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

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: