

# Calendar for Reaching Out to Establishments

## July

**One month before most academic school years start.** This is a great time to start sending out invites for a bar owner meeting, bars and restaurants are prepping for students to be back in town.

## August

**School is back in session this month!** Hold your bar owner meeting, and send out wrap-up e-mails about your meet-up, and additional resources available.

## September

**It has now been one month since school started,** bars are starting to get the gist of what they need for this year's student class. Reach out to them and ask if they need anything.

## October, November, December

**These are big holiday months, drinking rates will likely increase drastically,** this is a good time to start working with Partners in Prevention and other resources to draft campaigns about designated drivers, ride shares, etc. You can also reach out to local bars again to see if there's anything you both can do to keep student's safe.

## January

**Happy New Year!** This is a great time to get re-aligned with students, and local establishments after Holiday break.

## February/March

**These are also big drinking holiday months** (Mardi Gras, Saint Patrick's Day, Galentines) This is another good time to reach out to nearby bars.

## April/May

**Depending on your school, the school year is ending sometime in these two months,** if you worked closely with any establishments, you could send them a thank you letter or gift.

## June/July

**You will receive your MACH-B data around this time.** This is a great time to sit down as an administration and review data regarding student drinking habits, as well as student's drinking habits within bars and restaurants. This data will also prompt some ideas on how to prep for the school year and will be a good topic to discuss in your next bar owner meeting.