

PFS Protocol: Campus Scan

Purpose

This tool will be used to help identify the degree to which alcohol is served and promoted at campus venues and events and which community events have alcohol-related sponsors.

How to gather this information

- Review policies governing campus venues, and convening or rental spaces
- Talk to people responsible for making decisions about how campus venues can be used by members of the campus and surrounding community
- Talk to people responsible for organizing specific events
- Observe the space during events (if needed)

Completing the tools

Campus Venues

Column 1: List all of the venues where students or community members convene socially, such as stadiums, event centers, student unions, dining centers, or outdoor malls/gathering spaces. This includes spaces that can be rented by others for convening.

Column 2: Identify whether alcohol is allowed to be served at this venue. This means that a group using the space, including both those affiliated with the school and those from the outside community, are allowed to serve any type of alcohol in the space. There may or may not be a formal policy about serving alcohol in this space.

Column 3: Mark whether or not alcohol can be sold in the space. This can include a cash-bar at a social gathering, serving alcohol with food at a dining venue, or formal alcohol sales at an event. Again, there may or may not be a formal policy about selling alcohol in this space.

Column 4: Indicate whether any money from the alcohol industry has been used to support the building or maintenance of this space or its fixtures.

Column 5: Observe if the space includes any visible alcohol advertising or branding on permanent fixtures, such as counters, plaques, or light fixtures.

Column 6: Observe if the space includes any visible alcohol advertising or branding on temporary fixtures such as banners, signs, cups, or napkins.

Events

Columns 1a and 1b: List events that meet **all** of the following criteria:

- Held on the campus
- Sponsored, hosted, or supported by the school in any way (financially or otherwise)
- A public event in which student on the campus can attend
- Held within the past 12 months

You will need to convene your coalition to brainstorm and create a list of community events that meet the above criteria. This list should include ALL events that meet the criteria. If an event is recurring (such as a sports game), it only needs to be listed once.

Columns 2a and 2b: Mark whether or not alcohol is served or sold at this event.

Column 3: Indicate whether any money from the alcohol industry has been used to support the event.

Column 4: Observe or ask event coordinators if the event includes any visible alcohol advertising or branding. This can include advertising for specific brands or general alcohol availability (such a Wine Tasting or Drink Specials). It can also include advertising on items such as flyers, banners, signs, cups, coasters, or t-shirts.