



For Immediate Release

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## Campaign at Indiana colleges publicizes lifeline law

Indianapolis, IN – Students at 13 Indiana college campuses accessing the internet are receiving social media messages about the state law that allows minors who have witnessed a crime (such as underage drinking) to report a medical emergency without getting into trouble.

By using IP Address Targeting, 2,000,000 impressions are being sent when students log on to Facebook, YouTube and Pandora. The messaging uses triangulation between cell phone towers, creating a digital dome over a campus.

Participating campuses include: Indiana University, Purdue University, Indiana State University, Ball State University, University of Notre Dame, Indiana University Purdue University Indianapolis, University of Evansville, DePauw University, Indiana Wesleyan University, University of Southern Indiana, and Butler University.

State Sen. Jim Merritt (R-Indianapolis), author of the law, says the \$40,000 campaign also includes a series of statewide radio ads featuring testimonials of parent who lost a child through underage drinking. Not only does the law provide legal protections to minors under the influence who report a medical emergency or crime, but it allows first responders to administer medical treatments that counteract the effects of a drug overdose. In some cases, when delivering medical care in these types of situations, minutes make the difference in saving a life.

“Every 44 hours a college-age person dies from alcohol poisoning,” Merritt said. “And, every year there will be a 17-or 18-year-old student who doesn’t know the lifeline law and could pay the ultimate price.”

Indiana Youth Services Association, the Foundation for Advancing Alcohol Responsibility, Monarch, Kroger, Indiana Association of Beverage Retailers, Big Red Liquor, Wine & Spirits Wholesalers of IN, and Walmart are working together to spread the Lifeline message: “Make the call; Save a life” to students across the state.

**About Make Good Decisions:** Educates, teens, young adults and parents on the dangers of underage drinking and destructive behaviors. Indiana’s Lifeline Law provides immunity to minors for certain alcohol-related offences. For more information, please contact Michele Whelchel, [mwhelchel@indysb.org](mailto:mwhelchel@indysb.org) [www.indysb.org/make-good-decisions](http://www.indysb.org/make-good-decisions)

**Indiana Youth Services Association:** Advocates for children and families by enhancing its members’ ability to implement the core roles of youth advocacy, delinquency prevention, information, referral, and community education. [www.indysb.org](http://www.indysb.org)

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