



DePauw University students the target of a campaign that says text/call 911, stay, and cooperate; save lives

GREENCASTLE, IN – October 25, 2017- State officials recently launched an ad campaign designed to inform Hoosier college students about Indiana's existing Lifeline Law, which prohibits criminal prosecution for underage drinking and other related offenses when the student reports a medical emergency to the police, stays with the person in need and cooperates with authorities. This fall digital campaign launched August 17th and runs through November 22, 2017. This message has saved two lives this semester by Indiana college students utilizing Indiana's Lifeline Law bringing the total number of lives saved to date to 41.

By using social media platforms such as Instagram, Snapchat, Twitter and Facebook, the campaign will encourage incoming and returning college students throughout Indiana to Text/call 911, stay and cooperate when someone is in need of medical attention due to alcohol consumption.

Details of the digital/video campaign, including samples of the campaign's artwork/messaging, will be shared at a **Press Conference at 10 a.m. on Wednesday, October 25th at DePauw University's Peeler Art Center (auditorium), 10 W. Hanna St., Greencastle 46135.**

Indiana Youth Services Association's Make Good Decisions program and Senator Jim Merritt, author of Indiana's Lifeline Law, have partnered with Indiana Statewide 911 Board's Text-to-911 services, Treasurer Kelly Mitchell (chair of the Statewide 911 Board) to increase public awareness about the ability to Text-to-911 in an emergency.

Sen. Merritt and Mitchell will be joined at the news conference by Alan Hill, Vice President for Student Academic Life and Dean of Experiential Learning, and Sam Kramer, a sophomore student-athlete at DePauw.

Sam Kramer, a sophomore student-athlete at DePauw, has helped established an awareness campaign about Make Good Decisions at DePauw bringing the educational aspect of alcohol poisoning and making good decisions to the forefront of the DePauw student body in partnership with the DePauw University Athletic Department. The DePauw University Athletic Department is hosting a Make Good Decisions soccer game at 7 p.m. on Wednesday, October 25th at Reavis Stadium, 200 W. Hanna St., Greencastle 46135.

Indiana's Lifeline Law provides legal amnesty from prosecution for underage drinking, and many related drinking offenses, for a person who calls or texts 911, or for persons assisting and reporting a medical emergency, sexual assault or other crime. The purpose of the partnership is to encourage teens and young adults to contact 911 for help when they find themselves or a friend in an emergency, especially those situations that may have involved alcohol or a sexual assault, or if they witness another crime.

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State Sen. Jim Merritt (R-Indianapolis), author of the law, says the \$100,000 campaign educates that not only does the law provide legal protections to minors under the influence who report a medical emergency, sexual assault 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.

Pat McAfee produced a video for the campaign that encourages teens to first make good decisions but to also text/call 911 in an emergency.

“Every 44 hours a college-age person dies from alcohol poisoning,” Merritt said. “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. It is critical that students, faculty, and law enforcement officials at DePauw University know and understand this lifesaving law.”

WHAT: Press Conference: Announcement of Make Good Decisions Social Media and Video Campaign Featuring State Treasurer Kelly Mitchell, State Senator Jim Merritt, Alan Hill, Vice President for Student Academic Life and Dean of Experiential Learning, and Sam Kramer, a sophomore student-athlete at DePauw

WHEN: Wednesday, October 25, 2017 at 10:00 a.m.

WHERE: Peeler Art Center (auditorium), 10 W. Hanna St., Greencastle 46135
Suggested parking: south side of the Center

WHO: Press Conference Speakers:
Kelly Mitchell, Treasurer for the State of Indiana, chair of the Statewide 911 Board
State Senator Jim Merritt, author of the Indiana Lifeline law
Sam Kramer, a sophomore student-athlete at DePauw
Alan Hill, VP for Student Life and Dean of Experiential Learning, DePauw University

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Make Good Decisions Soccer Game: 7 p.m. on Wednesday, October 25th at Reavis Stadium, 200 W. Hanna St., Greencastle 46135.

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 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

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