

Special Event Assessment Tool

NAME OF EVENT:	LOCATION/CITY:
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DATE:	ARRIVAL:	DEPARTURE:
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NUMBER OF ATTENDEES:

STAFF	AGE	COMMUNITY ASSESSOR(S)	AGE

ADVERTISING AND PUBLICITY: OFF SITE

Did you see or hear advertising for this event? Yes No If so, where? Radio TV Newspaper/magazine Internet If so, do you recall alcohol in the advertisement? Yes No (i.e. "Budweiser proudly presents...", or an alcohol logo in the print ad) If yes, which alcohol brand(s)?
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PARKING AREA:

Did you observe:	Notes:
People loitering in cars/parking lot?	Adults Minors No one
Empty alcohol containers?	Many Few None
Alcohol consumption in parking lot?	Adults Minors None
Parking area was:	Lighted Patrolled Organized

ENTRANCE TO VENUE– Did you observe:

Clear posting of rules, especially about alcohol, at entrance gate?	Many	Few	None	N/A
Staff at the entrance:	Volunteers	Security	None	N/A - No specific entrance to event
An entrance fee taken at the door?	Yes	No	If yes, how much? \$	
Were bags searched at entrance?	Yes	No	None allowed	
Were coolers searched at entrance?	Yes	No	None allowed	

ALCOHOL ADVERTISING AND PROMOTIONS: Mark all that apply...

Alcohol Banners: List companies _____
Inflatables Promotional gifts Promotional Personnel (Miller/Bacardi Girls)
Stage Sponsorship Emcee Mentions Free samples
Promotions given to minors by alcohol vendors? Yes No If yes, which brand?
Minors sporting alcohol-related promotions? Yes No If yes, describe:

EVENT SPONSORSHIP – mark all that apply:

Local Community Businesses	Corporations	Service Clubs	Alcohol Industry
Were any alcohol banners at youth/kids’ eye level?	Yes	No	N/A
Were alcohol logos larger than other sponsor logos?	Yes	No	N/A

SPONSORSHIP BANNER RATIO - Count 10 banners in three locations and note percentage of banners containing alcohol logos and those without.

Location One	Alcohol	Non-alcohol
Location Two	Alcohol	Non-alcohol
Location Three	Alcohol	Non-alcohol

Do you feel any banners/posters specifically targeted any of the following groups?
 Please check all that apply and provide alcohol brand next to the group targeted.

Hispanics/Latinos _____	Blacks/African Americans _____
American Indians _____	Asians _____
Whites/Caucasians _____	Hawaiians/Pacific Islanders _____
Adults (over 21) _____	Youth (under 21) _____

HEALTH AND SAFETY RISKS:

Did you observe alcohol passed to a minor?	Yes	No	
Were intoxicated person(s) observed?	Yes	No	If yes, how many? _____
If yes, did security/law enforcement address the individual(s)?	Yes	No	
Was transportation arranged for intoxicated individuals?	Yes	No	
Did you observe any illegal drug activity (consumption or sale)?	Yes	No	
Was drug induced behavior observed?	Yes	No	
If yes, did security/law enforcement address the individual(s)?	Yes	No	
Was drug paraphernalia available for purchase at this event? (Pipes, smoking devices)	Yes	No	
Were there “adult only” vendors at this event?	Yes	No	If yes, describe:
Did there appear to be adequate security, good crowd control, safe pedestrian paths?	Yes	No	
Were there fights, falls or accidents observed?	Yes	No	
If yes, did security/law enforcement address the individual(s)?	Yes	No	
Were there paramedics, ambulances or other health professionals on premises?	Yes	No	

Briefly describe any observations between “young looking” event goers and service of alcoholic beverages:

Briefly describe observations of adults at the event and service of alcohol (quantity, refusal of service):

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AVAILABILITY OF NON-ALCOHOLIC BEVERAGES:

Upon entering the event, do you pass a soda/water vendor before a beer vendor?	Yes	No
Did the event layout make it conducive to purchasing non-alcoholic beverages?	Yes	No

SALES OF ALCOHOL - Please complete this section for each booth/trailer or beer garden at event. Attach additional sheets as necessary.

Number of total alcohol vendors?	Location of alcohol vendor area #1:			
Select best description for this location:	Beer Garden	Alcohol booth/trailer	Food concession	
Was minimum drinking age posted?	Yes	No		
Were alcohol sales hours posted?	Yes	No	If yes, were sales hours enforced?	Yes No
Was a policy on number of drinks per patron/transaction posted?	Yes	No		
If yes, was it strictly enforced?	Yes	No		
Did you observe alcohol served to intoxicated customer(s)?	Yes	No		
Was event staff observed consuming alcoholic beverages while serving alcohol/on duty?			Yes	No
Was security personnel posted at/near sales location (observed sale)?			Yes	No
Did you observe any alcohol given away without monetary/ticket exchange?	Yes	No		
Who sponsors (or operates) this alcohol sales location?				

How was age verified?

Alcohol Servers Checked IDs	IDs checked & wristbands issued at a specific location/booth
Beer Garden Entrance Staff/Volunteers	Other _____
Was age verification consistently conducted among attendees appearing under the age of 30?	
Yes No	

If wristbands were issued-mark all that apply:

Non-Transferable application (assessor)	Transferable application (assessor)
CONSISTENT Non-Transferable application (amongst attendees)	
Non-transferable material	Transferable material

Please complete if alcohol was confined to drinking areas:

Entrance monitored	Minimum age 21	ID Verified	Perimeters were secure
Were the physical barriers effective in keeping drinkers/alcohol in contained area?			
Yes No			

BEVERAGES AVAILABLE AT ALCOHOL SALES LOCATION(S):

Non-alcoholic drinks	Water	Soft Drinks	Non-alcoholic beer/wine	None
Beer:	12-14 ounces	16-20 Ounces	22+ Ounces	None
Wine:	1-2 Ounces	4-5 Ounces	6+ Ounces	None
Mixed/straight:	1.5 measured	Free Poured		None
Alcoholic Drink Cost	Free Samples	<\$2	\$2.25-3.75	\$4 -\$6 \$6.25 +

ARE THERE YOUTH TARGETED ACTIVITIES? : Yes No *If yes, please complete the following:*

Describe youth areas:	Time & location:
Upon entering, (or within) any youth area, is there alcohol marketing? Yes No	
<i>If yes, please describe:</i>	
Is alcohol permitted within this area? Yes No	

ATTENDANCE ESTIMATION (Count 100 people sitting or walking and note percentage of adults and youth. Please do this in (2) different locations)

Location One	Youth	%	Adults	%
Location Two	Youth	%	Adults	%

OTHER SIGNIFICANT OBSERVATIONS:

COLLECT AND ATTACH SAMPLES OF PROMOTIONAL MATERIALS, WRISTBANDS, HANDBILLS, ETC.

OUR APPRECIATION TO THE AGENCIES AND INDIVIDUALS CONTRIBUTING TO THE DESIGN OF THIS ASSESSMENT PROTOCOL, INCLUDE:



Funded by County of San Diego, Health and Human Services Agency, Alcohol and Drug Services.