

Instructions on How to Score your Festival Assessment Form

The individual scoring for each festival requires compiling the narrative information collected and creating a numerical score. The numerical score is created by assigning a numerical value to specific questions using the information below for the 12 strategies.

Overall, numerical codes from 1- 3 are assigned to answers as indicated below. Add up all answers to get a Total, #. Divide the Total by 36 to create a Fractional value, F, so that $\# \div 36 = F$. Multiply the Fractional value by 100 to create the final Score, S, so that $F \times 100 = S$. In other words, the Score is the Total of all the answers, divided by 36, and multiplied by 100: $S = (\# \div 36) \times 100$.

Scores can range from 36 to 100, with the higher scores indicating more evidence-based serving practices to prevent alcohol misuse have been observed.

Reviewers need to carefully compare the surveys for each festival. Individual impressions will differ and uneven or sporadic enforcement can result in conflicting information. For example: If two observers indicate different answers, it is possible that at different locations or different times at the same location, behaviors were different. For example, even if only one person observed a server drinking, and the other volunteers did not, it occurred. For the rating of intoxication (Q14 to code for Q8), take the average of the volunteer reviewers' responses.

These codes are not written in stone. You may alter your coding scheme to fit your community. The most important thing is document how you code, so that you can be consistent from year to year.

Coding scheme:

Question	Code	Response
1. Did you see people NOT being carded who appeared to be under the age of 30?	1	<ul style="list-style-type: none"> No carding
	2	<ul style="list-style-type: none"> IDs not being checked at some time during the event Young adults seen entering without being carded People slipping in when others were being carded
	3	<ul style="list-style-type: none"> IDs checked when wrist bands issued to anyone looking under 30 IDs checked when wrist bands issued regardless of age IDs checked at entrance to park and when getting wrist band All IDs/wristbands checked at entrance to bar/beer tent/purchase of tickets Yes, bartenders checking

2. Were wristbands used to identify (all, some or no) people who were 21 and older?	1	<ul style="list-style-type: none"> • None used • Everyone wearing wristband regardless of age (even if <21)
	2	<ul style="list-style-type: none"> • Yes, for 21-30, but some young slipped through without • Use of wristbands was very inconsistent
	3	<ul style="list-style-type: none"> • Security issued wrist bands to everyone looking 21-30 • Everyone over 21 issued a wrist band • Anyone buying alcohol needed a wristband
3. Were people under age 21 allowed in the area where alcohol was sold or consumed? Were people able to take their alcoholic beverage out of a restricted area?	1	<ul style="list-style-type: none"> • 18-20 year old allowed in event • No enclosures
	2	<ul style="list-style-type: none"> • Although drinking was minimal, youth and adults were intermingling • Could take beer out of beer tent – into food area or around grounds • Youth allowed in beer tent (until 8 pm)
	3	<ul style="list-style-type: none"> • Alcohol restricted to grounds/beer tent, no youth allowed
4. Could you tell the difference between alcoholic and non-alcoholic beverages, based on their container? If mixed/rail drinks, were they served differently from a non-alcoholic beverage?	1	<ul style="list-style-type: none"> • Same serving containers for everything • Mixed rail drinks not distinguishable from pop / soft drinks
	2	<ul style="list-style-type: none"> • Can cozies at event
	3	<ul style="list-style-type: none"> • Used original containers (original bottles and cans) • Used clear cups • Pop and mixed drinks were in different types of cups
5. Could people buy more than one drink at a time?	1	<ul style="list-style-type: none"> • No limits AND pitchers / growlers were available at event
	2	<ul style="list-style-type: none"> • No limit to number of servings, but NO pitchers / growlers
	3	<ul style="list-style-type: none"> • 1 serving or pour per person (or if wine tasting, small sample glass was provided and used for the event)
6. Were any of the bottles or cups larger than a single serving, i.e., larger than 12 oz for beer or 5 oz for	1	<ul style="list-style-type: none"> • Pitchers / growlers were available • 20 oz beers • 12 oz or greater cans or bottles of wine or alcopops
	2	<ul style="list-style-type: none"> • 16-ounce malt or wine coolers or hard seltzers

wine? Were pitchers or growlers of beer sold?	3	<ul style="list-style-type: none"> All beers, wine coolers, hard seltzers, malt liquor, in 12-ounce cans or cups or less All wine in 5-ounce cans, bottles, or cups or less
7. Did the festival offer any price discounts on drinks or tickets? (eg. All-you-can-drink, tickets or drinks at a lower price if you purchase a larger quantity or if pitchers of beer were sold)	1	<ul style="list-style-type: none"> Pitchers Refills on pitchers at a cheaper price Taps and domestics sold for \$1 One free alcohol beverage with ticket One fee for all you can drink (and eat – usually in a VIP section of an event)
	2	<ul style="list-style-type: none"> Discounts for multiple purchase (2 tickets for 1, or 3 tickets for 2) Doubles less expensive than double price of a single. Larger drink cheaper per ounce than smaller drink Tickets discounted for purchasing in multiples. (1 ticket for \$3, 5 tickets for \$10).
	3	<ul style="list-style-type: none"> No discounts – same price for beer and wine coolers
8. Did you see obviously intoxicated people purchasing alcohol?	1	<ul style="list-style-type: none"> Scored a 4 or 5 out of 5 on “level of intoxication scale” (q14)
	2	<ul style="list-style-type: none"> Scored a 2 or 3 out of 5 on “level of intoxication scale” (q14)
	3	<ul style="list-style-type: none"> Scored a 1 out of 5 on “level of intoxication scale” (q14)
9. Did you see any of the servers consuming alcohol while on duty?	1	<ul style="list-style-type: none"> Witnessed servers, bouncers, or ticket sales staff/volunteers drinking
	2	<ul style="list-style-type: none"> Volunteers were drinking after their shift was complete (rarely seen)
	3	<ul style="list-style-type: none"> Not witnessed
10. Was food sold in the same place as alcohol?	1	<ul style="list-style-type: none"> No food at event
	2	<ul style="list-style-type: none"> Food and alcohol sold in separate locations (outside the enclosed area) Light snacks available next to the tent Ran out of food by 8 pm.
	3	<ul style="list-style-type: none"> Yes – food and NA beverages in same area While food and alcohol were not sold at the same place, food was plentiful at the event (and alcohol was almost non-existent)

11. Were there alcohol product or tavern banners/signs displayed at the event?	1	<ul style="list-style-type: none"> • A lot of promotion • Signs for alcohol products everywhere
	2	<ul style="list-style-type: none"> • Only signs that say what was for sale – with prices • Only one advertising sign above the bar
	3	<ul style="list-style-type: none"> • No alcohol or tavern business signs seen
12. When did alcohol sales end?	1	<ul style="list-style-type: none"> • Alcohol sales ended at the end of the event • When the band ended and the lights came on • Last call was 30 min prior, but rush didn't end until event ended • Sale of tickets ended at 1:15 am, but people still getting alcohol at 2 am (or 2:30 am on weekend).
	2	<ul style="list-style-type: none"> • About 30-45 minutes before closing
	3	<ul style="list-style-type: none"> • 60 minutes before the grounds closed • Bad weather ended everything abruptly

To Calculate the Score:

Add up the Total: $T = \underline{\hspace{2cm}}$

Divide the Total by 36: $F = T \div 36 = \underline{\hspace{2cm}}$

Multiply F, the Fractional Value by 100: $\text{Score} = F \times 100 = \underline{\hspace{2cm}}$

As a separate measure, record the number of questions with a 3 for the answer: .

Wisconsin Alcohol Policy Project

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<https://www.mcw.edu/departments/comprehensive-injury-center/wi-alcohol-policy-project>

