2018 ALCOHOL STUDY
A Study of Liquor Stores to Prevent Underage Drinking

United for Prevention in Passaic County
Sponsored by New Jersey Division of Mental Health and Addiction Services
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INTRODUCTION

Alcohol is the most commonly used and abused drug among youth in the United States, more than tobacco and illicit drugs (CDC, 2014). In New Jersey, 72.1% of high school students have had a drink of alcohol in their lifetime, 63.1% drank within the past year, and 45.9% drank within the past 30 days (NJHSRPFS, 2008). According to a 2012 New Jersey statewide survey, 40.1% of Passaic County middle school students have had a drink of alcohol in their lifetime, 30.4% drank within the past year, and 20.8% drank within the past 30 days. These figures are higher than the state average at a statistically significant deviation. It has also seen an increase in comparison to the 2010 statewide report (NJMSRPFS, 2012).

Underage drinking poses alarming health risks, such as unsolicited sexual activity, car crashes, brain impairment, school and social problems (CDC, 2014). In one study, underage youth were found to purchase alcohol 26-47% of the time at retail establishments during decoy alcohol purchase attempts (Wolff, 2011). Research shows that outlet density, alcohol marketing/media exposure, lack of protective infrastructure at establishment, lack of neighborhood/community involvement, and socioeconomic status contribute to the availability of alcohol among youth (Wolff, 2011; Ahern, 2013; Rowland, 2014; The Center on Alcohol Marketing and Youth, 2012; Nunez-smith, 2010; Tobler, 2009; Truong, 2009). A systematic literature review showed multiple studies on outlet density and alcohol marketing influence on alcohol use, as mentioned previously, but reported only 2 studies that included prevention messages. Both studies demonstrated no significant finding between alcohol prevention and alcohol use (Bryden, 2012).

National tobacco use rates have dropped drastically among youth in the past few decades, but alcohol use has not fared the same trend (NIDA, 2014). Counter marketing efforts in tobacco prevention have been deemed successful, but is still questionable in alcohol prevention efforts. The purpose of this study is to measure the protective factors to prevent underage drinking at off-premise liquor establishments in Passaic County.
This research study commenced in February of 2016, with approval from the William Paterson University Internal Review Board (IRB) and ended in September of 2016. There are approximately 192 off-premise liquor establishments located in Passaic County. This study consisted of an environmental scan and an interview with the store manager. The store manager refers to the store employee in charge of store operations during the time of the visit. During the environmental scan, researchers observed the built environment that was located within 1 to 2 blocks from the liquor establishment and examined the exterior and interior of the establishment. The interview consisted of an informed consent and 13 questions read in either English or Spanish to the store manager.

While a total of 192 establishments were visited, only 174 establishments chose to participate in the research study. Of the 174 establishments that participated in this study, 83% completed the entire study and 17% completed portions of the study. Upon entering the establishment, researchers introduced themselves and the research to the store manager. They then requested permission from the store manager to participate in an interview. Participants who expressed no interest in participating were still included in the environmental scan portion of this study. Permission was only required to collect data from interviewees. However, some establishments were left out of the interior portion of the environmental scan as it was difficult to collect data inside of the establishment when the store manager did not want to be part of the study.

This study involved seven researchers whom collected data over a period of 7 months. The length of the study was originally planned for completion within 6 months, but a few inconveniences were presented. For example, some store employees felt more comfortable with researchers coming back at a different time when the liquor establishment was less busy or when someone else was available to approve participation in the study. The majority of the researchers were under 26 years of age and presented themselves as student researchers from William Paterson University.
METHODOLOGY FOR LIQUOR ESTABLISHMENT SELECTION

A list of alcohol retail establishments in New Jersey is available online and updated monthly on the New Jersey Alcohol Beverage Control (ABC) website. In New Jersey, there are several types of licenses to sell and/or serve alcohol, however, the list compiled for this study focused on establishments that sell alcohol for consumption off premise. More information on liquor licensing and the existing rules and regulations on liquor establishment operations can be found under the New Jersey Alcohol Beverage Control Act, Title 33 (amended in 1938) and the Alcohol Beverage Control Handbook for Retail Licenses.

Prior to beginning the research, UPinPC understood that off-premise liquor establishments are structured differently and are clearly distinct from one another. Off-premise liquor establishments can offer other services in addition to selling alcohol for consumption off premise. For this reason, five categorized types of off-premise liquor establishments were identified: liquor establishment, bar/pub/restaurant, grocery store, convenience store, and other. Definitions for these categories are provided below.

(1) Liquor Establishment: An establishment that sells alcohol for consumption off of establishment property.

(2) Bar/Pub/Restaurant: An establishment that offers seating for patrons to consume alcohol within the establishment and sells alcohol for consumption off of establishment property.

(3) Grocery Store: An establishment that sells a wide range of food, home appliances, and alcohol for consumption off of establishment property.

(4) Convenience Store: An establishment that sells a limited range of household goods, such as cans of food and toiletries, as well as alcohol for consumption on and/or off of establishment property.

(5) Other: An establishment that sells alcohol for consumption off of establishment property and does not fit any of the categories above. In this study, only one establishment fit this category, as it was a liquor establishment and a pharmacy.

LIQUOR ESTABLISHMENT 63.8%
BAR/PUB/RESTAURANT 20.1%
GROCERY STORE 9.8%
CONVENIENCE STORE 5.7%
OTHER 0.6%
RESULTS OF THE STUDY
As mentioned previously, this research study consisted of environmental scans and the interviews. The environmental scan was further broken down into three components: to study the built environment, examine the exterior signage, and examine the interior signage. All components of the research process are displayed in the graph below. The survey tools used for the data collection can be found in the appendix.

**BUILT ENVIRONMENT**
Examined features in the built environment that are located within 1-2 block proximity of the liquor establishment.

