Campus or community-based

Restrict alcohol sponsorship and advertising

Under this strategy, a campus or local or state government establishes policies that restrict or prohibit alcohol sponsorship and/or advertising of alcoholic beverages, particularly where such sponsorship or advertising exposes young people to alcohol messages, such as on college campuses, at rock concerts, or at athletic events.

Effectiveness: ★★ = Moderate
Cost: $$$ = Higher
Barriers: ## = Moderate
Research Amount: **** = 5 or more longitudinal studies

Public Health Reach: Broad
Staffing Expertise Needed: Policy advocate
Target Population: All students
Research Population: General

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

References:
- Review

References from 2019 update
None