

# Conducting an **Environmental Scan**

Merrimack Safeguard  
Merrimack, New Hampshire

merrimack safeguard  
helping youth and families make positive choices



# Environmental Scan

## Challenge:

- Anheuser-Busch is major employer in town.
- Data showed underage drinking was an accepted part of our town's culture.
- Coalition members wanted to focus on *positive* outreach.

merrimack safeguard  
helping youth and families make positive choices



# Environmental Scan

## Solution:

- We started with the bottom line – everyone wants a “safe and healthy community”.
- One of our members recommended an *Environmental Scan*.
- Coalition agreed to 4-step process.

merrimack safeguard  
helping youth and families make positive choices



# Environmental Scan

## Process:

1. Review existing survey tools and merge them to meet our needs in Merrimack.
2. Outreach to Service Learning students at a local college to identify volunteer(s).
3. Secure a list of town's 43 liquor licensees.
4. Design a proactive letter to send to all licensees.

*(NOTE: 4 different people addressed these tasks)*

merrimack safeguard  
helping youth and families make positive choices



# Environmental Scan

## Survey conducted over Holiday Break 2012:

- 34 locations were scanned.
- 96% had No Sales to Minors signage.
- 81% of convenience/grocery stores kept beer and wine separate from soda/water in coolers.
- 84% did NOT have product placement that encouraged binge drinking (ping pong balls/large red cups sold beside beer).
- 60% of licensees did NOT have alcohol advertisements visible from outside of their establishment.

merrimack safeguard  
helping youth and families make positive choices



**It's time for us to do another Scan!**

# Questions?

**Betsy Houde**

Project Director

**BetsyNH@aol.com**

**Tom Prentice**

Coalition Coordinator

**TPrentice@MerrimackNH.gov**

merrimack safeguard  
helping youth and families make positive choices