**EXTERIOR SIGNAGE**
Examined exterior of the liquor establishment for prevention messages.

**EMPLOYEE INTERVIEW**
Interviewed the store manager during time of visit while conducting the research study.

**INTERIOR SIGNAGE**
Examined interior of the liquor establishment for prevention messages.

**RESEARCH QUESTIONS**
(1) Do alcohol retailers display prevention messages targeted to consumers in off-premise establishment to prevent underage drinking?

(2) Are alcohol establishments in Passaic County applying underage drinking prevention practices?

(3) Specific to alcohol establishments in Passaic County, what factors aid in the ease of access to alcohol?

(4) Specific to alcohol establishments in Passaic County, does the environment of the establishment aid in the promotion of binge drinking?
This study looked at the features of the built environment in proximity to liquor establishments in terms of schools, churches, daycares, playgrounds/recreational facilities, and other off-premise liquor establishments. Studies have shown that greater density of alcohol outlets is associated with higher risk of adolescents drinking alcohol (Ahern, 2013; Chen et al., 2009a; Chen et al, 2009b; Weitzman et al, 2003).

PROXIMITY TO LIQUOR ESTABLISHMENTS

More than half of off-premise liquor establishments in Passaic County are located within 1-2 blocks of a school, church, and/or another off-premise liquor establishment. About half of the liquor establishments are located within 1-2 blocks of a playground or recreational facility and only one-third are within 1-2 blocks of a daycare center.

The graph below shows, in detail, the results of this portion of the study. As an example, churches are at the highest density with 11% of establishments having more than 5 churches, 8% of establishments having more than 4 churches, and 21% of establishments having more than 3 churches within 1-2 blocks proximity of the establishment.
ADVERTISEMENTS

Researchers examined the placement of prevention ads, promotion ads for alcohol and tobacco, and price related ads. Figure 1 below demonstrates that 46.6% of liquor establishments had advertisements specifically promoting the prices of alcoholic beverages. About one-third of liquor establishments advertised alcoholic beverages under $10 on the exterior of their establishments. Approximately 19% of the prices were below $2.99, 13% were between $6-$9.99, and 1% were between $3-$5.99. Figure 2 shows that some liquor establishments displayed prevention advertisements. Approximately, 27% of liquor establishments displayed a prevention message regarding the age identification or age limit to drink, 13% displayed other types of prevention messages to prevent underage drinking, and 4% had a social host prevention message advising patrons over the legal drinking age that it is illegal or irresponsible to provide alcohol to a minor. There was no establishment that restricted anyone under 18 to enter the premise, however, one establishment had a sign on the exterior door that said they do not permit anyone under the age of 21 to enter.
Researchers examined all signage on the exterior of the liquor establishments and categorized them as alcohol promotion, tobacco promotion, or underage drinking prevention ads. A 4 tier likert scale was used in categorizing the volume of advertisements displayed on the exterior of the liquor establishment. The survey tool used by researchers defined 'Few' as 1%-30%, 'Some' as 31%-60%, 'Many' as 61%-90%, and 'A lot' as 91%-100%.

A total of 97% of liquor establishments contained advertisements of any kind and only 3% had no advertisements at all. More than half of all liquor establishments contained 'Many' to 'A lot' of advertisements of any kind. Approximately, 96% of liquor establishments in Passaic County had advertisements promoting alcohol purchases and consumption. Only one third of liquor establishments promoted prevention messages in relation to alcohol-related dangers or consequences. Less than a third of liquor estab-

97% of all liquor establishments had advertisements of any kind.

26% of all liquor establishments had advertisements specifically promoting tobacco.

96% of all liquor establishments had advertisements specifically promoting alcohol.

33% of all liquor establishments had advertisements specifically promoting alcohol prevention.
ESTABLISHMENT’S INTERIOR TOTAL SIGN COVERAGE

Signage on the interior of liquor establishments are categorized under 'We ID', social host campaign, state laws, minimum age, and human development-related advertisements. It is important to note that, in this section, the total number of liquor establishments observed from the interior drops from 174 to 163 participating off-premise liquor establishments. In total, 429 prevention messages on the interior of liquor establishments in Passaic County were accounted for in this study.

Researchers were trained to be thorough and document messages of all sizes, whether they are 1ft by 1ft or 1inch by 1inch. While it was encouraged to document signs of all sizes, the survey tool did not include documentation of the size of the signs. It is encouraged for future researchers to take this into consideration, as some researchers noted that the signs were not legible unless one was close enough to see them; especially signs smaller than 3 inch by 3 inch and font sized 10 or smaller. Researchers documented the placement of signs as placed on the counter, within 10ft of entrance, on the door, or other. Future researchers should consider documenting more specific placement of the signs, such as, signs displayed on the floor, refrigerator doors, walls, and on the ceiling.

Approximately 62% of liquor establishments have 'We ID' signs, 53% have minimum age to purchase signs, 50% have human development signs, 23% have state law-related signs, and 1% have social host campaign signs inside of their establishments. These signs can usually be found on the counter and other parts of the establishment. A detailed breakdown of each type of documented signage can be found on the following 2 pages.
**INTERIOR SIGNAGE**

**WE ID**
- COUNTER: 42%
- DOOR: 7%
- 10 FT: 7%
- OTHER: 28%

**COUNTER DOOR 10 FT OTHER**
- COUNTER: 38%
- DOOR: 62%

**STATE LAWS**
- COUNTER: 1%
- DOOR: 1%
- 10 FT: 6%
- OTHER: 99%

**SOCIAL HOST**
- COUNTER: 13%
- DOOR: 5%
- 10 FT: 2%
- OTHER: 8%

**INTERIOR SIGNAGE**
- COUNTER: 77%
- DOOR: 23%
The visibility an establishment employee has from the counter to the entrance of the establishment, parking lot, and all areas where alcohol is located is important in assessing potential vulnerabilities to the establishment; such as theft, adults purchasing alcohol for minors, property damage due to intoxication, among other crimes. Based on the graph to the left, 91% of liquor establishment employees have visibility of the entrance, 87% of all areas where alcohol is located, and 64% of the parking lot. Accuracy of these statements may be flawed due to poor visual of camera screens behind the counter and cameras located in other parts of the establishment. This question was reiterated during the interview and can be found on page 15.
Researchers found that many off-premise liquor establishments do not sell alcohol paraphernalia. For the purpose of this study, researchers defined alcohol paraphernalia as any miscellaneous product sold to promote the consumption of alcohol. Only 34 (21%) of 163 off-premise liquor establishments were observed and are considered to sell alcohol paraphernalia.
The interview questions assist in better understanding the additional needs of the community. A total of 144 liquor establishment managers participated in the interview portion of this research. Approximately 75% of participants are male. The interviews were offered in Spanish and English, based on the limited linguistic abilities of the researchers. Approximately, one-third of establishment managers preferred their interview lead in Spanish. It was also noted that an Asian and/or Middle-Eastern language was preferred by some establishment managers, but this service was unavailable. More than half of the establishment managers are 40 years and older. Almost half of establishment managers have been working at the establishment for more than 4 years, and more than half of establishment managers have more than 7 years of experience in the alcohol industry.
RESOURCES

The community benefits when liquor establishment owners, managers, and employees have the right tools and training to promote safe selling and consumption of alcohol, as well as, to prevent underage drinking among other alcohol-related issues. As previously discussed, proper signage is a formal and easy method for liquor establishments to communicate store policies & state laws to all their customers. In this section, we explore the common tools used to prevent underage drinking, such as a checking identification (ID) manual, prevention signs, ID scanners, black lights, and completion of alcohol training. For the purpose of this study, the term 'alcohol training' refers to any type and form of alcohol education in the profession of selling or serving alcohol.

EMPLOYEE TOOLS

Approximately 63% of liquor establishments have a booklet or manual that describes the checking ID procedure, 66.7% receive signage to prevent underage drinking, 61% have an ID scanner to check ID, and 6% have a black light to check ID. A third (34%) of liquor establishments in Passaic County reported not having any device to check IDs.

COMPLETION OF ALCOHOL TRAINING

Almost half (53%; 77) of establishment employees in Passaic County have received alcohol training. Approximately, 23% received their training less than a year ago, 40% 1-3 years ago, and 36% more than 3 years ago. However, the survey tool for this study did not collect data on whom the required training is intended for; for example, all employees, some employees, only establishment owner, or only establishment manager.
REQUIRED ALCOHOL TRAINING

Researchers were often asked what is meant by 'alcohol training', which lead researchers to provide examples from the types of trainings listed in the survey tool. The two well-known alcohol trainings directed specifically for alcohol beverage serving establishments in the United States are: (1) Training Intervention Procedures (TIPS) and (2) Techniques of Alcohol Management (TAM). The survey tool did not include the training that the State of New Jersey provides for business owners before receiving their license to operate an alcohol business.

It is important to note that some of the responses in this section of 'Alcohol Training' are inaccurate for a number of reasons. First, there is no known ordinance that enforces alcohol trainings as of September 2016. In exception, Paterson was in the process of implementing a mandatory annual alcohol training during the time of this study (Summer of 2016). Second, one store manager mentioned that the training in Paterson is being required by the state, but the statement is incorrect as it is actually required by the city of Paterson. Third, UPinPC provided free TIPS trainings starting in late 2014; all of which were not mandated trainings. Trainings were provided to off-premise alcohol retailers including those whom were interviewed. It is known, that at least one of the interviewees incorrectly stated that the training (provided by UPinPC) was required and provided by the state. Therefore, it is possible that other store managers might have mistakenly and unknowingly responded to these questions incorrectly.

Among those who completed an alcohol training, 1% reported receiving their training from TAM, 14% from TIPS, 21% from the Alcohol Beverage Control (ABC), and 64% are either unsure of the type of training they received or did not clearly describe the training they received. As for whom required the training, 20% are from the workplace, 13% are from the state, 10% are from a local ordinance, 2% are from an insurance company, 2% are from other, and .7% are from the workplace and the State.

<table>
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<th>What Type of Training?</th>
<th>N=77</th>
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<tbody>
<tr>
<td>ABC</td>
<td>21%</td>
</tr>
<tr>
<td>TAM</td>
<td>1%</td>
</tr>
<tr>
<td>TIPS</td>
<td>14%</td>
</tr>
<tr>
<td>Unknown</td>
<td>64%</td>
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<table>
<thead>
<tr>
<th>Training is Required By Whom?</th>
<th>N=43</th>
</tr>
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<tbody>
<tr>
<td>Workplace</td>
<td>20%</td>
</tr>
<tr>
<td>Ordinance</td>
<td>10%</td>
</tr>
<tr>
<td>State</td>
<td>13%</td>
</tr>
<tr>
<td>Insurance</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>WP &amp; State</td>
<td>.7%</td>
</tr>
</tbody>
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COMMUNITY

This study explored factors in the community that affect the establishments, but are generally not under direct control of store employees. Store managers were asked about their last alcohol compliance check, how often adolescents attempt to purchase alcohol, and how much visibility they have of clients who move inside and outside of the establishment.

Approximately 40% of off-premise liquor establishments recalled receiving an alcohol compliance check, of which, 13% received their last compliance check more than three years ago, 15% one to three years ago, and 13% less than a year ago. It is possible that the store manager, at the time of the visit, was unaware of a compliance check having been completed at their establishment.

An astounding 70% of off-premise alcohol managers said that they experience adolescents attempting to purchase alcohol in their establishments sometimes, often, or always. One store employee in the city of Paterson that did not participate in the interview commented that when enforcing checking ID, "clients disrespect us... and spit in our face." This same store owner did not have any prevention messages in the exterior of their establishment, which if posted, could help communicate store policies to customers prior to entering the establishment. It was also noted that few establishments in Paterson have their counter tops covered with bullet-proof glass as a safety measure for their employees interacting with customers.

Approximately 76% of store managers felt they have 'very much' visibility of all areas inside and outside of their liquor establishment and less than 3% felt they have 'little' or 'no visibility'. Some liquor establishments had advertisements on the exterior of the establishment that obstructed the visibility of the store employee but surprisingly few establishments had unique signage that are see-through from the interior looking out.
Lottery machines are used to scan IDs.
- Bloomingdale, Clifton, Hawthorne, Passaic, Pompton Lakes, Ringwood, Wanaque, West Milford, & Paterson

“[We] make [our] own signs.”
- Clifton, Passaic, Wanaque, Wayne, & Paterson

Check ID Book unused or outdated
- Clifton, Passaic, West Milford, & Paterson

“Police [are] called and [they] never come” & "Need more cops outside"
- Paterson

Adults are purchasing alcohol for minors.
- Paterson

“Scanners accept fake IDs.”
- Hawthorne, Pompton Lakes, & Ringwood

INTERESTING FINDS
Interestingly, 51 of 144 establishment employees reported using the lottery machines to check for IDs. Three establishment employees commented that the lottery machines accept fake IDs. One employee demonstrated with a stack of fake IDs (collected over a period of time) that the machine would read the fake IDs as real IDs.

While two employees reported they have a Check ID Book, they admitted that they did not use it. Four employees reported having the ID book, but mentioned that it was outdated from 2009/2010, 2011, and 2014.

Interviewees in Paterson expressed deep concern about the need for police presence in and around their establishments. Responses were collected such as, "Police respond in Paterson so slow, 3 hours versus 5 minutes in Clifton"; "Police [are] called and never come"; "Police [are] not around, can call and will never come"; "Kids [are] in the street [at] 8pm, 12am and police are never around-we need more police...law need to put time curfew for kids on street-10pm"; "[We need] more police, especially at night, [it] doesn't feel safe. Police are called and they never come."

Employees in Paterson also reported issues involving adults purchasing alcohol for minors. The following quotes were collected from different establishments: "Adults [are] always buying alcohol for minors"; "The problem is the kids give money to adults out here, and they buy it for them"; "Biggest problem [is] adults buying [alcohol] to minor"; [In Spanish] "Adulto compra para el menor...kids wait on the corner."
OUTLET RATES & DENSITY

Passaic County has almost 500 thousand people based on the 2010 census. Rates are used in this study to remove population bias when comparing municipalities. It is calculated by dividing the total number of establishments by municipality population and then multiplying that number by any given population number. This study uses per 10,000 and per 3,000 as the given population number. Outlet density is calculated by dividing the number of establishments by land area.

The table below shows that Pompton Lakes has the highest outlet density of 6.3 liquor establishments per 10,000 residents, followed by Paterson at 5.8 and Clifton at 4.3. Prospect Park does not have any liquor establishments in their town and therefore has the lowest density of 0.0, followed by Hawthorne at 1.1 and North Haledon at 1.2.

As mentioned previously, in addition to calculating rates per 10,000, this study calculates rates per 3,000. This is because in 1948, New Jersey passed a legislation that limits no more than 1 liquor establishment per 3,000 persons (NJ SA 33:1-12.14). As displayed in the table below, Pompton Lakes and Paterson are almost double the legal limit of liquor establishments permitted in NJ. Many of the establishments existing before the enacted law were grandfathered in and therefore remain operating today.

![Municipalities Map]

<table>
<thead>
<tr>
<th>City</th>
<th>Stores Visited</th>
<th>Stores Declined/ Piloted*</th>
<th>Total Stores</th>
<th>2010 Census</th>
<th>Land Area Sq. mi</th>
<th>Rate per 10,000</th>
<th>Rate per 3,000</th>
<th>Density</th>
</tr>
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<tr>
<td>Bloomingdale</td>
<td>3</td>
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<td>7,656</td>
<td>8.7</td>
<td>3.9</td>
<td>1.2</td>
<td>.3</td>
<td></td>
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<tr>
<td>Clifton</td>
<td>36</td>
<td>36</td>
<td>84,136</td>
<td>11.3</td>
<td>4.3</td>
<td>1.3</td>
<td>3.2</td>
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<tr>
<td>Haledon</td>
<td>0</td>
<td>3*</td>
<td>8,318</td>
<td>1.2</td>
<td>3.6</td>
<td>1.1</td>
<td>2.6</td>
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<td>Hawthorne</td>
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<td>2</td>
<td>18,791</td>
<td>3.3</td>
<td>1.1</td>
<td>.3</td>
<td>.6</td>
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<td>Little Falls</td>
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<td>2</td>
<td>14,432</td>
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<td>1.4</td>
<td>.4</td>
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<td>.3</td>
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<td>Passaic</td>
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<td>22</td>
<td>69,781</td>
<td>3.1</td>
<td>3.1</td>
<td>.9</td>
<td>7.1</td>
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<td>Paterson</td>
<td>75</td>
<td>10</td>
<td>146,199</td>
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<td>1.7</td>
<td>10.1</td>
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<tr>
<td>Prospect Park</td>
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<td>5,865</td>
<td>.5</td>
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<td>4</td>
<td>4</td>
<td>10,804</td>
<td>3.9</td>
<td>3.7</td>
<td>1.1</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>Wanaque</td>
<td>3</td>
<td>3</td>
<td>11,116</td>
<td>7.9</td>
<td>2.7</td>
<td>.8</td>
<td>.4</td>
<td></td>
</tr>
<tr>
<td>Wayne</td>
<td>7</td>
<td>2</td>
<td>54,709</td>
<td>23.7</td>
<td>1.6</td>
<td>.5</td>
<td>.4</td>
<td></td>
</tr>
<tr>
<td>West Milford</td>
<td>6</td>
<td>2</td>
<td>26,249</td>
<td>75.0</td>
<td>3.0</td>
<td>.9</td>
<td>.1</td>
<td></td>
</tr>
<tr>
<td>Woodland Park</td>
<td>3</td>
<td>1</td>
<td>11,819</td>
<td>2.9</td>
<td>3.4</td>
<td>1.0</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td><strong>Total/Average</strong></td>
<td><strong>192</strong></td>
<td><strong>18</strong></td>
<td><strong>495,752</strong></td>
<td><strong>184</strong></td>
<td><strong>2.8</strong></td>
<td><strong>2.8</strong></td>
<td><strong>1.5</strong></td>
<td></td>
</tr>
</tbody>
</table>
SUMMARY POINTS:

Community: 1 school, 2 churches, 2 liquor establishments and 2 playgrounds or recreational facilities can be found within 2 blocks of liquor establishments in Bloomingdale.

Exterior: All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. Less than half displayed prevention messages of any kind.

Interior: ‘We ID’ and minimum age are visible in all Bloomingdale liquor establishments

Interview: One establishment reported not having received an alcohol training, not being required to take an alcohol training, adolescents never attempt to purchase alcohol, and they have an ID scanner and manual to check ID.
SUMMARY POINTS:

Community: 15 schools, 13 churches, 14 liquor establishments, 12 playgrounds or recreational facilities, and 11 daycares can be found within 2 blocks of liquor establishments in Clifton.

Exterior: Almost all liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. Less than a third displayed prevention messages of any kind.

Interior: 'We ID', minimum age, human development, state laws, and other prevention massages are visible in half or less of all Clifton liquor establishments.

Interview: More than half of liquor establishments reported not completing an alcohol training, not being required to complete an alcohol training, and not having a black light to check IDs. Almost half reported adolescents rarely attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

**Community:** 2 churches and 1 playground or recreational facility can be found within 2 blocks of liquor establishments in Hawthorne.

**Exterior:** All liquor establishments displayed advertising of any kind (total), advertising specific to the promotion of alcohol, and affordable prices. Less than half displayed prevention messages of any kind.

**Interior:** ‘We ID’, minimum age, and human development prevention messages are visible in all or half of Hawthorne liquor establishments.

**Interview:** All liquor establishments reported not being required to complete an alcohol training and not having a black light to check IDs. Liquor establishments reported adolescents sometimes or rarely attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

Community: 1 school can be found within 2 blocks of liquor establishments in Little Falls.

Exterior: All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. None of the liquor establishments displayed prevention messages of any kind.

Interior: 'We ID', minimum age, and human development prevention messages are visible in all or half of Little Falls liquor establishments.

Interview: All liquor establishments reported not being required to complete an alcohol training. Liquor establishments reported adolescents sometimes or rarely attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

**Community:** 1 church and 1 playground or recreational facility can be found within 2 blocks of the liquor establishment in North Haledon.

**Exterior:** One liquor establishment displayed advertising of any kind (total), advertising specific to the promotion of alcohol, and a prevention message. Less than half displayed prevention messages of any kind.

**Interior:** 'We ID' messages are visible in all or half of North Haledon liquor establishments.

**Interview:** One liquor establishment reported not completing an alcohol training, not being required to complete an alcohol training and not having a black light to check IDs. The liquor establishment reported adolescents rarely attempt to purchase alcohol at their establishment.
**MUNICIPALITIES**

**PASSAIC - 22 Establishments**
21 Liquor Establishment & 1 Liquor/Bar Store

<table>
<thead>
<tr>
<th>BUILT ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 School</td>
</tr>
<tr>
<td>19 Church</td>
</tr>
<tr>
<td>9 Establishment</td>
</tr>
<tr>
<td>9 Playground or Recreational Facility</td>
</tr>
<tr>
<td>7 Daycare Center</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERIOR SIGNAGE = 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>We ID</td>
</tr>
<tr>
<td>14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXTERIOR SIGNAGE = 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol Sign</td>
</tr>
<tr>
<td>22 of 22</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERVIEWS = 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol Training</td>
</tr>
<tr>
<td>NO 11</td>
</tr>
<tr>
<td>NO 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adolescents Attempt Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
</tr>
<tr>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID Scanner</td>
</tr>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

**SUMMARY POINTS:**

**Community:** 20 schools, 19 churches, 9 establishments, 9 playground or recreational facilities, and 7 daycares can be found within 2 blocks of liquor establishment in Passaic.

**Exterior:** All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. Less than a third displayed prevention messages of any kind.

**Interior:** We ID and minimum age messages are visible in more than half of liquor establishments. Less than a third of Passaic liquor establishments displayed other types of prevention messages.

**Interview:** Less than half of all liquor establishments reported completing an alcohol training, being required to complete an alcohol training, having an ID scanner, and having a black light to check IDs. More than half of liquor establishments reported adolescents often or always attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

Community: 63 schools, 61 churches, 53 establishments, 38 playground or recreational facilities, and 27 daycares can be found within 2 blocks of liquor establishments in Paterson.

Exterior: All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. Less than half displayed prevention messages of any kind.

Interior: We ID, minimum age, and human development messages are visible in almost half of Paterson liquor establishments.

