



TRAINING MANUAL



Presentation Training Manual

A fun, game-oriented and facilitative dialog approach for presenting alcohol education to college students

The Buzz is designed for Campus Health and Wellness units, Residence Life, Greek chapters, high school student college preparation classes and other student organizations.

Deliver alcohol awareness messaging on how to keep your students safer through activities, conversations and play.

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The Buzz Presentation Training Manual

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Welcome!

Traditionally, promoting alcohol education, awareness, and moderation among college students has been a very challenging endeavor. Abusive and under-aged alcohol consumption continues to be the number one health concern for many universities. Counselors, health educators, Residence Life, Greek organizations and Dean of Students representatives have longed for a harm-reduction alcohol presentation that might gain the attention of and motivate the students they serve. After a long day of being lectured at, students just don't desire another one. This is especially true if those lectures challenge behaviors they believe are just part of the norm and contribute to their desire to fit in and feel independent. Many young adult social bonding experiences are mired in alcohol consumption and are perceived as fun. To find a way to compete with the allure of alcohol we turned back to the most natural way we learn which is through play. Top off that playfulness with a dash of creating meaningful personal connections and you have an effective alcohol education presentation which we call "The Buzz."

Soon after being created for University of Arizona students in 2010, The Buzz became successful in both demand and satisfaction because of its interactive and joyous style. We knew we were on to something and quickly modified other presentations and programs to better include interaction and whimsy to augment the serious material.

The following are kudos from real live college students who have experienced The Buzz:

- *LOVE the Presentation!*
- *This was not what I expected to experience, I was pleasantly surprised.*
- *Because The Buzz is a lively, active, and positive presentation we are most likely to listen as opposed to a boring, strict lecture where you're likely to shrug everything off.*
- *Learned great information about alcohol consumption that I didn't know.*
- *The interactive presentation communicated the information well. It was easy to focus and understand. I like that it wasn't a lecture format.*
- *Involving us in our learning is revolutionary! Please tell others to do this!*
- *The Buzz ball activity opened up the conversation. Also, the speaker's personal stories and knowledge makes him relatable and trustworthy.*
- *I thought it was a quality presentation because it kept people involved and was informational.*
- *I give it 100%!*