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

Continue to page 2

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: