <http://www.pikapp.org/RMresources.aspx>.

- Alcohol Education Exercises & Activities
- Alcohol Poisoning Fact Sheet
- BYOB Guidelines (NIC)
- Consent Guidelines Fact Sheet
- Crisis Management Plan
- Designated Driver Guidelines (Willis)
- Event Contract & Third Party Vendor Checklist
- Event Contract Step by Step Guide
- Fire Safety Fact Sheet
- Fraternity House Self-Inspection Checklist
- General Liability Insurance FAQ
- GreekLifeEdu Custom Question Data PowerPoint
- Hazing Prevention Resources
- Illegal Drug & Other Controlled Substances Resource
- Member Accident Protection Program (MAPP) Brochure
- Party Themes Fact Sheet
- Philosophy Statement on Alcohol, Hazing and Drugs
- Pi Kappa Phi Fraternity Risk Management Policy
- Prevention Plan Template
- The Ability Experience Events with Alcohol Chapter Resource Guide
- RESPONSE ABILITY DVD
- Risk Reduction Checklist
- Risk Management Goals (2015)
- Security Vendor Checklist (Willis)
- Sexual Assault Fact Sheet
- Sober Monitor Resource
- Social Event Planning Guide
- "The Choice Is Yours" Video & Facilitation Guide

- Website Guidelines
- Who Killed Jane Doe? Exercise
- Who Killed Justin Smith? Exercise
- Written Risk Management Procedures Template

FOR MORE INFORMATION
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