CA$H CAB

UNCW CROSSROADS
Alcohol & Substance Abuse Prevention and Education
BACCHUS 2011
Free Ride, Free Prizes, Free Knowledge

- Give them rides to class or back to their dorms
  - Ask alcohol/drug questions
- Give them prizes like pens, T-shirts, notepads
Social Networking

- Promote where the Ca$h Cab is headed next on UNCW CROSSROAD’s Twitter and Facebook page
UNCW Crossroads

Education · Wilmington, North Carolina · Edit Info

Wall

UNCW Crossroads · Everyone (Most Recent)

Share: Status · Photo · Link · Video · Question

What's on your mind?

UNCW Crossroads
get excited for some Midnite Madness Cash Cab after Fall Break! Free rides, free prizes, and free knowledge! Follow us on Twitter and FB and we'll let you know where we are :

Like · Comment · Share · 2 seconds ago

UNCW Crossroads created an event.

Happy Hour!
Thursday at 4:00pm
Sharky's Game Room in Fisher Student Center

25 Impressions · 0% Feedback

Like · Comment · Share · Invite guests · 18 hours ago

Recommend This Place
Help your friends discover great places to visit by recommending UNCW Crossroads.
The "best thing to ever happen at UNCW" is heading to Wag! Get a free ride without using a meal swipe! #butstillbringDietCoke
21 Sep

UNCWCROSSROADS UNCW CROSSROADS
Ca$h Cab is heading to Belk! Meet us there for a ride and a blow-pop! (a Diet Coke will help you get on board!)
21 Sep

UNCWCROSSROADS UNCW CROSSROADS
Ca$h Cab is heading to Randall! A taxi/BAC card or a Diet Coke for your driver will get you a ride! #bribery
21 Sep

_jordanmarie Jordan DuBreuil
Headed to Galloway in the @UNCWCROSSROADS Ca$h Cab!!!
21 Sep

UNCWCROSSROADS UNCW CROSSROADS
Cash cab is headed to bear! Come find us, don't forget your calculator
21 Sep

UNCWCROSSROADS UNCW CROSSROADS
We're hanging out with Galloway in the @SeahawkLanding Pool today! Come on by!
17 Sep

UNCWCROSSROADS UNCW CROSSROADS
Don't miss "Pots v. Shots", an open discussion of alcohol and tobacco use. Stay tuned for more info...
Use BAC cards as a ticket to get on the Ca$h Cab

If someone carries it around in their wallet, they are more likely to get a ride.
Use Ca$h Cab to promote other events

- Midnite Madness Ca$h Cab
- Tryna Catch Me Ridin’ Safely for Alcohol Awareness Week
- Halloween Ca$h Cab
Things You’d Need for Your Campus

- Access to a golf cart
- Questions to ask
- Prizes
- At least two staff members
  - Driver
  - Questioner
- Decorations if desired
- Advertising on your campus
Positive Outcomes

- Increased knowledge – “I learned that on Cash Cab!”
- Awareness of CROSSROADS – “You guys do Cash Cab, right?”
- Positive recognition around campus with students, faculty, and staff.
Problems We’ve Encountered

- Students think that it costs money
- Hesitant to just hop on for a ride
- Sometimes think they can only get rides to class and not anywhere else
- Cold weather
University of North Carolina at Wilmington –CROSSROADS

- www.uncw.edu/crossroads
- crossroads@uncw.edu - email
- Search UNCW CROSSROADS on Facebook & Twitter!