



## City of SLO and Cal Poly St. Patrick's Day Advance Preparation & Outreach

Collaboration and creativity have been essential in addressing the challenges we face on and off campus during St. Patrick's Day celebrations. This year, staff from Cal Poly and City representatives met multiple times prior to the expected neighborhood party weekend (March 12 & 13) and developed comprehensive collaborations to develop a variety of tactics to inform students of expectations and encourage safety and responsibility. The downtown bar celebration will take place on March 17<sup>th</sup> which is the SLMC designated safety enhancement zone.

- Dean Pedersen will send a campus-wide email offering St. Patrick's Day safety tips and alternative programming options to the entire student body on March 10<sup>th</sup>.
- Fraternity & Sorority Life (FSL) will send a letter signed by all council presidents, Greek Life community emphasizing safety and potential repercussions for violations. Clubs to send out a similar letter to all CP Clubs.
- FSL and Campus Health & Wellbeing (CHW) partnered to create 17 Party Safe boxes including 5400 items. Boxes will be distributed to houses that register a party through FSL. Items included: water bottles, Aware Awake Alive messaging, granola bars & other snacks with PULSE/CHW safe partying messaging, Narcan & fentanyl education, condoms, and educational flyers with information on standard drink sizes, BAC estimates, and safe partying tips.
- CHW/PULSE students will table on-campus on March 11<sup>th</sup> and on the corner of Foothill & California on March 12<sup>th</sup> from 6:00am-8:00am. Intervention will include a spin wheel with facts about drinking and partying safer, making St. Patrick's Day stress balls with party safe education, handing out snacks and water, and 200 Don't Drink & Drive keychains.
- CHW/PULSE developed 2 coasters with safer partying and DUI messaging. 1000 of these coasters will be distributed to local bars through the Downtown SLO.
- IHC is hosting a Midnight Breakfast on Friday, March 11 with free breakfast to the first 150 students. PULSE safe partying messaging will be disseminated by IHC staff. 1000 students expected to attend.
- IHC distributing water, Liquid IV, bananas, and 5000 granola bars with PULSE safe party messaging the week of St. Patrick's Day to every available front desk in Residential Life.
- ASI sponsoring breakfast burritos for 500 to be distributed by CHW and FSL students and staff from 5:00am-7:00am on March 12<sup>th</sup> (the traditional heavy party day) with safety messaging and encouragement for students to be more mindful in their consumption. Distribution will be in front of Vista Grande on Grand Ave.
- Disseminated Safety Enhancement Zone (SEZ) information to be distributed throughout campus via digital and hard copies. SEZ ads were also purchased to run on Instagram – algorithm set for San Luis Obispo County, targeting residents ages 18 to 26. Finally, SEZ posters were distributed via Downtown SLO Food, Beverage, Service Committee for display in bars/restaurants.
- Christine Wallace attended IFC, Panhellenic and USFC board meetings to distribute SEZ information. She also attended four fraternity and one sorority chapter meetings, sharing SLMC information including SEZ and St. Patrick's Day expectations.
- Center for Leadership and Service hosting a Fraternity & Sorority Life community clean-up day Sunday, March 13<sup>th</sup> to remove expected party related trash from neighborhood streets and sidewalks.
- Campus Health & Wellbeing will relaunch its Party Safe website featuring a list of alternative events, resources, safety tips and information about alcohol poisoning.
- CHW/PULSE designed and distributed PPT flyers for all Housing displays beginning in early February. Messaging included information on safe partying, binge drinking & alcohol poisoning, and mixing medications and alcohol.
- CPPD to conduct ABC compliance operations on March 12, 13, 17 & 18.
- CPPD & SLOPD at increased deployment through the weekend and March 17<sup>th</sup>.