

How to Implement Environmental Strategies to Reduce Alcohol Problems

For decades, research has shown that environmental strategies can greatly reduce alcohol, tobacco and other drug problems. For example, the application of environmental strategies for smoking have dramatically reduced smoking rates and access, bringing a dramatic shift in the public's attitude about smoking.

The Substance Abuse Mental Health Services Administration (SAMHSA) and the Center for Substance Abuse Prevention (CSAP) have emphasized the importance of environmental strategies to reduce alcohol problems. This was reinforced when the National Academy of Science Institutes of Medicine released the landmark study, *Reducing Underage Drinking – A Collective Responsibility*. Unfortunately, there has been very little discussion about *how to implement* environmental strategies on alcohol issues.

The purpose of this manual is to provide basic steps on how to implement 12 different environmental strategies to reduce alcohol problems. The strategies were identified in a 2007 technical report released by The Rand Corporation that also encouraged the use of the SAMHSA Strategic Prevention Framework to achieve results.

Each strategy contains suggestions for implementation:

- **Considerations for planning**
- **Tips and suggestions**
- **Estimated timelines**
- **Possible short/long-term outcomes**
- **Suggested resources**
- **Links**
- **Fundamental steps**
- **Potential collaborating partners**
- **Potential barriers**

We recognize that every community is unique, and we cannot anticipate every barrier and step required to achieve outcomes. However, much of what we have provided is based on the experience of others and there is much to be learned from their challenges and success.

We also realize that evaluation is a challenge for community-based prevention programs. Most groups simply do not have the funding to hire a university evaluator to measure the success of their efforts, but you can evaluate your efforts effectively. Develop clear short- and long-term objectives upfront and develop a survey that addresses these objectives. Use surveys to obtain information on community perceptions and knowledge before and after you implement a specific strategy.

If you have questions, or if we can help in any way, please contact us at 1-888-822-3223 or visit us online at www.faceproject.org.

We wish you rewarding success in your efforts.

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1. Responsible Alcohol Sales Training Strategy

CSAP Primary Prevention Strategies

- Information dissemination
- Education
- Community-based process
- Environmental

Strategy

Responsible Alcohol Sales (RAS) training and Responsible Beverage Service (RBS) training help employees and managers understand state laws, company policies and procedures for alcohol sales and service. RAS/RBS training provides the best line of liability defense for alcohol sales and service providers.

From a community standpoint, it helps reduce alcohol sales and service to underage youth and intoxicated individuals over the age of 21.

Considerations for Planning

The RAS/RBS training model that you promote in your community will determine the long-term success of your efforts. From the standpoint of the alcohol licensee, RAS/RBS training needs to be current and reliable, cost effective, convenient and consistent in its content and delivery. Training that meets this criteria can generate enormous support from alcohol licensees and be effective in reducing underage alcohol sales.

Alcohol sales and service represent an integral part of a licensee's business. However, on- and off-premise licensees face multiple challenges, including high staff turnover. RAS/RBS training needs to contain current state laws, established practices and procedures, be cost-effective, contain an evaluation tool to verify that employees were trained and be available on-demand.

Face-to-face training conducted once a quarter provides minimal value to a licensee who has high staff turnover. Training materials provided on an interactive CD offer a simple, flexible and cost-effective alternative for employers to train employees on responsible alcohol sales. Additionally, this resource could be viewed via a laptop or a personal computer and would be available for use at the employer's convenience. Pre/post tests offer a mechanism to measure knowledge and verify that an employee was trained. Interactive training allows participants to review and revisit areas where they tested poorly, also ensuring that they retain the information.

Key Terms

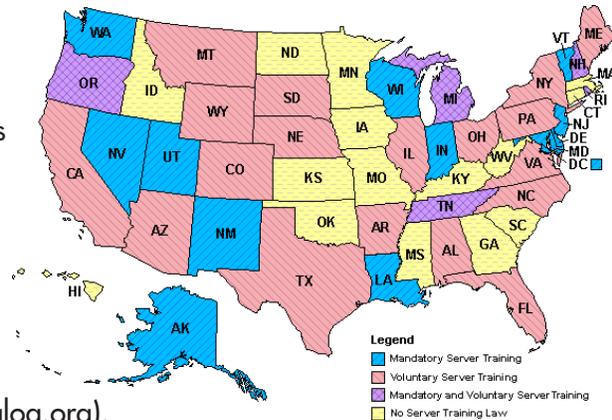
- 1. Alcohol licensee:** A business entity that has applied for a license to sell and/or serve alcoholic beverages at their place of business. Obtaining a license to sell/serve alcoholic beverages in any state must be approved by the state granting authority.
- 2. On-premise licensee:** A business that has a license to **serve** alcohol at their facility.
- 3. Off-premise licensee:** A business that has a license to **sell** alcohol at their facility.
- 4. On-/off-premise licensee:** A business that has a license to both **sell** and **serve** alcohol at their facility.
- 5. Compliance check:** A process that utilizes underage buyers and law enforcement to identify alcohol establishments that **sell** and/or **serve** alcohol to minors.

Fundamental Steps

1. Determine whether your state has a law that requires all sellers and servers of alcohol to complete a state approved training as a condition of employment.*
2. If so, identify the type of RAS/RBS training currently implemented in your target area.
3. Contact your state Alcohol Beverage Control (ABC) agency or Liquor Control Commission (LCC) and request a list of all alcohol licensees in your geographical area.
4. Talk to various on-/off-premise licensees to determine what works and doesn't work about the current training.

5. Determine how training is taking place in your target area.
6. Check with your local law enforcement agencies (local and county) to determine compliance rates over the past two years.

7. Identify resources in the following categories:
 - a. RAS programs with state-specific laws.
 - b. RBS programs with state-specific laws.
 - c. In-store and on-premise signage related to alcohol sales and service (go to facecatalog.org).
 - d. Sample policies and procedures related to alcohol sales and service for store owners and managers.*



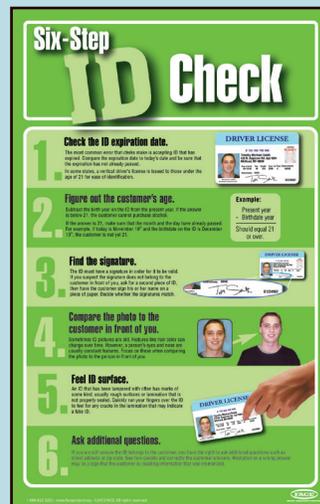
See included maps from the NIAAA and other informational material in the **Suggested Resources** section at the end of this strategy.

8. You can help establish yourself as a genuine collaborating partner by putting together folders that identify sample policies and procedures for store owners and managers, along with samples of in-store signage. Make sure you include information about your program or coalition and contact information.
9. When you are distributing material to store owners or managers, ask them what would make it easier to conduct employee training on responsible alcohol sales.

* Included on enclosed CD. See the **Suggested Resources** section at the end of this strategy.

Components of Responsible Alcohol Sales/Service Training Programs Include

- How to check ID thoroughly and recognize fake IDs*
- Clear understanding of state alcohol laws
- How to deal with hostile customers
- Safety procedures when an employee is working alone
- Procedures for documenting incidents that include the right to refuse sales and how to cut off an intoxicated person
- How to best avoid illegal sales and service to minors



*Go to facecatalog.org for additional resources for your responsible alcohol sales training strategy.

Steps to Reduce Employee Risk

The license holder carries the primary legal responsibility for ensuring that employees comply with alcohol laws. The following suggestions can help reduce employee risk:

1. Develop a written policy for alcohol sales and service:
 - a. Identify expectations regarding alcohol sales for all staff.
 - b. Outline steps for preventing alcohol sales and service to underage youth.
 - c. Describe consequences for violating the policy.
 - d. State how management will support staff in alcohol sales and service.
2. Actively monitor staff compliance with alcohol sales and service policies:
 - a. Observe staff on a regular basis.
 - b. Correct behavior when necessary.
3. Reward employees for compliance with alcohol sales and service policies:
 - a. Create an incentive program with meaningful staff rewards.
 - b. Offer encouragement for checking ID.
4. Make the licensee establishment a low-risk environment:
 - a. Ensure sufficient light for ID checks.
 - b. Restrict loitering.
 - c. Display alcohol away from doorways and entrances.
 - d. Install a security system with video monitoring.
 - e. Provide a clearly visible, written statement of the establishment's right to refuse sales.

Establishing a RAS/RBS Law or Ordinance in Your Community

If your group has decided to establish a RAS/RBS law or ordinance in your community, you will need to demonstrate evidence that a program is needed.

- Determine whether your state has a law mandating RAS/RBS training.
- If no law or ordinance exists, gather relevant data that identifies the community's needs (easy access to alcohol by people under 21 and low compliance results as reported by law enforcement.)
- Develop a position statement that clarifies the need for a law mandating RAS/RBS training and increases community awareness about the issue.
- Draft a RAS/RBS ordinance* for your community.
- Build community support from merchants, community members and law enforcement through media coverage and information dissemination.
- Contact your local representatives and discuss the importance of implementing a RAS/RBS law or ordinance.

* Included on enclosed CD. See the *Suggested Resources* section at the end of this strategy.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

As mentioned earlier, the RAS/RBS program model that you promote has everything to do with how alcohol licensees will respond to your efforts. If your group strongly positions itself as a collaborating partner as opposed to an “enforcement entity,” the licensees will be less resistant and more willing to participate in this strategy. If you can assist licensees in performing their job more effectively and efficiently, they will most likely respond in a positive manner.

Media Awareness and Advocacy

Support positive efforts on the part of alcohol licensees. Obtain newspaper and television coverage by using the trainings as photo opportunities to talk about what licensees are doing to ensure that employees and managers are trained. Conduct interviews with local business owners who share the value and importance of the RAS/RBS training that can be disseminated via traditional media or through social media networks. Write a letter to the editor of your local newspaper to identify and thank those licensees who have successfully implemented and completed the training.

When trying to establish a RAS/RBS law or ordinance in your community and gather the support of alcohol merchants, legislators and community members, write a news release publicizing the local problems that are caused by minors obtaining alcohol. Write a letter to the editor of your local newspaper identifying the local problems caused by underage sales and how a RAS/RBS law or ordinance can help reduce those problems.

Potential Partners

- Local media – television and newspaper
- Local and county law enforcement agencies
- Local/state liquor control commission
- Local/state health departments
- Local/state legislators
- Parents
- Alcohol licensees
- Bar owners and employees
- Local substance abuse prevention agencies

Estimated Timeline

- Three to six months to implement and then ongoing thereafter
- Up to a year if you’re trying to mandate RAS training

Potential Barriers or Obstacles

- Relationship with alcohol licensees is often perceived as adversarial
- RAS/RBS training models often do not meet the needs of alcohol licensees: current, cost-effective, convenient, consistent in content and delivery, and with a mechanism for evaluation
- Lack of evidence of the need for training
- Lack of support from law makers
- Lack of interest from alcohol merchants

Possible Short- and Long-Term Outcomes

- Improved compliance check results
- Increased employee knowledge related to the laws of alcohol sales and service
- Improved employee skills related to alcohol sales and service
- Evidence of alcohol licensee policies for sellers and servers
- Evidence of incentive programs for employees who follow policies
- Presence of signage at alcohol licensee locations
- Positive feedback from alcohol retailers

Suggested Resources

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Additional Resources and Information Available at faceproject.org

Responsible Alcohol Sales (RAS) resources: www.facecatalog.org

Items include: signage, employee lanyards and name badges, brochures, posters, stickers and training videos for employees and managers.

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.alcoholpolicy.niaaa.nih.gov

A project of the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the Alcohol Policy Information System (APIS) is an online resource that provides detailed information on a wide variety of alcohol-related policies in the United States at both state and federal levels.

Site includes: Alcohol Policy Information System & Number of States with Beverage Server Training Laws

www.nabca.org

Comprehensive policy and information resource for the regulation, control, distribution and sale of alcohol.

www.driverslicenseguide.com

Publication that contains all the drivers license information for every state available for purchase.

www.epi.umn.edu

The Alcohol Epidemiology Program (AEP) is a research program in the Division of Epidemiology and Community Health within the School of Public Health at the University of Minnesota (Minneapolis campus). Contains information on local ordinances and responsible beverage server training.

www.servsafe.com

Information on the Serve Safe program for on-premise licensees.

Sample Ordinance on Server Training

Section 1. Licensees

1. All persons licensed under [insert citation to non-temporary liquor license ordinances] shall attend all mandatory liquor license training seminars required by the city. If the license is in the name of an entity other than an individual person, a person or persons must be designated to attend the seminar on behalf of the licensee. This designee must have the authority to set, implement or change the licensee's practices for selling and serving alcohol.
2. All persons applying for a temporary liquor license under [insert citation to temporary liquor license ordinance] and all persons to be employed by them in selling, serving or managing the selling or serving of alcohol shall have completed a city-approved server education class or liquor license training seminar within two (2) years prior to the issuance of the temporary liquor license.
3. All persons licensed under [insert citation to non-temporary liquor license ordinances] who are engaged in the selling or serving of alcoholic beverages or the managing thereof, shall complete a city-approved server education class: (1) Within ninety (90) days of beginning such activities, and (2) every other year thereafter unless probationary extension is granted for hardship reasons.
4. All persons licensed under [insert non-temporary liquor license ordinances] shall require all their employees who are engaged in the selling or serving of alcoholic beverages or the managing thereof to complete a city-approved server education class:
 - Within ninety (90) days of beginning employment, and
 - Every other year thereafter unless probationary extension is granted for hardship reason

OR

5. All persons licensed under [insert citation to non-temporary liquor license ordinances] shall require all their employees who are engaged in the selling, serving, delivering or managing the selling or serving of alcohol to obtain a license under the [insert citation to server license ordinance].

Section 2. Penalties

The penalties for violation of this section shall be as follows:

1. For the first violation, a fine not exceeding fifty dollars (\$50).
2. For subsequent violations, a fine not exceeding seven hundred (\$700) dollars and suspension of the licensee's liquor license for thirty (30) days. This ordinance shall take effect within (90+) days.

Source: University of Minnesota, Alcohol Epidemiology Program. This ordinance is based on Rochester, MN ordinance 810.60(12).

Model Policies from the University of Minnesota

Policies 1-2: Preventing Sales to Underage Customers

- **Policy 1: Check Age Identification**

This establishment will check the identification of customers appearing to be under the age of 30 years old.

- **Policy 2: ID Confiscation**

This establishment requires employees to confiscate false identification. (We recommend that you consult your local police department before implementing this policy.)

Policies 3-10: Preventing Sales to Intoxicated Customers and Lowering Intoxication Levels

- **Policy 3: No Sales to Intoxicated Customers**

This establishment will under no circumstances serve an alcoholic beverage to anyone appearing obviously intoxicated.

- **Policy 4: Measure All Drinks**

This establishment will only serve measured drinks (i.e., no free-pouring).

- **Policy 5: Drink Promotions**

This establishment prohibits all drink promotions that encourage excessive drinking.

- **Policy 6: Promote Food and Non-Alcoholic Beverages**

This establishment will encourage promotion of food and non-alcoholic beverages.

- **Policy 7: Alternative Transportation**

This establishment will offer alternative transportation to intoxicated customers (consult with an attorney before implementing this policy).

- **Policy 8: Notify Arriving Staff**

This establishment requires all staff at the end of their shift to notify arriving staff about the intoxication status of their customers.

- **Policy 9: Fifteen Percent Gratuity**

This establishment will guarantee all servers a 15% gratuity if alcohol service is refused and the guest does not leave a tip.

- **Policy 10: No Last Call**

This establishment will not announce last call. All alcohol service will stop one-half hour before closing time to prevent excessive drinking in a short amount of time.

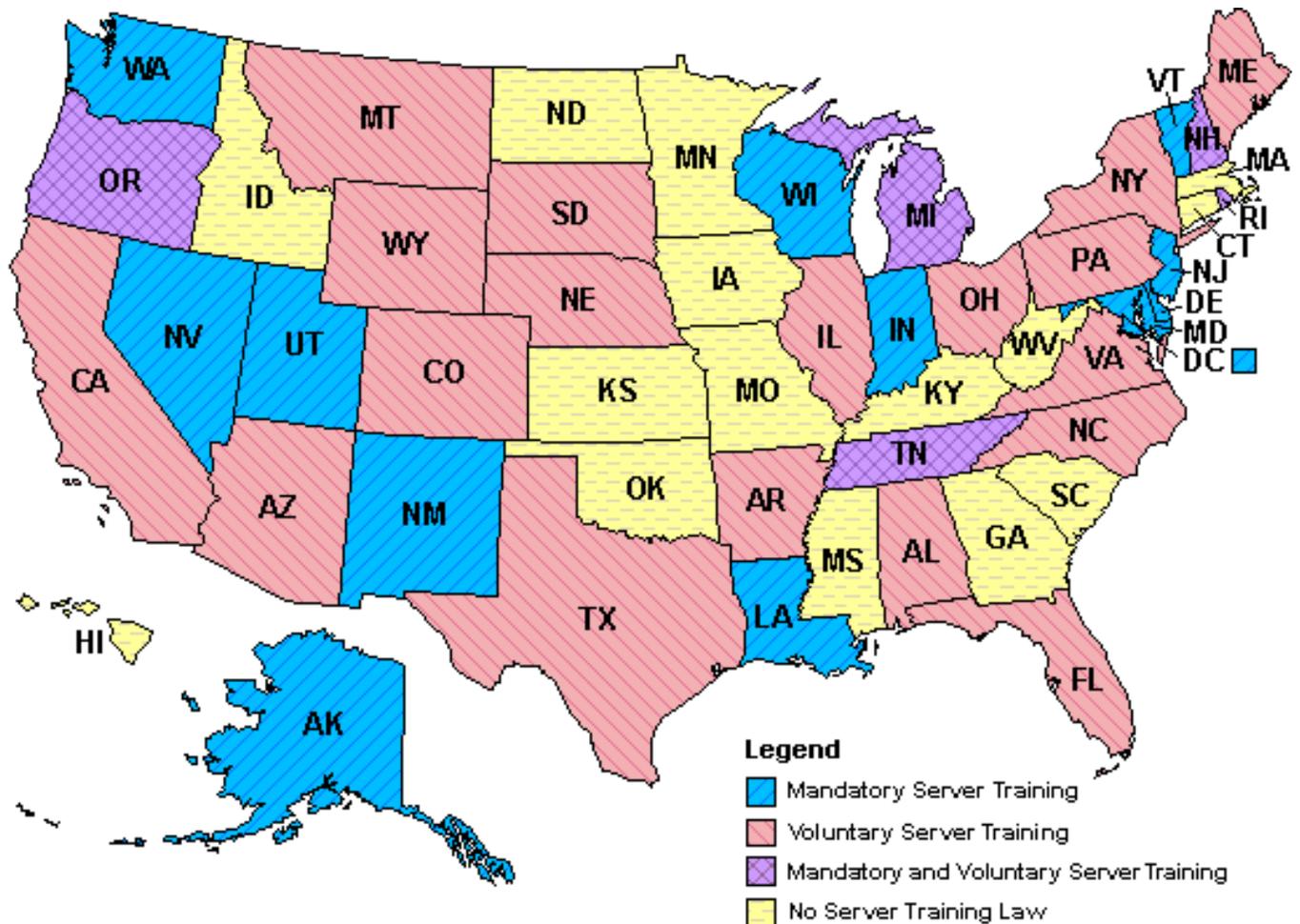
Policies 11-18: Staffing and Training

- **Policy 11: Monitoring the Establishment for Suspicious Activities**
This establishment requires management and staff to monitor all areas of the establishment for suspicious activities.
- **Policy 12: Compliance with the Fire Code**
The number of customers on the premises should never exceed the limit set by the fire department.
- **Policy 13: No Drinking on the Job**
This establishment forbids all employees to have alcohol in their systems while they are working.
- **Policy 14: Alcohol Awareness Training**
This establishment will regularly provide Alcohol Awareness Training to its employees and managers.
- **Policy 15: Incident Report Form**
This establishment requires all staff to record all questionable incidents (e.g., cutting off an intoxicated customer, violent behavior in the establishment) in an incident report form.
- **Policy 16: Manager or Designated Lead Worker on Duty at All Times**
This establishment will have a manager or lead worker on duty at all times.
- **Policy 17: Mandatory Staff Meetings**
This establishment will hold regular, mandatory staff meetings to discuss rules and ways to prevent and handle problem situations.
- **Policy 18: Provide Copies of Establishment Policies to All Staff**
This establishment will provide all employees with a written copy of its policies. All policies will also be kept in the establishment.

Alcohol Policy Information System

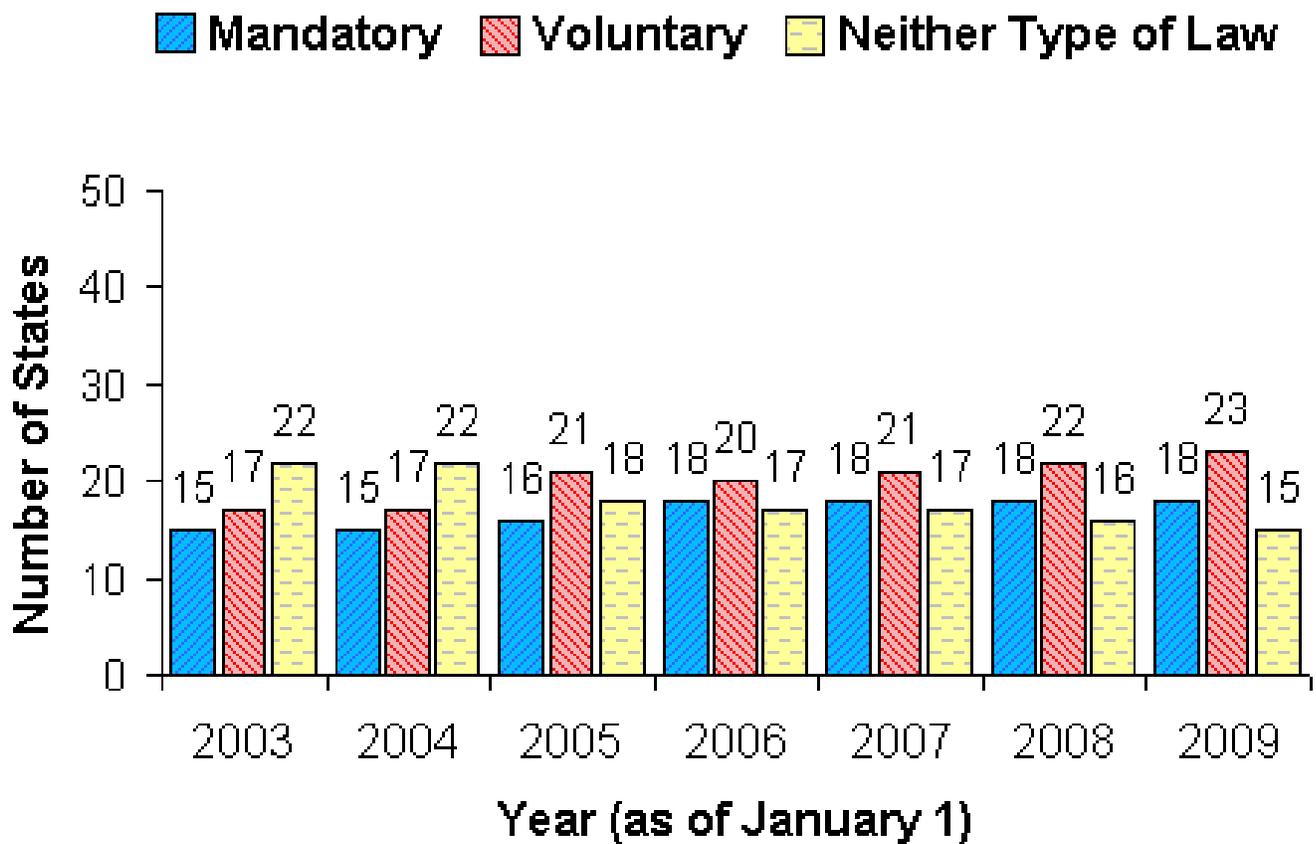
A Project of the National Institute on Alcohol Abuse and Alcoholism

Beverage Service Training and Related Practices as of January 1, 2009



Source: National Institute on Alcohol Abuse and Alcoholism – National Institutes of Health – Department of Health and Human Services.

Number of States with Beverage Server Training Laws, January 1, 2003 through January 1, 2009



Note: some jurisdictions have both types of laws

Source: National Institute on Alcohol Abuse and Alcoholism – National Institutes of Health – Department of Health and Human Services.

Why Responsible Alcohol Sales Training is Important

1. Promotes public health by not serving minors and preventing impaired driving
2. Improves the business practices of licensed establishments
3. Improves the public's perception of the establishment
4. Reduces civil liability exposure for licensees and their employees
5. Reduces risk of administrative and criminal penalties for licensees and employees
6. Helps to promote consistent practices in an industry with a traditionally high employee turnover
7. Reduces risks to insurers, which helps provide affordable insurance to licensees
8. Maintains revenues and even helps to increase profits
9. Helps to empower employees to be able to obey laws and maintain control over customers despite customer demands
10. Many incentives exist in various states and communities including:
 - Reduced insurance premiums
 - Reduced civil liability
 - Reduced administrative liability
 - Tiered license fees
 - Compliance with mandatory training
 - Compliance with increased enforcement of alcohol regulations

Sample Alcohol Management Policy

Alcohol and Tobacco Management Policy for

Name of Establishment

Our goal is to create a safe environment where customers may purchase items they need in our store. These policies and procedures are designed to achieve this goal. Any employee found knowingly or deliberately violating these policies will be immediately terminated.

1. Age Identification

All customers attempting to buy alcohol or tobacco who appear to be under ___ years of age will be asked for age identification.

Legally acceptable forms of identification are:

- Valid passport
- Valid state driver's license
- Military ID

All forms of legally acceptable identification must:

- Be issued by a government agency
- Contain the name of the person
- Contain a description of the person
- Contain a photo of the person
- Be currently valid (not expired)

No alcohol or tobacco products will be sold to any customer, regardless of age, who cannot provide valid age identification when it is requested.

If identification is presented that is not valid, the customer will be refused service and asked to leave. The incident will be documented. Employees will use the **REFUSE** system (see below).

Recognize the need to check for and verify ID when alcohol is put on the counter or tobacco is requested.

Eliminate alcohol from sight and explain your store policy (not selling alcohol to persons under 21 or tobacco to those under 18, requiring acceptable identification for those who appear to be under ___ years of age or not selling to intoxicated patrons).

Firm, yet polite. You can keep the focus on you and your own predicament if you serve the customer, rather than focusing on the customer. Your own personal customer relations style will come into play here.

Unite. Ask for help from other employees or your manager. If you are working alone, consider calling your manager for help or even the police if the situation is serious.

Shift your attention to the next customer by thanking the current customer for their other purchases.

Enter the occurrence in your establishment's incident log.

2. Intoxicated Customers

No alcohol will be sold to an intoxicated customer. Signs of intoxication include:

- Slurred speech
- Speaking loudly and inappropriately
- Bloodshot eyes
- Swaying when walking
- Loss of coordination: fumbling with money, dropping change

Employees will use the **REFUSE** system to refuse sales of alcohol to an intoxicated customer.

Employees will call the police to report any intoxicated customer who leaves the establishment intending to drive.

3. Third-Party Sales

No alcohol or tobacco products will be sold to any adult who is suspected of purchasing for the purposes of selling or giving it to an underage person. Employees will use the **REFUSE** system of denying the sale of alcohol or tobacco products to such persons.

Employees will visually monitor the parking lot area to observe any loitering and phone the police when there are persons (youth or adults) loitering in the establishment's parking lot or nearby area. Employees will document in the incident log each occurrence of loitering.

4. Attempted Sale Off-Hours

No alcohol will be sold during restricted hours. Employees will use the **REFUSE** system to deny the sale of alcohol.

5. Training

All employees, including clerks, managers and owners, will be trained in responsible alcohol and tobacco sales and service. At a minimum, this course shall include information on:

- The current laws and penalties regarding sales and provision of alcohol and tobacco products to underage persons.
- Bona fide age identification.
- Methods for detecting false identification.
- How to deal with problem situations, such as sales to underage persons, intoxicated customers, after-hours sales and third-party sales.
- How to maintain incident documentation forms.
- How to implement the store's policies and procedures most effectively.

A copy of the alcohol and tobacco policies and procedures will be distributed to every employee at the time of his or her hiring.

All employees will be required to sign a statement indicating that they have read, understand and agree to implement the policies and procedures.

Deliberately or knowingly violating any one of these policies or procedures will be grounds for immediate dismissal.

Managers/owners will periodically monitor employees' performance in the area of implementing the policies and procedures to ensure that clerks are complying with them.

6. Signage/Promotions

We will stock and promote chilled low and non-alcoholic beverages along with alcoholic beverages, and will be mindful of the balance between the two.

Alcoholic beverages will be stocked where they are visible to a clerk or other employees at all times.

The following signs will be exhibited at all times within our establishment: (List signs and where they will be exhibited here.)

No signage or promotions that are aimed at youth will be displayed.

7. Security

There will be adequate lighting in our parking lot and store.

The manager/owner will participate in any community neighborhood watch program, or other community support programs designed to reduce the number of alcohol-related problems in the area.

(Add here any other security measures, such as hiring private security guards, working more closely with the police, etc.)

Tips for Managers to Ensure Alcohol Policy Implementation and Compliance

1. Hire employees who are conscientious. Provide them with your policies and procedures and have them sign a statement attesting that they have read and understood them and agree to implement them. (See sample on CD.)
2. Discipline employees who are not enforcing your policies and procedures, including your alcohol and tobacco policies and procedures. Terminate them if they are caught knowingly violating your policy (and document the reasons why).
3. Make sure all new employees are trained in responsible beverage and/or sales service.
4. Emphasize periodically that you want employees to implement the alcohol policies and procedures.
5. Institute an incentive program for employees who are effectively implementing your responsible sales policies and procedures.
6. Conduct periodic spot checks or hire a "shopper" to check on employees to monitor their implementation of policies and procedures.
7. Support your employees when they refuse sales to a customer.
8. Do not allow your employees to drink on the premises while on duty or after hours.

Sample Letter to Licensee/Business Owners – Responsible Alcohol Service

Date

Business name

Address

Dear Business Owner:

I am writing to encourage you in your efforts to ensure that Responsible Alcohol Sales (RAS) is both a policy and practice at your business. As an alcohol licensee, I am sure you realize the importance of this type of program. Not only does a comprehensive RAS program help reduce sales to underage youth and intoxicated adults, it also helps protect you legally.

Here are the components of a comprehensive RAS program:

- Information about laws and penalties
- Information indicating the importance of avoiding sales to minors to protect the health and well-being of everyone in the community
- An emphasis on proper management techniques and policies to encourage compliance with the law
- Information on how to recognize false IDs
- Tips on how to refuse a sale safely

If you need additional information about RAS training programs, please contact [INSERT YOUR NAME OR YOUR GROUP NAME HERE]. We are working to support alcohol licensees and establishments who act responsibly when it comes to the sale of alcohol in our community. We want to commend you and thank you for your attention to this important issue.

Sincerely,

Include your name and group name

Source: Pacific Institute for Research and Evaluation, *Preventing Sales of Alcohol to Minors: What you Should Know about Merchant Education Programs*.

Sample News Release – Responsible Alcohol Sales

Note: Send this release to the local news editor at your newspaper. Call the newspaper for the editor's name and for instructions on submitting the release.

FOR IMMEDIATE RELEASE

Area Retailers Renew their Efforts for Responsible Alcohol Sales and Service

Some area alcohol licensees are renewing their efforts to establish responsible alcohol sales programs at their businesses in our community. Recently, the [NAME OF YOUR GROUP HERE] has been in contact with alcohol licensees in our community to show their support for retailers who act responsibly when it comes to alcohol sales.

Responsible alcohol service programs include these types of policies and procedures:

- Information about laws and penalties
- Information indicating the importance of avoiding sales to minors to protect the health and well-being of everyone in the community
- An emphasis on proper management techniques and policies to encourage compliance with the law
- Information on how to recognize false IDs
- Tips on how to refuse a sale safely

National research shows that these types of programs help reduce alcohol sales to underage youth. Also, these programs help protect licensees and their employees as well. In the coming weeks, [NAME OF YOUR GROUP HERE] will be highlighting area retailers that are working to make sure these policies are consistently followed.

For more information, contact: [INSERT YOUR NAME]

Source: Pacific Institute for Research and Evaluation, *Preventing Sales of Alcohol to Minors: What you Should Know about Merchant Education Programs*.

Sample Store Policy for Responsible Alcohol Sales

It is the policy of [insert store name] to require all employees who sell alcohol to be trained in Responsible Alcohol Sales. All employees will be required to participate in training and successfully complete testing related to topics covered in alcohol sales training, including: how to check IDs, state laws related to alcohol sales, fines related to the selling of alcohol to minors, how to handle intoxicated customers and the responsibilities of both the employee and employer as it relates to the sales of alcohol.

All employees will be trained to be familiar with [insert state name] state laws including practices and procedures that will support this establishment's commitment to comply with all [insert state name] state laws related to the sale of alcohol.

This policy is non-negotiable and acknowledges the employer's responsibility to train all employees in the responsible sales of alcohol and the employee's responsibility to comply with all state laws regarding the sale of alcohol.

By signing below, I acknowledge that I have read and understand the above policy and also understand my rights and responsibilities in relation to alcohol sales.

Employee

Date

Store Owner/Manager

Date

**YOUR BIRTHDAY MUST BE ON OR BEFORE
TODAY'S DATE IN**

1989

TO PURCHASE ALCOHOLIC BEVERAGES

Warning to Minors

It is a misdemeanor for a minor to ATTEMPT to purchase alcoholic beverages.

If you try using false identification, you may be guilty of another misdemeanor.

Your drivers license could be suspended.

We may call the police if you try to buy.

Responsible Alcohol Sales Training

This Certificate of Completion is Awarded to:

for Completing Instruction on Responsible Alcohol Sales

Employee Signature

Date

Manager Signature

Date

- Information dissemination
- Community-based process
- Environmental

2. Alcohol Compliance Checks

Strategy

Alcohol compliance checks are a tool used by law enforcement to identify alcohol establishments that sell or serve alcohol to minors. Working in conjunction with law enforcement personnel, trained youth (usually between 16-19 years of age) attempt to purchase alcohol from retailers that possess a state license to sell or serve alcoholic beverages. Compliance checks are conducted as a way to enforce state laws and/or local ordinances related to serving or selling alcoholic beverages. Additionally, compliance checks create a mechanism to identify, warn and educate alcohol licensees that are in violation of alcohol sales and service laws in their state.

Considerations for Planning

Alcohol compliance checks cannot be done without the support of law enforcement professionals. Compliance checks are most effective when they are highly publicized, encouraged, conducted regularly and include consistent penalties to the seller, server and the licensed establishment. When considering this strategy, identify a long-term, consistent plan of conducting compliance checks that will help you establish a baseline and increase your overall success with the strategy over time. Identify a consistent way to document the results of compliance check efforts. Once the baseline is determined, focus on targeting problem vendors for training. Also, consider how vendor education or training can be incorporated into this strategy.

Key Terms

- 1. Alcohol licensee:** A business entity that has applied for a license to sell and/or serve alcoholic beverages at their place of business. Obtaining a license to sell/serve alcoholic beverages in any state must be approved by the state granting authority. Licenses are not free and all states limit the number of licenses within the state.
- 2. On-premise licensee:** A business that has a license to **serve** alcohol at their facility.
- 3. Off-premise licensee:** A business that has a license to **sell** alcohol at their facility.
- 4. On-/off-premise licensee:** A business that has a license to both **sell** and **serve** alcohol at their facility.

Before implementing compliance checks, it is essential to gain support from both the local vendors and the greater community. To assure that vendors are aware of these ongoing compliance checks, a letter from your local law enforcement agency, coalition and/or substance abuse prevention agency (working with law enforcement) should be sent to all alcohol merchants in your community. This notification will reinforce the importance of vendors educating their employees on the correct procedures for selling alcohol, and inform vendors about the upcoming compliance checks (thus, eliminating any claim of entrapment).

Fundamental Steps

1. Review any existing local/state ordinances on compliance checks.
2. Obtain a listing of the alcohol vendors in your community by contacting your local/state alcohol beverage control office or liquor control commission.
3. Gather support and participation of local, county or state law enforcement.
4. Determine which locations will be checked.
5. Work with law enforcement to select and train buyers used in compliance checks.
6. Ask law enforcement to develop specific procedures for conducting each compliance check.
7. Work with law enforcement to notify local vendors of upcoming checks by sending out letters.
8. Implement the compliance checks according to protocol.
9. Ask law enforcement to complete all necessary reporting forms and refer to the appropriate authority for violations based on established protocol.
10. Identify immediate, intermediate and long-term outcomes. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

When attempting to gather the support of your local community, use local data on alcohol sales to minors and the extent of underage drinking in your community to show the need for compliance checks. Use this information in short face-to-face presentations and in articles in your local newspaper. Explain the benefits of compliance checks to avoid putting retailers on the defensive. Compliance checks need to be framed from the standpoint that they provide evidence that retailers are acting responsibly by following alcohol sales and service laws. Compliance checks can also be used as an opportunity to get youth involved in substance abuse prevention efforts. Identify youth groups/organizations and leaders who could serve as credible and reliable participants in this strategy. In general, youth should be between 16-19 years of age. Trained youth can provide peer input during other youth training. Make sure you identify an incentive or some type of recognition for all youth participants.

When establishing partnerships with your local, county or state law enforcement agency, be flexible and accommodating with your plans. Law enforcement agencies balance many tasks and responsibilities. Conducting compliance checks isn't always first on their list. Reinforce how compliance checks can assist law enforcement by reducing potential problems. Identify how compliance checks directly benefit the larger community. Make sure you understand which agency generally conducts compliance checks. Offer your group's assistance in whatever way possible including retailer follow-up, media coverage, and acknowledgement to retailers who comply with alcohol sales and service ordinances.

Media Awareness and Advocacy

Before compliance checks begin, work with your law enforcement agency to write a media advisory and news release publicizing the upcoming checks that will be conducted in your community. When local or county law enforcement agencies conduct compliance checks, send a congratulatory letter and/or certificate to licensees that were in compliance of the law. Write a letter to the editor of your local newspaper thanking the vendors that successfully completed their compliance check. Provide an advertisement for the local vendors on your coalition or agency website or through social media networks that publicize the names of those vendors who successfully completed the checks. Conduct interviews with law enforcement officers discussing the importance of the compliance checks.

Provide copies of interviews to your local newspapers and television stations and disseminate via social media networks.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local/state alcohol beverage control office or liquor control commission
- Parents
- Youth
- Alcohol licensees
- Bar owners/employees
- Local substance abuse prevention agencies

Estimated Timeline

- Six to nine months for the planning, implementation and evaluation of the strategy
- At a minimum, compliance checks should be conducted annually to ensure frequency, consistency and a record of trends for your community

Potential Barriers or Obstacles

- Inability to obtain support and participation from law enforcement
- Relationship with alcohol licensees is perceived as adversarial
- Strategy may be viewed as using too many resources including staff time, transportation (mileage), incentives, certificates, etc.
- Checks that are not conducted properly may be classified as “entrapment” and challenged in court by alcohol licensees and employees

Possible Short- and Long-Term Outcomes

- Improved compliance check results
- Enhanced knowledge and improved employee skills related to alcohol sales and service
- Improved quality of vendor practice and standards
- Established baseline of alcohol sales to minors in your local community
- Decreased sale rate to minors
- Decreased number of underage youth who report buying alcohol from local vendors

Suggested Resources

Supplemental Resources Related to this Strategy

1. Sample Guidelines for Using Underage Cooperating Individuals During Compliance Checks.....	39-41
©CD 2. Sample News Release – Compliance Check Results.....	43
©CD 3. Compliance Check Summary Form.....	45
©CD 4. Sample Seller Description.....	47
©CD 5. Sample Buyer Report.....	49
©CD 6. Sample Letter to Retailers – Notification of Compliance.....	51
©CD 7. Letter of Appreciation to Responsible Vendors.....	53
©CD 8. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.epi.umn.edu/alcohol/manual/index.shtm

This manual is designed for public officials, law enforcement officers and alcohol-regulation agents as a practical guide for developing and implementing a compliance check system for establishments that sell or serve alcohol.

www.alcoholpolicy.niaaa.nih.gov

A project of the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the Alcohol Policy Information System (APIS) is an online resource that provides detailed information on a wide variety of alcohol-related policies in the United States at both state and federal levels.

www.udetc.org/aps/ComplianceChkDB.htm

The Compliance Check/Alcohol Purchase Survey Database is a tool that law enforcement agencies and community groups can use to track illegal sales to minors. This database is designed so that individuals from local enforcement agencies and community groups may enter their data from either compliance checks or alcohol purchase surveys directly into the system.

www.udetc.org/documents/AlcoholSales.pdf

A link to Reducing Alcohol Sales to Underage Purchasers: A Practical Guide to Compliance Investigations.

http://www.mnjointogether.org/Documents/Comp_check_factsheet.pdf

Fact sheet put together by Minnesota Join Together about stopping illegal alcohol sales and supporting alcohol compliance checks and minimum administrative penalties.

Sample Guidelines for Using Underage Cooperating Individuals During Compliance Checks

Through the passage of LB 114 (effective 09-01-01), the Nebraska Legislature amended Nebraska State Statute 53-1,122 to statutorily authorize law enforcement officers to conduct alcohol compliance checks. The Legislature also specified that all alcohol compliance checks in Nebraska shall be conducted pursuant to guidelines adopted and promulgated by the Nebraska State Patrol with input from the Liquor Control Commission. In order to comply with Nebraska Law, the following guidelines must be followed by law enforcement agencies that use underage individuals to conduct compliance checks for the purpose of detecting alcohol violations.

Before conducting compliance checks, a list of randomly chosen locations should be developed. It is appropriate to add to this random list locations that have failed previous compliance checks and/or locations for which complaints of alleged sales of alcohol to minors have been received. (Locations that have failed previous compliance checks should be given sufficient time between checks to allow the licensee to develop and implement strategies to address sales to minors.) If sufficient personnel are available, it is also appropriate to check all the locations in a certain geographic area or all the locations that have the same class of license rather than developing a randomly chosen list. A searchable list of premises with liquor licenses can be found at the Nebraska Liquor Control Commission's web site at <http://www.nol.org/home/NLCC/>. This list can be sorted by license type, city, street address and county.

Parental permission is required for a *Cooperating Individual (C.I.)* under the age of 18 (unless emancipated). Minors selected as a *C.I.* for conducting compliance checks shall, in their dress and appearance, be within the range of normal for minors in that geographical area. There should be no alteration to their normal dress and/or appearance for conducting compliance checks. Do not hesitate to instruct, advise and/or correct a *C.I.* in appearance matters regarding appropriateness for compliance checks. Any headwear, should be worn in a manner that is normal for their age.

The *C.I.* must be informed that he/she will be required to appear and testify before the Liquor Control Commission, if needed. When appearing before the Liquor Control Commission, every effort should be made to ensure that the *C.I.*'s appearance is the same or similar to the way it was when the compliance check was conducted. Witness fees and mileage are paid to individuals subpoenaed to appear before the Commission. If the *C.I.* is to be paid, payment should be made on an hourly basis or daily rate and shall not be paid based on the number of compliance checks completed or the number of purchases made. Continued use of an individual as a *C.I.* shall not depend on the number of cases made. The use of individuals working to avoid being charged for a prior or pending alcohol violation is strongly discouraged.

The *C.I.* should not order or purchase more alcohol than is reasonable to establish a violation. (It is not necessary for a *C.I.* to consume alcohol for a violation to occur; having alcohol in his or her possession is a violation of the Liquor Control Act.)

The Underage C.I. should be specifically instructed:

- Not to use a disguise that makes them appear older than they actually are.
- Not to use or possess false, borrowed or altered identification.
- To use their own personal, valid identification, i.e., drivers license, state ID, etc.
- Not to lie to a sales clerk if asked their date of birth, if they are old enough to purchase alcohol or their age. (If the C.I. is asked if he or she is old enough to purchase alcohol, it is acceptable for the C.I. to respond with, "Would you like to see my ID?" or some other similar reply as long as it is not deceptive in regard to his or her actual age.)
- To correctly fill out the documentary proof of age booklet if requested to do so. In the interest of safety, the C.I. may use an address that is not their own. The address of the local law enforcement agency is suggested as an appropriate substitution.
- To be prepared to accurately describe and identify the sales clerk for enforcement action.
- If asked, they may answer the question, "Are you working for law enforcement?" with "No." (Any other deceptions are not permitted.)

Enforcement officers should:

- Be positive the C.I. understands all instructions and knows exactly what to do and say. (Coaching a C.I. on how to look and act older is not permitted.)
- Take several photographs of the minor prior to beginning the compliance check. (A Polaroid is acceptable.) Several photos will be needed as exhibits for court/commission proceedings.
- Ensure that the C.I. is not in possession of any form of identification other than his or her own valid identification and has no alcohol on his or her person.
- Make a photo copy or take a photograph of the C.I.'s identification.
- Remain in close proximity, or actually enter the retail outlet to view as much of the transaction as possible.
- Ensure C.I. safety by monitoring the C.I.'s conversation with a transmitter or other equipment if possible.
- Supply the C.I. with any funds needed to make purchases and document expenditures as they occur (noting specifically the amount tendered and change received).
- Immediately take possession of the evidence from the C.I. upon leaving the retail establishment.
Note: For purchases made at on-sale locations, the officer should confirm that the beverage served to the minor contains alcohol (by smell, personal observation, and/or by their training and experience).
- Not conduct multiple, non-simultaneous compliance checks on a single establishment within a 24-hour time period.

Upon detection of a violation:

- The sales clerk should be issued a criminal citation for the violation.
- The staff should be notified that a report will be sent to the Liquor Control Commission for administrative proceedings against the liquor license.
- The *C.I.* should immediately prepare a written statement regarding the details of the purchase, identification of the clerk/bartender and any conversation pertinent to the case.
- Officers should prepare a written report that includes a brief statement regarding the instructions the *C.I.* was given prior to the compliance check. The statement should also indicate that these guidelines were followed as required by 53-1,122. In addition, reports should include: 1) the time and date of the purchase; 2) the brand, quantity and type of alcohol purchased; 3) the amount spent for the purchase; 4) the identity of all clerks/bartenders/wait staff involved and other witnesses present; 5) whether or not the *C.I.*'s identification was checked and whether the documentary proof of age book was used; and, 6) the name of the business involved and the liquor license number, if known. Because Liquor Control Commission Hearings often are held several months after a violation is discovered, it is important to ensure that the *C.I.*'s and officer's reports contain all the elements of a violation, are accurate and are complete enough to refresh their memory prior to providing testimony.

Send congratulatory, follow-up letters to establishments indicating that they successfully passed a compliance check. (The date and time of the compliance check and the name of the clerk/bartender present, if known, should be noted in the letter.)

Also send the results of any compliance checks to the State Patrol Alcohol Tobacco Enforcement Coordinator to maintain an accurate statewide database of compliance rates, IDs checked and the ages of the *C.I.* used.

Upon request, the State Patrol can provide sample forms for parental permission, *C.I.* agreements, *C.I.* briefing sheets, violation reports, congratulatory letters and statistical tracking forms. Questions, comments, suggestions and requests for more information or training should be directed to: Nebraska State Patrol, Alcohol-Tobacco Enforcement Coordinator, (402) 471-2575.

(revised 11-01)

Sample News Release – Compliance Checks Results

WHEN TO USE – Send out this release to your local newspaper, television and news radio stations following compliance checks in your community.

FOR IMMEDIATE RELEASE

Compliance Checks Conducted Among Area Alcohol Retailers

Over the last [STATE TIME FRAME], the [NAME OF POLICE DEPARTMENT] conducted compliance checks among [SPECIFY NUMBER] businesses licensed to sell alcoholic beverages in our community. The police department notified the alcohol retailers in our community about these compliance checks by mail before initiating the checks in [NAME OF MONTH(S)].

Our police department followed standard procedures for conducting compliance checks. Underage youth worked with our police officers, entering area businesses and attempting to illegally purchase alcoholic beverages. Of all the businesses checked, [INSERT ACTUAL NUMBER OR PERCENTAGE] retailers refused to sell to underage buyers who were working with the police department. We want to commend the following businesses who demonstrated responsible alcohol sales during our compliance checks: [INSERT BUSINESS NAMES].

The [INSERT NUMBER OR PERCENTAGE] businesses who did sell to underage buyers were referred to the [INSERT APPROPRIATE LEGAL AUTHORITY] for failing to comply with the state's alcohol laws.

As law enforcement officers, we conduct compliance checks because they have been shown to be an effective strategy in reducing underage drinking. We want to reduce underage drinking because we know that it contributes to car crashes, injuries, addiction, vandalism, unwanted sexual encounters, teenage pregnancy, sexually transmitted diseases and death by alcohol poisoning. By themselves, compliance checks will not eliminate youth access to alcohol. But when combined with a comprehensive community approach, they can help keep alcohol out of the hands of kids.

For additional information, contact: [INSERT NAME AND PHONE OF CONTACT OFFICER]

Sample Compliance Check Summary Form

Outlet#	Date of Check	Name of Outlet	Type of Outlet (off-/on-premise)	Name of Buying Youth(s)	Was Youth Able to Purchase? (Y/N)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					
26.					
27.					
28.					
29.					
30.					
31.					
32.					
33.					
34.					
35.					
Totals					

Total number of outlets checked on-premise = _____

Total number of outlets checked off-premise = _____

Calculating Violations:

Number of violations (Y's in last column) ÷ Total outlets checked = Total violation rate

Number of on-premise violations (Y's in last column) ÷ Total on-premise outlets checked = On-premise violation rate

Number of off-premise violations (Y's in last column) ÷ Total off-premise outlets checked = Off-premise violation rate

Source: RAND Health, Technical Report: *Preventing Underage Drinking; Using Getting to Outcomes™ with the SAMHSA Strategic Prevention Framework to Achieve Results*, RAND Corporation, 2007, p.151.

Sample Seller Description

The clerk/cashier/waitperson/bartender is: (Describe)

() Male

() Female

Hair color: _____ Shirt/top color: _____

Trousers/dress/bottoms color: _____

Height: _____ Weight: _____ Age: _____

Other (ID/name badge, etc.): _____

At the time of the purchase, I did not possess nor did I display any form of written identification.

I have read the above statement and all facts are true and correct.

Print Name: _____

Signature: _____

Date: _____

Witnessing Officer

Print Name: _____

Signature: _____

Date: _____

Source: RAND Health, Technical Report: *Preventing Underage Drinking; Using Getting to Outcomes™ with the SAMHSA Strategic Prevention Framework to Achieve Results*, RAND Corporation, 2007, p.153.

Sample Buyer Report

_____ Law Enforcement Agency Case No. _____

Date of Attempt: ___/___/___ Time in: _____ Time out: _____
mm/dd/yyyy

BUYER INFORMATION

My name is _____. I am _____ years old. My date of birth is ___/___/___
mm/dd/yyyy

I was born in (_____ county), (_____ state).

BUSINESS INFORMATION

Name of Business: _____ Address: _____

RETAIL LICENSE #: _____

TYPE

- | | |
|--------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Convenience Store/Gas Station | <input type="checkbox"/> General Merchandise |
| <input type="checkbox"/> Convenience Store Only | <input type="checkbox"/> Small Grocery |
| <input type="checkbox"/> Bar/Tavern | <input type="checkbox"/> Large Grocery |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Drug Store |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Other: _____ |

PURCHASE

I purchased, (describe alcohol purchased), an alcoholic beverage and paid \$ _____.
to the seller. (Describe Below)

I was () was not () questioned as to my age.

I was () was not () asked for an ID.

REFUSE TO SELL

I attempted to purchase (describe alcohol taken to the counter), an alcoholic beverage,
but the seller:

() refused to sell to me.

() asked for an ID and, when I gave my excuse for not having an ID, refused to sell to me.

() asked my age and, when I said my true age, refused to sell to me.

Sample Letter to Retailers – Notification of Compliance Checks

Date

Business name

Address

Dear Business Owner:

I'm writing to let you know that the [INSERT NAME OF YOUR DEPARTMENT] Police Department will be conducting compliance checks throughout our community to encourage responsible alcohol sales according to the laws of our state.

Compliance checks are an important part of reducing youth access to alcohol. And when we reduce the availability of alcohol, we also help to reduce the problems associated with underage drinking such as car crashes, vandalism, assault and date rape, just to name a few.

During the next few months, underage young adults will come into your business to try to buy alcoholic beverages. Police officers will be working with these youth. Any employee who sells alcohol to underage buyers will be referred to the prosecuting attorney for criminal prosecution, and the business will be referred to the licensing authority for administrative action. In addition, the results of our compliance checks become public data and may be obtained and publicized by the news media.

We urge you to train your employees in conducting thorough ID checks every time they sell alcohol to any individual who looks to be ____ years of age or younger. If you need additional information about training material and programs for alcohol sales, please contact [CUSTOMIZE TO INCLUDE YOUR DEPARTMENT NAME, THE NAME OF A COMMUNITY GROUP].

We realize that most alcohol retailers want to act responsibly and comply with the law. We appreciate your cooperation.

Yours in safety,

Include name and signature of Police Chief or Sheriff

Letter of Appreciation to Responsible Vendors

The [NAME COUNTY] Sheriff's Office and the City of [NAME OF CITY] Police Department conducted a joint compliance check on [GIVE DATE(S)] of local stores, supermarkets, gas stations and other businesses that sell alcohol.

It was disappointing to learn from the local police and sheriff's office that ____% of the stores in [NAME COUNTY] sold alcohol to an underage decoy. [NAME OF PREVENTION GROUP] is working with many store owners in our county who are committed to eliminating youth access to alcohol.

Oftentimes, only the negative aspects of a story are emphasized. [NAME SPONSORING ORGANIZATION] would like to recognize the ____% that were in compliance with the law. The stores that did not sell alcohol to a minor in the county were: [CREATE LIST OF STORES]

In the City of [NAME CITY], [CREATE A LIST OF STORES], did not sell alcohol to a minor.

[NAME OF SPONSORING ORGANIZATION] believes through continued education, community collaboration, policy development and training, the community will see a reduction in youth access to alcohol in our county.

3. Controlling on Alcohol Outlet Location and Density

CSAP Primary Prevention Strategies

- Information dissemination
- Community-based process
- Environmental

Strategy

Controlling alcohol outlet location and density consists of limiting or reducing the number of alcohol beverage outlets (on- and off-premise licensees) within a specified geographical area. This strategy also examines the location of alcohol establishments within a neighborhood, community, city, parish or county.

Efforts to control the number and location of alcohol outlets must be based on community data and evidence. Research has shown that geographical areas with increased alcohol outlet density have increased levels of heavy drinking and alcohol-related problems, including violence, crime, alcohol-related traffic crashes and injuries. According to the Final Report of the NIAAA's Task Force on College Drinking's Panel on Prevention and Treatment (2002), restrictions on alcohol outlet density are effective environmental strategies for the general population.

(See Summary Study Results on Outlet Density in the *Suggested Resources* section.)

Geographic buffer zones between alcohol establishments and youth-related areas (schools, after-school settings, recreational parks, etc.) help reduce the accessibility of alcohol to young people by making it less prevalent in their immediate environments.

When needed, regulation is often implemented through licensing or zoning processes for both on- and off-premise alcohol licensees in a community. This process examines the number of alcohol licenses within the community, determines their exact locations, and matches alcohol-related problems with the location and volume of alcohol licensees. Your organization can also work with local officials to change current policies to limit and/or reduce the number of alcohol licenses within a given geographical area.

Key Terms

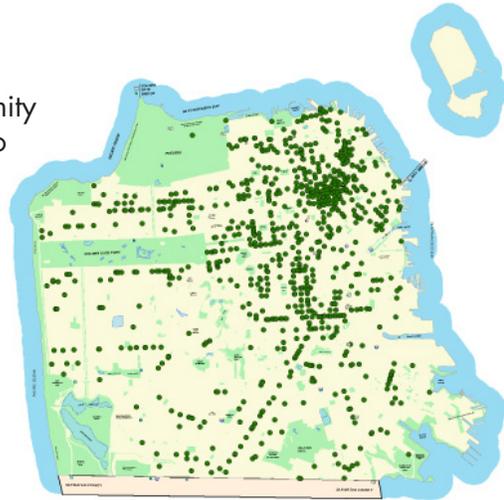
- 1. Alcohol licensee:** A business entity that has applied for a license to sell and/or serve alcoholic beverages at their place of business. Obtaining a license to sell/serve alcoholic beverages in any state must be approved by the state granting authority. Licenses are not free and all states place limits on the number of licenses that are made available within the state.
- 2. On-premise licensee:** A business that has a license to **serve** alcohol at their facility.
- 3. Off-premise licensee:** A business that has a license to **sell** alcohol at their facility.
- 4. On-/off-premise licensee:** A business that has a license to both **sell** and **serve** alcohol at their facility.
- 5. Alcohol outlet density:** The number of outlets licensed to **sell** alcohol within a given geographic area.
 - a.** Geographical density: the number of outlets in a specific land area.
 - b.** Economic density: the number of outlets as a percentage of other businesses in a geographical area.
 - c.** Population density: the number of outlets in relation to the population of a specific geographic area.
- 6. Alcohol outlet capacity:** The serving capacity of one outlet or of all outlets in a given area. On-sale capacity is calculated by the number of seats in the outlet or the outlet's square footage. Off-sale capacity is calculated by the number of linear feet of shelves devoted to alcohol sales or the outlet's square footage.

Considerations for Planning

Research has linked outlet density to excessive alcohol use and related harms. Regulating the number of places in a given area where alcohol may be legally sold (outlet density) is an effective way to prevent excessive alcohol use and its related consequences. However, as you begin preparing for this strategy, be aware of your opposition. Alcohol retailers often bring additional dollars to the local community and may be considered a boost to your local economy. Some local business owners and community members may oppose recommendations for regulating these businesses. In addition, the alcohol industry is well-funded and experienced in fighting these efforts. In order to gain community and political support, it's important to be able to make a direct link between the number and/or location of alcohol outlets in your community and the rate/type of alcohol-related problems that occur. Geographic Information Software (GIS) is an effective way to demonstrate the relationship by creating overlays. It's also an interesting way to collect the data and create a visual display that is easy for others to understand.

Fundamental Steps

1. Survey and map the alcohol outlets (on- and off-premise) in your community. Contact your state's licensing board or local alcohol licensing authority to obtain a list of the current alcohol licenses in your community.
2. Plot these locations on a map of the community or use GIS software such as ArcView at www.esri.com, or Geo Community at <http://software.geocomm.com>. More information can also be found at www.wikipedia.com. Note those alcohol outlets that have sold alcohol to underage youth and clearly mark their locations on the map. Also identify the locations of schools, youth centers, churches, etc. in your community and determine their proximity to alcohol outlets. Obtain data regarding the locations of alcohol-related crashes, injuries and fatalities and determine the distance from alcohol outlets in your community. Also, consider plotting the locations of alcohol-related crimes and violence. Begin to examine any connections that might exist.
3. Analyze the results from the map and determine the scope of the problem. Review additional local data that examines the number of state licenses in relation to the population in your community, the number of new licenses issued over a designated period of time, the number of different types of outlets in the community (retail versus bars) and the density of alcohol outlets in specified neighborhoods and/or communities.
4. Obtain information about alcohol outlet ordinances, zoning and how alcohol licenses are currently regulated, permitted and granted in your community. Determine any limitations and/or gaps with your current alcohol regulations. Clearly identify the need for any additional alcohol regulations within your community that will help reduce the alcohol-related problems.



Sample of GIS Mapping from the City and County of San Francisco, Department of Public Health, Environmental Health Section using ArcGIS Software. See the **Suggested Resources** section for more details.

5. Develop a color-coordinated map that clearly identifies the areas of concern. Summarize your findings into a written report and share with key stakeholders and community members.
6. Conduct a press conference to publicize the findings. Write a press release and letter to the editor that also discusses the results. (See *Sample News Release* on page 73.)
7. Develop a Plan of Action:
 - Based on the type of community problems, develop a local action plan by recruiting institutions that for establish, maintain and enforce zoning regulations within the community:
 - Local representatives of the state office that regulates alcohol sales licenses
 - Representatives from the local police department
 - Representatives from the local planning department
 - Elected officials
 - Alcohol policy organizations
 - Organizations influenced by alcohol availability, such as neighborhood organizations and schools
8. Petition city or county government to implement regulations tied to an action plan backed by evidence and community support.
9. Continue to monitor the community plan and document your progress. Identify and evaluate immediate, intermediate and long-term outcomes of the strategy.

Components of a Community Plan

A community plan may include one or more of the following components:

- Creating a geographic buffer zone of approximately 1,000 feet between alcohol outlets and schools, play grounds, other youth facilities and residential neighborhoods.
- Restricting the number of alcohol outlets near youth-related areas, directly or indirectly, by making alcohol licenses more difficult to obtain.
- Requiring a certain distance between each alcohol outlet to prevent pockets of dense alcohol outlets.
- Promoting the use of conditional use permits that require alcohol establishments to meet agreed-upon conditions to continue operating (e.g., requiring bars to document that their bartenders attended a responsible beverage sales/service training course).
- Protesting the issuance of alcohol licenses in youth-related areas or in general. In South Carolina, for example, any person residing in a county where an alcohol license is being sought may protest its issuance, slowing down the process and requiring a hearing to grant the license.

Policy examples can be found at: www.thecommunityguide.org

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

Use the information you gathered from mapping the locations and number of outlets – and tie it to local data on alcohol-related problems. Contact and meet with those responsible for establishing, maintaining and enforcing compliance with zoning regulations in the community including:

- The state office that regulates alcohol sales licenses and zoning
- Your local police department and county law enforcement agency
- Local elected officials
- Alcohol prevention and policy organizations
- Neighborhood organizations that are influenced by alcohol availability

Media Awareness and Advocacy

- Hold individual meetings with people (see above) who are in key positions to affect change.
- Hold a press conference describing the data collected about the number of alcohol-related problems that occur in dense pockets of alcohol outlets. Discuss how controlling alcohol outlet density can decrease alcohol-related problems.
- Try to get media coverage of the problem. Use your maps as visuals in your presentations.
- Stage a rally or an event in an area of high alcohol density to highlight the problem. Arrange to have community members discuss how alcohol-related problems affect them (property damage, vandalism, trash, assaults, fights, car crashes, etc.).
- Issue press releases that describe the activities or important events such as public hearings on the issuance of new liquor licenses.
- Write an “Op-Ed” piece. **(See the *Suggested Resources* section.)**
- Ensure that coalition members are available for interviews and educate all members about the data on alcohol outlet density so they are well prepared and knowledgeable.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local/state liquor control commission or your alcohol beverage control office
- Parents
- Youth
- Elected officials
- Zoning boards
- Alcohol licensees
- Bar owners/employees
- Local substance abuse prevention agencies
- Local/state health departments

Estimated Timeline

- Six to nine months for research and planning
- Two to three years for implementation and evaluation

Potential Barriers or Obstacles

- Lack of knowledge, training and experience with the political process and how to navigate the political system
- Concerns and fears about being perceived as controversial or adversarial within the community and the potential impact on established community relationships
- Inability to obtain support from the community and merchants — or opposition from local businesses and the alcohol industry
- Lack of support from policy makers and zoning boards — results are NOT immediate
- Alcohol outlet density may not begin to decline for two to three years

Possible Short- and Long-Term Outcomes

- Increase in community awareness and support of additional alcohol laws, policies and/or ordinances related to alcohol outlet density
- Decrease in the number of active alcohol outlet licenses in a given area
- Increased distance between each alcohol outlet and between an alcohol outlet and youth-centered activity/facility
- Decrease in the number of alcohol licenses per capita or square mile
- Decrease in the number of new alcohol licenses issued over a specified time period
- Increase in additional policies, ordinances, etc. that regulate alcohol licenses
- Reductions in the number of alcohol-related crimes and other problems in a targeted area
- Decreased rates of underage drinking
- Decreased number of calls to law enforcement complaining of incidents at or near alcohol outlets

Suggested Resources

Supplemental Resources Related to this Strategy

1. Summary Study Results on Outlet Density.....	63
2. University Study Tracks More Than 100 Bars Near Majority of Campuses.....	65
3. Sample Density of Off-Premise Outlets.....	67
4. Density of Off-Premise Alcohol Outlets (2009).....	69
 5. Sample Letter to the Editor — Limiting the Location and Density of Alcohol Outlets.....	71
 6. Sample News Release — Location and Density of Alcohol Outlets.....	73
 7. Sample Op-Ed Piece — Limiting the Location and Density of Alcohol Outlets.....	75
 8. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)\

GIS Information

A geographic information system (GIS) integrates hardware, software and data for capturing, managing, analyzing and displaying all forms of geographically referenced information.

GIS allows us to view, understand, question, interpret and visualize data in many ways that reveal relationships, patterns and trends in the form of maps, globes, reports and charts.

www.esri.com

<http://software.geocomm.com>

http://en.wikipedia.org/wiki/Geographic_information_system

www.thecommunityguide.org/alcohol/supportingmaterials/outletdensity.html

An in-depth look at alcohol outlet density regulation. Supporting materials help focus on the topics of Analytic Framework, Research Gaps, Summary Evidence Tables, including studies and strategies.

<http://resources.prev.org/documents/AlcoholViolenceGruenewald.pdf>

An article by Kathryn Stewart that discusses the strong connection between alcohol and violence and how this connection also relates to the location of establishments that sell alcohol.

Summary Study Results on Outlet Density

- “Wetter” neighborhoods have higher levels of drinking, accidents and violence.”
Source: Scribner, Richard: Alcoholism: Clinical & Experimental Research, February 2000.
- There is a 15-16% difference in individuals’ drinking attitudes and 11% difference in individuals’ alcohol consumption attributable to density of alcohol outlets in their neighborhoods.
Source: Scribner, Richard: Alcoholism: Clinical & Experimental Research, February 2000.
- The number of alcohol outlets is related to violent assaults. A study done in 1995 in Los Angeles showed that each additional alcohol outlet was associated with 3.4 additional assaults per year.
Source: Scribner, R., Mackinnon, D. & Dwyer, J.: “The Risk of Assaultive Violence and Alcohol Availability in Los Angeles County.” American Journal of Public Health (85) 3: 335-340. 1995.
- Alcohol outlet density in Newark, New Jersey, was the single most important environmental factor explaining why violent crime rates are higher in certain areas of the city than in others. Alcohol outlet density was much more important in determining crime rates than other factors, including employment rate and median household income.
Source: LaBouvie, E. & Ontkush, M.: “Violent Crime and Alcohol Availability: Relationships in an Urban Community.” Journal of Public Health Policy 19(3):303-318. 1998.
- A study done in Cleveland showed that blocks that have more bars have higher crime rates for murder, rape, assault, robbery, burglary, grand theft and auto theft. Adding one bar to a block would result in 3.38 crimes committed on that block in a year. It would increase the risk of murder taking place on that block by 5%, and increase the risk of having a violent crime of any type by 17.6%. Authors’ postulate that increased bar density changes the character and environment of the neighborhood and the routine activities of those living or visiting that block.
Source: Runcek, D. & Maier, P. “Bars, Blocks and Crimes Revisited: Linking the Theory of Routine Activities to the Empiricism of ‘Hot Spots.’” Criminology (29) 4: 725-753. 1991.
- The level of drinking, drinking participation and participation in binge drinking are all significantly higher among all college students when a greater number of outlets licensed to sell alcoholic beverages exist near campus. This is particularly true for underage drinking.
Source: Chaloupka, F. & Wechsler, H. “Binge Drinking in College: The Impact of Price, Availability and Alcohol Control Policies.” Contemporary Economic Policy, vol xiv, October 1996.
- The distribution of off-sale alcohol outlets in New Orleans is geographically related to homicides. The study, conducted in 1994-95, showed that neighborhoods with high densities of off-sale alcohol outlets also have high rates of homicide even after controlling for race, unemployment, age structure and social disintegration. A typical New Orleans census tract with two off-sale outlets has a homicide rate that is 24% higher than a census tract with one outlet.
Source: Scribner, R. et al.: “Alcohol Availability and Homicide in New Orleans: Conceptual Considerations for Small Area Analysis of the Effect of Alcohol Outlet Density.” Journal of Studies on Alcohol, May 1999.
- Over-concentration of alcohol outlets is part of neighborhood economic and social disintegration. The area’s economic base loses its diversity and becomes less attractive to both residents and potential retail customers. The proliferation of alcohol outlets is thus both a symptom of economic decline and a factor that worsens the decline.
Source: Maxwell, A. & Immergluck, D. “Liquorlining: Liquor Store Concentration and Community Development in Lower-Income Cook County (IL) Neighborhoods.” Chicago IL: Woodstock Institute, 1997.

University Study Tracks More Than 100 Bars Near Majority of Campuses

Harvard study confirms link between alcohol outlet density and drinking among students. New findings from the Harvard School of Public Health College Alcohol Study (CAS) confirm a strong correlation between frequent and risky drinking behavior among students and a high saturation of alcohol outlets — bars and liquor stores — within two miles of their campuses.

The study focused on alcohol outlet density at eight colleges participating in the American Medical Association's, "A Matter of Degree" (AMOD) program — a national effort to reduce high-risk drinking on college campuses. The study is published in the first quarterly issue of the international journal *Health and Place* (Volume 9, Number 1), and was funded by the Robert Wood Johnson Foundation.

Findings were based on data collected from eight universities known for high rates of binge drinking. Researchers used listings of local alcohol licenses and electronic mapping tools to calculate neighborhood alcohol outlet density. Comparisons were made between outlet density and 1999 CAS reports of student drinking. The findings showed that in areas where alcohol density was highest, students drank more and had more drinking-related problems.

"Some colleges have a very tough time fighting unsafe and harmful drinking given the heavy concentration of alcohol outlets in their own backyards," said Elissa Weitzman, Sc.D., lead author of the article. "An effect of high density may be greater competition among bars, so alcohol is accessible everywhere and is offered to young people at heavily discounted prices. We think this is what links density to unsafe student drinking."

In this study, heavy drinking is defined as consuming five or more drinks at an off-campus party in the past 30 days. Frequent drinking is defined as consuming alcohol on ten or more occasions during the past 30 days. Drinking-related problems are defined as drinkers who report problems associated with one's own drinking habits.

The findings suggest practical solutions for college administrators, community officials and local law enforcement.

Researchers point out that reducing the number of alcohol outlets may be an important component in preventing frequent and heavy drinking and its harmful effects. They urge college towns to address the role of outlet density in drinking through public discussion between local officials and business owners. For example, communities can actively debate restricting and supervising alcohol licensing to bars and liquor stores, and limiting promotions of alcohol to students.

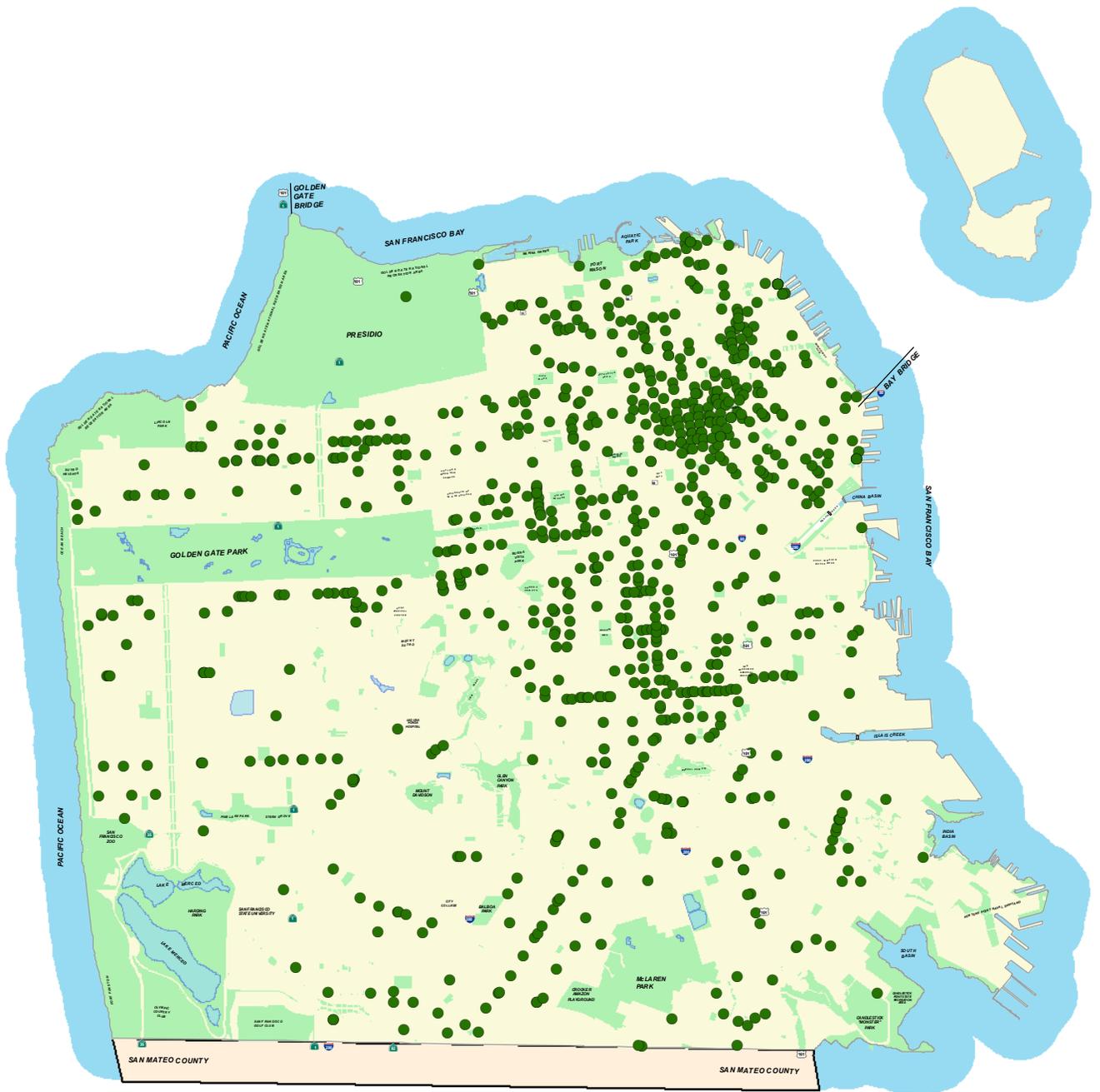
"Colleges can't win the battle to reduce students' risky drinking behavior by themselves. They need help from communities in limiting the number of bars and liquor stores near campuses," said Henry Wechsler, Ph.D., co-author of the article and principal investigator of the CAS.

The research shows that alcohol licensing varied considerably from state to state. In addition, there were gaps in the quality of license information from state and local licensing boards. Researchers say this presents yet another area of discussion for local officials.

"Some could argue that bars bring money into the community, but residents need to decide if the costs of frequent and heavy college drinking outweigh the benefits," said Weitzman. "Community residents need to ask themselves if they are willing to accept a high saturation of bars in their town and the negative effects it will have on their quality of life."

Co-authors of the article, "The Relationship of Alcohol Outlet Density to Heavy and Frequent Drinking and Drinking-Related Problems among College Students at Eight Universities," include: Alison Folkman, M.P.H.; Kerry Lemieux Folkman, B.Sc.

Sample Density of Off-Premise Alcohol Outlets



● Off-premise alcohol outlet*

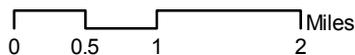


Source: California Department of Alcoholic Beverage Control, 2009

**Off-premise alcohol outlets are retail establishments authorized to sell beer, wine and/or distilled spirits for consumption off the premises where sold.*

City and County of San Francisco
Department of Public Health
Environmental Health Section

Available at www.thehdmt.org



Density of Off-Premise* Alcohol Outlets (2009)

Neighborhood	Square Mileage	Number of Off-Premise Alcohol Outlets	Density of Off-Premise Alcohol Outlets Per Square Mile	Off-Premise Alcohol Outlets per 1,000 Population
San Francisco	47.15	850	18	1.2
Bayview	4.89	30	6.1	0.9
Bernal Heights	1.17	23	19.7	0.9
Castro/Upper Market	0.86	29	33.7	1.6
Chinatown	0.13	21	161.5	3
Crocker Amazon	0.47	5	10.6	0.4
Diamond Heights	0.34	1	2.9	0.2
Downtown/Civic Center	0.64	77	120.3	2.1
Excelsior	1.6	21	13.1	0.6
Financial District	0.69	29	42	4.8
Glen Park	0.37	4	10.8	0.9
Golden Gate Park	N/A	N/A	N/A	N/A
Haight Ashbury	0.76	34	44.7	1.7
Inner Richmond	1.31	31	23.7	0.9
Inner Sunset	1.33	15	11.3	0.6
Lakeshore	3.65	4	1.1	0.2
Marina	0.97	25	25.8	1.2
Mission	1.73	96	55.5	1.7
Nob Hill	0.37	27	73	1.2
Noe Valley	0.9	22	24.4	1.3
North Beach	0.63	39	61.9	3.3
Ocean View	1.34	12	9	0.5
Outer Mission	1.38	16	11.6	0.7
Outer Richmond	1.36	28	20.6	0.9
Outer Sunset	2.44	24	9.8	0.5
Pacific Heights	0.67	17	25.4	1.1
Parkside	1.51	15	9.9	0.7
Potrero Hill	1.37	19	13.9	1.8
Presidio	2.38	1	0.4	0.4
Presidio Heights	0.44	4	9.1	0.5
Russian Hill	0.48	20	41.7	1.2
Seacliff	0.72	3	4.2	0.9
South of Market	2.11	65	30.8	2.8
Treasure Island/YBI	0.89	0	0	0
Twin Peaks	0.66	0	0	0
Visitacion Valley	1.48	13	8.8	0.6
West of Twin Peaks	1.89	14	7.4	0.8
Western Addition	1.52	66	43.4	1.4

*Off-premise alcohol outlets" are those authorized by the State of California to sell all types of alcoholic beverages for consumption off the premises in original, sealed containers, such as grocery stores, liquor stores, mini-marts and package stores. This excludes restaurants, bars and other types of facilities where alcohol is consumed on-site.

Sample Letter to the Editor – Limiting the Location and Density of Alcohol Outlets

Note: Follow the instructions in the opinion section of your local newspaper for submitting a letter to the editor. Most newspapers print these instructions in the opinion-editorial section, or you can call the newspaper for instructions.

ISSUE: Limiting the Location and Density of Alcohol Outlets in Our Community

I'm writing to express my concern about the number of locations where alcohol can be purchased in our community. For the purposes of this letter, I'll refer to them as "alcohol outlets."

Research shows that communities with more alcohol outlets tend to experience more alcohol-related problems including: alcohol-related civil offenses, motor vehicle crashes, assaults, vandalism, domestic violence, alcohol addiction and underage drinking. One study conducted in New Orleans found that the density of alcohol outlets in a neighborhood accounted for an 11-percent difference in a person's drinking habits. In short, the farther people lived from an alcohol outlet, the less they drank.

[IF A COMMUNITY GROUP HAS RECENTLY CONDUCTED A SURVEY OF THEIR OWN NEIGHBORHOODS ... SUMMARIZE THE SURVEY AND FINDINGS OF ANY LOCAL EFFORTS ...]

This is particularly disturbing when we consider the alcohol outlets in our community and their proximity to our children. In order to reduce underage drinking and all of its related problems, we need to create some safe distances between our kids and alcohol outlets. Let's work together to create these distances, especially around our schools, public parks, churches and community facilities. If you'd like to join the effort, contact [YOU MAY WANT TO MENTION YOUR GROUP'S NAME HERE].

Sincerely,

Include your name and your group's name here

Sample News Release – Location and Density of Alcohol Outlets

Note: Send this release to the local news editor at your newspaper. Call the newspaper for the editor's name and for instructions on submitting the release.

FOR IMMEDIATE RELEASE

Community Survey Shows Link Between Alcohol Outlets and Crime

A recent survey of our community confirms what many of us already know: communities with more places to purchase alcohol tend to experience more alcohol-related problems. Our community group [ADD GROUP NAME, IF APPLICABLE] has just completed an informal survey and mapping of both alcohol outlets and alcohol-related crimes in our area. Here are the results.

[PROVIDE A BRIEF SUMMARY OF YOUR SURVEY FINDINGS, INCLUDING WHEN, WHERE AND HOW YOU CONDUCTED YOUR SURVEY]

[ALSO PROVIDE THE DETAILS OF YOUR WORK WITH LOCAL LAW ENFORCEMENT HERE]

[CONCLUDE THE RELEASE WITH A STATEMENT FROM YOUR GROUP'S LEADER, AND/OR FROM THE LOCAL POLICE CHIEF]

We've worked together to hit the streets and actually map out where alcohol is being sold and served in our community. What we've learned is that alcohol-related problems occur more often in these areas. Now that we have this information, let's work together to make our streets safer for ourselves and our families.

