



Environmental Scans

SC Out of Their Hands

Learning Objectives

- What is an environmental scan and how can I use this method in my community?
- Methodology of environmental scans/strategic planning
- Establishments that can be scanned
- Updates on fads and trends in alcohol, tobacco, and cannabis



Figure 4. Marketing's Four Ps

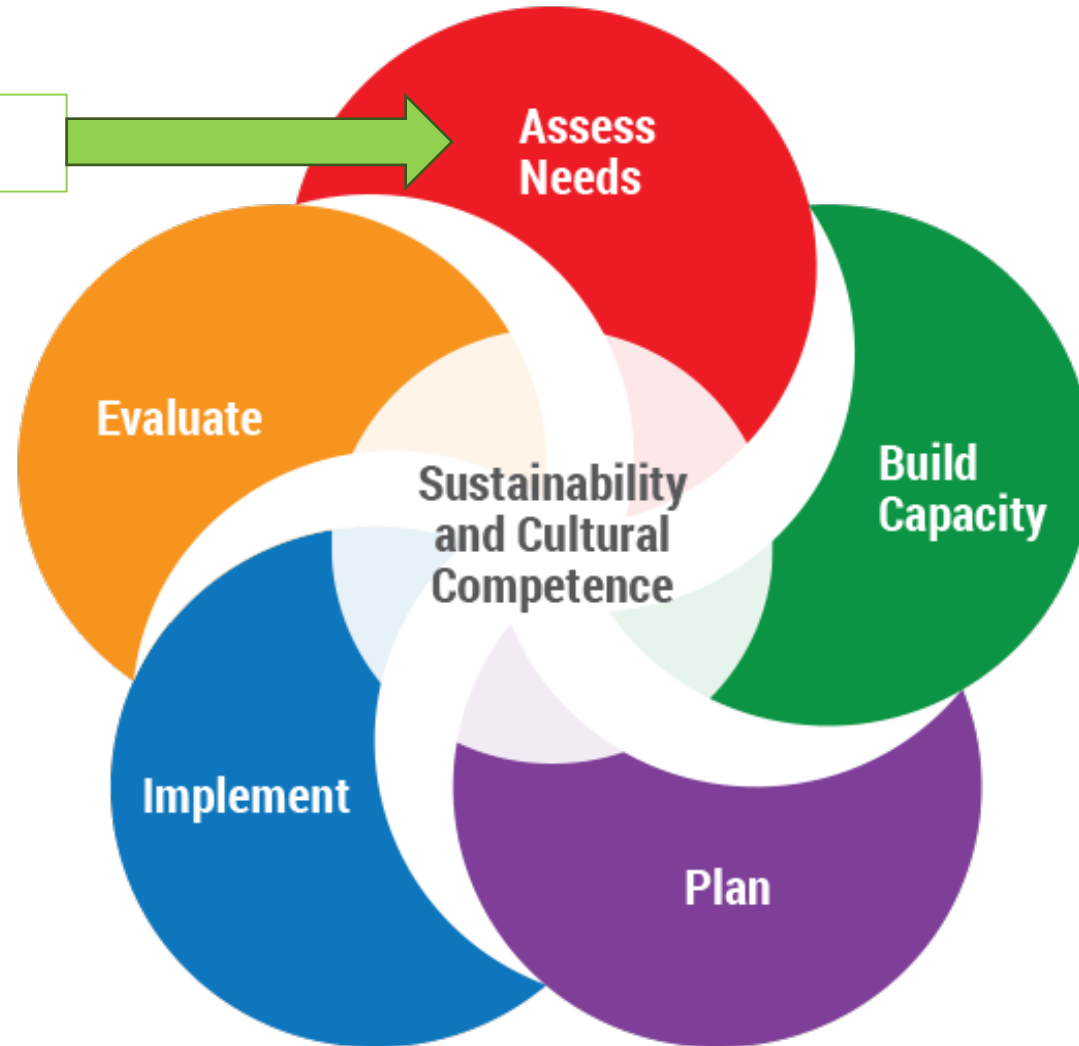


The marketing mix, or 4 Ps of marketing, can help coalitions determine where in the community change needs to occur. For a community environmental approach, the target market seen above informs initiative planning and implementation. Graphic adapted from NetMBA.com.

What is an environmental scan?

- Gathering visible information on local conditions surrounding alcohol, tobacco, and other drugs
- **Who does environmental scans?**
 - Community members like public health professionals, preventionists, parents, community members, law enforcement
- Assessment Method – What products are in your community?
 - Assessing with Marketing 4 P's
 - PRICE
 - PRODUCT
 - PROMOTION
 - PLACE

Sound familiar?

