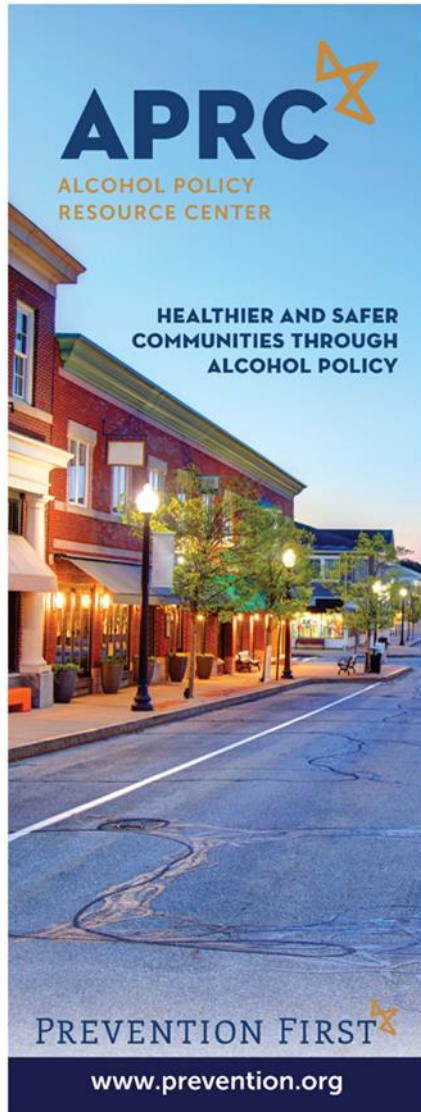


# ENVIRONMENTAL SCANS FOR ALCOHOL POLICY CHANGE

Illinois Association for Behavioral Health

Fall Conference

September 4, 2024



## APRC Focus

Prevention First’s Alcohol Policy Resource Center provides training, education, resources and tools on evidence-based alcohol policy strategies to municipal leaders, law enforcement and community coalitions focused on preventing or reducing underage drinking in communities throughout Illinois.

## Core Services

- Webinars
- Law Enforcement Training
- Resources and Tools
- Technical Assistance
- Conferences, Exhibits and Meetings
- Workshops

## Objectives

- 1 Identify various tools and methods of a community assessment
- 2 Identify the 4 Ps, scan types, & scan preparation
- 3 Identify how to conduct scans
- 4 Identify how and where to use the scan results

Objective 1

# COMMUNITY ASSESSMENT TOOLS & METHODS

# Strategic Prevention Framework

The SPF brings local people together to drive the process.

1 ASSESSMENT

2 CAPACITY

3 PLANNING

4 IMPLEMENTATION

5 EVALUATION



Cultural Competency and Sustainability are integrated into each step.

# Strategic Prevention Framework

## 1 ASSESSMENT



# Strategic Prevention Framework

Demographic information regarding your community service area:

- Consumption (prevalence, contributing factors)
- Consequences (DUIs, arrests, ARMVC, 911 logs, etc.)
- Environmental Scan (e.g., # of alcohol/tobacco outlets, advertisement, community events)
- Resource Assessment (e.g., # of EBP, # of prevention programs, existing policies)
- Readiness Assessment (e.g., Political will to address, knowledge/desire to address)
- Assets (what's available to the community)



**In 2022**

**US alcohol  
sales totaled  
\$259.83 Billion**

Source: Statista.com

**An estimated 415,000 12-17 y/o  
had an Alcohol Use Disorder**

<https://www.samhsa.gov/data/release/2022-national-survey-drug-use-and-health-nsduh-releases>

**Excessive drinking kills more than  
4,000 youth each year in the US,  
which equals 10 youth per day.**

<https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>



**488 deaths each day**  
from excessive  
alcohol use.\*

That's about  
**20 people**  
every hour.

\*Based on deaths per year in the U.S. during 2020-2021.