Interview: Less than half of 59 participating liquor establishments reported being required to complete an alcohol training, having an ID scanner, and having a black light to check IDs. More than half of liquor establishments reported adolescents sometimes to always attempt to purchase alcohol at their establishment.
MUNICIPALITIES

POMPTON LAKES - 7 Establishments
4 Liquor, 2 Convenience, & 1 Liquor/Bar

BUILT ENVIRONMENT

- **6** School
- **1** Church
- **7** Establishment
- **1** Playground or Recreational Facility
- **3** Daycare Center

EXTERIOR SIGNAGE = 7

- **Alcohol**
  - **YES**
  - **7 of 7**

- **Tobacco**
  - **YES**
  - **2 of 7**

- **Prevention**
  - **YES**
  - **0 of 7**

- **TOTAL**
  - **YES**
  - **7 of 7**

- **Age Verification**
  - **2**

- **Social Host Campaign**
  - **0**

- **Other Prevention Signs**
  - **0**

- **Alcohol Ad Under $10**
  - **2**

INTERIOR SIGNAGE = 7

- **We ID**
  - **YES**
  - **6 of 7**

- **Minimum Age**
  - **YES**
  - **3 of 7**

- **Human Development**
  - **YES**
  - **7 of 7**

- **State Laws**
  - **NO**
  - **0 of 7**

- **Social Host**
  - **NO**
  - **0 of 7**

- **Other Prevention**
  - **NO**
  - **0 of 7**

INTERVIEWS = 7

- **Alcohol Training**
  - **YES**
  - **5 of 7**

- **Training Required**
  - **NO**
  - **3 of 7**

- **Adolescents Attempt Purchase**
  - **Always**
  - **2 of 7**

  - **Sometimes**
  - **4 of 7**

  - **Often**
  - **1 of 7**

  - **Rarely**
  - **0 of 7**

SUMMARY POINTS:

**Community:** 6 schools, 1 church, 7 establishments, 1 playground or recreational facilities, and 3 daycares can be found within 2 blocks of liquor establishments in Pompton Lakes.

**Exterior:** All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. None displayed prevention messages of any kind.

**Interior:** We ID and human development messages are visible in almost all liquor establishments in Pompton Lakes.

**Interview:** More than half of all liquor establishments reported completing an alcohol training, being required to complete an alcohol training, having an ID scanner, and having an ID manual to check IDs. A little over half of liquor establishments reported adolescents rarely attempt to purchase alcohol at their establishments.
SUMMARY POINTS:
Community: 2 schools, 2 churches, 2 establishments, 1 playground or recreational facilities, and 3 daycares can be found within 2 blocks of liquor establishments in Ringwood.
Exterior: All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. More than half displayed prevention messages of any kind.
Interior: Human development messages are visible in almost all liquor establishments in Ringwood.
Interview: Two liquor establishments reported not being required to complete an alcohol training, but did have ID scanners to check ID. Both liquor establishments reported adolescents often to always attempt to purchase alcohol at their establishment.
SUMMARY POINTS:
Community: 2 schools, 2 churches, and 2 playground or recreational facilities can be found within 2 blocks of liquor establishments in Totowa.
Exterior: Almost all liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. Less than half displayed prevention messages of any kind.
Interior: We ID, minimum age, and state law messages are visible in half of all liquor establishments in Totowa.
Interview: Two liquor establishments reported not completing an alcohol training, not being required to complete an alcohol training, and not having an ID scanner; however, all reported having an ID manual to check IDs. Two liquor establishments reported adolescents often to always attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

Community: 2 schools, 3 churches, 2 playground or recreational facilities, and 2 daycares can be found within 2 blocks of liquor establishments in Wayne.

Exterior: Almost all liquor establishments displayed advertising of any kind (total) and all displayed advertising specific to the promotion of alcohol. Less than half displayed prevention messages of any kind.

Interior: All prevention messages are not visible in almost all liquor establishments in Wayne.

Interview: At least three liquor establishments reported completing an alcohol training and being required to complete an alcohol training, having ID scanners and an ID manual to check ID. Only one liquor establishment reported adolescents never attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

**Community:** 1 school, 1 church, and 3 playground or recreational facilities can be found within 2 blocks of liquor establishments in Wanaque.

**Exterior:** All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. More than half displayed prevention messages of any kind.

**Interior:** We ID and human development messages are visible in more than half of all liquor establishments in Wanaque.

**Interview:** All liquor establishments reported completing an alcohol training while less than half reported not being required to complete an alcohol training. All reported having an ID manual to check IDs and reported adolescents rarely attempt to purchase alcohol at their establishment.
SUMMARY POINTS:

**Community:** 3 schools, 4 churches, 2 establishments, 3 playground or recreational facilities, and 1 daycare can be found within 2 blocks of liquor establishments in West Milford.

**Exterior:** All liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. None displayed prevention messages of any kind.

**Interior:** We ID and minimum age messages are visible in almost all liquor establishments in West Milford.

**Interview:** Four liquor establishments reported completing an alcohol training, but only one reported being required to complete an alcohol training. All but one establishment reported having and ID manual to check ID. All liquor establishments reported adolescents rarely attempt to purchase alcohol at their establishment.
SUMMARY POINTS:
Community: 1 school, 1 playground or recreational facility, and 1 daycare can be found within 2 blocks of liquor establishments in Wanaque.
Exterior: Almost all liquor establishments displayed advertising of any kind (total) and advertising specific to the promotion of alcohol. Less than half displayed prevention messages of any kind.
Interior: We ID and minimum messages are visible in less than half of all liquor establishments in Woodland Park.
Interview: Two liquor establishments reported not completing an alcohol training and not being required to complete an alcohol training. One establishment reported having an ID scanner and ID manual to check IDs. Both establishments reported adolescents rarely to sometimes attempt to purchase alcohol at their establishment.
Do alcohol retailers display prevention messages to prevent underage drinking?
• Only 33% of all liquor establishments in Passaic County have advertisements specifically promoting alcohol prevention displayed on the exterior of the establishment.
• At least half of liquor establishments in Passaic County promote We ID, minimum age and human development signs on the interior of the liquor establishment.
• Almost 100% of liquor establishments in Passaic County do not promote/advertise social host messages in the interior of the establishment.

Are alcohol establishments applying underage drinking prevention practices?
• Almost 2/3 of liquor establishments in Passaic County have a booklet or manual that describes the Checking ID procedure and an ID scanner.
• Only 6% of liquor establishments in Passaic County have a black light to check ID.
• Half of liquor establishments in Passaic County have completed an alcohol training either from the ABC, TAMS, TIPS, or another unknown source.
• Approximately 20% of liquor establishments in Passaic County report alcohol training as a requirement of their workplace.

