

Social engineering approaches

Taxes on alcohol	Raising the legal drinking age	restricting alcohol advertisement
penalizing drunk driving	strengthening federal focus on the problem	

Factors associated with successful treatment:

identify factors in environment
modifying those factors
Interventions that incorporate these factors
have a 40%

preventative efforts

encourage adolescents to avoid drinking altogether

control drinking problems before they become entrenched

prevention programs

The programs enhance one's self efficacy, which may enable them to resist social pressure to drink. Additionally, the programs may change social norms. They are also low-cost for low income areas.

benefits of moderate alcohol consumption:



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