 [www.cdc.gov/alcohol](http://www.cdc.gov/alcohol)

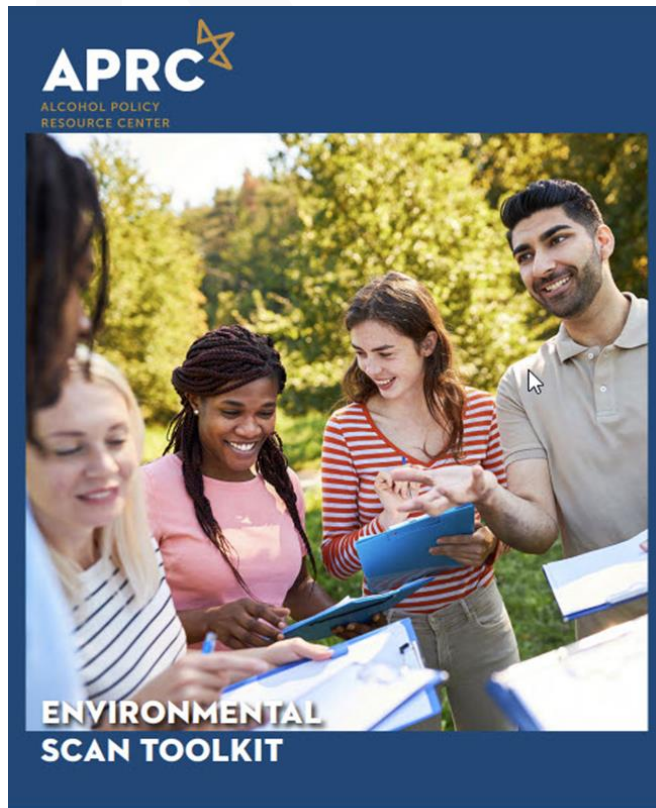
*178,000 people die each year from excessive alcohol use in the United States for an overall 29.3% increase from 2016–2017 to 2020–2021.*

Esser MB, Sherk A, Liu Y, Naimi TS. Deaths from Excessive Alcohol Use – United States, 2016–2021. MMWR Morb Mortal Wkly Rep 2024;73:154–161. DOI: <http://dx.doi.org/10.15585/mmwr.mm7308a1>

Objective 2

# 4 P<sub>s</sub>, Types of Scans, & Preparation

# Environmental Scanning – 4 P<sub>s</sub>



PREVENTION FIRST 

- 1. Price**  
Cost compared to non-alcohol, tax collected, price based on time of day, larger quantities cheaper than smaller, cheaper than water
- 2. Product**  
Single units, high alcohol content, co-branded, alcohol-infused (frozen or unfrozen), etc.
- 3. Promotion**  
Drink specials, displays, gifts, holiday related (Christmas, 4<sup>th</sup> of July, Labor Day, etc.)
- 4. Placement**  
Location in outlet – next to water, soda, candy, co-branded, or next to check-out counter, entrance/exit, or shelf height



## Alcoholic Beverage Placement

- Illinois Permanent Rule 100.490
  - Not display co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods if such snack foods portray cartoons or youth-oriented images.



# Product

## Co-Branded Alcoholic Beverages



“Co-branded alcoholic beverage” means any alcoholic liquor containing the same or similar brand name, logo, or packaging as a non-alcoholic beverage.

235 ILCS 5/1-3.46 new

Public Act 103-0904

# Product

## Co-Branded Alcoholic Beverages



“Co-branded alcoholic beverage” means any alcoholic liquor containing the same or similar brand name, logo, or packaging as a non-alcoholic beverage.

235 ILCS 5/1-3.46 new

Public Act 103-0904



# Product

## Alcohol-infused products



“Alcohol-infused products” means any frozen or unfrozen, solid or semi-solid food in a form other than liquid, including, but not limited to, ice cream, ice pops, whipped cream, gelatin-based products, and other similar products, containing more than 0.5% alcohol by volume.

235 ILCS 5/1-3.45 new

Public Act 103-0904



# Placement

Public Act 103-0904 – Effective January 1, 2025



No retail establishment with a retail sales floor area that exceeds 2,500 square feet shall display co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled waters, candies, or snack foods portraying cartoons or youth-oriented images or immediately adjacent to products that are not alcohol-infused products, such as non-alcoholic ice creams, whipped creams, frozen ice pops, gelatins, and other similar products.



# Placement

Permanent Rule 100.490 or Public Act 103-0904



Complaints or tips should be sent to [ILCC.Enforcement@illinois.gov](mailto:ILCC.Enforcement@illinois.gov)

Include the following

- Name of the business
- Address (or at least the city)
- Attach picture(s) if possible

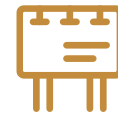


## Scanning Types



### Physical Locations

On-Premises – purchase and consume  
Off-Premises – purchase and consume elsewhere



### Advertising

On or in stores, billboards, buses and other physical locations



### Media

Television, radio, print, and social media





## Scanning Preparation

Determine the type of scan first. Scans can be active or passive, overt or covert, and implemented by a group, pair, or individual.

