

Stakeholder/Opinion Leader Worksheet

Please rate the participation of the following individuals, agencies and organizations in the areas of their importance to the work of the project and the feasibility of getting them involved, in one way or another, in your project. If they already participate, rate the level of their involvement.

GOVERNMENT	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
Elected Officials				
Mayor or City/County Council				
<ul style="list-style-type: none"> • Substance Abuse Prevention • Substance Abuse Treatment 				
Department of Public Health				
Local Health Departments				
Community Health Clinics				
<ul style="list-style-type: none"> • Local Health Departments • Community Health Clinics 				
Department of Recreation				
Driver's Licensing Agencies				
Public Works Department				
Armed Forces - All Branches				
Other:				
LAW ENFORCEMENT COMMUNITY	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
Office of Chief of Police				
Local and State Police/Sheriffs				
<ul style="list-style-type: none"> • Alcohol Unit/Traffic Safety Unit • Community Relations/Affairs 				
Alcohol Beverage Control Agency				
Other:				

(Worksheet continues on next page.)

Adapted from: National Association of Governors' Highway Safety Representatives (2001) "Coalition membership checklist," *Community how to guide on . . . coalition building (DOT HS 809 209, Appendix 1)*. Washington, DC: National Highway Traffic Safety Administration. Retrieved July 21, 2003, from http://www.nhtsa.dot.gov/people/injury/alcohol/Community%20Guides%20HTML/PDFs/CB_Appen1.pdf

EDUCATION	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
Education (K-12)				
• School Superintendent(s)				
• Principal				
• Prevention Coordinator(s)				
• High Schools				
• Middle Schools				
• PTA Organizations				
• School Resource Officer(s)				
Colleges and Universities (if in the community)				
• Administration				
• Student Affairs				
• Resident Managers				
• Substance Abuse Prevention				
• Judicial Review				
• Campus Police				
• Fraternities and Sororities				

Health Care Community	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
Hospitals/Trauma Centers				
Physicians				
• Pediatricians				
Medical Association				
Nurses				
Emergency Dept. Physicians & Nurses				
Health Maintenance Organizations				
Health Insurance Companies				
Emergency Medical Technicians and Paramedics				

Youth and Youth Organizations	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
SADD Organizations				
Boys and Girls Clubs				
Boy Scouts/Girl Scouts				
YMCA				
4-H Clubs				
Substance Abuse Prevention Groups				
Religious Groups/Faith Organizations				
Other:				

(Worksheet continues on next page.)

Businesses/Employers	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
Businesses Employing Underage Youth				
• Fast Food				
• Movie Theatres				
• Amusement Parks				
Alcohol Industry				
• Bars				
• Restaurants				
• Liquor Stores				
• Beer Distributors				
• Liquor and Wine Wholesalers				
Insurance Companies				
Chambers of Commerce				
Labor Unions				
Local Major Employers				
Arenas				
Record and Video Sales				
Media				
• Television Stations				
• Radio Stations				
• Newspapers				
Other:				

Community	Involved (high, med., low)	Not involved; but crucial	Check box if opinion leader	Not involved; not crucial
Parent Groups				
Faith Community				
Citizen Activist Groups				
• MADD Chapters				
• Civic Groups				
• Kiwanis/Lions/Rotary				
• Junior League				
• Other:				
Neighborhood Associations				
Minority/Culturally Specific Orgs.:				
Citizens				
Other:				