For more information, contact: [INSERT YOUR NAME AND PHONE NUMBER]

Sample Op-Ed Piece – Limiting the Location and Density of Alcohol Outlets

Note: Contact a community leader and ask him or her to customize the following op-ed piece for submission to your local newspaper.

ISSUE: Limiting the Location and Density of Alcohol Outlets in Our Community

I'm writing to express my concern about the number of locations where alcohol can be purchased in our community. For the purposes of this letter, I'll refer to them as "alcohol outlets."

Research shows that communities with more alcohol outlets tend to experience more alcohol-related problems including: alcohol-related civil offenses, motor vehicle crashes, assaults, vandalism, domestic violence, alcohol addiction and underage drinking. One study conducted in New Orleans found that the density of alcohol outlets in a neighborhood accounted for an 11-percent difference in a person's drinking habits. In short, the farther people lived from an alcohol outlet, the less they drank.

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This is particularly disturbing when we consider the alcohol outlets in our community and their proximity to our children. In order to reduce underage drinking, and all of its related problems, we need to create some safe distances between our kids and alcohol outlets. Let's work together to create these distances, especially around our schools, public parks, churches and community facilities. If you'd like to join the effort, contact [YOU MAY WANT TO MENTION YOUR GROUP'S NAME HERE].

Sincerely,

Include your name and your group's name here

4. Sobriety/Traffic Safety Checkpoints

CSAP Primary Prevention Strategies

- Information dissemination
- Community-based process
- Environmental

Strategy

Sobriety/traffic safety checkpoints are temporary roadblocks used by law enforcement to identify and intervene on drivers who are under the influence of alcohol. Sobriety checkpoints involve a systematic, consistent approach in which law enforcement officers stop vehicles in a specific pattern or sequence to evaluate drivers for signs of alcohol impairment at identified points on a roadway. The checkpoints are often set up at pre-determined dates and locations that coincide with when and where the most alcohol-related accidents occur within the community. This strategy helps to increase the visibility of law enforcement within the community and reinforces the significance of established laws related to drinking and driving.

Considerations for Planning

Sobriety checkpoints are an effective way to tackle the impaired driving problem within a community. There is substantial evidence that shows sobriety checkpoints can reduce alcohol-related accidents. Similar to other environmental strategies, sobriety checkpoints are most effective when used in conjunction with the implementation and enforcement of alcohol-related policies and restrictions. Any agency considering the use of sobriety checkpoints should integrate them with a continuing, comprehensive and assertive enforcement program that includes ongoing media support, public awareness and community education. This will maximize the deterrent effect and increase the community awareness of being detained and arrested for driving under the influence of alcohol. It is essential to collaborate with the judicial system to ensure that sanctions are administered consistently beyond the checkpoint and in the court.

Community support is also essential for conducting successful sobriety checkpoints. Utilize established partnerships to acquire support for this strategy. If necessary, begin building partnerships with advocacy and health care groups, local businesses, insurance agencies, school boards, judges, prosecutors and other elected officials.

Prior to site selection for the checkpoints, work with law enforcement to identify locations with a high incidence of alcohol-related crashes or fatalities. When implementing the checkpoints, it's important to consider the safety of all those involved and determine traffic volume. Checkpoints should be conducted with the least amount of inconvenience and intrusion to motorists. Law enforcement, along with your group or network, should be aware that it is not feasible to check every passing vehicle.

Key Terms

1. Low-staffing sobriety checkpoints:

These checkpoints are conducted with four to six officers, they are very mobile and typically they will not last as long as full-scale sobriety checkpoints. They are usually conducted by agencies that have limited resources, but still desire to make a significant impact on the impaired driving problem in their communities.

2. Full-scale sobriety checkpoints:

These checkpoints utilize additional staff and resources, employing at least 10-12 officers at each location.

Fundamental Steps

1. Review existing laws and policies on conducting sobriety checkpoints. Determine if it is legal to administer sobriety checkpoints within your state.
2. If sobriety checkpoints are legal within your state, gather the support and commitment of law enforcement and determine the extent of available staff and resources.
3. Collect and analyze local data on community-specific impaired driving rates: alcohol-related crashes, injuries and fatalities, enforcement of impaired driving laws and the consequences and/or sanctions issued when the laws are broken. Utilizing the local data, identify possible locations for high volumes of alcohol-related crashes.
4. Begin to enlist prosecutorial and judicial support for the planning, implementation and evaluation of the strategy. The expertise of a prosecuting attorney (district attorney, attorney general, etc.) should be an essential component of the sobriety checkpoint planning process. The prosecutor can advise you and your law enforcement allies on legally acceptable procedures in planning and operating sobriety checkpoints in your community. The jurisdiction's presiding judge should be informed of the proposed checkpoints and procedures to ensure their willingness to adjudicate cases.
5. Collaborate with other citizen activist groups such as Mothers Against Drunk Driving (MADD) or Students Against Destructive Decisions (SADD) and obtain community support.
6. Increase community awareness and support by holding press conferences and issuing press releases that highlight the problems associated with drinking and driving in your community. Emphasize how conducting the sobriety checkpoints can reduce these problems.
7. Give law enforcement and prosecutors time to develop a plan to implement the sobriety checkpoints. Potential sites for the checkpoints should be included, as well as clarification on the specific sequence that will be used to determine which vehicles will be stopped. Note the method selected must appear in the administrative order authorizing the use of sobriety checkpoints, depending on your state's laws.
8. Encourage law enforcement to prepare alternative plans to deal with inclement weather, traffic congestion, road construction or other traffic safety issues.
9. Encourage experienced law enforcement staff to conduct operational briefings to inform officers of the standard procedures and protocol for conducting sobriety checkpoints.
10. Determine the immediate, intermediate and long-term outcomes of the strategy and clarify methods of evaluation.
11. Work with law enforcement in a supporting capacity to implement sobriety checkpoints at the designated dates and locations.
12. Evaluate the overall effectiveness of the strategy.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

When establishing partnerships with your local/state law enforcement, it is essential to be flexible and accommodating. Law enforcement balance many tasks and responsibilities – and conducting sobriety checkpoints requires resources, money and manpower. Reinforce how conducting sobriety checkpoints can help reduce alcohol-related crashes, injuries and fatalities within the community. Identify both the short and long-term benefits of conducting this strategy and discuss how it directly benefits the larger community.

Media Awareness and Advocacy

- Contact a local representative to convince him or her that holding sobriety/traffic safety checkpoints is a beneficial idea for the community.
- Hold individual meetings with those in key positions to affect change (e.g., elected officials, law enforcement).
- Work with local media outlets to air PSAs describing the details of the checkpoints.
- Write letters to the editor about the problems associated with drinking and driving and how sobriety/traffic safety checkpoints can help reduce these problems.

Potential Partners

- Local media – television and newspaper
- Local, county and state enforcement agencies
- Local and county prosecutors and judges
- Citizens on Patrol
- Auxiliary police
- Volunteer fire fighters
- Police cadets
- Groups like SADD and MADD chapters
- Local substance abuse agencies
- Parents
- Youth

Estimated Timeline

- Six to eight months for planning, implementation and evaluation of the strategy

Potential Barriers or Obstacles

- Lack of knowledge, training and experience on the part of law enforcement regarding how to conduct sobriety checkpoints
- Minimal or limited relationship with law enforcement
- Low priority for law enforcement
- Limited staff and resources to conduct sobriety checkpoints
- Poor follow-up on the part of the court system
- Poor public perception of sobriety checkpoints

Possible Short- and Long-Term Outcomes

- Increase in community's awareness and support of sobriety checkpoints
- Average time delay to motorists
- Number and type of arrests
- Number of motorists detained for field sobriety testing
- Perception of the quality of checkpoint cases brought before prosecutors and judges, including special problems
- Reaction of police officers participating in the sobriety checkpoint, including degree of support and effect on morale
- Decrease in alcohol-related crashes, injuries and fatalities
- Increase in alcohol-related driving offenses
- Decrease in arrests at sobriety checkpoints over time

Suggested Resources

Supplemental Resources Related to this Strategy

1. Sample Model Operational Plan Low-Staffing Sobriety Checkpoints – Sobriety Checkpoints Operations Plan.....	84-86
2. Model Operational Diagram Four-Lane Undivided Highway.....	87
3. Model Operational Diagram Four-Lane Divided Highway.....	89
4. Model Operational Diagram Low-Volume Two-Lane Roadway Shoulder (Berm) Present.....	91
 5. Low-Staffing Sobriety Checkpoint Assignment Reports.....	93
 6. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.ghsa.org/html/stateinfo/laws/checkpoint_laws.html

A list of state laws governing the implementation of sobriety checkpoints.

www.nhtsa.gov/people/injury/enforce/LowStaffing_Checkpoints/images/LowStaffing.pdf

Low-Staffing Sobriety Checkpoints

www.nhtsa.dot.gov/people/injury/alcohol/saturation_patrols/satpats2002.pdf

Saturation Patrols & Sobriety Checkpoints Guide

www.wsdot.wa.gov/NR/rdonlyres/F8594F1C-7A55-4A0A-A8E4-7490CEB65A70/0/SobrietyCheckpoints.pdf

Sobriety Checkpoints: Synthesis of Issues

Sample Model Operational Plan ***Low-Staffing Sobriety Checkpoints*** **Sobriety Checkpoint Operations Plan**

Purpose

The purpose of conducting three sobriety checkpoints during the same night is to send a message to motorists who are under the influence of alcohol or drugs that they may encounter a sobriety checkpoint anytime they get behind the wheel of a vehicle. They may encounter a checkpoint on any day of the week, at any time of the day and on any street in Jefferson County.

As with any sobriety checkpoint, the word spreads fast of the checkpoint location, and motorists under the influence avoid these areas. This operation is designed to be set up in 15 minutes, taken down and moved to another location within a minimal amount of time, usually 15-30 minutes. By completing this, motorists under the influence may see the sobriety checkpoint at one location and avoid this area in fear of being arrested. If the motorists later travel another road, they may encounter another checkpoint and later on another checkpoint on another roadway. Statistics from the Tennessee Checkpoint Operation have proven this a more effective way of discouraging motorists under the influence of drugs and alcohol to drive.

Location: 10600 Block of West Ken Caryl Avenue

This particular location was selected due to the number of DWI arrests that have been made in the area. Approximately 41 percent of all DWI arrests made by deputies in unincorporated Jefferson County occur in this general vicinity. This location provides sufficient room for the necessary staging areas so the checkpoint and traffic will be able to flow smoothly and safely through the area. Drivers who choose not to be contacted can legally turn and avoid the checkpoint at South Kipling Street and Continental Divide for westbound traffic and South Simms Street, Chatfield Avenue and West Indore Drive for eastbound traffic. Variable messaging signs (VMS) warning motorists of the upcoming checkpoint will be placed before the checkpoint (see attached diagram). The shoulder for east and westbound traffic is sufficient to maintain patrol cars for contact deputies/officers. The number two lanes for both east and westbound traffic will be coned off and also provide an area for roadsides.

Selected Time: 1900 - 0330 Hours

Since the beginning of 2003, 96 percent of all DUI arrests made by Jefferson County deputies were made during the above times. This also correlates and parallels with data produced in national studies.

Date: May 30, 2004 (Sunday)

Operations Plan

The checkpoint will be placed in the 10600 Block of West Ken Caryl Avenue; six contact officers, three for eastbound traffic and three for westbound traffic, are assigned this duty. The contact officers' patrol units will have all of their emergency lighting activated and their spotlights shining in the contact area. Reflective cones will be placed on the center line and the number one lane will be blocked off by cones and a marked patrol car (see diagram). Reflective cones will also be placed against the median guiding the motorist into the pattern, approximately 50 feet in both directions. LED flares will be placed on the

Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

cones entering the contact area as well as the white roadway boundary line. Two traffic control officers, not being used as contact officers, will be placed approximately 50 feet prior to the cone pattern along with contact officers with their overhead emergency lighting activated to slow approaching motorists. Roadway portable speed bumps will also be placed before entering the cone pattern in each direction.

To comply with the law, a VMS sign will be placed on Ken Caryl Avenue just west of Chatfield Avenue for eastbound traffic. This will allow motorists to legally exit the highway onto South Simms Street, Chatfield Avenue and West Indore Drive before entering the sobriety checkpoint. One marked uniform motorcycle, acting as a chase car, will be placed at this location. One VMS sign will be placed just east of Kipling Street for westbound traffic. One marked uniform motorcycle will be placed at this location, acting as a chase car. This will allow motorists to legally exit onto South Kipling Street and Continental Divide Road before entering the sobriety checkpoint.

One stationary sobriety checkpoint sign will be placed 100 feet west of Kipling Street on westbound Ken Caryl Avenue. One stationary sobriety checkpoint sign will be placed on Continental Divide Road at the intersection of Ken Caryl Avenue.

One stationary sobriety checkpoint sign will be placed approximately 100 yards east of Chatfield Avenue on eastbound Ken Caryl Avenue.

The motorcycle officers' responsibilities will be to watch for vehicles making inadvertent maneuvers to avoid the checkpoint.

Traffic will be maintained through both east and westbound traffic. Three contact officers at a time, per lane, will be used to look for intoxicated drivers. If a suspected DUI is located, the driver will be directed off the highway by the contact officer and onto the shoulder of the highway or into the blocked – off number two lane. The contact officer will remain with the suspected intoxicated driver. If the contact officer determines that the person is not capable of driving the vehicle to the shoulder of the road, the driver will be escorted from the vehicle and walked to the area where roadside maneuvers will be conducted. Another officer will then drive the vehicle to the shoulder of the road.

Patrol car spotlights will be the only lighting in the contact area. Contact officers, leaving the contact area with their patrol cars, will not leave until being relieved by another patrol unit that can illuminate the same area being vacated by the previous patrol unit. In the event that generator-operated lighting (light towers) are used, special care should be taken so as not to blind any oncoming traffic.

Contact officers will be responsible for their own arrests. The only exception will be if the motorcycle or K-9 officers contact a DUI. In this case, an available contact officer will respond to pick up the suspected intoxicated driver. The motorcycle officer will complete a statement of probable cause for the stop and give it to the assisting contact officer. The contact officer will then proceed as if it were his arrest originally. If a driver is suspected of DUI, the driver will be taken into custody by the arresting officer and transported to the JCSO booking area. The driver's vehicle will be searched by officers and towed by the JCSO contract tow company. If a sober passenger is in the vehicle, the passenger may, with the driver's permission, take responsibility for the vehicle. If the driver does not wish a passenger to take the vehicle, or the passenger(s) are unable to operate a motor vehicle, they will be taken to a nearby pay telephone that has a parking lot for safety. The motorcycle supervisor will make occasional runs through the parking lot to ensure the safety of these individuals. In no event will intoxicated passengers be allowed to leave on foot, and in most cases these intoxicated passengers will be transported to the Arapahoe House for safety reasons.

Warning Devices

Warning devices will be used to warn motorists of the checkpoint and guide them into the checkpoint with a minimum amount of confusion, delay or danger. VMS signs warning of the checkpoint will be placed before the checkpoint on Ken Caryl Avenue, just west of South Simms Street for westbound motorists, and just east of South Kipling Street on Ken Caryl Avenue. The motorcycle units will evaluate traffic conditions at the intersection of Ken Caryl Avenue and Continental Divide, and Ken Caryl Avenue at South Simms Street, notifying the operations sergeant of potential traffic back-ups. One stationary sobriety checkpoint sign will be placed 100 feet west of Kipling Street on westbound Ken Caryl Avenue. One stationary sobriety checkpoint sign will be placed on Continental Divide Road at the intersection of Ken Caryl Avenue. One stationary sobriety checkpoint sign will be placed approximately 100 yards east of Chatfield Avenue on eastbound Ken Caryl Avenue to alert motorists of the upcoming checkpoint.

Contacts

During the checkpoint, efforts will be made to stop every vehicle entering east and westbound Ken Caryl Avenue in the 10600 block. The only exceptions to this will be emergency vehicles on emergency runs. Motorcycle officers responsible for traffic control/chase units will be placed at the junction of South Simms Street and Ken Caryl Avenue for eastbound traffic, and South Kipling and Ken Caryl Avenue for westbound motorists. These officers will be responsible for monitoring the effect of the checkpoint on traffic at the two intersections.

Arrests

Contact officers will conduct the standardized field sobriety tests on any driver they suspect as being intoxicated. If there is probable cause to arrest the driver, the contact officer will take the driver into custody. The contact officer will be responsible for completing all of the paperwork required by his/her agency for DUI arrests, including the affidavit and notice of revocation form. The arresting officer will transport the driver to the Jefferson County Jail for chemical testing and processing. If it is determined the driver is under the influence, the arresting officer will call the operations sergeant and advise him the vehicle can now be towed.

Once the appropriate documents have been completed and served, the driver will be released to a sober adult or transported to the Arapahoe House. Copies of the documents generated will be forwarded to Sergeant Vette.

Briefing

At 1900 hours, a briefing will be held at the Jefferson County Sheriffs Office, 200 Jefferson County Parkway, Golden, Colorado. The purpose of the briefing is to assign tasks and outline checkpoint procedures. Any questions that arise will be addressed at that time. A post-checkpoint critique and report will be completed to address any problems, ensure paperwork regarding arrests is completed and to evaluate the overall success of the checkpoint.

Work Force Requirements and Responsibilities

Contact officers, traffic control officers and chase car positions are all interchangeable, so everyone will have to be familiar with everyone else's position.

- Driver Contact Officers (Line)/Roadside Evaluations (4)
- Traffic Control Officers (0)
- Chase Cars (0)
- Cadets/Reserves-Statistics/pattern set-up and take-down (1)
- Supervision (1)

Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

Driver Contact Officers and Roadside Evaluations Officers will determine which drivers will be allowed through the pattern, and which will be directed to an evaluation area. Officers selected for this position should be familiar with the signs of intoxication and proficient in applying their knowledge. They will have a pre-rehearsed statement, (i.e., " I am Deputy/Officer [name] of the [name of department]. You have been stopped at a sobriety checkpoint set up to identify intoxicated drivers), which they will recite to the drivers. Contact officers will base their decision to allow the driver through the pattern or to the evaluation area on the recognized signs of intoxication. Contact officer will not ask for the driver's license or any other documentation. Any vehicle, in which plain view observations of illegal activity (i.e., drug paraphernalia, etc.) are made, will be directed to the evaluation area for further investigation. Contact officers directing drivers to the evaluation area will accompany the driver and continue the investigation in the evaluation area. Business cards may be given to motorists during the sobriety checkpoint. Contact officers will be responsible for conducting sobriety examinations on drivers directed to the evaluation area. Officers selected for this role should be comfortable and proficient in the use of Standardized Field Sobriety Tests.

Driver Contact Officers should be equipped with portable breath test (PBT) instruments (where applicable), but the decision to arrest should not be solely based on these instruments. The contact officers will place drivers who do not satisfactorily complete the examination into custody.

Traffic Officers will be required to slow and guide drivers into the traffic control pattern, and to the approaching driver contact officer. Reserve officers can be used for this role.

Date:

Location:

Jefferson County Sheriffs Department Personnel Lieutenant D. Gard/Watch Commander/
Supervision V-1 6, Sergeant B. Vette-Supervision-Operations

Contact Officers (list names of line officers)

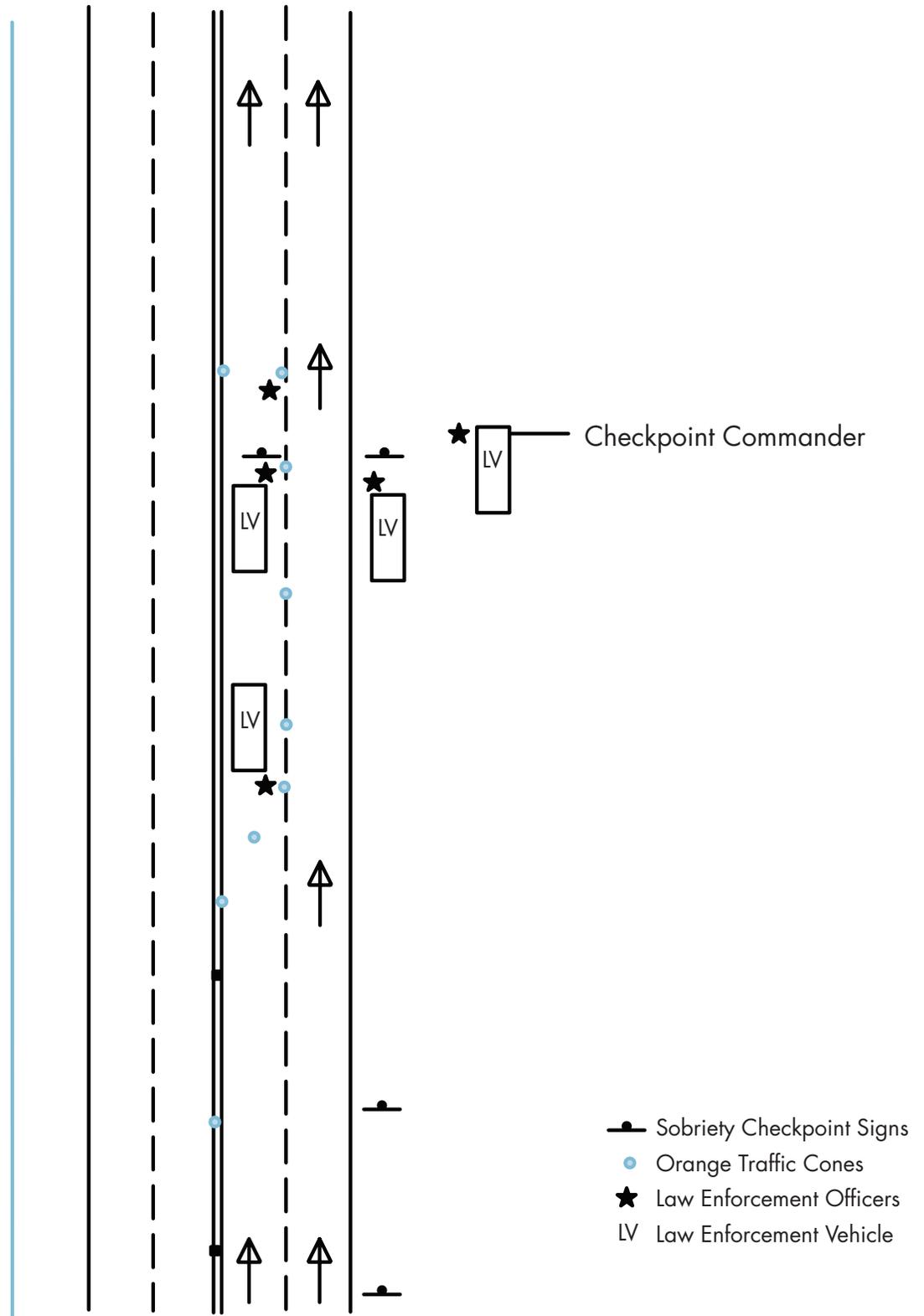
Public Information Officer (list name of officers)

Sobriety Checkpoint Resource Lists

Resource		Provider
Pre-Checkpoint Publicity PLO	(X)	CDOT , Jefferson County Sheriffs Office
Traffic Control Equipment	(X)	Jefferson County Sheriffs Office (2) Variable Message Signs (VMS) and 50 reflective cones. JCSO- (1) VMS sign and (10) stationary "Sobriety Checkpoint Ahead" signs. 100 LED flares
Vehicle Towing	(X)	Towing Company
Detox. Services	(X)	Name Service (if applicable)
Blood Draw/Intoximeter Operator	(X)	Ambulance Service/Certified Intoximeter Operator

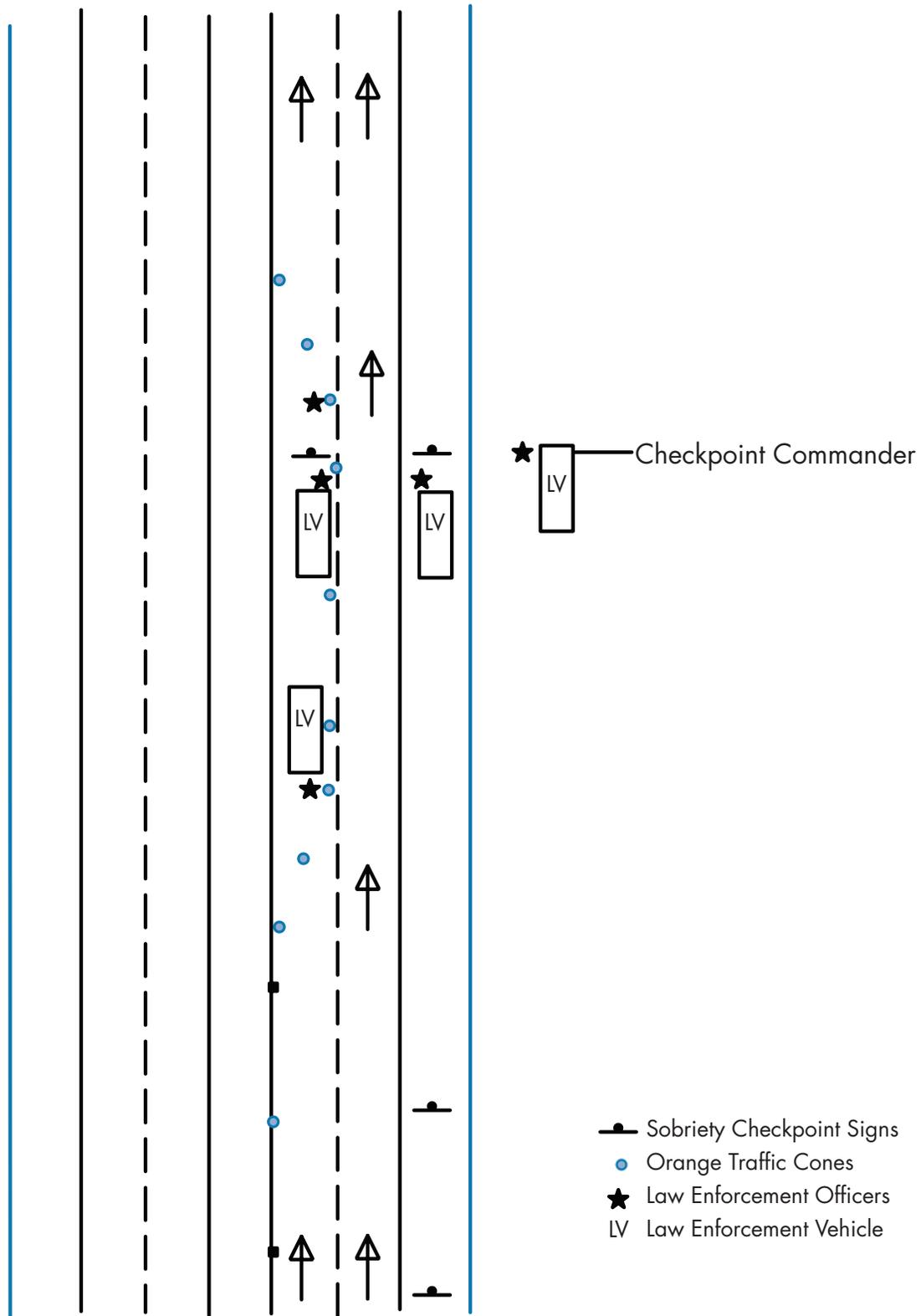
Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

Model Operational Diagram Four-Lane Undivided Highway



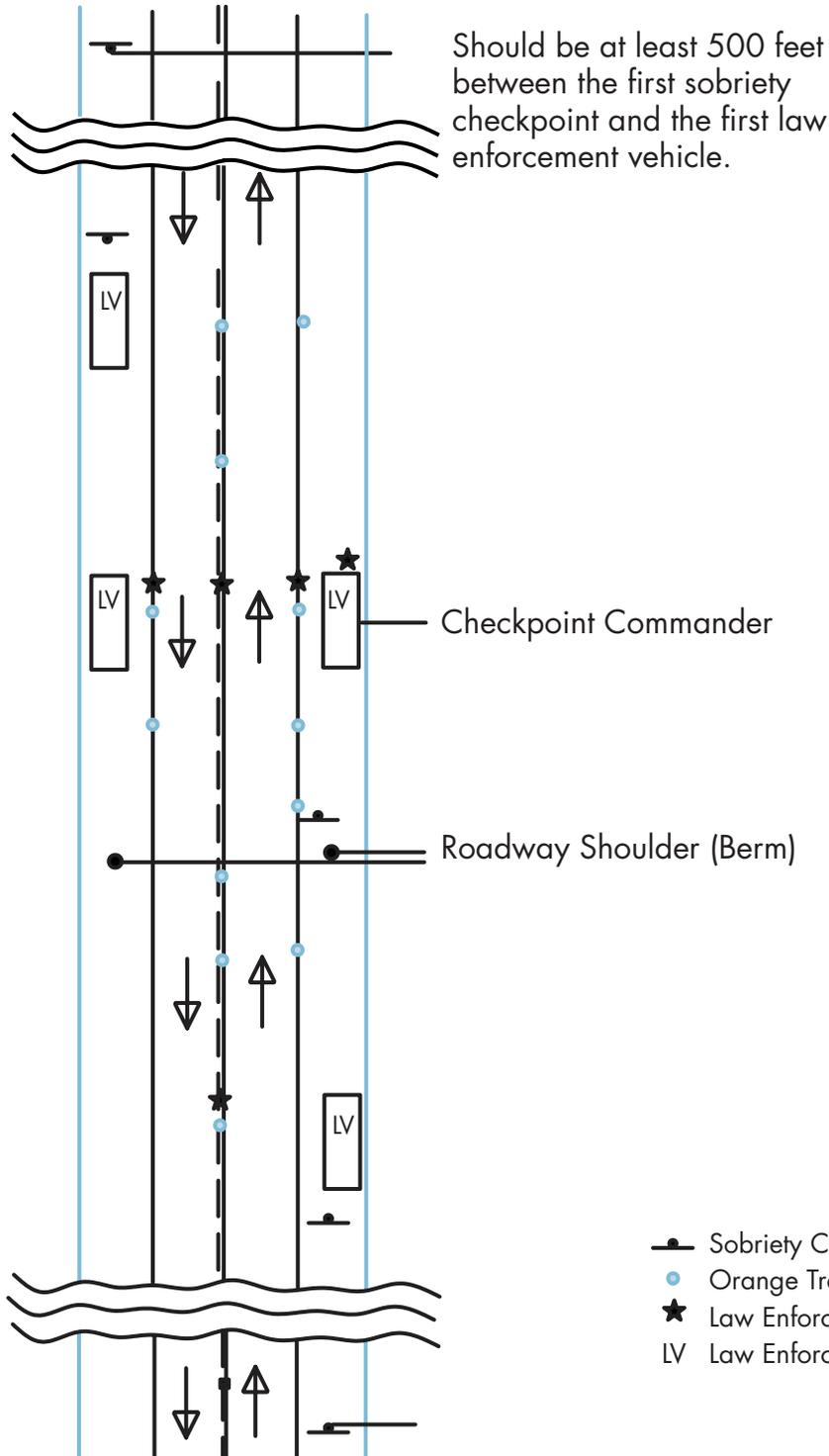
Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

Model Operational Diagram Four-Lane Divided Highway



Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

Model Operational Diagram Low-Volume Two-Lane Roadway Shoulder (Berm) Present



Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

Low-Staffing Sobriety Checkpoint Assignment Reports

Due to sobriety checkpoints being governed by a U.S. Supreme Court decision, Michigan State Police vs. Sitz, 1990, an assignment report should be completed and included with final reports and made available to the prosecutors and courts for prosecution.

(Name of Host Agency)
Low-Staffing Sobriety Checkpoint
(Location)
(Date)

Assignments

Checkpoint Commander:

Command Vehicle Driver:

Evidential Breath Test Operator:

DRE:

Phlebotomist:

Public Information Officer:

Traffic Control Devices:

Traffic Control Set-Up:

Booking Officer(s):

Roving Patrol Vehicle(s):

Chase Car(s):

Checkpoint Line Officers:

Volunteer(s) Assignments:

Source: U.S. Department of Transportation, National Highway Traffic Safety Administration.

CSAP Primary Prevention Strategies

- Information dissemination
- Community-based process
- Environmental

5. Happy Hour Restrictions

Strategy

Happy hour restrictions are limits or bans placed on events that promote over-consumption or binge drinking: happy hours, ladies' nights, all-you-can-drink specials or unlimited beverages at a fixed price for a fixed period of time.

Research shows that as the price of alcohol decreases, alcohol consumption, intoxication and drinking/driving increases, especially among minors.

Source: Chaloupka, et al., 2002.

Promotions such as happy hours, drinking contests and "all-you-can-drink" specials encourage over-consumption by reducing prices. These promotions lead to tragic circumstances. Restricting them can prevent negative outcomes.

Source: Grossman, et al., 1998; Chaloupka, et al., 2002.

In 2001, the *Harvard School of Public Health's College Alcohol Study* demonstrated a significant correlation between lower drink prices and higher binge drinking rates among 119 colleges across the United States. This same study demonstrated a reduction in self-reported drinking and driving rates when laws limited underage access to alcohol. This reduction was even greater when these laws were actively enforced.

Source: Wechsler, et al., 2003; NHTSA, 2002; NHTSA, 2004.

Considerations for Planning

Before you attempt to implement any type of restriction or ban, it is important to demonstrate a direct link between "Happy Hour" promotions and alcohol problems and costs in your community. You should gather documented evidence of binge drinking, fights, assaults, alcohol overdose/emergency room admissions, property damage, etc. Obtain data on emergency room admissions and the amount of first responder time spent on alcohol-related overdose situations involving college-age youth. Put a dollar figure to the time and the services needed to respond to these emergencies. Investigate juvenile, probate, district and circuit court caseloads.

Key Terms

- 1. Cover charge:** For the purpose of this strategy, cover charges or entry fees are imposed on the consumer for the purpose of recovering financial losses incurred because of reduced drink prices that result from sponsoring "happy hour" promotions.
- 2. Drink contests:** Contests that involve drinking and award alcoholic beverages as prizes to the winners.
- 3. "Two-for-one":** Discounted alcoholic beverages in which the consumer receives two drinks for the price of one drink.

What percentage of court cases are alcohol-related? What percentage of the cases are linked to over-consumption, underage and college-age drinking?

Once you have gathered substantial evidence that shows the relationship between “happy hour” promotions and alcohol-related problems in the community, proceed with this strategy. For this strategy to be effective, two critical elements must be in place:

1. “Happy Hour” restrictions need to be consistently implemented “across the board.” The fastest way to erode this policy is to have a community environment where some bars are implementing restrictions and others are not.
2. Consistent support from law enforcement. To ensure law enforcement support, it will be necessary to prove a solid link between happy hours and increased alcohol problems including binge drinking, property damage, assaults, overdose, alcohol-related crashes and motor vehicle fatalities. This same strategy will need to be communicated in your public awareness activities and strategies that are targeted to community leadership and the broader community at large.

There are restrictions on at least one type of happy hour or similar type of promotion in most states; however, in a 2005 report by NHTSA called: *Preventing Over-Consumption of Alcohol – Sales to the Intoxicated and “Happy Hour” (Drink Special) Laws*, the authors conclude that enforcement of restrictions is low in most states.

Fundamental Steps

1. Review the chart on *State Statutes on Regulations Prohibiting Happy Hours and Other Drink Special Promotions*. Determine the type of happy hour restrictions your state currently has in place, if any.
2. Determine the degree to which current policies are being enforced in your community. *The Assessment Tool on Alcohol Establishment Happy Hour Restrictions* and the *Policy Monitoring Tool* can be used by groups and coalitions to determine whether current happy hour restrictions are being practiced. The results of monitoring specific establishments and resulting problems can be used to demonstrate the need for change.
3. If your state has few restrictions, determine if the evidence you have warrants action to develop bans or restrictions at the city, county, parish or state level. If you lack any type of restriction, or your current policies are weak, the evidence you have may identify the need to strengthen existing policies or develop new ones. Bans and restrictions on drink promotions vary. Begin to develop a new or enhanced regulation or policy that addresses the identified gaps. The following promotional bans are taken from Texas state law and should be taken into consideration. They include bans against:
 - “Two-for-one” promotions or other discounted multiple alcoholic beverage sales.
 - Increasing the volume of alcohol in a drink without increasing the price.
 - Serving more than one free alcoholic beverage to any one person.
 - Fixed-price or “all-you-can-drink” sales.
 - Selling alcoholic beverages at a reduced price for a fixed amount of time.
 - Selling alcoholic beverages at a price contingent on the amount consumed by an individual.

- Reducing drink prices after 11:00 p.m.
 - Selling more than two drinks to a single consumer at one time.
 - Imposing a “cover charge” or entry fee to recover financial losses from reduced drink prices.
 - Drinking contests or awarding alcoholic beverages as prizes.
 - Any practice that encourages consumers to drink to excess or that would impair the ability of the licensee to monitor or control the consumption of alcohol by their customers.
4. Increase the community’s awareness and understanding of this issue and gather community support.
 5. Ensure that coalition members or professional staff are available for interviews. Educate all key people about the data on alcohol-related problems related to happy hour promotions. Make sure all key people focus on two or three key points in all of their written and oral communications.
 6. Hold meetings with individuals in key positions to affect change (e.g., the state liquor control commission or the alcohol beverage control offices that establish happy hour laws, local representatives, law enforcement, elected officials, merchants and neighborhood organizations). Provide examples of the suggested new or revised regulations on happy hour and obtain their support.
 7. Meet with city council members, county commissioners and other identified elected officials and work to enact the new or revised regulations on happy hour within your local community.
 8. Work with your local law enforcement to ensure that both new and existing regulations are adequately enforced. Meet with your local chief of police and/or county sheriff and discuss the relationship between the happy hour promotions and alcohol problems in your community.
 9. Identify immediate, intermediate and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

In the United States, alcohol is an enormous contributor to motor vehicle crashes and other accidents, violent crime and poor health. Extended happy hour and other alcohol promotions facilitate over-consumption of alcohol, and should be banned.

Media Awareness and Advocacy

- Hold a press conference describing the data collected about the number of alcohol-related problems that occur in the community. Discuss how implementing happy hour restrictions can reduce alcohol-related problems and costs to the community. Identify individuals who are affected by this issue and can serve as credible spokespeople. Feature those people at your press conference.
- Try to get media coverage of the problem. Stage your press conference near or at an area where there are, or have been, a large number of alcohol-related accidents/incidents related to happy hour promotions (e.g., bars with heavily attended happy hours).

- Issue press releases highlighting key activities and important events, such as public hearings on potential happy hour ordinances or laws.
- Write letters to the editor about the problems caused by happy hour promotions and how happy hour restrictions can help.
- Write an “Op-Ed” piece.

Meet with hospital administrators and other “first responder” (fire department and law enforcement) management to calculate costs for the time and effort required to address alcohol problems. Costs can also be assessed from city and county government services required to clean up following specific events.

Contact and meet with those responsible for establishing, maintaining and enforcing restrictions on the public sale of alcohol, including:

- Merchants of alcohol establishments
- State liquor control commission or the alcohol beverage control office
- Local planning department
- Elected officials
- Local law enforcement
- Alcohol policy groups and neighborhood organizations affected by this issue
- Media to cover establishments with extended (more than one hour) happy hours to highlight the problems that result

Feature networks or individuals affected by the problem – surrounding businesses, landlords of off-campus housing, neighbors in areas around bars, dean of students from college and universities, emergency room doctors and nurses, a parent who has lost a son or daughter as a result of alcohol misuse, administrators from the city department of public works etc. that is charged with cleaning up community landscapes. Get some of these same people to write a letter to the editor.

Potential Partners

- Administration from local colleges and universities
- First responders (fire departments, law enforcement, ambulance and emergency services)
- Local merchants located near bars that run frequent promotions
- On-premise licensees that support bans and restrictions on alcohol promotions
- Neighborhood organizations for residential areas near bars that host frequent, extended drink promotions
- Parents of kids who have been negatively affected by over-consumption of alcohol
- Specific city officials
- State liquor control commission
- Media – television, newspaper and social media networks like Facebook

Estimated Timeline

- Three to six months for information gathering, assessment and relationship building
- Another three months to one year for policy implementation and revision

Potential Barriers and Obstacles

- Law enforcement may view happy hour restrictions as a low priority
- Merchants may fear that restrictions will reduce profits from alcohol sales
- Lack of data that creates a clear link between drink specials and alcohol problems
- Alcohol industry push-back for any kind of restriction that prohibits reduced pricing
- Community norms that perceive drink specials as “good for all business”
- Lack of knowledge or experience with the political and legislative system

Possible Short- and Long-Term Outcomes

- Use the *Policy Monitoring Tool* (**see the *Suggested Resources* section**) to assess whether current happy hour restrictions are being practiced. Use the results to create community awareness and track the effectiveness of the restrictions in reducing alcohol-related incidents that are reported to law enforcement.

