

Table 3

CONTEXTUAL FACTORS*		
Variable	Relevance to Enforcement	Relevance to Compliance
Knowledge & Awareness on the Part of Enforcement Personnel and the Public	Enforcement personnel who lack knowledge of a law or policy or lack skills in using enforcement technologies (e.g., field identification of intoxication) may be less effective in enforcement activities.	Increasing public awareness of the existence or enforcement of a policy and or efforts to enforce it tends to increase compliance
Costs	Increasing costs of enforcement (either absolute or relative to benefits) can decrease the attractiveness an enforcement effort to policy makers who must balance enforcement against other priorities	Policy complexity may tend to reduce compliance if (1) the burden of complying is increased in terms of details that must be addressed, work that is required, or costs that must be incurred, or (2) the risk that noncompliance with specific provisions will be detected is perceived as low.
Complexity	All else being equal, complex laws or policies may be more difficult to enforce (detect and prosecute) than simple laws or policies.	When laws or policies are complex, compliance may be reduced: 1) due to the sheer amount of detail involved in complying, 2) due to the work and cost involved in complying, or 3) the risk of detection of small deviations is low.
Norms	Enforcement personnel tend to act in accordance with prevailing norms, more vigorously enforcing laws and policies prohibiting behavior that is counter normative in a given community than behavior that is socially acceptable.	The avoidance of specific behaviors may be as much a function of their social acceptability as it is a function of legal proscriptions. Thus, for a given level of enforcement, compliance may vary as a function of community norms.
Public Support	High levels of public support can facilitate enforcement through allocation of public funds, political support for public officials who advocate strong enforcement, or formal or informal cooperation between citizens and public safety officials	Public support is a visible manifestation of norms. As such, public support for a given law or policy should tend to increase compliance.
<p>*For further discussion of these factors, see the literature reviews and analyses at http://alcoholpolicy.niaaa.nih.gov/enforcement#lit and the publications listed below</p> <ul style="list-style-type: none"> • Holder, H. <i>Alcohol and the Community: A Systems Approach to Prevention</i>. Cambridge: Cambridge University Press (1998). • Gruenewald, P., Treno, A., Taff, G., and Klitzner, M. <i>Measuring Community Indicators: A Systems Approach to Drug and Alcohol Problems</i>. Thousand Oaks, CA: Sage Publications (1997). 		