Pre-Approved Nebraska SPF SIG Strategy List*  
by Setting and Type of Strategy

Community Strategies

- Environmental Strategies
  - Pre-packaged Multi-component Strategies
    - Communities Mobilizing for Change on Alcohol (CMCA)
    - Community Trials Intervention To Reduce High-Risk Drinking
  - Policy Change
    - Increase or change zoning restrictions for alcohol outlets
    - Restrict hours and days of alcohol sale
    - Establish a minimum bar entry age equivalent to the minimum legal drinking age of 21 years old
    - Establish a minimum-age-of-seller that is equivalent to the minimum legal drinking age of 21 years old
    - Prohibit drink discounts, specials, happy hours, and other price promotions at establishments that sell alcohol for on-premise consumption (only if done in collaboration with enforcement)
    - Implement responsible beverage server and manager training programs (voluntary or mandatory)
    - Develop and/or strengthen age identification policies and training for employees of alcohol establishments
    - Encourage businesses to adopt policies that decrease personal risk and promote responsible drinking (such as serve free non-alcoholic drinks to designated drivers, discontinue sales one hour prior to closing, deny entry to intoxicated persons and remove intoxicated persons from premises, among others)
    - Strengthen the social host ordinance to include criminal, in addition to civil penalties for land owners
    - Adopt a teen party ordinance
    - Adopt a “drink-at-home – stay-at-home” ordinance to restrict underage youth from avoiding arrest for Minor in Possession by Consumption
    - Adopt a noise assembly ordinance
    - Restrict the availability of alcohol at community events, such as sporting and recreational events
      - Restrict special designated licenses (SDLs)
      - Adopt policies and practices that restrict access to minors and promote safe and responsible drinking among adults
    - Restrict alcohol on public property
    - Restrict home delivery of alcohol
    - Restrict alcohol advertising and promotion, including: (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
      - Advertising on public property
      - Advertising and sponsorship at community events
      - Zoning restrictions for alcohol advertising
      - Signage on storefronts
      - Limiting television, radio, newspaper, and billboard advertisements
    - Require alcohol warning signs to be posted at liquor establishments (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
- **Enforcement**
  - Enhance law enforcement capacity and commitment to address alcohol laws, including, but not limited to:
    - Minor in possession of alcohol (MIP)
    - Driving under the influence of alcohol (DUI)
    - Using false identification to obtain alcohol
    - Provision of alcohol to minors
    - Open container
  - Laws/regulations covering alcohol outlets:
    - Laws prohibiting alcohol sales to minors
    - Server liability laws related to serving intoxicated patrons
    - Legal restrictions, such as happy hour, drink specials, and advertising restrictions (if law)
  - Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system
  - Revoke liquor licenses for outlets that do not comply with state laws and local ordinances
  - Conduct random sobriety checkpoints
  - Conduct compliance checks at businesses to monitor the sale of alcohol to minors
  - Encourage businesses to conduct internal compliance checks to monitor the sale of alcohol to minors by their employees
  - Have law enforcement conduct “walk-throughs” at alcohol outlets
  - Implement “party patrols”
  - Implement a “shoulder tap” enforcement program to prevent strangers from purchasing alcohol for minors
  - Implement the “cops in shops” enforcement program

- **Media/Communication** (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
  - Mass media campaigns (e.g., television, radio, billboard, print; including counter-advertising campaigns)
    - Increase awareness of existing laws and punishments
    - Increase awareness of prevention efforts taking place in the community, such as an increase in sobriety checkpoints and retail compliance checks
    - Increase knowledge and awareness of the social and health consequences of alcohol use
  - Media advocacy (Note: only pre-approved if done to advance policy change)
  - Alcohol warning signs
  - Social norms approaches (e.g., approaches that are specifically designed to correct misperceptions about alcohol behaviors and attitudes) (Note: only pre-approved if a secondary activity to a comprehensive alcohol prevention approach)

- **Individual Strategies**
  - Big Brothers Big Sisters Mentoring Program
School (K-12) Strategies

- Environmental Strategies
  - Policy Change
    - Establish or strengthen school penalties for alcohol possession or intoxication on school property or at school-related events
    - Prohibit the consumption of alcohol at all school-related events, including adult consumption
    - Adopt practices to prevent students from bringing alcohol to school or school-related events, such as mesh or see through bags at events, prohibiting re-entry at events, and monitoring gates and parking lots at events
  - Enforcement
    - Enforce school penalties for alcohol possession or intoxication on school property or at school-related events
    - Search student lockers and backpacks when alcohol is suspected
    - Work with local law enforcement to monitor the school
    - Hire a security guard, assign staff, and/or use volunteers to monitor school property as well as athletic and other facilities used for school-related events
  - Media/Communication (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
    - Educate parents, through school newsletters, PTA meeting, or other venues, about underage drinking in the community, including access to alcohol and effective measures to reduce it.
    - Implement education/awareness campaigns within schools/districts
      - Increase awareness of school policies and associated consequences
      - Increase awareness of alcohol laws and associated consequences
      - Increase awareness of the social and health consequences of alcohol use
      - Social norms approaches, such as comparing actual vs. perceived alcohol use (Note: only pre-approved if a secondary activity to a comprehensive alcohol prevention approach)

- Individual Strategies (pre-packaged prevention programs)
  - AllStars
  - ATLAS (Athletes Training and Learning To Avoid Steroids)
  - Bicultural Competence Skills Program
  - Big Brothers Big Sisters
  - Class Action
  - LifeSkills® Training (Note: only if combined with Strengthening Families)
  - Linking the Interests of Families and Teachers
  - Lions Quest Skills for Adolescence
  - Project ALERT
  - Project Northland
  - Project SUCCESS
  - Project Towards No Drug Abuse
  - Protecting You/Protecting Me
  - Seattle Social Development Project
  - Strengthening Families Program
  - Too Good for Drugs
College/University Strategies

- **Environmental Strategies**
  
  - **Policy Change**
    - Establish or strengthen policies related to alcohol use and possession on campus property and at campus-sponsored events
      - Revise and strengthen penalties for violation of campus alcohol policies, including:
        - Disciplinary sanctions on campus (such as participation in an alcohol education program, impact on student record, contacting of parents/guardians)
        - Contacting law enforcement for violations that are illegal
      - Distribute the campus alcohol policies and associated punishments to all incoming and returning students and their parents, as well as publicize them on the campus website and in campus venues such as student housing and sports facilities.
      - Require ID checks at all campus events where alcohol is available
      - Prohibit the sale of alcohol on campus and at campus facilities, such as football stadiums, concert halls, and campus cafeterias, restaurants, and pubs
      - Prohibit alcohol at all campus-sponsored events both on and off campus
      - Prohibit alcohol kegs on campus and at campus-sponsored events
      - Prohibit alcohol within all student housing
      - Require responsible beverage service training for campus facilities that sell or provide alcohol, such as sports arenas, concert halls, and campus cafeterias, restaurants, and pubs
      - Require that all incoming and returning students participate in a brief motivational intervention related to alcohol use
      - Reinstate or maintain Friday classes to shorten the elongated weekend
      - Restrict alcohol advertising and promotion on campus (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
        - Eliminate alcohol sponsorship of athletic events and other campus social activities
        - Eliminate alcohol advertising in college publications
        - Prohibit announcements of parties and events that offer or allow alcohol
      - Encourage staff and faculty to live on campus
      - Expand opportunities for students to make social choices that do not include alcohol (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
        - Extended hours of student centers and athletic facilities
        - Offer recreational sports later at night and on weekends
        - Add alcohol-free coffeehouses and food-courts for socializing and studying
        - Increase volunteer and public service opportunities
        - Encourage students to work and complete internships
  
  - **Enforcement**
    - Enhance enforcement of alcohol laws and policies on campus property and at campus-sponsored events
      - Increase capacity of university police to address alcohol laws/policies
      - Hire security monitors
Media/Communication (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
  - Mass media campaigns (including counter-advertising)
    - Increase awareness of campus policies and associated consequences
    - Increase awareness of alcohol laws and associated consequences
    - Increase awareness of prevention efforts taking place on campus, such as increased security to monitor alcohol use in campus housing
    - Increase knowledge and awareness of the social and health consequences of alcohol use
  - Alcohol warning signs
  - Social norms approaches (e.g., approaches that are specifically designed to correct misperceptions about alcohol behaviors and attitudes) (Note: only pre-approved if a secondary activity to a comprehensive alcohol prevention approach)

Individual Strategies

  - Brief motivational interventions (pre-packaged programs)
    - University of Nebraska-Lincoln College Alcohol Profile
    - Brief Alcohol Screening and Intervention of College Students (BASICS)
    - CHOICES
  - Alcohol screening and brief intervention (within student health centers/clinics)