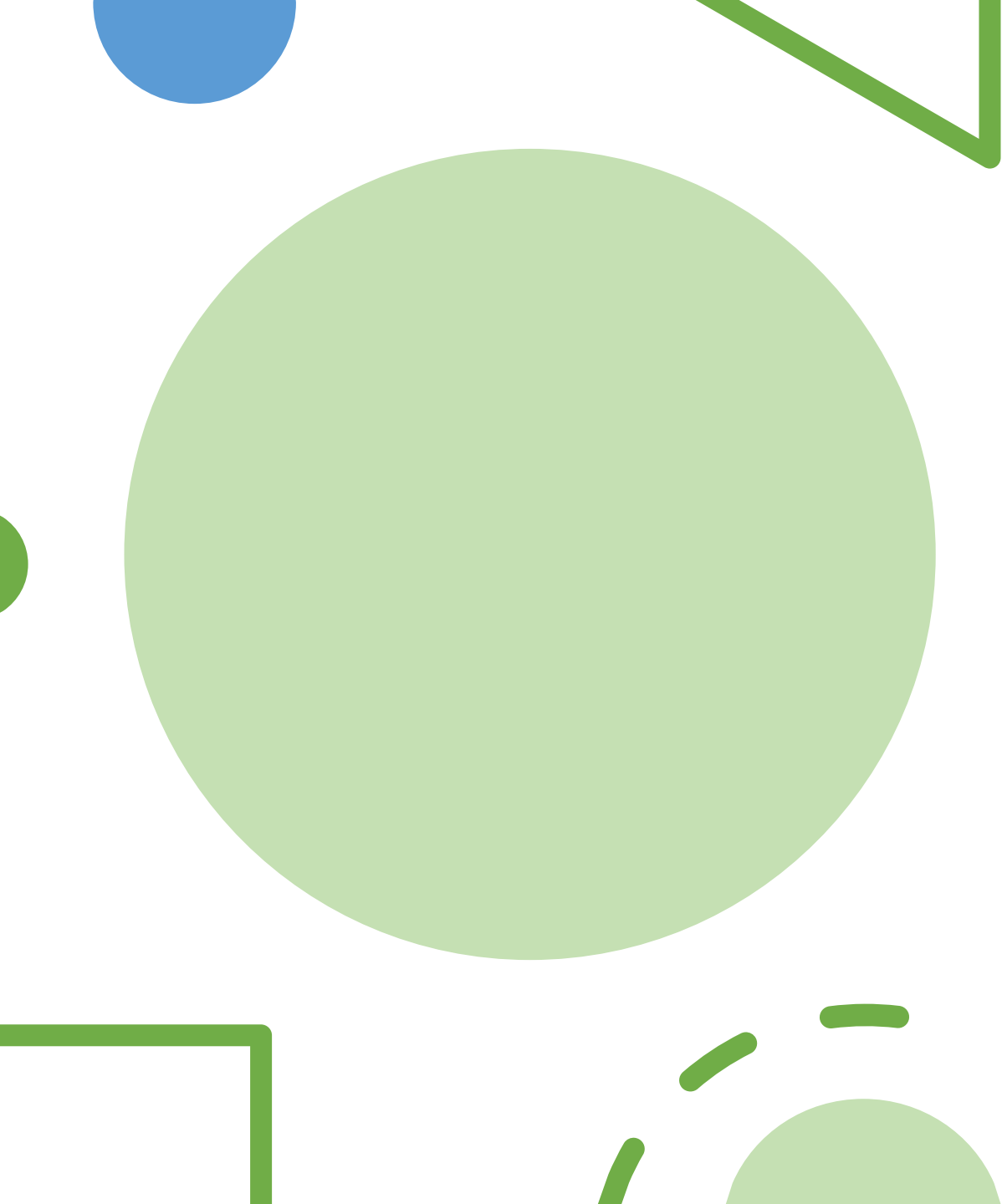


- What problem is in my community?
- Why is this a problem with youth in my community?
- How can I use this scan to prevent drug use/inform my community?
- What can we do with our findings?

Methodology: what does your community want to know? Why do you want to know it?

- Questions you want answered
 - What are some examples in your community?
- What information you should collect
 - What product/trend is most concerning for your study/scan
 - Mapping the liquor license holders in your local area is a great first step prior to the scan.
- How you will collect/analyze information
 - Provide the team with a map or list of on-premise and/or off-premise locations you wish to scan.



- 
- **Safety** is also a consideration for your environmental scan.
 - Always go in pairs or a group.
 - First, ask to speak with a manager to share the purpose of the scan.
 - If the situation doesn't feel safe, then leave.
 - Partnering with your LEOs can be a great way to approach scans in areas that may have concerns.



Where are
environmental
scans
important?

- Local alcohol outlets/liquor stores
- Convenience stores
- Vape shops/tobacco outlets
- Restaurants/bars
- Other retail/commercial outlets
- Parks and recreation areas
- Focus in on high-traffic areas:
 - Outlets near churches, schools, recreation areas, daycare centers, etc.

4 P's

Price:

- Does the price change based on the time of day?
- Is alcohol cheaper than non-alcohol (water/soda)?
- How much tax is collected?
- Are larger quantities of alcohol cheaper than smaller quantities?

Product:

- Are single units sold?
- Is there a brand more popular with underage youth offered for sale?
- Are products with high alcohol content sold?
- Are caffeinated alcoholic products sold?

Promotion:

- Are they advertising drink specials?
- Are there displays related to holidays or events?
- Are there displays in non-alcohol-related areas of the store?
- Are gifts attached to alcohol purchases?

Placement:

- Is alcohol in a cooler next to water/soda?
- Is alcohol by an entrance/exit?
- Is alcohol next to candy?
- Is alcohol available at the check-out counter?

Where do we start? Outside!

1. Select the correct form type for your specific establishment
2. The form will begin with “Outside” observations of the store front. (Grocery stores may not have any signs marketing ATOD outside)



Grape flavorings
Cigarette and Celsius signage



WE ID
messaging
DOR stickers

3. Next up- asking for permission



Once finished, walk inside and ask the manager on duty for permission to scan. (If they do not consent- that's OK! Best to move on with your outlet list to the next establishment)

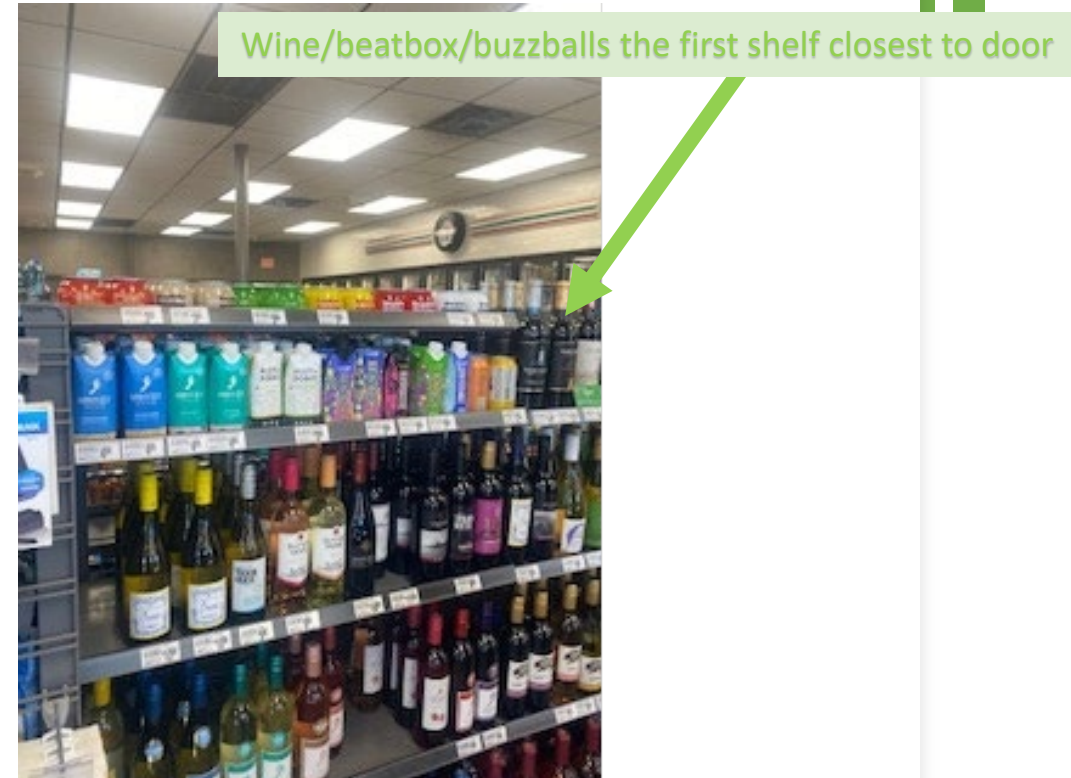


The next part of the form will detail questions for “Inside” the store

You can also use this opportunity to ask the clerk/manager about PREP, DOR licenses, etc.

