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The Evolution of the Pig

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SMART-PACC PROGRAM BACKGROUND

Student Managed Alcohol Response Team - Promoting Alcohol Consciousness on Campus (SMART-PACC) is an alcohol awareness, education, and prevention program developed for and by students at the University of New Brunswick. The entire program, including the idea of its development, the concepts used throughout the program, the means of execution, and management have also been designed and implemented by students of UNB.

SMART-PACC tackles the issue of student alcohol use from many different angles. The approach of the program is to bond itself to established campus programs including student associations, campus media channels, sporting events, the Freshmen Orientation program, campus social events, and several home mailings to UNB students. This technique is used in order to expose the community to the elements of SMART-PACC through existing distribution channels. As a result, the community receives information on alcohol awareness, education, and prevention effectively as SMART-PACC aims to shift attitudes away from alcohol misuse to promoting healthy lifestyles during their academic career.

SMART-PACC GOALS AND OBJECTIVES

SMART-PACC reaches out to three classifications of university students by (a) supporting students who choose not to use alcohol, (b) encouraging students to say "NO!" to alcohol if their alcohol use or misuse is a response to peer pressure, and (c) targeting students who choose to abuse alcohol and encouraging them to drink responsibly and to become aware of their abusive habits which may be affecting themselves as well as their peers. SMART-PACC "reverses the peer pressure" which students may be subjected to while attending university.

All three classifications of university students listed above are united by the three (3) goals of the SMART-PACC program:

1. Academic Success
2. Healthy Student Lifestyles
3. Enriched Social and Student Life

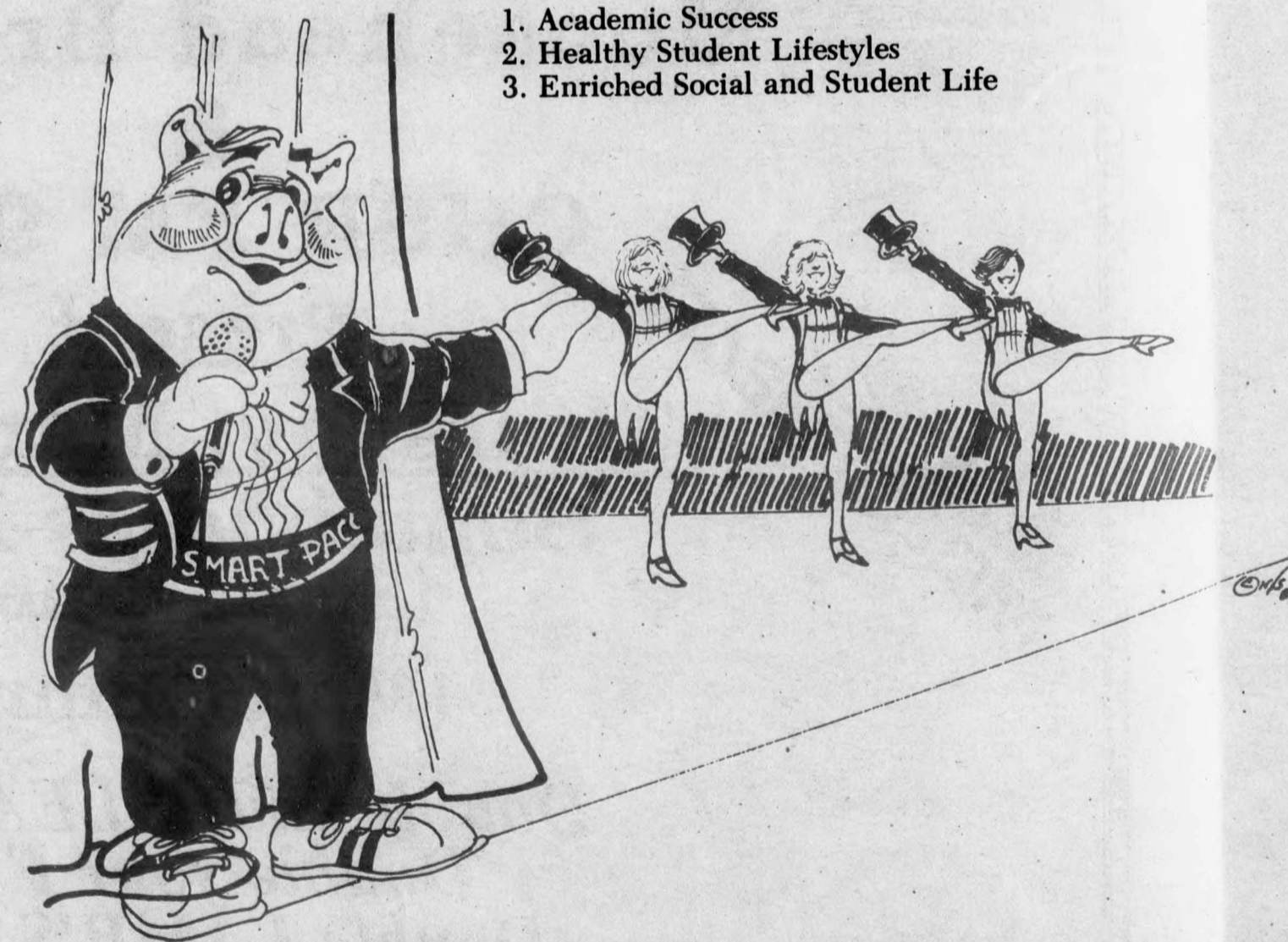
During the execution of the three SMART-PACC phases, students are constantly reminded of these goals and are encouraged to strive for them so as to achieve personal success. It is emphasized that irresponsible use of alcohol limits one from ever achieving these goals while attending university.