Worksite Strategies

Environmental Strategies

  - Policy Change
    - Establish or strengthen policies related to alcohol use among employees
      - Could consist of adding policies related to alcohol on worksite property, consuming alcohol during working hours, use of company vehicle and equipment when under the influence of alcohol, alcohol availability at worksite-sponsored events, drug and alcohol testing, alcohol consumption guidelines for on-call employees, alcohol education or brief motivational interventions as a requirement for employees, among others
    - Require responsible beverage server practices when alcohol is available at worksite-sponsored events
    - Enact policies to restrict underage access to alcohol in the workplace
      - Provide information to all adult employees about the consequences of providing alcohol to underage persons
      - Prevent youth access to alcohol at company events
      - Prevent access to alcohol by underage employees at businesses that have a license to sell alcohol

  - Enforcement
    - Enhance enforcement of worksite policies
    - Reprimand supervisors who fail to enforce the policies
- Media/Communication (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
  - Implement education/awareness campaigns within worksites
    - Increase awareness of worksite policies and associated consequences
    - Increase awareness of alcohol laws and associated consequences
    - Increase awareness of the social and health consequences of alcohol use
    - Display alcohol warning signs/posters
    - Social norms approaches (only pre-approved if a secondary activity to a comprehensive alcohol prevention approach)

- Individual Strategies
  - Pre-packaged prevention programs
    - Coping With Work and Family Stress
    - Team Awareness
    - Wellness Outreach at Work
  - Brief motivational interventions

- Healthcare Strategies

- Environmental Strategies
  - Policy Change
    - Work with local healthcare providers and organizations to adopt a policy requiring that screening and brief motivational interventions are part of standard practice
    - Adopt a policy for referral of patients who are believed to be alcohol dependent

- Individual Strategies
  - Alcohol screening and brief intervention
    - Within emergency departments and trauma centers
    - During physician office visits
  - Educate parents of underage patients about the health risks of underage drinking

- Family / Home Environment Strategies

- Environmental Strategies
  - Policy Change
    - Reduce youth access to alcohol within the home
      - Do not keep alcohol in the home
      - Count the number of alcoholic beverages in the home to monitor supply
      - Lock up all alcohol beverages, including beer or other alcoholic beverages that are not stored in the family refrigerator (such as a liquor cabinet or refrigerator in a bar, storage room, or garage)
    - Establish rules for youth alcohol use
    - Establish rules for adult alcohol use in the home, such as prohibiting alcohol at children’s parties and other events held in the home
- Enforcement
  - Consistently apply disciplinary action for rules violation (such as the loss of allowance, grounding, loss of vehicle privileges, etc.)

- Media/Communication (Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities)
  - Educate parents, through community, school, athletic, and other club/group newsletters; through parent meetings associated with youth clubs, groups, and athletics; and/or through other venues, about underage drinking in the community, including access to alcohol and effective measures to reduce it
  - Establish a network for parents to communicate and be linked with other parents who hold similar beliefs and have home environments that are free from alcohol abuse and easy access to alcohol
    - Establish a Safe Home Parents Network (only pre-approved if a secondary activity to a comprehensive alcohol prevention approach)

- Individual Strategies
  - Educate parents about how to improve communication with their children and ways to create a home environment that discourages alcohol use among children and adolescents
    - AllStars (Note: has a parent component, but parents are not a primary focus of the intervention)
    - Bicultural Competence Skills Program (Note: has a parent component, but parents are not a primary focus of the intervention)
    - Class Action (Note: has a parent component, but parents are not a primary focus of the intervention)
    - LifeSkills® Training (Note 1: an optional parent component is available, but parents are not a primary focus of the intervention) (Note 2: only pre-approved if combined with Strengthening Families)
    - Lions Quest Skills for Adolescents (Note: has a parent component, but parents are not a primary focus of the intervention)
    - Linking the Interests of Families and Teachers (Note: includes parent training as part of the overall intervention targeting elementary school children)
    - Project Northland (Note: has a parent component, but parents are not a primary focus of the intervention)
    - Project SUCCESS (Note: includes a built in parent component that is part of the overall intervention targeting 12-18 year olds)
    - Protecting You/Protecting Me (Note: optional parent take-home activities are available, but parents are not a primary focus of the intervention)
    - Seattle Social Development Project (Note: includes parent training as part of the overall intervention targeting elementary school children)
    - Strengthening Families Program (Note: parents are a primary focus of education and training)

*This list contains pre-approved strategies that are actionable at the community level in Nebraska, and was lifted from the Nebraska SPF SIG Strategy Approval Guide. These strategies are described in more detail within the full Guide. This list is not intended to be exhaustive, but rather a starting point for SPF SIG communities to identify strategies for their local prevention efforts.*