- **Build Your Team**

It is essential to involve youth in your scan. Ideally, groups or pairs would combine youth and adults when scanning physical locations or advertisements. Law enforcement are great partners to include.

- **Safety Protocols**

Safety is the number one priority. If youth are involved, an adult should always be present. Do not scan a physical location alone. If it doesn't feel safe, it's ok to leave.

## Physical Location Selection

- Will you check the entire county, community, neighborhood, or city block?
- Determine the liquor license holders in your area – in Illinois, you can access that information on the ILCC’s website.
- Create a map or list of all locations to be scanned.



Objective 3

# Conducting Scans



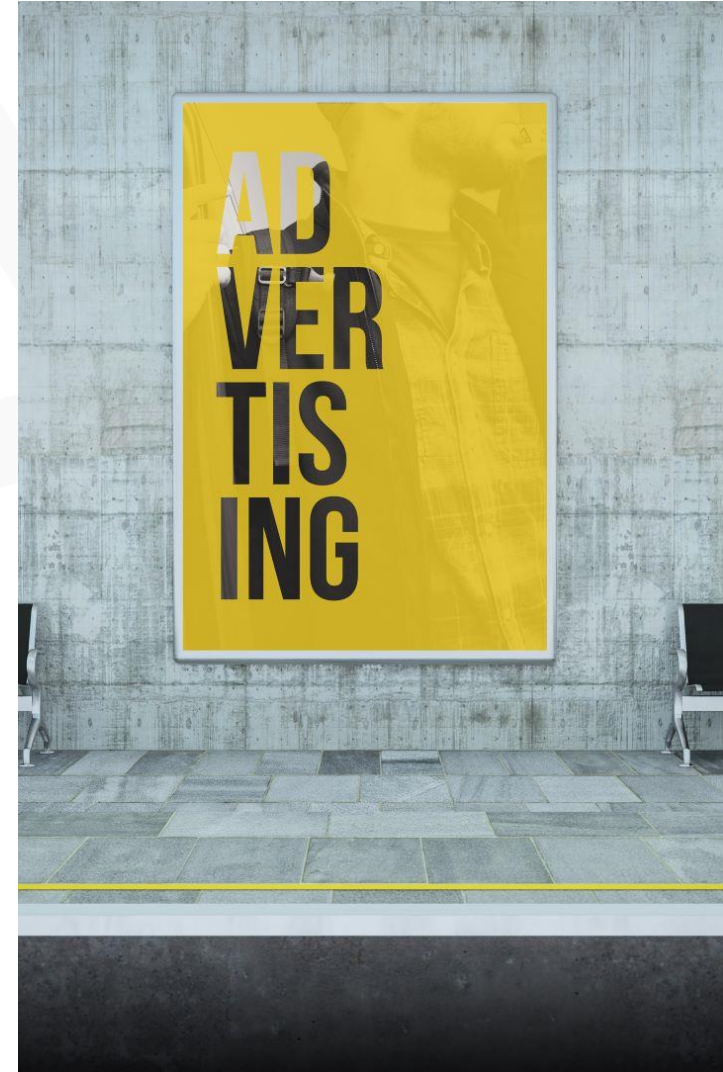
## Physical Location Scan

- Inform the manager of your intentions.
- Take pictures of the outside and of the 4 Ps for documentation.
- Use forms found in the appendix of the scan toolkit.
- Check for alcohol advertisements on windows, walls, and displays.
- Check for signage such as We Card Hard, Surgeon General's Pregnancy Warning, or Proof of Age.
- Scan quickly and quietly, not interrupting regular business transactions.
- Don't block exits, shelving, or coolers.
- Observe how co-branded beverages are displayed.



## Advertising Scan

- Observe the amount and type of advertising on a physical location's exterior, including windows and doors.
- Document by taking pictures and using forms found in the scan toolkit appendix.
- Count the number of ads for alcohol on windows, walls, coolers, and displays.
- Document alcoholic beverage company-sponsored merchandise.
- Count the number of billboards in a geographic location.
- Observe and document alcohol industry youth sponsored events or sports teams.
- Document if physical location employees are wearing alcohol industry sponsored merchandise.



## Media Scan

Youth and adults can conduct media scans or screen time scans individually over a period determined by the coalition. Media scans should be observatory in nature.