What factors aid in the ease of access to alcohol?
• Less than a third of liquor establishments in Passaic County reported having ever received an alcohol compliance check.
• More than half of liquor establishments in Passaic County reported adolescents attempting to purchase alcohol either always or often at their establishment.
• Approximately 2/3 of liquor establishments in Passaic County report having clear visibility of where clients go in and out of the establishment.

Does the environment of the establishment aid in the promotion of binge drinking?
• Less than a third of liquor establishments in Passaic County display alcohol paraphernalia for sale.
• Only 10% of liquor establishments in Passaic County sell alcohol paraphernalia that promote binge drinking.

Additional Findings
• Scanners scan fake IDs as valid IDs.
• Paterson, the largest city in Passaic County, is in need of more police presence and enforcement in the community.
• There are adults 21 and over in Passaic County that purchase alcohol for minors under 21.

Recommendations for Study Replication
• Document the size of messages. For this study all visible messages were accounted for even ones that were only 1 inch by 1 inch with 10 size font.
• Ask retailers how they think youth are accessing alcohol.
• Before asking retailers what tools they have to check ID, ask them what is their process for checking ID and how they can recognize a fake ID from a valid ID.
• Ask retailers if they encounter any issues that may negatively impact the community.
• Ask retailers how up to date is their current ID checking manual/book (e.g. this year, last year, 5 years).
• In regards to exterior question, ‘are there any signs posted that no one under the age of 18 can enter?’ the age can be adjusted to the legal drinking age limit of 21.
ACKNOWLEDGMENTS

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Internal Review Board (IRB) of William Paterson University

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ARTISTIC DESIGNERS:
Aurea De Leon, William Paterson University Student Research Assistant
Vanesa Apaza, Health Promotion Specialist, United for Prevention in Passaic County
Appendix A
Survey Tool for Exterior of Establishment

Appendix B
Survey Tool for Interior of Establishment

Appendix C
Survey Tool for Interview Questions in English

Appendix D
Survey Tool for Interview Questions in Spanish

Appendix E
Pert Chart - Timeline
Appendix A

EXTERIOR OF ESTABLISHMENT

Store Code: __________ Location: ________________________

The store is: (circle one)

Liquor Store          Convenience Store        Grocery Store             Gas Station

If this is a liquor store, are there signs posted that no one under the age of 18 can enter? ______

Is the store within 1-2 blocks away:

Another off-premise establishment? ☐ Yes #________ ☐ No
A school? ☐ Yes #________ ☐ No
A church? ☐ Yes #________ ☐ No
A playground or recreational facility? ☐ Yes #________ ☐ No
A daycare center? ☐ Yes #________ ☐ No

Standing within 10 feet outside the store, carefully look at the store’s visible walls, windows, outside areas, parking lot, etc. Record the type of prevention ads for you might see on the store’s property.

“WE ID” or “Age Verification” signs? ☐ Yes ☐ No
Signage of social host campaign? ☐ Yes ☐ No
Other signs to prevent illegal underage drinking? ☐ Yes ☐ No
Are there any pricing and placement ads to promote purchases? ☐ Yes ☐ No
Are the prices affordable (under $10)? ($:_______) ☐ Yes ☐ No
Are alcohol advertisements placed on eye level of the stores exterior? ☐ Yes ☐ No

<table>
<thead>
<tr>
<th>About what percentage of the store’s exterior area is covered by:</th>
<th>None</th>
<th>Few 1%-30%</th>
<th>Some 31%-60%</th>
<th>Many 61%-90%</th>
<th>A lot 91%-100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs or advertisements of any kind?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Underage drinking prevention ads specifically?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Alcohol advertisement ads specifically?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Tobacco advertisement ads specifically?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

OTHER OBSERVATIONS:
## Appendix B

### INTERIOR OF ESTABLISHMENT

#### EXAMINE SIGNAGE

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the counter within 10ft of the entrance?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol-related “WE ID” or “Age Verification” signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where and how many? Total:______</td>
<td>Counter #___</td>
<td>Door #____</td>
</tr>
<tr>
<td>Signage of social host campaign?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where and how many? Total:______</td>
<td>Counter #___</td>
<td>Door #____</td>
</tr>
<tr>
<td>Sign of state laws regarding sales to minors or furnishing alcohol to minors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where and how many? Total:______</td>
<td>Counter #___</td>
<td>Door #____</td>
</tr>
<tr>
<td>Sign of minimum age to purchase alcohol products or that they don’t sell alcohol products to minors?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where and how many? Total:______</td>
<td>Counter #___</td>
<td>Door #____</td>
</tr>
<tr>
<td>Does the clerk/staff have a clear view of the entrance, parking lot, or where alcohol is located?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(check all that apply) Yes, entrance</td>
<td>Yes, parking lot</td>
<td>Yes, all areas where alcohol is located</td>
</tr>
<tr>
<td>Are there any visible signs regarding the adverse impact of substance use on human development?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where and how many? Total:______</td>
<td>Counter #___</td>
<td>Door #____</td>
</tr>
<tr>
<td>Does the store display other alcohol use or abuse prevention ads or signs?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where and how many? Total:______</td>
<td>Counter #___</td>
<td>Door #____</td>
</tr>
</tbody>
</table>

**TOTAL # OF PREVENTION SIGNS (without duplication if any)? ________**

#### EXAMINE ALCOHOL PARAPHERNALIA

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are alcohol paraphernalia displayed for sale:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Examples: beer funnels, board games (shots &amp; ladders), alcohol sculptures/molds, beer pongs, &amp; shots</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is being displayed?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where? Behind the counter</td>
<td>On the counter</td>
<td>Within 10ft of the entrance</td>
</tr>
</tbody>
</table>

**OTHER OBSERVATIONS:**
Appendix C

Principal Investigator: Vanesa Apaza
Contact Phone Number: (973) 720-3216 or (973) 747-8553
Other Investigators: Student Research Assistants
Department: Department of Public Health

To Store Manager:
Hi, my name is ______________. We work with a substance abuse prevention coalition that is housed at William Paterson University and we are conducting a research study that is aimed at identifying Protective Factors to Prevent Underage Drinking at Off-premise Liquor Establishments in Passaic County. Can spare 5 to 10 minutes to answer a few questions?

