

# BE A JERK.

# GUIDEBOOK



[BEAJERK.ORG](http://BEAJERK.ORG)

## INTRODUCTION

**Be a Jerk** is an award-winning campaign designed and launched by the City and County of Honolulu, Department of Community Services, to reduce youth access to alcohol by changing community practice, knowledge and policy. The campaign uses a model intervention called Communities Mobilizing for Change on Alcohol (CMCA), which focuses on community organizing efforts to change the environment that contributes to the use of alcohol by youth, specifically ages 12-17 years old. These efforts target the entire community rather than individual young people to:

- reduce youth access to alcohol through social sources such as parents, siblings and peers
- reduce youth access to alcohol through commercial outlets
- reduce community tolerance for underage youth to purchase and consume alcohol by changing cultural norms that permit and glamorize underage drinking.

The Be a Jerk campaign was awarded the **2011 National Exemplary Award** by the National Association of State Alcohol and Drug Abuse Division (NASADAD) and National Prevention Network (NPN) for Innovative Substance Abuse Prevention Programs, Practices, and Policies. This multi-faceted environmental prevention strategy offers practical tips and tools for parents, adults, businesses and the entire community to reduce underage drinking while focusing on four impact areas –community norms; accessibility and availability; media messages; and laws, rules and policies.

This **Tips for Jerks** guidebook is intended to provide step-by-step guidance to any community member or group interested in conducting an action to address the environmental factors that contribute to underage drinking in their community.

For your convenience, this guide is also available for electronic download at [www.beajerk.org/library](http://www.beajerk.org/library). Sign up for a free account to gain access to all Be a Jerk campaign materials.

## ACKNOWLEDGEMENT

This **Tips for Jerks** guidebook is a result of the hard work and generosity of organizations and community groups that have pioneered environmental prevention. Be a Jerk campaign staff thank them for sharing their successes, challenges and tools to achieve the positive, collective impact on underage drinking that we are all striving for. In particular, thanks to the Youth Leadership Institute for providing Communities Mobilizing for Change on Alcohol (CMCA) training and sharing material on environmental prevention projects.

Be a Jerk campaign staff would also like to thank the Department of Community Services at the City and County of Honolulu for their continued support and guidance through all phases of this project, from planning and development to implementation and evaluation.

This publication is made possible by funding through the County of Honolulu, The State of Hawai'i Department of Health, and the Substance Abuse and Mental Health Services Administration – Center for Substance Abuse Prevention Strategic Prevention Framework – State Incentive Grant Number SPO13944.

## TABLE OF CONTENTS

### Tips for Jerks

	Page
Action vs. Activity	1
Environmental Prevention Project Ideas	2
Project Photo Voice	4
Project Sticker Shock	6
Alcohol Mapping Project	9
Store Makeover	11
Parent and Community Pledge	16
Attachments	



## CONTACT US

Be a Jerk c/o Department of Community Services  
City and County of Honolulu  
1505 Dillingham Blvd., Ste. 206  
Honolulu, HI 96817  
P: 808-348-6152  
E: [info@beajerk.org](mailto:info@beajerk.org)  
W: [www.beajerk.org](http://www.beajerk.org)

And follow us on:



