

Conceptual Fit: Matching Factors and Interventions for Underage Drinking (Selected Examples)

Risk Factors	Possible Interventions
Social Access	
<ul style="list-style-type: none"> • Party hosts and people furnishing alcohol believe that they will not be caught or punished. • Increase enforcement of furnishing and hosting laws (e.g., party patrols, shoulder-tap checks) • Media campaign and/or media advocacy describing penalties for furnishing and hosting, and campaign on social host liability •Work with media to publicize incident 	<ul style="list-style-type: none"> • Party hosts and people furnishing alcohol believe that they will not be caught or punished. • Increase enforcement of furnishing and hosting laws (e.g., party patrols, shoulder-tap checks) • Media campaign and/or media advocacy describing penalties for furnishing and hosting, and campaign on social host liability •Work with media to publicize incident
<ul style="list-style-type: none"> • Community norms support the practice of adults hosting drinking parties for teens as an inevitable “rite of passage.” 	<ul style="list-style-type: none"> • Community norms support the practice of adults hosting drinking parties for teens as an inevitable “rite of passage.”
<ul style="list-style-type: none"> • Parents feel that their children will drink anyway, so they prefer that they are “safe” and drink at home. • Social marketing campaign aimed at parents 	<ul style="list-style-type: none"> • Parents feel that their children will drink anyway, so they prefer that they are “safe” and drink at home. • Social marketing campaign aimed at parents
<ul style="list-style-type: none"> • Parents are not monitoring their home alcohol supply • Social marketing campaign aimed at parents 	<ul style="list-style-type: none"> • Parents are not monitoring their home alcohol supply. • Social marketing campaign aimed at parents
Retail Access	
<ul style="list-style-type: none"> • Low prices make alcohol accessible to youth. 	<ul style="list-style-type: none"> • Alcohol tax increase
<ul style="list-style-type: none"> • Clerks don’t check IDs • Clerks don’t know how to recognize fake IDs. 	<ul style="list-style-type: none"> • Merchant education and clerk training • Partner with retailers • Compliance checks
<ul style="list-style-type: none"> • Retail merchants’ laws are not enforced. 	<ul style="list-style-type: none"> • Compliance checks

Law Enforcement	
<ul style="list-style-type: none"> • Lack of enforcement by police of underage drinking laws. 	<ul style="list-style-type: none"> • Enforcement of existing underage age drinking laws and prosecution of existing underage drinking laws • Work with media to publicize incidents of underage drinking
<ul style="list-style-type: none"> • Lack of prosecution by judges of underage drinking laws 	<ul style="list-style-type: none"> • Partner with law enforcement and the District Attorney's Office regarding prosecution
Promoting Alcohol Use	
<ul style="list-style-type: none"> • Alcohol use is promoted through advertising, movies, music 	<ul style="list-style-type: none"> • Restrict alcohol advertising • Restrict alcohol-related promotional events in community settings
Peer Norms	
<ul style="list-style-type: none"> • Peer norms favor alcohol use. 	<ul style="list-style-type: none"> • Social marketing campaign targeting peer norms around substance use • Education curriculum
Family Norms	
<ul style="list-style-type: none"> • Parent or sibling uses alcohol (or there is the perception that a parent or sibling uses alcohol). 	<ul style="list-style-type: none"> • Social marketing campaign targeting family norms around substance use • Education curriculum
<ul style="list-style-type: none"> • Parental monitoring of their children (or perception of monitoring) is limited. 	<ul style="list-style-type: none"> • Social marketing campaign targeting parental monitoring • Education curriculum
<ul style="list-style-type: none"> • Parental care or involvement with their children is low. 	<ul style="list-style-type: none"> • Education curriculum
Perception of Harm	
<ul style="list-style-type: none"> • Perception of harm from alcohol use is low. 	<ul style="list-style-type: none"> • Social marketing campaign targeting perceptions of harm • Education curriculum

Individual Behaviors and Expectations	
<ul style="list-style-type: none"> • Low sensation seeking 	<ul style="list-style-type: none"> • Promotion of arts and science-related school activities
<ul style="list-style-type: none"> • Fewer positive expectations of alcohol 	<ul style="list-style-type: none"> • Media messages on the negative consequences of alcohol use • Education curriculum
Attachment to Family and Community	
<ul style="list-style-type: none"> • Positive opportunities to belong 	<ul style="list-style-type: none"> • Increased variety of social, enrichment, and physical activity opportunities for youth • Youth engagement in local prevention activities
<ul style="list-style-type: none"> • Family connectedness 	<ul style="list-style-type: none"> • Increased family-oriented community and school activities
<ul style="list-style-type: none"> • Fewer friends who use substances 	<ul style="list-style-type: none"> • Peer education opportunities • Cross-age prevention curriculum
<ul style="list-style-type: none"> • Parents' disapproval of substance misuse and other deviant behavior 	<ul style="list-style-type: none"> • Parent education curriculum • Parent pledges supporting non-use
<ul style="list-style-type: none"> • Prosocial community and school activities 	<ul style="list-style-type: none"> • Promotion of volunteer opportunities
<ul style="list-style-type: none"> • Personal importance of religion 	<ul style="list-style-type: none"> • Youth oriented/planned church activities • Family-focused church activities • Church-sponsored community service