



# **Reducing the Role of Alcohol at Community Festivals**

## **A Campaign to Reclaim Cinco de Mayo from the Alcohol Industry**

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North City Prevention Coalition, San Diego, CA

Case Study

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### **Discussion Guide**

# Background Information

A survey of 45 community festivals in the summer of 2000 found that:

- 62% allowed individuals under age 21 into designated drinking areas
- 53% did not limit the number of alcoholic drinks purchased per sale
- 33% did not restrict alcohol to a specific area
- 30% of event planners did not know whether alcohol servers were required to be trained on how to responsibly serve alcohol
- 20% of those who served alcohol did not use any special methods to identify intoxicated patrons

## What we can learn from this case study:

### How to make change happen:

#### 1. Gather people who are concerned.

Involve the entire community, from local businesses, city council members, prevention advisory councils, newspapers, TV and radio, to your next door neighbor.

#### 2. Do your homework – prove your case.

Talk to people. Gather statistics on DUIs, MIPs, etc. Show pictures of inappropriate alcohol advertising and sponsorship. Put costs to extra law enforcement coverage and clean-up.

#### 3. Know the process.

Go to a city council meeting and find out how laws are passed. Use your voice.

#### 4. Identify and find resources.

Be bold. Ask for money, write grants, research foundations. Keep asking.

#### 5. Have a plan and implement it.

Provide goals and deadlines to people. Stay focused.

#### 6. Keep the energy going.

Celebrate the small victories. Advertise your progress.

## Alcohol advertising, sponsorship and product restrictions at community events.

### Alcohol advertising restrictions.<sup>1</sup>

#### *What are alcohol sponsorship restrictions and how do they work?*

Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages, particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance or state law, or it can be implemented voluntarily by a business, event or organization and can include:

- Banning or limiting advertising at community events such as festivals, parties, rodeos, concerts and sporting events.
- Restricting or banning TV and/or radio alcohol commercials in relation to promotion of events.

- Restricting alcohol advertising in newspapers and/or on the Internet in relation to promotion of events.
- Enforcing existing restrictions on alcohol advertising.

## **Alcohol sponsorship restrictions.<sup>2</sup>**

### ***What are alcohol sponsorship restrictions and how do they work?***

Restrictions on alcohol sponsorship refer to the control of alcohol-related sponsors at community events. Sponsors can include large alcohol producers, local breweries/wineries, or retailers such as bars or restaurants. Sponsors provide financial support in return for promotions and advertisement at the event. Sponsorship may take different forms including: 1) use of the sponsor's name in conjunction with the event; and/or 2) promotional items (such as t-shirts, flashlights, etc.) with sponsor's logo.

Examples of sponsorship restrictions:

- Prohibiting alcohol sponsorship at youth-oriented events, auto races, sporting events and cultural festivals.
- Prohibiting the distribution of alcohol promotional items at events where a significant percentage of the audience is underage youth.
- Prohibiting an alcohol producer's or retailer's name from being associated with an event where youth are in attendance.
- Prohibiting signs with an alcohol sponsor's name from being displayed at an event where youth are in attendance.

1 Alexander C. Wagenaar, PhD, Professor and Director, Alcohol Epidemiology Program, University of Minnesota.

2 Ibid.

## **Alcohol product restrictions at community events.**

Alcohol restrictions at community events include policies that control the availability and use of alcohol at public venues, such as concerts, street fairs and sporting events. Such restrictions can be implanted voluntarily by event organizers or through local legislation. These restrictions may reduce alcohol-related problems such as traffic crashes, vandalism, fighting and other public disturbances.<sup>1,2,5,6</sup>

## **Alcohol policies for community events.**

The following represent a list of policies that may be implemented to restrict the availability and use of alcohol by underage youth and obviously intoxicated individuals at community events:<sup>1,2,3</sup>

Planning and set-up:

- Establish non-drinking areas for families and youth
- Establish designated drinking areas where underage youth are not allowed; prohibit people from leaving these particular areas with alcoholic beverages
- Have alcohol-free days/nights
- Establish enforcement procedures for all policies