Objective Evaluation Measures

- Lower rates of DUI, alcohol-related crime, injuries, motor vehicle crashes, youth fatalities and alcohol overdoses

Some of this data can be gathered from the state, county or local police department. In addition, there is a web system called the Fatality Analysis Reporting System (FARS) organized by NHTSA (www-fars.nhtsa.dot.gov) that allows users to access crash data online. Its database can be queried to produce reports at the state, county or city level.

Subjective data can be collected with a survey conducted by volunteers, youth, substance abuse professionals, etc.:

- Public attitudes toward happy hour restrictions
- Awareness about happy hour restrictions

Suggested Resources

Supplemental Resources Related to this Strategy

1. State Statutes or Regulations Prohibiting Happy Hours and Other Drink Special Promotions.....	103-104
2. Select State Laws Governing On-Premise Alcohol Sales.....	105-115
 3. Assessment Tool on Alcohol Establishment Happy Hour Restrictions.....	117
 4. Policy Monitoring Form on Happy Hour Restrictions (Evaluation Tool).....	119
 5. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.nhtsa.dot.gov/people/injury/alcohol/PIREWeb/images/2240PIERFINAL.pdf

Preventing Over-Consumption of Alcohol – Sales to the Intoxicated and “Happy Hour” (Drink Special) Laws

www.state.il.us/lcc/happyhr.htm

Illinois Happy Hour Laws

<http://pubs.niaaa.nih.gov/publications/arh26-1/22-34.pdf>

The Effects of Price on Alcohol Consumption and Alcohol-Related Problems (NIAAA)

State Statutes or Regulations Prohibiting Happy Hours and Other Drink Specials Promotions¹

	Prohibit Happy Hours and/or Drink Specials	Prohibit Free Beverages	Prohibit Additional Servings	Prohibit Reduced Price — Specified Day or Time	Prohibit Unlimited Beverages—Fixed Price, Fixed Time	Prohibit Increased Volume	Prohibit Prizes
Alabama	✓			✓	✓		
Alaska	✓	✓	✓	✓	✓		✓
Arizona	✓		✓		✓		
Arkansas							
California							
Colorado							
Connecticut	✓		✓		✓		✓
Delaware	✓			✓	✓		✓
District of Columbia							
Florida							
Georgia							
Hawaii							
Idaho							
Illinois	✓		✓	✓	✓	✓	✓
Indiana	✓		✓	✓			
Iowa							
Kansas	✓	✓		✓	✓	✓	✓
Kentucky							
Louisiana ²	✓				✓		
Maine	✓	✓	✓		✓		✓
Maryland							
Massachusetts	✓	✓	✓	✓	✓	✓	✓
Michigan	✓				✓		✓
Minnesota							
Mississippi							
Missouri							
Montana							

Nebraska	✓			✓			
Nevada							
New Hampshire							
New Jersey	✓				✓	✓	✓
New Mexico	✓	✓	✓	✓	✓		✓
New York	✓	✓			✓		
North Carolina	✓			✓	✓		
North Dakota							
Ohio	✓		✓	✓	✓	✓	✓
Oklahoma	✓		✓	✓	✓	✓	✓
Oregon³							
Pennsylvania	✓		✓	✓	✓	✓	
Rhode Island	✓	✓	✓	✓	✓	✓	✓
South Carolina	✓	✓		✓			
South Dakota							
Tennessee	✓	✓	✓	✓	✓	✓	✓
Texas	✓		✓	✓	✓	✓	
Utah							
Vermont	✓		✓			✓	
Virginia	✓	✓	✓	✓	✓	✓	✓
Washington	✓			✓			
West Virginia							
Wisconsin							
Wyoming							
STATE TOTALS	27	10	16	19	22	12	15

¹ Source: PIRE, 2003. This chart contains data on state statutes and regulations that specifically target happy hour types of promotions. Although some states may have provisions that prohibit awarding alcohol as a prize or providing free beverages in other parts of statutory or regulatory codes as a stand-alone statute or regulation, the information in this chart focuses on states with provisions expressly prohibiting excessive-drinking practices. The categories in the chart are defined as follows: Free beverages — happy hour provisions that specifically prohibit the distribution of free alcoholic beverages; Additional servings — prohibitions against an establishment providing additional servings of alcoholic beverages before previous servings have been consumed; Reduced price — specified day or time — prohibitions against the sale of alcoholic beverages at reduced prices during a specified day or time; Unlimited beverages — fixed price, fixed time — prohibitions against the sale of alcoholic beverages during a fixed period of time for a fixed price; Increased volume — prohibitions against increasing the volume of alcoholic beverages in a drink without increasing the price; Prizes — happy hour provisions that contain specific prohibitions against giving alcoholic beverages as prizes. Checkmarks indicate the presence of a policy. The legal research is current as of January 1, 2003.

² In Louisiana, selling or serving alcoholic beverages at a fixed price after 10 p.m. is prohibited.

³ Although Oregon has no happy hour statute per se, it does have a provision that prohibits providing alcohol as prizes.

Select State Laws Governing On-Premise Alcohol Sales

Updated October 2004

STATE	BAC	MINIMUM EMPLOYEE AGES	HAPPY HOUR LAWS	RE-CORKING	SERVING HOUR
<p>ALABAMA</p> <p>Alabama Alcoholic Beverage Control Board (334) 271-3840</p>	.08	<p>Sell: 21 (19-20-year-olds can sell at restaurants only if the establishment has complied with the requirements of the Responsible Vendor Service program.)</p> <p>To pour/mix: 21</p> <p>Serve: Generally 21</p> <p>On-premise: 19-20-year-olds can serve at restaurants only if the establishment has complied with the requirements of the Responsible Vendor Service program.</p> <p>Off-premise: Can be under 21 to sell beer or wine with adult in attendance.</p>	<p>As long as the full price is paid, there is no limit on the number of drinks that can be served. Under the Happy Hour regulation listed below, it is unlawful to serve multiple drinks for a single price (two-for-one), but not to serve two at a time. Regulation #20-X-6-13 makes it unlawful to (1) serve multiple drinks for a single price, (2) establish a single retail price based upon the required purchase of two or more drinks, (3) sell or otherwise furnish drinks before 10:00 a.m. or after 9:00 p.m. at a price which is reduced from the usual, customary retail price or (4) sell or provide.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: Not after 2 a.m. on Sunday, unless allowed by local ordinance.</p> <p>On other days, alcohol may be served 24 hours unless restricted by local ordinance or regulation.</p> <p>On-premise: Not after 2 a.m. on Sunday, unless allowed by local ordinance.</p> <p>On other days, alcohol may be served 24 hours unless restricted by local ordinance or regulation.</p>
<p>ALASKA</p> <p>Alaska Alcoholic Beverage Control Board (907) 269-0350</p>	.08	<p>To sell: 21</p> <p>To pour/mix: 21</p> <p>To serve: 21</p>	<p>Licensees may not offer single-priced, unlimited service drink specials, free drinks for patrons or two-for-one drink specials. Licensees also cannot encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. The law allows a licensee to offer a food and drink combination for a special price ONLY if the special is equal to or greater than the normal price of the drink.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal, nor wine carried in by a patron under AK's corkage law.</p>	<p>Off-premise: Mon-Sat: 8 a.m. - 5 a.m. Sun: 8 a.m. - 5 a.m.</p> <p>On-premise: Mon-Sat: 8 a.m. - 5 a.m. Sun: 8 a.m. - 5 a.m.</p>
<p>ARIZONA</p> <p>Arizona Department of Liquor Licenses & Control (602) 542-5141</p>	.08	<p>To sell: 19</p> <p>To pour/mix: 19</p> <p>To serve: 19; unless in an off-premise location with adult present (could then be 16).</p>	<p>Employees serving alcohol beverages may not provide free drinks to patrons or serve more than 32 oz. beer, 1 liter of wine or 4 oz. of distilled spirits to a single person at one time. Licensees may give away free drinks. The law allows a licensee to offer a food and drink combination for a special price. There is no difference between "Happy Hour," "Drink Specials," and/or "Promotions."</p>	<p>Patrons may re-cork and removed a partially consumed bottle of wine as long as it was purchased with a meal and the cork is replaced flush with the bottle. (AZ 244.31)</p>	<p>Off-premise: Mon-Sat: 6 a.m. - 1 a.m. Sun: 10 a.m. - 1 a.m.</p> <p>On-premise: Mon-Sat: 6 a.m. - 1 a.m. Sun: 10 a.m. - 1 a.m.</p>

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<p>ARKANSAS</p> <p>Arkansas Alcoholic Beverage Control Board (501) 682-8174</p> <p>ABCAdmin@dfa.state.ar.us</p>	.08	<p>To sell: 21 To pour/mix: 21 To serve: 21 Note: Under 18 may not work anywhere in a licensed establishment.</p>	<p>Licensees may not give patrons free drinks.</p>	<p>Patrons are allowed to take wine home when purchased with a meal.</p> <p>Contact enforcement agency for additional compliance details.</p>	<p>No Sunday sales except for mixed drink permit holders, who may stay open until 2 a.m. Sunday, and sell from noon-10 p.m. on Sundays.</p> <p>Off-premise: M-F: 7 a.m. - 1 a.m. Sat: 7 a.m. - Midnight Sun: Prohibited (local option possible)</p> <p>On-premise: Private Clubs: Class A: 7 a.m. - 2 a.m. Class B: 10 a.m. - 5 a.m. Restaurants: 7 a.m. - 1 a.m. Sun: Prohibited (local option possible). *Private clubs may operate on all days except Christmas Day. Prohibited by local ordinance.</p>
<p>CALIFORNIA</p> <p>California Department of Alcoholic Beverage Control</p> <p>cust.serv@abc.ca.gov</p>	.08	<p>To sell: 21 To pour/mix: 21 To serve: 21 for bartenders and cocktail servers, 18 to serve alcohol in a bonafide eating place if working in an area primarily designed and used for the sale and service of food, and as an incidental part of a server's overall duties.</p>	<p>Licensees may not offer free drinks, two-for-one drink specials or anything of value in conjunction with the sale of an alcoholic beverage. The law allows a licensee to offer a food and drink combination for a special price as long as the drink is not free or complimentary. The price paid for a meal alone must be less the price for a meal and an alcoholic beverage together. There is no difference between "happy hour," "drink specials" and/or "promotions" as these are generic terms used to describe reduced rates for drinks and are permitted as long as the retailer charges a price for the drink which does not under-cut the wholesale price paid.</p>	<p>Patrons are allowed to take wine home when purchased with a meal.</p> <p>Contact enforcement agency for compliance details</p>	<p>Off-premise: Mon-Sun: 6 a.m. - 2 a.m.</p> <p>On-premise: Mon-Sun: 6 a.m. - 2 a.m.</p>
<p>COLORADO</p> <p>Colorado Dept of Revenue Liquor Enforcement Division (303) 205-2306</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18 Note: To pour/serve must be supervised by someone who is 21 - only in places where full meals are regularly served. Tavern employees must be 21 unless the tavern regularly serves meals.</p>	<p>Colorado does not have specific Happy Hour laws.</p>	<p>Patrons may take one (1) partially consumed bottle of wine up to 750 ml purchased from an establishment with a hotel/restaurant liquor license. Restaurants are not required to do so. Those restaurants who do extend this option to customers are urged to reseal and package the wine to protect against any open container violation.</p>	<p>No restrictions for on-premise sales on Sundays.</p> <p>Off-premise: Mon-Sat: 8 a.m. - Midnight Sun: Prohibited 3.2% Beer only may be purchased from grocery stores on Sunday. Liquor stores are closed on Sunday.</p> <p>On-premise: Mon-Sun: 7 a.m. - 2 a.m.</p>
<p>CONNECTICUT</p> <p>Department of Consumer Protection (860) 713-6210</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking.</p>	<p>Regulations pertaining to transportation of unsealed container apply.</p>	<p>Off-premise: M-F 8 a.m. - 9 a.m. Sun: Prohibited</p> <p>On-premise: M-TH: 9 a.m. - 1 a.m. F-S: 9 a.m. - 2 a.m. Sundays: 11 a.m. - 1 a.m. on-premise, unless changed by local ordinance. Election Day: Alcohol beverage sales allowed.</p>

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<p>DELAWARE</p> <p>Delaware Div. of Alcoholic Beverage Control</p> <p>(302) 577-5222</p>	.08	<p>To sell: 21 To pour/mix: 21 To serve: 19</p>	<p>Licenses may not offer two-for-one drinks. In addition, drinks may not be sold below cost or given away for free. The law allows a licensee to offer a food and drink combination for a special price. There is no difference between "happy hour," "drink specials" and/or "promotions."</p>	<p>Patrons are allowed to take wine home when purchased with a meal.</p> <p>Contact enforcement agency for compliance details</p>	<p>Off-premise: M-S: 9 a.m. - 1 a.m. Sun: noon - 8 p.m.</p> <p>On-premise: Everyday: 9 a.m. - 1 a.m. Sundays: 9 a.m. - 1 a.m. for restaurants. Christmas and Election Days: No sales restrictions for restaurant licensees.</p>
<p>DISTRICT OF COLUMBIA</p> <p>Dept. of Consumer & Regulatory Affairs Alcohol Beverage Div.</p> <p>(202) 442-4445</p>	.08.	<p>To sell: 18 To pour/mix: 21 To serve: 18</p>	<p>Prohibited: licensees may not offer two-for-one specials.</p>	<p>District laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: Beer, Wine & Spirits: M-Th: 9 a.m. - 9 p.m. F: 9 a.m. - 10 p.m. Sat: 9 a.m. - Midnight Beer & Wine: M-Sat: 8 a.m. - 2 a.m.</p> <p>On-premise: M-F: 8 a.m. - 2 a.m. Sat: 8 a.m. - 3 a.m. Sun: 10 a.m. - 3 a.m.</p>
<p>FLORIDA</p> <p>Florida Division of Alcoholic Beverages & Tobacco</p> <p>(850) 488-3227</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Florida does not have specific laws relating to happy hours or drink specials. Licensees do not receive tax breaks on any type of promotion. Licensees may offer food and drink combinations to consumers for a special price.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Local Ordinances may prohibit sales during election hour on an Election Day.</p> <p>Off-premise: Local Option On-premise: Local Option Sunday Sales: Local Option</p>
<p>GEORGIA</p> <p>Georgia Alcohol & Tobacco Division</p> <p>(404) 417-4900</p>	.08	<p>Note: Ages can be raised via local ordinances. To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Happy Hour laws are regulated by local ordinances. The State of Georgia does not address issues like food and drink combination specials, drink specials and promotions. Please check with local jurisdictions.</p>	<p>Patrons are allowed to take wine home when purchased with a meal.</p> <p>Contact enforcement agency for compliance details</p>	<p>Off-premise: Local Option On-premise: Local Option Sunday sales for on-premise consumption are governed by local ordinances. Election day sales are governed by local ordinances.</p>
<p>HAWAII</p> <p>Liquor Commission of the City and County of Honolulu (808) 523-4458</p> <p>Hawaii: 808/961-8218</p> <p>Kauai: 808/241-6580</p> <p>Mau: 808/243-7753</p>	.08	<p>[with supervisor over 21 on duty]</p> <p>To sell: 18 To pour/mix: 18 To serve: 18</p> <p>Note: County liquor commissions may adopt stricter standards; contact them for further details.</p>	<p>Hawaii law prohibits giving free drinks to patrons when that drink is connected to the sale of other merchandise. Encouraging or promoting any organized game which awards alcohol as a prize or promotes excessive drinking is also prohibited. Under Chapter 281, Hawaii Revised Statutes, a food and drink combination may be offered as long as the liquor is not used as an inducement. Licensees cannot offer the food with the liquor offered "free" if the food item is purchased. State laws do not differentiate between "happy hour," "drink specials" and "promotions." Note: Happy Hour laws vary by locality; contact county liquor commission for further details.</p>	<p>Legislation enacted in 2002 allows county liquor commissions to permit many licensees (incl. restaurants) to allow patrons to remove re-corked/re-sealed wine from premises.</p> <p>Contact enforcement agency for compliance details.</p>	<p>Off-premise: M-S: 6 a.m. - 11 p.m. Sun: 6 a.m. - 11 p.m.</p> <p>On-premise: M-S: 6 a.m. - 2 a.m. 6 a.m. - 4 a.m. for Hotels, 8 a.m. - 4 a.m. for Cabarets Sundays: 6 a.m. - 2 a.m.</p>

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<p>IDAHO</p> <p>State Liquor Dispensary (208) 947-9400</p>	<p>.08</p>	<p>To sell: 19 To pour/mix: 19 To serve: 19</p>	<p>Idaho does not have official Happy Hour Laws. The law does allow a licensee to offer a food and drink combination for a special price.</p>	<p>Patrons are allowed to take wine home when purchased with a meal. Regulations pertaining to transportation of unsealed container apply.</p>	<p>Off-premise: M-S: 11a.m. - 7 p.m. (agency varies) Sun: Prohibited On-premise: M-S: 10 a.m. - 1 a.m. (Local ordinances can extend or limit.) Sun: Permitted only through local option. Election Days: Beer/wine may be sold; no spirits may be sold (must be locked/ secured) until after polls close.</p>
<p>ILLINOIS</p> <p>Illinois Liquor Control Commission (312) 814-2206</p>	<p>.08</p>	<p>To sell: 21 (unless regulated by local ordinance). To pour/mix: 18 (unless regulated by local ordinance). To serve: 18 (unless regulated by local ordinance).</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or serve more than one drink to a single person at one time. Licensees may not provide free drinks or advertise any of the aforementioned practices. The law allows a licensee to offer a food and drink combination (meal package) for a special price. Refer to 235 ILCS 516-28(c) (2).</p>	<p>Depends on the licensing held by the restaurant. Contact local enforcement agency for their regulations.</p>	<p>Off-premise: Local option, but no liquor sales on Sunday unless provided by local ordinance. On-premise: Local option, but no liquor sales on Sunday unless provided by local ordinance.</p>
<p>INDIANA</p> <p>Alcohol & Tobacco Commission (317) 232-2469 comments@atc.in.gov</p>	<p>.08</p>	<p>To sell: 18 for drug/grocery, 21 everywhere else. To pour/mix: 21 To serve: 18 to take an order, 19 and 20-year-olds may serve after being certified by Excise Police and given a restricted license.</p>	<p>Licensees may not offer two-for-one drink specials or serve more than one drink upon the order for one. Drink specials must last for the entire business day.</p>	<p>Patrons are allowed re-cork and take home wine purchased with a meal. The cautionary statement is to avoid any violation of the open container laws in the area that the wine will then be transported in. Local law enforcement can provide that information.</p>	<p>Off-premise: M-S: 7 a.m. - 3 a.m. Sun: Prohibited On-premise: M-S: 7 a.m. - 3 a.m. Sun: Noon - 12:30 a.m. Christmas: Alcohol sales prohibited. Election Day: No sales while polls are open.</p>
<p>IOWA</p> <p>Alcoholic Beverages Division (866) 469-2223</p>	<p>.08</p>	<p>To sell: 16 To pour/mix: 18 To serve: 18</p>	<p>Iowa does not have laws regulating Happy Hours or promotions, but local ordinances may apply. The law allows a licensee to offer a food and drink combination for a special price. "Happy hour," "drink special" and "promotions" are not regulated by Iowa laws.</p>	<p>If the restaurant or bar has the appropriate licensing in place. Contact enforcement agency for details.</p>	<p>Off-premise: M-S: 6 a.m. - 2 a.m. Sun: 8 a.m. - 2 a.m. On-premise: M-S: 6 a.m. - 2 a.m. Sun: 8 a.m. - 2 a.m.</p>
<p>KANSAS</p> <p>Dept. of Revenue 785-296-7015</p>	<p>.08</p>	<p>To sell: 18 To pour/mix: 21 to mix or dispense. To serve: 18 18 to serve; Cereal Malt Beverage. 21 to mix, dispense or serve. 18 if no less than 50% of gross receipts are derived from the sale of food.</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or free drinks for patrons. Licensees also may not encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. The law allows for a licensee to offer a food and drink combination for a special price dependent upon the licensee being able to articulate how much of that price was for the drink vs. the food. The same drink would have to be offered for that same price as a solo purchase for the entire day. Regardless of the terminology used, "happy hour," "drink special" and/or "promotion," all drinks have to have the same price throughout the same day/evening.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 9 a.m. - 11 p.m. (local ordinance could close earlier) Sun: Varies by city under local ordinance. On-premise: M-S: 9 a.m. - 2 a.m. Sun: 9 a.m. - 2 a.m. Election Days: No state level law — local ordinances may restrict.</p>

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<p>KENTUCKY</p> <p>Alcoholic Beverage Control (502) 564-4850</p> <p>abc.info@ky.gov</p>	.08	<p>To sell: 20 (18 with adult supervision for malt beverages "to go sales" only; other "to go sales").</p> <p>To pour/mix: 20 To serve: 20</p>	<p>Licenses may not offer patrons free or complimentary drinks. The law does allow a licensee to offer a food and drink combination for a special price.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: Local option can set hours between 6 a.m. - Midnight. Sun: Local ordinance may vote to permit Sunday sales.</p> <p>On-premise: M-S: Local option can set hours between 6 a.m. - Midnight. Sun: Local ordinance may vote to permit Sunday sales. Election Days: Alcohol sales prohibited while polls are open.</p>
<p>LOUISIANA</p> <p>Louisiana Office of Alcohol & Tobacco Control (225) 925-4041</p>	.08	<p>To sell: 18; under 18 may sell for off-premise consumption when immediately supervised by someone 21 or older.</p> <p>To pour/mix: 18 To serve: 18</p>	<p>All You Can Drink Limitations Licenses may offer single-priced, unlimited drink specials. All you can drink must end before 10:00 p.m.</p>	<p>Louisiana law allows re-corked wine to be taken out after dining.</p>	<p>Off-premise: Local Option</p> <p>On-premise: Local Option Sunday sales: Governed by local ordinance.</p>
<p>MAINE</p> <p>Maine Bureau of Alcoholic Beverages 1-800-452-4663 Ext. 2555</p>	.08	<p>Note: All require supervisor on duty who is at least 21.</p> <p>To sell: 17 To pour/mix: 17 To serve: 17</p>	<p>Licenses cannot give patrons free drinks, serve more than two drinks to one person at one time or encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. The law allows a licensee to offer a food and drink combination for a special price. Maine distinguishes between "happy hour", "drink special" and/or "promotions."</p>	<p>Maine law allows re-corked wine to be taken out after dining.</p>	<p>Off-premise: M-S: 6 a.m. - 1 a.m. Sundays: 9 a.m. - 1 a.m.</p> <p>On-premise: M-S: 6 a.m. - 1 a.m. Sundays: 9 a.m. - 1 a.m.</p>
<p>MARYLAND</p> <p>Comptroller of Maryland (410) 260-7314</p>	.08	<p>Note: All subject to further county regulation.</p> <p>To sell: 18 for beer/light wine, 21 for Class D licenses.</p> <p>To pour/mix: 18 for beer/wine licenses, 21 for beer/wine/liquor licenses.</p> <p>To serve: 18 for beer and wine licenses, 21 for beer, wine & liquor licenses.</p>	<p>City/County Liquor Control Boards are empowered to regulate Happy Hours on a local level. All alcohol beverages consumed on a retail premise must be purchased from that retail premises. Local laws may restrict free snacks/food during Happy Hours.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: Local Option</p> <p>On-premise: Local Option Local Option on Sales Election Day: Sales allowed. Christmas/holidays: Sales allowed.</p>
<p>MASSACHUSETTS</p> <p>Massachusetts Alcoholic Beverages Control Commission (617) 727-3040</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licenses may not offer single-priced, unlimited service drink specials, give free drinks to patrons, encourage any organized game which awards alcohol as a prize or promotes excessive drinking or serve more than two drinks to a patron at one time.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: Sun: Permitted</p> <p>On-premise: No official hours. Sundays: Complex law; hours may be further regulated by local licensing boards, see state statutes for more information. Christmas & Memorial Day: Restaurants may sell alcohol after 12 noon, may begin sales at 11 a.m. if approved by local licensing authority.</p>

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<p>MICHIGAN</p> <p>Michigan Liquor Control Commission (517) 322-1345</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licenses may not offer single-priced, unlimited service drink specials, free drinks to patrons or two-for-one drink specials.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal, even if the establishment has a "take-out" license. Everything sold for "take-out" must be sold sealed and unopened.</p>	<p>Off-premise: M-S: 7 a.m. - 2 a.m. Sun: Noon - 2 a.m.</p> <p>On-premise: M-S: 7 a.m. - 2 a.m. Sun: Noon - 2 a.m. with Sunday sales permit. Christmas: No alcohol sales from 9 p.m. Christmas Eve until 7 a.m. Dec. 26.</p>
<p>MINNESOTA</p> <p>Dept of Public Safety Alcohol & Gambling Enforcement (651) 296-6979</p>	.10	<p>To sell: 18 To pour/mix: 21 To serve: 18 Under 17 not permitted to work in areas where alcohol is served or consumed.</p>	<p>Minnesota has no current statutes or rules governing Happy Hours. Minnesota Alcohol Beverage Rules Chapter 7515/0740(L) does not allow premiums or inducements used to encourage alcoholic beverage purchases and consumption. There is a difference between "happy hour," "drink specials" and/or "promotions." Happy hour and drink specials for the most part would be considered one and the same. Drink promotions may or may not be legal depending on the terms and conditions of the promotion. The state recommends that licensees interested in running drink promotions submit the promotions for review by the state agency.</p>	<p>A restaurant with an on-sale or wine license may permit a person purchasing a full bottle of wine in conjunction with the purchase of a meal, to remove the bottle when leaving the license premise provided that the bottle has been opened and the contents partially consumed.</p>	<p>Off-premise: M-S: 8 a.m. - 10 p.m.: first class cities off-premise close 8 p.m. M-Th. Sun: Prohibited</p> <p>On-premise: M-S: 8 a.m. - 2 a.m. Sun: Noon - 2 a.m. Municipalities may restrict on-premise alcohol sales on holidays. Local ordinances may prohibit sale of alcohol on election day.</p>
<p>MISSISSIPPI</p> <p>Office of Alcoholic Beverage Control (601) 856-1301</p>	.08	<p>To sell: 21 To pour/mix: 21 To serve: 18</p>	<p>No promotion may require proof of purchase of an alcohol beverage. All drinks must be served to the customer. Bottle sales, except for wines and champagnes, are prohibited. The law allows a licensee to offer a food and drink combination for a special price.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 10 a.m. - 10 p.m.</p> <p>On-premise: M-S: 10 a.m. - Midnight Sun: Prohibited. Can be allowed and limited by the commission upon request by local jurisdiction. Election Day: Municipalities may prohibit beer sales, but no jurisdiction over spirits.</p>
<p>MISSOURI</p> <p>Liquor Control Division (573) 751-2333</p>	.08	<p>To sell: 21; 18 to sell with permission in some establishments. To pour/mix: 21 To serve: 18 to serve with permission in some establishments.</p>	<p>Retailers may give free drinks, have two-for-one specials, etc. However, retailers are prohibited from advertising these specials; see regulation 11 CSR 70-2.240(5)(G). The law allows a licensee, under certain conditions, to offer a food and drink combination for a special price.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 6 a.m. - 1:30 a.m. Sun: 9 a.m. - Midnight</p> <p>On-premise: M-S: 6 a.m. - 1:30 a.m. Sun: 9 a.m. - Midnight Designated Convention Site M-S till 3 a.m. No state statutes prohibit the sale of alcoholic beverages on an election day – however, local jurisdictions may prohibit sales during election hours on that day.</p>

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<p>MONTANA</p> <p>Montana Liquor Licensing (406) 444-6900</p>	.08	<p>To sell: As allowed by state and federal labor laws. To pour/mix: 18 To serve: As allowed by state and federal labor laws.</p>	<p>Licensee may not sell "Liquor" for less than the posted price. The law does not have any regulations regarding food and drink combinations. Promotions are considered items such as neck hangers, coupons, rebates, etc. Every promotion must be approved by the state prior to conducting it. There are no definitions in the state statute for happy hour and drink specials.</p>	<p>Re-corking is permitted in businesses with all-beverage licenses or beer/wine licenses. A restaurant beer/wine license may not sell alcohol to go.</p>	<p>Off-premise: M-S: 8 a.m. - 2 a.m. Sun: 8 a.m. - 2 a.m. *Agency stores closed. On-premise: M-S: 8 a.m. - 2 a.m. Sun: 8 a.m. - 2 a.m.; sales may be further restricted by local ordinances.</p>
<p>NEBRASKA</p> <p>Liquor Control Commission (402) 471-2571</p>	.08	<p>To sell: 19 To pour/mix: 19 To serve: 19</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or two-for-one drink specials. The law allows a licensee to offer a food and drink combination for a special price. The state differentiates between "happy hour," "drink specials" and/or "promotions."</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 6 a.m. - 1 a.m. Sun: Check local ordinances. On-premise: M-S: 6 a.m. - 1 a.m. Sun: Check local ordinances. Local ordinances may prohibit sale on an election day.</p>
<p>NEVADA</p> <p>Dept. of Taxation (775) 684-2000</p>	.08	<p>All are regulated at the city and county level.</p>	<p>"Happy hour" laws vary by local city and county. Contact local agency for further information.</p>	<p>Patrons are allowed to take wine home when purchased with a meal. Contact enforcement agency for compliance details.</p>	<p>All alcohol sales in Nevada are regulated by local governments only.</p>
<p>NEW HAMPSHIRE</p> <p>State Liquor Commission (603) 271-3134 info@liquor.state.nh.us</p>	.08	<p>To sell: 16 to run a register in an off-premise situation (with 18 year old supervision). To pour/mix: 18 To serve: 18</p>	<p>Licensees cannot provide free drinks to patrons. No special drink prices may be advertised off the licensed premises. The law allows, per RSA 179.42, a licensee to offer a food and drink combination for a special price.</p>	<p>Unconsumed wine purchased with a full meal may be taken from premises, provided patron is not intoxicated, bottle is properly sealed/bagged and transported in vehicle area inaccessible to the driver.</p>	<p>Off-premise: M-S: 6 a.m. - 11:45 p.m. Sun: 6 a.m. - 11:45 p.m. On-premise: M-S: 6 a.m. - 1 a.m. Sun: 6 a.m. - 1 a.m.</p>
<p>NEW JERSEY</p> <p>Division of Alcoholic Beverage Control (609) 984-2830</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or two-for-one drink specials. Licensees also may not encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. The law does allow a licensee to offer a food and drink combination for a special price, but there may be no more than one (1) drink in the package.</p>	<p>Patrons are allowed to remove partially consumed wine from the premises as long as it is re-corked and placed in the trunk of the car. Not having direct access to the wine would remove the chance of receiving an open container citation.</p>	<p>Determined by city ordinance. Election Day sales may be prohibited by local ordinance.</p>
<p>NEW MEXICO</p> <p>Alcohol and Gaming Division (505)476-4875</p>	.08	<p>To sell: 19 (in an establishment where the primary source of revenue is food). To pour/mix: 21 To serve: 19 (in an establishment where the primary source of revenue is food).</p>	<p>Licensees may not offer single-priced, unlimited service drink specials, free drinks for patrons or two-for-one drink specials. Licensees also may not serve more than two alcohol drinks to a person at one time.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 7 a.m. - Midnight Sun: Noon - Midnight On-premise: M-S: 7 a.m. - 2 a.m. Sun: Noon - Midnight (Sunday sales permit required.) Christmas: Law enacted in 2002 to allow spirits to be served as well as beer and wine. Election Day: Alcohol sales are allowed.</p>

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<p>NEW YORK</p> <p>Division of Alcoholic Beverage Control (518) 474-0810</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>ABCL § 117 - a prohibits unlimited drink offerings and the offer of free drinks constituting an attempt to circumvent the purposes of ABCL § 117-a.</p>	<p>State law does allow patrons to take home one bottle of wine purchased with full meal. Please contact enforcement agency for compliance details.</p>	<p>On-premise: M-S: 8 a.m. - 4 a.m. Sun: Prohibited 4 a.m. - Noon</p> <p>Off-premise: M-S: 8 a.m. - Midnight differs by county Grocery - 24 hrs. Sun: Prohibited in liquor stores: grocery and drug stores: 3 a.m. - Noon Election Day: No Restrictions.</p>
<p>NORTH CAROLINA</p> <p>Alcoholic Beverage Commission (919)-779-0700 ContactUs@ncabc.com</p>	.08	<p>To sell: 18 To pour/mix: 21 to pour distilled spirits, 18 to pour beer and wine. To serve: 18</p>	<p>Happy Hours or drink specials must be offered for the entire business day. Licensees may not give patrons free drinks or offer two-for-one drink specials. The state does not allow a licensee to offer a food and drink combination for a special price. There is no difference between "happy hour," "drink specials" and/or "promotions."</p>	<p>If the establishment has an off-premise permit, then the customer can take an opened bottle of wine home by corking it. If the establishment does not have an off-premise license, the customer cannot. Re-corked wine must be transported in a vehicle compartment inaccessible to the driver.</p>	<p>Off-premise: M-Sat: 7 a.m. - 2 a.m. Local option on Sunday.</p> <p>On-premise: M-Sat: 7 a.m. - 2 a.m. Sun: Noon - 2 a.m. with a mixed beverage or brown bagging permit. Election Day: No Restrictions</p>
<p>NORTH DAKOTA</p> <p>Office of the State Tax Commissioner (701) 328-4576</p>	.08	<p>To sell: 19 to collect money (see "To serve" conditions below). To pour/mix: 21 To serve: 19 to serve, if in dining area separate from bar, and gross food sales are at least equal to gross alcohol sales, and done under direct supervision of someone 21 or older.</p>	<p>North Dakota does not have laws regulating Happy Hour. This is sometimes determined by the city. (ie. Fargo has rules against a power hour).</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 8 a.m. - 1 a.m. Sun: Noon - 1 a.m.</p> <p>On-premise: M-S: 8 a.m. - 1 a.m. Sun: Noon - 1 a.m. Election day sales are not prohibited by the state, but may be restricted by local ordinances.</p>
<p>OHIO</p> <p>Div. of Liquor Control (614) 644-2411</p>	.08	<p>To sell: 19 as server, 21 to sell across the bar. To pour/mix: 21 to serve liquor across the bar, 19 to serve beer across the bar. To serve: 19</p>	<p>Licensees may not offer single-priced, unlimited service drink specials, free drinks for patrons or two-for-one drink specials. Licensees also may not encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. Happy Hour drink specials must end before 9:00 p.m.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal, as this would be a violation of the Open Container Law.</p>	<p>Off-premise: M-S: 9 a.m. - 10 p.m. Sun: Prohibited</p> <p>On-premise: M-S: 5:30 a.m. - 1 a.m. Night clubs: 5:30 a.m. - 2:30 a.m. Sunday sales permit required. 11 a.m., 1 p.m. or 10 a.m. to Midnight based upon local option.</p>
<p>OKLAHOMA</p> <p>ABLE Commission (405) 521-3484</p>	.08	<p>To sell: 21 To pour/mix: 21 To serve: 18, if server works outside of separate bar area.</p>	<p>The law does differentiate between "happy hour," "drink specials" and "promotions." Happy Hours are illegal - no reduced drink prices. Drink specials must occur for an entire calendar week (e.g. Sunday-Saturday). Promotions are allowed if they follow the same calendar week schedule. The law does not allow a licensee to offer a food and drink combination for a special price.</p>	<p>Oklahoma law allows re-corked wine to be taken out after dining.</p>	<p>Off-premise: M-S: 10 a.m. - 9 p.m. Sun: Prohibited</p> <p>On-premise: M-S: 10 a.m. - 2 a.m.: set by county. Sundays: Check local ordinances.</p>

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<p align="center">OREGON</p> <p>Liquor Control Commission (800) 452-6522 (503) 872-5000</p>	.08	<p>To sell: 18 To pour/mix: 18 with a service permit, restrictions apply to 18-20- year-olds. To serve: 18 with a service permit, restrictions apply to 18-20-year-olds.</p>	<p>Happy Hour is permitted, but it may not be advertised outside the licensed business. Same rule applies to a licensee who wishes to offer a food and drink combination for a special price, if the price includes a temporary price reduction on the alcohol. Oregon does not distinguish between "happy hour," "drink specials" and/or "promotions."</p>	<p>Oregon law allows re-corked wine to be taken out after dining.</p>	<p>Off-premise: M-S: 7 a.m. - 10 p.m. Sun: 7 a.m. - 10 p.m. On-premise: M-S: 7 a.m. - 2:30 a.m. Sun: 7 a.m. - 2:30 a.m. Off-premise licensees may not sell on certain election days.</p>
<p align="center">PENNSYLVANIA</p> <p>Liquor Control Board (717) 783-9454</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or two-for-one drink specials. Happy Hour specials may only be two consecutive hours long and must occur before 12:00 a.m. Drinks of an increased size must be accompanied by a corresponding increased price. One daily drink special may be offered so long as it ends by 12:00 a.m. Pennsylvania law does allow a licensee to offer a food and drink combination for a special price so long as it does not violate section 13.102 of the Board's Regulations on the licensee's ability to discount the price of alcoholic beverages.</p>	<p>Patrons are allowed to take wine home when purchased with a meal. Contact enforcement agency for compliance details.</p>	<p>Off-premise: M-S: 9 a.m. - 9 p.m. (Some have hours until 10 p.m.) Sun: 10% of Pennsylvania Wine and Spirits Shops may be open from noon until 5 p.m. on Sunday (except Easter and Christmas) during a two-year trial period. On-premise: M-S: 7 a.m. - 2 a.m. Sun: 11 a.m. - 2 a.m. (with permit).</p>
<p align="center">RHODE ISLAND</p> <p>Department of Business Regulation Liquor Control Administration (401) 222-2562</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: Nov-May: 7 a.m. - 10 p.m. Jun-Oct: 7 a.m. - 11 p.m. Sun: Prohibited On-premise: M-S: 6 a.m. - 1 a.m. Sun: 6 a.m. - 1 a.m.</p>
<p align="center">SOUTH CAROLINA</p> <p>Dept. of Revenue & Taxation (803) 898-5864</p>	.08	<p>To sell: No minimum age if sold in sealed containers. To pour/mix: 21 To serve: 18</p>	<p>Licensees may not offer two-or-more-for-the-price-of-one drink specials and may not give free mixed drinks, beer or wine. Regular drink prices may be reduced between 4:00 p.m. and 8:00 p.m. only. All on-premise spirits sales must be in containers of 1.75 oz. or less ("Minibottles"). **The Minibottle provision has been repealed during the 2004 election. The state General Assembly will issue new regulation for the use of standard size bottles during the 2005 legislative session.</p>	<p>Nothing in the S.C. law prevents a patron from removing the open container from the restaurant. It is also legal to have the open container in a car as long as it is in the trunk or luggage compartment.</p>	<p>Off-premise: M-S: 24 hours - cease at Midnight Saturdays. Sun: Prohibited On-premise: M-S: 24 hours for beer & wine, 10 a.m. to 2 a.m. for liquor, cease at midnight Saturdays. Sun: Local Option Election Day sales are prohibited.</p>

