

Please Return on Monday (PROM) Campaign Guidance

Sponsored by Missouri SADD (Students Against Destructive Decisions) and ACT Missouri, Missouri's school districts are invited to participate in the Please Return on Monday (PROM) Campaign to raise awareness on the youth risks before, during, and after prom.

Purpose

Please Return on Monday (PROM) is a statewide campaign to promote safe decision making by teens before, during, and after their school district's prom. Students are at risk of peer pressure to use or actual use of drugs and alcohol before, during, and after prom. This can occur during unsupervised moments such as transportation to and from prom functions and during parties after prom. The National Highway Traffic Safety Administration reports an increase in teen related vehicular deaths the weekends of prom and graduation season, with 1 in 3 teen related vehicular deaths occurring in this annual period alone.

Goals

1. Provide a direct to attendee method of communication regarding prom risks
2. Engage school and community leaders to showcase community benefit
3. Reduce the percentage of youth engaging in risky behavior before, during, and after prom

Activities

Before Prom

- PROM Floral & Tux Cards
- PROM Elementary & Middle School Letter Writing Campaign

During Prom

- PROM Staff Posters
- PROM Stickers

After Prom

- Project Prom

Campaign Contact Information

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Before Prom

PROM Floral & Tux Cards/Tags

SADD chapters are encouraged to work with their local florists and tuxedo rental business to provide PROM message tags for corsages/boutonnieres and tuxedo rental bags. These small tags may be affixed to the packaging in advance of local proms to remind students the important of safe decision making.



[Printable Tags Template](#)



[Tag Order Form](#)

Orders due by 3/12

Tips

- If printing your own tags, ensure you duplex your print and cut carefully
- Begin communicating with your local businesses early, at least one (1) month in advance of prom
- If your community does not have florists or tuxedo rental locations, consider nearby cities that will serve as the main hub for prom attendees
- Ensure the local businesses understand the tags are for your school's prom by packaging them appropriately with your school name and prom date
- Leave contact information with your local businesses in case they run out of tags based on orders

PROM Elementary & Middle School Letter Writing Campaign

The PROM letter writing campaign aims to engage younger students in the conversation of safe decision making and reminds prom attendees of their role at the point-of-purchase. Elementary and middle school students are asked to write letters to prom attendees, with the letters being provided to prom attendees when they purchase their tickets. Letters are encouraged to include messages of positivity, an ask to make safe decisions, and the PROM message.



[Printable Letterhead Template](#)

Tips

- Begin working with educators in your elementary and middle school to gain their support
- Letters will need to be collected before prom tickets go on sale
- Count the number of potential prom attendees you will have and ensure you distribute and collect enough letters
- Consider expansions to the letter writing campaign like having students draw or write encouraging messages on the back of the letter



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During Prom

PROM Staff & Chaperone Posters

The school staff and chaperones attending prom serve as a reminder of what safe decision making can look like. Staff and chaperones may provide their prom photos to create a poster available before and at prom that promotes safe decision making and includes the PROM message.



[Printable Poster Template](#)



[Poster Order Form](#)

Orders due by 3/12

Tips

- Consider where, in addition to at ticket sales and at prom, where the poster can be beneficial
- Have staff and chaperones email a copy of their prom photos
- Attach the poster to a bulletin board, foam board, or other hard surface to ensure it remains upright at prom
- Place the poster in a prominent area, such as by food, drinks, or photo area to gain visibility

PROM Stickers

Downloadable through the Missouri SADD chapter and ACT Missouri, PROM campaign stickers are available for your chapter. School staff, prom chaperones, and ticket sellers are encouraged to wear these at appropriate times to remind students to make safe decisions. Local popular businesses the day of prom may be contacted as well to wear stickers.



[Printable Sticker Template](#)

Tips

- Purchase Avery 22856 template and print stickers in color on the label paper
- Distribute stickers early to all stakeholders
- Collect contact information, preferably phone numbers, to send a reminder the day of prom to wear the stickers



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After Prom

Project Prom

Safe after prom lock-in functions can ensure students are not exposed to unsafe activities after prom. School leadership can engage business and community to create a function that includes food, activities, and entertainment immediately following prom. By providing incentives like gifts and prizes, students are more likely to attend instead of creating their own activities after prom that may encourage the use of drugs and alcohol or unsafe sexual activities.



Tips

- Communicate with your local chamber of commerce to present at an upcoming meeting or include information in an email
- Many major companies have online donation forms for gift cards and items
- When communicating other PROM campaign initiatives, consider making a donation ask

PROM Campaign Kickoff Webinar

A campaign kickoff webinar was held on February 11. To review a recording of the webinar, please click [here](#).

Technical & Planning Assistance

If your SADD chapter or local school district requires campaign assistance, please contact Missouri SADD State Coordinator Chris Dzurick at cdzurick@actmissouri.org.

Reporting

Participating schools will be asked to report project outcomes to Missouri SADD.

Summary

SADD chapters should complete a 500-word synopsis of their participation in the campaign, including what elements they used and the general success of implementation

Figures

SADD chapters should submit estimated usage of the program during the reporting, including number of impressions and participation in campaign elements

Photos

SADD chapters are asked to submit photos of the campaign for use in campaign advertisements in future years



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