

Learning Objectives

- To engage 100 – 150 students to attend Bah Humbug Bingo.
- To provide educational information about AIDs and HIV to participants through an entertaining bingo event.
 - SU sexually active student's use of safe barriers.
 - Getting tested regularly to know your status as a preventative measure.
 - Those affected in America by HIV and the treatment available for those to live normal and fulfilling lives; however, access is limited.
 - Transmission of HIV (Blood, amniotic fluid, semen, pre-seminal, breast milk)
 - Resources fair with outside organizations
- To provide awareness to Lifelong AIDs Alliance organization to participants and support them through donations.

Assessment

To engage 100 – 150 students to attend Bah Humbug Bingo

Tables purchased:

OMA: tickets 151 – 160

- 10 attended

ISC: tickets 177 – 184

- ??? unknown

LLC: tickets 161 – 168

- 6 attended

Graphic Designer: tickets 169 – 176

- 8 attended

Kappa Kappa: 2 – 9

- 8 attended

Collegia: tickets 12 – 19

- 6 attended

Tickets sold by the CAC: 57

- 54 attended

Tickets sold by the office: 34

- 24 – 32 attended* We don't have the ISC attendance.

Tickets sold at the door: 93

- 93 attended

Total Tickets Sold: 184 tickets sold

Total attendance: 171 – 179* Depends on ISC attendance

Marketing

Assessments completed: 126

How did you hear about this event?

- **Word of mouth: 62**
- **Posters in Residence Halls: 18**
- **Social Media: 44**
- **Roll down: 14**
- **Tabling: 5**
- **Campus Newsletter: 10**
- **Club affiliation: 5**

How do you usually hear about events?

- **Word of mouth: 62**
- **Posters in Residence Halls: 32**
- **Social Media: 58**
- **Roll down: 27**
- **Tabling: 7**
- **Campus Newsletter: 17**
- **Club affiliation: 4**

Budget

Total budget allocated: \$1000

Grand prize: \$320

Catering: \$243

Emcee/talent: \$250

Decorations: \$100

Marketing: \$61.12

Educational: \$142.63

Candy Canes: \$7.50

Tickets: \$95.25

Actual budget used: \$1210

DONATED prizes: \$3910

Educational Content

To provide educational information about AIDs and HIV to participants through an entertaining bingo event.

- SU sexually active student's use of safe barriers.
- Getting tested regularly to know your status as a preventative measure.
- 1.2 million are estimated to live with HIV in America.
- Transmission of HIV (Blood, amniotic fluid, semen, pre-seminal, breast milk)
- Resources fair with outside organizations

Assessments completed: 126

How many people in the US live with HIV?

- 500,000: 3 (2.4%)
- 730,000: 0 (0%)
- **1,200,000: 98 (77.8%)**
- 1,800,000: 14 (11.1%)
- 3,000,000: 8 (6.3%)
- N/A: 3 (2.4%)

Which of the following fluid does not transmit HIV?

- Blood: 0 (0%)
- Breast milk: 3 (2.4%)
- **Saliva: 111 (88.1%)**
- Pre-seminal: 1 (0.8%)
- Semen: 0 (0%)
- Amniotic/umbilical: 7 (5.6%)
- N/A: 4 (3.2%)

'I' in HIV stands for:

- **Immunodeficiency: 116 (92%)**
- Intravenous: 1 (0.8%)
- Infectious: 1 (0.8%)
- Immunity: 5 (3.9%)

- N/A: 3 (2.4%)

Which is the only contraceptive that prevents the transmission of HIV?

- The pill: 3 (2.4%)
- **Male condom: 119 (94.4%)**
- Diaphragm: 0 (0%)
- IUD: 1 (0.8%)
- N/A: 3 (2.4%)

Resource fair assessment

We corralled the students for the first 30 minutes in the resource fair and had them engage with community resources and the peer health action team.

- **Lifelong AIDS Alliance**
- **US department of health**
- **AIDS quilt**
- **PHAT table**
- **Rosehedge (never showed up)**

All learning objectives were met.

What went well:

- Attendance was way more than we anticipated. We only sold around 70 tickets at the CAC before the event but more than 90 bought tickets at the door.
- The room layout helped engage students in the beginning and built up the anticipation.
- Having a photo booth was a great idea.
- Decorations were simple and classy. Our event looked very professional. We have sustainable decorations for next year so we can put some of that money towards other items (such as catering)
- The emcee (Mama Tits) was really engaging for students and presented a lot of educational content.
- The educational assessment was filled out by the majority of people and the assessment strategy as a whole aligned with our learning outcomes.
- Catering was the perfect amount – 100 hot chocolate and water + table clothes for all the tables. If we have the budget, small snacks or dessert would be great!
- Having a meeting with the team before the night started to brief about the agenda and the roles each member was playing made the night run very smoothly.
- Let the team have fun and enjoy the night!!!!

What could be improved:

- Markers were not accounted for until the day of and because of the amount of people that showed up, we ran out of markers and pens.
- Music selection before hand – having a Pandora station ready for Christmas themed music as well having pop songs ready for ‘drag suicide’ false bingo / delay of game.
- Resources following through to show up for the resource fair.
- Tabling needs to be well organized. It is around the same time as Movember, so we need to keep that in mind. The assessment showed that tabling is not the best way to market and therefore we might not need as many tabling events. We should also look into selling tickets at the tables.

Future recommendations:

- Start soliciting businesses early for bingo prizes and continue building strong community bonds for this event.
- Lower the decoration budget and put more towards catering or a grand prize or some other area.
- Less tabling for marketing purposes unless the objective is to sell tickets.
- Give organizations (oma, collegia, llc, etc) free tickets for a table to drive student participation as long as they promise to fill the table.
- Form strong partnerships with orgs on campus – Triangle Club, OMA, SEAC, etc for this event AND for HIV Awareness Week in general.
- Word of mouth, social media, and flyers were the best forms of marketing.
- Find the new, ‘hot’ product for the grand prize... this past year we had an iPad Mini.