

ALASKA PLAN TO REDUCE AND PREVENT UNDERAGE DRINKING FEEDBACK FORM

Name (optional):
Age:
Gender:
Race:
Of Hispanic Ethnicity Yes or No:

For each state level recommendation below, circle the number to the right that best fits your opinion on the importance of the issue.
Use the scale above to match your opinion.

Question	Scale of Importance				
	Not at all	Not very	No Opinion	Some-what	Extremely
The state should allocate sufficient resources to mount an aggressive messaging campaign which should coincide with and enhance a national campaign.	1	2	3	4	5
Develop/strengthen youth leadership in the creation of a messaging campaign.	1	2	3	4	5
The state should coordinate, support and assist communities in localizing and enhancing the messaging campaign.	1	2	3	4	5
Messaging efforts should focus on supporting the implementation of best-practice environmental strategies at the community and state levels.	1	2	3	4	5
A website should be built and maintained; provide continuous updates of national, state and community developments; focus on providing model policies, ordinances and prevention strategies; include information about over-the-counter (OTC) products containing alcohol and include measures of youth exposure to alcohol advertising through a "Talk Back" format to assist in research and evaluation.	1	2	3	4	5
All segments of the alcohol industry that profit from underage drinking should join with other private and public partners to establish and support an independent foundation with the sole mission of reducing and preventing underage drinking in Alaska. The foundation shall ensure that local communities have funding opportunities to implement local recommendations.	1	2	3	4	5
The state should establish guidelines for alcohol sponsorship and alcohol advertising for state sponsored or state-funded events, especially in venues that include a large number of young people.	1	2	3	4	5
The state should support and encourage local communities to review policies regarding alcohol sponsorship at events that include a large number of young people.	1	2	3	4	5
The state should establish and/or strengthen its advertising statutes and/or regulations to preclude placement of alcohol messages in areas where large numbers of young people would be exposed; i.e., schools, youth organization sponsorship or hosting of alcohol events, websites, etc.	1	2	3	4	5

The alcohol trade associations within the state, as well as individual companies, should establish and/or strengthen their advertising codes to preclude placement of commercial messages in venues where a significant portion of the expected audience is underage, to prohibit the use of commercial messages that have substantial underage appeal, and to establish independent external review boards to investigate complaints and enforce the codes and make this process transparent to the public.	1	2	3	4	5
Encourage the Alaska State Legislature to conduct an interim review of state statutes and regulations using this report and the members of the Committee as resources to reduce youth access to alcohol.	1	2	3	4	5
Encourage the Alaska State Legislature to create a committee to review state by state comparison of alcohol laws as prepared by resources such as Century Council (www.centurycouncil.org), Alcohol Policy Information System (http://alcoholpolicy.niaaa.nih.gov/), or Mothers Against Drunk Driving (http://www.madd.org/).	1	2	3	4	5
Strengthen Alaska's compliance check program in retail outlets, restaurants, and bars, using media campaigns and license revocations to increase compliance. The program should include regular notification and education of retailers and the public concerning the program and publicizing the outcome. (DOT & PF Alaska Strategic Highway Safety Plan, AL. 7, page C-15).	1	2	3	4	5
In keeping with recommendations from the Alaska Rural Justice and Law Enforcement Commission, the state should strengthen enforcement of importation of alcohol (bootlegging and manufacture) in communities exercising local option laws and clarify language in sections of Title 4 that pertain to importation and manufacture of alcohol to "dry" villages.	1	2	3	4	5
Alaska's education, prevention, and enforcement strategies should be reviewed and clarified.	1	2	3	4	5
Create legislation for a system requiring the registration of beer keg sales.	1	2	3	4	5
Create legislation and/or regulations for APSIN codes specific to underage drinking law violations in order to create a system for tracking underage alcohol offenses.	1	2	3	4	5
Assess feasibility of making penalties for sales of alcohol to a minor consistent with penalties for sales of tobacco to a minor. If feasible, then create and encourage the application of penalties for selling alcohol to a minor consistent with penalties for selling tobacco to a minor.	1	2	3	4	5
Require that mandatory evidence-based alcohol server education for employees of licensed alcohol establishments be paid for by employers and/or licensees and that employees are compensated for training time. Provide training to retailers at the licensee's expense on Title 4 that includes information on retailer liability for sales to underage persons and enforcement of license suspension/revocation laws. Title 4 violators would have to retake any training at the employer's expense.	1	2	3	4	5
Prohibit the production, sale, distribution, possession, and use of false identification for attempted alcohol purchase.	1	2	3	4	5
Educate the public and all Criminal Justice system stakeholders on the false identification laws.	1	2	3	4	5
Implement administrative penalties (e.g., immediate confiscation of a driver's license and issuance of a citation resulting in a substantial fine) for attempted use of a false identification by minors for alcohol purchases.	1	2	3	4	5
Continue to monitor and control the number of alcohol outlets.	1	2	3	4	5
Establish a system to control and monitor the density of alcohol outlets.	1	2	3	4	5