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<p>SOUTH DAKOTA</p> <p>Dept. of Revenue & Regulation (605) 773-3311</p>	<p>.08</p>	<p>To pour/mix: 21 To serve/sell: If 50% of retail- on sale business is transacted from the sale of food- persons 18-19-20 may wait tables, no bartending. For off-sale malt beverage, package dealers may permit under 21 to sell malt beverages if sale of alcohol beverages is less than 50% of gross business. Retail on-sale wine licensees server age is 21, no exception.</p>	<p>South Dakota law does not specifically address Happy Hour. The law allows a licensee to offer a food and drink combination for a special price under the circumstances that the licensee can not sell below wholesale cost (drink). There is no difference between "happy hour," "drink specials" and/or "promotion" as the statute only refers to selling below wholesale cost.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 7 a.m. - Midnight Sun: Prohibited (Local option possible). On-premise: M-S: 7 a.m. - 2 a.m. Sun: If granted Sunday sales by local option -- 11 a.m. - Midnight; local ordinances may be stricter. Christmas: Those with off-sale malt beverage, on-off-sale malt beverage or off-sale liquor licenses may sell malt beverages but not liquor; restaurants with on-sale wine licenses may sell wine; local ordinances may be more strict.</p>
<p>TENNESSEE</p> <p>Alcoholic Beverage Commission (615) 741-1602</p>	<p>.08</p>	<p>To sell: 18 To pour/mix: 18 To serve: 18 Note: Mandatory server training permit required.</p>	<p>Licensees may not offer single-priced, unlimited service drink specials, give free drinks to patrons or encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. Licensees may not offer Happy Hour specials after 10:00 p.m. or serve more than one drink to a person at one time.</p>	<p>Patrons are allowed to take wine home when purchased with a meal. Contact enforcement agency for compliance details.</p>	<p>Off-premise: M-S: 8 a.m. - 11 p.m. Sun: Prohibited On-premise: M-S: 8 a.m. - 3 a.m. Sun: 10 a.m. - 3 a.m. **unless municipally has opted out, if so Noon - 3 a.m.</p>
<p>TEXAS</p> <p>Alcoholic Beverage Commission 1-888-THE-TABC (512) 206-3333</p>	<p>.08</p>	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Licensees may not offer single-priced, unlimited service drink specials or two-for-one drink specials. Licensees also may not serve more than two drinks to one person or encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. Happy Hour specials must end before 11:00 p.m. The law allows a licensee to offer a food and drink combination for a special price. There is no difference in the law between "happy hour," "drink specials" and "promotions."</p>	<p>Patrons who order wine with food and have a portion of the open container remaining may remove the open container of wine from the premises. Contact enforcement agency for compliance details.</p>	<p>Off-premise: M-S: 10 a.m. - 9 p.m. Sun: Prohibited. On-premise: M-S: 7 a.m. - Midnight -- late hours permit/license available in certain areas extends hours of sale to 2 a.m. Sun: With food service or at a "sporting venue" may start at 10 a.m. till 12 midnight. Other permits may start at Noon and serve till 2 a.m. with late hours permit.</p>
<p>UTAH</p> <p>Dept. of Alcoholic Beverage Control (801) 977-6800 hotline@utah.gov</p>	<p>.08</p>	<p>To sell: 21 To pour/mix: 21 To serve: 21</p>	<p>Licensees and permittees are prohibited from engaging in discounting practices that encourage over-consumption of alcohol (i.e. "happy hours," "two for ones," "all you can drink" for a set price, free alcohol selling at less than cost, etc.). Licensees may not buy a patron a drink. Advertising may not encourage over-consumption or intoxication, promote the intoxicating effects of alcohol or overtly promote increased consumption of alcoholic products. Utah does not allow the licensee to offer a food and drink combination for a special price.</p>	<p>Patrons are allowed to take wine home when purchased with a meal. Contact enforcement agency for compliance details.</p>	<p>Off-premise: M-S: 10 a.m. - 10 p.m. Sun: Prohibited On-premise: M-S: 10 a.m. - 1 a.m. Sun: 10 a.m. - 1 a.m.</p>
<p>VERMONT</p> <p>Dept. of Liquor Control (802) 828-2345</p>	<p>.08</p>	<p>To sell: 16 off-premise, 18 for on-premise. To pour/mix: 18 To serve: 18</p>	<p>Licensees cannot offer alcohol beverages at reduced prices for any period of time less than a full day. Licensees also cannot encourage or promote any organized game which awards alcohol as a prize or promotes excessive drinking. Licensees are allowed to offer a food and drink combination for a special price as long as they DO NOT use the word complimentary or free.</p>	<p>Vermont allows restaurants the discretion of allowing patrons to take home opened, bagged bottles of wine. **Only in accordance with T 7 VSA § 222(1)</p>	<p>Off-premise: M-S: 6 a.m. - Midnight Sun: 6 a.m. - Midnight On-premise: M-S: 8 a.m. - 2 am Sun: 8 a.m. - 2 am</p>

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<p>VIRGINIA</p> <p>Dept. of Alcoholic Beverage Control (804) 213-4400</p>	.08	<p>To sell: 18 for on-premise; no age limit for off-premise if a 21-year-old employee is present.</p> <p>To pour/mix: 21 To serve: 18</p>	<p>Licenses may not offer single-priced, unlimited service drink specials, free drinks for patrons or two-for-one drink specials. Virginia prohibits patrons from possessing more than two alcohol beverages at one time. The hours that Happy Hour can be conducted are from 6:00 a.m. to 9:00 p.m. Virginia law prohibits Happy Hour drink specials between 9:00 p.m. and 2:00 a.m. of the following day. Licenses can not advertise Happy Hour in the media or on the exterior of the premises. Licenses cannot increase the amount of the alcoholic beverages in a drink without charging a higher price. Licenses cannot sell pitchers of mixed beverages.</p>	<p>Patrons are allowed to take wine home when purchased with a meal.</p> <p>While it is not required to be in the trunk, it is recommended that the bottle is inaccessible to the driver and passengers.</p>	<p>Off-premise: M-S: 10 a.m. - 9 p.m. Sun: Prohibited</p> <p>On-premise: M-S: 6 a.m. - 2 a.m. Sun: 6 a.m. - 2 a.m.</p>
<p>WASHINGTON</p> <p>State Liquor Control Board (360) 664-1600</p> <p>E-mail: wslcb@liq.wa.gov</p>	.08	<p>To sell: 18 To pour/mix: 21 To serve: 18</p>	<p>Licenses may not offer two-for-one drink specials or encourage any activity which promotes excessive drinking. The Board can take action against any liquor licensee who promotes over-consumption or consumption by persons under 21. The law allows a licensee to offer a food and drink combination for a special price as long as no liquor is sold below the cost of acquisition. The law differentiates between "happy hour," "drink specials" and/or "promotions." Happy hour is a specific time of day; drink specials can be by house policy, but cannot be sold below cost of acquisition; promotions must be approved by the Advertising Coordinator at the LCB.</p>	<p>Washington law permits the unused portion of wine to be re-corked, packaged and carried out by the guest.</p> <p>Contact enforcement agency for compliance details.</p>	<p>Off-premise: M-S: 10 a.m. - 9 p.m. Sun: Prohibited</p> <p>On-premise: M-S: 6 a.m. - 2 a.m. Sun: 6 a.m. - 2 a.m.</p>
<p>WEST VIRGINIA</p> <p>Alcohol Beverage Control Administration (800) 642-8208</p>	.08	<p>To sell: 18 To pour/mix: 18 (supervised by person over 21 at all times). To serve: 18</p>	<p>Happy Hour laws are not covered by West Virginia law.</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 8 a.m. - 10 p.m. Sun: Prohibited</p> <p>On-premise: M-S: 7 a.m. - 3:30 a.m. Sun: Noon - 3 a.m. Election Day: Retail licenses may not sell liquor on any primary or general election day. Beer, wine and fortified wine may be sold.</p>
<p>WISCONSIN</p> <p>Dept. of Revenue (608) 266-3969</p>	.08	<p>To sell: 18 To pour/mix: 18 To serve: 18</p>	<p>Wisconsin does not have laws specifically addressing Happy Hours or promotions. The law does not address whether a licensee is allowed to offer a food and drink combination for a special price - therefore it is permitted. There is no differentiation between "happy hour," "drink specials" and/or "promotions."</p>	<p>State laws/rules do not allow patrons to take home wine purchased with a meal.</p>	<p>Off-premise: M-S: 8 a.m. - 9 p.m. Sun: 8 a.m. - 9 p.m.</p> <p>On-premise: M-F: 6 a.m. - 2 a.m. Sat-Sun: 6 a.m. - 2:30 a.m.</p>
<p>WYOMING</p> <p>Dept. of Revenue (307) 777-7961</p>	.08	<p>To sell: 21 To pour/mix: 21 To serve: 21 (18 in dining-only areas).</p>	<p>Wyoming does not have laws specifically addressing Happy Hours or promotions. The law allows a licensee to offer a food and drink combination for a special price.</p>	<p>Only if the establishment has a "full retail" liquor license (this would be considered an off-premise sale); restaurant licensees would not be allowed to do this.</p>	<p>Off-premise and On-premise: M-S: 6 a.m. - 2 a.m. (maximum) Sun: 6 a.m. - 2 a.m. (maximum) Note: Municipalities may be more restrictive on Sunday hours.</p>

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Assessment Tool on Alcohol Establishment Happy Hour Restrictions

Happy Hour Restriction	Restriction Being Practiced? (Y/N)	Comments
"Two for one" or other discounted multiple alcoholic beverage sales.		
Increasing the volume of alcohol in a drink without increasing the price.		
Serving more than one free alcoholic beverage along with every purchased beverage.		
Fixed-price or "all you can drink" sales.		
Selling alcoholic beverages at a reduced price for a fixed "buy in" price.		
Selling alcoholic beverages at a price contingent on the amount consumed by an individual.		
Reduced drink prices after 11 p.m.		
Imposing an entry fee for the purpose of recovering financial losses incurred because of reduced drink prices.		
Drinking contests or awarding of alcoholic beverages as prizes.		
Any practice that encourages consumers to drink to excess, or impairs the ability of the licensee to monitor or control the consumption of alcohol by their customers.		
Other restrictions		

Policy Monitoring Form on Happy Hour Restrictions

Happy Hour Restriction	Restriction in Place? (Y/N)	As of What Date?	Geographical Area or Public Event(s) in Question	Did Your Efforts Lead to this Restriction Being Enacted? If so, How?
"Two for one" or other discounted multiple alcoholic beverage sales.				
Increasing the volume of alcohol in a drink without increasing the price.				
Serving more than one free alcoholic beverage along with every purchased beverage.				
Fixed-price or "all you can drink" sales.				
Selling alcoholic beverages at a reduced price for a fixed "buy in" price.				
Selling alcoholic beverages at a price contingent on the amount consumed by an individual.				
Reduced drink prices after 11 p.m.				
Selling more than two drinks to a single consumer at one time.				
Imposing an entry fee for the purpose of recovering financial losses incurred because of reduced drink prices.				
Drinking contests or awarding of alcoholic beverages as prizes.				
Any practice that encourages consumers to drink to excess, or impairs the ability of the licensee to monitor or control the consumption of alcohol by their customers.				
Other restrictions				

- Information dissemination
- Community-based process
- Environmental

6. Keg Registration

Strategy

Keg registration (also called keg tagging) requires retailers to attach a tag, sticker or engraving to beer kegs that contain an identification number. This system allows law enforcement to identify and track beer keg purchases and take legal action against adults who purchase kegs for underage youth.

Keg registration policies stipulate that:

- Beer kegs are marked with unique identification numbers (using metal or plastic tags, stickers, invisible ink or engraving).
- When a store sells a keg, the keg identification number is recorded along with the purchaser's name, address, telephone number and drivers license number. These records must be kept for a specified length of time, usually six months to a year.
- A deposit fee is also required at the time of the keg purchase.
- When police confiscate a beer keg used to serve underage youth, the purchaser of the keg is identified and arrested or fined for supplying alcohol to underage persons.
- The keg deposit fee is forfeited if a keg is returned with an identification tag that is defaced or missing.
- Keg purchasers can also be required to sign a statement promising not to serve alcohol to underage individuals. This statement can be used as a tool to educate purchasers about their potential liability if they serve alcohol to underage people.
- Keg registration can be implemented voluntarily by a store, or required by local ordinance or state law.

Considerations for Planning

Beer kegs are frequently a source of alcohol at parties with underage youth. In addition, beer kegs may encourage individuals to drink larger quantities of beer, increasing the risk of alcohol-related problems. When police arrive at underage keg parties, people often disperse and it is difficult to determine who provided the alcohol. Without keg tagging, there is no way to trace who purchased the keg. Adults who illegally provide alcohol to underage youth may be deterred only if they believe they will face legal or financial consequences for providing alcohol to people under the age of 21. Keg registration encourages adults to reconsider purchasing kegs for underage youth.

Key Terms

- 1. Definition of a keg:** Any container capable of holding four gallons or more of beer, wine or intoxicating liquor which is designed to dispense beer, wine or intoxicating liquor directly from the container for purposes of consumption.

When developing the keg registration law, consider the potential obstacles for implementation. If a deposit fee is attached to purchasing the keg, the purchaser can decide to lose the deposit fee and remove the keg identification tag, thereby preventing police from tracing the keg. Keg deposits can be increased to address this concern. Require keg identification markers that are either difficult to detect (such as invisible ink) or hard to remove.

If keg registration is only required in one small geographic area, customers who want to buy a keg for underage youth could go to a neighboring community that does not have keg registration. Consequently, keg registration is most effective when it covers a wide geographic area.

In addition, liquor stores may be concerned about increased liability. In reality, liability will be reduced for those establishments that comply with the law. Keg registration holds adults liable who buy beer kegs for underage youth. Establishments that legally sell alcohol to adults, and follow correct keg registration procedures, are not breaking the law and should not be held liable.

Fundamental Steps

1. Determine whether or not your state has a keg registration law. The Alcohol Policy Information System (APIS) has maps and charts of states with keg registration laws. Go to: alcoholpolicy.niaaa.nih.gov/keg-registration.html. If there are keg registration laws already in existence, evaluate the comprehensiveness of the law as well as the degree to which they are being enforced. Determine any gaps with the current legislation. If there is no law or ordinance in place, it will be necessary to mobilize the community for support and assistance before attempting to enact new legislation.
2. Review existing data that demonstrates underage youth are accessing alcohol at keg parties. Determine how the availability and access to alcohol contributes to underage drinking and other alcohol-related problems in the community. Also, examine other outlets for alcohol distribution within your community. Build a case that shows how a keg registration law could limit the access and availability of alcohol, as well as reduce the alcohol-related problems in your community.
3. Obtain and strengthen community support for this strategy from parents, merchants, law enforcement, elected officials and other key community members. Increase public awareness by demonstrating the relationship between keg registration laws and alcohol-related problems in the community. Inform them of the purpose of the law and how it can protect youth and the community from alcohol-related problems. Emphasize how these laws and ordinances can also act as a strong deterrent in adults providing alcohol to minors.
4. If there are gaps within the current law, begin to draft a template for enhanced legislation that appropriately addresses the concerns of your community. If no keg registration law or ordinance exists, begin drafting a comprehensive law that addresses the identified problems. When enhancing or developing a keg registration law, consider the following three key issues:
 - **Definition of a keg:** Any container capable of holding four gallons or more of beer, wine or intoxicating liquor that is designed to dispense beer, wine or intoxicating liquor directly from the container for purposes of consumption.

- **Buyer information:** All states with keg registration laws require that the buyer provides his or her name or signature on the registration form. However, some states require that the buyer show some type of identification and some require that the buyer specify where the keg will be consumed. (The more information required of the buyer, the more effective the law is likely to be.)
 - **Type of identification label:** In most states with keg registration, the local alcohol beverage control or liquor control commission will either issue forms to be used to track sales and register buyers or they will specify the documentation that should be collected. Consider the length of time the keg buyer's information is kept by the retailer, the deposit for the keg, the penalty for removing the tag, the penalty for not returning the keg and where the keg buyers would be required to sign a statement promising not to serve alcohol to underage individuals.
5. Hold individual meetings with those who are in key positions to affect change (e.g., local representatives, law enforcement, elected officials, insurance agencies, neighborhood organizations). Distribute examples of the suggested new or revised regulations on keg registrations and obtain their support.
 6. Meet with city council, county commissioners and other identified elected officials and provide them with an example of the new or revised regulations. Work with them to enact the suggested regulations on keg registration within your local community.
 7. Work with law enforcement to ensure that any current laws or ordinances are being enforced on a consistent basis.
 8. Identify immediate, intermediate and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

Consider which specific organizations and agencies in your community that would invest in this strategy. Contact local merchants and businesses, parent groups and other organizations that might be directly impacted by the keg registration laws. Highlight the relationship between easy access to alcohol and increased alcohol-related problems in the community. Inform parents and other adults that they are breaking the law and contributing to alcohol-related problems when they provide alcohol to youth.

Media Awareness and Advocacy

- Hold a press conference describing the data collected about the number of alcohol-related problems that occur in the community. Discuss how implementing keg registration laws can reduce alcohol-related problems. Identify individuals affected by this issue who can serve as credible spokespeople. Feature those people at your press conference.
- Issue press releases highlighting key activities and important events, such as public hearings, on potential keg registration ordinances or laws.
- Write letters to the editor about the problems caused by the lack of keg registration laws.
- Write an "Op-Ed" piece.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local/state liquor control commission
- Parents
- Youth
- Local substance abuse prevention agencies
- Local/state health department

Estimated Timeline

- Six to nine months for the planning, implementation and evaluation of the strategy

Potential Barriers or Obstacles

- Inability to obtain support from community members
- Opposition from local businesses and the alcohol industry
- Lack of support from legislators

Possible Short- and Long-Term Outcomes

- Reduction in the number of youth who report obtaining alcohol from keg parties
- Reduction in the number of private parties providing alcohol to minors
- Reduction in alcohol related crashes, injuries and fatalities
- Reductions in youth DUI arrests
- Rates of adults arrested for providing alcohol to youth decreases
- Rates of adults arrested for violating keg registration laws decreases
- Attitudes and awareness of keg registration laws increases
- Increased support for keg registration laws

Suggested Resources

Supplemental Resources Related to this Strategy

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Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

http://en.wikipedia.org/wiki/Keg_registration

A list of states with keg registration laws.

http://www.alcoholpolicy.niaaa.nih.gov/Keg_Registration.html

Alcohol Policy Information System (APIS): Keg registration laws and maps and charts about states with keg laws.

http://www.alcoholpolicymd.com/press_room/brochures/bi_stats_keg_reg.htm

Statistics supporting keg registration.

<http://www.ksrevenue.org/pdf/forms/abc170.pdf>

Sample Keg Registration form for the state of Kansas

<http://www.abc.state.ny.us/system/files/Bulletin586-B.pdf>

New York State keg registration Program

Sample Application for Beer Keg Identification Tags

Note: This is to be filled out by the county clerk's office and the licensee. The clerk then can make a copy of this form to give to the licensee and the clerk keeps the original in the clerk's office.

THIS IS A SAMPLE

Date: _____

Business name: _____

Retail liquor license/cereal malt beverage license number: _____

Address: _____

The undersigned, _____, on behalf of the above indicated licensee, acknowledges that on this date he/she has received from the County Clerk of _____ County, _____ [your state here], and keg identification number _____ through _____, inclusive, and Declaration and Receipt forms of the same sequential numbers to be used solely for the purpose of selling kegs and in strict compliance with County Resolution No. _____, of [your county and state here] _____.

SIGNATURE OF LICENSEE: _____

Title: _____

Sample News Release – Beer Keg Tracking

Note: Customize and send this release if your state does not have current keg tracking laws in place. Contact your local newspaper for an address and other instructions for submitting a news release.

FOR IMMEDIATE RELEASE

Beer Keg Tracking Laws Can Help Prevent Underage Drinking in [NAME OF YOUR STATE]

Despite the passage of beer keg tracking laws in many other states and numerous local jurisdictions, the state of [NAME HERE] has yet to pass such legislation. Beer keg tracking ordinances enable law enforcement to identify and take legal action against adults who purchase and provide beer kegs to underage youth.

Kegs require specific regulations because they enable one individual over the age of 21 to supply alcohol to any number of underage youth. Also, the low price and high volume of keg beer makes it especially popular with young people. However, keg parties may lead to heavy drinking and binge drinking, which can result in tragic accidents and even death from alcohol poisoning. In fact, the first keg-tracking program was enacted in response to a young person's alcohol-related drowning that occurred in Massachusetts over 20 years ago. Since then, many communities have enacted similar keg tracking programs because they can help to reduce the risks of underage drinking that often accompany keg parties.

To find out more about supporting keg tracking in [NAME OF STATE], contact your state representative's office. Or, contact [NAME OF YOUR COMMUNITY GROUP, IF APPLICABLE] to support local community efforts for keg tracking.

For more information, contact: [INSERT YOUR NAME AND PHONE NUMBER]

Sample Letter to the Editor – Beer Keg Tracking

Note: Follow the instructions in the opinion section of your local newspaper for submitting a letter to the editor. Most newspapers print these instructions in the opinion-editorial section, or you can call the newspaper for instructions.

ISSUE: Keg Tracking Laws Needed in Our State

Beer keg parties may seem like a rite of passage for many young adults, but the fact is, kegs contribute to high-risk underage drinking that could result in tragedy. Because kegs enable one adult over the age of 21 to purchase and supply alcohol to dozens of young people, they are often associated with heavy drinking that can lead to accidents and even death by alcohol poisoning. Keg tracking is one way to help reduce the high risks of underage drinking associated with beer kegs.

The first beer keg tracking program began in response to a young person's alcohol-related drowning in Massachusetts over 20 years ago. Since then, many states and numerous local jurisdictions have enacted keg tracking laws, which hold adults legally responsible for supplying beer kegs to underage youth. However, our state has yet to enact any type of beer keg tracking laws.

If you'd like to help reduce underage drinking in our community and in our state, please join me. Contact your state representative and express your support for keg tracking laws to help prevent underage drinking and its tragic consequences.

Sincerely,

Include your name and group name, if applicable

Sample Letter to State Representative – Beer Keg Tracking

Note: Consult the “government” section of your local phone book to find out the name of your local state representative. Contact the representative’s office for address information.

Date

State Representative

Address

Dear State Representative:

I am a local constituent who is concerned about the fact that our state has yet to enact beer keg tracking ordinances to help reduce underage drinking.

Beer kegs represent a higher risk for underage drinking because they enable one individual over the age of 21 to purchase and supply alcohol to dozens of young people. In addition, the low-cost, high-volume nature of beer kegs encourages high-risk drinking behavior, from heavy to binge drinking.

Beer keg tracking laws help law enforcement identify and take legal action against adults who supply alcohol to underage youth. In short, they can help prevent underage drinking and its potential tragic consequences.

The most effective beer keg tracking ordinances define a “keg” as any container capable of holding four gallons or more of beer, wine or intoxicating liquor that is designed to dispense beer, wine or intoxicating liquor directly from the container for purposes of consumption, and requires the following:

- Alcohol retailers must attach a tag, sticker or engrave an identification number on the keg.
- A deposit is required (\$50 as a suggestion), and is refundable with the return of the keg with its identification number intact.
- The name, address, telephone number, driver’s license number or other identification information of the purchaser at the time of purchase. This information should be recorded on a form or sheet provided by the retailer.
- Alcohol retailers must maintain records of beer keg purchases for 12 months.

I’m asking for your support in championing this important issue that could help reduce underage drinking in our state. Please feel free to contact me if I can be of assistance to you in this important effort. Thank you for your consideration.

Sincerely,

Include your name and phone number

Sample Op-Ed – Beer Keg Tracking

Note: Contact a community leader and ask him or her to customize the following op-ed piece for submission to your local newspaper.

ISSUE: Beer Keg Tracking Laws Needed in Our State

Beer keg parties might seem like a rite of passage for many young adults, but the fact is, kegs contribute to high-risk underage drinking that could result in tragedy. Unfortunately, kegs enable one individual over the age of 21 to supply high volumes of cheap beer to dozens of young people. High-volume and low-cost can be a dangerous combination when it comes to alcohol, resulting in accidents and even death by alcohol poisoning.

The first beer keg tracking program began in response to a young person's alcohol-related drowning in Massachusetts over 20 years ago. Since then, many states and numerous local jurisdictions have enacted keg tracking laws, which allow police to identify and take legal action against adults who have supplied beer kegs to underage youth. However, our state has yet to enact any type of beer keg tracking laws.

If you'd like to help reduce underage drinking in our community and in our state, please join me. Contact your state representative and ask them to support keg tracking laws to help prevent underage drinking and its tragic consequences.

Sincerely,

Include name here

Sample Local Ordinance

BILL NO. _____ ORDINANCE NO. _____

An ordinance amending ordinance number __, being the business and occupation section entitled alcoholic beverages, by enacting a new section requiring the registration by licensees of kegs holding beer, wine or intoxicating liquor and providing penalty for violation thereof.

WHEREAS, the Board of [your county name here] recognize that beer kegs are often a main source of alcohol at parties where underage drinking occurs, and WHEREAS, the Board of [your county here] desires to enact an ordinance requiring the registration* of kegs holding beer, wine or intoxicating liquor to help curb underage drinking, and WHEREAS, an ordinance regulating the sale of beer kegs would be in the best interest of public health, safety and welfare in controlling underage drinking;

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF [YOUR CITY HERE] OF THE CITY OF [YOUR CITY AND STATE] AS FOLLOWS:

SECTION 1. Chapter __ is amended by enacting a new Section ____ that shall read as follows:
SECTION ____ Beer Keg Registration*

1. DEFINITIONS - As used in this Section, the following terms shall mean:

"KEG" - Any container capable of holding four gallons or more of beer, wine or intoxicating liquor which is designed to dispense beer, wine or intoxicating liquor directly from the container for purposes of consumption.

"REGISTRATION* SEAL" - Any document, stamp, declaration, seal, decal, sticker or device approved by the City which is designed to be affixed to kegs and which displays a registration* number and such other information as may be prescribed by the City.

"LICENSEE" - Shall mean any person holding a license within the City to sell beer, wine or intoxicating liquor.

2. REGISTRATION* DECLARATION/SEAL REQUIREMENT

No licensee shall sell or lose control of any beer, wine or intoxicating liquor in a keg without having registered the sale on a form prescribed by the City and affixing a registration* seal on the keg at the time of sale.

3. REGISTRATION* DECLARATION - The Registration* Declaration shall at least contain the following:

A. The name and address of the purchaser verified by valid identification as determined by rules and regulations promulgated by the City.

B. The type of identification presented by the purchaser.

C. A statement signed by the purchaser indicating that the purchaser is twenty-one years of age to consume the alcoholic beverages purchased, that the purchaser acknowledges the penalty for providing alcohol to minors is a fine of up to five hundred dollars (\$500.00) or imprisonment for a period not to

exceed ninety (90) days, or by both such fine and imprisonment, and that the purchaser will not remove or obliterate the keg registration* tag affixed to the keg or allow its removal or obliteration.

4. KEG RETURN - PROCEDURE TO BE FOLLOWED BY LICENSEE

When a registered keg is returned to the licensee, the registration* seal shall be removed or obliterated and note of such action shall be made on the registration* records of the licensee.

5. VIOLATIONS

It shall be a violation of this ordinance for any person, except as provided above, to remove, alter, deface or obliterate any registration* seal affixed to a keg, except that disposing of empty kegs made of disposable packaging shall not constitute a violation.

6. SEIZURE OR FORFEITURE OF KEG

If any person is in possession of a keg used for or containing beer, wine or intoxicating liquor in violation of this ordinance, then the keg and its contents shall be subject to seizure or forfeiture.

7. RESPONSIBILITY TO MAINTAIN RECORDS

Any licensee shall maintain a complete and accurate record of all registration* forms and other documentation of the sale of kegs at the place of business designated in the pennit for a period of one year. Such records regarding keg sales shall be open to inspection by the City or other law enforcement officers at a reasonable date and time.

8. PENALTY

Any person who violates the terms of this ordinance shall upon conviction thereof be punished by a fine of not more than five hundred dollars (\$500.00) or by imprisonment not exceeding ninety (90) days or by both such fine and imprisonment.

9. SEVERABILITY

If any section, subsection, subdivision, paragraph, sentence, clause or phrase in this section(s) or any part thereof, is for any reason held to be unconstitutional or invalid or ineffective by a court of competent jurisdiction, such decision shall not affect the validity or effectiveness of the remaining portions of this section(s) or any part thereof. The Board of [your county here] hereby declares that it could have passed the ordinance which adopted this Chapter and each section, subsection, subdivision, paragraph, sentence, clause or phrase in this Chapter or any part hereof irrespective of the fact that any one or more other sections, subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional.

SECTION 2. The provisions of this ordinance shall be in full force and effect sixty (60) days after its passage by the Board of [your county] and approval by the Mayor.

INTRODUCED, READ, PASSED AND MADE EFFECTIVE BY THE BOARD OF [your county], OF THE CITY OF [your city and state], THIS ____ DAY OF ____, [insert year].

_____ [Mayor Signature]

ATTEST: _____ City Clerk

1st reading _____ [date] 2nd reading _____ [date]

* Many local and state efforts have found it more acceptable to use the word tracking instead of registration when they are lobbying support for this policy.

Source: The Board of Alderman, City of Smithville, Missouri.

Sample of a Resolution

All retailers should get a copy of this with their keg ID tags RESOLUTION NUMBER _____.

A resolution pertaining to the sale of beer and cereal malt beverages in kegs; requiring identification for purchase and record maintenance of such sale:

Be it resolved by the board of county commissioners of [your county and state here], as follows:

Section 1. Keg Registration*

1. As used in this section, the words and phrases herein defined shall have the following meaning, unless the context otherwise requires:

Beer means a beverage containing more than 3.2% alcohol by weight obtained by alcoholic fermentation of an infusion or concoction of barley, or other grain, malt and hops in water and beverages having such alcoholic content.

Cereal malt beverage means any fermented but undistilled liquor brewed or made from a mixture of malt or malt substitute, but does not include any such liquid which is more than 3.2% alcohol by weight.

Keg means a reusable container of beer or cereal malt beverages having a liquid capacity of four or more gallons.

Legal age for consumption means 21 years of age or older.

Person means any natural person, corporation, partnership, limited liability company, trust or association.

Retailer means a person who sells at retail or offers for sale at retail, beer or cereal malt beverages within [your county and state] pursuant to a valid state and/or municipal license.

Sell refers to and means sales of beer or cereal malt beverages for use or consumption and not for resale in any form, and includes sales of beer or cereal malt beverages in a keg returnable to the seller. Such terms shall not refer to or mean sales by a distributor or sales by one retailer to another.

Proper proof of identification means a photographic motor vehicle operator's license, a valid passport, a United States military identification card, a [your state] photographic nondriver's identification card or other official or apparently official document containing a photograph, signature and birth date of the person.

1. A retailer or retailer's employee or agent, prior to or at the time of any sale at retail of a keg, shall:

- A. Affix or cause to be affixed to the keg, a keg identification tag in accordance with the provisions of subsection (4) of this section.
- B. Require the purchaser to exhibit proof of identification. If the purchaser fails to provide such proof of identification, the retailer shall refuse to sell the keg to such person.
- C. Require the purchaser to sign a Declaration and Receipt for the keg in the form proved for in subsection (4) of this section.

- D. Record on the declaration the keg identification tag number, the date of sale, the purchaser's name and address, and the type, number and expiration date of the purchaser's identification.
- E. Inform the purchaser that any deposit paid by the purchaser for the keg, if required, shall be forfeited if the keg is returned without the original keg identification tag intact and readable, and the date which the keg must be returned by, if the keg is to be returned.
- F. Require each purchaser of any such keg to acknowledge as part of the declaration that persons under 21 are not of legal age for consumption of beer or cereal malt beverage and that the declaration is subject to inspection by law enforcement personnel.
- G. Provide a copy of the Declaration and Receipt to the purchaser.

2. Any person who purchases a keg or the contents thereof shall:

- A. Be of legal age to purchase, possess or use beer and cereal malt beverages.
- B. Provide proof of identification and such other information as the retailer may require in accordance with subsection (2) of this section.
- C. Sign a Declaration and Receipt in the form required by this section.
- D. Not allow any person under the age of 21 to consume the keg contents except as allowed by law.
- E. Not remove, obliterate, or allow to be removed or obliterated the keg identification tag required by this section.
- F. Maintain a copy of the Declaration and Receipt with keg during the time the keg is in the purchaser's possession or control.

3. In addition:

- A. The keg identification tag required under this section shall be in the form of an uniquely numbered and coded tag or label, prescribed and furnished by the County Clerk. Such tag or label is used for a single sale of the marked tag and is to be removed from the keg by the retailer upon return of the keg to the retail seller and maintained with the records of the sale. Such tags shall be fabricated and made attachable in such a manner as to make the tag removable for the purpose of the cleaning and reuse of the keg by a manufacturer.
- B. The Declaration and Receipt required by this section shall be on a form prescribed and furnished by the County Clerk and shall include the information as required by subsections (2) and (3) thereof, and may include such other identifying information as the County Clerk may deem necessary and appropriate.
- C. Retailers may apply for and receive keg identification tags and Declaration and Receipt forms from the County Clerk upon submittal of an application on a form as prescribed by the County Clerk and such proof as may be required by the County Clerk that the applicant is duly licensed to sell beer or cereal malt beverages in a keg.

- D. The retailer shall retain a copy of all such Declarations and Receipts required under this section on the retailer's licensed premises for a period of twelve months following the transaction. Such Declarations and Receipts shall be available for inspection and copying by any law enforcement officer during normal business hours for the purpose of identifying persons suspected of a violation of law.
- E. Falsifying any information of a Declaration and Receipt shall be a violation of this section.

4. No retailer may refund any deposit upon return of a keg that:

- A. Does not have the required identification tag.
- B. Has an identification tag that has been defaced to the extent that the information contained on the tag cannot be read.

5. It shall be unlawful for any person to:

- A. Remove from a keg all or part of a keg identification tag required pursuant to this section.
- B. Deface a keg identification tag required by this section to the extent the information contained on the tag cannot be read.
- C. Fail to return a keg within 10 days of the due date.
- D. Possess a keg that does not have the keg identification tag required by this section, provided that the provisions of this subsection shall not apply to any person when acting in the capacity of a manufacturer, distributor or retailer, and this subsection shall not apply to any person who finds a discarded keg on such person's property.

6. Violation of any of the provisions of this section shall, upon conviction thereof, be a Class C Misdemeanor, punishable by up to one (1) month in the county jail and a fine not to exceed \$500.00 or both.

Section 2. This Resolution shall be effective on [date] _____ after publication in the official county newspaper one (1) time.

Passed and approved this ____ day of _____, 20__

_____ Chair
 Member _____
 Member _____
 Attest:
 _____ Clerk

Source: The Board of County Commissioners, Greenwood County, Kansas.

7. Social Host Liability

CSAP Primary Prevention Strategies

- Information dissemination
- Community-based process
- Environmental

Strategy

Social host liability laws hold adults accountable for serving or providing alcohol to minors. They also hold adults responsible for underage drinking that occurs on property they own, lease or otherwise control.

In some states, social host liability is covered under dram shop law. Dram shop liability refers to a drinking establishment's potential financial liability for serving or selling alcohol to an intoxicated or underage person who later causes injury to themselves or a third party. However, dram shop law normally only covers commercial services and not individuals.

Note that social host laws vary by state. Some state laws may only target those who provide alcohol to underage youth. In addition, social host liability ordinances may provide a combination of criminal and civil penalties, ranging from fines, jail time, administrative fees and response costs.

Key Terms

- 1. State-level social host civil liability:** Imposes, by statute or court decision, a civil duty on social hosts across the relevant state that can be enforced through litigation brought by injured private parties seeking monetary damages against the host.
- 2. State-level social host criminal liability:** Involves a violation enforced through criminal prosecution and leading to criminal sanctions, such as fines or imprisonment. Social host criminal liability is closely linked to state laws prohibiting individuals from furnishing alcohol to youth under the age of 21.
- 3. City or county criminal infraction:** Social host liability is treated as a criminal matter, but the punishment, at most, is a monetary fine.
- 4. City or county criminal misdemeanor:** Social host liability is treated as a misdemeanor, carrying possible jail time as a penalty.
- 5. City or county civil or administrative citation; city or county response costs recovery:** Offenders face no criminal penalties, no criminal monetary fines and no jail time. Instead, these ordinances declare an underage drinking party on private property a civil public nuisance, which threatens the public health, safety and general welfare.
 - a. Under city or county civil or administrative citation ordinances, persons who own, lease or otherwise control the property on which an underage drinking party occurs are civilly responsible for civil or administrative monetary penalties for allowing an underage drinking gathering to occur on the property.
 - b. Under city or county civil response cost recovery ordinances, persons who own, lease or otherwise control the property on which an underage drinking party occurs are civilly responsible for the associated costs of police, fire or other emergency response services. The ordinance allows local governments to recover the cost of police officers and court time to respond to the offense.

Considerations for Planning

Surveys of youth show that the most common source of alcohol is their own home or from persons over the age of 21 who purchase alcohol for them. Social host liability laws may deter parents and other adults from hosting underage parties and purchasing/providing alcohol for underage youth.

Unfortunately, some adults believe underage drinking is just a part of growing up and they turn their backs on underage drinking. In some cases, parents even encourage alcohol consumption by hosting parties with alcohol for minors at their residence. Often, parents underestimate the hazards and consequences of alcohol use by minors. For teens, drinking is often viewed as a rite of passage and they begin to expect fewer rules and restrictions. As you begin to plan for this strategy, consider the possible opposition to implementing social host liability laws.

In spite of possible resistance to this strategy, research shows social host liability laws are effective. An analysis of all 50 states shows that social host laws help reduce drinking and driving, as well as heavy drinking.

Fundamental Steps

1. Determine whether or not your state has a social host liability law. Go to www.socialhost.org for information on social host ordinances and much more. If your state already has social host liability laws in place, evaluate their comprehensiveness and enforcement. Determine any gaps with the current law. If there is no law or ordinance in place, it will be necessary to mobilize the community for support and assistance before attempting to enact any new laws or regulations.
2. Review existing data that show underage youth are accessing alcohol from their home or from someone who is over the age of 21. Determine how the availability and access to alcohol contributes to underage drinking and other alcohol-related problems in the community. Also, examine other sources of alcohol distribution within your community. Establish a case that demonstrates how a social host liability law could limit the access and availability of alcohol, as well as reduce the alcohol-related problems in your community.
3. Obtain and strengthen community support for this strategy from parents, merchants, law enforcement, elected officials and other key community members. Increase public awareness by demonstrating the relationship between underage drinking laws and alcohol-related problems in the community. Inform them of the purpose of the law and how it can protect youth and the community from alcohol-related problems. Emphasize how these laws and ordinances can act as a strong deterrent in adults providing alcohol to minors and/or intoxicated individuals.
4. If gaps have been identified within the current law, begin to draft a template to enhance legislation that appropriately addresses the concerns of your community. If no social host liability law or ordinance exists, draft a comprehensive law that addresses the identified problems.
5. Hold individual meetings with those who are in key positions to affect change (e.g., local representatives, law enforcement, elected officials, insurance agencies, neighborhood organizations). Distribute examples of the suggested new or revised regulations on social host liability and obtain their support.

6. Meet with city council members, county commissioners and other identified elected officials. Provide them with an example of the new or revised regulations. Work with them to enact the suggested regulations on social host liability within your local community.
7. Work with law enforcement to ensure that any current laws or ordinances are being enforced on a consistent basis.
8. Identify immediate, intermediate and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

Consider what specific organizations and agencies are within your community that would invest in this strategy. Contact local insurance agencies, local merchants and businesses, parent groups and other organizations that might be directly impacted by the social host liability laws. Highlight the relationship between easy access to alcohol and increased alcohol-related problems in the community. Inform parents and other adults that they are breaking the law and contributing to alcohol-related problems when they provide alcohol to youth.

Media Awareness and Advocacy

- Hold a press conference describing the data collected about the number of alcohol-related problems that occur in the community. Discuss how implementing social host liability laws can reduce alcohol-related problems as well as economic costs to the community. Identify individuals who are affected by this issue and can serve as credible spokespeople. Feature those people at your press conference.
- Be prepared to educate parents about other risks (falls, fights, accidents, alcohol poisoning, unplanned, unwanted or unprotected sexual encounters) involved with allowing youth to drink in their home or on their property.
- Try to get media coverage of the problem. Stage a press conference near or at an area where there are, or have been, a large number of parent-hosted parties.
- Issue press releases highlighting key activities and important events, such as public hearings, on potential social host liability ordinances or laws.
- Write letters to the editor about the problems caused by the lack of social host liability laws.
- Write an editorial in your local newspaper and explain the issue clearly and quickly, and identify how social host laws will help.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local/state liquor control commission
- Parents
- Youth
- Local substance abuse prevention agencies
- Local/state health department
- Local businesses

Estimated Timeline

- Six to nine months for the planning, implementation and evaluation of the strategy
- Possibly 12-18 months of enacting new legislation

Potential Barriers or Obstacles

- Inability to obtain support from community members
- Opposition from local businesses and the alcohol industry
- Lack of support from legislators

Possible Short- and Long-term Outcomes

- Reduction in the number of youth who report obtaining alcohol from home or another residence
- Reduction in the number of private parties providing alcohol to minors
- Reduction in alcohol-related crashes, injuries and fatalities
- Rates of youth DUI arrests
- Rates of adults arrested for providing alcohol to youth
- Rates of adults arrested for violating social host liability laws
- Attitudes and awareness of social host liability laws
- Support for social host liability laws

Suggested Resources

Supplemental Resources Related to this Strategy

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 7. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.alcoholpolicy.niaaa.nih.gov/Prohibitions_Against_Hosting_Underage_Drinking_Parties.html?tab=Maps

Alcohol Policy Information Service website on state ordinances against hosting underage drinking parties.

www.lcpsa.com/uploads/Social_Host_ordinance_final.pdf

Linn County, Iowa social host ordinance adopted 3-5-2009.

www.socialhost.org

Your online source for information about social host ordinances and more.

