

State: _____

Date: _____

Community Coalition Profile Exercise

The **{Coalition Name}** wants to ensure that the services it is offering are useful to you and your community. Please take a few minutes to complete this survey and return it to the {Agency Name} office. Thank you for your help.

What community/ town are you from? _____

Please identify which of the following best describes your primary place of employment or affiliation (**Choose ONLY one**):

- | | | |
|--|--|--|
| <input type="checkbox"/> Middle/ High School Staff | <input type="checkbox"/> Business | <input type="checkbox"/> Youth Services |
| <input type="checkbox"/> Higher Education | <input type="checkbox"/> Media | <input type="checkbox"/> Youth |
| <input type="checkbox"/> Law Enforcement | <input type="checkbox"/> Health Care System | <input type="checkbox"/> Public Health |
| <input type="checkbox"/> Municipality | <input type="checkbox"/> Recreation Department | |
| <input type="checkbox"/> Faith/Religious Org. | <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Community Task Force/
Local Prevention Council |
| <input type="checkbox"/> Parent | | |

Are you under age 21? Yes___ No___

What are the factors that contribute to underage drinking in your community?
(Please choose the top three factors in EACH category)

Availability and Access Factors

- Alcohol is easy to obtain from home
- Alcohol is easy to obtain from bars/package stores/supermarkets
- Alcohol sellers (e.g., package stores, bars) don't consistently check I.D.s
- Alcohol servers are not trained to recognize fake I.D.s
- Underage cashiers can sell to their friends
- Older youth provide alcohol to youth under 21
- Parents allow children to have parties in their homes and drink
- Probability of getting in trouble for drinking is low
- Influence of alcohol advertising

Enforcement Factors

- Underage purchase laws are not consistently enforced by police
- The Zero Tolerance law is not consistently enforced by police
- The Keg Registration law is not consistently enforced by police
- Penalties for selling to minors are not strong enough
- Penalties for selling to minors are not consistently enforced
- Parents are not prosecuted for providing alcohol to minors
- Courts don't prioritize underage alcohol violations

What type of activities has your community conducted to help stop underage drinking, and how effective have they been? (Please check all that apply.)

Effective Not
Effective

(Please check each of the efforts you have tried)

- Organizing your community/Forming a Coalition or task force
- Conducting a needs assessment
- Working with police or other law enforcement
- Underage Buyer compliance operation
- Working with youth
- Creating and enforcing an effective school or college drug policy
- Involving and influencing parents
- Liability training for parents/adults in your community
- General liquor law training for Bar Owners/Managers
- Responsible beverage service training
- Working with the media
- Other _____
- Other _____
- Other _____
- Other _____

Effective	Not Effective

What types of assistance does your community need to more effectively address underage drinking? (Please check all that apply.)

- Facilitated strategic planning session for your organization or community
- On-site technical assistance to implement activities in your own community or organization
- Annual conference with state/national experts
- Internet site to find out what's going on in the state and/or get good ideas
- Facts Sheets or other written materials on the problem and solutions
- Support to assist your community to change alcohol policies (e.g. zoning regulations)
- Support to assist you to get schools, police and others working collaboratively in your community
- Support to assist you in creating youth leadership opportunities
- Trainings in specific topics (see next question)
- Support to reduce the influence of alcohol advertising in our community
- Other _____

What type of communication support can the **{Coalition Name}** provide to assist your efforts? (Please check all that apply.)

- Creating and distributing press releases
- Publicizing our local events
- Talking to reporters
- Generating media attention
- Understanding how media
- Communicating our message to key community officials
- Building relationships with local media/reporters
- Coordinating our message with **{Coalition Name}**'s message

- Identifying news worthy opportunities within our local efforts
- Other _____

What trainings would be most useful to you in 2004? (Please check all that apply.)

- Organizing your community coalition/task force
- Conducting a needs assessment
- Involving and influencing parents
- Best Practices to prevent underage drinking
- How to be an effective advocate for policy change
- Working to change policies that reduce underage drinking
- Creating and enforcing an effective school or college drug policy
- Liability training for parents/adults in your community
- Working with youth
- Working with the media
- Responsible beverage service training
- Underage Buyer compliance operations training
- Bar Owners/Managers training
- Understanding the structure and practices of the alcohol industry
- Other training _____
- Other training _____
- Other training _____

What are some of the barriers that your community has encountered in addressing underage drinking? (Please check all that apply.)

- Difficulty organizing your community
- Engaging youth
- Don't have enough information and lack needed skills
- Involving and influencing parents
- Community leaders unwilling to support the issue
- Lack of resources within our town (e.g. lack of staff, volunteers, facilities)
- Existing laws about underage drinking not being enforced
- Lack of funding

What do you think are the top priorities for action your community should take to reduce underage drinking? (Please check all that apply.)

- Penalties for adults providing alcohol to youth
- Restricting alcohol in state parks
- Restricting alcohol at colleges/universities
- Stronger penalties for youth who purchase/possess alcohol
- Criminal penalties for those who sell to youth
- Automatic administrative fines/license suspension for those who sell to youth
- Increase taxes on alcohol
- Restrict alcohol advertising

ABOUT YOU

Which actions are you willing to take in your community to help reduce the problem of underage alcohol use? (Please check all that apply.)

- Serve as a mentor to someone in my position in another community
- Work to change laws at the local level by talking to my town officials
- Work to change laws at the state level by talking to legislators
- Start or join a coalition/task force in my own community to address factors that contribute to underage alcohol use.
- Distribute informational materials to parents and other adults
- Serve as an advisor to youth-led projects
- Provide volunteer/ in-kind support to the Coalition (e.g., meeting space, Internet expertise, help with newsletter, legislative advocacy, etc.)
- Encourage my local package stores/ grocery stores/ restaurants/ bars to carefully check I.D.s
- Encourage local schools and police to consistently enforce laws and policies
- Work to reduce alcohol advertising
- Other please describe: _____
- Other please describe: _____

- Optional: I would like to have a mentor (in a similar role as me) from another community matched with me

The best way to reach me is Mail Fax Email

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Fax: _____

E-mail: _____

Please note that phone and e-mail are major communication methods for {Coalition Name}!

Please return survey to the contact listed below. Thank you!

If you have any questions, please contact {main contact name}

Coalition Name and Address

Phone Number

Fax Number

Email