BeAJerkHawaii



BeAJerk

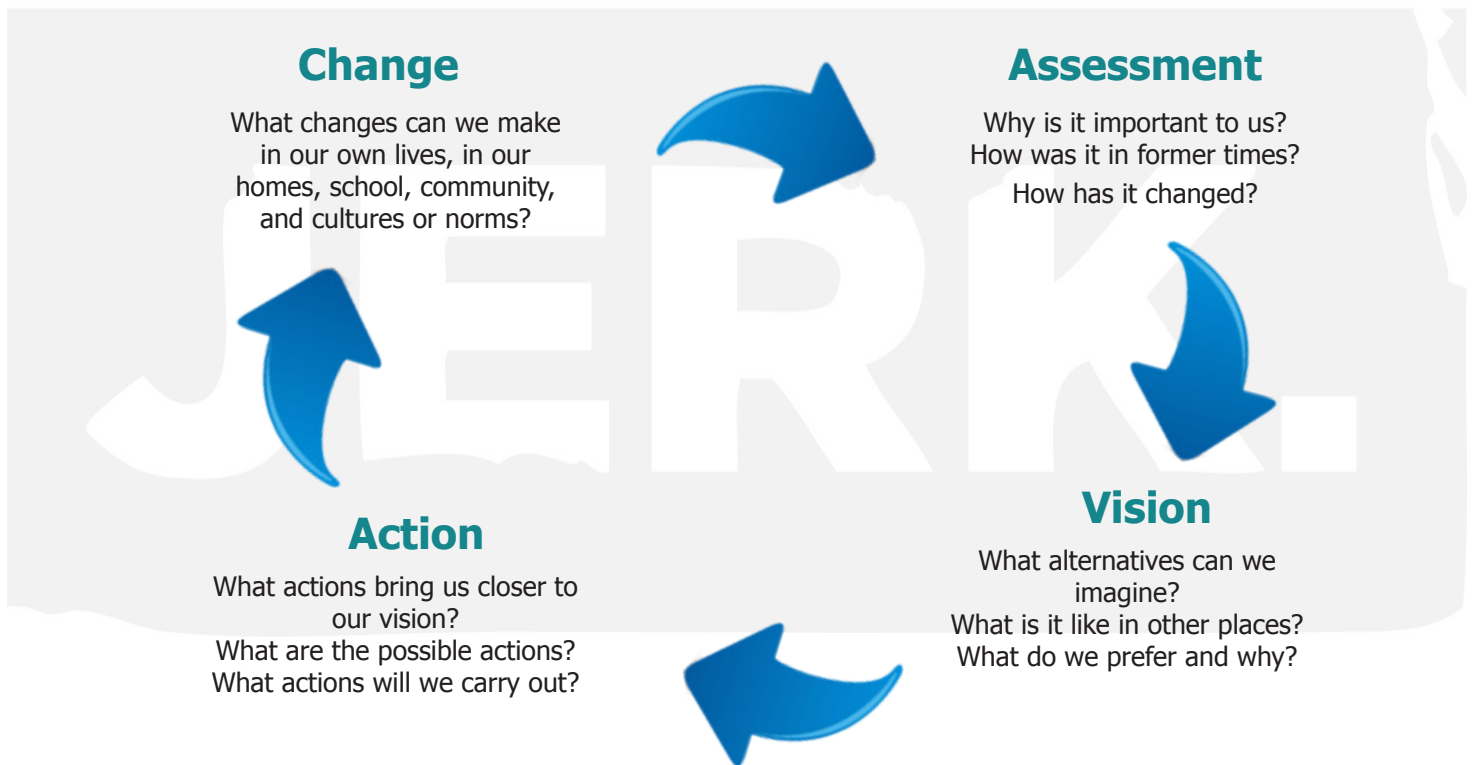


BeAJerkHawaii

## ACTIONS VS. ACTIVITIES

Action and activity are words that might sound the same, but in reality they are very different. **Activity** is simply an opportunity for people who are interested in an issue to do something related to that issue, such listening to a speaker or attending a fundraiser. It might seem like action, but it is action without strategy and lack goals of social change. **Action**, on the other hand, is purpose-driven and strategic. It is based on knowing where you want to go and acting in an intentional manner that gets you there. It focuses on attracting people interested in an issue and giving them direction, as well as specific ways to get involved and have an impact. There is a sense of discipline in it because it is grounded in vision and alignment with your goals. Action facilitates and moves us closer to social change.

Problem	ACTIVITIES	Collective ACTIONS
Teen alcohol use rates in our community seem very high.	Educate young people in school. Have a community meeting and bring in a speaker to talk to parents.	Identify where youth drink, meet with police, and request patrols. Identify places where kids get alcohol and strategize how to cut off sources.



**Actions** include but are not limited to the projects suggested in this guidebook:

- Sticker Shock Project
- Store Makeover
- Parent and Community Pledge
- PhotoVoice

## ENVIRONMENTAL PROJECT IDEAS

What's environmental prevention? It's not as complicated as it sounds. All it really means is changing the places around us to make it harder for kids to get alcohol. Here are a few ideas of how we can work together to keep our kids and community safe.