4. Scanning the merchandise and placement

- What products are being sold?
- Where are they placed? Eye level? Out of reach?
- Who are they marketed to?
 - 4 P's



Types of Displays - Alcohol

Beer Cave and Monster energy alcohol, Bojangles Sweet Tea, Happy Dad



WE ID

Takis and snacks beside wine



Convenience Store Continued



Delta 8 gummies: watermelon and blueberry muffin
Kratom marketed as natural herbal supplement powder beside gummies



Delta 9 gummies: "100% hemp derived" ?



Vuse disposable on sale

Vape Shop

- Unregulated merchandise:
- Lacking age verification equipment
 - ever changing products
 - taking a closer look



500 mg bag – 50 mg per gummy



Elf Bar and Lost Mary vapes are best sellers



Vape Shops Continued

- Nicotine as well as cannabis/hemp products
- Equipment and accessories for marijuana consumption



Grocery Stores

- Grocery stores may not have any alcohol or tobacco advertising on the storefront
- Important to look for nearby drinking game items on aisle hooks and hang tags
 - Ping pong balls, small shot glass cups, red SOLO cups
- More likely to sell larger quantities and have specials/discounts
 - Sometimes alcohol sales in large quantities like 24 packs **More limited tobacco/vape selection – if any electronic cigarettes**
 - Usually behind the register/specific tobacco counter at most larger stores
- Double checking over alcohol section as more local IPAs etc. can be sold
 - Parents/grandparents not as familiar with brands/ more concealed



Alcohol Environmental Scans 4/21/24





Cannabis Fads & Trends



POT TART: 1000mg

GAIA - hybrid

VARIETY/SINGLE — These 1000mg pastries are a delicious and easy treat to look forward to. The perfect snack to enjoy at home or on the go! — Cannabis contains CBD which is a chemical that impacts the brain, making it function better without giving it a high along with THC which has pain relieving properties. Both substances can be extracted and enhanced for use through short path distillation. Users can get the following health benefits of cannabis: Relief of chronic pain There are hundreds of chemical compounds in cannabis, many of which are cannabinoids. Cannabinoids have been linked to providing relief of chronic pain due to their chemical makeup. Which is why cannabis' by-product such as medical cannabis is commonly used for chronic pain relief. Improves lung capacity Unlike smoking cigarettes, when smoking cannabis in the form of cannabis your lungs aren't harmed. In fact, a study found that cannabis actually helps increase the capacity of the lungs rather than cause any harm to it. Help lose weight If you look around, you will notice that the avid cannabis user is usually not overweight. That is because cannabis is

1 EACH

1 EACH

Add to Order

\$13.00

Leafly

advertise on Leafly

Stores, strains, products...



Shop Dispensaries Deals Strains Brands Products CBD Doctors Cannabis 101 Social impact

Home > Shop > Edibles > Breakfast > Cereal - Chronic Toast Crunch 400mg

Cereal - Chronic Toast Crunch 400mg

by LOL Edibles

THC — CBD — Potency Ⓞ



About this product

Tasty cereal infused with 400mg of THC.

LIMITED TIME OFFER! CLAIM YOUR FREE 50MG OF HHC GUMMIES

●.MOONWLKR
AVAILABLE FOR
THE NEXT 1000
437 PEOPLE

This is your chance to try the newest cannabinoid taking the industry by storm... **FOR FREE!**

ENTER YOUR EMAIL

CLAIM MY FREE SAMPLE



Cannabis Fads & Trends

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



PRODUCTS ▾

ABOUT US

CONTACT US

DELIVERY INFORMATION

BLOGS



Hot Sellers



Office 6 - Energy

\$19.99

Buy Now

Add To Cart



Office 6 - Litchi

\$19.99

Buy Now

Add To Cart



Office 6 - Sour Apple

\$19.99

Buy Now

Add To Cart



Office 4 - Tropical Peach

\$17.99

Buy Now

Add To Cart

About Highlight Vape

Welcome to High Light Vape, where we specialize in creating innovative and discreet vaping solutions for those on the go. Our flagship product is a disposable vape that looks like a highlighter, making it the perfect option for those who want to vape discreetly in public.

The Office 4 is a 4000 puff device that is perfect for those who want a longer-lasting vape option without sacrificing convenience or discretion. With its sleek and compact design, the Office 4 with its 20 flavor option, is the perfect choice for anyone who wants to vape on the go without drawing unwanted attention to themselves.

For those who need even more puff time, we also offer the Office 6, a 6000 puff device that is the ultimate vaping solution for those on

[Read More...](#)

FORMS: Paper and fillable

South Carolina Alcohol Enforcement Teams Environmental Scan for Vape Shops/Tobacco

INSIDE THE STORE

<p>Does the store have any age verification devices or signs near the register?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Are the tobacco advertisements:</p> <input type="checkbox"/> Store made signs <input type="checkbox"/> Professional/manufacturer signs/ads <input type="checkbox"/> Sales/discounted prices	<p>Which type of tobacco/cannabis products are sold?</p> <input type="checkbox"/> Cigarettes <input type="checkbox"/> Vapes <input type="checkbox"/> Cigars <input type="checkbox"/> Chewing Tobacco <input type="checkbox"/> Synthetic drugs <input type="checkbox"/> Paraphernalia <input type="checkbox"/> Marijuana merchandise
<p>Has this store participated in PREP?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Where are the products placed in the store?</p> <input type="checkbox"/> On the shelf <input type="checkbox"/> In refrigerator doors <input type="checkbox"/> Behind the counter <input type="checkbox"/> Displayed at front of store <input type="checkbox"/> By the register	<p>Are there any snacks, fruit, candy or other products targeting youth located on displays or nearby tobacco/cannabis?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No
<p>Are there any signs informing customers it is illegal to purchase tobacco for minors inside?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Additional Comments:</p>	

How aggressively does the inside of the store market tobacco/cannabis to underage youth?

