

SAMPLE Community Event and Retail Assessments

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1. Event Assessment Form

Strategic Prevention Framework-State Incentive Grant

Chickasaw County, Iowa

Event Name: _____ Assessor: _____

Date of assessment: _____ Start time of assessment: _____ End time of assessment: _____

Liquor license? (circle) yes no I don't know If yes, do you know who holds the license? _____

Look on the Alcohol Beverage Division website to look up the type of license

City Ordinance allowing alcohol on streets and parks? (circle) yes no I don't know

Contact the City Clerks office to obtain a copy of the city ordinance. (attach to this form)

Alcohol brought in by attendees				COMMENTS
1. Did you see people bringing their own alcohol? If yes, where was the alcohol located? (fill in comments box)	YES	NO	N/A	
2. Did you see people purchasing alcohol at a nearby retailer and then bringing the alcohol in to the event?	YES	NO	N/A	

Event selling alcohol				COMMENTS
3. Did you see people NOT being carded who appeared to be under the age of 30?	YES	NO		
4. Were wristbands used to identify (all, some or no) people who were 21 and older?	Everyone wearing one	SOME (not everyone)	No Wristbands Used	
5. Were people under age 21 allowed in the area where alcohol was sold or consumed? Were people able to take their alcoholic beverage out of a restricted area? (circle <u>yes</u> if either were occurring)	YES	NO	N/A	
6. Were people able to take their alcoholic beverage out of a restricted area? (circle <u>yes</u> if either were occurring)	YES	NO	N/A	
7. Could you tell the difference between alcoholic and non-alcoholic beverages, based on their container? If mixed/rail drinks, were they served differently from a non-alcoholic beverage? (circle no if either were true)	YES	NO	N/A	
8. Could people buy more than one drink at a time? (Circle yes if pitchers are available as well)	YES	NO	N/A	
9. Were any of the bottles or cups larger than 12 ounces? Were pitchers of beer sold? (Note: Some wine coolers are 16 oz.) (circle <u>yes</u> if either were occurring)	YES	NO	N/A	
10. Did the event offer any price discounts on drinks? (eg. All-you-can-drink, tickets or drinks at a lower price if you purchase a larger quantity or if pitchers of beer were sold)	YES	NO	N/A	
11. Did you see <i>obviously</i> intoxicated people purchasing alcohol?	YES	NO	N/A	
12. Did you see any of the servers consuming alcohol while on duty?	YES	NO	N/A	
13. Was food sold in the same place as alcohol?	YES	NO	N/A	
14. Were there alcohol product or tavern banners/signs	YES	NO	N/A	

displayed at the event?				
15. When did alcohol sales end?	When the fest ended	30 min before the fest ended	1 hour before the fest ended	
16. Were there people smoking at this event?	YES	NO	N/A	

17. Please describe the areas in the community where the event activities are being held. Use the back of this paper to draw a map of where you saw people drinking or where people could take their alcohol. Please walk around the entire area where the event is taking place. If you are able to get a copy of the event flyer, please attach.

18. On a scale from 1 to 5, rate the level of intoxication at this event:

No one overly intoxicated

Extreme amount of drinking

1

2

3

4

5

19. What activities were offered for young children young children? _____

17. Did you see any behavior going on that would be considered unsafe or risky from anyone consuming alcohol? _____

18. Did you see any police officers? (circle) Yes No If yes, what were they doing? _____

19. Was tobacco use restricted in any way (designated area, tobacco-free event)? Yes No N/A

20. Where did you see people smoking? _____

21. Was food sold in the same area that alcohol was being sold? _ No _ Yes

22. Was food being consumed in the same area that alcohol was being consumed? _ No _ Yes

23. Which of the following food items did you see offered at the event? (check all)

_ fresh fruit _ fresh vegetables _ milk _ pretzels/baked chips

_ bottled juice _ popcorn _ Salad _ Granola or snack bars

_ other "healthy" items? _____

24. Were any of the vendors selling locally sourced food? _ yes _ no _ don't know

25. What other food was available? _____

26. Was there a free and safe source of drinking water available at the event? Yes No I don't know

27. In general, how did the price of the healthier items listed above compare to the price on other snack items sold at the event?

_ healthier items were less expensive than less healthy items

_ healthier items were about the same cost as less healthy items

_ healthier items were more expensive than less healthy items

28. In general, what was the promotion of healthier food and beverages and snacks?

_ healthier items were less promoted than less healthy items

○ _ healthier items were promoted about the same as less healthy items

○ _ healthier items were more promoted than less healthy items

29. Was there a designated place to park bicycles at the festival? _ No _ Yes I don't know

30. About how many bicycles did you see on the event grounds? _____

31. What time did the food sales end? _____

32. What time did the entertainment end? _____

33. What time did the event stop selling alcoholic beverages? _____

34. What time did the event grounds close? _____

2. Community Events Questionnaire

Please answer all questions by checking the answer that best applies.

1. What is your name and contact information?	
2. What event do you help to coordinate?	
3. How long have you been assisting with this event?	<input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1-3 years <input type="checkbox"/> 3-6 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> 10+ years
4. Have you been through any type of alcohol server training? If yes, what was the training?	
5. Who serves alcohol at your event?	<input type="checkbox"/> Volunteers <input type="checkbox"/> Bar <input type="checkbox"/> BYOB <input type="checkbox"/> No alcohol allowed <input type="checkbox"/> Other: _____
6. What sort of training do servers/sellers of alcohol at your event go through?	
7. Does your event require that all servers be TIPS certified?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I am unsure
8. Does your event have a written alcohol policy?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I am unsure
9. If yes to #7, do you know where the written alcohol policy is located?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
10. Does your event use an incident reporting log?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I am unsure
11. If yes to #9, do you know where the incident reporting log is located?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

<p>12. Please check any of the signs below (or signs that are similar) that are hanging up at your event.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> No alcohol can be taken outside <input type="checkbox"/> Minors must be out of the establishment by a certain time <input type="checkbox"/> Wristband requirements <input type="checkbox"/> IDs are required <input type="checkbox"/> ID requirements (must be valid, cannot be damaged, etc) <input type="checkbox"/> We reserve the right to refuse service to anyone <input type="checkbox"/> It is illegal for minors to attempt to purchase alcohol <input type="checkbox"/> Other: _____ <hr/> <hr/> <hr/>
<p>13. Do you have a legal age calendar at your event? (calendar with date required to be old enough to purchase alcohol/tobacco)</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No
<p>14. Does your event recommend carding anyone who looks under a certain age?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I am unsure
<p>15. If yes to #13, if a person looks under what age do you card them?</p>	
<p>16. Does your event use wristbands on individuals?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Yes <input type="checkbox"/> No
<p>17. If yes to #15, how often are wristbands used?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> All the time <input type="checkbox"/> Only during busy times <input type="checkbox"/> Only on nights of special events <input type="checkbox"/> Only sometimes <input type="checkbox"/> Other: _____
<p>18. If yes to #15, what age individuals do you put wristbands on?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Anyone under age 21 <input type="checkbox"/> Ages 21-27 <input type="checkbox"/> Anyone over 21 <input type="checkbox"/> Anyone over 30 <input type="checkbox"/> Anyone over 40 <input type="checkbox"/> Other: _____

3. Project SAFER Community Event Assessment Form

Name of Event	
Location/City	

Date:	
Arrival:	
Departure:	
Total Hours:	

Staff Assessors:	Age:	Community Assessors:	Age:

ADVERTISING AND PUBLICITY: OFF Site (No scoring)

Y	N	
		Print Posters
		Radio Advertising-which stations:
		TV Advertising-which stations:
		Newspaper Media-which paper:
		Other:

PARKING AREA:

Y	N	Did you observe?	Notes:
		People in cars/parking lot drinking? Adults (___) Minors (___)	
		Empty alcohol containers? Outside cars (___) at entrance (___)	
		People drinking around or just outside	

		entrance area? Adults (___) Minors (___)	
		Security patrolling the area?: Law Enforcement: (___) Private: (___) Volunteers: (___)	
		Was parking are well lit and clearly visible?	
		Was parking safe and organized?	

ENTRANCE TO VENUE:

Y	N	Did you observe...
		Clear posting of rules, especially about alcohol at the gate?
		Security/staff at the entrance? In uniform (___) Other # in uniform: __
		Staff taking tickets for special event?: NO SCORE
		An entrance fee taken at the door? NO SCORE How much \$: ___ (no score)
		Staff checking ID?
		Wristbands being issued for the sale of alcohol? Paper/Plastic (___) Non-transferable vinyl (___)
		Wristband applied to assessor so that it could not slip off?
		Consistent, non-transferable application of wrist bands among other attendees?
		Alcohol advertising or promotional materials?
		Other:
		PLEASE PROVIDE PHOTOGRAPHS, RECEIPTS AND OR SAMPLES

ADVERTISING & PROMOTIONS: On-site

Y	N	Did you observe...
		Alcohol banners-which brands?:
		Inflatable, "blow-up" displays (cans, bottles, blimps):
		Alcohol product promotions given away i.e.: key chains, shirts, etc?:
		Promotions given away to minors by alcohol vendors?
		Minors sporting alcohol-related promotions?