### SAFE STREETS PROJECT

Take photos of places around your neighborhood or community that are impacted by underage drinking (like the park with poor lighting where kids gather to drink, bars or stores that don't check IDs regularly, etc.). Use the photos to make recommendations to local decision-makers about what they can do to make the community safer.

### SAFE STORES

Along with safe homes, we need to encourage merchants to have safe stores. By maintaining positive interactions with those who sell alcohol, we can help keep our kids safe and protect stores, bars and restaurants from the harms of underage drinking. Several Be A Jerk projects include store and restaurant owners and managers pledging they will do everything they can to keep alcohol out of the hands of minors by:

- Attending alcohol server trainings.
- Posting signs regarding ID checking.
- Teaching new employees about State law and store/restaurant alcohol policies.

### ALCOHOL MAPPING ASSESSMENT PROJECT

Talk to peers about locations and times of day where underage drinking is taking place in your community. Make a presentation to local community leaders about immediate steps they can take to prevent underage drinking in these places and at the most highlighted times.

### POSTER CAMPAIGN

Put together a school poster campaign that challenges myths that most students are getting drunk on a regular basis.

### CHANGING WHAT IS "NORMAL"

Assess what your families' or community considers "normal" about alcohol. Do they think that underage drinking is acceptable, a right of passage, what everyone is doing? Create a youth-led presentation, video or flyer that shares the truth about underage drinking and helps people to understand that it is not "normal."

### PARENT AND COMMUNITY PLEDGES

Get local parents or community members to pledge that they will not give, buy or sell alcohol to minors.

### YOUTH FORUM

Hold youth or student-led forum on causes and solutions to underage drinking in your school or community.

### **EDUCATION ABOUT THE ALCOHOL INDUSTRY**

Organize a contest where students guess which “energy” drinks have alcohol in them. Make a presentation where you share the results to youth and families and talk about how the alcohol industry is targeting young people.

### **STORE MAKEOVER PROJECT**

Campaign to get a local alcohol seller to move alcohol away from products that kids like to buy, and replace alcohol ads and signs with art created by community residents.

### **STORE SALES PROJECT**

Research with local teens about local stores where teens are able to get alcohol. Work with identified storeowners to change practices to make it more difficult for teens to buy alcohol or have others buy for them.

### **MERCHANT AWARDS**

Conduct a merchant awards program for stores that do their best to prevent sales of alcohol to teens or to adults who are selling back to teens (shoulder-tapping).

### **DOCUMENTARY ON THE INDUSTRY**

Create and show a local video about how the alcohol industry targets youth and our community.

### **PARENT PARTNER PROJECT**

Partner with a school PTSA or other parent organization to create a workshop on what parents can do to address teen drinking parties at private homes.

### **STORE ACCOUNTABILITY PROJECT**

Use community organizing tactics to work a local store to change its selling or advertising practices.

### **PUBLICIZING COMMUNITY EFFORTS**

Programs and events supporting kids who don’t drink happen in our community every day. Letting the media know about these events and that our community does not accept underage drinking in any way will help to change the perception that teens drinking is “normal.”

### **AWARENESS PROJECT**

When tragedy strikes because of underage drinking there tends to be a lot of press coverage. However, most people aren’t aware of the numerous “near miss” events. One community is gathering information on these “near misses” to help raise public awareness of the scope of the problem.

### **PHYSICAL DESIGN PROJECTS**

Changing the environment where we live in is a great way to impact underage drinking rates. An example of a project can be to clear an area of brush and bushes to eliminate secluded places where young people can gather and drink alcohol. Another example of a physical design project is to identify and illuminate places in the community that have poor lighting giving kids a place to drink at night, out of adult sight.

## PROJECT PHOTOVOICE

A recent survey of teens in Hawai'i shows that they believe a whopping 98% of their peers are drinking. Similarly, if you ask adults how many teens are drinking, the most common answer is "all of them." But, in reality just over 30% of Hawai'i teens drink (have had a full beer, wine or cocktail within the past year).

So, why the big discrepancy? Why does everyone believe that teen drinking is normal? There are a couple of reasons. First, we tend to notice things that are different – that stick out. And, we usually ignore the commonplace. So, drinking teens are obvious simply because they are out of the ordinary.

But, another more important reason that underage drinking is considered the norm is that young people are often pressured to believe that the "in" or "cool" group drinks. The majority of teens, the non-drinking ones, have lost their voices to peer pressure.

Around the world, groups who have had difficulty expressing their views have turned to a project called PhotoVoice.

### What Is PhotoVoice

PhotoVoice allows young people to express what they are seeing and feeling through photography. The images they share are used to help affect social and physical change throughout their community.

Be a Jerk partner groups are using PhotoVoice to clearly show how alcohol is ever-present to youth, how it affects them and the need for change.

### Action Plan: Step-by-Step

#### STEP 1: Meet with your PhotoVoice group

- Discuss underage drinking and its impacts on young people with your group.
  - What is considered normal?
  - What influences young people to drink?
  - What influences and are the effects of alcohol abuse?
  - How does alcohol marketing play into their feelings about alcohol?
  - How do movies, TV, music and video games represent underage drinking?
  - How easy is it for young people to get alcohol? How and where do they get alcohol?
  - What positive things or people in your community help keep young people away from alcohol?
- Discuss how they can use photos to show their feelings about these subjects.



*"Is this what you see in your kitchen cabinet?"*



- Ask them to avoid taking pictures of people, if possible. If pictures of people are taken, make sure to get their written consent.

### STEP 2: Do it!

- Give the members of your group a specific time period to take their photos.
- After that period, meet again and have the group share their photos with one another.
- Discuss what the photos represent.
- Select for presentation a few photos from each participant.
- Ask each participant to write or record what each photo represents. Some things to think about:
  - What does it symbolize?
  - How does it make you feel?
  - What are the consequences of the photo?
  - Is there a problem in the photo? What can be done to fix it?
  - Is there something positive in the photo?
- Have fun.

### STEP 3: Share Your Voice

- Arrange with a public space such as a library, school or shopping mall to display your photos.
- Contact the media and share your PhotoVoice.



*"Does this look familiar?"*



## PROJECT STICKER SHOCK

Be a Jerk campaign is all about helping adults understand that they have a major role to play in stopping underage drinking. After all, [where do kids get alcohol?](#) From [adults](#). Whether we're giving it to them, they're taking it from our coolers or fridges, or we're buying it for them, we are a part of the problem. And, more importantly, a part of the solution.

One project that has proven successful around the country is **Project Sticker Shock**. The goal of this project is to help educate adults that it's unacceptable – and illegal – to buy alcohol for minors.

### What Is Project Sticker Shock

Working together, young people, community leaders and alcohol vendors place **stickers warning of adult customers NOT to buy or give alcohol to minors** on multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers.

The impact of the stickers is increased by media coverage and by longer-lasting posters displayed by participating retailers.

### Action Plan: Step-by-Step

#### STEP 1: Meet as a group and develop a plan

- Identify stores that sell alcohol in your community.
- Decide whether to send them an invitation letter and/or visit them personally to invite them to participate.
- Distribute permission slips to each participating youth and adult volunteer (necessary for all, especially if it serves as the media release form as well).
- Assign responsibilities and deadlines.

#### STEP 2: Contact alcohol stores and if possible, line up participating stores

- Send letters/make visits to each store to invite them to participate. Decide how you will follow up if they can't give you an immediate answer.
- Develop a schedule for visiting each store to place the stickers.
- Make appointments with each store and decide who (youth and adults) will visit each store on the agreed-upon day.



- When you make your appointment, find out how many multi-packs of beer, wine coolers, etc. are likely to be accessible to you on the day you visit so you can roughly plan how many stickers you will need at each store (plan to sticker only the alcohol that is easily accessible – only store staff should move or rearrange large boxes, not youth or adult volunteers). You should also ask how many posters they would display.
- An option for some stores in your area is for the merchants to sticker the items as they sell it. Find out how many they would need for the rest of the month, and plan to leave them that many. At least a week in advance, check to make sure you have enough stickers and posters.

