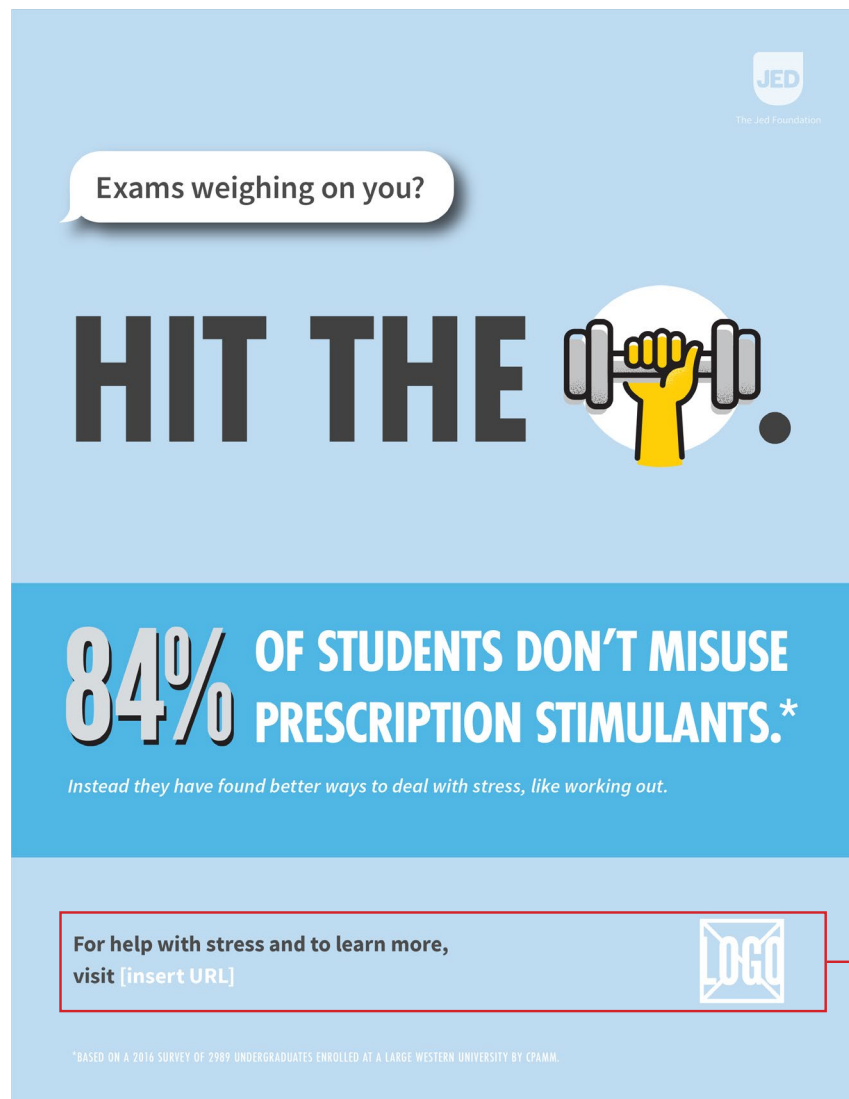


**OVERVIEW** The accompanying customizable posters are intended for placement in high-traffic student areas on campus. The posters assist in promoting the Students Stick Together social norming campaign and drive readers to online resources where alternatives to misusing prescription stimulants and more information can be found. A range of poster messaging has been provided to fit various student locations. Please follow the instructions below for successful deployment on campus.

## EXAMPLE POSTER SEE THE NEXT PAGE FOR INSTRUCTIONS ON HOW TO CUSTOMIZE POSTERS IN TOOLKIT.



The poster features a light blue background with a white speech bubble at the top left containing the text "Exams weighing on you?". In the top right corner is the JED logo with the text "The Jed Foundation" below it. The main headline reads "HIT THE" in large, bold, black letters, followed by an illustration of a yellow hand holding a dumbbell. Below this, a dark blue horizontal band contains the text "84% OF STUDENTS DON'T MISUSE PRESCRIPTION STIMULANTS.\*" in white, with a smaller italicized line below it: "Instead they have found better ways to deal with stress, like working out." At the bottom, a white box with a red border contains the text "For help with stress and to learn more, visit [insert URL]" and a placeholder logo that says "LOGO". A red line points from the text "Customizable Elements" to this box. At the very bottom, in small text, it says "\*BASED ON A 2016 SURVEY OF 2989 UNDERGRADUATES ENROLLED AT A LARGE WESTERN UNIVERSITY BY CPAMM."

Customizable Elements

## HOW TO USE

### 1. DOWNLOAD AND OPEN

Select a poster taking into consideration relevant messaging for its intended placement on campus. For instance, consider placing posters for targeting students prescribed stimulant medications in health and counseling centers.

- Open the poster in Adobe Acrobat, available at [adobe.com/us/en/free-trial-download.html](https://adobe.com/us/en/free-trial-download.html)

### 2. CONSIDER OPTION TO LOCALIZE DATA

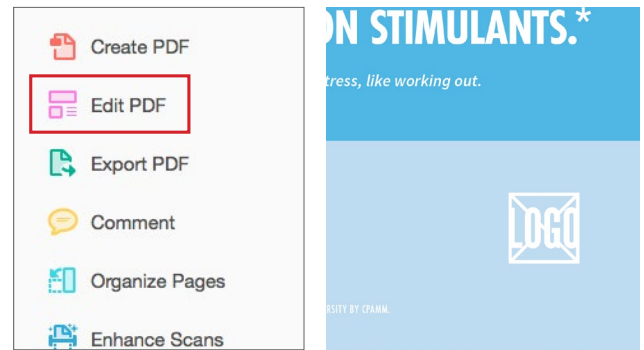
Some schools participate in the American College Health Association's annual national college survey, which includes a question about the rate of misuse for prescription stimulants on their campus. If you prefer to localize this particular data point across the available CPAMM assets, we have provided an option to customize this one national data point: 84%. To support the social norming objective of the Students Stick Together campaign, please only replace the 84% 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.

To insert a new percentage, school name, and survey reference, please download the campaign font included in the zip folder. Directions for how to add your school logo and the placeholder URL can be found in sections 3 and 4.

### 3. ADD SCHOOL LOGO

Customize the poster by inserting a school logo in the designated area.

- Navigate to the Tools Panel on the right side of your screen and choose **Edit PDF**. Scroll to the "LOGO" placeholder shape, left-click to select and then delete the placeholder.



- Next, click on **Add Image** in the top tool bar and select your school's logo. The logo should be a .PNG.



- Click anywhere on the poster to place the logo. Position the logo so that it is centered vertically with the subhead, and right-aligned with the JED Logo at the top right.

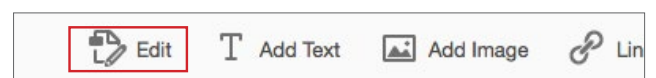


### 4. REPLACE PLACEHOLDER URL

Add a school-specific URL in space provided to drive readers to a relevant student health website or related page dedicated to helping students manage stress and academic time management.

If you do not have a school-specific URL, you can direct readers to [jedfoundation.org](http://jedfoundation.org), [nasp.org](http://nasp.org), or [cpamm.org/student](http://cpamm.org/student).

- Click the **Edit** button in the top pane.



- Click on the text box that says “For help managing stress and more study tips, visit...”, select and replace the field “[INSERT URL]” with the appropriate URL for your school.



## 5. SAVE AND PRINT

- Go to **File > Save As** and save your customized campaign assets with a new name and in a location that you can easily access them.
- Print poster on letter-size paper (8.5”w x 11”h) for best results.

## 6. PLACE POSTERS

Place the completed posters in relevant student areas on campus. (e.g. Dining Hall, Gym, Student Center, Health and Counseling Centers).