Summary: Open House Assembly Ordinance

The proposed ordinance holds adults responsible for underage drinking at parties on their property or on-premise under their control. This ordinance applies to parties at hotels and motels, as well as at private homes, in meeting rooms or other rented facilities.

Proposed Ordinance OPEN HOUSE ASSEMBLY

Section 1. Definitions.

Adult – A person 18 years of age or older.

Alcoholic Beverage – Any beverage containing more than one-half of one percent alcohol by volume.

Residence or Premises – A hotel or motel room, home, yard, apartment, condominium or other dwelling unit, or a hall, meeting room or other place of assembly, whether occupied on a temporary or permanent basis, whether occupied as a dwelling or specifically for social functions and whether owned, leased, rented or used with or without compensation.

Open House Assembly – A social gathering of three (3) or more persons at a residence, other than the owner or those with rights of possession or their immediate family members.

Control – Any form of regulation or dominion including a possessory right.

Section 2. Prohibition.

1. No adult having control of any residence or premises shall allow an open house assembly to take place or continue at this residence or premises if:
2. At the open house assembly any person under the age of twenty-one (21) years possesses or consumes any alcoholic beverage in violation of Minnesota Statute section 340A.503.
3. The adult knows or reasonably should know that a person under the age of twenty-one (21) years will or does possess or consume any alcoholic beverage at the open house assembly in violation of Minnesota Statute section 340A.503.
4. The adult fails to take reasonable steps to prevent the possession or consumption of the alcoholic beverage by such persons under the age of twenty-one (21) years in violation of Minnesota Statute section 340A.503.

Section 3. Presence of Adult. Whenever an adult having control of a residence or premises is present in that residence or premises at the time of the violation of Section 2, it shall be prima facie evidence that such person knew of this violation.

Section 4. Protected Activities. The provisions of this section shall not apply to legally protected religious observances.

Section 5. Repealer. All ordinances or parts of ordinances are repealed only to the extent necessary to give this ordinance full force and effect.

Section 6. Penalties. The penalties for violation of this section shall be as follows:

1. For the first violation, a fine not exceeding fifty dollars (\$50).
2. For subsequent violations, a fine not less than one hundred dollars (\$100) and not exceeding seven hundred dollars (\$700).

This ordinance shall take effect immediately.

Sample Ordinance

ORDINANCE NO. ___

**AN ORDINANCE OF THE CITY OF DUBLIN
ADDING CHAPTER 5.94 TO THE DUBLIN MUNICIPAL CODE
RELATING TO UNDERAGE DRINKING**

The City Council of the City of Dublin does hereby ordain as follows:

Section 1. Chapter 5.94 shall be added to the Dublin Municipal Code to read as follows:

**Chapter 5.94
SOCIAL HOST ORDINANCE**

Sections:

5.94.010	Purpose.
5.94.020	Definitions.
5.94.030	Hosting, permitting or allowing a loud or unruly gathering.
5.94.040	Exceptions.
5.94.050	Reasonable steps to prevent consumption of alcohol; self-reporting.
5.94.060	Violation – Penalty.
5.94.070	No mandatory duty of care.
5.94.080	Preemption.

5.94.010 Purpose.

- A. To protect the public health, safety and general welfare.
- B. To promote the reduction of underage drinking by imposing penalties on persons responsible for loud or unruly gatherings where alcohol is consumed by, served to or in the possession of minors; thereby enhancing the enforcement of laws prohibiting the consumption of alcohol by minors and reducing the costs of providing police services to parties, gatherings or events by requiring hosts to ensure minors are not consuming alcoholic beverages.

5.94.020 Definitions.

For the purpose of this chapter, the following definitions shall apply:

“Alcohol” shall have the meaning of the definition of “alcohol” in Section 23003 of the

California Business and Professions Code, as that section may be amended from time to time. As of the introduction of this chapter, Section 23003 defines "alcohol" to mean "ethyl alcohol, hydrated oxide of ethyl or spirits of wine, from whatever source or by whatever process produced."

"Alcoholic beverage" shall have the meaning of the definition of "alcoholic beverage" in Section 23004 of the California Business and Professions Code, as that section may be amended from time to time. As of the introduction of this chapter, Section 23004 defines "alcoholic beverage" to include "alcohol, spirits, liquor, wine, beer and every liquid or solid containing alcohol, spirits, wine or beer and which contains one-half of 1 percent or more of alcohol by volume and which is fit for beverage purposes either alone or when diluted, mixed or combined with other substances."

"Loud or unruly gathering" means a party or gathering of two or more persons at a residence or on other private property or rented public property upon which loud or unruly conduct occurs and at which alcohol is consumed by minors. Such loud or unruly gatherings include but are not limited to gatherings resulting in:

1. Excessive noise.
2. Excessive traffic.
3. Obstruction of public streets and/or the presence of unruly crowds that have spilled into public streets.
4. Public drunkenness or unlawful public consumption of alcohol or alcoholic beverages.
5. Assaults, batteries, fights, domestic violence or other disturbances of the peace.
6. Vandalism.
7. Litter.
8. Any other conduct which constitutes a threat to the public health, safety or quiet enjoyment of residential property or the general welfare.

"Minor" means any person less than twenty-one (21) years of age.

"Social Host" means any person who permits, allows or hosts a gathering at his or her place of residence or other private property, public place or any other premises under his or her control where alcoholic beverages have been consumed by a minor.

5.94.030 Hosting, permitting or allowing a loud or unruly gathering.

The following shall apply to the permitting, allowing or hosting of a loud or unruly gathering where alcoholic beverages have been consumed by a minor:

- A. Except as permitted by Article 1, Section 4 of the California Constitution, it is unlawful for any person to permit, allow or host a loud or unruly gathering at his or her place of residence, or on other private property or rented public property, if such person either knows or reasonably should have known that a minor has consumed an alcoholic beverage.
- B. A person who permits, allows or hosts a loud or unruly gathering shall be deemed to have actual or constructive knowledge that a minor has consumed alcoholic beverages if the person has not taken all reasonable steps to prevent the consumption of alcoholic beverages by minors as set forth in Section 5.94.050(A) below.

- C. Any person who permits, allows or hosts a loud or unruly gathering shall be rebuttably presumed to have actual or constructive knowledge that minors have consumed alcoholic beverages if such person is present at the premises of the gathering at the time any minor consumes an alcoholic beverage.

5.94.040 Exception.

This Chapter shall not apply to any location or place regulated by the California Department of Alcohol and Beverage Control.

5.94.050 Reasonable steps to prevent consumption of alcohol; self-reporting.

- A. It is the duty of any person who permits, allows or hosts a loud or unruly gathering at his or her place of residence or other private property public place, or any other premises under his or her control, to take all reasonable steps to prevent the consumption of alcoholic beverages by any minor at the gathering. Reasonable steps include, but are not limited to, the following: controlling access to alcoholic beverages at the gathering, controlling the quantity of alcohol beverages at the gathering, verifying the age of persons attending the gathering by inspecting drivers' licenses or other government-issued identification cards to ensure that minors do not consume alcoholic beverages at the gathering and monitoring the activities of minors at the gathering.
- B. A person who hosts a loud or unruly gathering shall not be in violation of this Chapter if he or she seeks assistance from the Police Department or other law enforcement agency to remove any person who refuses to abide by the host's performance of the duties imposed by this Chapter, or terminates the gathering because the host has been unable to prevent minors from consuming alcoholic beverages despite having taken all reasonable steps to do so, as long as such request is made before any other person makes a complaint about the gathering.
- C. A person who hosts a loud or unruly gathering shall not be in violation of this Chapter if any person at the gathering seeks emergency assistance to respond to any medical emergency occurring on the premises.

5.94.060 Violation – Penalty.

- A. Violation of this Chapter shall be an infraction.
- B. Nothing in this Chapter in any way limits any other remedy that may be available to the City, or any penalty that may be imposed by the City, for violations of this Chapter.

5.94.070 No mandatory duty of care.

This ordinance is not intended to impose, and shall not be construed or given effect in a manner that imposes upon the City, or any officer, employee, agent or representative of the City, a mandatory duty of care toward persons or property within and without the City limits, so as to provide a basis of civil liability for damages, except as may otherwise be imposed by law.

5.94.080 Preemption.

This chapter shall not be interpreted in any manner that conflicts with the laws or constitutions of the United States or the state of California.

Section 2. Severability. The provisions of this Ordinance are severable and if any provision, clause, sentence, word or part thereof is held illegal, invalid, unconstitutional or inapplicable to any person or circumstances, such illegality, invalidity, unconstitutionality or inapplicability shall not affect or impair any of the remaining provisions, clauses, sentences, sections, words or parts thereof of the Ordinance or their applicability to other persons or circumstances.

Section 3. Effective Date. This Ordinance shall take effect and be enforced thirty (30) days following its adoption.

Section 4. Posting. The City Clerk of the City of Dublin shall cause this Ordinance to be posted in at least three (3) public places in the City of Dublin in accordance with Section 36933 of the Government Code of the State of California.

PASSED, APPROVED AND ADOPTED this ____ day of _____, 20____.

AYES:

NOES:

ABSENT:

ABSTAIN:

Tim Sbranti, Mayor

ATTEST:

Caroline Soto, City Clerk

1193024.8

Sample Letter to State Representative on Social Host Liability Laws

Note: Consult the “government” section of your local phone book, or go to www.house.gov/writerep to find out the name of your local state representative. Contact the representative’s office for address information.

Date

Include your name, group name and address

Include your state representative’s name and address

Dear Mr. or Ms. Representative:

I am writing to ask for your help in addressing a serious problem in our state – underage drinking. Recent surveys of high school students show that underage kids who drink get up to half of their alcohol from adults. Whether these adults realize it or not, underage drinking has many harmful consequences:

- car crashes
- assault
- addiction
- accidents and suicide
- vandalism
- unplanned, unwanted and unprotected sexual encounters
- teen pregnancy and sexually transmitted diseases

To help keep kids safe by reducing youth access to alcohol, many states have enacted social host liability laws that hold adults either civilly or criminally responsible for supplying alcohol to underage youth. We need these laws in our state, and I’m asking for your help. Please consider championing this issue for the kids of our state.

Feel free to contact me if I can help in any way, and thank you for your consideration.

Sincerely yours,

Your signature and group name

Source: “Social Host Liability: A State Policy to Reduce Access to Alcohol by Underage People,” Alcohol Epidemiology Program, School of Public Health, University of Minnesota. 1998. “A Practical Guide to Preventing and Dispersing Underage Drinking Parties,” Pacific Institute of Research and Evaluation. 2000.

Sample Letter to the Editor from Law Enforcement

Dear Editor:

The time for proms and graduation parties is upon us. We congratulate the graduates on this milestone in their lives and wish them success, health and happiness in all their future endeavors. Of utmost concern is making this graduation season safe for all participants. Don't let this time be marred by an incident involving alcohol or other drugs.

[Michigan Law] is very specific when it comes to underage drinking; no person under the age of 21 can purchase, possess or consume intoxicants. The first offense is a misdemeanor, carrying a \$100.00 fine, community service and a substance abuse screening. Additionally, anyone under 21 who operates a vehicle after consuming alcohol, regardless of the blood alcohol level, will lose their drivers license.

The law is also very clear on liability associated with hosting a party where alcohol is served. It is against the law to furnish (or sell) alcohol to anyone under the age of 21. A mandatory \$1,000 fine and up to 60 days in jail is the consequence of this action. A party host also has civil liability to think about. Whether the party is in your home, your garage, in an out-building or in a field, if you own the property, you are civilly liable if a person leaves your property after consuming intoxicants and injures themselves or others.

If you are planning on hosting a party where alcohol is going to be consumed, please make sure that no one under 21 is allowed to consume alcohol. Anyone who appears to be intoxicated should not be allowed to continue drinking, and should be given a ride home.

Let's make [insert year] the year when no one is arrested, injured or killed because of celebrations that got out of hand. Let's honor our graduates and ensure their safety and their futures by not allowing alcohol to be part of the party.

Working together, we can make our community a safer and healthier place to live.

Sincerely,

Your signature and group name

Sample Letter to the Editor on Social Host Liability Laws

Note: Follow the instructions in the opinion section of your local newspaper for submitting a letter to the editor. Most newspapers print these instructions in the opinion-editorial section, or you can call the newspaper for instructions.

ISSUE: Social Host Liability Laws Needed in Our State

Recent research of youth across the country shows that underage drinking is more prevalent than we adults could have ever imagined. One survey of high school students showed that underage kids who drink obtain about one-half of their alcohol from adults – oftentimes, from parents themselves. While some adults may think that drinking is just a part of growing up, the following list of problems associated with underage drinking should make us think again:

- car crashes
- assault
- addiction
- accidents and suicide
- death from alcohol poisoning
- vandalism
- unplanned, unwanted and unprotected sexual encounters
- teen pregnancy and sexually transmitted diseases

One way to discourage adults from supplying alcohol to kids is by enacting and enforcing social host liability laws. Many states have enacted these laws that hold adults civilly and/or criminally responsible for providing alcohol to underage youth, or who knowingly allow underage drinking in their homes or on their property.

Although these laws certainly won't eliminate all underage drinking, it is one of the things that we can do to help reduce it here in [NAME OF YOUR STATE]. Join me in writing to our state representatives to quickly enact this type of legislation.

Sincerely,

Include your name here

Source: "Social Host Liability: A State Policy to Reduce Access to Alcohol by Underage People," Alcohol Epidemiology Program, School of Public Health, University of Minnesota. 1998. "A Practical Guide to Preventing and Dispersing Underage Drinking Parties," Pacific Institute of Research and Evaluation. 2000.

Sample News Release – Social Host Liability

Note: Send this release to the local news editor at your newspaper. Call the newspaper for the editor's name and for instructions on submitting the release.

FOR IMMEDIATE RELEASE

Supplying Alcohol to Youth Poses Problems for Adults

Recent surveys show that adults are contributing to the problem of underage drinking – and now they can be held responsible for it. Surveys conducted among high school students indicate that when kids get their hands on alcohol, about half of the time it's from an adult. These adults may be individuals over age 21 that purchase alcohol for their underage friends, but it's also common for underage kids to obtain alcohol from parents themselves.

What adults need to know is that they can be held responsible – criminally and/or civilly – for providing alcohol to underage youth. Increasingly, communities are enacting social host liability laws that allow people to bring civil suits against adults who provide alcohol to underage youth, or who knowingly allow underage drinking in their home or on their property. Each state's laws vary in their provisions. In the state of [INSERT NAME OF STATE], social host liability laws have been enacted. [YOU MAY WANT TO INCLUDE A FEW SENTENCES HERE ABOUT THE SPECIFIC PROVISIONS OF LAWS THAT APPLY IN YOUR COMMUNITY.]

Social host liability laws have been created to help remedy the problems that are undeniably linked with underage drinking: car crashes, recreational vehicle accidents, vandalism, date rape, assault, teen pregnancy and sexually transmitted diseases, accidents, suicide and death by alcohol poisoning.

Social host liability laws are especially relevant as the season for high school proms and graduation parties approach [CUSTOMIZE FOR ANY TIME OF YEAR]. Young adults and parents need to know that if they fail to take responsibility for supplying alcohol to kids, they may find themselves legally responsible.

For more information, contact: [INSERT YOUR NAME AND PHONE NUMBER]

Source: "Social Host Liability: A State Policy to Reduce Access to Alcohol by Underage People," Alcohol Epidemiology Program, School of Public Health, University of Minnesota 1998. "A Practical Guide to Preventing and Dispersing Underage Drinking Parties," Pacific Institute of Research and Evaluation, 2000.

8. Graduated Drivers Licensing Laws

CSAP Primary Prevention Strategies

- Information dissemination
- Community-based process
- Environmental

Strategy

Graduated Drivers Licensing (GDL) is a system designed to delay full licensure while allowing beginner drivers to obtain their initial experience under lower risk conditions, protecting them while they are learning to drive.

Typical provisions of graduated licensing laws are:

- Extended periods of supervised driving before a full license is granted.
- Required hours of adult supervision during learner periods.
- Restrictions on late-night driving during initial months after teens get their license.
- Restrictions on driving with teen passengers.
- Seat belt requirements for drivers and passengers.

Most programs include three stages including learner, intermediate and full privilege. In an optimal system:

- The minimum age for a learner's permit is 16.
- The learner stage lasts at least 6 months, during which parents must certify at least 30-50 hours of supervised driving.
- The intermediate stage lasts until at least age 18 and includes both a night driving restriction, starting at 9:00 p.m. or 10:00 p.m., and a strict teenage passenger restriction allowing no teenage passengers, or no more than one teenage passenger.
- A full privilege stage begins at age 18 and can only be obtained after completing the first two stages without a motor-vehicle crash or conviction.

Key Terms

- 1. Learner stage:** Supervised driving, cumulating with a driving test.
- 2. Intermediate stage:** Limiting unsupervised driving in high-risk situations.
- 3. Full privilege stage:** A standard drivers license.

Considerations for Planning

Research suggests that 16-year-olds have higher motor-vehicle crash rates than drivers of any other age, including older teenagers. Graduated licensing laws are specifically designed to reduce the harm among young drivers. Research has also documented a reduction in crashes among teenagers after the implementation of such laws. While no state meets or exceeds all of the requirements of best practice for this system, many states have established some set of requirements for graduated licensing.

Some states have included additional regulations including seat belt use provisions, cell phone use restrictions, driver education and penalty systems that result in license suspension or an extension of the holding period. Before implementing this strategy, review the type of graduated licensing laws that currently exist within your state. The current regulation will determine your course of action. For example, if the state has limited restrictions, it will be necessary for you to gain community support and assistance to establish additional graduated licensing restrictions.

Fundamental Steps

1. Determine if graduated licensing laws currently exist within your state. If so, review the current regulations and identify any gaps in the current law.
2. Review current data surrounding motor-vehicle crashes, injuries and fatalities for young drivers within your community. Analyze the data and determine any connections between unrestricted youth driving and motor-vehicle accidents. Examine the need for new or additional regulations on graduated licensing that could assist in reducing these accidents.
3. If gaps have been identified within the current law, begin to draft a template for a new or enhanced legislation that addresses the needs within your community.
4. Obtain and strengthen community support for this strategy from parents, law enforcement, elected officials and other key community members. Increase public awareness by demonstrating the relationship between unrestricted youth driving and amplified motor-vehicle crashes, injuries and fatalities within your community.
5. Hold individual meetings with those who are in key positions to affect change (e.g., local representatives, law enforcement, elected officials, insurance agencies, neighborhood organizations). Distribute examples of the suggested new or revised regulations on graduated licenses and obtain their support.
6. Meet with city council members, county commissioners and other identified elected officials. Provide them with an example of the new or revised regulations. Work with them to enact the suggested regulations on graduated licensing within your local community.
7. Identify immediate, intermediate and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

Consider what specific organizations and agencies in your community would invest in this strategy. Contact local insurance agencies, local merchants and businesses that might be directly affected by the graduated licensing laws.

Media Awareness and Advocacy

- Hold a press conference describing the data collected regarding the number of youth motor-vehicle accidents that occur in the community. Discuss how implementing or enhancing graduated licensing laws could reduce these problems and ultimately decrease the economic costs to the community. Identify individuals who are affected by this issue and can serve as credible spokespeople. Feature those people at your press conference.

- Issue press releases highlighting key activities and important events, such as public hearings, on potential graduated licensing laws or regulations.
- Encourage the local paper to run an article about the problems caused by unrestricted high-risk youth driving and how graduated license laws can reduce these problems.
- Write letters to the editor about the problems caused by unrestricted youth driving and highlight how graduated licensing laws can address the problem.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local, county and state legal and judicial staff
- Local insurance agencies
- Citizen Advocacy Groups
- Parents
- Youth
- Local substance abuse prevention agencies

Estimated Timeline

- Nine to twelve months for the planning, implementation and evaluation of the strategy

Potential Barriers or Obstacles

- Lack of data that creates a clear link between unrestricted youth driving and increased motor-vehicle accidents
- Lack of knowledge or experience with the political and legislative system
- Law enforcement may give graduated license laws low priority
- Parents and teens may believe that graduated license laws are unfair and interfere with school and work schedules
- Officials may believe that establishing comprehensive graduated license laws will be too costly
- Elected officials may believe that graduated licensing laws are unpopular among their constituents and will not support them

Possible Short- and Long-Term Outcomes

- Rates of youth motor-vehicle crashes, injuries and fatalities among those 16 and 17 years of age
- Compliance and/or noncompliance with the graduated licensing laws
- Rates of DUI arrests for youth ages 16 and 17
- Attitudes towards graduated licensing laws
- Awareness of the restrictions imposed by the current graduated licensing laws
- Level of enforcement of graduated licensing laws

Suggested Resources

Supplemental Resources Related to this Strategy

1. Summary of Kentucky's Graduated Licensing Law.....	169-170
 2. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called "Helpful Links" is located on the Resource CD for easier navigation.)

http://gdl.kytc.ky.gov/grad_summary.htm

Summary of Kentucky's Graduated Licensing Law

<http://dor.mo.gov/mvdl/drivers/gradlaw.htm>

Missouri Graduated Driver License Law

http://cdc.gov/MotorVehicleSafety/Teen_Drivers/teendrivers_factsheet.html

Center for Disease Control and Prevention: Teen Drivers Fact Sheet

http://www.ghsa.org/html/stateinfo/laws/license_laws.html

Governor's Highway Safety Association (GHSA) Graduated Driver Licensing Laws

<http://www.nhtsa.gov/Driving+Safety/Driver+Education/Teen+Drivers/>

Select the Graduated Driver Licensing section to learn more about the Graduated Licensing System and the National Evaluation of Graduated Driver Licensing Programs

Summary of Kentucky's Graduated Licensing Law

*This summary describes Kentucky's Graduated Licensing law.

Permit Phase

- Applicants must be at least 16 years of age to apply for a driving permit.
- A parent or guardian must sign the permit application for applicants under the age of 18, taking responsibility for the applicant.
- Applicant must successfully pass the written permit examination and the vision test to be issued a permit.
- Applicants under the age of 21 must hold the driving permit for a minimum of 180 days. Applicants over the age of 21 must hold the driving permit for a minimum of 30 days.
- Permit holders must drive with licensed driver over 21 years old, accompanying them in the front passenger seat. (Must complete a minimum of 60 hours of practice driving, 10 of which must occur at night.)
- Permit holders under the age of 18 are not allowed to drive between the hours of 12 midnight and 6 a.m. unless the driver can demonstrate a good cause for driving, such as emergencies, school or work-related activities.
- Drivers receiving a moving traffic violation conviction under KRS 186, 189, 189A will have to restart the 180-day permit waiting period.
- Permit holders shall not operate a motor vehicle at any time with more than one unrelated person under 20 years of age in the vehicle.
- Driving under the influence of alcohol or drugs is prohibited. All drivers under the age of 21 are subject to "Zero Alcohol Tolerance" (defined as .02 Blood Alcohol Concentration).
- Drivers who receive a permit before 18 years of age must complete one of the following programs or courses.

New Driver

- Education Programs before they will be eligible to apply for the full unrestricted license:
- Graduated Licensing Course (Free four-hour course provided by the Kentucky Transportation Cabinet in the drivers home county)
- High School Driver's Education Course or a similar course offered by a Kentucky Community College, Vocational School or Job Corps.
- Private Driver Training Course at a Division of Driver License approved driver training school. All drivers are subject to Kentucky's point system. A driver under the age of 18 who accumulates more than six points, or a driver age 18 and over who accumulates 12 points, may have their driving privilege suspended.
- No serious moving violations for those under the age of 18.
- Buckle Up, it's the Law! Everyone in the vehicle must wear a seatbelt at all times.

Intermediate License Phase

- When applying for an Intermediate License, the driver's Parent/Guardian must certify the driver has completed 60 hours of practice driving, 10 of which must occur at night.
- Drivers under 18 years of age who have successfully completed the permit phase must pass the driving skills test to be issued an intermediate license. After successfully completing the road test the Kentucky State Police driving examiner will place an "Intermediate License" sticker on the drivers permit.
- Drivers 18 years of age or older do not have to complete the Intermediate License phase and may apply for a full unrestricted driver license, provided they have completed an approved Driver Education Program. Intermediate License holders under the age of 18 are not allowed to drive between the hours of 12 midnight and 6 a.m. unless the driver can demonstrate a good cause for driving such as emergencies, school or work-related activities.
- Passenger restriction – limit one unrelated person under 20 years of age (secondary offense).
- Drivers receiving a moving traffic conviction under KRS 186, 189, 189A will have to restart the 180-day Intermediate License waiting period.
- Intermediate license holders must complete one of the following New Driver Education Programs before moving to the next licensing phase:
 1. Graduated Licensing Course (free four-hour course provided by the Kentucky Transportation Cabinet in the drivers home county).
 2. High School Drivers Education Course or a similar course offered by a Kentucky Community College, Vocational School or Job Corps.
 3. Private Driver Training course at a Division of Driver License approved driver training school.
 4. Driving under the influence of alcohol or drugs is prohibited. All drivers under the age of 21 are subject to "Zero Alcohol Tolerance" (defined as .02 Blood Alcohol Concentration).
- A driver under the age of 18 who accumulates more than six points may have his or her driving privilege suspended.
- No serious moving violations for those under the age of 18.
- Buckle Up, it's the Law! Everyone in the vehicle must wear a seatbelt at all times.

Full Unrestricted Driver License Phase

- Driving under the influence of alcohol or drugs is prohibited. All drivers under the age of 21 are subject to "Zero Alcohol Tolerance" (defined as .02 Blood Alcohol Concentration).
- All drivers are subject to Kentucky's point system. A driver under the age of 18 who accumulates more than six points, or a driver age 18 and over who accumulates 12, points may have his or her driving privilege suspended.
- Buckle Up, it's the Law! Everyone in the vehicle must wear a seatbelt at all times.

Source: http://gdl.kytc.ky.gov/grad_summary.htm

9. Restricting Alcohol Sales at Public Events and Festivals

CSAP Primary Prevention Strategies

- Information dissemination
- Education
- Community-based process
- Environmental

Strategy

Alcohol restrictions at community events include policies that control the availability and use of alcohol at public venues, such as concerts, street fairs, community festivals and sporting events. Such restrictions can be implemented voluntarily by event organizers or through local legislation. Alcohol restrictions can range from a total ban on alcohol consumption to the posting of warning posters that detail the risks associated with consuming alcohol. See examples of voluntary and mandated restrictions at the end of this section.

Considerations for Planning

Before your group calls for alcohol restrictions at public events, you will need to have evidence that shows restrictions are needed. It's also important to remember that many local community groups, including churches, use alcohol sales as a revenue source to raise money for charitable purposes. Be prepared to offer additional means generating revenue.

Emphasize that you are not seeking to ban alcohol sales, but you are proposing ways to make alcohol sales safer. For example, a survey of 45 community festivals in the summer of 2000 found that:

- 62% allowed individuals under 21 into designated drinking areas.
- 53% did not limit the number of alcoholic drinks purchased per sale.
- 33% received funding from the alcohol industry.
- 32% did not restrict alcohol to a specific area.
- 30% of event planners did not know whether alcohol servers were required to be trained on how to responsibly serve alcohol.
- 20% of those who served alcohol did not use any special methods to identify underage patrons.

Key Terms

1. Alcohol sponsorship: Through sponsorship agreements, the alcohol industry utilizes community events to market its brands and products. When community events accept sponsorship from the alcohol industry, they become part of the industry's marketing strategy.

Fundamental Steps

1. Determine whether your community has restrictions or ordinances related to the sale of alcohol at public events. If restrictions are in place, the following actions should occur:
 - Gather information about any problems associated with specific public events, such as community festivals, sporting events and public events. Contact the local police department, managers of facilities, security personnel, event coordinators and business and property owners near the event to gather information.
 - Evaluate the strengths, weaknesses and enforcement of existing alcohol control policies for community and other public events.
2. If there are no restrictions or ordinances in place, use the information you gathered regarding problems as a basis to create change. Mobilize to ensure the passage and enforcement of restrictions or ordinances that will affect a county, city or a specific public event. The following strategies have proven effective in reducing alcohol problems at public events:
 - Restrict the issuance of licenses at youth- and family-related events.
 - Restrict or prohibit alcohol sponsorship at community events.
 - Ban the sale of alcohol at events and locations popular with young people.
 - Prohibit open containers in unsupervised public locations.
 - Establish procedures for dealing with intoxicated people.
 - Enforce strict conditions for alcohol sales and consumption at events in order to reduce youth access and to prevent over-consumption by people over 21:
 - Designate restricted drinking sections where young people are not allowed.
 - Ban attendants/participants from bringing alcohol into an event/festival.
 - Require responsible beverage service management policies and training for workers at public events and require that alcohol servers are at least 21 years old.
 - Limit the cup size and servings of alcohol per person.
 - Have alcohol-free nights and/or days at community events and alcohol-free seating in stadiums.
 - Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
 - Stop serving alcohol at least one hour before closing.
 - Sell food and low-cost non-alcoholic drinks and water.
 - Enforce alcohol restrictions vigorously for both public events and public places, maintaining the seriousness of these regulations.
 - For private parties in public places, require permits contingent on strict stipulations and responsible beverage service guidelines.
3. Write letters to event organizers or sponsors of public events describing problems caused by unrestricted sales of alcohol at public events and how restrictions can help these problems.

4. Ensure that coalition members are available for interviews and educate all members about the data on problems associated with over-service and underage drinking.
5. Obtain and strengthen community support for this strategy from event organizers, law enforcement and other community members. Focus public awareness activities in the community and highlight the relationship between unrestricted sales of alcohol at public events to specific alcohol-related problems (property damage, alcohol-related traffic crashes, inappropriate adult behavior in front of youth, etc.).
6. Hold individual meetings with those who are in key positions to affect change (e.g., elected officials, alcohol policy organizations and insurance companies).
7. Inform the organizers of community/sporting events that having well-trained servers and adhering to enforcement strategies may reduce legal and civil liability.
8. Identify immediate, intermediate and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

Focus on the people (neighborhood residents, season ticket holders, victims) and agencies (city cleanup, insurance companies, law enforcement, governing body that grants temporary sales permits) negatively impacted by unrestricted sales. Gather their support for change.

Media Awareness and Advocacy

- Try to get media coverage of the problem. Stage a rally or an event in or near the public event that is selling alcohol with minimal or no enforcement.
- Issue press releases highlighting key activities and important events, such as public hearings, on potential alcohol restrictions at public events.
- Obtain press coverage and identify credible spokespeople that can identify first-hand how unrestricted sales affect individuals and the community in terms of manpower, liability and services.

Potential Partners

- Licensing authority for temporary alcohol sales permits
- Local insurance agencies
- Neighborhood groups and associations
- Business owners who hold permits to sell or serve alcohol
- Local media – television and newspapers
- Law enforcement
- Chamber of Commerce
- Local substance abuse prevention agencies and coalitions

Estimated Timeline

Voluntary restrictions – immediate to three months

Mandated restrictions – three months to a year

Potential Barriers or Obstacles

- Breaking tradition with the historical way public events have been conducted related to alcohol sales
- Lack of concrete data that makes a direct link between no policies (or policy enforcement) and increased problems
- Fear on the part of event planners that policies will affect sales and profits
- Alcohol policies at public events are viewed as a low priority
- High community tolerance for public intoxication or inappropriate behavior

Possible Short- and Long-Term Outcomes

- Rate of alcohol-related complaints from neighborhood residents decreases. Reductions in alcohol-related property damage, vandalism, public urination, etc.
- Decrease in the number of alcohol-related arrests (disorderly conduct, assault, minors in possession)
- Decrease in the number of alcohol-related ejections from athletic events by security staff
- Decrease in the number of alcohol-related crashes, injuries and fatalities
- Public knowledge of regulations that govern the sale of alcohol at public events
- Policy changes in how alcohol is sold and served at public events
- Increased commitment and support for sustaining policy changes and creating consistency in community process tied to alcohol sales at public events
- Restrictions and specific requirements are tied to all temporary permits that are granted for alcohol sales and service

Suggested Resources

Supplemental Resources Related to this Strategy

1. Alcohol Risk Management Program.....	177
2. Voluntary and Mandated Restrictions on Alcohol Sales at Community Events.....	179
 3. Festival Planner Checklist.....	181
 4. Sample Letter to the Editor - Alcohol Sales at Community Events.....	183
 5. Sample Letter to Sponsoring Organizations - Alcohol Sales at Community Events.....	185
 6. Strategic Planning Guide.....	243-251

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1497703/>

Article: Illegal Alcohol Sales and Use of Alcohol Control Policies at Community Festivals.

http://www.marininstitute.org/alcohol_policy/events_alcohol.htm

Article: Reducing Alcohol Problems at Community Events

<http://www.epi.umn.edu/alcohol/policy/atevents.shtm>

Article: Alcohol Restrictions at Community Events

http://www.alcoholpolicymd.com/pdf/Restrictions_Community_Events2.pdf

Article: Alcohol Restrictions at Community Events

Alcohol Risk Management Program

Risk Assessment

Conduct an on-site audit of potential alcohol-related trouble spots. Sample questions include:

1. Do your ticket sellers sell tickets to already intoxicated individuals?
2. Are servers of alcohol checking ID for everyone under the age of 30?
3. Can alcohol be brought to your event (or parking lot)?
4. Are intoxicated patrons staggering out of your facility? Is security intervening?
5. Where is the alcohol sold? Is the area separate from the event? Fenced off?
6. Is there accessibility for emergency personnel if needed?

Written Policies and Procedures

Your event should have written policies and procedures regarding the sale of alcohol. Sample policies include:

1. Serving cup sizes (maximum of 14-16 ounces).
2. Number of drinks allowed per purchase (one or two is recommended).
3. Pricing of the alcohol (it should be more expensive than non-alcohol beverages).
4. Having non-alcoholic beverages available and promoted.
5. Establishing an "alcohol area", fencing to define the area.
6. Checking ID of everyone who enters into the "alcohol area."
7. Hours of sale.
8. Not permitting anyone under 21 in the "alcohol area."
9. To serve alcohol you must be 21.
10. Training all event volunteers in Responsible Alcohol Service.

Training

Training servers is a priority for alcohol risk management, as well as developing alcohol policies and procedures that outline the responsibilities of the servers.

Public Awareness/Community Relations

A comprehensive alcohol management program can create an appropriate environment leading into community events and provide a fall-back bargaining position. Being proactive is even better. Promote responsible alcohol service training. Erect signage and take out ads in the local media prior to the event announcing your alcohol policies and procedures.

Source: FACE – Resources, Training & Action on Alcohol Issues.

Voluntary and Mandated Restrictions on Alcohol Sales at Community Events

Planning and Set-Up

- Establish non-drinking areas for families and youth.
- Establish designated drinking areas where underage youth are not allowed; prohibit people from leaving these areas with alcoholic beverages.
- Limit alcohol sponsorship (see definition below) at public events.
- Designate certain times when alcohol is not sold or served.
- Establish enforcement procedures for all policies.

Alcohol Providers and Sellers

- Require alcohol license holders to have liability insurance (check your state laws for specific legal requirements on liability).
- Require responsible alcohol sales service training for alcohol sellers and event coordinators.
- Require alcohol sellers to be at least 21 years old.
- Require a manager to be on duty at the alcohol vendor station at all times.
- Establish age identification checking procedures.
- Prohibit drinking by servers.
- Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.

Security

- Establish procedures for handling intoxicated drinkers.
- Require that security staff be adequately trained.
- Ban alcohol consumption in parking lots and monitor the lots.

Food and Beverages

- Limit the serving cup size of beer to 12 ounces and 5 ounces for wine.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
- Limit the number of servings per person/per purchase to one or two at a time.
- Stop serving alcohol at least one hour before the event ends.
- Sell food and non-alcoholic drinks and provide free or low-cost water.

Festival Planner Checklist

Pre-Festival

Security

- Hire adequate enforcement
- Make sure each security officer has a flashlight
- Assign a designated position to each officer

At the entrance to beer garden

- ID checking guide
- Tally counter
- Wristbands
- Posters
- Policy manual

Designated area

- Make sure fencing is secure
- Security at each entrance

Festival grounds

- Make sure appropriate trash receptacles are available
- Make sure sufficient restrooms are available

Parking lot

- Make sure adequate lighting is available
- Make sure sufficient parking is available
- Ensure safe walking paths

At the Booth

Behind beer booth

- Policy manual
- ID checking guide
- Incident report form
- Cash box
- Easily distinguishable 12 oz. cups
- Pens

Signs and posters

- Post all signs for servers in visible location
- Make sure posters are visible for event attendees

Servers

- Make sure all servers are over 21
- Remind servers that there is no drinking on the job
- Make sure servers are easily identified
- Make sure all servers have reviewed policy manual

Source: Alcohol Epidemiology Program, University of Minnesota.

Sample Letter to the Editor – Alcohol Sales at Community Events

NOTE: Follow the instructions in the opinion section of your local newspaper for submitting a letter to the editor. Most newspapers print these instructions in the opinion-editorial section, or you can call the newspaper for instructions.

ISSUE: Alcohol Sales at Community Events

Every year, I look forward to our community festivals here in [NAME OF YOUR COMMUNITY]. These events highlight the best that we have to offer in our community. However, I'd like to express my concerns about alcohol sales and the risks of underage drinking at these upcoming events.

It's clear that many aspects of these events are planned very carefully. I would like to encourage all of the sponsoring organizations to give equal thought and effort to preventing underage drinking at these events. Why? Because underage drinking is associated with car crashes, vandalism, assaults, date rape and many other tragedies. Organizations that sponsor our community events can be held liable for any tragedies that occur as a result of underage drinking at these events.

Let's work together to keep alcohol out of the hands of kids at our community festivals. Event sponsors and organizers can institute a plan to ensure the safe sale of alcohol by implementing the following action steps:

- Locate alcohol sales areas away from all family- and children-oriented activities.
- Sell a variety of non-alcoholic beverages as well.
- Limit the hours of alcohol sales.
- Require a photo ID.
- Limit purchases to one cup per person.
- Ensure that the maximum cup size is no more than 12-14 ounces.
- Train all server staff in Responsible Alcohol Service.
- Make sure that servers don't drink alcohol.
- Establish a responsible alcohol management plan for the event.
- Inform the community about your responsible alcohol management plan through the newspaper, radio and television interviews before the event.
- Place visible signage announcing your alcohol policies at the event.

The actions described above will greatly reduce the risk of underage drinking at this year's events. I hope others will join me as we work together to make this year's summer festivals both fun and safe for all of us.

Sincerely,

Include your name and group name, if applicable

Source: FACE – Resources, Training & Action on Alcohol Issues, 2010.

Sample Letter to Sponsoring Organizations – Alcohol Sales at Community Events

Date

Include your name, group name and address

To Sponsoring Organization of Community Events

Dear [NAME OF ORGANIZATION]:

As our community looks forward to the [NAME OF EVENT], I'd like to express our organization's thoughts and concerns about the possibility of underage drinking and the impact it could have on all of us. I hope you will do everything possible to prevent any underage youth from purchasing or drinking alcohol at this event, especially since you could be held liable for any alcohol-related tragedies that might occur as a result.

Here is a basic alcohol management plan that we hope you will institute at this year's event:

- Locate alcohol sales areas away from all family- and children-oriented activities.
- Sell a variety of non-alcoholic beverages as well.
- Limit the hours of alcohol sales.
- Require a photo ID.
- Limit purchases to one cup per person.
- Ensure that the maximum cup size is no more than 12-14 oz.
- Train all server staff in Responsible Alcohol Service.
- Make sure that servers don't drink alcohol.
- Establish a responsible alcohol management plan for the event.
- Inform the community about your responsible alcohol management plan through the newspaper, radio and television interviews before the event.
- Place visible signage announcing your alcohol policies at the event.

Please feel free to contact me if you have any additional questions about how best to prevent underage drinking at [NAME OF THE EVENT]. I appreciate your consideration of this important issue.

Sincerely,

Include your name and group name here

Source: FACE – Resources, Training & Action on Alcohol Issues, 2010

- Information dissemination
- Environmental

10. Increasing Taxes on the Sale of Alcohol

Strategy

Like many products, the overall price of alcohol affects how much people will consume, which in turn, affects the level of alcohol-related problems. The primary way to make alcohol more expensive is through increasing taxes on the sale of alcohol.

Research indicates that higher alcohol taxes lead to reduction in the levels and frequency of drinking and heavy drinking among youth, lower traffic fatality rates and reduced incidence of some types of crime.

