

The Community Alcohol Personality Survey

**Learn how to establish the size and shape of
alcohol problems in your community and where to focus
your efforts for the most impact.**

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Community Alcohol Personality Survey® Planning Process and Evaluation

Communities – they dot the landscape in a thousand different ways. Your community may be a college campus, a city or county, a military base, even a neighborhood. And as a member of your community, you may be struggling with the best way to chip away at the problems associated with youth and alcohol. With most communities, the problem is like an iceberg. We can see the tip of it, but have no idea how big it really is. As a result, the issue goes undetected, and unfortunately unresolved. Not because communities are lazy or apathetic, but because the depth and breadth of the problem is often not identified. **The Community Alcohol Personality Survey** will help you see the problem as it exists in your community. It will act as the fundamental basis that will give you immediate focus. And it will be the tool you will refer to over and over again.

The Community Alcohol Personality Survey is divided into three unique parts:

Part One – Identifying the Problem(s)

This section helps uncover the underage drinking problems that are present in your community. The issue itself is so broad, it can easily feel overwhelming. But by identifying and prioritizing specific problems we can begin to find solutions that work.

Part Two – Contributing Factors

Problems from underage drinking do not just happen by themselves. There are countless underlying factors. This section will help you identify those contributing factors in your community.

Part Three – Take the Community Alcohol Personality Survey

The Community Alcohol Personality Survey (or CAPS) acts as a radar. It is a method of detecting how big the problem is and where the “hot” spots are. This survey will help you scan your community for the existing influences that “assist” kids in underage alcohol use. It will help you establish the size and shape of the problem, and where to focus your efforts for the most impact. The CAP Survey will also reveal how your community may be unwittingly contributing to the problem.

Once you have completed the three parts in **The Community Personality Survey**, you will have valuable information to begin building an action plan to reduce underage drinking in your community.



Part One – Identifying the Problem(s)

Check the problems that you see in your community as a result of underage drinking. Then prioritize your list into your top three problems.

Check all problems that apply.

- | | |
|--|---|
| <input type="checkbox"/> Emergency room admissions | <input type="checkbox"/> School dropouts |
| <input type="checkbox"/> Worksite problems, (accidents, absenteeism, productivity, etc.) | <input type="checkbox"/> Pregnancy/sexually transmitted diseases |
| <input type="checkbox"/> Assaults (fights, acquaintance rape, etc.) | <input type="checkbox"/> Abuse/neglect |
| <input type="checkbox"/> Over-consumption/alcohol overdose by teens | <input type="checkbox"/> Addiction |
| <input type="checkbox"/> Property damage/vandalism | <input type="checkbox"/> Treatment issues (need of, demand) |
| <input type="checkbox"/> Vehicle crashes | <input type="checkbox"/> Drinking and driving |
| <input type="checkbox"/> Domestic violence | <input type="checkbox"/> Teen drinking parties |
| <input type="checkbox"/> Suicide | <input type="checkbox"/> Family problems (divorce, fights, etc.) |
| <input type="checkbox"/> Underage access and drinking | <input type="checkbox"/> Disturbing the peace (public intoxication at parks, beaches, events) |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

Part Two – Identifying Contributing Factors

From the list of contributing factors, check the ones that apply to underage drinking in your community.

Check the contributing factors that apply.

- | | |
|--|---|
| <input type="checkbox"/> Parental/adult indifference/tolerance of underage drinking | <input type="checkbox"/> Lack of alcohol-free alternatives for youth |
| <input type="checkbox"/> Judges not following through with sentencing of alcohol laws | <input type="checkbox"/> Easy availability of alcohol |
| <input type="checkbox"/> Judicial plea-bargains | <input type="checkbox"/> School policies not consistently followed |
| <input type="checkbox"/> Lack of alternatives for kids | <input type="checkbox"/> No sense of “community” |
| <input type="checkbox"/> Lack of law enforcement | <input type="checkbox"/> “Open shelving” of alcohol in stores |
| <input type="checkbox"/> Lack of consistent enforcement of alcohol laws (limited consequences) | <input type="checkbox"/> Business interests vs. public health |
| <input type="checkbox"/> Code of silence among youth | <input type="checkbox"/> Community tolerance/denial of underage drinking |
| <input type="checkbox"/> Peer pressure to drink | <input type="checkbox"/> “Kids will be kids” attitude by adults |
| <input type="checkbox"/> Kids surrounded with positive images of alcohol use | <input type="checkbox"/> Poor role modeling by adults |
| <input type="checkbox"/> Adults provide alcohol to kids | <input type="checkbox"/> Greater acceptance of alcohol use than other drugs |
| <input type="checkbox"/> Kids working in alcohol outlets | <input type="checkbox"/> Limited funding for “community coalition” and alcohol policy work. |
| <input type="checkbox"/> Older friends provide alcohol to kids | <input type="checkbox"/> Other _____ |
| | <input type="checkbox"/> Other _____ |