- Very aggressively
 Somewhat aggressively
 Not very aggressively

Does this store sell any of the products below?

- Rolling papers
 Blunt papers or cigars
 Metal or glass pipes
 Water pipes or bongs
 Grinders
 Other: _____

Additional Observations/Notes:

South Carolina Alcohol Enforcement Teams Environmental Scan for Convenience Stores/Gas Stations

Name of Person Completing this Form: _____ Date: _____
 Store Name: _____ Store Address: _____
 City and Zip Code: _____
 Check all that apply:

OUTSIDE THE STORE

	ALCOHOL	TOBACCO
<p>WE ID or Age Verification Signage outside the store?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No	<p>Alcohol Advertisements/Signs on the front window:</p> <input type="checkbox"/> 1-3 signs <input type="checkbox"/> 4-6 signs <input type="checkbox"/> 6-10 signs <input type="checkbox"/> 10+	<p>Tobacco Advertisements/Signs on the front window:</p> <input type="checkbox"/> 1-3 signs <input type="checkbox"/> 4-6 signs <input type="checkbox"/> 6-10 signs <input type="checkbox"/> 10+
<p>Is the SC DOR Alcohol Permit posted and current?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No		
<p>Is this store within 500 ft of:</p> <input type="checkbox"/> A school <input type="checkbox"/> A church <input type="checkbox"/> A playground <input type="checkbox"/> A recreational facility/park <input type="checkbox"/> Daycare facility	<p>Which type of alcohol products are advertised outside?</p> <input type="checkbox"/> Beer <input type="checkbox"/> Liquor/Spirits <input type="checkbox"/> Wine <input type="checkbox"/> Alcopops/Malt Liquor <input type="checkbox"/> Other	<p>Which type of tobacco products are advertised outside?</p> <input type="checkbox"/> Cigarettes <input type="checkbox"/> Vapes <input type="checkbox"/> Chewing Tobacco <input type="checkbox"/> Rolling Papers <input type="checkbox"/> Other
<p>Additional Comments:</p>	<p>Are these advertisements:</p> <input type="checkbox"/> Store made <input type="checkbox"/> Manufacturer signs <input type="checkbox"/> Sale/discounted prices <input type="checkbox"/> Marketed to youth	<p>Are these advertisements:</p> <input type="checkbox"/> Store made <input type="checkbox"/> Manufacturer signs <input type="checkbox"/> Sale/discounted prices <input type="checkbox"/> Marketed to youth

How aggressively does this storefront market tobacco to underage youth?

- Very aggressively
 Somewhat aggressively
 Not very aggressively

How aggressively does this storefront market alcohol to underage youth?

- Very aggressively
 Somewhat aggressively
 Not very aggressively

Additional Observations/Notes:

After the Scan



Reporting



Be prepared to share the results with community stakeholders and your coalition. This data will help guide your strategy choices.



Follow scans up with letters to the businesses you visited. Let them know what your scan revealed and how they can implement changes to prevent retail underage access to alcohol.

Sharing Our Experiences

- What worked?
- What didn't?
- Things to make note of...
 - Addition of pharmacy/drug store forms
 - Any other forms ideas?
 - Any other training topics?

What's the Buzz?

New Fads in Teen Alcohol Use



Alcohol Energy Drinks

- First hit the US market in 2002
- Two leading manufacturers saw their sales increase by 67 times between 2002 to 2008, according to the Centers for Disease Control and Prevention.
- In 2008, Anheuser-Busch agreed to take caffeine out of energy drinks that contain alcohol (TILT), after 11 state attorneys general charged the brewer was marketing them to underage drinkers. This action is also followed by MillerCoors in the same year (SPARKS).

What's the big deal with energy alcohol drinks?

- Caffeine and alcohol are both **diuretics**, so **dehydration** is a possible issue.
- Combining **strong stimulants** (caffeine or caffeine-like stimulants) with a **heavy depressant** (alcohol) could cause **cardiopulmonary or cardiovascular failures**.
- Both **stimulants and alcohol** contribute to a **loss of coordination and balance**.
- Both **stimulants and alcohol** affect the body's ability to **regulate temperature**.
- **Stimulants** may cause drinkers to **feel more alert**, making them **perceive themselves as less impaired** for driving or other dangerous activities.
- **Stimulants** cause drinkers to **stay awake and alert longer**, possibly extending the length of time they will continue drinking.

FDA BANS ALCOHOL ENERGY DRINKS

- November 17, 2010
- The U.S. Food and Drug Administration warned four companies that the caffeine added to their malt alcoholic beverages is an “unsafe food additive” and said that further action, including seizure of their products, is possible under federal law.
- FDA is aware that on November 16, Phusion Projects, LLC, the maker of Four Loko, announced its intention to remove caffeine and other stimulants from its drinks.

Energy Drinks and Youth



In contrast to declining sales for most other types of sugary drinks, sales of energy drinks increased by 53 percent from 2007 to 2012, and manufacturers continue to market these products directly to youth.

- In 2011, 35 percent of eighth-graders reported consuming an energy drink at least once in the past year and 18 percent consumed more than one on those days.
- Energy drink brands spent \$282 million in advertising in all media in 2012, 2.5 times the amount spent in 2008, while TV ads viewed by youth doubled during this period.
- Red Bull and SK Energy shots purchased TV advertising during TV programming and social media viewed disproportionately more often by adolescents, while children saw more TV ads for 5-Hour Energy shots in 2010 than for any other beverage except Capri Sun.

four Loko
WARHEADS
SOUL COSMIC PUNCH
 CONTAINS ALCOHOL
 13.9% ALC/VOL
YOUR FOUR LOKO STORY

FOUR LOKO USA
FOUR LOKO
 TASTES LIKE FREEDOM >
 LOKO USA
 FOUR Loko
 14% ALC/VOL

FIND FOUR LOKO TODAY
FIND FOUR LOKO!

