Be The Wall Social Marketing Campaign

Pre Survey

Tell us about your position or title:

[ ]  Elected Official

[ ]  School District Personnel

[ ]  County or City Government

[ ]  Law Enforcement

[ ]  Mental or Public Health

[ ]  Community Member

[ ]  Faith-Based Personnel

[ ]  Other

Please mark the statements that best reflect your opinion and/or knowledge about underage drinking in your community. Unless otherwise indicated, check one statement for each number.

1. Alcohol consumption

a) [ ]  Over half of the teens in my community consume alcohol.

b) [ ]  Less than half of the teens in my community consume alcohol.

c) [ ]  I am not certain what percentage of teens in my community consume alcohol.

2. Alcohol Access

a) [ ]  It is easy for teens in my community to gain access to alcohol

b) [ ]  It is difficult for teens in my community to gain access to alcohol

c) [ ]  I am not certain how easy or difficult it may be for teens to gain access to alcohol

3. Parent Beliefs

a) [ ]  Most parents in my community believe it is “ok” for teens to drink

b) [ ]  Most parents in my community believe it is wrong for teens to drink

c) [ ]  I am not certain what parent attitudes are surrounding underage drinking

4. Community Talking Points

a) [ ]  When community members talk about the issue of underage drinking, the dialogue is *solution* oriented

b) [ ]  When community members talk about the issue of underage drinking, the dialogue is *problem* oriented

c) [ ]  I have never heard community members talk about the issue of underage drinking

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5. How often do you notice underage drinking issues or topics discussed in your LOCAL media (newspaper, television, etc.)?

a) [ ]  Weekly

b) [ ]  Monthly

c) [ ]  Bi-Monthly

d) [ ]  Quarterly

e) [ ]  Twice per year

f) [ ]  Yearly

g) [ ]  Other

6. When underage drinking is discussed in your local media, what is the general tone of the content?

a) [ ]  Negative

b) [ ]  Positive

c) [ ]  Uncertain

7. What do you believe is the **most common** reason why parents in your community would choose **not** to provide alcohol to teens?

a) [ ]  It is illegal

b) [ ]  It is potentially harmful to their brain’s development

c) [ ]  It increases the likelihood of addiction

d) [ ]  It is socially unacceptable

e) [ ]  Other

8. I believe most adults are serious about preventing underage drinking

a) [ ]  I believe most adults are apathetic when it comes to teens and underage drinking

b) [ ]  I am not certain what the adult opinion is in my community about underage drinking

Comments:

Name and position if you choose to provide: