

WORKSHEET

How to Assess Alcohol Advertising and Promotions

To assess the extent of alcohol advertising and promotion in your community, consider collecting the following data:

- Count the number of billboards that are advertising or promoting alcohol in your community, including those displayed in sport facilities.
- Survey the extent of alcohol advertising contained in local licensed over-the-counter retail establishments.
- Review the number of alcohol sponsored community events that were held (i.e., cultural, artistic, and athletic events).
- Determine the extent of alcohol advertising on public transportation and transit depots.

For more information on how to assess alcohol advertising and promotion in your community, contact:

Minnesota Prevention Resource Center (MPRC), (800) 782-1878 or (763) 427-5310

www.miph.org
