To prevent alcohol problems, policy interventions must focus on the Availability of alcohol.

Policies & Laws

- Internal policies
- Ordinance
- Home
- Work
- Controls on outlet location and density
- Controls on hours of sale
- Conditional use permits for alcohol outlets
- School policies regarding alcohol use on school property or at school-sponsored events

Enforcement

- Parents
- School Administrators, Coaches, Teachers
- Officers
- Judges
- District Attorneys
- Merchants
- Judicial
- Student Affairs

Effective Deterrence requires the *Perception* of

- **Certainty**
- **Swiftness**
- **Severity**

Prevention

Public Support

- Media campaigns, media advocacy, and counter-advertising
- Sales displays that discourage shoplifting
- Special enforcement campaigns to prevent parties where alcohol is served
- Prevention curricula
- Media literacy programs

"If you're not in the news, you don't exist"

PIRE, 1999