

Alcohol Prevention Strategy & Policy

Environmental strategy selection is based on your data. The key is to select the strategy or policy that addresses your local factors that contribute to substance use.

The Alcohol Policy Resource Center at Prevention First can assist you in analyzing your data, selecting strategies, and building capacity on alcohol policy and law enforcement strategies. The APRC also provides certified training on law enforcement strategies.

For more resources and contact information go to <https://www.prevention.org/alcohol-policy-center/>

Easy Retail Access

Retail access is when youth purchase or take alcohol from a store or restaurant/bar.

Strategies and Policies to address easy retail access include:

Compliance Checks
Mandatory Responsible Beverage Service Training (Policy)
Alcohol Outlet Density (Policy)



Easy Social Access

Social access is when youth get alcohol at a party, from their parents, or from a friend/sibling.

Strategies and Policies to address easy social access include:

Shoulder Tap Operations
Controlled Party Dispersal/Party Prevention
Communication Campaign
Social Host Ordinance (Policy)
Event Restrictions (Policy)
Keg Registration (Policy)



Permissive Social Norms

The expectations, behaviors, attitudes, or values that convey acceptance of alcohol use within the family, community, or peers.

Strategies and Policies to address permissive social norms include:

Communication Campaign
Advertising Restrictions (Policy)
Event Restrictions (Policy)
Youth Prevention Education (Individual Strategy)



Low Perceived Risk

The perception among youth that there is little to no risk of physical harm and/or legal or social consequences of alcohol use.

Strategies and Policies to address low perceived risk include:

Roadside Sobriety Checkpoints
Communication Campaign
School-Based Policy
Local Minor in Possession Ordinance (Policy)
Youth Prevention Education (Individual Strategy)