RESPONSE TO THE SMART-PACC PROGRAM WITHIN THE COMMUNITY

SMART-PACC is currently moving into its second year of programming. From the time of its development, it has been looked upon by the university community as a realistic and innovative approach to assisting students with their choices between alcohol non-use, moderate use, and abuse. The SMART-PACC tactics include attracting students to the program by means of distributing paraphernalia in connection with educational information. This method enhances the choices a student can make regarding alcohol use while a member of the university community.

The students' initial response to this technique is positive. If one accepts and participates in the alcohol awareness program, that person will in turn receive something of material value which relates both directly and indirectly to the SMART-PACC objectives. Once SMART-PACC has "harnessed" these students, the process of peer advising is used to influence attitude change among students who require this positive shift away from alcohol use. As a result, students move towards achieving their three goals which, again, include:

1. Academic Success
2. Healthy Student Lifestyles
3. Enriched Social and Student Life



Support of the SMART-PACC Program is growing throughout North America. Various elements of the project have been adopted by members of the National Orientation Directors Association (NODA) in the United States and Canada. The SMART-PACC coordinator at UNB is currently serving as co-chairman of the NODA Task Force on Alcohol Education Programming on Campus. In addition, SMART-PACC methods are being considered at Carleton University (Ottawa), Saint Thomas University (Fredericton), and Mount Allison University (Sackville, N.B.). Several American institutions will also be adopting elements of SMART-PACC in the upcoming year. SMART-PACC has been presented at more than a dozen university professional conferences throughout North America and has received a very favorable response.

SMART-PACC GOALS FOR 1988

During the Summer and Fall of 1988, SMART-PACC will implement almost every element of its three phase program at the University of New Brunswick. Funding will be required to provide for production of SMART-PACC paraphernalia, publications, office materials including equipment rental, postage, university services, specialized counseling personnel, and the coverage of costs for community public relations and pro-



motion of the program. During the implementation of the SMART-PACC project, the program coordinator will make use of the resources from the Alcoholism and Drug Dependency Commission of New Brunswick, the UNB Dean of Students Office, the Dean of Residence Office, the Health and Counseling Services within the university.

The long term financial plan for SMART-PACC in subsequent years is for funding to be provided by the University of New Brunswick Administration, the Student Union, and the Alumni Association. Since SMART-PACC is still at the start-up stage, government funding is required so that the success of the program can be demonstrated to these governing bodies and the university community.

SMART-PACC EVALUATION

At the completion of the second and third phases of the SMART-PACC program, a campus wide survey will be implemented in order to evaluate the impact the program has had on the university community. This evaluation will include students, faculty, and the administration as well as a report from the project coordinator and persons involved with executing the program. Recommendations will be proposed for the following year with the intention that SMART-PACC will continue at UNB and on other campuses in 1989.



S.M.A.R.T. - P.A.C.C.

STUDENT MANAGED ALCOHOL RESPONSE TEAM
PROMOTING ALCOHOL CONSCIOUSNESS ON
CAMPUS

