

**OFFICE OF JUVENILE JUSTICE AND DELINQUENCY PREVENTION  
ENFORCING UNDERAGE DRINKING LAWS BLOCK GRANT PROGRAM**

**PROGRAM CATEGORY: MEDIA**

Bold indicates mandatory indicators.

#	Output Measure	Definition	Reporting Format	Record Data Here
1	<b>Number of earned media coverage episodes/events that occurred related to EUDL activities, underage drinking prevention, and/or enforcement during the reporting period.</b>	Total number of earned media coverage episodes/events that occurred related to EUDL activities, underage drinking prevention, and/or enforcement during the reporting period. Earned media refers to media attention on radio, print or TV that has not been purchased (such as PSAs). If a coalition holds a press conference and it appears in the local newspaper or highlighted on television, the media has been "earned" and not paid for.	A. Total number of earned media coverage episodes/events that occurred related to EUDL activities, underage drinking prevention, and/or enforcement during the reporting period.	
1a	<b>Type of earned media coverage episodes/events that occurred during the reporting period.</b>	Indicate type of earned media coverage episodes/events that occurred during the reporting period. Respond Yes or No to the items in the list.	A. Op-ed articles B. Letters C. Interviews D. Events that draw coverage (press conference) E. Appearances on broadcast news or issues programs (television)	
2	<b>The types of media education utilized to advance underage drinking prevention/enforcement initiatives during the reporting period</b>	Indicate the types of media education utilized to advance underage drinking prevention/enforcement initiatives during the reporting period. Respond Yes or No to the items in the list.	A. Active Enforcement of Underage Drinking Laws B. Zero Tolerance C. Limitations on Access D. School-based Initiatives E. Advertising Restrictions F. Changes in Social Norms G. Other Environmental Strategies	
3	<b>Type of educational activities conducted, during the reporting period, relative to any of the following topics</b>	Indicate whether educational activities were conducted, during the reporting period, regarding any of the topics in the list. Respond Yes or No to each of the items.	A. Restrict zoning (outlet locations, density) B. Restrict hours of sale C. Prohibit persons under 21 into bars/nightclubs and/or other adult locations D. Enact keg registration laws/ordinances E. Restrict the availability of alcohol at community festivals and other community events F. Restrict industry sponsorship of public events G. Require conditional use permits H. Ban concurrent sales of alcohol and gasoline I. Restrict alcohol marketing J. Increase penalties for retail/commercial providers K. Increase penalties for social providers L. Enact social host liability ordinances/laws M. Enact dram shop liability ordinances/laws	

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4	<b>Number and percent of programs using evidence-based strategies</b>	The number and percent of programs funded by the EUDL using an evidence-based strategies . For the EUDL program, evidence based strategies are those that have been shown, through rigorous evaluation and replication, to be effective at preventing or reducing underage drinking. Examples of these can be found on pages 26 through 30 of the following publication and are generally indicated by a classification of "high priority" <a href="http://www.udetc.org/documents/strategies.pdf">http://www.udetc.org/documents/strategies.pdf</a> Compliance checks are a high priority strategy whereas Cops in Shops is a low priority strategy based on research that indicate their respective effectiveness. Evidence based strategies for EUDL typically fall under four categories 1) limits on access to alcohol; 2) a community culture against underage drinking; 3) strategies to reduce underage drinking and driving; and 4) school and youth organization based strategies.	A. The number of programs funded using evidence based strategies B. The total number of programs funded C. Percent (A/B)	
5	<b>Institutional policy outcomes implemented in your State as a result of EUDL activities during the reporting period.</b>	Indicate whether any of the institutional policy outcomes listed were implemented in your State as a result of EUDL activities during the reporting period. Respond Yes or No to each of the items.	A. Enforcement-related institutional policy B. Local institutional policy C. School-related institutional policy D. College-related institutional policy	