

**For Immediate Release: January 3, 2012**

**Press Contact: Ann Quinn-Zobeck, Director of Education and Training**

(303) 871-0901

[admin@bacchusnetwork.org](mailto:admin@bacchusnetwork.org)

**Campuses Focus Attention on Promoting  
PLAY IT SAFE! SPRING BREAK 2012**

It's that time of year again, when many college students pack up and road trip from campus for Spring Break! Whether Spring Break means a trip to the beach for sun and fun or to the mountains for skiing or boarding, volunteering in an alternative break program to rebuild communities, or just relaxing and rejuvenating at home, campus peer education groups want to make sure students are well-informed about risks that can be encountered during the break away from classes.

The Safe Spring Break Campaign, a national program of *The BACCHUS Network*<sup>™</sup>, is a chance for students to get ready for Spring Break and learn how to "play it safe." Through a variety of fun activities and events, the programs promote tips to having a healthy, enjoyable Spring Break. Important topics include alcohol abuse and impaired driving prevention, sun protection, personal safety, and predatory drug issues. Nearly 700 campus peer education groups are part of the BACCHUS initiative.

Each campus tailors educational campaign activities that will encourage students to reduce high-risk behavior during Spring Break. Students have the opportunity to participate in a variety of events that share valuable information and reinforce personal responsibility and safety, as well as respect for current state laws and policies.

One of the goals of the campaign is to have students take the Safe Spring Break Pledge. By signing the pledge card, students promise not to drink and drive, not to ride with an impaired driver, not to let their friends drink and drive or ride with an impaired driver, not to text while driving, and to always wear a seatbelt, whether a driver or passenger. This reinforces driver and passenger safety on the highways.

"Safe Spring Break educational efforts remain a high priority on campus when it comes to prevention efforts," said Janet Cox, President and CEO of The BACCHUS Network.

"Ultimately, campuses need to educate students to make an action plan for personal safety and avoid negative consequences that can result from excessive drinking and other risky behavior that can occur on Spring Break. All college and university offices need to empower students to take responsibility for their own decisions and look out for their friends when going out. We have to engage and empower students to take care of themselves and each other."

College administrators play a vital role in working with students to educate them about reducing harmful and risky behavior.

"We need to do a better job of showing college students that most of their peers are not abusing alcohol and making bad decisions," said Dr. Ann Quinn-Zobeck, Director of Education and Training.

"Students want to fit in and follow campus norms. If students perceive the typical media portrayal of Spring Break is how people behave, then that's what they will think they need to do. We have a responsibility to inform students that the majority of students act responsibly and make healthy choices on Spring Break. They are there to relax and have fun with friends."

*The BACCHUS Network™* is a national 501c(3) student leadership organization focused on health and safety. *The BACCHUS Network™* has nearly 700 affiliates and 25,000 peer educators across the country. For additional information, you can visit our organization website at [www.bacchusnetwork.org](http://www.bacchusnetwork.org)