Document the television program, time, and product.

Consider the demographics of the TV program – are they targeting youth?

Observe and document sponsorship of programs or sporting events.



Document if an influencer marketed the product or if it was part of a challenge.

For social media, document if it was a pop-up ad, pass-through video, or banner ad.

Were cartoon characters used to advertise the product?



Objective 4

# Scan Results

## Sharing Your Results

Follow up scans with letters to the businesses visited. Let them know what your scan revealed and how they can implement changes to prevent underage retail access to alcohol.



Share your findings during a coalition meeting to help set goals & determine strategies.



Host a town hall to allow coalition members, including youth, to share their scanning experiences and results.



Create press releases highlighting your findings.



Create heat maps overlaying your results and social issues like crime and violence.

## Media Scan

### Why – Media Scan

Up to 95% of youth ages 13–17 report using a social media platform, with more than a third saying they use social media “almost constantly.”

Social Media and Youth Mental Health:  
The U.S. Surgeon General’s Advisory




# Media Scan

## Why – Media Scan



Survey finds **Hispanic teens\*** have **60% greater** chance of seeing ads promoting alcohol than White teens.

  
cdc.gov/alcohol

\*In self-reported survey of U.S. youth aged 12-17 about seeing or hearing ads.

The CDC has released new research finding that over 50% of U.S. teens self-report that they are sometimes or often exposed to alcohol marketing.

This study also uncovered disparities in alcohol marketing exposure, with Hispanic adolescents being more likely to report exposure to alcohol marketing than non-Hispanic White adolescents.

[U.S. Adolescents' Exposure to Alcohol Marketing: Self-Reported Exposure on the Internet and Traditional Media](#)



*In light of these study findings and the U.S. Surgeon General's recent advisory on potential harms associated with youth using social media, monitoring exposure to alcohol marketing, including digitally, can inform potential strategies to reduce exposure and racial/ethnic disparities in this risk factor for underage drinking. Policies regulating and limiting youth exposure to alcohol marketing in the U.S., along with consideration of evidence-based policies that increase the price of alcohol and reduce its availability overall, could further reduce alcohol use among youth.*

(Lei Zhang, PhD, Marissa B. Esser, PhD, MPH) <https://doi.org/10.1016/j.focus.2024.100243>

# Sharing Your Results

Why Point of Sale Matters



**More Alcohol Ad Exposure**  **More Underage Drinking Risk**

Teens' exposure to alcohol ads increases risk of **earlier & more drinking.**

  
cdc.gov/alcohol

The infographic features a central illustration of a young man in a blue jacket and white shirt standing in front of a purple background filled with icons of various alcohol advertising platforms: smartphones, laptops, and desktop monitors, each displaying a bottle of alcohol. A large, light-colored 'X' is overlaid on the right side of the image.



# Sharing Your Results

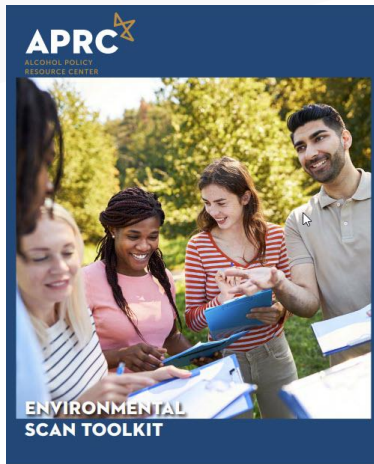
## Coalition/Community Solutions



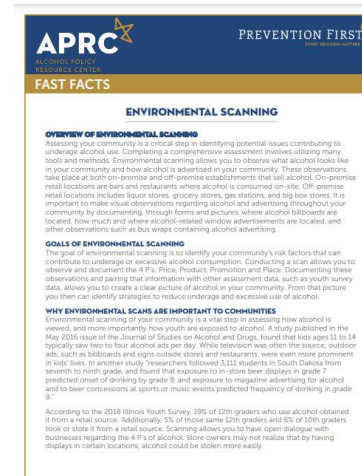
- Alcohol Outlet Density Regulation
- Advertising Restrictions
- Alcohol Tax Increases
- Day/Time Alcohol Sale Restrictions

# Environmental Scan Resources

## ALCOHOL POLICY RESOURCE CENTER



The toolkit is available in print and for download. The appendices can be downloaded and customized.



The fact sheet outlines the goals and 4 Ps of scanning. It is available in print and for download.



