

# COMMUNITY ADVERTISING SCAN

The goal of alcohol environmental scanning is to identify your community's risk factors that can contribute to underage or excessive alcohol consumption. Youth regularly view alcohol advertisements in their environment. An advertising scan can be completed with physical location scans or on its own. You will want to choose what geographical area you are scanning, map the route to perform the scan, and assign locations to the scanning teams.

Location/Neighborhood: \_\_\_\_\_ Date/Time: \_\_\_\_\_

Team members: \_\_\_\_\_

Before entering a physical location, the scan team should observe the amount and type of advertising on the exterior, including windows and doors.

- Is alcohol advertising visible from outside the store? Yes No
- Are windows and doors covered in alcoholic beverage company advertisements?  
Yes No
- What percentage of coverage? \_\_\_\_\_
- How many advertisements are on the location door? \_\_\_\_\_
- How many advertisements are on the location window(s)? \_\_\_\_\_
- What brands are advertised? \_\_\_\_\_
- Are alcoholic beverage companies advertising on buses?  
Yes No Not Observed
- Are alcoholic beverage companies advertising on bus shelters?  
Yes No Not Observed
- Are alcoholic beverage companies advertising on other fixed locations? Yes No
  - Name of other locations: \_\_\_\_\_
- Have you observed free-standing or building-attached billboards advertising alcohol?  
Yes No
  - What types and brands of alcohol are advertised on billboards?  
\_\_\_\_\_
  - How close are the billboards to places where children gather? \_\_\_\_\_
- Have you observed any alcoholic beverage company-sponsored local events? Yes No
  - What type of event? \_\_\_\_\_

- o What type of alcoholic product/brand sponsored the event?

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- o Are alcoholic beverage logos on banners, t-shirts, cups, or other items? Yes No
- o If a youth sporting event, are youth under twenty-one wearing logos as a part of their uniform? Yes No