Part Three– Your Community’s Alcohol Personality

This third part consists of a list of questions for you to answer about your community. Answer as honestly and thoroughly as possible. If you are part of a community coalition, photocopy the questions, let everyone answer individually and then discuss your answers. Remember, this section is about finding out the characteristics of your **community** and its relationship to alcohol. There are no right or wrong answers. Many times, we don’t realize the many ways our community unintentionally supports the use of alcohol. And while it may not be on purpose, it sends a strong message to our youth.



1. How well does your community monitor the location of alcohol advertising?

This includes billboards, storefronts, point-of-purchase displays in stores, sports stadiums, bus and train stations. Think about the location of the advertising – is it near schools, parks or other family-oriented places.

2. Is the type of local alcohol advertising monitored?

Is it appropriate for all ages; does it target minority populations?

3. How well does your community monitor the location of alcohol outlets and bars?

Are establishments located near schools, churches, parks, community centers, malls, youth-oriented establishments such as arcades?

4. Is alcohol served at community events?

If so, what size are the containers, where is it served, who is serving it?

5. Is alcohol allowed in public places – parks, stadiums, outdoor events?

Yes

No

6. Is alcohol served at school sponsored events such as sports booster events and fundraisers? Yes No

7. Do local bars offer happy hour specials, drink promotions (2 for 1) and other drink specials?
If so, how are they advertised?

8. What is the alcohol availability at stadiums, arenas, outdoor concerts and other large venues?
How is it monitored? Is "bring your own" alcohol prohibited?

9. What are current laws in your community for an adult who provides (supplies) alcohol to someone under 21?
(Try to obtain the laws for the first, second and third offense.) How do you feel about these laws?

10. What are the current laws in your community for minors in possession of alcohol?
(Try to obtain the laws for the first, second and third offense.) How do you feel about these laws?

11. Is alcohol mentioned as a contributing factor in media coverage? (accidents, assaults, domestic violence, etc.)

12. Does law enforcement conduct alcohol compliance checks with alcohol retailers to ensure that retailers are taking steps to avoid alcohol sales to people under 21? If yes, what were the most recent alcohol compliance results?