### STEP 3: Do It!

- Be sure all youth and adults involved have turned in their permission slips/media releases.
- If useful to your group, fill out the tracking form listing each retailer so you can track your progress.
- Have fun and take pictures.
- Avoid liability issues – YOUTH should NOT touch any alcoholic products and they should NOT be in the coolers, back rooms, or storage areas.
- Plan to sticker only the alcohol that is easily accessible.
- Offer to leave additional stickers with the store manager if they wish to place more stickers on the less-accessible items themselves, and/or if they are willing to continue stickering beyond your campaign. Also, don't forget to give them one or more signs to display.
- Stickers should be placed on the cardboard in a way that does not cover the brand name or the UPC symbol. Do not place stickers directly on bottles or cans.

### STEP 4: Celebrate and recognize participants / Evaluate your efforts

- Recognize all participants and find a way to publicly mahalo them: youth, adult volunteers, law enforcement, retailers, etc.
- Have a post-campaign debriefing to talk about what you accomplished and identify anything that could be improved next time.
- Encourage your participating retailers to send/fax back their Merchant Evaluation form or visit them to collect it and thank them in person for participating.



*Youth placing stickers on beer packs in a store*

## Groups implementing Sticker Shock project should follow these guidelines:

1. Stickers should be placed on multi-packs, not directly on bottles or cans.
2. Stickers should not cover brand names or bar codes.
3. Youth should be supervised by adults (Chaperones and store staff) at all times in the store.
4. Ask the store staff if they have any specific requests, expectations, or restrictions about where/how stickers should be applied.
5. If packages must be moved to apply stickers, only adults over age 21 and/or store employees should handle the alcohol.
6. For youth groups implementing Sticker Shock project, adult coordinators/teachers should ensure that youth under 18 have parental permission to participate in the project.



## ALCOHOL MAPPING PROJECT

A recent survey of teens in Hawai'i shows that 23% of current drinkers between the ages of 12 and 17 report the ability to purchase alcohol from retail establishments. Some claim of stealing from stores and some others get away from using false identification.

In some areas, the density of liquor stores tend to be higher than others. High exposure to liquor stores and the easy accessibility of alcohol to youth can lead to a variety of safety problems, which some are related to underage drinking. The location of the liquor stores is especially alarming when they are in close proximity to location where youth gather, such as school, public parks, etc.

Many groups have tried to study what their neighborhood or environment look like in terms of alcohol outlets through Alcohol Mapping Project to understand how to address underage drinking related issues.

### What Is Alcohol Mapping

Alcohol Mapping Project is usually conducted by a group of youth in an effort to find out how dense the liquor stores are in a certain area. The Project attempts to shine the light of how much our youth is surrounded by alcohol outlets. The outcome of this project will help adults and law enforcement to be more aware of how our environment really influence youth in making decision to consume alcohol, therefore seek ways to make changes.

### Action Plan: Step-By-Step

#### STEP 1: Exploring the Problem

- Discuss underage drinking with your group as visioning process:
  - Why do youth drink alcohol?
  - Why do youth stay away from underage drinking?
  - Where do youth get alcohol?
  - Where do youth drink alcohol?
  - When do youth drink?
  - What do youth drink?
- Discuss the top 3 priorities for youth.

#### STEP 2: Mapping Alcohol and Youth locations from Youth's perspective

- Make observations of where alcohol are available (commercial and social).
- Visit stores that sell alcohol and use a survey form to rate how youth friendly they are in terms of alcohol. Use the sample survey in the attachment section.



- Make observations of where the youth friendly or youth hang out locations are (e.g. school, youth center, park, etc.).
- Be sure to write down the exact address of the locations above, including the street number.
- Collect the data and enter on a spreadsheet file.
- Utilize any online mapping tools such as [www.batchgeo.com](http://www.batchgeo.com) or [www.gpsvisualizer.com](http://www.gpsvisualizer.com) to upload your data.

### STEP 3: Analyzing the Collected Data

- Analyze and evaluate the spatial relationship between easily accessible alcohol locations and youth gathering or hang out locations.
- Compare spatial data from youth perspective with police arrest data.



### STEP 4: Present the Outcome

- Approach Neighborhood Boards and propose to present the findings.
- Approach parent or adult gatherings, i.e. PTA, Rotary Club, Community or Business Associations, etc., and present the findings.
- Notify businesses with a high alcohol accessibility risk about how youth perceive their businesses. Show appreciation for businesses that provide a low alcohol accessibility risk for youth.



