

# Communities Mobilizing for Change on Alcohol

Brief Description | Recognition | Program IOM | Intervention Type | Content Focus | Protective Factors  
Risk Factors | Interventions by Domain | Key Program Approaches | Outcomes | Evaluation Design  
Delivery Specifications | Intended Setting | Fidelity | Barriers and Problems | Personnel | Education  
Personnel Training | Cost | Intended Age Group | Intended Population | Gender Focus  
Replication Information | Contact Information

*Program developers or their agents provided the Model Program information below.*

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## **BRIEF DESCRIPTION**

Communities Mobilizing for Change on Alcohol is a community-organizing program designed to reduce adolescents' (13 to 20 years of age) access to alcohol by changing community policies and practices. It seeks both to effectively limit the access to alcohol of people under legal drinking age and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable. It employs a range of social-organizing techniques to address legal, institutional, social, and health issues in order to reduce youth alcohol use by eliminating illegal alcohol sales to youth by retailers and by obstructing the provision of alcohol to youth by adults. It involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youths' access to alcohol.

## **PROGRAM BACKGROUND**

The CMCA intervention was based on established research that showed the importance of the social and policy environment in facilitating or impeding drinking among youth. CMCA community organizing methods drew on a range of traditions in organizing efforts to deal with the social and health consequences of alcohol consumption.

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## **RECOGNITION**

Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services: Model Program

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## **INSTITUTE OF MEDICINE CLASSIFICATION (IOM)**

UNIVERSAL

Developed for a universal audience.



## **INTERVENTION TYPE**

ENVIRONMENTAL

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## **CONTENT FOCUS**

ALCOHOL, PARENT COMPONENT

This program specifically targets alcohol.

The Model Program involves parents:

Parents can be involved in the community-organizing process.

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## **PROTECTIVE FACTORS**

COMMUNITY

- Institutional policies that discourage youth alcohol use
  - Public and institutional policies that reduce alcohol sales to youth
  - Civic action against illegal sale and provision of alcohol to youth
  - Increased interaction among diverse community sectors
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## **RISK FACTORS**

PEER, COMMUNITY

PEER

- Peers providing alcohol
- Peers using alcohol

COMMUNITY

- Easy availability of alcohol
- Normative support of alcohol sales to underage youth
- Normative support of alcohol consumption by underage youth
- Poor enforcement of alcohol laws and regulations
- Lack of laws or institutional policies that limit alcohol availability

## **INTERVENTIONS BY DOMAIN**

### COMMUNITY, SOCIETY

#### COMMUNITY

- Education to alter perceptions of societal norms and expectations
- Multiagency activities and collaboration

#### SOCIETY

- Enforcement of alcohol sales laws
  - Media education to counter alcohol advertising
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## **KEY PROGRAM APPROACHES**

### COMMUNITY INVOLVEMENT, MEDIA EDUCATION, SKILL DEVELOPMENT, OTHER: COMPLIANCE CHECKS

This program provides a broad variety of community-organizing and learning activities that can be implemented by different community institutions. Information is available on institutional strategies for civic groups, colleges, faith organizations, hotels and motels, parents, police, schools, and work sites.

#### COMMUNITY INVOLVEMENT

Civic groups can adopt policies to prevent underage drinking at organization-sponsored events and initiate and participate in community-wide efforts to prevent underage alcohol use.

Faith organizations can provide a link between prevention organizations, youth, parents, and the community and can offer education, develop internal policies to prevent teens from accessing alcohol at their events, and participate in efforts to keep alcohol away from youth.

Schools can create and enforce policies restricting alcohol use and access, both on school property and in the surrounding community.

#### MEDIA EDUCATION

Advertising outlets can be influenced to remove alcohol advertising from public places or wherever youth are exposed to these messages. Communities can restrict alcohol companies' sponsorship of community events.

#### SKILL DEVELOPMENT

Schools can teach alcohol refusal skills. Liquor licensing agencies can offer and promote mandatory or voluntary programs that train managers, owners, services, and sellers at alcohol outlets on how to avoid selling to underage youth and intoxicated patrons.

#### OTHER

Law enforcement can mandate compliance checks or encourage voluntary compliance checks by law enforcement or licensing authorities. Policies can encourage and support the use of administrative penalties for failure to comply with State or local laws relating to the sale of alcohol to minors.

## HOW IT WORKS

CMCA involves motivating community members to seek and achieve changes in local public policies and in the practices of community institutions that can affect youth's access to alcohol. CMCA offers resource materials to help communities organize these efforts, for example:

- **Civic Groups** can adopt policies to prevent underage drinking at organization-sponsored events and initiate and participate in community-wide efforts to prevent underage alcohol use.
- **Faith Organizations** can provide a link between prevention organizations, youth, parents, and the community. They can also offer education, develop internal policies to prevent teens from accessing alcohol at their events, and participate in efforts to keep alcohol away from youth.
- **Schools** can teach alcohol refusal skills and create and enforce policies restricting alcohol use and access, both on school property and in the surrounding community.
- **Community Groups** can voluntarily control the availability and use of alcohol at public events such as music concerts, street fairs, and sporting events.
- **Law Enforcement** can mandate compliance checks or encourage voluntary compliance checks by law enforcement or licensing authorities. Police can also encourage and support the use of administrative penalties for failure to comply with State or local laws relating to the sale of alcohol to minors.
- **Liquor Licensing Agencies** can offer and promote mandatory or voluntary programs that train managers, owners, servers, and sellers at alcohol outlets how to avoid selling to underage youth and intoxicated patrons.
- **Advertising Outlets** can be influenced to remove alcohol advertising from public places or wherever youth are exposed to these messages. Communities can also restrict alcohol companies' sponsorship of community events.

