

OVERVIEW The accompanying customizable live read radio scripts are intended for student and campus operated radio stations. The scripts assist in promoting the Students Stick Together social norming campaign and drive listeners to online resources where alternatives to misusing prescription stimulants and more information can be found. A range of script lengths has been provided to fit various programming time constraints. Please follow the instructions below for successful deployment on campus.

HOW TO USE

1. SELECT A SCRIPT

Select a live read script taking into consideration any programming time constraints your station may have.

2. ADD SCHOOL INFORMATION

Add a school-specific URL in space provided to drive listeners to a relevant student health website or related page helping to manage stress and find helpful study tips.

If you do not have a school-specific URL, you can drive listeners to jedfoundation.org, naspa.org, or [CPAMM.org/students](http://cpamm.org/students).

3. CONSULT THE PRONUNCIATION

Consult the included Pronunciation Guide to ensure all names and acronyms are being used correctly.

4. INCLUDE THE DISCLAIMER

If including a statistic, as demonstrated in options one and two of our :15 second live read scripts, make sure to also include the accompanying disclaimer.

PRONUNCIATION GUIDE

CPAMM (Pronounced See-Pam)

Coalition to Prevent ADHD Medication Misuse

NASPA (Pronounced Na-Spa)

National Association of Student Personnel Administrators

SCRIPTS

:05 SCRIPT

VO: Find alternatives to misusing prescription stimulants at [\[USE CUSTOM URL HERE\]](#).

:10 SCRIPT

VO: When it comes to dealing with stress, most students have alternatives to misusing prescription stimulants. Like naps, exercise, and healthy snacks. Find more at [\[USE CUSTOM URL HERE\]](#).

:15 SCRIPT, OPTION 1

VO: 83% of students don't misuse prescription stimulants. Instead, they may find healthier alternatives to dealing with stress. Learn more at [\[USE CUSTOM URL HERE\]](#).

Based on a 2016 survey of 2989 undergraduates by the University of Washington on behalf of NASPA for CPAMM.

:15 SCRIPT, OPTION 2

VO: 70% of college students agree that misusing prescription stimulants will not help them get better grades. Find alternatives at [\[USE CUSTOM URL HERE\]](#).

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HOW TO USE

1. SELECT A SCRIPT

Select a live read script taking into consideration any programming time constraints your station may have.

2. CONSIDER OPTION TO LOCALIZE DATA

Some schools participate in the American College Health Association's annual national college survey, which includes a question about the rate of misuse for prescription stimulants on their campus. If you prefer to localize this particular data point across the available CPAMM assets, we have provided an option to customize this one national data point: 83%. To support the social norming objective of the Students Stick Together campaign, please only replace the 83% stat with an equally, or higher, data point as the campaign's overall goal is to encourage good behavior by pointing to majority good behavior.

If you choose to utilize localized data, please use :15 script option 2 and insert the percentage, school name, and survey reference in all appropriate fields.

If you do not have a school-specific URL, you can drive listeners to jedfoundation.org, naspa.org, or CPAMM.org/students.

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:05 SCRIPT

VO: Find alternatives to misusing prescription stimulants at **[USE CUSTOM URL HERE]**.

:10 SCRIPT

VO: When it comes to dealing with stress, most students have alternatives to misusing prescription stimulants. Like naps, snacks and exercise. Find more at **[USE CUSTOM URL HERE]**.

:15 SCRIPT, OPTION 1

VO: 83% of students don't misuse prescription stimulants. Instead, they may nap, snack or exercise. Find more alternatives to dealing with stress at **[USE CUSTOM URL HERE]**.

Based on a 2016 survey of 2989 undergraduates by the University of Washington on behalf of NASPA for CPAMM.

:15 SCRIPT, OPTION 2

VO: **[USE CAMPUS DATA HERE]** of **[USE COLLEGE NAME HERE]** students don't misuse prescription stimulants. Instead, they may nap, snack or exercise. Find more alternatives to dealing with stress at **[USE CUSTOM URL HERE]**.

[INSERT NAME AND DATE OF SURVEY TO SUPPORT DATA REFERENCE HERE].

:15 SCRIPT, OPTION 3

VO: 70% of college students agree that misusing prescription stimulants will not help them get better grades. Find alternatives at **[USE CUSTOM URL HERE]**.

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