Your participation in this interview is voluntary, you can stop answering questions at any time, and you do not have to answer any question you choose not to answer. Your identity WILL NOT be revealed in any way through your participation in this study. The results of this study WILL NOT be reported in a way that will reveal your identity or the identity of this establishment. Researcher #1 Initial: _______  Researcher #2 Initial: _______

---

1. **Which best describes you?**
   - [ ] Male
   - [ ] Female

2. **What is your age, in years?**
   - [ ] ________ Years

3. **How long have you worked at this establishment?**
   - [ ] _____ Years, _____ Months

4. **How long have you worked in the alcohol industry?**
   - [ ] _____ Years, _____ Months

5. **Have you or any other employee ever complete an alcohol training?**
   - [ ] Yes, < 1 year
   - [ ] Yes, 1-3 years
   - [ ] Yes, > 3 years
   - [ ] No

6. **Are you required to complete alcohol training?**
   - [ ] Yes
   - [ ] No

7. **If you answered yes to question 6: Who requires you to be trained?**
   - [ ] Workplace
   - [ ] Local Ordinance
   - [ ] State Law
   - [ ] Insurance Company
   - [ ] Other
   - [ ] _________

   What is the name of that training?
   - [ ] TIPS
   - [ ] TAMS
   - [ ] Other

8. **Has this establishment ever received an alcohol compliance check?**
   - [ ] Yes, < 1 year
   - [ ] Yes, 1-3 years
   - [ ] Yes, > 3 years
   - [ ] No

9. **Does this establishment have a booklet or manual that describes the Checking ID procedure?**
   - [ ] Yes
   - [ ] No

10. **Did this establishment receive any signage to prevent underage drinking?**
    - [ ] Yes
    - [ ] No, we have to purchase

11. **Does this establishment use an electronic device to check ID?**
    - [ ] Yes, ID Scanner
    - [ ] Yes, black light
    - [ ] No

12. **How often does an underage individual attempt to purchase alcohol from this establishment?**
    - [ ] Never
    - [ ] Rarely
    - [ ] Sometimes
    - [ ] Often
    - [ ] Always

13. **Do you have clear visibility of where your clients move both inside and outside of this establishment?**
    - [ ] Not at All
    - [ ] A little
    - [ ] Somewhat
    - [ ] Very Much

*Thank you so much for your time!*
Appendix D

Investigador Principal: Vanesa Apaza  
Número de Teléfono: (973) 720-3216 o (973) 747-8553
Otros Investigadores: Estudiantes Asistentes de investigación
Departamento: Departamento de Salud Publica
Al Gerente de la Teinda:
Hola, mi nombre es __________. Nosotros trabajamos por una agencia de prevención del abuso de substancias que se encuentra en la Universidad de William Paterson y estamos conduciendo un estudio que enfóquese en la identificación de Los Factores de Protección para Prevenir el Consumo de Alcohol sobre los Menores de Edad. Puedes sobrar 5 a 10 minutos de tu tiempo para responder unas preguntas?
Tu participación en este entrevista es voluntaria, tu puedes parar de responder preguntas en cualquier tiempo, y no tienes que responder ningún pregunta que prefieres no responder. Tu identidad NO VA SER revelada en cualquier manera de tu participación en este estudio. Los resultados de este estudio NO VA SER reportado en manera que se podrá conocer a tu identidad o la identidad de este establecimiento. Researcher#1 Initial: ___  Researcher#2 Initial: ___

1. Cual mejor te describe?  
☐ Masculino  ☐ Femenino

2. Cuál es tu edad en años?  
__________ Años

3. Cuanto tiempo has trabajado en este establecimiento?  
__________ Años, _________ Meses

4. Cuanto tiempo has trabajado en la industria del alcohol?  
__________ Años, _________ Meses

5. Haz tu u otro empleado completado un entrenamiento de alcohol?  
☐ Sí, < 1 años  ☐ Sí, 1-3 años  ☐ Sí, > 3 años  ☐ No

6. Estas requerido completar un entrenamiento del alcohol?  
☐ Sí  ☐ No

7. Quien requiere que estés entrenado?  
☐ El lugar de trabajo  ☐ Ordenanza local  ☐ Ley del Estado  ☐ Compañía de seguro  ☐ Otro

Como se llama esa entrenamiento?  
☐ TIPS  ☐ TAMS  ☐ Otro __________

8. Este establecimiento ha recibido una comprobación de cumplimiento de alcohol?  
☐ Sí, < 1 años  ☐ Sí, 1-3 años  ☐ Sí, > 3 años  ☐ No

Este establecimiento tiene un folleto o manual que describe el procedimiento de reviso de identificación?  
☐ Sí  ☐ No

9. Este establecimiento recibe algún señalización para prevenir el consumo de alcohol por los menores de edad?  
☐ Sí  ☐ No

10. Este establecimiento utiliza un dispositivo electrónico para comprobar identificación?  
☐ Sí, escáner de identificar  ☐ Sí, luz negro  ☐ No

Con qué frecuencia un persona menor de edad intenta comprar alcohol a partir de este establecimiento?  
☐ Nunca  ☐ Raramente  ☐ A veces  ☐ A Menudo  ☐ Siempre

Tienes una visibilidad clara de donde están sus clientes que mueven dentro y fuera de este establecimiento?  
☐ De Ningún Modo  ☐ Un poco  ☐ Mas o Menos  ☐ Mucho

* Muchas gracias por tu tiempo! *