CMCA is a community-based program that can be implemented by a range of groups, from all-volunteer grassroots activists to nonprofit organizations or public agencies of any size. In order to successfully replicate CMCA, organizations need to be able to—

- Assess community norms, public and institutional policies, and resources
- Identify, from inception, a small group of passionate and committed citizens to lead efforts to advocate for change
- Create a core leadership group that can build a broad citizen movement to support policy change
- Develop and implement an action plan
- Build a mass support base
- Maintain an organization and institutionalize changes
- Evaluate changes on an ongoing basis
- Manage widely variable program costs

## **OUTCOMES**

### **DECREASES IN SUBSTANCE USE, REDUCTIONS IN BEHAVIORS RELATED TO RISK FACTORS, OTHER TYPES OF OUTCOMES**

#### **DECREASES IN SUBSTANCE USE**

Youth 18 to 20 years of age were less likely to try to buy alcohol, drink in a bar, or consume alcohol.

#### **REDUCTIONS IN BEHAVIORS RELATED TO RISK FACTORS**

Older teenagers, 18 to 20 years of age, reduced provision of alcohol to other teens and the likelihood to try to buy alcohol or drink in a bar.

Significant decline in arrests for driving under the influence of alcohol among 18- to 20-year-old youth.

Significantly and favorably affected the drinking behavior of 18- to 20-year-olds.

Significantly and favorably affected the practices of establishments serving alcohol

May have favorably affected the practices of alcohol package sales establishments

#### **OTHER TYPES OF OUTCOMES**

Alcohol merchants increased age-identification checking and reduced propensity to sell to minors.

The CMCA project—

- Mobilizes communities to make institutional and policy changes
- Limits youth access to alcohol
- Improves the health of the community

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## **EVALUATION DESIGN**

CMCA was evaluated in a fully randomized 5-year research trial across 15 communities.

Data were collected at baseline before random assignment of communities to the intervention or control condition and again at followup after a 2.5-year intervention period. Data collection included in-school surveys of ninth and twelfth graders, telephone surveys of 18- to 20-year-olds and alcohol merchants, direct testing of the likelihood of alcohol sales to youth (using underage youth to attempt purchases), and monitoring changes in relevant practices of community institutions. Analyses were based on mixed-model regression, used the community as the unit of assignment, took into account the nesting of individual respondents or alcohol outlets within each community, and controlled for relevant covariates

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## **DELIVERY SPECIFICATIONS**

### **0–12 YEARS**

**Amount of time required to deliver the program to obtain documented outcomes:**

It is important that each activity is designed to fit the individual community and implemented and operated within a timeframe that meets community needs.

## **INTENDED SETTING**

RURAL, URBAN, SUBURBAN

Developed for rural, urban, and suburban settings.

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## **FIDELITY**

Components that must be included in order to achieve the same outcomes cited by the developer:

The community organization must:

Assess community norms, public and institutional policies, and resources.

Identify a small group of passionate and committed citizens to lead efforts to advocate for change.

Create a core leadership group that can build a broad citizen movement to support policy change.

Develop and implement an action plan.

Build mass support base.

Evaluate changes on an ongoing basis.

Manage widely variable program costs.

Optional components or strategies, and how they were determined to be optional:

All components and activities are optional, for consideration by community organizations, based on a community assessment.

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## **PERSONNEL**

FULL TIME, PART TIME, PAID, VOLUNTEER

A core group of leaders that are committed and experienced in community-organization strategies.

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## **EDUCATION**

Not specified by the developer.

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## **PERSONNEL TRAINING**

There is no required training.

**COST (estimated in U.S. dollars)**

- \$0–100
- \$101–1,000
- \$1,001–5,000
- \$5,001–10,000
- \$10,000+

Cost considerations for implementing this Model Program as recommended by the developer:

Costs will vary by community.

**MATERIALS**

- Materials are free and available through the Web site.
- Policies to Reduce Youth Access to Alcohol.
- Model Alcohol Control Ordinances.
- Alcohol Policies in the United States: Highlights from the 50 States.
- Alcohol Compliance Checks: A Procedures Manual for Enforcing Age-of-Sale Laws.

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**INTENDED AGE GROUP**

EARLY ADOLESCENT (12–14), TEENAGER (15–17), YOUNG ADULT (18–24)

This program was developed for youth 13 to 20 years of age.

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**INTENDED POPULATION**

MULTIPLE ETHNIC GROUPS

This program can be delivered to diverse racial/ethnic populations.

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**GENDER FOCUS**

BOTH GENDERS

Developed for both male and female youth.

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**REPLICATION INFORMATION**

NO INFORMATION PROVIDED

## **CONTACT INFORMATION**

### **ABOUT THE DEVELOPER**

#### **Alexander C. Wagenaar, Ph.D.**

Dr. Alexander C. Wagenaar, professor of epidemiology and director of the Alcohol Epidemiology Program (AEP) at the University of Minnesota, developed the CMCA project. The AEP is a research program within the School of Public Health, University of Minnesota in Minneapolis. The AEP conducts policy-evaluation research on specific initiatives to prevent alcohol-related problems and studies community coalitions and other efforts to change the social and policy environment pertaining to alcohol. In recent years, the AEP has studied adolescent drinking, community organizing efforts, randomized community trials, alcohol-involved traffic crashes, effects of macroeconomic conditions on drinking rates, training for alcohol outlet managers and servers, natural experiments with changes in alcohol policies, and public opinion surveys.

### **FOR INFORMATION, CONTACT**

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