The National Bureau of Economic Research estimates that the number of youth who drink beer would have declined by 24% if alcohol taxes had kept pace with inflation since 1951. While certain groups may oppose such a tax, several surveys indicate that most Americans support increased taxes on alcohol. In its report released in September 2003, *Reducing Underage Drinking: A Collective Responsibility*, the National Academy of Sciences recommended increasing alcohol excise taxes to curb underage drinking as an effective strategy that has shown consistent and positive results.

Key Terms

- 1. Adjusting taxes to the rate of inflation:** Inflation means dollars today have less buying power than they did in the past. If the cost of a product or a tax rate stays the same year after year, the cost or tax for that product would actually fall in terms of "real" dollars. Therefore, one way to raise taxes is to "catch up" the current tax rate to what it should be after inflation, and index alcohol taxes to increase with inflation in future years.
- 2. Alcoholic Beverage Control States:** Generally referred to as control states, these states have a state monopoly over the wholesale and/or retail pricing and distribution of some or all categories of alcoholic beverages (beer, wine and distilled spirits). There are currently 18 control states in the U.S. (Alabama, Idaho, Iowa, Maine, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, Washington, West Virginia and Wyoming).

Considerations for Planning

This is a challenging strategy that can yield high returns both financially and by lowering alcohol-related problems especially among youth. This strategy requires commitment, conviction, advocacy and strategic planning. It is also a strategy that CAN be successfully accomplished at the local (Gallup N.M.) and state level. Recent examples include Arizona, Washington and Alaska. Many others are in the process of trying to raise alcohol taxes.

Fundamental Steps

1. Determine what the current alcohol tax rates are for your state. To do this, check with the state's Alcohol Beverage Control office or revenue department to find out how excise taxes are levied in your state for beer, wine and distilled spirits.
2. Learn what the exact tax rate is in your state. Go to the Alcohol and Tobacco Tax and Trade Bureau for the most up-to-date information about taxes in your state. Address is: http://www.taxadmin.org/fta/rate/tax_stru.html.
3. After learning the current alcohol tax rates and policy in your state, it is time to start conducting an analysis on what the tax rate should be raised to. The best approach will depend on a variety of factors, including the current tax levels, the political situation and the objectives of the tax increase.
4. Compile data and evidence that supports alcohol tax increases. There are several strong arguments to be made (backed by scientific evidence) for raising alcohol taxes:
 - Scientific evidence has demonstrated that increased taxes would reduce underage drinking and its corresponding problems. Research has shown that higher alcohol taxes lead to reductions in the levels and frequency of heavy drinking among youth, lower traffic crash fatality rates (especially among young drivers) and reduced incidence of some types of crime.
 - Raising alcohol tax rates makes sense economically. The economic cost of underage drinking alone is over \$65 billion a year while current alcohol tax revenue (local, state and federal) amounts to about \$18 billion. To calculate how much more money your state could generate by raising alcohol taxes, go to <http://www.cspinet.org/booze/taxguide/TaxCalc.htm>.
 - Adjusting for inflation. This point was discussed earlier. The "real" alcohol tax rates have fallen because they have not been adjusted for inflation. In fact, Federal excise taxes on alcoholic beverages have increased only once in 54 years for beer and wine and only twice for liquor. Current alcohol tax revenues (\$18 billion) don't come close to offsetting the staggering public health and safety costs of alcohol problems estimated at \$185 billion a year.
 - The majority of Americans support tax increases. Polls from 1997, 2002 and 2005 all continue to show that most citizens support increased alcohol taxes of some kind. Even after the last federal tax increase in 1991, several polls in 1992 and 1993 showed strong support for further tax increases (March 1993 Wall Street Journal/NBC News Poll, April 1993 Washington Post/ABC News Poll, 1993 Gallup Poll).
 - Alcohol taxes only affect people who drink. Alcohol taxes are NOT a flat tax. If you don't use the product, you don't pay a tax. Polls consistently show support for increasing taxes on alcohol if the revenues from a tax on alcohol are earmarked for specific purposes like paying for prevention/treatment programs, counseling services, healthcare, etc.
5. Begin building community (county or statewide) support for this strategy from lawmakers, key stakeholders and the public at large. **(See *Media Awareness and Advocacy* section.)**
6. Identify immediate, intermediate and long-term outcomes of the strategy. Monitor and evaluate progress.

Helpful Tips and Suggestions

It is important to build community (county or statewide) awareness about the problems associated with low taxes on alcohol, as well as clarification on how tax increases could generate to assist with specific community or statewide needs. A strong community “movement” can influence statewide policies. The Center for Science in the Public Interest’s “Guide to Alcohol Taxes and Health” offers a number of practical suggestions.

Media Awareness and Advocacy

- Develop fact sheets on the alcohol tax that is being proposed. Use fact sheets consistently and frequently.
- Make sure that all spokespersons are reinforcing the same talking points.
- Make sure everyone conducting any type of advocacy and/or awareness is aware of the common arguments and barriers identified by the alcohol beverage industry. (**See the *Suggested Resources* section.**)
- Recruit prominent community members or state policy-makers to join in a statement endorsing higher alcohol taxes.
- Provide talking points for clergy, prevention professionals, concerned citizens, etc.
- Hold individual meetings with people who are in key positions to affect change.
- Hold a press conference covering how changes in the alcohol tax rate can reduce problems and provide revenue for specific needs.
- Work with local media outlets to air PSAs describing the problems caused by having low alcohol taxes and what higher taxes will accomplish.
- Write letters to the editor about the problems caused by having low alcohol taxes and again clarify specifically what higher taxes will do.
- Obtain media coverage of the problem. Stage a rally or an event where key issues can be discussed quickly and clearly.
- Issue press releases highlighting key activities and important events, such as public hearings, on a potential alcohol tax hike. Make sure your team is there and prepared.
- Ensure that all coalition members are available to be interviewed and that everyone is educated about the data on alcohol tax rates, underage drinking, youth crashes and how low alcohol taxes contributes to these and other problems.

Potential Partners

- State legislators
- Law enforcement groups
- Alcohol tax advocates from other states
- Your state Alcohol Beverage Control office or revenue department
- Elected officials
- Local school officials
- Neighborhood organizations
- Prevention professionals
- Substance abuse treatment organizations
- Parent groups
- Church organizations

Estimated Timeline

- One to four years. If initial efforts fail, lessons learned can be applied to a revised and renewed approach.

Potential Barriers and Obstacles

- **See the *Suggested Resources* section** (Potential Barriers and Solutions to Increasing Taxes on Alcohol).

Possible Short- and Long-Term Outcomes

- A tax increase on beer, wine and/or distilled spirits takes place
- Increase in the actual price of alcohol
- Additional revenue is generated for a county or state possibly earmarked to help fund specific needs or services
- Decrease in underage drinking and associated problems (motor vehicle crashes and injuries)
- Decrease in the number of youth involved in alcohol-related incidents
- Decreases in the rates of DUI arrests and convictions
- Decrease in the number and types of arrest for alcohol-related violations among all ages

Suggested Resources

Supplemental Resources Related to this Strategy

1. Potential Barriers and Solutions to Increasing Taxes on Alcohol.....	193-194
2. Study: Paying More for Alcohol Saves Lives.....	195-197
 3. PowerPoint Slides on Alcohol Taxes.....	199-200
 4. Sample Letter the Editor.....	201
 5. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.taxadmin.org/fta/rate/tax_stru.html

Federation of Tax Administrators

<http://www.cspinet.org/booze/taxguide/TaxCalc2.htm>

Calculating the Effects of Tax Changes on Consumption and Revenue

<http://www.cspinet.org/booze/taxguide/TaxIndex.htm>

Why Raise Alcohol Excise Taxes?

http://www.marininstitute.org/alcohol_industry/digests/BeerReport.pdf

Factbook on State Beer Taxes

Potential Barriers and Solutions to Increasing Taxes on Alcohol

Passing and enforcing increased taxes on sales of alcohol can be difficult. It is helpful to anticipate typical challenges before discussions take place. The following examples represent common arguments and solutions to alcohol industry and policy-maker concerns on increasing alcohol taxes.

Potential Barriers

Potential Solutions

<p>Policy-makers believe that increased taxes unfairly punish social drinkers.</p>	<p>Inform policy-makers that the alcohol tax is a "user tax." Social drinkers will only be minimally impacted.</p>
<p>Policy-makers are being told that alcohol taxes are already too high.</p>	<p>In general, alcohol taxes are low because inflation has not been factored in. Use your state data to demonstrate the impact of inflation on alcohol taxes.</p>
<p>Policy-makers might believe that increased taxes will decrease revenue.</p>	<p>Inform policy-makers that the increase in tax revenues would be much greater than any reduction in consumption and sales. Also, any decrease in sales would likely result in a decline in alcohol problems and related health and safety costs.</p>
<p>Policy-makers might believe that increased taxes will lead to job losses.</p>	<p>On the contrary, according to the Bureau of Labor Statistics of the U.S. Department of Labor, beer-industry wholesale trade employment rose between 1990 and 1992, a year before and after the last federal tax increase. While jobs at the manufacturing level fell, this decline was mostly because of producer consolidation and automation. Beer sales have grown steadily, for example from \$40.2 billion in 1986 to nearly \$70 billion in 2001.</p>
<p>The alcohol beverage industry says that increasing alcohol taxes punishes moderate and responsible consumers and will not affect the drinking habits of alcohol abusers.</p>	<p>Nationally in 2008, beer accounted for 85% of all alcohol sales and 56% of all ethanol consumption.</p> <ul style="list-style-type: none"> • Beer taxes are low and long overdue for increases. • They can provide a source of significant revenue, possibly to reduce the harmful effects of alcohol use. • Higher prices would help moderate drinking and alcohol-related problems and costs. • Despite industry rhetoric, they don't present an excessive burden for the vast majority of beer drinkers.

Potential Barriers

Potential Solutions

The alcohol beverage industry says increased alcohol taxes will unfairly impact "Joe Six Pack."

The public strongly supports higher beer taxes, particularly when the revenues are earmarked for a related, good public purpose.

- 71% of respondents support a five-cent per drink increase in the national tax on alcohol. (Global Strategy Group/CSPI Poll, 2005)
- 75% of drinkers support increasing the beer tax if the funds were used for substance abuse prevention. (Penn, Schoen, and Berland/CSPI Poll, Aug. 2001)
- 85% of Californians support a nickel a drink increase. (PPI 2009)
- 68% of Americans support an increase in taxes on wine and beer to pay for health care reform and to provide health coverage for the uninsured. (Kaiser Health Tracking Poll, April 2009)
- 70% of Kansas residents support an alcohol tax increase. (Kansas Statewide Survey, March 2010)
- 71% of Maryland residents support an alcohol tax increase. (Maryland Citizens' Health Initiative, March 2010)

Study: Paying More for Alcohol Saves Lives

December 9, 2008
By Madison Park, CNN

(CNN) – Higher taxes on alcohol can make a night out more expensive but could save lives, according to a study released Thursday.

After Alaska raised its alcohol taxes, the number of alcohol-related deaths dropped, a study says.

Each time the state of Alaska raised its alcoholic beverage tax, fewer deaths were caused by or related to alcohol, according to the study that examined 28 years of data.

When Alaska raised its alcohol tax in 1983, deaths caused by or related to alcohol dropped 29 percent. A 2002 tax increase was followed by an 11 percent reduction, according to the study published in the American Journal of Public Health.

“Increasing alcohol taxes saves lives; that’s the bottom line,” said the study’s lead author, Dr. Alexander Wagenaar, a professor at the University of Florida’s Department of Epidemiology and Health Policy Research. “The tax increase caused some reduction in consumption of alcohol. The reduction saved lives.”

The study, funded by the Robert Wood Johnson Foundation, tracked the number of deaths for every quarter in Alaska from 1976 to 2004.

Using information from death certificates, Wagenaar and the co-authors compiled the number of deaths caused by alcohol, such as alcohol poisoning and alcoholic liver disease, and deaths linked to alcohol, such as cirrhosis and chronic pancreatitis. Deaths caused by alcohol-related car accidents or violence were not included.

Deaths from Alaska were compared with data from other states to control for nationwide factors, such as population growth and advanced medical care.

The authors found 23 fewer deaths per year after a 1983 tax hike and 21 fewer deaths per year after a 2002 increase.

Researchers chose to study Alaska after a political debate over the most recent alcohol tax increase in the Last Frontier state.

“No other state in recent years has increased alcohol taxes in the way that Alaska did in 2002,” Wagenaar said. “Basically, they conducted the experiment, and we studied it.”

Although Alaska has a population of fewer than a million people, the state “is not highly different when looking at epidemiological trends,” he said, estimating that about two-thirds of Americans drink.

“There’s no reason to think the experience in Alaska would be different than anywhere else,” Wagenaar said. “The study looks at the responsiveness of drinking.”

The Finland study

Researchers in Finland found similar results when examining the relationship between alcohol taxes and alcohol-positive deaths.

Health Library

- * MayoClinic.com: Alcohol and your health
- * MayoClinic.com: Alcohol poisoning

For years, Finland had high alcohol taxes. In March 2004, the Finnish government lowered the taxes nearly 33 to 44 percent to protect domestic sales because officials worried that patrons would flock to neighboring nations in search of cheaper booze.

Consumption levels in Finland increased 50 percent from the previous year. Finnish researchers also found that arrests for drunken and disorderly conduct increased by 11 percent after taxes were lowered.

University of Helsinki researchers used postmortem toxicology tests to determine that alcohol was the underlying cause of death for 1,860 Finns that year, a 20 percent increase from 2003.

"Taxation has indeed been found to be the most cost-effective measure in reducing alcohol consumption," the authors concluded in a 2007 article published in the *Addiction* journal. "Raising alcohol tax level has low costs and is effective in reducing alcohol consumption and thus alcohol-related harms."

U.S. policy

Unlike with cigarettes, supporters of higher beverage taxes say alcohol has largely avoided scrutiny in the United States.

"When the excise tax on tobacco went up, consumption went down and the diseases associated with tobacco also went down," Wagenaar said. "Now, with the current study, we're finding the same thing for alcohol. Simply adjusting taxes has quite a noticeable rate on alcohol deaths. They parallel each other quite a bit."

In addition to public health implications, state governments should re-examine their alcohol excise taxes for fiscal reasons, said George Hacker, director of Alcohol Policies Project for the Center for Science in the Public Interest.

Nearly half of the states have had the same alcohol taxes for more than 20 years, and Wyoming hasn't raised its tax on alcohol since the 1930s, thus not keeping up with inflation, Hacker said. The beer tax in Wyoming is less than two cents per gallon.

"Given state budgets are in the toilet bowl, it's an available source of revenue that has not been looked to for a very long time," Hacker said. "The tax increases are long overdue. The product doesn't pay its way in covering economic and social costs associated with its use."

Alcohol industry

The American Beverage Licensees, which represents retailers of beer, wine and spirits, opposes alcohol tax increases.

“Based on historical evidence, raising taxes on alcohol beverages would have a highly negative impact on the economy,” said Harry Wiles, executive director of the American Beverage Licensees, in an e-mailed statement. “Increasing alcohol taxes could lead diminishing returns for the government should responsible, moderate consumers decrease their consumption.”

Raising taxes would penalize more than 100 million responsible alcohol consumers and would not deter the few abusers, who don’t cut back when price fluctuates, Wiles said.

“Any across the board tax increase would not target the problem drinker but would simply penalize those who enjoy wine and spirits and drink responsibly,” Wine and Spirits Wholesaler of America CEO and President Craig Wolf said in an e-mailed statement.

The industry also sponsors social responsibility programs to help educate consumers, he added.

Efforts to raise alcohol taxes are often thwarted and labeled neo-Prohibitionist by the alcohol industry, Hacker said.

“The legacy of Prohibition leaves sour tastes about doing anything about curbing alcohol use,” he said. “It conjures images of Prohibition. The industry stokes it as much as it can. The industry uses the imagery and metaphor of freedom and civil rights, almost like it is a civil right to drink, given it was once prohibited.”

In the latest barometer of American public opinion, Maine voters overwhelmingly rejected a state law that would’ve increased the excise tax on alcoholic beverages on Election Day.

The law would’ve increased excise taxes by 116 percent for beer and wine in order to fund a controversial state health care program.

Fed Up With Taxes, a Maine coalition of chambers of commerce and various business associations, fought the law.

Ted O’Meara, spokesman of the group, said the argument that higher taxes would reduce alcohol consumption didn’t enter the debate, as hard liquor was exempt from the tax hikes.

“Our main point was that this was a massive new tax increase,” O’Meara said.

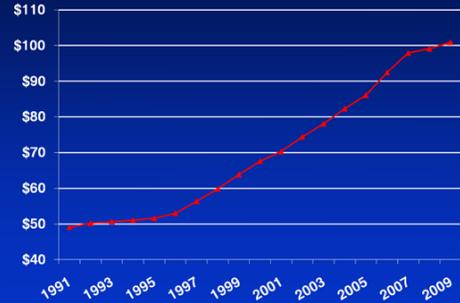
Source: <http://www.cnn.com/2008/HEALTH/11/13/alcohol.tax.deaths/>

PowerPoint on Alcohol Taxes

The Case for Increasing Beer Taxes

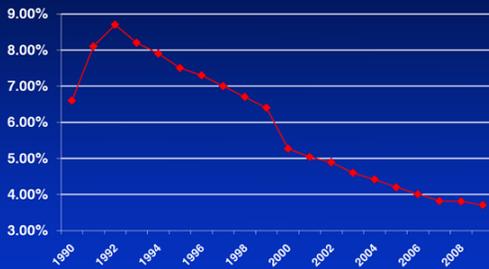
- Beer taxes are low and long overdue for increases.
- They can provide a source of significant revenue, possibly to reduce the harmful effects of alcohol use.
- Higher prices would help moderate drinking and alcohol-related problems and costs.
- Despite industry rhetoric, they don't present an excessive burden for the vast majority of beer drinkers.
- The public strongly supports higher beer taxes, particularly when the revenues are earmarked for a related, good public purpose.

Total Retail Sales of Beer in Billions of Dollars



Source: Adma Beer Handbooks, 1991 - 2009.

Federal Beer Tax Revenue as Percentage of Total Beer Sales



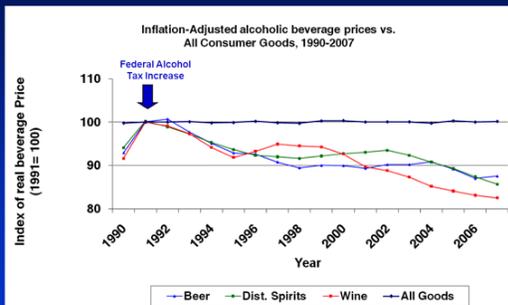
Source: Alcohol and Tobacco Tax and Trade Bureau, Statistical Release: Tax Collections, Adma Beer Handbooks, 1991-2009

Alcohol Tax Revenue as Percentage of Total Federal Revenue Since 1990



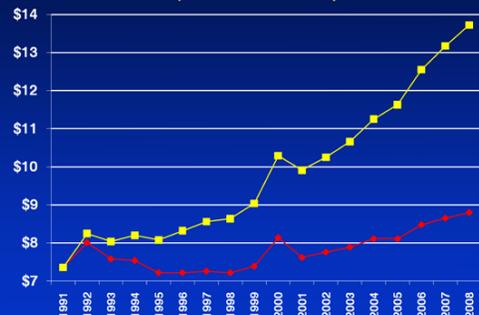
Source: Alcohol and Tobacco Tax and Trade Bureau and U.S. Department of the Treasury

The Relative Price of Alcohol Has Declined Dramatically, Relative to All Consumer Goods, Over Time



Source: Calculated from Consumer Price Index Data, not seasonally adjusted, for all items. Data obtained from the Bureau of Labor Statistics.

Actual Federal Alcohol Tax Revenue vs. Potential Revenue had Taxes Increased with Inflation Since 1991 (in billions of dollars)



Source: Alcohol and Tobacco Tax and Trade Bureau and CSPI calculations for inflation indexing using the Bureau of Labor Statistics' Inflation Calculator at http://www.bls.gov/data/inflation_calculator.js

“Increases in the monetary prices of alcoholic beverages, which can be achieved by raising federal, state and local alcohol taxes, significantly reduce alcohol consumption”

Chaloupka, Frank J., PhD; Grossman, Michael, PhD.; Saffer, Henry, PhD. “The Effects of Price on Alcohol Consumption and Alcohol-Related Problems.” 2002.

“Research has consistently shown that higher prices lead to less alcohol consumption, even among heavy drinkers.”

Budget Options, Volume 1: Health Care, P. 195, CBO 2008

Young People are Especially Affected by Price Increases

- Beer prices inversely correlate with youths’ decisions to drink.
- Frequency and quantity of underage alcohol consumption is inversely related to the price of alcohol.
- Increasing the price on alcohol by raising excise taxes would reduce moderate and heavy drinking by college students.
- College students are less likely to transition from abstainers to moderate drinkers or from moderate drinkers to heavy drinkers if alcohol prices are high.

For citations see: www.cspinet.org/alcohol/taxes

Studies Show...

Reducing alcohol consumption means:

- less drinking and driving
- less frequent and less heavy drinking
- higher college graduation rates
- reduced rates of gonorrhea and other STDs
- reduced rates of liver cirrhosis

Source: CSPI compilation, visit <http://www.cspinet.org/alcohol> for more information

Alcohol Tax Increases Enjoy Popular Support

- 71% of respondents support a 5 cent per drink increase in the national tax on alcohol. (Global Strategy Group/CSPI Poll, 2005)
- 75% of drinkers support increasing the beer tax if the funds were used for substance abuse prevention. (Penn, Schoen, and Berland/CSPI Poll, Aug. 2001)
- 85% of Californians support a nickel a drink increase. (PPI 2009)
- 68% of Americans support an increase in taxes on wine and beer to pay for health care reform and to provide health coverage for the uninsured. (Kaiser Health Tracking Poll, April 2009)
- 70% of Kansas residents support an alcohol tax increase. (Kansas Statewide Survey, March 2010)
- 71% of Maryland residents support an alcohol tax increase. (Maryland Citizens’ Health Initiative, March 2010)
- Recent polls in New York and New Jersey reveal similar support.

Beer Accounts for Most Alcohol Consumed

Nationally in 2008, beer accounted for 85% of all alcohol sales and 56% of all ethanol consumption.

Adams Beverage Handbook, 2009

Sample Letter to the Editor – Alcohol Taxes

Note: Follow the instructions in the opinion section of your local newspaper for submitting a letter to the editor. Most newspapers print these instructions in the opinion-editorial section, or you can call the newspaper for instructions.

ISSUE: Increasing alcohol taxes is a proposal that might bring the most assured and immediate benefits.

Of the many worthwhile recommendations in last week's National Academy of Science's report on what to do about underage drinking [Date, "article headline"], its proposal to raise alcohol excise taxes — especially beer taxes — is the one that might bring the most assured and immediate benefits.

That suggestion has strong scientific support and is long overdue. Such increases would scarcely be felt by most consumers, and heavy drinkers would rightly pay more since their drinking imposes the most costs on society.

Despite a 1991 increase in federal beer taxes, today's levy of about five cents per drink is less than one-quarter of what it would be had the rate kept up with inflation since 1951, the year of the previous hike. This tax stagnation has contributed to steady reductions in the relative price of beer, strong demand for beer among underage consumers and massive erosion in the value of revenues to the Treasury.

Astonishingly, the beer lobby continues to press Congress to return the tax rate to its 1951 level. Lawmakers should "just say no" to big beer. Raising beer taxes would reduce underage drinking and its harms and raise millions for under-funded prevention and treatment programs.

Sincerely,

Include your name and your group's name here

Sources: http://www.cspinet.org/booze/NAS_Letter_Editor.htm

- Information dissemination
- Community-based process
- Environmental

11. Party Patrols

Strategy

Party Patrols, often referred to as Controlled Party Dispersal Plans, are systematic, comprehensive plans that are designed to dedicate appropriate resources (manpower) to:

- Contain underage drinking participants in party situations (homes, fields, campgrounds, etc.).
- Administer preliminary breathalyzer tests and photograph all underage participants.
- Process citations (if issued).
- Identify adult providers of alcohol.
- Arrange for safe transportation of youth.

Party Patrols utilize Zero-Tolerance laws and education to safely and efficiently secure underage drinking parties.

Considerations for Planning

Despite the best prevention efforts, underage drinking parties still occur. When they do, law enforcement agencies can utilize a Party Patrol as a method for closing down and containing the parties. A successful Party Patrol results in effective Zero-Tolerance enforcement by making appropriate charges against the violator (youth and adults). It also minimizes the potential for alcohol-related problems in the community by ensuring that youth are provided safe rides home. Proper implementation of this strategy will benefit the community and its youth by reducing the negative consequences associated with underage drinking and potentially identifying adults who are illegally providing alcohol to underage individuals.

For the Controlled Party Dispersal Plan to be effective, law enforcement agencies must adopt the Controlled Party Dispersal philosophy and establish policies that encourage or mandate its use. Supervisors and officers must receive adequate training and guidance so they can effectively implement the plan. Oversight of the plan can be conducted by a centralized Alcohol Enforcement Unit or by patrol officers with specialized training. For smaller agencies with less staff and resources, an organized Alcohol Enforcement Unit may not be feasible. Thus, the Controlled Party Dispersal Plan can be implemented by patrol officers who have received specialized alcohol enforcement training. For smaller police departments where this type of enforcement is more challenging, the use of multi-jurisdictional agreements and mutual aid agreements between neighboring departments is recommended.

In addition, volunteers can assist law enforcement with implementation of the Controlled Party Dispersal Plan. The use of volunteers can increase processing efficiency and enable officers to return to other duties within a shorter time frame. Potential responsibilities of volunteers could include recording license plate numbers of vehicles in the immediate vicinity of the party and providing the information to law enforcement. They can also assist law enforcement with the identification of the party attendees at the scene or those who may have left the scene, processing paperwork and arranging safe rides home for the party attendees.

Prior to implementation, it is recommended that law enforcement consult with legal counsel for guidance on volunteer usage with party dispersal operations. Consider potential liability issues and plan accordingly by developing mutual aid agreements, memorandums of understanding, liability waivers, background checks, confidentiality agreements, etc. For example, it is recommended that all legal counsel and departments, agencies or organizations involved in developing the dispersal plan sign a memorandum of understanding and liability waiver before program implementation. Also, ensure that all volunteers have been properly trained by law enforcement and that all on-site protocols and procedures have been established.

Fundamental Steps

1. Determine whether or not your city, county or state implements Party Patrols and if they have developed a Controlled Party Dispersal Plan. Contact your local and state law enforcement agencies. If there are plans already in existence, evaluate the comprehensiveness of the plans as well as the degree to which they are being enforced. Determine any challenges, obstacles and gaps with the current plans. If there are no plans in place, it will be necessary to mobilize the community for support and assistance before attempting to develop a new plan.
2. Review existing data that show underage youth are accessing alcohol from parties. Determine how the availability and access to alcohol contributes to underage drinking and other alcohol-related problems in the community. Establish a case that demonstrates how strengthening or establishing a Controlled Party Dispersal Plan could limit the access and availability of alcohol, as well as reduce alcohol-related problems in your community.
3. Obtain and strengthen community support for this strategy from parents, merchants, law enforcement, elected officials and other key community members. Increase public awareness by demonstrating the relationship between Controlled Party Dispersal Plans and alcohol-related problems in the community. Inform them of the plan's purpose and how it can protect youth and the community from alcohol-related problems. Emphasize how these plans can also act as a strong deterrent to adults who may be willing to provide alcohol to minors.
4. If gaps have been identified within the current plan, begin to draft a template for an enhanced plan that appropriately addresses the concerns of your community. If no plan exists, begin drafting a comprehensive plan that addresses the identified problems. When enhancing or developing a plan consider the following key steps:
 - a. Responding to Parties:** Coordination and communication among officers prior to and on the scene of an underage drinking party is crucial. Any complaints of a possible underage drinking party should be first referred to the Alcohol Enforcement Unit or Specialist. Upon verification of an underage drinking party, shift commanders or supervisors should be made aware that a Controlled Party Dispersal Plan is pending. Officers who discover an underage drinking party while on duty should be encouraged not to approach the residence or party unless immediate danger is of concern.

Otherwise, officers should request assistance from the Alcohol Enforcement Unit or Specialist so that the plan can be executed successfully with trained personnel. Furthermore, law enforcement supervisors must be flexible in allocating staff to provide sufficient officers to end parties safely.

b. Initial Response: Careful planning before any action is taken is fundamental for safety and effectiveness.

- **Surveillance:** Rather than responding directly to the alleged party situations, surveillance should be initiated.
- **Monitoring Traffic:** Appropriate enforcement of alcohol violations for individuals leaving the party is encouraged to maintain the program's integrity and validity.

c. Implementing Controlled Party Dispersal: Officer safety should be paramount to any Controlled Party Dispersal Plan.

- **Briefing:** A briefing will be held to review current department policy and develop a tactical plan.
- **Deployment:** Teams should be established to provide an outer and inner perimeter of the party.
- **Scene Security:** Once entry is made, party attendees should be gathered into a secure area.
- **Processing:** Processing should occur in three stages:
 - (1) The administration of a preliminary breathalyzer test and photograph of the subject
 - (2) Processing of citations, if issued
 - (3) Arranging safe transportation from the party

5. Hold individual meetings with those who are in key positions to affect change (e.g., local representatives, law enforcement, elected officials, insurance agencies, neighborhood organizations). Distribute examples of the suggested new or revised plans and obtain their support.
6. Work with law enforcement to ensure that any current plans are being enforced on a consistent basis. Encourage them to adapt or enhance plans that can assist with the overall reduction of underage drinking parties in the community.
7. Identify immediate, intermediate and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

When establishing partnerships with your local/state law enforcement, it is essential to be flexible and accommodating with your plans. Law enforcement balance many tasks and responsibilities; and establishing and committing manpower to conduct party patrols may not be first on their list. Identify both the short- and long-term benefits of conducting this strategy and discuss how it directly benefits the larger community. Determine how the workload could be shared among multiple law enforcement agencies with your community. Attend a local police chief meeting and/or other law enforcement association/organization meetings and discuss the importance of the strategy.

Media Awareness and Advocacy

- Hold a press conference describing the data collected about the number of alcohol-related problems that occur in the community. Discuss how implementing the Controlled Party Dispersal Plan can reduce underage drinking parties and alcohol-related problems in the community. Identify individuals who are affected by this issue that can serve as credible spokespeople. Feature those people at your press conference.
- Issue press releases highlighting key activities and important events. The initial press release should, when possible, coincide with a time of heightened awareness about the dangers of youth and alcohol. This could be during homecoming, prom, graduation or holiday seasons. After using Controlled Party Dispersal at large parties or other underage alcohol incidents, follow-up press releases highlighting the effectiveness of the program should be developed to enhance community support.
- Write letters to the editor about the problems caused by the lack of Party Patrols in the community.
- Write an "Op-Ed" piece.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local/state liquor control commission
- Parents
- Youth
- Alcohol licensees
- Local substance abuse prevention agencies
- Local taxi companies
- Public transportation

Estimated Timeline

- Six to nine months for the planning, implementation and evaluation of the strategy

Potential Barriers or Obstacles

- Inability to obtain support and participation from law enforcement
- Strategy may be viewed as using too many resources including staff time, transportation (mileage), volunteers, etc.

Possible Short- and Long-Term Outcomes

- Reduction in the number of youth who report obtaining alcohol from parties
- Reduction in the number of private parties providing alcohol to minors
- Reduction in alcohol-related crashes, injuries and fatalities
- Reduction in the rates of youth DUI arrests
- Reduction in the number of adults arrested for providing alcohol to youth
- Increase in awareness and support for Party Patrols

Suggested Resources

Supplemental Resources Related to this Strategy

1. Lincoln Police Department NU Directions Party Patrol.....212-216
2. APD Party Patrol Final Narrative Report 2009.....217-221
- ©CD 3. Strategic Planning Guide.....243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called "Helpful Links" is located on the Resource CD for easier navigation.)

<http://abc.ca.gov/forms/abc512.pdf>

California Department of Alcohol Beverage Control Fact Sheet: Tapped, Teenage Party Prevention Enforcement and Dispersal

<http://apdpartypatrol.com/>

Party, Meet Pooper: Putting a Stop to Underage Drinking.

<http://www.udetc.org/controlledparty/ControlledPartyDB.htm>

Controlled Party Dispersal Database

<http://www.udetc.org/lawenforcementstrategies.htm>

Law Enforcement Training

Lincoln Police Department NU Directions Party Patrol

Overview:

NU Directions is a project aimed at reducing high-risk drinking by college students at the University of Nebraska-Lincoln. The project is one of several campus-community coalitions funded at universities nationwide by the Robert Wood Johnson (RWJ) Foundation. The national project, managed for RWJ by the American Medical Association, is entitled "A Matter of Degree." Although the University of Nebraska is the grantee, the Lincoln Police Department plays a key roll in the project. Lincoln Police Chief Tom Casady cochairs the coalition with Vice Chancellor Juan Franco. LPD is deeply involved in efforts to reduce the number and impact of off-campus drinking parties. The Lincoln Police Department's Party Patrol is one of many strategies developed by NU Directions to reduce high-risk drinking by college students.

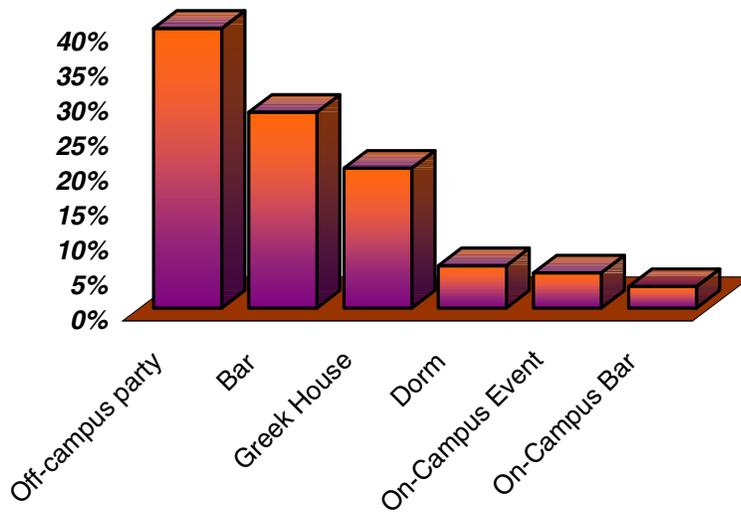
Statement of Problem:

High-risk drinking has emerged in recent years as a significant public policy issue, and has been revealed to be a major threat to the safety and well-being of young people. Public health officials generally define high-risk drinking as the consumption of five or more drinks for men at a single setting, four or more for women. As universities have grappled with the educational, social, and public health implications of high-risk drinking, it has become evident that an environmental approach is needed to impact this issue. An environmental approach focuses not just on the personal behavior of students, but on the larger social and cultural setting in which high-risk drinking occurs. A common strategy in university efforts to reduce high-risk drinking is to strengthen alcohol prohibitions on campus and in university housing units, and to increase enforcement of such policies. Increasing consequences for on-campus drinking, however, has had the effect in Lincoln of displacing the problem to an even greater extent into the surrounding residential areas. Lincoln police officers often encounter large off-campus drinking parties attended primarily by university students. During the typical academic year, LPD officers will respond to over 1,200 party complaints received from the public. These parties, in fact, are the most frequent location for binge drinking by UNL students, as indicated by survey research. In addition to the health and safety risks to drinkers, large parties have adversely affected several neighborhoods in Lincoln. In areas near campus, it has become increasingly difficult for homeowners and families to endure the litter, noise, parking problems and other side effects of drinking parties. Moreover, students responding to surveys prior to this project's initiation indicated little concern that they would suffer legal consequences when drinking underage at such parties. By the late 1990's, LPD had adopted an order maintenance approach to large drinking parties, seeking to disperse the crowd with minimal resources, arrests and paperwork. Students seemed to be well aware of the limitations of one or two officers responding to a party attended by 100-200 drinkers, half who were likely to be under 21. In many ways, this low-key approach by the police had actually exacerbated the problem, emboldening young drinkers who felt little risk when the police arrived.

Target Group

The NU Directions “Party Patrol” project is aimed at off-campus drinking parties attended primarily by college-aged young people. Although the coalition’s efforts are primarily directed at UNL students, the Party Patrol interacts with and affects hundreds of young people from about 17 to 25 years of age — some are UNL students, some are high school students, some are not in school at all and some attend other colleges. The Party Patrol focuses on large parties that have come to the attention of the police through citizen complaints or the on-view observations of officers. The Patrol’s activity is geographically centered in Lincoln’s North Bottoms, Clinton, Malone, Hartley, Belmont and Near South neighborhoods — generally within two miles of campus — although officers will respond to parties in other areas of town from time to time. One of the reasons for selecting this target group and problem was data collected from survey research. These data showed that high-risk drinking by UNL students was most likely to occur at off-campus parties — not at bars. LPD had been engaged in a number of efforts to decrease high-risk and underage drinking at licensed establishments, such as undercover “badges in bars” campaigns, enforcement efforts targeted at servers and licensees, fake ID stings and efforts (ultimately successful) to upgrade Nebraska's drivers license to make alterations more difficult. While many enforcement efforts had focused on licensed liquor establishments, little had been done to impact the venue where binge drinking was most prevalent.

Binge Drinking Locations



Goals and Objectives

The Party Patrol is one strategy adopted by NU Directions Policy and Enforcement Work Group during the project’s first five years of operation. This effort fell under the workgroup’s goal to increase enforcement to create greater risk associated with high-risk consumption:

Increase students’ perception of the likelihood of being caught drinking under the age of 21 by 25%, as follows:

- in a dorm room, from 41% to 51%
- at a fraternity or sorority party, from 28% to 35%
- at an off-campus party, from 30% to 38%

The Party Patrol strategy is aimed at the last of these venues, off-campus parties. The project sought to reach these objectives by increasing the number of arrests at such parties, and by publicizing these results in media outlets likely to reach the target audience.

Methods of Implementation

The on-the-street strategy of the Party Patrol is to deploy a group of six officers and one sergeant on each of several Thursday, Friday or Saturday nights during the academic year. These officers are not involved in other duties, and are normally working extra hours on overtime pay. Their sole responsibility is locating and responding to large parties. The Party Patrol relies on both officer observations — especially in densely populated student neighborhoods such as the North Bottoms — and on complaints received from the public at the City of Lincoln Emergency Communications Center.

Officers assigned to the Party Patrol work both in uniform and in plain clothes. On most occasions, two officers in plain clothes will be available to enter parties in an undercover capacity. Large parties often involve an open invitation to all comers. In many cases the hosts of the party are actually collecting a direct or indirect cover charge. This may be intended to offset the cost of the beer, but in some cases the party is actually a moneymaking venture known as a “rent party.” Collecting money, directly or indirectly (“admission is free, the cups are \$5 each”) is a violation of Nebraska law: sale of alcohol without a license. Other frequent violations include minor in possession of alcohol, procuring alcohol for minors and maintaining a disorderly house.

By dedicating several officers to these tasks, it becomes practical for the department to do much more than merely disperse parties. Whereas one or two officers have limited options, a full squad can obtain search warrants when necessary, collect evidence in undercover operations, seize physical evidence such as cash or kegs, detain and issue citations to larger numbers of minors, investigate the source of alcohol, research ownership and lease information, interview residents and generally ensure that those holding such parties are arrested or cited for the applicable violations.

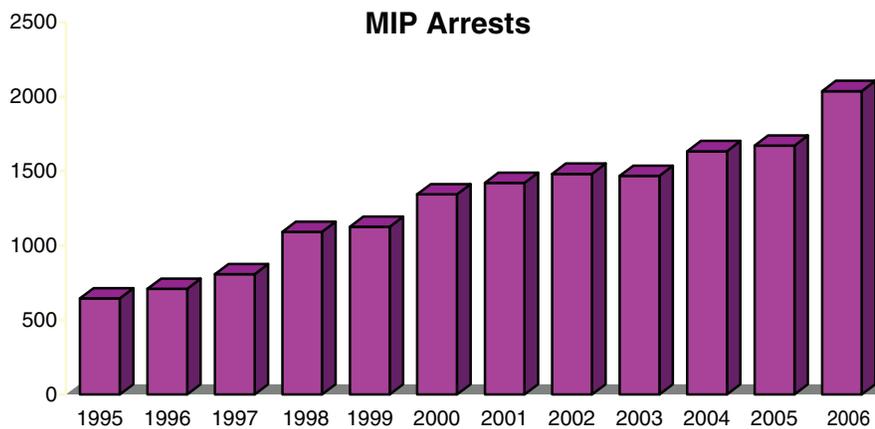
In addition, the department has made considerable efforts to identify specific locations where repeat violations or complaints occur. Using the department’s extensive geographic crime analysis system, the locations of multiple complaints have been identified, the owners of the parcels identified and personal contact has been made with several of these landlords. The department has made presentations to the Lincoln Real Estate Owners and Managers Association, and to the Lincoln Board of Realtors, provided web-based information to officers about property ownership, and to landlords about police dispatches to the specific addresses.