<https://fourloko.com/products/cosmic-punch>

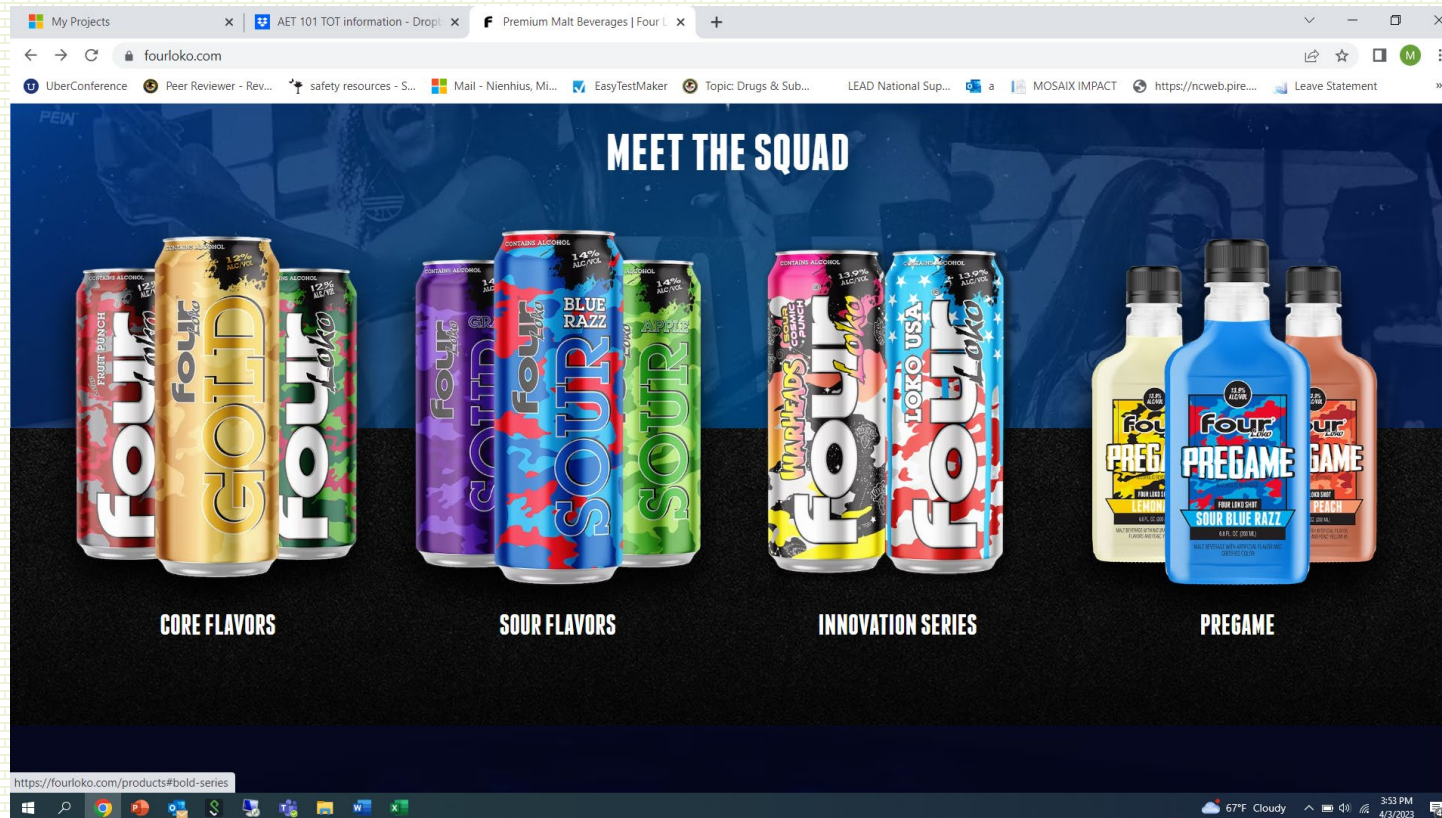
Products

CORE Flavors- 12-14% ABV (9 flavors)

Sour Flavors- 14% ABV (4 flavors)

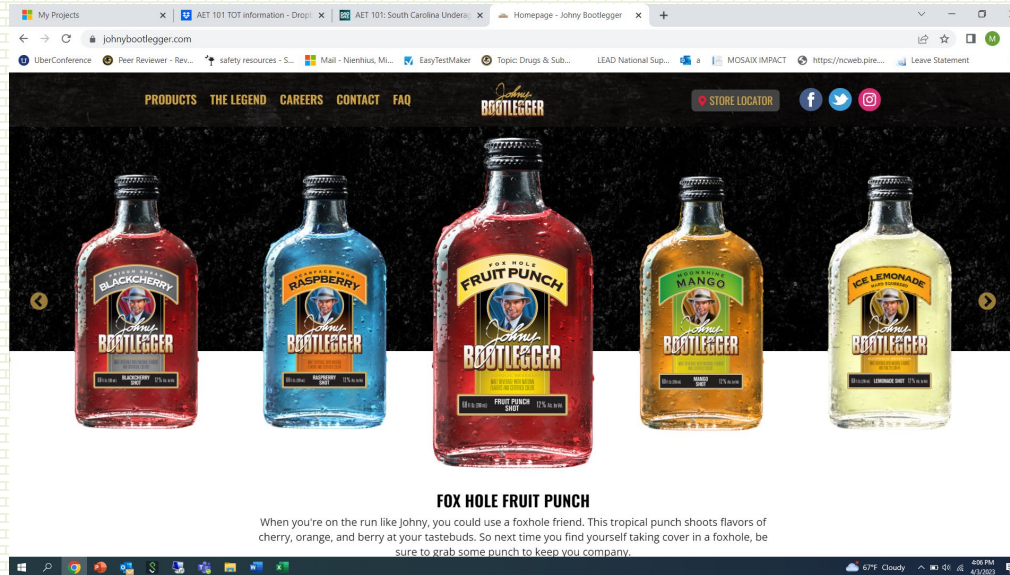
Innovation Series- 13.9-14% ABV (2 flavors)

Pregame- 12% ABV (7 flavors)





12% ABV
200 ml (6.763oz)



Johnny Bootlegger is crafted from a proprietary fermented malt base like traditional beer, but with an extra kick! We spend a lot of time perfecting the taste profile, so our products taste like an actual spirit-based cocktail.

Contains 12% alcohol by volume, with ten flavors that are simply the bees' knees. Enjoy responsibly. OR ELSE.

