

Prohibit Alcohol Use and Sale at Campus Sporting Events

Expected Beneficial Outcomes

- Decreased alcohol sales to minors
- Reduction in vehicular accidents and crashes
- Decreased incidents of arrest/assault
- Reduced risks of high BAC levels in patrons

Evidence of Effectiveness

Data from a study at the University of Colorado Boulder following an alcohol sales ban at their stadium indicated dramatic decreases in arrests, assaults, ejections from the stadium, and student referrals to the judicial affairs office following the ban. Survey data also indicated moderately negative attitudes about the ban among students and some season ticket holders. However, all fans were likely to renew their tickets regardless of their attitudes toward the policy.*

Considerations

- Limiting or prohibiting alcohol sales will decrease some funding gained by the college/university through alcohol sales
- Patrons may have a negative attitude towards the ban/limitations

Potential Enforcement Strategies**

- A ban on alcohol advertising and company sponsorships on campus, with the exception of alcohol advertising in the campus newspaper
- All fraternity/sorority parties must be registered with the dean of student's office and the campus police, who provide on-site security
- Creation of an advertising campaign to promote awareness and correct misperceptions about drinking behavior

- Creation of an alcohol committee meant to target game day issues and develop policies and regulations for the stadium
- Only trained bartenders are allowed to serve alcohol at events
- Restricting alcohol service to specific areas
- Mandatory ID checks for patrons before being served
- Banning open kegs
- Limiting patrons to only being able to buy two drinks at a time
- Each alcohol provider was required to have insurance for the event
- Tailgaters could not display large quantities of alcohol or have open bar tables
- No consumption/display of alcohol on parade floats

Places that enact policies about alcohol in their stadiums...

Ohio State University

"No person shall have in the person's possession an opened container of beer or intoxicating liquor in any public place."

The SEC

The SEC itself has a policy restricting the sale of alcohol to the general public at stadiums. However, some universities still get around that by allowing sales to premium seat holders.

Colorado State University***

The infiltration of alcohol is prohibited in Hughes Stadium and will be strictly enforced. Landmark Event Security staff screens for alcohol and other prohibited items at entrances to Hughes Stadium. Visibly intoxicated fans will not be admitted.

Only beer and wine are permitted in the parking lot(s)

For more information, visit pip.missouri.edu

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and consumers must have ID wrist bands to indicate to authorities that they are of age to drink.

Alcohol service will be controlled very closely through:

- ID check-in stands with hand stamps or wrist bracelets
- No sales to visibly intoxicated persons
- A limit one beer per customer
- Closing all beer sales at the start of the second half

Citations for Proposal

NIAAA Matrix. <http://www.collegedrinkingprevention.gov/CollegeAIM/EnvironmentalStrategies/default.aspx>

* Bormann CA & Stone MH. The effects of eliminating alcohol in a college stadium: The Folsom Field beer ban. *Journal of American College Health*, 50(2):81-8, 2001.

**Johannessen K, Glider P, Collins C, Hueston H, & DeJong W. Preventing alcohol-related problems at the University of Arizona's homecoming: An environmental management case study. *American Journal of Drug and Alcohol Abuse*, 27(3):587-97, 2001.

***<http://www.csurams.com/facilities/hughes-policies.html>