

Good Sport Campaign Ambassador Volunteer Training University Of Central Florida



University of Central Florida Alcohol and Other Drug Prevention Programming Office

Is Perception Reality?

NCAA, 2004 (National Survey)

91 percent of students look out for their friends during tailgating or pre-game parties to make sure everyone stays out of trouble.

96 percent of students report feeling safe at tailgating or pre-game parties (always 81%) (frequently 15%).

93 percent say their behavior is responsible and safe during tailgating or pre-game parties.

80 percent of students who drink at tailgating or pre-game parties drink responsibly and in moderation.

University of Central Florida Alcohol and Other Drug Prevention Programming Office

What we Know

40% of UCF undergraduate students reported using alcohol 0-6 times per year

63% of UCF undergraduate students reported using alcohol less than once a week

University of Central Florida Alcohol and Other Drug Prevention Programming Office

What Influences College Drinking?

- ✓ Students drink socially...not in isolation
- ✓ Patterns of drinking strongly associated with social groups/networks
- ✓ Many elements of campus culture (traditions, events, activities, songs) support high risk drinking
- ✓ Marketing and media messages link drinking with fun, sense of community, excitement, sex (Alcohol Expectancies)

University of Central Florida Alcohol and Other Drug Prevention Programming Office

Is Perception Reality???

95% of UCF undergraduates incorrectly perceive the typical student drinks 1-7 times per week



University of Central Florida Alcohol and Other Drug Prevention Programming Office

Good Sport Campaign Support of Responsible Fan Behavior

- Sponsors activities at tailgating events (e.g., intramural games, music, food and soft drinks)
 - Sponsors include UCF REAL Project, SGA, Coco Cola, Dominos' Pizza, and City Beverages
- Provides rewards for:
 - Being a designated driver
 - Exhibiting UCF spirit and sportsmanship
 - Keeping tailgate area clean
 - Having food and non-alcoholic beverages available
 - Having no glass bottles
 - Having no common source alcohol containers (e.g., kegs)

University of Central Florida Alcohol and Other Drug Prevention Programming Office

Ambassadors Program

Mission:

- ✓ Foster positive UCF football pre-game atmosphere

Goals:

- ✓ Support UCF Good Sport Campaign
- ✓ Connect with the student community during pre-game tailgating
- ✓ Promote safe & responsible fan behavior

University of Central Florida Alcohol and Other Drug Prevention Programming Office

Do the Knight Thing!

Contact Tom Hall or Sharon Hayes at ambassador@mail.ucf.edu to volunteer

Tom and Sharon will also be available prior to each Good Sport shift to answer any questions and provide additional information

University of Central Florida Alcohol and Other Drug Prevention Programming Office

What to Expect

Ambassadors Volunteer Opportunities include:

- ✓ Meet and greet Golden Knight Fans in designated student parking areas
- ✓ Demonstrate Common School Spirit
- ✓ Provide Student Assistance if Requested
- ✓ Model Socially Responsible Behavior
- ✓ Connect with Golden Knight Fans
- ✓ Support Good Sport Campaign

University of Central Florida Alcohol and Other Drug Prevention Programming Office

What to Expect (continued)

- ✓ Ambassadors do:
 - Promote responsible fan behavior
 - Locate resources for students in need
 - Have fun and relax
- ✓ Ambassadors don't
 - "Police" the parking areas
 - Enforce Rules
 - Directly confront

University of Central Florida Alcohol and Other Drug Prevention Programming Office