

## Description of strategy

Alcohol, warning posters are notices or signs located in retail establishments that provide information related to the legal, social, and health consequences of alcohol substance use.

Posters may be required by state or local law, or used voluntarily by retail establishments. Posters may include information on:

- the legal penalties and consequences of providing/selling to underage or intoxicated persons;
- the legal penalties of underage possession of alcohol;
- the establishment's policies and practices on checking customers' age identification and refusing sales to intoxicated persons;
- risks associated with alcohol consumption during pregnancy; and,
- risks of consuming alcohol, while taking certain medications and/or prior to driving motor vehicles and operating heavy machinery (University of Minnesota Alcohol Epidemiology

## Discussion of effectiveness

Program, 2011).

### Alcohol

The evidence of effectiveness is generally supportive of warning posters for alcohol, although one study (Wolfson, Toomey, Forster, Wagenaar, McGovern, & Perry, 1996) found that the presence of alcohol warning posters was associated with increased youth access.

Intervening Variables	
Retail Pricing	
Retail availability	
Social availability	
Law Enforcement	
Community norms	
Promotion & media	

## References for description of strategy

University of Minnesota Alcohol Epidemiology Program. (2011). Alcohol Warning Posters. Retrieved July 24, 2012, from: <http://www.epi.umn.edu/alcohol/policy/posters.shtm>

## Evidence base

- Britt, H., Toomey, T.L., Dunsmuir, W., & Wagenaar, A.C. (2006). Propensity for and correlates of alcohol sales to underage youth. *Journal of Alcohol and Drug Education, 50*(2), 25-42.
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- Paschall, M.J., Grube, J.W., Black, C., Flewelling, R.L., Ringwalt, C.L., & Biglan, A. (2007). Alcohol outlet characteristics and alcohol sales to youth: Results of alcohol purchase surveys in 45 Oregon communities. *Prevention Science : The Official Journal of the Society for Prevention Research, 8*(2), 153-159. doi:10.1007/s11121-006-0063-0
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- Wolfson, M., Toomey, T.L., Forster, J.L., Wagenaar, A.C., McGovern, P.G., & Perry, C.L. (1996). Characteristics, policies, and practices of alcohol outlets and sales to youth. *Journal of Studies on Alcohol, 57*, 670-674.

## Further reading

Saffer, H., & Dave, D. (2002). Alcohol consumption and alcohol advertising bans. *Applied Economics, 34*(11), 1325-1334. doi:10.1080/00036840110102743