		Alcohol stage banners?
		MC mentions regarding alcohol?
		Branded entertainment (Budweiser girls, etc.)
		Free product tasting or sampling of alcoholic beverages
		Other (prizes, giveaways, rates, etc.):
		PLEASE PROVIDE PHOTOGRAPHS, DETAILED DESCRIPTIONS & OR SAMPLES

SPONSORSHIP

Y	N	Did you observe...
		Is this event sponsored by an alcohol brand? Which one?
		Were there others for this event?
		Were alcohol banners at youth/kids' eye level?
		Was alcohol logo larger than other sponsor logos? Approximately ___x larger

SPONSORSHIP BANNER RATIO-count 10 banners in 3 locations and note the percentage of banners containing alcohol logos and those without.

*****Do not conduct banner counts in beer gardens.**

Location	Alcohol	%	Non-alcohol	%
Location 1				
Location 2				
Location 3				

HEALTH & SAFETY RISKS

Y	N	
		Were there strict controls on who could purchase alcohol?
		Could alcohol have easily been passed to a minor?
		Were intoxicated persons observed? How many? Security involved?
		Was transportation arranged for intoxicated individuals?
		Were there fights, falls or accidents observed? Law enforcement called or involved?
		Were there paramedics, ambulances or other health professionals on premises?

		Did there appear to be adequate security, good crowd control, safe pedestrian paths?
--	--	--

Briefly describe any observations between “young looking” event goers and service of alcoholic beverages.

Briefly describe observations of adults at the event and service of alcohol (quality, refusal of service):

AVAILABILITY OF NON-ALCOHOLIC BEVERAGES

Y	N	
		Upon entering the event, do you pass a soda/water vendor before a beer vendor?
		Did the event layout make it conducive to purchasing a non-alcoholic beverage?
		Was non-alcoholic beer or wine available in the beer garden/areas?
		Was non-alcoholic beer or wine promoted by posters/signs, etc?
		Was non-alcoholic beer or wine suggested by the server?

SALES OF ALCOHOL: Please complete this section for each section for each booth or beer garden at the event. Attach as many sheets as necessary.

How many total sales/consumption areas were there?	
Location of area #1:	
Who sponsors area(s)?:	

Y	N	
		Were there physical barriers or designated drinking areas? Describe:
		Were there physical barriers effective in keeping drinkers/alcohol in contained area?
		Security personnel posted at entry to area?
		Is alcohol signage visible from outside?
		Were minors permitted in area?
		Was minimum drinking age posted?
		Were alcohol sales hours posted?
		Was money taken by the person serving alcohol?
		Were limits on numbers of drinks/patron posted? How many?
		Alcohol served to intoxicated customer(s)?
		Was alcohol for mixed drinks "free-poured" (no measuring device used)?
		I.D. checked at point of sale? How checked? (wristband or ID)
		Security personnel posted at sales location? (observed sale)
		Was the "drinking distilled spirits..." warning sign posted?
		Did you observe any alcohol given away without monetary/ticket exchange?
		PLEASE PROVIDE PHOTOGRAPHS

ENFORCEMENT

Y	N	
		Were patrons permitted to purchase more than 2 drinks each?
		Were alcohol sales hours enforced?
		Were alcoholic beverages allowed off premises or in non-drinking areas?

SERVICE TRAINING

Y	N	
		Did alcohol sales/service personnel wear badges indicating RBSS certified?
		Was event staff observed consuming alcoholic beverages while serving alcoholic beverages on duty?

ALCOHOLIC BEVERAGE AVAILABLE (PRODUCTS):

Beverage type:	
Serving Sizes:	
Beer	12 oz () 16 oz () >16 oz ()
Wine	5 oz () > 5 oz ()
Mixed/Straight	1.2 oz () > 1.25 oz () (alcohol content)
Average drinking cost	Free samples () \$2.25-\$3.75 () \$4-\$6 () \$6.25+ ()

ARE THERE YOUTH TARGETED ACTIVITIES?:

Describe youth areas:	
Time & Location:	
Yes () No ()	Upon entering or within any youth area is there alcohol marketing (signage, banners, etc.)? If yes, please describe.
Yes () No ()	Is alcohol permitted in this area?
PLEASE PROVIDE PHOTOGRAPHS	

ATTENDANCE ESTIMATION:

(Counting 100 people sitting or walking and note the percentage of adults and youth. Please do this in two different locations.)