<https://johnybootlegger.com/products/>



**4-8%
ABV**



**12
Pack**



**12
PACK**





Ready To Drink Cocktails



Drinks with High ABV – Which is which?





shot

BOLD

Flavors for bold adventures



GOES ANYWHERE

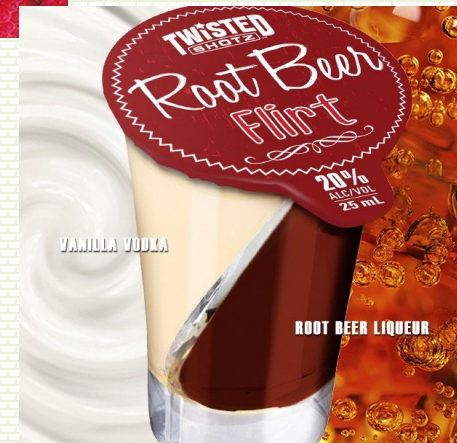
Pre-Made Jell-O Shots

The screenshot shows the EZ-Squeeze website interface. At the top, there's a navigation bar with the EZ-Gelatin Shots logo, a tagline 'Over 65,000,000+ jello shots sold', and menu items for SHOP, HOLIDAY SHOTS, WHOLESALE, and RETAILERS. A search icon, a Login button, and a Shopping Cart icon with a '0' are also present. Below the navigation, there are four product categories: EZ-Squeeze (Squeezable Jello Shot Cups), EZ-Inject (Jello Shot Syringes), PENI-COLADA (Uniquely Shaped Shot Syringes), and EZ-Gelatin Shot MIXES (31 Premium Flavors). The main content area features a large banner for 'EZ "MEXICAN FLAG" JELLO SHOTS' and 'CINCO DE MAYO' with images of the products. To the right, there are three smaller product cards: 'EZ-SQUEEZE JELLO SHOT CUPS' (Lids Included), 'EZ-INJECT JELLO SHOT SYRINGES' (3 Sizes Available), and 'PENI-COLADA JELLO SHOTS' (3 Hilarious Colors). The browser's address bar shows the URL 'ez-squeeze.com/?gclid=Cj0KCOjw8qmhBhCIARisANAtbocKF0Eb6StrW8kKQHPDxIC6KWxv7qvwhiU0ogf6H1Vlgf4U4Zh9sdAaAnXxEALw_wcB'. The Windows taskbar at the bottom shows the date as 4/3/2023 and the time as 4:12 PM.

<https://www.ez-squeeze.com>

Twisted Shotz come in twisted plastic 12-ml shot glasses that deliver two separate flavors in one shot. One side houses a creamy vodka-based vanilla spirit and the other features one of two flavors: a vodka-based strawberry or butterscotch (almost like the yin and yang in shot form). The mixture results in a 20-percent alcohol-by-volume flavored shot.

<http://twistedshotz.com/>





PROOF

ALCOHOL ICE CREAM



Our patent-pending process is the only way to keep the alcohol frozen in the ice cream, so the two can co-exist in their creamy state of deliciousness.

PROOF is a full 7% alcohol (14 proof) by volume for each serving.

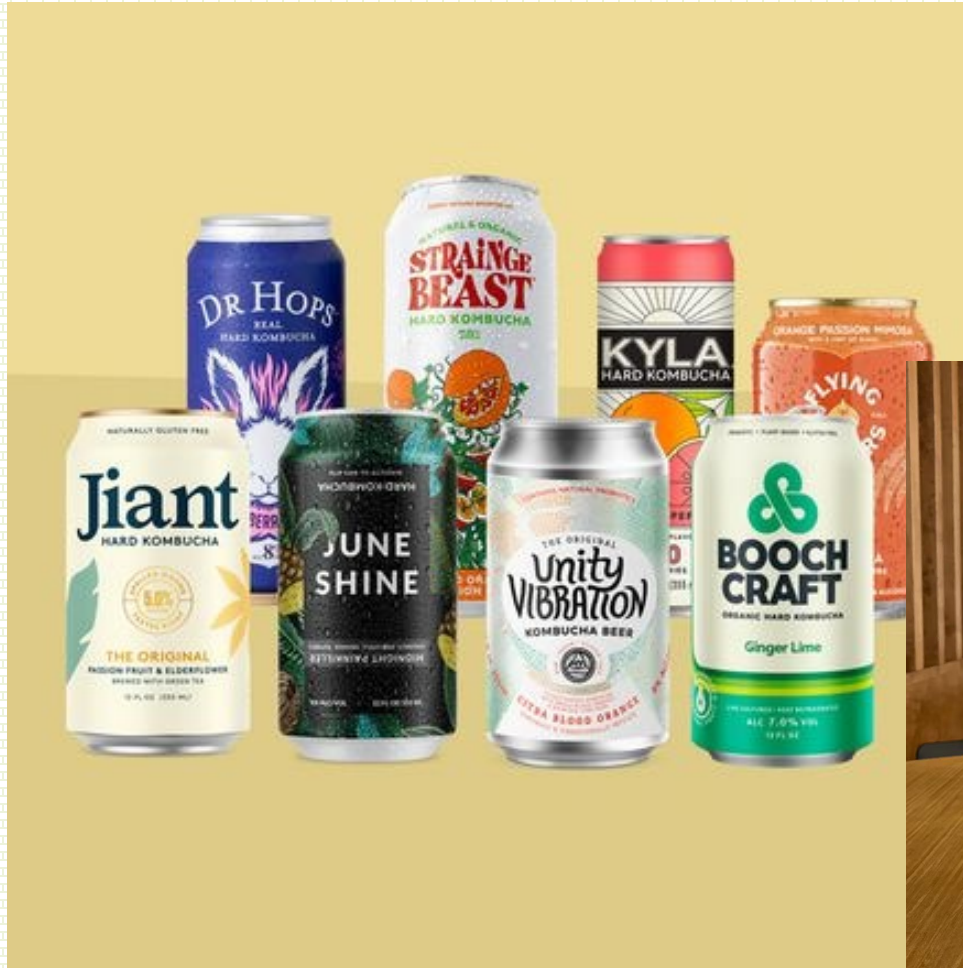
An artisan ice cream company in Columbia, South Carolina, PROOF is changing the way people think about dessert.



