

Conduct “reward & reminder” or “mystery shopping visit”^a

Under this strategy, patrons who appear underage or intoxicated attempt to purchase alcohol. Servers/sellers are rewarded and/or congratulated for checking IDs and/or refusing alcohol service. Servers/sellers who sell alcohol receive education about the laws and training to improve compliance rather than punishment. The system can be implemented by an individual establishment or a campus, local, or state organization or enforcement agency.

-Effectiveness: ★★ = Moderate

-Cost: \$\$ = Mid-range

-Barriers: (At college and local level) # = Lower; (At state level)
= Moderate

-Research Amount: *** = 5 or more cross-sectional studies or 1
to 4 longitudinal studies

-Public Health Reach: Broad

-Staffing Expertise Needed: Coordinator

-Target Population: All students

-Research Population: General

Potential Resources:

For information about intervention designs and implementation, check the articles in the References tab.

References:

-Moore, R.S.; Roberts, J.; McGaffigan, R.; et al. Implementing a reward and reminder underage drinking prevention program in convenience stores near southern California American Indian reservations. *American Journal of Drug and Alcohol Abuse* 38(5):456–460, 2012.