

## Handout 9

### Sample Risk Factors and Potential Strategies

Risk Factor	Contributing Factor	Sample Strategies
<b>Social Access</b>	Furnishers and hosts believe they will not be caught or punished	<ul style="list-style-type: none"> <li>▪ <i>Enforcement:</i> Increase enforcement of furnishing and hosting laws, e.g. party patrols, shoulder-tap checks</li> <li>▪ <i>Communications:</i> Media campaign and/or media advocacy describing penalties for furnishing and hosting, social host liability</li> <li>▪ <i>Collaboration/Communications:</i> Work with media to publicize incidents of furnishers/hosts being caught and prosecuted</li> </ul>
	Community norms support the practice of adults hosting drinking parties for teens as an inevitable “rite of passage”	<ul style="list-style-type: none"> <li>▪ <i>Communications:</i> Social marketing campaign</li> </ul>
	Parents feel their children will drink anyway, so they prefer that they are “safe” and drink at home	<ul style="list-style-type: none"> <li>▪ <i>Communications:</i> Social marketing campaign targeting parents</li> </ul>
	Parents are not monitoring their home alcohol supply	<ul style="list-style-type: none"> <li>▪ <i>Communications:</i> Social marketing campaign targeting parents</li> </ul>
<b>Retail Access</b>	Low prices make alcohol accessible to youth	<ul style="list-style-type: none"> <li>▪ <i>Policy:</i> Alcohol tax increase</li> </ul>
	Clerks don’t check ID; Clerks do not know how to recognize fake IDs	<ul style="list-style-type: none"> <li>▪ <i>Education:</i> Merchant education, clerk training</li> <li>▪ <i>Collaboration:</i> Partner with retailers</li> <li>▪ <i>Enforcement:</i> Compliance checks</li> </ul>
	Retail Merchants Laws are not enforced	<ul style="list-style-type: none"> <li>▪ <i>Enforcement:</i> Compliance checks</li> </ul>

<b>Risk Factor</b>	<b>Contributing Factor</b>	<b>Sample Strategies</b>
<b>Low Enforcement</b>	Lack of police enforcement Lack of prosecution by judges	<ul style="list-style-type: none"> <li>▪ <i>Enforcement:</i> 1) Enforcement of existing underage age drinking laws; 2) Prosecution of existing underage drinking laws</li> <li>▪ <i>Communication:</i> Work with media to publicize incidents of underage drinking</li> <li>▪ <i>Collaboration:</i> Partner with law enforcements, and the District Attorney’s Office regarding prosecution</li> </ul>
<b>Promoting Alcohol Use (Advertising, Movies, Music)</b>		<ul style="list-style-type: none"> <li>▪ <i>Policy:</i> Restrict alcohol advertisement</li> <li>▪ <i>Policy:</i> Restriction of alcohol related promotional events in community settings</li> </ul>
<b>Peer Norms</b>		<ul style="list-style-type: none"> <li>▪ <i>Social Marketing</i></li> <li>▪ <i>Education:</i> Examples 1) All Stars: To increase students' beliefs about peer norms which consider abstinence from drug use to be normal, acceptable, and expected by peers; 2) Keep a Clear Mind: Changing young people’s perception of peer norms regarding the use of alcohol, tobacco, and marijuana</li> </ul>
<b>Family Norms</b>	Parent or Sibling Alcohol Use (or perception of use)	<ul style="list-style-type: none"> <li>▪ <i>Social marketing</i></li> <li>▪ <i>Education:</i> Examples 1) Strengthening Families Program (SFP); 2) Early Childhood Substance Abuse Prevention Project (Promising Program)</li> </ul>
	Parental Monitoring (or perception of monitoring)	<ul style="list-style-type: none"> <li>▪ <i>Social Marketing</i></li> <li>▪ <i>Education:</i> Examples 1) Community Trials Intervention to Reduce High-Risk Drinking (RHRD). One of the goals is to increase parental supervision of alcohol access to youth within the home; 2) Home-Based Behavioral Systems Family Therapy. Improved parental monitoring, discipline, and support of appropriate child behavior</li> </ul>
	Low Parental Care, or Involvement	<ul style="list-style-type: none"> <li>▪ <i>Education:</i> Examples 1) Families and Schools Together (FAST): Enhance family functioning; 2) Project Northland; 3) Adolescent Transitions Program (ATP); Child Development Project (CDP).</li> </ul>
<b>Perception of harm regarding underage drinking</b>		<ul style="list-style-type: none"> <li>▪ <i>Social Marketing &amp; Education:</i> Examples 1) All Stars Program; 2)Challenging College Alcohol Abuse; 3) Keep a Clear Mind: Changing young people’s perception of peer norms regarding the use of alcohol, tobacco, and marijuana; 4) Project Northland: Changing perceptions of access to alcohol; 5) Residential Student Assistance Program (RSAP).</li> </ul>

