BU students campaign against drugs, alcohol

By Gene Chang

A campaign to discourage alcohol and drug abuse at Boston University (BU) is receiving widespread attention from students, resident assistants, and the University itself.

Designed by Ad Lab, a student-run organization that is also one of the largest advertising agencies in New England, the campaign is aimed mainly at students under twenty years of age. The campaign advocates evaluating the effect of alcohol and drugs on the individual and the community, commented Donna Thomas, director of the Parents Liaison Office.

With the arrival of freshmen this September, Ad Lab provided each freshman with brochures describing Massachusetts state laws regarding underage alcohol and drug use, according to Thomas. Ad Lab is also distributing posters with pictures of a sunrise depicting what a morning without alcohol or drugs can be like. In addition, Ad Lab will provide buttons and T-shirts bearing the slogan “Is the night before worth the morning after?”

The campaign directors also plan to publish an under-twenty guide to Boston cultural and social spots that do not encourage alcohol use and to have radio announcements to publicize the campaign in the Boston community.

Thomas noted that the reaction has been favorable from both the University and parents of BU students. He also indicated that student opinion seems to be encouraging. Commenting on whether the campaign was conceived because of a significant increase in drug and alcohol abuse at BU, Thomas replied, “No, the campaign is a preventive measure to what might happen. Just because someone sprays a room for roaches doesn’t mean that the room has roaches.”

The idea for the campaign was developed last spring by an Ad Lab team and was tested during the summer orientation program for BU resident assistants. Thomas said that most of the residents assistants responded positively to the idea, and the campaign was initiated by distributing brochures and T-shirts.

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The campaign is receiving full funding by the University, added Thomas. The project, however, is being run by students. The effectiveness of the campaign will be evaluated in late October or early November. Resident assistants have been asked to note any changes within the communities from now until November. “It’s too early for us to evaluate right now how successful this campaign is. At the end of the semester, we’ll begin to see the results and if they’re favorable, the campaign will continue,” said Thomas. The important goal of this campaign is to get the students to evaluate for themselves if alcohol and drugs are for them and to make the right decision.

Graduation date OK’ed

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Kussakin’s attendance was later accepted by a vote of 70 to 39 and not long afterward the faculty resolved to hold Commencement Exercises on June 1, 1982.

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CollegeWatch

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The idea for the campaign was developed last spring by an Ad Lab team and was tested during the summer orientation program for BU resident assistants. The majority of the residents assistants responded positively to the idea, and the campaign was initiated by distributing brochures and T-shirts.

The campaign is designed so to prevent individuals from being overwhelmed with Ad Lab information. The campaign is receiving full funding by the University, added Thomas. The project, however, is being run by students. The effectiveness of the campaign will be evaluated in late October or early November. Resident assistants have been asked to note any changes within the communities from now until November. “It’s too early for us to evaluate right now how successful this campaign is. At the end of the semester, we’ll begin to see the results and if they’re favorable, the campaign will continue,” said Thomas. The important goal of this campaign is to get the students to evaluate for themselves if alcohol and drugs are for them and to make the right decision.

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