

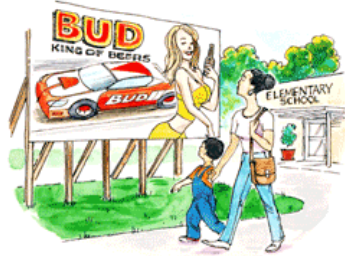
WHAT SHAPES ALCOHOL PROBLEMS in your COMMUNITY?

• COMMUNITY NORMS



Social expectations and acceptance of heavy consumption encourage binge drinking and other alcohol-related problems.

• MEDIA MESSAGES



Advertising and other media messages often glamorize excessive drinking, especially among young people, and ignore the consequences.

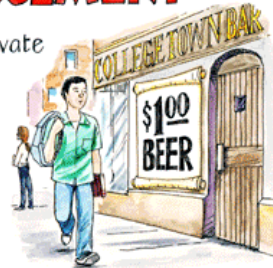
• ACCESS and AVAILABILITY

Alcohol that's cheap, easy-to-get and available everywhere is linked to drinking and driving, underage drinking, and many other problems.



• POLICY and ENFORCEMENT

Public and private policies and enforcement shape how alcohol is promoted, sold and consumed.



SOLUTIONS TO COMMUNITY ALCOHOL PROBLEMS

PRACTICE RESPONSIBLE BEVERAGE SERVICE

SPEAK OUT for PUBLIC HEALTH and SAFETY

ENGAGE YOUTH in COMMUNITY PREVENTION EFFORTS

LIMIT ALCOHOL ADVERTISING and SALES at COMMUNITY EVENTS

HOLD ADULTS ACCOUNTABLE for PROVIDING ALCOHOL to UNDERAGE YOUTH

REJECT IRRESPONSIBLE ALCOHOL ADS

Talk Back to Big Alcohol at www.MarinInstitute.org

PROMOTE CAMPUS/ COMMUNITY PARTNERSHIPS TO REDUCE BINGE DRINKING

GET STARTED!

www.MarinInstitute.org
415 - 456 - 5692