Establish legislation that would regulate internet sales and home delivery of alcohol to reduce the likelihood of sales to underage purchasers: Require all packages for delivery containing alcohol to be clearly labeled as such; Require persons who deliver alcohol to record the recipient's age identification information from a valid government-issued document (such as a driver's license or ID card); and Require recipients of home delivery of alcohol to sign a statement verifying receipt of alcohol and attesting that he or she is of legal age to purchase alcohol.	1	2	3	4	5
Increase variety of enforcement operations to include shoulder tap or other prevention programs targeting adults who purchase alcohol for minors, using warnings rather than citations for the first offense; Enact and enforce laws to hold retailers responsible, as a condition of licensing, for allowing minors to loiter and solicit adults to purchase alcohol for them on outlet property; and use nuisance and loitering ordinances as a means of discouraging youth from congregating outside of alcohol outlets in order to solicit adults to purchase alcohol.	1	2	3	4	5
Promote research-based positive school climate frameworks that develop school cultures which include alcohol prevention and intervention strategies.	1	2	3	4	5
Identify prevention programs that show proven success in reducing alcohol use and encourage replication of the most appropriate prevention programs in Alaska.	1	2	3	4	5
Encourage districts to initiate and to implement comprehensive health education programs as referenced in AS 14.30.360 which include alcohol and drug abuse education.	1	2	3	4	5
Alaska schools will be encouraged to conduct district-wide/statewide surveys and evaluations (e.g. YRBS) to gather base-line data for alcohol prevention planning and evaluation for alcohol prevention efforts.	1	2	3	4	5
Conduct annual statewide assessments of alcohol-related suspensions and expulsions in Alaska 's public schools and report results to public.	1	2	3	4	5
Encourage colleges and universities to mobilize campus/ community coalitions to change the environment that supports the high risk use of alcohol. (DOT & PF Alaska Strategic Highway Safety Plan, AL.1, page C-2).	1	2	3	4	5
Encourage colleges and universities to focus prevention education on students graduating high school and entering college, student athletes, and Greek organizations to discourage high risk use of alcohol.	1	2	3	4	5
Encourage colleges and universities to provide education to members of the campus/community including parents, alumni, faculty and staff on the signs and symptoms of alcohol abuse; appropriate counseling and self-help referral information; underage drinking laws and policies; and non-judgmental ways to talk to college students about alcohol use and abuse.	1	2	3	4	5
Encourage colleges and universities to adopt consistent policy enforcement and environmental changes that limit underage access to alcohol.	1	2	3	4	5
Step up meaningful collaboration among state and tribal agencies and other stakeholders to engage shared responsibility in addressing youth access to alcohol in the state of Alaska.	1	2	3	4	5
Ensure statewide data collection of underage use and abuse of alcohol and other drugs through the Alaska Epidemiological Outcomes Workgroup, including a statewide survey and MIS on alcohol attitudes.	1	2	3	4	5
The Governor's Office shall receive recommendations from the Alaska Committee on the Prevention of Underage Drinking and provide recommendations for policy development regarding youth alcohol issues.	1	2	3	4	5

Public and private funding resources should be made available to support community mobilization under every applicable strategy component to reduce underage drinking.	1	2	3	4	5
Provide ongoing training and education for all stakeholders and policymakers to include evidencebased best practices and strategies in underage alcohol use reduction and prevention.	1	2	3	4	5
Expand affordable assessment, treatment and prevention services to all youth and families including those children and families who are not involved in the court or social services systems.	1	2	3	4	5
All segments of the alcohol industry should join with other private and public partners to establish and support an independent, non-profit foundation with the sole mission of preventing and reducing underage drinking. The foundation should ensure that local communities have funding opportunities to implement local recommendations.	1	2	3	4	5
Encourage and support legislative hearings to address the issue of underage drinking as outlined in this report.	1	2	3	4	5
Support legislation to fund the development of a statewide media effort.	1	2	3	4	5
Designate an agency to monitor underage exposure to alcohol advertising to determine its impact on youth for the purposes of guiding policy decisions.	1	2	3	4	5
Encourage and assist communities in the development and expansion of juvenile diversion programs with an emphasis on alcohol.	1	2	3	4	5
Communities should be given the ability to levy taxes on all alcohol products at the local level as a revenue enhancement tool for funding best-practice strategies to reduce underage drinking.	1	2	3	4	5
The state should review and raise the license fees.	1	2	3	4	5
Allocate alcohol tax revenue to enforcement, prevention, treatment, and evaluation of underage alcohol use.	1	2	3	4	5
All publicly funded prevention and intervention, including media messages and education should be evaluated (qualitative and quantitative) for effectiveness. A portion of all state grant funds for alcohol-related programs should be designated for evaluation. All evaluation findings should be posted publicly.	1	2	3	4	5

What do you see is missing from the Plan? _____

What recommendations will your community make that can be incorporated into the "Local Recommendation" column? _____
