

ALCOHOL RESTRICTIONS AT COMMUNITY EVENTS

Description of strategy

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 implemented 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.

Alcohol restrictions at these events can range from a total ban on alcohol consumption to the posting of warning posters that detail the risks associated with consuming alcohol. The following is a list of policies that may be implemented to restrict the availability and use of alcohol by underage youth and obviously intoxicated attendees at community events:

Planning and set-up:

- establish non-drinking areas for families and youth;
- establish designated drinking areas where underage youth are not allowed;
- limit alcohol sponsorship;
- have alcohol-free days/nights; and,
- establish enforcement procedures for all policies.

Alcohol providers and sellers:

- require alcohol license holder to have liability insurance;
- 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;
- prohibit drinking by servers; and,
- require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.

Discussion of effectiveness

Security:

- establish procedures for handling intoxicated drinkers;
- require that security staff be adequately trained; and,
- ban alcohol consumption in parking lots and monitor the lots.

Food/beverage:

- limit cup size to 12 ounces;
- use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups;
- limit number of servings per person per purchase to one or two at a time;
- stop serving alcohol at least one hour before closing; and,
- sell food and non-alcohol drinks and provide free water (University of Minnesota Alcohol Epidemiology Program, 2009).

Alcohol

The evidence of effectiveness is varied for alcohol restrictions at community events, although there is some evidence to suggest these strategies are effective in reducing underage access to alcohol (Toomey, Erickson, Patrek, Fletcher, & Wagenaar, 2005).

Intervening Variables	
Retail Pricing	
Retail availability	
Social availability	
Law Enforcement	
Community norms	
Promotion & media	

ALCOHOL RESTRICTIONS & POSSESSIONS OF ALCOHOL AT COMMUNITY EVENTS

References for description of strategy

University of Minnesota Alcohol Epidemiology Program. (2009). Alcohol Restrictions at Community Events. Retrieved July 24, 2012, from: <http://www.epi.umn.edu/alcohol/policy/atevents.shtml>

Evidence base

Toomey, T.L., Fabian, L.A., Erickson, D.J., Wagenaar, A.C., Fletcher, L., & Lenk, K.M. (2006). Influencing alcohol control policies and practices at community festivals. *Journal of Drug Education*, 36(1), 15-32.

Toomey, T.L., Erickson, D.J., Patrek, W., Fletcher, L.A., & Wagenaar, A.C. (2005). Illegal alcohol sales and use of alcohol control policies at community festivals. *Public Health Reports*, 120, 165-173.

Further reading

Prevention Research Center. (2004). Preventing underage alcohol access: Essential elements for policy, deterrence, and public support. Calverton, MD: Pacific Institute for Research and Evaluation. Available at: http://resources.prev.org/resource_pub_pud.pdf