Location 1:	Youth _____%	Adults _____%
Location 2:	Youth _____%	Adults _____%

OTHER SIGNIFICANT OBSERVATIONS:



4. Festival Assessment Form

Festival Assessment Form
Changing the Culture of Risky Drinking

Festival Name: _____

Date of assessment: _____ Time of assessment: _____ Assessor: _____

Identification Checking and Restricting Access:

1. Were ID's being checked?

- No Yes → 2. Check all places you saw ID's being checked
- entrance to park/festival grounds
 - entrance to "beer tent"/bar
 - when receiving a wrist band
 - at all places alcohol was being purchased
 - at the purchase of tickets for alcohol
 - other → specify:

3. Were Festival staff being consistent about who's IDs were checked? No Yes

Comment:

4. Who wore wrist bands? Everyone Everyone over age 21 Those that looked under 30
 It was very inconsistent No one

5. Was alcohol sales restricted to a designated location (like a beer tent)?

No

Yes → 6. Could youth or someone under age 21 enter this area?

No

Yes

7. What prevented youth from entering the area where alcohol sales occurred?

8. Was alcohol consumption restricted to a designated location (like a beer tent)?

No Yes → Please describe:

9. Were there children (< 21) and adults together where drinking was occurring?

No Yes → Please describe:

Alcohol availability:

10. What types of drinks were being sold and for how much were they being sold for?

Drink type	Size (regular size can=12 oz)	Type of Container (eg. Bottle, can, clear cup, colored cup)	cost
Beer			
Pitchers of beer			
Wine coolers			
Wine			
Malt liquor (Bacardi Raz, Mike's hard lemonade, etc)			
Mixed Rail drinks			
Water			
Non-alcoholic beer			
Pop			

11. Did the festival sell tickets for drinks and food? No Yes → What was the price structure?

12. Were there drink promotions (such as ½ price, 2-for-1), or any other sales on drinks while you were there?

No Yes → What was the promotion? _____

13. Were people able to buy more than one alcoholic beverage at a time? Were people carrying more than one drink or pitcher away from the bar?

No Yes

14. Did you see any of the servers consuming alcohol while on duty? No Yes

15. Did you see obviously intoxicated people purchasing alcohol?

No Yes →Please describe

16. On a scale from 1 to 5, rate the level of intoxication at this festival.

No one overly intoxicated

extreme amount of drinking

1

2

3

4

5

17. Did you see alcohol industry banners, signs, etc displayed at the festival? No Yes

18. Did you see no-smoking signs?

19. Where did you see people smoking?

20. Was food sold in the same area that alcohol was being sold? No Yes

21. Was food being consumed in the same area that alcohol was being consumed? No Yes

22. Which of the following food items did you see offered at the festival? (check all)

- fresh fruit fresh vegetables milk pretzels/baked chips
 bottled juice popcorn Salad Granola or snack bars
 other "healthy" items? _____

23. What other food was available?

24. In general, how did the price of the healthier items listed above compare to the price on other snack items sold at the festival?

- healthier items were less expensive than less healthy items
- healthier items were about the same cost as less healthy items
- healthier items were more expensive than less healthy items

25. Was there a designated place to park bicycles at the festival? No Yes

26. About how many bicycles did you see on the festival grounds?

27. What time did the food sales end? _____

28. What time did the entertainment end? _____

29. What time did the festival stop selling alcoholic beverages? _____

30. What time did the festival grounds close? _____

Created by Brenda Rooney, PhD, MPH, Epidemiologist, Changing the Culture of Risky Drinking Coalition, La Crosse, Wisconsin. Funding provided by Healthiest Wisconsin Partnership Fund, Medical College of Wisconsin, and the Strategic Planning Framework - State Incentive Grant.

5. Alcohol Retail Survey

Date _____

Current job title _____

Length of time in your current job (years or months) _____

Please answer the following questions to the best of your ability. All information will be used for statistical purposes only.

1. Someone must be at least ____ years old to purchase any form of alcohol.
2. Someone convicted of transfer of alcohol to a minor will lose his/her drivers license for _____ for the first offense, _____ for any subsequent offense.
3. The maximum fine for someone who is convicted of transfer of alcohol to a minor is \$_____ before court costs.
4. In deciding whether or not to ask for ID, you should ask yourself "Does this customer look under ____ years old?"
5. Anyone selling or providing alcohol to someone who is underage is subject to legal and _____ liability.
6. Acceptable forms of valid identification include:
 - a)
 - b)
 - c)
7. I believe more training is needed on: (check all that apply)
____ identifying fake IDs ____ refusing alcohol sales
____ laws regarding alcohol sales ____ legal responsibility of clerks/retailers
____ no additional training is needed
8. I am aware of all of my store's policies regarding alcohol sales. ____yes ____no
9. If a free training on responsible alcohol sales was offered, I probably:
____ would attend ____ would not attend