<https://proofalcoholicecream.com/>



(Hard) Kombuchas – Health Drinks



Spiked Boba Tea (Bubble Tea)

skanks
@skanks17

original four loko is BACK baby

W.E.B. DaBoi @Tyre_94 · 11h
Hear me out



 Nerdist

READ WATCH PLAY LISTEN SHOP PITCH C



TOPICS NEWSLETTER

FOOD

DUNKIN' DONUTS' NEW DUNKIN' SPIKED HARD ICED COFFEES AND TEAS WILL CHANGE DAY DRINKING FOREVER

by Michael Walsh
Aug 15 2023 • 10:22 AM

NEW!
DUNKIN' SPIKED



ICED COFFEES

ICED TEAS

THE DUNKIN' TRADEMARK, LOGOS AND TRADE DRESS ARE THE PROPERTY OF DD IP HOLDING LLC. USED UNDER LICENSE. © 2023 DD IP HOLDING LLC.

LOOPHOLE!



Markets →

DOW	38,542.23	0.22% ▼
S&P 500	4,967.56	0.76% ▼
NASDAQ	15,568.10	1.32% ▼



- Latest Market News →
- Capital One is buying Discover for \$35
 - First Neuralink human trial subject can
 - Five moves Walmart is making to over

We're way past hard seltzer: The spiked drinks keep coming

By Elisabeth Buchwald, CNN
5 minute read · Updated 3:06 PM EDT, Mon August 7, 2023



Video Ad Feedback

Watch the Tito's ad and see how the brand is making waves.



Well, the most popular type of liquor in most U.S. states is whiskey, but vodka is a close second. Meanwhile, staple liquors like tequila and rum aren't the most popular liquor in nearly as many states, so the gap between whiskey and vodka and the other liquors is quite large.

Whiskey or vodka is the most popular liquor in 33 different states, and if we break it down by region, whiskey is popular in the West (Colorado, Montana, Oregon, Washington, Wyoming), in the South (Alabama, Arkansas, **South Carolina**, Tennessee, West Virginia), and in the Midwest (Illinois, Indiana, Iowa, Michigan, Missouri, Nebraska, Oklahoma, South Dakota), while vodka dominates the Northeast (Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island).

<https://upgradedpoints.com/travel/most-popular-liquor-in-every-state/>



We bring our bright and colorful energy to every one of our award-winning, naturally-flavored vodkas. And because every experience, every moment, every day is better when there's a "together", each one of our unique flavors is made for maximum mixability. Wherever you are and whatever you're up to, there's a UV+1 Cocktail to match your moment.



<https://www.uvvodka.com/products/>



KRÜ 82 VODKA IS MADE FROM SELECT FRENCH WINTER WHEAT AND EXTRA PURE SPRING WATER TO CREATE A REMARKABLE TASTING VODKA.

PACKAGED IN A RECYCLABLE STAINLESS STEEL CONTAINER AND GLASS BOTTLE, KRÜ 82 VODKA OFFERS VARIOUS UNIQUE PACKAGING OPTIONS FOR ALL TO ENJOY!

KRÜ IS AVAILABLE IN MULTIPLE SIZES - 200ML, 375ML, 750ML, 1L AND 1.75L.

<http://www.kru82.com/kru-flavors>



FIREFLY SWEET TEA VODKA



ORIGINAL SWEET TEA VODKA

LEARN MORE



SKINNY TEA VODKA

LEARN MORE



FIREFLY LEMONADE VODKA

LEARN MORE

FIREFLY VODKA



FIREFLY RUBY RED GRAPEFRUIT

LEARN MORE



STRAIGHT VODKA

LEARN MORE

SOUTHERN ACCENTS

Our family dessert recipes have been passed down for generations. Firefly Distillery is the first to craft liqueurs in the spirit of the down home favorites. Flavors include Coconut Cake, Banana Pudding, Chocolate Pecan Pie.

DISTILLERY SPECIALTIES



FIREFLY SWEET TEA RTD 187ML

LEARN MORE



PINK LEMONADE

LEARN MORE



SOUTHERN LEMONADE

LEARN MORE



<https://firestartervodka.com.au/>

NUVO® Sparkling liqueur



ENJOY THE
FINEST THINGS
IN LIFE!

<https://www.sparklingnuvo.com/>



Biggies (3 Flavors) 15% ABV

Our cocktails are the life of the party and perfect way to have a ball with your friends.

Cocktails (12 Flavors) 15% ABV

TAKE BUZZBALLZ TO THE BEACH, HOUSE PARTY, PICNICS AND JUST ABOUT ANYWHERE ELSE YOU MIGHT FIND A PARTY.

Chillers (11 Flavors) 15% ABV



<https://www.buzzballz.com/>



Family Dollar Store

**Upstate, SC
March 2023**

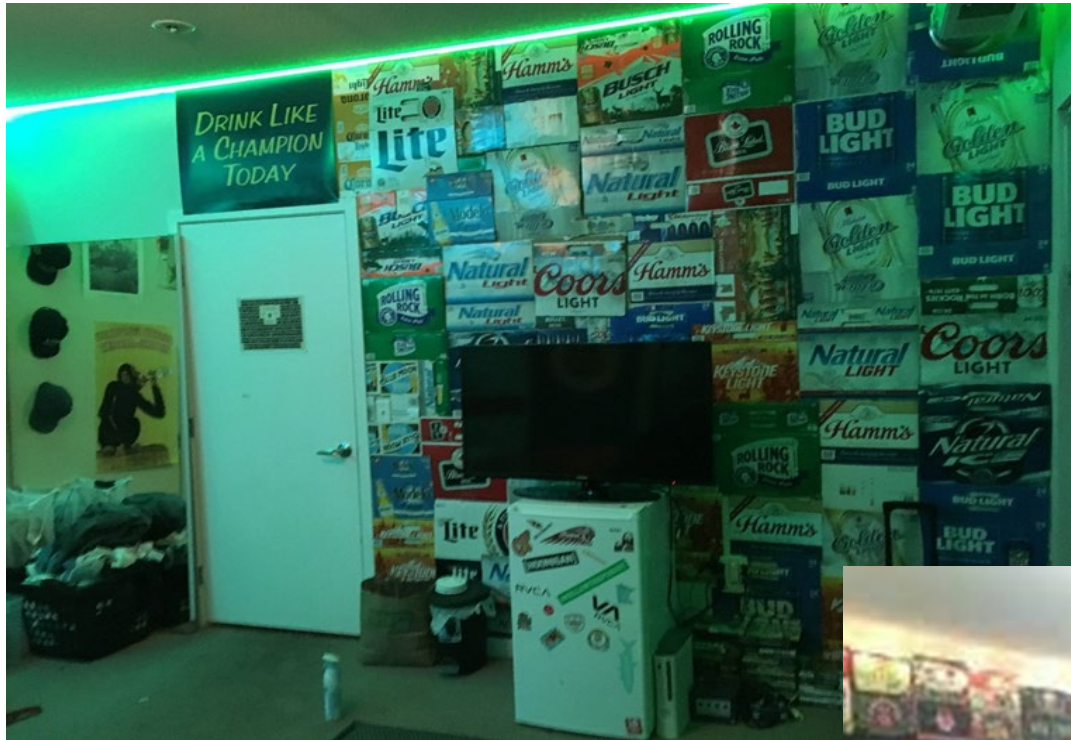
Four Loko Pregame “Shots”