## STORE MAKEOVER PROJECT

Have you ever noticed how many alcohol advertisements you see on your way home? How might life be different without them and what would it take to bring them all down? Or have you ever noticed how some colorful looking drinks with alcohol content are mixed with non-alcoholic drinks on the beverage section of your neighborhood stores?

### What Is A Store Makeover

A **store makeover** is an environmental prevention strategy that transforms a retail outlet promoting alcohol into a space that does not support a norm of alcohol use. This is done by address one or more of the "4 P's of alcohol promotion:" product, promotion, place and price.

### Hawai'i's First Store Makeover

Standing up to the alcohol industry is no small task, but a group of young people partnered with Kauai County's Anti-Drug Office and Kujo's Mini Mart to complete the **first store makeover** in Hawaii. A store makeover is an environmental prevention strategy that transforms a retail outlet promoting alcohol into a space that does not support a norm of alcohol use. At Kujo's Mini Mart, students repainted the store and replaced alcohol posters and other signage with family photos. What was once considered by many to be a liquor store is now more family friendly. While Kujo's continues to sell alcohol, youth who pass by or enter the store are no longer exposed to pro-use messages.



Before



Taking down alcohol advertisements



After

### Action Plan: Step-By-Step

**STEP 1:** Take a moment to count the number of alcohol advertisements near your home or child's school, and the number may surprise you. According to one study on outdoor alcohol ads, more ads mean more favorable views of alcohol among youth as well as a desire to drink more. Still, advertising might not be the problem in your neighborhood. Ask your friends, family and neighbors what they think. You won't know until you start looking!

### Case Study: Identifying the Problem in Southeast Fresno

Beginning in September 2009, the Youth Leadership Institute (YLI) youth council assessed food environments in southeast (SE) Fresno. Through photos, observations, mapping, and interviews the youth discovered a lack of access to quality and affordable healthy foods, culturally appropriate healthy foods, and stores offering WIC.

**STEP 2:** Set a realistic goal. Did you know that substantial change in tobacco prevention took 20 years? Now tobacco is locked behind the register at most convenience stores and smoking is banned in all public places and within 20 feet of all windows and doors. "A journey of a thousand miles begins with one step," right? We call it low-hanging fruit. Achieve success on seemingly small things, and you're on the road to tackle the larger and more stubborn.



Before



After

**STEP 3:** Approach a store (or more than one). A store owner's buy-in determines whether the project will move forward or not. When approaching store owners, remember that in many cases their business is their livelihood. Share the community's perspective of the problem, educate the store owner(s) on the effects of alcohol advertisements and help the store owner see how they can be a part of the solution. Be prepared to address their concerns, and highlight how they will benefit from a store makeover.

### Case Study: Approaching Stores in Southeast Fresno

Informed by their research, the youth approached seven corner stores in SE Fresno assessing if there was interest in partnering to create a healthier store. Latino Market agreed to partner with YLI to create a healthier store.



**STEP 4:** Suggest a change or two. Four “P”s are involved in the marketing of alcohol: product, promotion, place and price. Each also presents an opportunity for positive change. Product refers to the types of alcohol sold; therefore, a makeover might mean a store no longer sells Alcopops which are known to target young people. The removal of alcohol posters and other signage at Kujo’s is an example of countering alcohol promotion. Encourage ideas from store owners to promote buy-in and ownership. The possibilities are endless – **get creative!**

#### Case Study: Suggesting a Change or Two at Latino Market

- The makeover process included the following changes to Latino Market:
- Alcoholic beverages were grouped together and separated from non-alcoholic beverages. This included separating energy drinks that contain alcohol from those that did not.
- Alcoholic beverages were moved away from the front of the store and/or the cash register.
- Items were priced and clearly labeled.
- Alcoholic beverage cases were clearly labeled with external fridge door stickers.
- Alcoholic advertising was removed and replaced with healthy advertising, public art or photography promoting healthy messages.
- Public areas around the store were cleaned and the façade of the store was cleaned and repainted.



Before



After

**STEP 5:** Involve the community. In an effort to promote healthier food options, organizers of a store makeover in California found that “involving the community in the makeover process helped to ensure support of the store’s healthy changes [...]” The alcohol industry may have a lot of money, but it cannot beat community support for a store who responds to the needs of the community it serves. Community members have good ideas and personal connections too, so be resourceful and involve them!

