

# COMMUNITY PROFILE

The following is a comprehensive list of all possible data sources. The more information you can provide, the greater the assistance from the rapid response team. **However, if the data is unavailable or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition or key members of the community and request their assistance.

## A. Demographics

### 1. Population

Total population of city/county/area (circle one) \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

### 2. Ethnic breakdown (by %)

White \_\_\_\_\_

African American \_\_\_\_\_

Hispanic \_\_\_\_\_

Asian \_\_\_\_\_

Native American \_\_\_\_\_

Other \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

### 3. Under 21 youth

Number of youth \_\_\_\_\_

% of the total population \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Census Bureau (Census data is available in any library or can be obtained via the Internet at [www.census.gov](http://www.census.gov))*

### 4. The number of licensed drivers who are under 21 and what percentage of the total number of licensed drivers they represent.

Number of licensed drivers under 21 \_\_\_\_\_

% of total licensed drivers \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Motor vehicle licensing agencies*

## B. Highway safety data

### 1. DWI/DUI

Number of underage DWI/DUI arrests \_\_\_\_\_

Number of underage DWI/DUI convictions \_\_\_\_\_

% of total DWI/DUI arrests \_\_\_\_\_  
% of total DWI/DUI convictions \_\_\_\_\_  
Don't know/unavailable \_\_\_\_\_

*Source: Police departments, highway safety agencies, juvenile and criminal justice agencies.*

2. Motor vehicle alcohol-related crashes

Number of underage alcohol-related crashes \_\_\_\_\_  
% of total alcohol-related crashes \_\_\_\_\_  
Don't know/unavailable \_\_\_\_\_

*Source: Police departments, highway safety agencies*

3. Motor vehicle alcohol-related injuries

Number of underage alcohol-related injuries \_\_\_\_\_  
% of total alcohol-related crashes \_\_\_\_\_  
Don't know/unavailable \_\_\_\_\_

*Source: Police departments, highway safety agencies, hospital emergency rooms*

4. Motor vehicle alcohol-related fatalities

Number of underage alcohol-related injuries \_\_\_\_\_  
% of total alcohol-related crashes \_\_\_\_\_  
Don't know/unavailable \_\_\_\_\_

*Source: Police departments, highway safety agencies*

**C. Liquor Law Violations**

Liquor law violations, which may be referred to by another name, indicate any acts committed by an underage youth or an adult in violation of the state's and/or locality's liquor laws and regulations or motor vehicle licensing laws.

Underage attempts to purchase \_\_\_\_\_  
Underage purchase \_\_\_\_\_  
Underage possession \_\_\_\_\_  
Underage consumption of alcohol by an underage youth \_\_\_\_\_  
Underage possession or use of a fake ID \_\_\_\_\_  
Adult purchase and/or providing of alcohol to a minor \_\_\_\_\_  
Don't know/unavailable \_\_\_\_\_

*Source: Police departments, alcohol beverage control agencies, juvenile and criminal justice agencies.*

Driver license suspensions \_\_\_\_\_  
Driver license revocations for alcohol-related offenses \_\_\_\_\_  
Don't know/unavailable \_\_\_\_\_

*Source: Motor vehicle departments/agencies, provided the state's underage drinking laws include a licensing action.*

**D. Alcohol Sales**

Includes retail liquor establishments, restaurants, bars or any other licensed alcohol venue that sells alcohol to a minor.

Number of sales to minors \_\_\_\_\_

Number of license suspensions for sales to minors \_\_\_\_\_

Number of license revocations for sales to minors \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Police departments, alcohol beverage control agencies.*

Number of retail outlets \_\_\_\_\_

Number of alcohol beverage control agents/inspectors/police officers \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Alcohol beverage control agencies*

**E. School Data**

Number of suspensions, expulsions and other events \_\_\_\_\_

Vandalism and campus disruptions. \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: School systems, colleges and universities, community college campus and local police departments.*

**F. Criminal Justice Data**

Number of parties to which police were called because of underage drinking \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Police departments*

Underage alcohol involvement in cases involving

Vandalism, property damage, rape, robbery, assault, murder, etc. \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Juvenile and criminal justice agencies, juvenile services, police departments including any campus police departments, probation and parole*

Incidents on college campuses including

Rapes, robberies, assaults, property damage, etc. \_\_\_\_\_

Don't know/unavailable \_\_\_\_\_

*Source: Colleges and universities*

**G. Injuries and Deaths Involving Alcohol (except those involving motor vehicles)**

1. Recreational injuries or death where alcohol was a factor.

- Swimming \_\_\_\_\_
- Boating \_\_\_\_\_
- Climbing \_\_\_\_\_
- Roller blading, skate boarding \_\_\_\_\_
- Biking \_\_\_\_\_
- Walking \_\_\_\_\_
- Don't know/unavailable \_\_\_\_\_

*Source: Hospital emergency rooms, hospital inpatient and discharge data, hospital financial data, police departments*

- Underage youth alcohol-related emergency room admissions/EMS data \_\_\_\_\_
- Don't know/unavailable \_\_\_\_\_

*Source: Hospital emergency rooms, insurance companies*

**H Alcohol Treatment**

- Number of beds for underage youth \_\_\_\_\_
- Number of beds filled by underage youth \_\_\_\_\_
- Number of alcohol-related admissions \_\_\_\_\_
- Don't know/unavailable \_\_\_\_\_

*Source: State alcohol and other drug abuse treatment agencies*

**I. Prevention Initiatives**

- Number of parent programs \_\_\_\_\_
- Number of alcohol-free activities for youth \_\_\_\_\_
- Number of substance abuse prevention organizations \_\_\_\_\_
- Number of youth substance abuse prevention organizations (SADD etc) \_\_\_\_\_
- Don't know/unavailable \_\_\_\_\_

*Source: School systems, state substance abuse prevention agencies*

**J. Youth**

- Youth behavioral risk survey is available \_\_\_\_\_ Yes
- Youth behavior and attitude toward alcohol use survey is available \_\_\_\_\_ Yes
- No surveys available \_\_\_\_\_

*Source: State Departments of Health, secondary school systems, colleges and universities, and other groups such as PRIDE.*

## ENFORCEMENT

*The following is a list of questions on the nature of underage drinking enforcement in your community. The more information you can provide the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of the law enforcement community and inform them the information is confidential and will only be seen by members of the rapid response team.*

1. Do you have support of top law enforcement officials?
2. What are the underage drinking enforcement programs your law enforcement agencies are currently doing such as compliance checks, Cops In Shops, etc.? Are they working? Which was the most successful?
3. What is the perception of law enforcement to enforcing underage drinking and DWI/DUI laws?
4. What obstacles does law enforcement face in youth alcohol enforcement?
5. Is it easy for minors to buy alcohol?
6. Where do youth obtain their alcohol?
7. Where does underage drinking occur?
8. Out of 10 retailers, how many do you estimate would sell to an underage youth?
9. Are any law enforcement agencies in your community committed to youth alcohol enforcement in terms of providing manpower, doing programs, etc? If so, name the agency and provide a contact person with a phone number.
10. How well do the various law enforcement agencies work together?
11. Is there one good officer from local law enforcement who could take lead in contacting other local law enforcement agencies?
12. What are the attitudes of prosecutors, judges in your community toward underage drinking? Is there any training for the judiciary with respect to youth alcohol?
13. Do juvenile justice and law enforcement agencies cooperate on underage drinking issues?
14. What is the attitude and policy of alcohol beverage control agencies?
15. Are there a sufficient number of alcohol beverage control agents and inspectors to regulate establishments that sell alcohol?
16. Is there anything else you want to tell us?

## PREVENTION

*The following is a list of questions on the nature of prevention programs in your community. The more information you can provide the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition who work in the prevention field or key members of the community and request their assistance.*

1. What underage drinking prevention programs already exist?
2. Is there a underage drinking prevention program that is successful? Is there a underage drinking prevention program that is weak?
3. Are the underage drinking prevention programs evaluated and is that evaluation available?
4. What institutions, organizations, agencies take primary responsibility for prevention and education programs?
5. What kinds of alcohol-free activities are available to youth and are they well publicized?
6. How does the media report incidents involving underage drinking?
7. Are parents involved in prevention/intervention strategies?
8. Are there prevention programs targeted at adults?
9. Are there campus-based prevention/intervention programs?
10. Is there any server/seller training for liquor licensees? Is it mandated?
11. Is there anything else you want to tell us?

## EDUCATION

*The following is a list of questions on the nature of education in your community. The more information you can provide the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition who work in the education field or key members of the community and request their assistance.*

1. How many high schools are in your community? How many colleges/universities? Are these colleges or universities residential or commuter?
2. Does the school system have a policy on underage alcohol use and is it enforced?
3. Are police officers assigned to secondary schools in the community? What is their role?
4. Are students permitted to leave high schools for lunch? If yes, describe what happens.
5. Is there a student assistance program?
6. What type of alcohol education is conducted in the schools?
7. What is law enforcement's role in university/college campuses?
8. Are alcohol incidents part of disciplinary programs and are they reported to the police?
9. Is alcohol served at college/university events?
10. What emphasis is alcohol given in college freshman orientation sessions?
11. What is the environment like around college/university campuses, i.e., number of bars, advertising of drink specials, etc.?
12. Has your public school system adopted a prevention model curriculum? If so, briefly describe or give the name.
13. Is there anything else you want to tell us?

