

MENU OF POTENTIAL ACTIVITIES AND MEASURES

This menu of potential activities and measures has been developed to link with the specified goals and objectives developed for the Virginia community project which addresses underage drinking. Specific activities identified by current underage drinking coalitions (Lynchburg, Manassas, Hanover County) are cited with a representative letter (M, H, L). Prior activities are found in the evaluation materials distributed to all projects. Measures are potential approaches that can be used, and are generated from professional experience and project insights.

	Goal 1: Communities	
	<i>To create an environment that bolsters prevention activities in the communities.</i>	
Objectives:	Activities	Measures
<i>To establish or continue to enhance community-wide partnerships.</i>	Establish a Restaurant Bar Association (L) Have college dean on community committee (L, H)	Community Leader Assessment Nature of representation (diversity of membership) / quality of meetings / consensus on philosophy
<i>To increase the knowledge base of ABC laws of the licensees in the communities.</i>	Distribution of ABC Videos (H, L, M) Retailers / Managers Training (H) TIPS Trainings (H, L)	Pre-test/post-test or post-test only (GMU codes as individual stores + communitywide) Pre-test/post-test Existing TIPS pre-test/post-test
<i>To establish policies and laws in support of underage drinking prevention efforts.</i> (New objective)	Earlier store closing time near high risk location (M)	Review differences with intoxicated behavior with this location compared with other locales, as well as with this location over time

	Goal 1: Communities	
	<i>To create an environment that bolsters prevention activities in the communities.</i>	
Objectives:	Activities	Measures
<i>To establish monitoring systems of underage drinking related information.</i> (New objective)		
<i>To foster community norms and values consistent with messages of underage drinking prevention.</i> (New objective)	Sticker Shock activity (L, M, H) Billboards (L)	Monitor presence of stickers in stores where distributed over time Conduct exit/intercept interviews (can use classes, fraternity/sorority community service, violator service efforts)
<i>To increase public awareness regarding underage drinking prevention.</i> (New objective)	Billboard messages from T-Shirt contest (L) Media coverage of Operation Strikeforce (H) Media coverage of underage drinking (L) Youth write, record PSAs (H) Involvement in Holiday Float (SADD) (M) Operation Sticker Shock (M, L, H)]] Citizen awareness about alcohol and underage] drinking issues, gathered through key informant] interviews, telephone polls, citizen surveys,] sampling of group members]]]]

	Goal 2: Law Enforcement <i>To enhance law enforcement activity that address underage drinking.</i>	
Objectives:	Activities	Measures
<i>To increase awareness of laws and consequences regarding underage drinking by enforcement personnel.</i>	Law Enforcement Training (H, L, M) Sticker Shock and media attention (L) Overtime officers explain grant goals (H)	Pre-test/post-test or post-test measures Officer assessment of knowledge, awareness Roll call assessment of laws, knowledge
<i>To increase efforts of law enforcement in the community by increasing underage drinking enforcement activities.</i>	Party patrols (L) Parking lot patrols (H) Underage buyers (M) Spot check of stores (M) DUI checkpoints (link with DMV grant) Operation Strikeforce (H) Officers of age attempt purchase; letter followup Park /athletic field checks (M)	Results over time; Implementation schedule Results over time; Implementation schedule Compliance by stores Compliance by stores Arrests, public reactions Organization results Phone 10% of stores to assess response (+other issues) Results over time / comparisons

	Goal 3: Youth	
	<i>To engage youth in the planning and implementing of an aggressive plan of action.</i>	
Objectives:	Activities	Measures
<i>To increase participation and empower youth to be active participants in the prevention efforts.</i>	Youth in Action Training (H)	Pre-test / post-test instruments
	Interns from high school provide assistance (M)]
	Youth sponsor T-Shirt contest (L)]
	Link to college sorority (H)] Assessment of personal involvement]
<i>Engage youth in a range of activities designed to address underage drinking. (New objective)</i>	Youth write PSAs, radio plays once/week (H)	Youth reactions / reactions from officers