### Case Study: Involving the Community to Makeover Latino Market

Throughout the makeover process the program coordinator and youth council regularly visited the community and engaged with the store owner and community members. In February 2010, youth also hosted a meeting with stakeholders, community partners and organizations, community members, and decision makers to inform the community of their findings, progress, and to gather input from the community. The youth participated in a variety of community events to showcase their photo voice project and speak about their work.



Before



After

**STEP 6:** Celebrate success. Even if a store owner is not willing for a complete makeover, always celebrate success no matter how small or large. Host a re-opening event, invite the mayor (and other public figures) and engage the press to cover your story! There's no shame in promoting something that benefits everyone in a community.

*Sources: 1) "Team Kujo's tackles store makeover," County of Kauai; 2) "From vision to reality at Kujo's," The Garden Isle; 3) "Students make over Kujo's to curb island's alcohol issues," The Garden Isle; 4) "Kalaheo residents take back their community," KHON2 News; 5) "Outdoor alcohol ads boost kids' urge to drink," ScienceDaily; 6) CMCA: Communities Mobilizing for Change on Alcohol Latino Market Store Makeover: A Youth-led Effort to Green an Urban Food Desert.*

*\*Mahalo to Cheryl Labuguen with EWAlution 96706 for her review and feedback on this article!*

## Sample Work Plan

Goal: To provide youth with opportunities to become leaders in their communities around underage drinking prevention issues and to create a healthier environment by 1) reducing youth access to alcohol through social sources, such as parents, siblings and peers; 2) reduce youth access to alcohol through commercial outlets; and 3) reduce community tolerance for underage youth to purchase and consume alcohol by changing cultural norms that permit and glamorize underage drinking.

Objective	ACTIONS	Outcomes	Evaluation
Create awareness around underage drinking issues in community	<ul style="list-style-type: none"> <li>Youth publish article in local newspaper, magazine or other publication</li> <li>Engage local news media</li> <li>Youth showcase photovoice project at community events</li> </ul>	Coverage on various media outlets	
Improve façade and overall external appearance of store	<ul style="list-style-type: none"> <li>Painted front of store/façade, window bars, door</li> <li>Clean up area around front of store and adjacent alley</li> <li>Paint "Healthy Community" mural on outside of store</li> <li>Remove alcohol advertisements</li> </ul>	Store appears cleaner and safer	
Increase store owner's capacity to prevent the sale of alcohol to minors	<ul style="list-style-type: none"> <li>Educate stores on the importance of safe store for minors</li> <li>On-going server training</li> <li>Handouts from community</li> </ul>	Store owner continues to educate its employees, refrains from selling alcohol to minors and yet earns a profit	<ul style="list-style-type: none"> <li>Store owner testimonial</li> <li>Reports generated from Liquor Commission illustrating a decrease in violations.</li> </ul>
Decrease youth access to alcoholic beverages and other alcoholic products	Separate alcoholic beverages from non-alcoholic beverages and label refrigerators accordingly in English and other languages, if appropriate	Youth residents around store have less access to alcoholic beverages and other alcoholic products	<ul style="list-style-type: none"> <li>Store owner testimonial</li> <li>Reports generated from Liquor Commission illustrating a decrease in violations.</li> </ul>
Decrease visibility of alcohol and saturation of alcohol advertising in store	Remove alcohol advertisements and replace with healthy advertising and messages	Alcohol advertising continues to be limited inside and outside of store by store owner	Youth residents living around store experience decreased exposure to alcohol advertising

## PARENT AND COMMUNITY PLEDGE

One of the many ways to create social change in our environment is for parents and adults to adopt **safe home** policies. Families commit to providing **safe and alcohol- and substance-free environment** for their children, and any other youth who spend time at their homes. The pledge should follow an awareness or educational session about why making an environmental change at home and in the community is important.

Adopting **safe home** policies can be encouraged by having parents and other adults **sign a pledge**. However, instead of the usual pledge signing on a piece of paper, there are more interesting and engaging ways to make a pledge, by making it public. Some ideas below.