# Environmental Scan Resources

## ALCOHOL POLICY RESOURCE CENTER



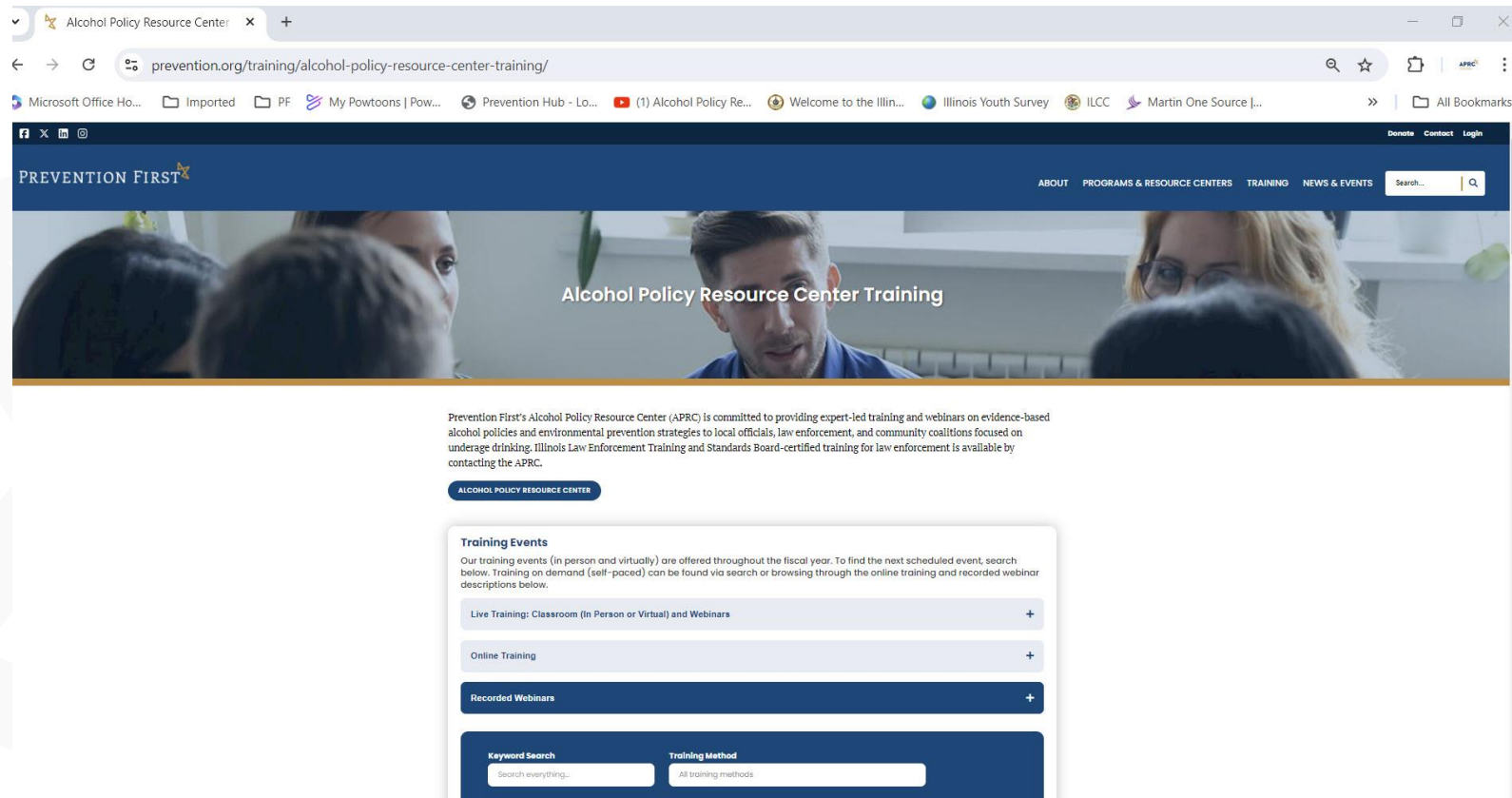
The infographic provides a more indepth overview of the 4 Ps. It is available in print or for download.



The Alcohol Environmental Scanning micro-learning video is available on the APRC webpage or the APRC YouTube channel.

# Recorded Webinars

## ALCOHOL POLICY RESOURCE CENTER



<https://www.prevention.org/training/alcohol-policy-resource-center-training/>



What questions do you have?

# Thank you!

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PREVENTION FIRST 

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