## PUBLIC POLICY

*The following is a list of questions on the status of public policy in your community. The more information you can provide the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition who work in the public policy field or key members of the community and request their assistance.*

1. What are the state's and/or locality's underage drinking laws and regulations? Check the ones which apply.  
Zero tolerance  
Purchase, attempt to purchase,  
Consumption  
Public Intoxication  
Use/lose (motor vehicle suspensions, revocations)  
Drinking and driving  
Adults who provide alcohol to minors  
Sales to minors  
Keg registration  
Graduated licensing  
Fake IDs – making, selling, using
2. Are youth involved in any public policy initiatives?
3. What is the state's and local community's number one public policy issue involving youth?
4. How do legislators view the importance of preventing underage drinking?
5. Does the industry have influence in the way public policy initiatives are decided?
6. Does the coalition regularly brief policy makers on the underage drinking issue?
7. Has the coalition ever testified before a federal, state or local government body? If so, which one.
8. Has your coalition been involved in a public policy victory or defeat? If so, describe.
10. Are public officials actively involved in your coalition? If so, who are they?
11. What type of alcohol advertising (other than television) exists in the community, i.e., billboards, subway or bus signs, retail establishments, sponsorship of local sporting or entertainment events, etc.?
12. What are the regulations on getting and keeping a license to sell alcohol?
13. Is your state a control or non-control state with respect to the sale of alcohol?
14. Is there anything else you want to tell us?



## EVALUATION

*The following is a list of questions on the nature of evaluation within your coalition or organization. The more information you can provide, the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition who work in the evaluation field or key members of the community and request their assistance.*

1. Does the project have an evaluation plan? If yes, please send a copy.
2. If the project has no evaluation, how are you measuring effectiveness?
3. What is evaluation's relationship to the planning process? Is it linked to the strategic plan?
4. How does the coalition view evaluation?
5. Is the evaluation donated or paid? Indicate who has donated or paid for the evaluation?
6. Does the project have access to an evaluator?
7. Is there anything else you want to tell us?

## SELF-SUFFICIENCY

*The following is a list of questions on the nature of self-sufficiency opportunities in your community. The more information you can provide the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition who work in the fundraising field or key members of the community and request their assistance.*

1. What type of funding does the coalition currently receive?

State government funding? What agency?

Federal funding?

Foundation funding?

Corporate donations?

Non-profit funding?

Other (please specify) \_\_\_\_\_?

2. What percentage of the overall project budget comes from the following:

Local government funding \_\_\_\_\_

State government funding \_\_\_\_\_

Federal government funding \_\_\_\_\_

Foundation support \_\_\_\_\_

Private sector support \_\_\_\_\_

3. What is the project's current and projected budget?

4. How does the project intend to continue in the future with respect to funding options?

5. Does the project have access to self-sufficiency expertise?

6. Does the coalition include prominent members of the business community and are they willing to assist the project in attaining self-sufficiency?

7. Has the project considered obtaining self-sufficiency from dedicated funds such as taxes, fees, etc.?

8. Does the coalition believe it would benefit from specific training in achieving self-sufficiency?

9. Is there anything else you want to tell us?

## MEDIA

*The following is a list of questions on media coverage of the underage drinking issue in your community. The more information you can provide the greater the assistance from the rapid response team. **However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Don't feel overwhelmed by the list of questions and don't worry if you can't answer every one of them. Give it your best effort.** Distribute this checklist to members of your coalition who work in the media or key members of the community and request their assistance.*

1. Has there been an alcohol-related incident involving underage youth in the past year?
2. If yes, did this incident receive widespread coverage in the media?
3. Estimate how many stories have been in the media in the past year that concerned underage drinking?
4. Does the coalition have a media plan with a complete, updated media list?
5. Has the coalition ever conducted a media event? If so, was it successful?
6. How does the coalition view the media? Is it important or not important?
7. Does the coalition include members of the media? If yes, what is their role?
8. Briefly describe what the coalition believes the media would be interested with respect to the activities of the coalition?
9. Is the coalition involved in any national media efforts such as the National Youth Anti-Drug Campaign, Partnership for a Drug Free America, Marin Tobacco Initiative? If yes, please give the names.
10. Is there anything else you want to tell us?