

Fidelity Checklist for Alcohol Advertising Restrictions in Public Places

Who will be responsible for collecting needed information?

How will needed information be collected (surveys, interviews, etc.)?

How often/when will it be collected?

Please list any anticipated strategy/program adaptations and justification:

Components Addressed:	Yes or No	Reason or Additional Information
Assessment/scan was completed of existing current alcohol advertising in public places.		
Assessment/scan was completed of existing current alcohol advertising policies and ordinances.		
Secured necessary resources: including relationship building and securing commitments from needed partners, securing necessary funding and procuring materials.		
Created or strengthened policies or ordinances for alcohol advertising in public places.		
Created a plan for monitoring and enforcement of policy changes or ordinance.		
Education and media advocacy were used to increase public awareness of and support for policy changes.		
Action plan steps were carried out as planned (consider location, timeframe, persons responsible, etc.)		
Additional components were implemented as planned.		