Festival Assessment Form

Changing the Culture of Risky Drinking

Festival Name: _____________________________________

Date of assessment: ___________  Time of assessment: __________  Assessor:____________

Identification Checking and Restricting Access:

1. Were ID’s being checked?
   □ No □ Yes → 2. Check all places you saw ID’s being checked
      □ entrance to park/festival grounds
      □ entrance to “beer tent”/bar
      □ when receiving a wrist band
      □ at all places alcohol was being purchased
      □ at the purchase of tickets for alcohol
      □ other → specify:

3. Were Festival staff being consistent about who’s IDs were checked? □ No □ Yes

Comment:

4. Who wore wrist bands? □ Everyone □ Everyone over age 21 □ Those that looked under 30
   □ It was very inconsistent □ No one

5. Was alcohol sales restricted to a designated location (like a beer tent)?
   □ No
   □ Yes → 6. Could youth or someone under age 21 enter this area?
      □ No
      □ Yes

7. What prevented youth from entering the area where alcohol sales occurred?

8. Was alcohol consumption restricted to a designated location (like a beer tent)?
   □ No □ Yes → Please describe:

9. Were there children (< 21) and adults together where drinking was occurring?
   □ No □ Yes → Please describe:
Alcohol availability:

10. What types of drinks were being sold and for how much were they being sold for?

<table>
<thead>
<tr>
<th>Drink type</th>
<th>Size (regular size can=12 oz)</th>
<th>Type of Container (eg. Bottle, can, clear cup, colored cup)</th>
<th>cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitchers of beer</td>
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<td></td>
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<tr>
<td>Wine coolers</td>
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<tr>
<td>Wine</td>
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<tr>
<td>Malt liquor (Bacardi Raz, Mike’s hard lemonade, etc)</td>
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<tr>
<td>Mixed Rail drinks</td>
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<td></td>
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<tr>
<td>Water</td>
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<tr>
<td>Non-alcoholic beer</td>
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<td></td>
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<tr>
<td>Pop</td>
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</tbody>
</table>

11. Did the festival sell tickets for drinks and food?  □ No  □ Yes → What was the price structure?

12. Were there drink promotions (such as ½ price, 2-for-1), or any other sales on drinks while you were there?

   □ No  □ Yes → What was the promotion? __________________________________________________________

13. Were people able to buy more than one alcoholic beverage at a time? Were people carrying more than one drink or pitcher away from the bar?
14. Did you see any of the servers consuming alcohol while on duty? □ No □ Yes

15. Did you see obviously intoxicated people purchasing alcohol? □ No □ Yes → Please describe

16. On a scale from 1 to 5, rate the level of intoxication at this festival.

<table>
<thead>
<tr>
<th>No one overly intoxicated</th>
<th>extreme amount of drinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
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<tr>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td></td>
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</tbody>
</table>

17. Did you see alcohol industry banners, signs, etc displayed at the festival? □ No □ Yes

18. Did you see no-smoking signs?

19. Where did you see people smoking?

20. Was food sold in the same area that alcohol was being sold? □ No □ Yes

21. Was food being consumed in the same area that alcohol was being consumed? □ No □ Yes

22. Which of the following food items did you see offered at the festival? (check all)

□ fresh fruit  □ fresh vegetables  □ milk  □ pretzels/baked chips
□ bottled juice  □ popcorn  □ Salad  □ Granola or snack bars
□ other “healthy” items? __________________

23. What other food was available?
24. In general, how did the price of the healthier items listed above compare to the price on other snack items sold at the festival?

- healthier items were less expensive than less healthy items
- healthier items were about the same cost as less healthy items
- healthier items were more expensive than less healthy items

25. Was there a designated place to park bicycles at the festival?  □ No  □ Yes

26. About how many bicycles did you see on the festival grounds?

27. What time did the food sales end?  ______________________

28. What time did the entertainment end?  ______________________

29. What time did the festival stop selling alcoholic beverages?  __________________

30. What time did the festival grounds close?  ______________________

Created by Brenda Rooney, PhD, MPH, Epidemiologist, Changing the Culture of Risky Drinking Coalition, La Crosse, Wisconsin. Funding provided by Healthiest Wisconsin Partnership Fund, Medical College of Wisconsin, and the Strategic Planning Framework - State Incentive Grant.