

Description of strategy

The Texting Tipline is a method for individuals to provide information to law enforcement about youth drinking and parties. Hotlines for students, teachers, or parents concerned about underage drinking can be a valuable information source. People use a hotline to report a party location either before or during the event. Patrol officers then drive by the location to identify any problems. Providing an easy-to-remember phone number, ensuring caller anonymity, and staffing the hotline with non-police personnel increase the likelihood people will call (Johnson, 2004).

Discussion of effectiveness

Alcohol

Although there is limited evidence in the literature supporting the use of hotlines/ tiplines as an effective prevention strategy, no causal link between the existence of hotlines/tiplines and improved outcomes has been established. Additional evidence does not provide support for the use of hotlines/ tiplines (Harwood, Fabian, Erickson, & Wagenaar, n.d.).

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

References for description of strategy

Johnson, K.D. (2004). Problem-oriented guides for Police, problem-specific guides series: Underage drinking, No. 27. U.S. Department of Justice Office of Community Oriented Policing Services. Retrieved July 18, 2012, from: <http://www.popcenter.org/problems/PDFs/underage.pdf>

Evidence base

Gebhardt, T.L., Kaphingst, K., & DeJong, W. (2000). A campus-community coalition to control alcohol-related problems off campus: An environmental management case study. *Journal of American College Health*, 48, 211-215.

Harwood, E.M., Fabian, L.E.A., Erickson, D.J., & Wagenaar, A.C. (n.d.). Community hotlines as deterrence strategies: The case of underage drinking. Unpublished manuscript.

Hingson, R., McGovern, T., Howland, J., Heeren, T., Winter, M., & Zakocs, R. (1996). Reducing alcohol-impaired driving in Massachusetts: The saving lives program. *American Journal of Public Health*, 86, 791-797.

Further reading

DeJong, W., Vehige, M. (2008, April). Prevention Update: The off-campus environment, approaches for reducing alcohol and other drug problems. Available at: http://www.ocssral.colostate.edu/towngown/ul_files/hec_off-campus.pdf

Johnson, K.D. (2004). Problem-oriented guides for police, problem-specific guide series: Guide No. 27, Underage Drinking. Washington, DC: U.S. Department of Justice, Office of Community Oriented Policing Services. Available at: <http://www.popcenter.org/problems/PDFs/underage.pdf>