

THE FOUR P'S OF ENVIRONMENTAL SCANNING

The goal of alcohol environmental scanning is to identify your community's risk factors that can contribute to underage or excessive alcohol consumption. Conducting a scan allows you to observe and document the 4 P's: Price, Product, Promotion, and Place. Documenting these observations and pairing that information with other assessment data, such as youth survey data, allows you to create a clear picture of alcohol in your community.



#1. 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?



#2. PRODUCT

- Are single units of alcohol 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?



#3. 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 or included with the alcohol purchase?



#4. PLACEMENT

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

Environmental scanning of your community is a vital step in assessing how alcohol is viewed, and more importantly how youth are exposed to alcohol.

<https://www.prevention.org/alcohol-policy-resource-center>

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