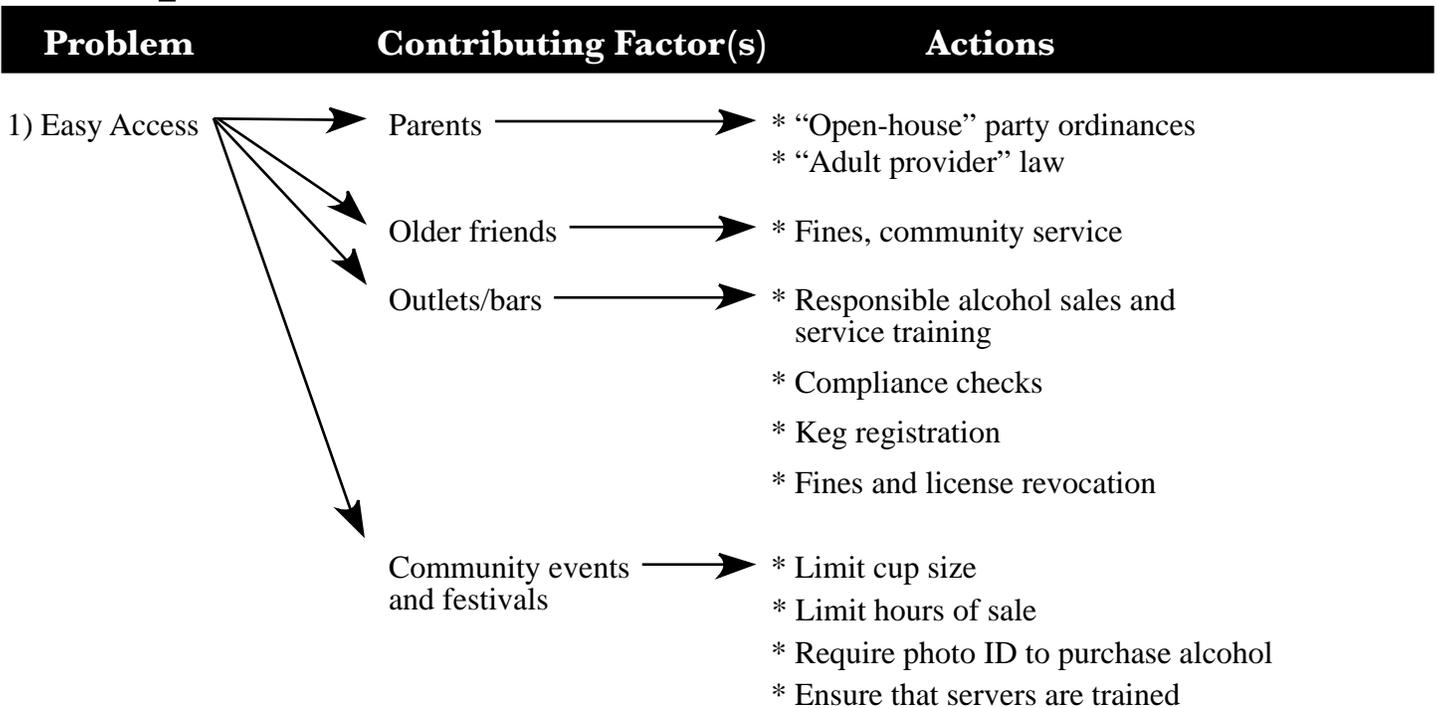
Planning Process

Once you have completed Part 1, Part 2 and Part 3, you will have important perceptions and information regarding youth and alcohol in your community. The next step is to gather as much data as you can to support your findings. For example, perhaps you have found that underage sales are a contributing problem. Go to the police department and find out if compliance checks are done. What are the results of these compliance checks? Other places to find support data might be schools, emergency rooms and local substance abuse offices. It's important to find as much current data as possible to support your findings.

Analyze your findings

1. Look at the top three problems you've identified.
2. Match them with the corresponding contributing factor(s).
3. Tie your problem and contributing factors to actions.

Example:



Repeat this process for the other two remaining problems. When you are done, you should have three charts that clearly show the problem aligned with contributing factors and then the policy and/or action that needs to happen to solve the problem.

NOTE: You may find your community already has some of the policies "on the books" but are not consistently being implemented. The action then becomes finding out why and working to support consistent implementation.

Strategies for Action on Alcohol Issues

I. Strategies Aimed at Affecting Community Norms

1. Eliminate or limit alcohol beverage industry sponsorship at public events (e.g. a beer company sponsoring a boat race).
2. Obtain restrictions on alcohol advertising in stadiums, on billboards, buses and other mass transit.
3. Restrict “point of sale” (stores, outlets, etc.) advertising that appeals to youth.
4. Obtain alcohol advertising bans near schools and other areas where youth gather.
5. Obtain community sponsorship for alcohol-free activities for youth.
6. Restrict alcohol sales at community events – Eliminate or limit alcohol use at community events or in public areas (e.g., at county fairs, in parks or at beaches).
7. Implement community media campaigns, conduct media advocacy and counter advertising campaigns on alcohol issues that impact your community.
8. Develop community support for enforcement of underage drinking laws.

II. Strategies Based in Schools and in Other Youth Organizations

9. Support widespread awareness of school policies regarding alcohol use on school property or at school-sponsored events.
10. Support media literacy programs to make youth more sophisticated about manipulative advertising techniques.

