American Medical Association
Office of Alcohol and Other Drug Abuse
Robert Wood Johnson Foundation National Alcohol Program Offices
515 North State Street, Chicago, IL 60610

Policy Options for Reduction of Alcohol Problems (3/03)

Family and Home
■ Family policy, traditions, values
■ Parental monitoring (of alcohol use, availability, child activities, after school hours)
■ Parental modeling
■ Supervise and monitor teenage parties (ban alcohol)
■ Responsible/social hosting
■ Clear family rules consistently enforced
■ Parent-child communications

Specific to Schools (K-12)
• Adopt comprehensive school policy (prevention, intervention, enforcement) and support services
• Support after school activities Ban alcohol on school property
• Ban alcohol at all school events
• Ban alcohol advertising and sponsorship of activities
• Ban product advertising on student clothing

Opportunities for Social/Normative Controls

Community
■ Counter-advertising campaigns
■ Correction of misperceptions
■ Highlight/counter second-hand effects of drinking (violence, diminished performance, etc.)
■ Youth Advocacy (training, mentoring)
■ Peer interactions
■ Consumer education/media literacy
■ Assure access to and promote alcohol screening, intervention and treatment services
■ Community Cues:
  ■ Visible, consistent, clear enforcement
  ■ Low bar density
  ■ Restricted or banned alcohol service, promotion and advertising at public events (fairs, festivals, celebrations) and on public property
  ■ Merchant voluntary refusals to sell child-oriented drinks; reduce in store ads and promotions/displays

Media (Community, campus, organizations)
• Ban alcohol advertisements
• Prioritize stories about alcohol issues
• Limit pro-alcohol use images
• Place warnings on alcohol advertisements
• Portray only responsible alcohol use
• Refuse advertising which promotes unsafe or underage drinking practices (e.g., happy hours and drink specials)
**Law enforcement (Community, Campus)**
- Check alcohol outlets for compliance with state and municipal licensing and safety codes
- Conduct compliance checks
- Prioritize enforcement against adults who illegally provide alcohol to youth
- Alcohol incident data collection, mapping and publication
- Educate public, key populations about problems, laws, enforcement measures

**Stadiums and Arenas (Community, Campus)**
- Restrict sales and consumption to certain areas
- Sell only low-alcohol or non-alcoholic beverages
- Cease alcohol sales before end of event
- Prohibit bringing your own alcohol
- Ban alcohol advertisements
- Alcohol-free tail gate areas
- Prohibit re-entry to stadium

**Hotels/motels**
- Restrict age of room renters
- Adult supervision of party rooms/facilities

**Worksites**
- Restrict alcohol at work events
- Discourage alcohol consumption during work day
- Prohibit use of alcohol as a bonus

**Insurance and Health Care Policies**
- Premium discounts for
  - Outlets that train servers
  - Individuals who sign waivers of coverage if they have alcohol-related crashes
- Coverage of alcohol screening, intervention and treatment services

**Religious institutions**
- Restrict access to alcohol at social events
- Prohibit use of alcohol as a prize
- Refuse alcohol sponsorship of events and activities
Public Policy Options

Access: Underage
■ Maintain & enforce minimum legal drinking age (MLDA), purchase/possession age
■ Minimum age of seller
■ Keg registration
■ Drivers’ license enhancement
■ Require age identification
■ Restrict sales of classes of alcohol
■ Social Host Liability
■ Ban minors in bars
■ Ban adult sales and/or provision to minors – social host liability

Access: How and When Alcohol is Sold
■ Maintain Public/private control of alcohol distribution systems
■ Restrict hours and days of sale
■ Restrict or ban sales at community events
■ Mandatory server training
■ Require server licensing
■ Commercial/Dram shop/server liability
■ Stop state preemption of local control
■ Ban Electronic/internet sales
■ Licensing and permit controls/limits
■ Ban drive-up sales and sales as gas stations
■ Ban home delivery
■ Reduce drink/container size and number of drinks per sale

Zoning: Where Alcohol is Consumed and Sold
■ Lower outlet Density
■ Restrict outlet Locations (near schools, parks, churches, residential areas)
■ Monitor outlet types (restaurant, tavern, off-sale, etc.)
■ Ban sale and consumption in parks, public spaces (including government buildings & property, sidewalks, fairgrounds) – conditional permits only for special events
■ Ban sales, consumption in stadiums/ greatly restrict sales
■ Pass noise, nuisance, public disturbances, public intoxication ordinances
■ Lease requirements (e.g. party size limitations, landlord accountability)

Pricing
■ Raise excise taxes
■ Increase license fees and penalties
■ Ban or limit happy-hour sales
■ Ban drink-specials (2 for one, all you can drink, ladies night, etc.)

Advertising and Promotion
■ Require and post visible warning signs and labels (health risks, DUI, caloric and alcoholic content)
■ Restrict alcohol advertisements/signage (location, number, size, placement, visibility)
■ Refuse alcohol producer and distributor sponsorship of events, publications, activities
■ Restrictions of alcohol advertisements on television and radio
■ Advertising to children
■ Restrict or ban alcohol billboards
Enforcement Mechanisms
■ Administrative penalties – civil rather than criminal offenses more likely to be implemented
■ Compulsory compliance checks
■ Restricting open house assemblies
■ Hotlines to report sales to minors or intoxicated persons
■ Adequate funding for enforcement

Drinking and Driving
■ Zero tolerance
■ Lower legal BAC
■ Graduated Licensing for minors
■ Check points for intoxicated driving
■ Media Campaigns
■ Ban open containers in cars
■ Administrative License Review
■ Mandatory screening and referral for DUI offenders

Alcohol Merchants
• Mandatory manager and staff training and incentives (for compliance)
• Check age identification
• Post warning signs/ distribute warning fliers
• Secret shopper program
• Prohibit sales to individuals accompanied by minors (parents and guardians excepted)
• Eliminate drinking competitions and drink specials
• Serve drinks in standard sizes
• Promote food and non-alcoholic beverages
• Campus permits, restrictions or bans
• Service to intoxicated patrons/ over service

Some Useful Alcohol Policy and Alcohol Advocacy Resources
■ American Medical Association Alcohol Programs: www.alcoholpolicysolutions.net
■ Center on Alcohol Marketing and Youth: www.camy.org
■ Center for Science in the Public Interest (CSPI) Alcohol Program: www.cspinet.org
■ Higher Education Center (HEC) for Alcohol and Other Drug Prevention: www.edc.org/hec
■ Leadership to Keep Children Alcohol Free: www.alcoholfreechildren.org
■ Lincoln Responsible Hospitality Council: www.interlinc.ci.lincoln.ne.us/city/council/rhc/index.html
■ Marin Institute: www.marininstitute.org
■ Mothers Against Drunk Driving: www.madd.org
■ NIAAA College Task Force: www.collegedrinkingprevention.gov
■ OJJDP Underage Drunk Driving Enforcement Training Center: www.udetc.org
■ Trauma Foundation - Alcohol and Violence Project: www.tf.org/tf/alcohol/ariv
■ University of Minnesota Division of Epidemiology: www.epi.umn.edu/alcohol

For research, data, analyses, discussion of issues, and news:
---- National Institute on Alcohol Abuse and Alcoholism (NIAAA): www.niaaa.nih.gov
---- Join Together: www.jointogether.org