### Creating Community Pledges

#### Handprint Pledge

A wonderful way to visually express our community's commitment to Being A Jerk is to create a Handprint Pledge. Community members are asked to make a handprint and write their pledge to keep alcohol away from youth. Colors may be used to represent different parts of our community. For example: **red** for adults (over 21) without kids, **green** for parents, **blue** for kūpuna, **orange** for educators (e.g. teachers, coaches, instructors, etc.), **yellow** for keiki and 'ōpio (those under 21), and so on.



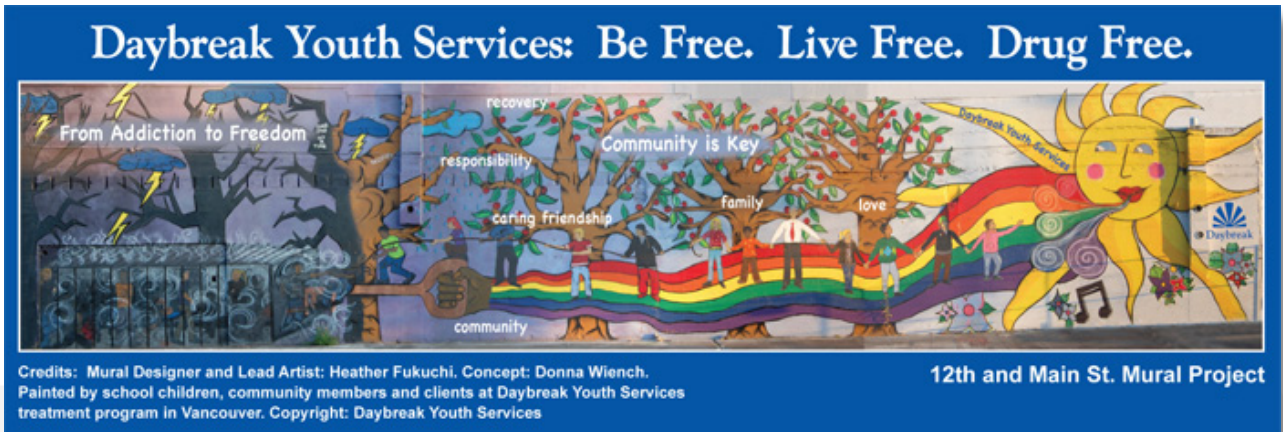
*Place colored handprints on the cloth and write the pledge*





## Mural Pledge

With the permission of building owners and zoning officials, jerks can create inspiration murals pledging to keep our community safe from underage drinking. Consulting with a mural artist for the basic design, community member are invited to “lend their hands” as a symbol of their commitments and help complete the mural.



*Adults pledge to fight underage drinking on a mural*

**ALCOHOL ACCESSIBILITY OBSERVATIONS**

Team Member Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Address or location: \_\_\_\_\_

Is there alcohol located outside of the business? Yes No

Are there obvious alcohol advertisements about alcohol outside of the business? Yes No

Are there obvious alcohol advertisements about alcohol inside of the business? Yes No

How are these alcohol advertisements displayed? (i.e. posters, big displays, pictures, 2 for 1 deals)

Does the alcohol have its own separate section? Yes No

Is the alcohol section specifically limited to over 21 years old? Yes No

Does alcohol appear next to other products besides the alcohol section? Yes No

If yes, which products are they next to and what kind of alcohol (liquor or beer) is sold here?

Where is most of the alcohol located in the business? Front Sides Middle Back  
(Circle more than one if needed)

While standing in the alcohol section, are there any reactions from employees? Yes No

Are there small alcohol containers that can easily be stolen? Yes No

Is there alcohol located by the cash register? Yes No

Do you think alcohol in this business is easily accessible to teens? Yes Maybe No

Based on the alcohol placement/advertisement in this business, do you think youth would be encouraged to drink alcohol?

Yes Maybe No

Based on the alcohol placement in this business, do you think youth would be encouraged to steal alcohol?

Yes Maybe No

Extra notes on observations:

Source: Alcohol Mapping Project, Youth Perceptions of Alcohol Accessibility in Flagstaff, Arizona – Citizens Against Substance Abuse, Coconino County Alliance Against Drugs