A media strategy is an integral component of the overall project. Each time a Party Patrol detail is conducted, the department follows up with a Monday media briefing. These have been covered by local television stations, news radio stations, the *Lincoln Journal Star* and by the UNL student newspaper, *The Daily Nebraskan*. The small amount of enforcement is accompanied by a large amount of publicity aimed at affecting the students’ perception of risk. NU Directions employed a communications who assisted in framing these messages in a consistent way, and helped immensely in raising the awareness of students about the changed landscape of the party scene.

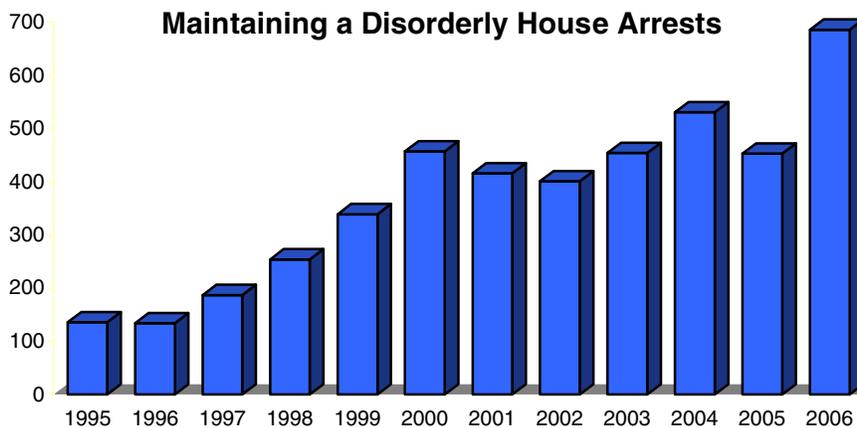
Measurements

Progress toward goals and objectives was measured by survey research conducted annually at UNL by the Harvard School of Public Health. Dr. Henry Wechsler, the principle investigator, conducted this research at each of the ten Matter of Degree sites. In addition, the Lincoln Police Department maintains descriptive statistics concerning arrests for minor in possession of alcohol. The department has also conducted geographic analysis to determine the impact on complaints of disorderly parties near campus and in the specific neighborhoods where targeted. Among the key findings:

- Arrests for Minor in Possession of Alcohol by the Lincoln Police Department have more than quadrupled in the past decade.



- Arrests for Maintaining a Disorderly House have also more than quadrupled during the past decade.



- Police dispatches at particularly troublesome apartment complexes, such as Claremont Park and Stadium View, plummeted following intervention with the property owners.
- Survey data revealed that with the first three years of the project, underage UNL students' perception of the risk of being caught drinking at an off-campus party increased from 33% in 1997 to 43% in 2000.

Resources

NU Directions was funded by the Robert Wood Johnson Foundation beginning in the 1998-99 academic year. Initial funding was \$732,000 over five years, but only a very small amount was dedicated in the budget for the Party Patrol. A trial program was conducted within the police department's normal operating budget during the fall semester of 1998. After this initial trial the Party Patrol has been conducted with a budget of \$10,000 for each academic year. This budget item offsets overtime costs incurred by the department for the actual project hours. Minor expenses for court overtime, automobile mileage and indirect costs are absorbed by the police department's ordinary operating budget.

What NU Directions Learned

- **Importance of media**

The media strategy has been critical to the Party Patrol program's success. Making the most out of small numbers of arrests is vital to changing students' perceptions. In a campus environment, virtually everyone reads the student newspaper, and word can travel fast. This worked to the program's advantage. On the first weekend of the trial in 1998, student interns at two television stations were aware that something different was happening—well in advance of any news releases. Reporters from these stations contacted the department to make inquiries on Sunday after the interns discussed their observations with the news staff.

- **Importance of message**

Nu Directions has been very concerned about backlash from students who might perceive that the crackdown on parties was unfairly targeted. After some initial problems with the program's message, Nu Directions sought and received professional assistance. Rather than using warlike terms ("crackdown," "get tough," "zero-tolerance"), they modified the message to reflect neighborhood concerns about high-risk behavior. The new message has consistently been focused on safety, responsible parties and common-sense precautions. The precautions that reduce the likelihood of a party coming to the attention of the police also reduce the likelihood of high-risk drinking.

- **Working with property owners**

NU Directions discovered the value of working with landlords, managers and owners of rental property. Most landlords are responsible and want to help reduce any problems caused by their tenants. Most landlords are quite helpful and supportive, but they don't know what the police know about the events occurring at their property. By educating landlords and informing them about police dispatches, an important ally in resolving problems at a specific residence or apartment complex.

- **An overall strategy**

The Lincoln Police Department Party Patrol project is a small part of a comprehensive campus-community initiative. Each strategy supports and enhances other efforts. Overall, NU Directions has dramatically brought change to the political landscape, elevating the issue of high-risk drinking and all related issues on the public agenda.

For more information:
nudirections.org
lincoln.ne.gov/city/police

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APD Party Patrol Final Narrative Report 2009

Introduction

The Albuquerque Police Department's Party Patrol Unit uses a multi-pronged approach to combat underage drinking. The unit not only enforces underage drinking laws, but also provides education about the dangers of underage drinking and helps prevent the availability of alcohol to minors in several ways. The following is a recap of the efforts targeting underage drinking in 2009.

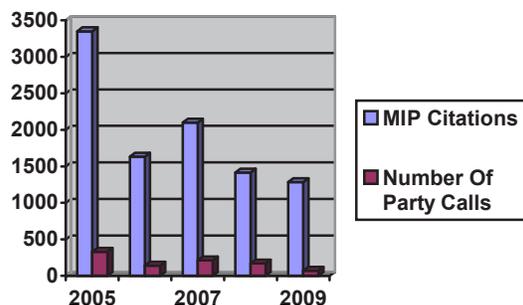
Underage Drinking Enforcement

During the course of the year, it was recognized that there was a decrease in the amount of MIP citations Party Patrol Teams were issuing. In the past year, there was a 33% decrease from the previous year (2008). In order to save monies and extend grants, the number of enforcement teams working on the weekends was reduced from three to two and still accomplished the units goals.

APD Party Patrol Unit was able to accomplish the goal of providing enforcement needed on weekends along with expanding enforcement in various ways.

1. The first method was to expand enforcement during the summer months (Wednesday and Thursday nights). These nights seemed to be just as productive as weekend nights, and several minors remarked that they had a weekday parties — under the impression that party patrol did not work weekdays. In the future, when funding allows, the patrol will continue these weekday operations
2. The second way the patrol increased enforcement efforts was to expand the venues of enforcement at several different major events throughout the city, including the Isotope Games, Albuquerque Journal Pavilion and Lobo tailgate parties, prior to Lobo Football games at University Stadium.

Comparison of Misdemeanor MIP Citations 2005-2009

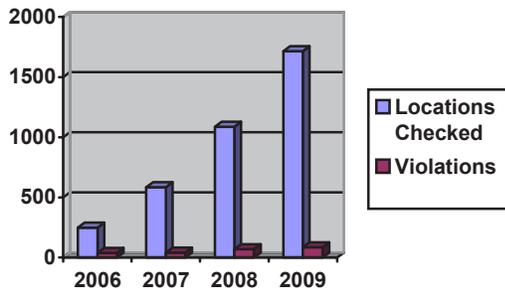


Compliance Checks

During the course of the year, APD Party Patrol set a benchmark of a compliance rate of 90%.

During 2009, APD Party Patrol conducted several major and small operations at various times and days of the week that lead to a record number of locations to be checked. Of the 1,715 locations checked, only 86 sold alcohol to our minors, which resulted in a 95% compliance rate — this is the best year since we started doing compliance checks began.

Compliance Checks from 2006, 2007, 2008 and 2009

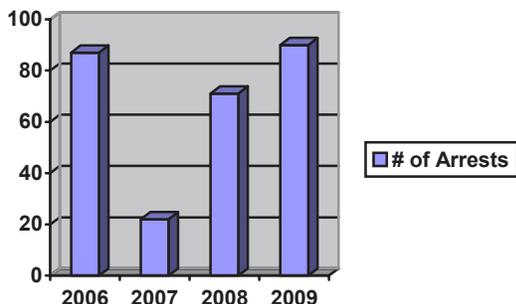


Shoulder Taps

During the course of the year, APD Party Patrol continued to target third-party sales of alcohol to minors.

APD Party Patrol conducted several Shoulder Tap operations at several different establishments throughout the city. The end result was 3,486 individuals were contacted, of which 90 agreed and did purchase alcohol for the minor. This resulted in felony arrests and a compliance rate of about 97.50%. Increased enforcement efforts over the past several years has improved compliance and each operation seems to yield a reduction in arrests.

Shoulder Tap Arrests from 2006, 2007, 2008 and 2009



Although we have seen an increase in arrests, we have taken into account the increase in these types of activities. It is also unfortunate that data was not collected in the past on the number of subjects contacted.

Prevention/Education

APD Party Patrol and advisory board used a comprehensive media advertisement campaign that focused on educating minors and adults of the consequences associated with underage drinking.

During the Lobo Football games, a joint effort with University of New Mexico officials allowed for Party Patrol to send e-mails to UNM students warning them of upcoming enforcement at Lobo tailgate parties. These preventive measures lead to a great deal of success, as very few problems were experienced during the tailgates. During the beginning of tailgate events, volunteers from the advisory board handed out flyers to guests as they arrived at the stadium. The partnership with the community, without a doubt, was key to the patrol's success at these games.

School Presentations

One of the ongoing components of the Party Patrol program has to do with prevention and education. APD Party Patrol sends officers into both public and private local high schools to educate kids about underage drinking. The APD Party Patrol has shown the 50-minute presentation to over 4,500 students in the metropolitan area.

Parents Academy

APD Party Patrol also realized through citizen contact that parents struggle to find information on several issues that they encounter with raising teenage kids in today's society. For this reason, an educational presentation was created that covers the topics of alcohol/drug abuse, school violence, gangs, teenage depression and suicide. The program continues to grow and several presentations were given through the year at various schools in the Albuquerque area.

Merchant Training

APD Party Patrol also provides training to local liquor establishments to help their employees see the importance of obeying state alcohol laws. APD Party Patrol took advantage of the opportunity to speak to these employees about sales to minors and intoxicated individuals, informing them about the administrative portion of liquor law violations and the potential civil liability. Tips were given on how to handle a variety of situations that may arise during the sale of alcoholic beverages. More than 20 establishments requested the training, and well over 300 employees participated in the presentation. Feedback was very good from business owners, and employees were grateful for the information.

Media and Advertising

During the course of the year, monies were appropriated for the use in an advertising/media campaign. The following is a recap on how the monies were invested:

The APD Party Patrol used the assistance of the community advisory board to generate a comprehensive summer media campaign that used several advertising methods to educate the community on the consequences associated with all aspects of underage drinking. The campaign reminded the community that the APD Party patrol is working to make the community safer. It also reminded minors that the patrol is working to keep alcohol out of the hands of youth. The advertising campaign included:

1. Clear Channel Communication radio spots
2. Comcast TV commercial spots
3. City bus outside billboards

One of the patrol's community partners, The Partnership On Underage Drinking, provided funds for Johnny Boards.

Media Coverage

During the course of the year, the APD Party Patrol's successful operations were featured in local media, as shown below.

Other earned media coverage

MEDIA SOURCE	DATE	ARTICLE
Albuquerque Journal	August 2009	Party Patrol
Several TV News Stations and Newspapers	Several stories throughout the year	Ref Major Compliance Operation
News 13 and Fox 2 Casa	August 2009	Story on success of program
Daily Lobo	September 2009	Story on enforcement at Lobo Football Games
News 13 and News 4	September 2009	Story on enforcement at Lobo Football Games

Equipment and Material

APD Party Patrol purchased resources to help enhance the program.

APD Party Patrol used grant funds to provide alcohol-related educational material to the community. Many of these items were handed out during large community events which had the potential for underage drinking.

Program Awareness Material was used to advertise the program among youth and young adults in the community. Items included: water bottles, footballs, pencils, etc., all with the Party Patrol logo.

Training

APD Party Patrol was required by the TSB Grant to send officers to be trained at the Underage Drinking Enforcement Training Leadership Conference. APD Party Patrol fulfilled this activity as follows.

APD Party Patrol sent three members of the program to the National Underage Drinking Enforcement Conference in Dallas, Texas. These three members were able to bring the training they received back to the unit and pass this training on to the rest of the unit. One key learning from the conference, was the importance of working and providing training to local liquor establishments.

Furthermore, APD Party Patrol was able to give additional training to a number of officers in the department, helping to ensure adequate staffing levels for the increased enforcement that occurred during this funding period.

Community Partnerships

APD Party Patrol continued to partner with several organizations throughout the community, including:

- Worked with State SID and BCSO during several Compliance Checks/Shoulder Tap operations
- Worked with State SID during major public events at Journal Pavilion in order to enforce underage drinking laws
- Used the assistance of civilian community stakeholders to complete a well-rounded media campaign

APD Party Patrol Advisory Board also conducted meetings to continue partnerships with the community in the fight against underage drinking.

Funding

Funds spent in 2009, although some funding actually carried over from 2008:

- CYFD: \$20,000
- Traffic Safety Bureau (TSB): \$200,000
- City of Albuquerque Funding: \$125,000
- Bernalillo County DWI Counsel: \$52,000
- Total: \$397,000

Conclusion

The Albuquerque Police Department's Party Patrol program continued to expand and provide one of the most efficient and effective means of addressing the problem of underage drinking in the community. Once again, it proved to be equitable and accountable to the needs of all residents affected by the problem. The core components continued with an emphasis on prevention, education, enforcement and intervention. The result was a comprehensive, full-service and community-based effort.

The APD Party Program is supported by the State of New Mexico and the Traffic Safety Bureau. Together, they are making a difference and saving lives in New Mexico.

- Information dissemination
- Community-based process
- Environmental

12. Alcohol Advertising Restrictions

(Billboards, Point-of-Sale Displays and Internet)

Strategy

Alcohol advertising restrictions can include multiple venues (buses, trains, kiosks, billboards, bus shelters, theme parks, community events, stadiums, etc.) and multiple communication media types (television, radio, billboards, print, point-of-sale displays, special promotions, newspapers, magazines, sponsorships, internet, etc.) However, this strategy will concentrate on the following key points:

1. Reducing or restricting alcohol billboards
2. Regulating point-of-sale displays at locations where alcohol is sold or served
3. Increasing awareness of alcohol advertising via the internet

To some extent, parents can control their children's exposure to alcohol ads within their home, but a large amount of advertising occurs online and in public places. Restrictions on alcohol advertising in public areas allow communities to have some control over young people's exposure to alcohol messages outside the home. Communities that restrict alcohol advertisers send a message to young people that underage alcohol use is not tolerated by the community. Restricting alcohol advertising in public places may help change community norms regarding alcohol use.

Considerations for Planning

The concern about alcohol advertising and underage drinking has grown due to recent findings within the public health field. Studies have established that alcohol advertising exposure influences a young person's beliefs about alcohol and his/her intention to drink. They also suggest that advertising may have a direct impact on youth drinking practices and drinking problems.

Key Terms

- 1. Point-of-sale display (POS):** A specialized form of sales promotion that is found near, on, or next to product on an "end cap" at the end of the aisle where the product appears, or at the checkout counters (the "point of sale"). They are intended to capture the customer's attention, which may be to new products or products involved in a special promotion, event or seasonal/holiday-time sale. POS displays can include shelf edging, dummy packs, display packs, display stands, mobiles, posters and banners.

This research is especially relevant to current online alcohol industry marketing strategies. Online marketing represents a huge arena that most adults are unaware of. The promotions, incentives, interactive communications and inappropriate marketing practices are thriving online. We encourage you to educate yourself first by going to: <http://www.digitalads.org/alcohol.php>. Alcohol advertisements often portray alcohol as enhancing economic success, fun, athletic skill and social popularity. These messages are often misleading and fail to mention the risks associated with alcohol use.

Locally, common sense is your best ally and photos can be your best evidence. If you see something that does not feel right, use your cell phone and take a picture. Show it to others to obtain their reaction. Once people are made aware of something, they generally are able to respond in a thoughtful manner. Use images and any supporting data to make your case.

Fundamental Steps:

1. To limit or control billboards at the local level, the following initial activities are helpful:
 - a. Gather information about sign ordinances, zoning and how billboards are currently regulated, permitted and taxed.
 - b. Find allies among community leaders, neighborhood groups, health organizations, chambers of commerce and others.
 - c. Conduct a billboard survey. Find out how many billboards are in what neighborhoods, near what public buildings (schools, churches, etc.), what size they are and what they advertise.
 - d. Write a report of your survey findings.
 - e. Conduct a press conference. Include letter-writing campaigns, news coverage, endorsements and other activities.
 - f. Petition city or county government for a moratorium on new signs.
 - g. Know your opposition. The billboard industry is well-funded and experienced in fighting these efforts.
 - h. See the additional resource sheets in this section for suggested policy actions on alcohol billboard advertising.
2. On point-of-sale (POS) displays:
 - a. A key to being successful in eliminating POS displays is to make sure your concerns have a strong basis. Common issues include advertising that contains inappropriate content, makes an inappropriate connection or is presented in a way that is very appealing to young people. In most cases, there's a pretty clear line between alcohol advertising and sponsorship that focuses on promoting the brand or product, and advertising that crosses a line.
 - b. Evaluate the appropriateness of different types of point-of-sale alcohol advertising. If a grocery store has a promotional beer display that features a motorcycle or snowmobile as the centerpiece of the display, the promotion is making an obvious connection between drinking and using these vehicles. Oftentimes, this type of promotion can be addressed simply by saying something to the store owner or manager.
 - c. Contact your local or state liquor control commission or alcohol beverage control agency to determine what regulations currently exist for alcohol vendors as it relates to POS displays and other alcohol advertisements. Work with these organizations to ensure that the current laws and regulations are being followed and consistently enforced.
 - d. Once additional information has been gathered regarding POS displays, work with your local vendors requesting them to eliminate or reduce inappropriate displays. Discuss how these displays impact youth and also remind them of any current regulations that might prohibit this type of advertisement.

3. Alcohol advertising on the internet:
 - a. Analysis of alcohol advertising on the internet, including social networking, will begin to increase the community's awareness on this issue. Work with community representatives and leaders to bring attention to this issue. Educate them on the presence of alcohol advertising on the internet and how it impacts youth. Refer to Alcohol Marketing in the Digital Age at <http://www.digitalads.org/alcohol.php> and Alcohol Promotion on Facebook at <http://globaldrugpolicy.org/3/3/1.php> for additional information and resources on this topic.
4. Review existing data that demonstrate how alcohol advertising influences underage drinking and might contribute to alcohol-related problems in the community. Establish a case that controlling or restricting alcohol advertising can reduce underage drinking and alcohol-related problems in your community.
5. Obtain and strengthen community support for this strategy from parents, law enforcement, elected officials, prevention agencies and other key community members. Increase public awareness by demonstrating the relationship between alcohol advertising and alcohol-related problems in the community. Emphasize how reducing alcohol advertising can impact the social norms of the community, influence underage drinking, decrease alcohol-related problems in the community, and ultimately strengthen prevention efforts.
6. Identify possible short- and long-term outcomes of the strategy. Continue to monitor and evaluate progress.

Helpful Tips and Suggestions

Establishing Support and Obtaining Partners

- Do your homework. If you are challenging a practice that has gone on for years, (like POS displays and specific geographical areas that are saturated with alcohol billboards) you will need to provide evidence for why you are proposing changes.
- Pictures can make a compelling case. Oftentimes, individuals and groups can become desensitized to their environments and the conditions in those environments. Showing adults images of what youth see can be far more convincing than talking about it.

Media Awareness and Advocacy

- If sponsors, store owners or managers are not willing to address inappropriate alcohol advertising or promotion, write a letter to the editor and describe the specific issue.

Potential Partners

- Local media – television and newspaper
- Local, county and state law enforcement agencies
- Local/state liquor control commission
- Parents
- Youth
- Local substance abuse prevention agencies

Estimated Timeline

- The timeline could be immediate or take up to nine months for the planning, implementation and evaluation of the strategy.

Potential Barriers or Obstacles

- Strong opposition from the alcohol beverage industry.

Possible Short- and Long-Term Outcome

- Decrease in the number of alcohol billboards in a specific geographical area
- Decrease in the number of POS displays at locations that sell and/or serve alcohol
- Increased awareness of alcohol advertising on the internet
- Reduction in underage drinking
- Reduction in alcohol-related problems in community

Suggested Resources

Supplemental Resources Related to this Strategy

1. Sample Proposed Ordinance Prohibiting Outdoor Alcohol Advertising.....	229-230
2. Components of a Model Billboard Ordinance.....	231
3. Suggested Policy Actions on Alcohol Billboard Advertising.....	233
©CD 4. Sample News Release - Alcohol Billboard Advertising.....	235
©CD 5. Sample Op-Ed Piece - Alcohol Billboards.....	237
©CD 6. Sample Letter to the Editor - Alcohol Billboards.....	239
©CD 7. Billboard Survey Form.....	241-242
©CD 8. Strategic Planning Guide.....	243-251

Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

www.digitalads.org/alcohol.php

Alcohol Marketing in the Digital Age

<http://globaldrugpolicy.org/3/3/1.php>

Alcohol Promotion on Facebook

www.lamar.com

Lamar Advertising Company

www.clearchanneloutdoor.com

Clear Channel Outdoor Global Outdoor Advertising

www.arbitron.com/downloads/outdoorstudy.pdf

Arbitron Outdoor Study

www.camy.org

Center on Alcohol Marketing and Youth

Sample Proposed Ordinance Prohibiting Outdoor Alcohol Advertising

Whereas, it is illegal for any person under the age of twenty-one (21) years to obtain, possess or control alcoholic beverages in the State of Minnesota, and Section 340A.503 of the Minnesota Code prohibits the sale or furnishing of any alcoholic beverage to a person under twenty-one (21) years of age; and

Whereas, alcoholic beverages are the second most heavily advertised products in America (after cigarettes), and the alcoholic beverage industry spends more than \$100 million annually for outdoor advertising of its products;

and

Whereas, outdoor advertisements are a unique and distinguishable medium of advertising that subjects the general public to involuntary and unavoidable forms of solicitation, as the Supreme Court recognized in *Packer Corporation v. Utah*, 285 U.S. 105 (1932); and

Whereas, the Supreme Court and other federal courts have recognized the positive relationship between advertising and consumption; and

Whereas, in addition to judicial recognition of the link between advertising and consumption, empirical studies have shown that alcohol advertising increases consumption of alcohol, including consumption of alcohol by minors; and

Whereas, an ordinance restricting the placement of advertisements for alcoholic beverages in publicly visible locations within the City of is necessary for the promotion of the welfare and temperance of minors exposed to such advertisements; and

Whereas, the City Council of has chosen to exercise its police power under the Minnesota Constitution, and enact the following ordinance:

Section 1. Sign Regulations.

- Alcoholic beverage advertisements. No person may place any sign, poster, placard, device, graphic display or any other form of advertising that advertises alcoholic beverages in publicly visible locations. In this section “publicly visible locations” includes outdoor billboards, sides of buildings and freestanding signboards. This section shall not apply to:
 1. The placement of signs, including advertisements:
 - a. inside licensed establishments; or
 - b. on commercial vehicles used for transporting alcoholic beverages
- Any sign that contains the name or slogan of the licensed establishment that has been placed for the purpose of identifying the licensed establishment.

- Any sign that contains a generic description of fermented malt beverages, wine or liquor, or any other generic description of alcoholic beverages;
- Any neon or electrically charged sign at a licensed establishment that is provided as part of a promotion of a particular brand of alcoholic beverage.

Section 2. Enforcement.

Any person who violates, disobeys, omits, neglects, or refuses to comply with, or resists the enforcement of any of the provisions of this ordinance shall be guilty of a misdemeanor, and, upon conviction in any court of competent jurisdiction, shall be fined not less than fifty dollars (\$50) nor more than one hundred (\$100) dollars. It will constitute as a separate offense for each day these violations continue.

This ordinance shall take effect within ____ days.

Components of a Model Billboard Ordinance

No single ordinance will serve all communities, so each should be adapted to the character of individual communities. When it comes to billboards, many communities have concluded that the best ordinance is one that bans all new billboards and requires the removal of existing ones.

The following are recommended provisions of a model ordinance that allows some billboards:

- Billboards should be a “conditional” use, not a “permitted” use. No billboard should be permitted without holding a public hearing and without notifying all adjacent property owners.
- Billboards should be charged an annual permit fee of at least \$200 per sign structure.
- No company should be allowed to erect a new “conforming” billboard until it has removed an equal number or more of “non-conforming” billboards.
- No billboard should be permitted in any residential district, historic district or agricultural district.
- No billboards should be permitted in any neighborhood, shopping district or in the downtown commercial core.
- No billboard should be permitted on any designated scenic street, road, drive, parkway or highway.
- No billboard should be permitted within 750 ft. of any residential district, historic district, park, school, church, hospital, retirement home, cemetery, convention center or government building.
- No billboard should be permitted directly on or mounted above the roofs of buildings.
- No billboard should be permitted at any bridge crossing or situated to impair any scenic vista.
- No billboard should exceed 25 ft. in height or 300 sq. ft. in size.
- A minimum of 1,500 ft. should separate billboards on primary roads and a minimum of 1,000 ft. on secondary roads.
- Billboards shouldn’t be stacked over or put next to each other.
- No billboard within view of any residence should be illuminated.

Source: Edward T. McMahon and Patricia A. Taylor, *Citizens’ Action Handbook on Alcohol and Tobacco Billboard Advertising*.

Suggested Policy Actions on Alcohol Billboard Advertising

Successful community action can reduce the number of billboards. Once you have done your background work, the following steps are possible.

- **Pass a City Ordinance Banning Construction of New Billboards.** A temporary moratorium banning new billboards is an important first step in efforts to regulate billboard advertising. It gives the community time to proceed in a measured fashion with their regulatory steps, and prevents the billboard industry from quickly erecting dozens of new billboards before a decision is made.
- **Rewrite Zoning Regulations.** Banning new billboards prevents the problem from getting worse, but it doesn't correct the existing situation. Some of the most troublesome aspects of existing billboards can be regulated (and in communities not implementing a full ban, features of new billboards can be restricted) by rewriting zoning laws. Regulations can:
 - Make all billboards "conditional," permitted only with public approval on a case-by-case basis.
 - Charge substantial annual permit fees per sign structure. Include stiff fines for failure to secure the permit-fines that can be waived in part if the offending billboard is removed.
 - Ban billboards completely from residential districts, historic districts, agricultural districts, neighborhood shopping districts or downtown business districts.
 - Establish "setbacks" from residences, parks, schools, churches, hospitals, cemeteries, etc.
 - Set minimum distances between billboards on roads.
 - Limit size and height.
 - Restrict aspects such as illumination, billboards that impair any scenic vista, etc.
- **Remove Existing Billboards According to the New Policy.** (Perhaps according to a schedule.) You can also set up a policy to allow "exchanges," in which billboard companies may erect a new, "conforming" billboard if they remove one or more existing nonconforming billboards elsewhere.

Restricting the messages on billboard ads, (prohibiting only alcohol advertisements, for instance) is difficult. It is generally easier to ban or regulate billboards themselves rather than their content. For more details, write CSPI, 1875 Connecticut Avenue NW, Washington, DC, 20009-5728.

Source: FACE — Resources, Training and Action on Alcohol Issues.

Sample News Release – Alcohol Billboard Advertising

NOTE: Send this release to the local news editor at your newspaper. Call the newspaper for the editor's name and for instructions on submitting the release.

FOR IMMEDIATE RELEASE

Community-Wide Survey Reveals Pervasive Alcohol Billboard Advertising

One local community group [OR INSERT NAME OF GROUP OR YOUNG PEOPLE WHO CONDUCTED THE SURVEY] has released the survey results of billboard advertising in the [NAME OF YOUR CITY OR NEIGHBORHOOD] area. This survey showed that a total of (INSERT NUMBER) billboards currently exist in [NAME OF AREA OR NEIGHBORHOOD]. The group found that [INSERT NUMBER OF ALCOHOL BILLBOARDS] of the total billboards were used to advertise alcohol.

[YOU CAN ADAPT THE FOLLOWING QUOTE FROM YOUR COMMUNITY GROUP LEADER OR SPOKESPERSON - INCLUDE HIS OR HER NAME AND TITLE, IF APPLICABLE]

“We conducted this study in our neighborhood to help make everyone aware of the pervasiveness of alcohol billboards in our community. The problem with alcohol billboards is that they are constant; they are unavoidable and they reach everyone, regardless of their age. And, alcohol billboards generally detract from the overall visual atmosphere of our neighborhood.”

[ADAPT THE FOLLOWING CONCLUSION WITH YOUR GROUP'S INFORMATION AND FUTURE PLANS]

The group also revealed their plan to try to limit alcohol billboards, especially in the vicinity of schools, churches and community centers. To find out more, contact (INSERT GROUP NAME).

For more information, contact: [INSERT YOUR NAME AND PHONE NUMBER]

Sample Op-Ed Piece - Alcohol Billboards

NOTE: Contact a community leader and ask him or her to customize the following op-ed piece for submission to your local newspaper.

ISSUE: Alcohol Billboards in Our Community

I'm writing to express my support for a community group that is taking on a difficult but important issue that we need to address in [INSERT NAME OF YOUR COMMUNITY] — alcohol billboard advertising.

Billboards are becoming more popular for alcohol advertisers and they've steadily found their way into our own neighborhoods. What I find especially invasive about alcohol billboards is that they are unavoidable and their messages glare down on all of us, regardless of age. Not to mention their overall impact on the visual atmosphere of our neighborhoods.

Many community groups around the country have battled this issue, and their experiences have proved that this will be a tough fight. However, I'm giving my whole-hearted support to a local community group that is willing to do what it takes to minimize billboard advertising right here in [INSERT NAME OF YOUR COMMUNITY OR NEIGHBORHOOD]. If you'd like to join us, please contact [INCLUDE YOUR GROUP NAME AND A PHONE NUMBER, IF APPLICABLE].

Sincerely,

Include name, title and group name, if applicable

Sample Letter to the Editor – Alcohol Billboards

NOTE: Follow the instructions in the opinion section of your local newspaper for submitting a letter to the editor. Most newspapers print these instructions in the opinion-editorial section, or you can call the newspaper for instructions.

ISSUE: Alcohol Billboards in Our Community

Have you noticed that billboards are becoming more and more plentiful in our neighborhoods? If you're like me, maybe you haven't given these huge signs much thought, until now. I've noticed that the billboards in our neighborhoods are demanding more and more attention – from us and from our kids. And this is especially disturbing because so many of these billboards are advertising alcohol.

Alcohol billboard advertising is of particular concern to me and to growing number of concerned citizens in this community. These signs are unavoidable and their messages reach all of us, regardless of age. Not to mention their overall impact on the visual atmosphere of our neighborhoods.

I think most of us can agree that underage kids shouldn't be drinking alcohol. So why can't we also agree that our kids don't need to be bombarded with ads about a product we don't want them to use? In fact, the product is illegal for everyone under age 21.

Although it may be difficult to ban alcohol billboards altogether, I'm part of a group who is willing to take actions to minimize billboard advertising right here in [INSERT NAME OF YOUR COMMUNITY OR NEIGHBORHOOD]. If you'd like to join us, please contact [INCLUDE YOUR GROUP NAME AND A PHONE NUMBER, IF APPLICABLE].

Sincerely,

Include your name and group name here

Billboard Survey Form

Address of billboard: _____

City: _____

What company is advertising: _____

Type of sign:

- Junior poster (75 sq ft)
- Poster panel (300 sq ft)
- Painted bulletin (672 sq ft)
- Strip commercial

Area:

- Industrial
- Mixed residential/commercial
- Central business district

Neighborhood:

- Residential
- Commercial
- Historic district

Neighborhood is predominantly:

- Black
- Asian
- Latino
- White
- Other

Can you see any of the following:

- Residences
- Parks
- Historic sites
- Hospitals
- Churches
- Schools

The ad is for:

- Wine
- Beer
- Liquor/spirits
- Malt liquor

Does the billboard ad contain:

- Animals
- Alcohol products
- Cartoons
- Minorities
- Logo of the alcohol company
- People

If the ad shows people, estimate their age:

- Under 18
- 18 to 20
- Over 21

Beyond drinking, what does the billboard promote? _____

Photo taken?

Yes

No

If yes, attach to the survey.

Please record the advertising copy on the billboard: _____

How many other billboards are visible nearby? ____

Total number of billboards in an eight-block area: ____

Side 1:

Side 2:

Strategic Planning Guide

As you review the strategies in this manual, you may be thinking about which strategies to tackle first – and wondering how to keep your efforts organized and moving forward. That’s what this section is all about.

We’ve developed this brief strategic planning guide to help you build a working plan for action that fits your organization’s vision and goals. To begin, schedule some blocks of time and assemble your team to work through the following steps and create your strategic plan. Keep in mind that your plan is a work in progress, and it may need to be adjusted occasionally. But having a plan in place will provide your organization with continuity and focus as team members come and go over time.

If your organization has already completed a strategic plan, simply use these steps to review your existing plan and consider whether any changes are needed.

1. Clarify your vision and mission

Discuss and record precisely what your organization wants to see (vision) and accomplish (mission). If your organization already has vision and mission statements, take a fresh look at them together as a team and discuss whether it’s time to make any changes.

2. Take inventory

Consider and write down your organization’s strengths, abilities, resources and opportunities. Then, discuss and record your organization’s weaknesses, challenges and obstacles. For example, talk about your organization’s size, location, community engagement, experience, staff, volunteers, etc. Challenge one another to be realistic and honest in this assessment, because it will help you focus your efforts later on.

3. Set goals

Once you’ve clarified your organization’s vision and honestly assessed your strengths and weaknesses, it’s time to set some goals. Consider both short-term goals that can be achieved in six months to one year – and longer term goals that will require a year or more to accomplish. When setting goals specifically for the 12 strategies outlined in this manual, carefully review the Considerations for Planning and Estimated Timelines to help you determine what fits best with your organization’s vision, resources and strengths.

4. Prioritize

Now that you've defined and listed your goals, it's time to prioritize. Realize that it's impossible to tackle all of your goals at once – so rank them in order considering both what's important and what's feasible given your resources and strengths.

5. Break it down and map it out

Once your goals are set, break things down into smaller steps – see the Fundamental Steps section of each strategy for help. Then, map out a list of tasks and assign individuals for each step. Keep a master schedule for each strategy (see *Sample Action Plan* on page 251) to track what needs to happen and when.

6. Monitor progress and keep score

Monitor your progress according to your schedule and check off tasks as they're completed. Keep score of what you've been able to accomplish and what needs to happen next.

7. Retool and refresh

As you work through the Fundamental Steps for each strategy, apply what you learn along the way to refresh your approach for the next goal in your strategic plan. This information is vital in retooling your practices and improving your organization's effectiveness.

If these steps sound like an open-ended process – you're right. Your strategic plan should change and grow along with your organization over time. We encourage you to create a plan that's uniquely your own, but we're here to help. For additional information about implementing any of the 12 environmental strategies, please contact FACE at 1-888-822-3223 or visit us online at www.faceproject.org.

Suggested Resources

Supplemental Resources

1. Strategic Planning Process.....	247
 2. Strategic Planning Assessment Quick Plan.....	249
 3. Sample Action Plan.....	251

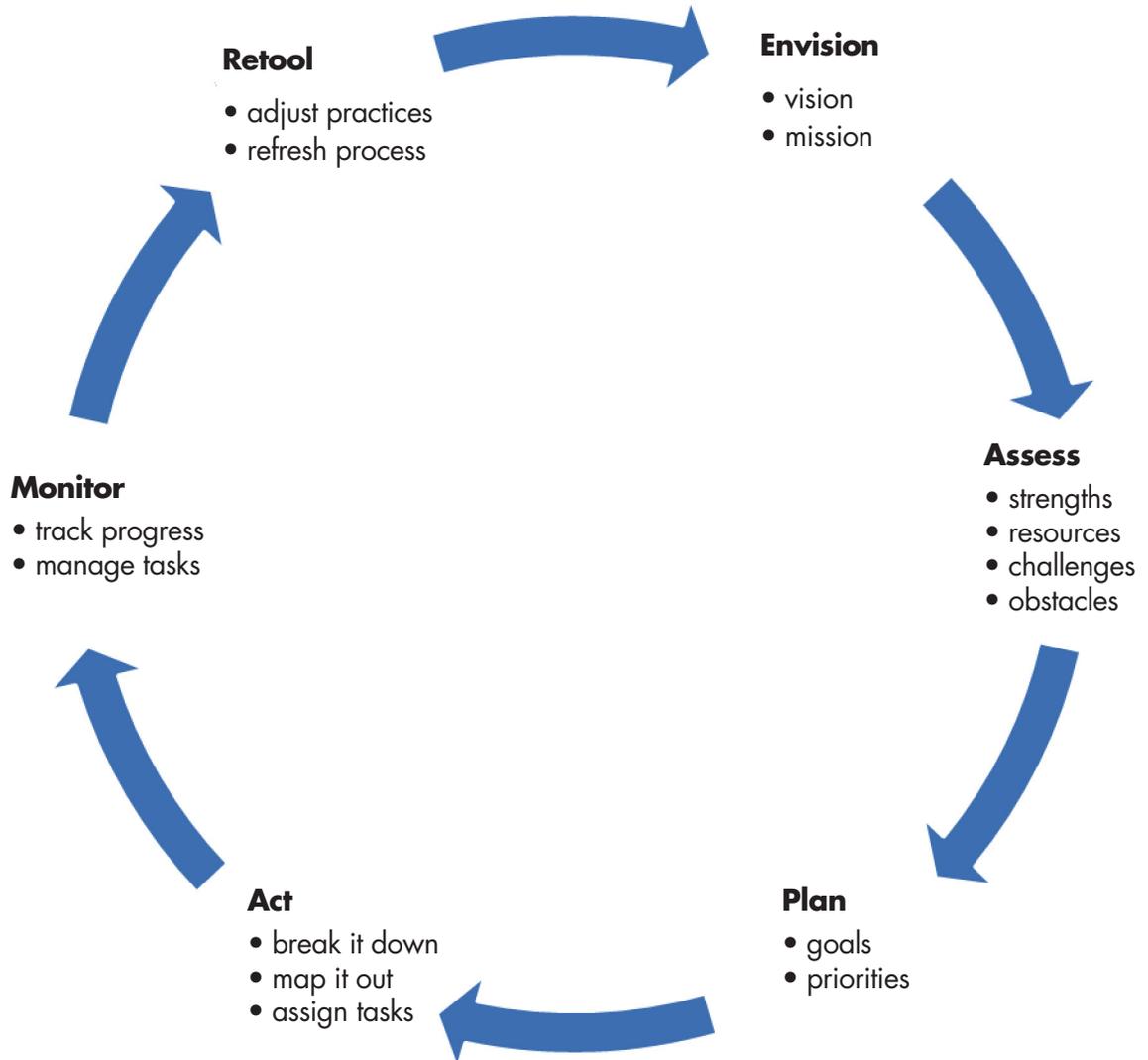
Additional Resources and Information Available at faceproject.org

Links (A browser document called “Helpful Links” is located on the Resource CD for easier navigation.)

<http://www.virtualcap.org/viewprogram.cfm?pid=221>

An online bulletin board of actual strategic plans posted by community organizations nationwide, sponsored by VirtualCap.org, A National Resource to Support Excellence in Community Action.

Strategic Planning Process



Strategic Planning Assessment Quick Plan

<p>Our Vision:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Inventory</p> <p>Strengths:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Resources:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Opportunities:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Goals</p> <p>Short-term:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Long-term:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Priority Ranking Assign order here:</p> <p>_____</p>
<p>Our Mission:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>			<p>Weaknesses:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Challenges:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Obstacles:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Sample Action Plan

Strategy

Fundamental Steps	Key Tasks and Activities	Proposed Timeline	Individuals and Networks Involved	Resources Needed	Potential Barriers or Obstacles
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
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11.					
12.					
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