

Checklist and Guideline for Alcohol Warning and Prevention Signage

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| <p>1. Does the content of the message align with the current public health guidelines and the latest scientific evidence?</p> |
| <p>2. Is the message easy to read and understand? (i.e.: large print, readable text) Has literacy and cultural barriers been considered?</p> |
| <p>3. Does the message include contact information on seeking more information or assistance? (i.e.: phone number, website or resources in the community)</p> |
| <p>4. Does the message contain simple, clear and direct information about the risks of alcohol or how to avoid them?</p> |
| <p>5. Is the message designed to attract attention? (i.e.: printed in colour, contains graphics or images)</p> |
| <p>6. Has the location and placement of the message been considered? Will the message be placed in places frequented by the target audience to make it noticeable? (i.e.: bathroom stalls of places that serve or sell alcohol, cash register at liquor stores, etc.)</p> |
| <p>7. Has the message been designed with a particular target audience in mind? (i.e.: FASD: young women, partners of young women of child bearing age)</p> |
| <p>8. Have enforcement, compliance and evaluation of the warning messages been incorporated into the strategy.</p> |