

## *Environmental Strategies Menu*

| <b>MEDIA</b>                                    | <b>ORDINANCE/POLICY CHANGE</b>   | <b>ENFORCEMENT</b>   |
|---|--|--|
| Use of mass media educational campaigns         | Advertising restrictions in public places                                | Application of administrative penalties to merchants                             |
| Counter Marketing                               | Alcohol restrictions at community events                                 | Social Host Liability  |
| Media describing penalties for certain offenses | Alcohol use restrictions in public places                                | Party patrols  |
| Media Advocacy                                  | Limitations/restrictions on location & density of retail alcohol outlets | Shoulder Tap Enforcement   |
| Media Literacy                                  | Conditional use permits for alcohol outlets                              | Apply appropriate penalties to minors in possession                              |
|   | Prohibition of alcohol sponsorship of public events                      | Improve laws regarding minors in possession of alcohol                           |
|   | Guidelines for checking age identification                               | Enforce impaired driving laws  |
|   | Responsible beverage server training                                     | Immobilize or impound vehicles of those convicted of impaired driving            |
|   | Combine beverage server training and law enforcement                     | “Cops in Shops”  |
|   | Checking age identification (use of scanner/bar code technology)         | Compliance checks (EUDL)   |
|   |  | Imposing penalties for violating noncommercial availability restrictions         |
|   |  | Internal compliance checks by mgt  |
|   |  | Increase inspections and enforce regulations for run-down building (drug houses) |
|   |  | Surveillance of areas known for illegal drug sales                               |
|   |  | Nuisance abatement statutes  |

*Please note that the strategies listed in the above table are best practices, incorporated into one of two CSAP Model Programs or are otherwise consistent with the Principles of Science Based Prevention. For further information, consult Appendix J – Matrix of Environmental Strategies at page 43.*