**Monitoring Alcohol Marketing**

**Appendix 2: Sample Compliance Form Checklist**

This form should be adapted to reflect current legislation in the geographic area of interest or the industry self-regulations codes.

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| --- | --- | --- | --- |
| Observation Items | Yes/No | Compliance/violation | Notes/comments |
| 1.      Is this example showing situations where people are drinking an alcoholic beverage excessively, irresponsibly or otherwise encourages immoderate consumption? |   |   |    |
| 2.    Is this example suggesting that being drunk or intoxicated is acceptable?  |   |   |    |
| 3.    Is this example using symbols, language, music, gestures, or cartoon characters that are associated with or are intended to appeal primarily to persons below legal purchase age? |   |   |    |
| 4.    Is this example showing traditional heroes or current celebrities, such as entertainment figures and athletes, who appeal primarily to people below legal purchase age. |   |   |    |
| 5.    Is this example associating athletic success with drinking the alcohol product?  |   |   |    |
| 6.    Is this ad conveying the message that drinking is linked to being more energetic or dynamic? |   |   |    |
| 7.    Is this example conveying the message that alcohol improves femininity /masculinity and the capacity to be more attractive to others? |   |   |    |
| 8. Is this example suggesting that drinking leads to an exciting adventurous life? |   |   |    |
| 9. Is this example suggesting that drinking has a positive emotional benefit, such as reducing anxiety or depression? |   |   |    |
| 10. Is this example conveying the message that drinking leads to having a more independent/ individualistic or cool personality? Or to being more popular and accepted? |   |   |    |
| 11. Is this example suggesting that drinking will help a person to relax or relieve stress or improve personal problems? |   |   |    |
| 12. Is this example portraying alcohol product as key to sexual success? |   |   |    |
| 13. Is this example associating drinking with removing social and/or sexual inhibitions?  |   |   |    |
| 14. Is this example associating drinking with improvement of social status, basic living conditions? |  |  |  |