



**TAKE
the BACK!**

The Community Alcohol Personality Survey





TAKE IT BACK™

Community Alcohol Personality (CAP) Survey®

Communities dot the landscape in a thousand different ways. Your community may be a college campus, a city, rural town or even a neighborhood. With most communities, alcohol problems are like an iceberg. We can see the tip, but have no idea how big it really is. As a result, alcohol issues go undetected, and unfortunately unresolved.

The purpose of the *TAKE IT BACK CAP Survey* is to help you identify specific problems with alcohol in your community. Determining what strategy to use to solve these problems should be based on the specific needs of your community.



Scanning the Role of Alcohol in Your Community

Instructions:

1. Define your community. This can be done by using a zip code. However, if you are only evaluating a portion of a zip code, it might be better to give boundaries. The boundaries of your community would be the street to the north, south, east and west of the area that you are surveying.
2. Read each survey question carefully. To answer each question, you may need to go to the area of the community to which the question refers. For example, if a question asks about a convenience store, it may be necessary to go to a convenience store in your community to count advertisements, see if signs are posted, etc.
3. Complete the survey. Some questions ask for a specific number like questions 17 and 18. Place the number in the space provided.
4. Complete: "Getting to Know Your Community." To complete this portion, you will need a phone book or other directory, such as a school directory. You may also use the internet. List the phone numbers in the section provided with the corresponding title. Then list the name of the person in the corresponding position. Once your group has identified a specific issue you want to work on, contact each person by phone and ask the person if she/he is interested in assisting you with your efforts. Mark each person's response in the interest section.



Your community in general:

1. Are there opportunities to engage in healthy, alcohol-free activities in your community? (This can include community sports such as soccer, baseball, dance classes or martial arts classes.)	Yes	No
2. Are special events such as rodeos, community fairs or car shows in your community alcohol free?	Yes	No
If NO:	Yes	No
2a. Are there non-alcohol related activities available?	Yes	No
2b. Are non-alcoholic beverages available?	Yes	No
2c. Are IDs being checked when a person purchases an alcoholic beverage?	Yes	No
2d. Are adults consuming more alcoholic than non-alcoholic beverages at these events?	Yes	No
3. Are beer/alcohol bottles and cans littering neighborhoods or other areas of your community?	Yes	No
4. Are activities such as red-ribbon week, the Great American Smoke Out, Drinking and Driving Awareness, Underage Drinking Awareness or AIDS Awareness campaigns advertised and promoted within the community?	Yes	No
5. Is there an active group of community members or coalition in your community?	Yes	No



Within the school district:

6. Do students know what their school rules are about using alcohol?	Yes	No
7. Do students know the consequences of breaking the schools' rules on using alcohol?	Yes	No
8. Do parents support the schools' rules and policies?	Yes	No
9. Do students support the schools' rules and policies?	Yes	No
10. Do students believe adults will experience consequences if they assist or enable students to violate school alcohol rules or policies?	Yes	No
11. Do students think policies are consistently enforced?	Yes	No
12. Does your school have a student handbook available with the schools' policies in it?	Yes	No
13. Do students think that alcohol use contributes to their problems? (Problems may include low grades, suspension from school, problems with parents and/or teachers or problems with the law.)	Yes	No
14. Do students distribute handouts or fliers for parties where alcohol will be available?	Yes	No
15. Are there health promotion posters visible at school? (Health promotion posters might include topics such as not smoking or using other tobacco products, having a healthy diet, exercise and not using drugs or alcohol)	Yes	No
16. Does your school have a student assistance program?	Yes	No



In your community:

25. Do you have designated liquor stores in your community that specifically sell package liquor as well as other types of alcohol? If yes:	Yes	No
25a. How many package liquor stores are in your community?		
25b. Do liquor stores have signs stating that a person must be 21 to enter?	Yes	No
26. How many bars (which can include separate bar areas located inside a restaurant or stand alone bars) are located in your community?		
27. Are bars, liquor stores or convenience stores that sell alcohol located near neighborhoods or schools?	Yes	No
28. Do the alcohol outlets in your community target students in their advertisements and promotions?	Yes	No
29. Do bars feature advertising that promote high-risk drinking, such as price discounts or happy hour?	Yes	No
30. How many billboards are there in your community?		
31. How many billboards in your community advertise alcohol?		
32. Are convenience stores cluttered with alcohol advertisements on the windows?	Yes	No
32a. How many (average)?		



In local businesses:

33. Do local businesses carry alcohol-related merchandise? (Ex: beer mugs, shot glasses, t-shirts with alcohol logos)	Yes	No
34. Does merchandise such as posters or clothing have pro-drinking messages?	Yes	No
35. Does merchandise such as posters or clothing have health promotion messages?	Yes	No
36. Are local businesses littered with beer bottles and cans?	Yes	No

Problems and Contributing Factors you Observe

Identifying the problem(s)

From the listed provided below, check the problems you observe as a result of underage drinking.		
Kids drinking at school	School problems (academic, suspension, expulsion, drop-out)	
Assaults, fights and relationship problems	Pregnancy/sexually transmitted diseases (STD's)	
Binge drinking/youth passing out	Unplanned, unprotected or unwanted sexual hookups	
Property damage/vandalism/graffiti	Family problems (divorce, fights, etc.)	
Drinking and driving	Vehicle crashes	
Drinking parties (kids having parties with or without their parents permission)	Mental health issues (depression, suicide etc.)	
Kids that get drunk every time they drink	Kids drinking before they get to school	
Other	Other	
Other	Other	

Identifying contributing factors

Check the factors you observe that contribute to underage drinking issues in your community.		
Adult acceptance of underage drinking	School policies are not consistently followed	
Judges dismiss cases or give little punishment to youth offenders	Lack of desire to address the problem	
Youth acceptance of underage drinking	"Open shelving" of alcohol in stores/easy to steal	
Lack of enforcement of laws	Community tolerance/denial of underage drinking	
Adults do not understand or ignore alcohol laws	Alcohol is everywhere	
Alcohol is not seen as a drug	Adults are not good role models	
Youth are surrounded with positive alcohol images	Code of silence among youth	
Adults do not view it as a problem	Youth are able to work in places that sell alcohol	
Adults provide alcohol for youth	Alcohol is cheap	
Alcohol is easy to get	Other	
Other	Other	

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 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		

Part 2

Using the CAP Survey to Plan Actions

Once you have completed part one of the *TAKE IT BACK CAP Survey*, you will have important perceptions and information regarding the role of alcohol in your community and its impact on youth. The next step is to use the evidence you have gathered 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 the compliance checks? Other places to find support data might be schools, emergency rooms and local substance abuse offices. It's extremely important that you have evidence to support your findings.

Analyze your Findings (See the example below for help.)

1. Look at the top three problems you've identified backed by the evidence you have gathered.
2. Match them with the corresponding contributing factor(s).
3. Tie your problem, evidence and contributing factors to possible strategies identified on the following page (see list).

Example:

Problem	Factors that contribute to the problem	Strategies to address the problem
1. Easy Access	Parents	* "Open house" party ordinances * "Adult provider" law
	Older friends	* Fines, community service
	Outlets/bars	* Responsible alcohol sales and service training * Compliance checks * Keg registration * Fines and license revocation
	Community events and festivals	* Limit cup size * Limit hours of sale * Require photo ID to purchase alcohol * Ensure that servers are trained

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 following policies “on the books” but they 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 of 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 the manipulative techniques of advertising.

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-minors 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.