**13.9% alcohol – 200ml
bottles (6.8oz) – \$2.05
Sour Blue Razz, Sour Grape,
Sour Apple, Sour Peach,
Lemonade**

Margaritaville Tropical Punch

**4% alcohol – 12oz – 5 for \$5
Mango Peach Paradise,
Strawberry Daiquiri**

**For reference, Coke
products were 20oz for
\$2.00**



Greek/College Life & Alcohol



Greek Life & Alcohol



BuzzFeed Quizzes TV & Movies Shopping Videos News Tasty

Food · Posted on Oct 7, 2019

23 Things Literally Every Disgusting College Frat House Has Inside Them

Cherish the memes!



View 23 comments



1. A coffee table that looks exactly like this:



10. A copious amount of empty liquor bottles on top of the kitchen cabinets.



Twitter: @Jruru08



Borgs – “blackout rage gallons”

- **Empty half of the gallon of water**
- **Replace with vodka**
- **Add electrolyte powder, flavored syrup (Mio, etc)**



NEWS Borgs are taking over college parties, and TikTok. What exactly are they? SHARE & SAVE

CULTURE MATTERS

Borgs are taking over college parties, and TikTok. What exactly are they?

With gallon jugs, some college students look to take control of their drinking.



Beware the Borg

UMass Amherst warns against TikTok binge drinking trend after 28 ambulance calls Saturday

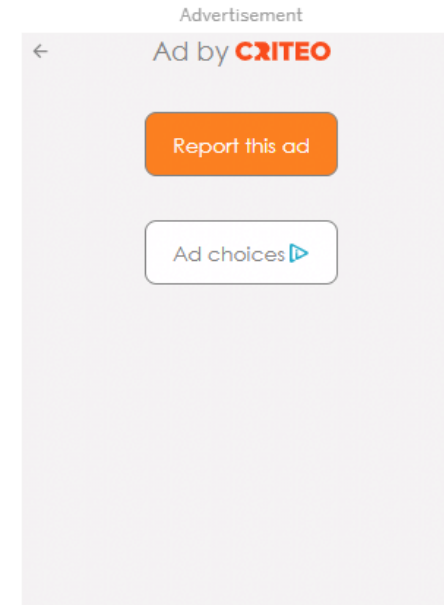
Published: Mar. 05, 2023, 1:14 p.m.



By [Tréa Lavery](#) | TLavery@masslive.com

University of Massachusetts Amherst is warning against a TikTok trend after the Amherst Fire Department received 28 calls for ambulance transports over the weekend.

UMass and Amherst officials said in a press release that numerous students were seen carrying “borgs” or “blackout rage gallons,” gallon jugs filled with alcohol, electrolytes and water, during off-campus student gatherings on Saturday. The binge drinking trend gained popularity on the social media app TikTok and has been seen at colleges around the country.



Social Media Marketing & Alcohol

Prank channel Youtubers create and market beer "Happy Dad" to young audience

**YOU SAW YOUR
GIRLFRIEND
ON TINDER.**



Some days
you just want
to forget.

8.2%
ABV



**YOUR BOYFRIEND
COMMENTED HIS
EX'S PHOTO ON
INSTAGRAM**



Some days
you just want
to forget.

8.2%
ABV

Media & Alcohol



Popular “Yellowstone” TV actor campaigning during show’s commercials for seltzer



Rapper Travis Scott’s alcohol line with Budweiser

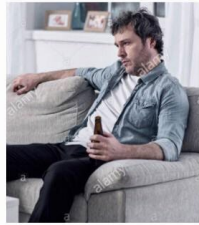


Underage Drinking & Memes

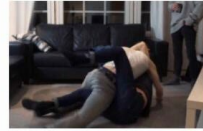


The cheapest of whatever you find

Generic underage party Starter Pack:



One dude in the corner actually old enough to drink



These dudes



Your phone gallery



This kid



Underaged teenager drinking alcohol starterpack



Reddit

High Schooler Drinking Party Starter Pack



dude who doesnt drink sitting awkwardly



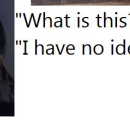
Guy who somehow hurt himself



Girl who wants to get drunk but cant stand the taste



ugly snapchats



"What is this?"
"I have no idea"

What Youth Are Drinking These Days and How Big Alcohol Marketing Targets Them

Updated: Dec 17, 2021

The alcohol industry is very adept at using the following classic "Four Ps" of marketing to appeal to youth:

Product: Packaging with bright colors that look like non-alcoholic drinks, denote sweet flavors and have "cool" fun names

Promotion: heavy online marketing to tech savvy kids in a manner that is attractive to them. Often promoted as being healthy (for example, low in calories and sugar, containing vitamins such as B6 and B12 and labeled as "organic and natural")

Price: often lower than similar non-alcoholic drinks

Placement: at grocery, liquor stores and gas station convenience markets placed near or in the same color in between, for example, chocolate milk and orange juice or just across from the candy aisle.

Alcohol at local teen parties typically includes Hard Seltzers and Smirnoff Ice, aka "Alcopops".

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SMUGGLE YOUR BOOZE

STEALTH FLASKS - HIDDEN IN PLAIN SIGHT!



SMUGGLE YOUR BOOZE



Pump Flask 17 oz - Pumps out real product while hiding your alcohol

Resources

- <https://www.prevention.org/alcohol-policy-resource-center/fact-sheets/overview-of-environmental-scanning/#:~:text=Environmental%20scanning%20aims%20to%20identify,Product%2C%20Promotion%2C%20and%20Place>
- CADCA The Coalition Impact: Environmental Prevention Strategies