### **Alcohol providers and sellers:**

- Require alcohol license holders to have liability insurance (check state laws)
- Require responsible beverage service training for alcohol sellers and event coordinators
- Require alcohol sellers to be at least 21 years old
- Require a manager to be on duty at the alcohol booth at all times
- Establish age identification checking procedures
- Prohibit drinking by servers
- Require signs indicating illegality of providing alcohol to minors

### **Security:**

- Establish procedures for handling intoxicated drinkers
- Require that security staff be adequately trained
- Ban alcohol consumption in parking lots and monitor these lots

### **Food/Beverage:**

- Limit cup size to 12 ounces
- Use cups for alcohol beverages that are easily distinguishable from non-alcoholic beverage cups
- Limit the number of servings per person per purchase to one or two at a time
- Stop serving alcohol at least one hour before closing
- Sell food and non-alcoholic drinks and provide free water

### **Why alcohol restrictions are so important.**

- **At community events, underage youth may easily get alcohol by buying it directly or by having friends over 21 buy it for them.** Banning alcohol or restricting alcohol sales (through policies such as age-ID checking or limiting the number of servings per person) at community events can reduce these sources of alcohol for youth.
- **At community and sporting events, alcohol use may fuel outbreaks of fighting and other forms of disruptive behavior among patrons and fans.** Policies such as discontinuing alcohol sales during the last half or final hour of the event or limiting the number of servings per person can reduce alcohol-related problems. Stadiums can also prohibit the sale of alcohol in the stands.<sup>1,2,4</sup>
- **Alcohol consumption at community events may also cause other types of disturbances within the community.** Possible disturbances include noise level issues, litter and trash on property surrounding the event, traffic and parking issues, property damage or vandalism and public urination.
- **Alcohol consumption at community events may increase the risk of alcohol-impaired patrons driving after an event.** Policies such as banning the sale of alcohol at an event, prohibiting sales to intoxicated customers or restricting the hours during which alcohol can be sold may reduce the likelihood that patrons will drive drunk after an event.<sup>5</sup>

# 4 Ways FACE Can Help You Get Started

- 1. Get Support:** Go to the FACE website ([www.faceproject.org/storiesofchange](http://www.faceproject.org/storiesofchange)) to find additional, free downloadable resources related to this Case Study.
- 2. Assess Your Community:** Take *The Community Alcohol Personality Survey*.<sup>®</sup> This survey will help you identify alcohol problems and contributing factors in your community. It will then identify research-based strategies that you can choose from to create a specific plan of action. You can download it free from our website.
- 3. Create Change:** Use *A Fork In the Road: The Path to Reducing Underage Drinking in your Community*<sup>®</sup> to communicate your findings and identify a plan of action that is relevant to your community.
- 4. Learn More About Youth and Alcohol:** Check out the additional resources on the FACE website.

1 Cassidy, D., Flora, J., Foote, D. Alcohol use at community events: Creating policies to prevent problems. San Diego Alcohol Program and Applied Communication Technology, 1987.

2 Johannessen K, Glider P, Collins C, Hueston H, DeJong W. Preventing alcohol-related problems at the University of Arizona's Homecoming: An environmental management case study. *American Journal of Drug & Alcohol Abuse*, 27(3):587-97, 2001.

3 Norton, P. Putting the pieces together: A guide to community actions for prevention of alcohol problems. FACE-Resources, Action & Training, 1991.

4 Bormann CA, Stone MH. The effects of eliminating alcohol in a college stadium: The Folsom Field beer ban. *Journal of American College Health*, 50(2):81-8, 2001.

5 Cohen DA, Mason K, Scribner R. The population consumption model, alcohol control practices, and alcohol-related traffic fatalities. *Preventative Medicine*, 34(2):187-97, 2002.

6 Toomey TL, Erickson D, Patrek B, Wagenaar A. Illegal alcohol sales and use of alcohol control policies at community festivals. Presented at Society for Prevention Research Annual Meeting, Seattle, WA, May-June 2002.