III. Strategies Related to the Commercial Availability of Alcohol

11. Restrict minors’ access to bars and nightclubs – Prohibit or severely limit people under the age of 21 from entering bars and nightclubs, which should be clearly distinguished from restaurants.
12. Restrict the age of alcohol servers and sellers – Require that all retail alcohol outlet employees who are engaged in the sale or service of alcohol be at least 21 years of age.
13. Prohibit all commercial sales, gifts or other methods of furnishing alcohol to minors without exception.
14. Restrict the location of alcohol outlets – Create buffer zones that extend at least 1,000 feet to separate alcohol outlets from schools, youth facilities and residential neighborhoods.
15. Regulate home delivery and internet/mail-order sales – Prohibit home delivery of alcohol and either prohibit or strictly regulate internet/mail-order alcohol sales.
16. Mandate responsible beverage service training programs – Initiate, and over time, mandate community-wide responsible alcohol sales and service training programs that educate merchants regarding alcohol sales and service techniques and responsibilities.

17. Support compliance check programs – A compliance check is a tool to identify alcohol establishments that are selling alcohol to youth or intoxicated individuals. These are normally conducted by law enforcement agencies or state alcohol licensing authorities. The purpose is to identify, warn, educate and if necessary, penalize retailers who sell to underage youth.
18. Apply appropriate penalties to outlets that sell and bars that serve to people under 21 – Impose legal penalties on retail licensees for violations of sales-to-minor laws, which increase with severity for repeated offenses.
19. Place controls on the hours of sale of alcoholic beverages.
20. Make the provision of alcohol to minors an offense.

IV. Strategies Aimed at Reducing Social Public Availability of Alcohol

21. Implement beer keg registration – Keg registration ordinances are used primarily to identify and penalize adults who purchase beer kegs and allow underage youth to consume the alcohol. At the time of the keg purchase, retailers are required to record the keg identification number, the purchaser's name, address, telephone number and driver's license number.
22. Implement "shoulder-tap" programs that enforce laws against buying alcohol for minors – "Shoulder-tap" programs address the issue of adults that are willing to purchase and provide alcohol to underage youth. Working with local law enforcement, underage "decoys" approach individuals over the age of 21 and ask them to purchase alcohol on the decoys behalf. Adults who do this are generally ticketed by law enforcement personnel. The purpose of the program is to deter adults from purchasing alcohol for minors.
23. Implement "Open-house" party ordinances – "Open-house" party ordinances hold adults responsible for underage drinking on their property or on premises under their control. These ordinances can also apply to hotel and motel rooms as well as private homes and the surrounding properties.
24. Implement special police "party patrols" to contain underage parties and ticket both minors and any adults who provide alcohol to youth.
25. Apply penalties to people under 21 who use false identification to purchase alcohol.
26. Make the provision of alcohol to minors an offense.
27. Improve laws regarding minors in possession of alcohol.
28. Enforce "zero tolerance" laws for drivers under 21.
29. Support sobriety checkpoints.
30. Increase the price of alcohol through excise taxes.

Evaluation

1. What problem did you address?
(problem identification)

2. What action did your group implement?
(strategy)

3. How did your action step change things?
(assessment)



4. How did your action step help reduce youth access and underage drinking? (outcomes)

5. How did you verify what is different?

Examples include: changes in data; changes in laws, ordinances, polices and practices;
changes in community environments.

6. Have you designated someone to track changes in policies and practices to insure implementation?

How are observations being communicated to others?

Getting to Know your Community

Title/Name	Phone	Interest?
School Superintendent:		
Athletic Director:		
School Counselor:		
Student Assistance Program Coordinator:		
Member of the Board of Education:		
Student Government:		
Neighborhood Association:		
Neighborhood Association:		
Local Merchants:		
Local Merchants:		
Local Merchants:		
Local Police:		
Sheriff's Department:		
State Police:		
City Council:		
City Council:		
Mayor:		
Member of the County Board of Commission:		
City Attorney:		
Emergency Room Physician:		
Emergency Room Registered Nurse:		
Local Coalition:		
Local Coalition:		
Other:		
Other		

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