



NABCA
NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION



2019
—
2020

Education and Supplemental Awards Annual Program Report

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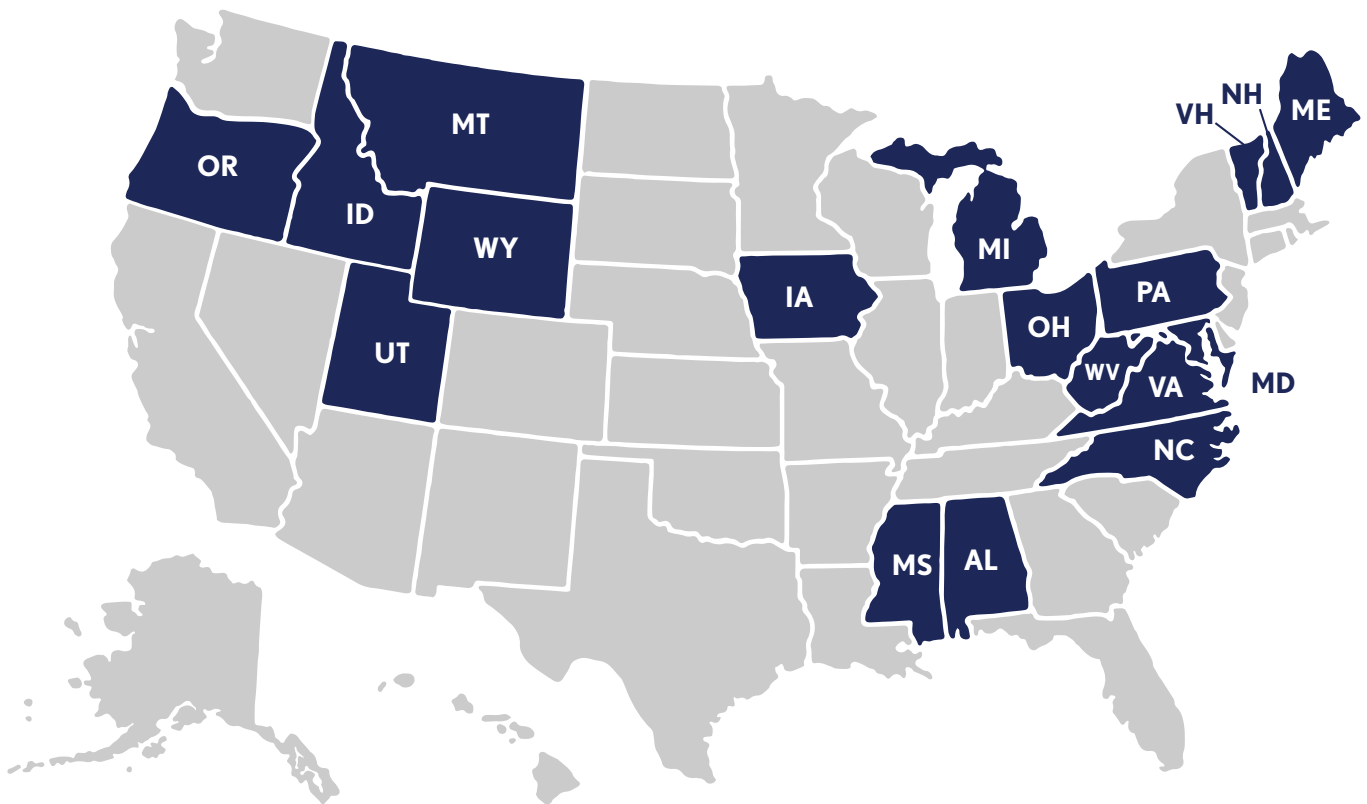
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Introduction

Alcohol regulatory systems are an integral part of community-based alcohol education and safety efforts. The National Alcohol Beverage Control Association (NABCA) has 18 member jurisdictions, 17 states and one locality in Montgomery County, Maryland. NABCA's Board of Directors created the Education and Supplemental Awards Program to support NABCA member jurisdictions in protecting the public from alcohol-related harms and in strengthening responsible and efficient alcohol regulatory systems. Since its inception, NABCA's Board has maintained its commitment to the Awards Program and has awarded millions to support its member jurisdictions in their prevention efforts.

The projects highlighted in this report reflect both ongoing efforts to improve education, outreach, and operations, in addition to featuring the successes NABCA member jurisdictions had adapting to a rapidly changing environment during the COVID-19 pandemic. In March 2020, manufacturers, industry and sales representatives, sellers, and servers had to quickly shift from working as they had for decades to a new universe of operations, where some states allowed to-go cocktails and others deemed liquor stores essential. In response, NABCA member jurisdictions, too, had to go virtual with their education and awareness efforts and shift enforcement resources to monitor COVID-19 restrictions to mitigate the spread of the virus.



They also had to come up with new ways to create regulations as the situation rapidly evolved, build capacity for reopening safely, and manage new allowances to provide economic relief for licensees.

In a challenging year, the Awards Program remained true to its goals of promoting the health and safety of communities and changing the conditions that encourage or allow dangerous consumption of alcohol. The projects featured here are as varied as the jurisdictions themselves, with awards used for regional events to prevent underage drinking and excessive drinking, trainings for alcohol licensees and manufacturers, technology enhancements to improve operations and to create transparency, and collaborative initiatives to foster deeper connections between government agencies and the public they serve.

The 2019-2020 Annual Awards Program highlights member jurisdictions' use of the NABCA Education and Supplemental awards as they worked to promote responsible and efficient regulatory systems and protect the public from alcohol-related harm despite the challenges brought by the COVID-19 pandemic.

This Annual Awards Program Report summarizes the recent projects supported by NABCA's Awards Program. The report is organized in four categories that reflect the program focus areas: Education/Awareness, Regulatory/ Enforcement, Capacity Building/Collaboration, and Data Collection/Technology.

EDUCATION | AWARENESS

Projects that assist member jurisdictions in their education and awareness activities. While education strategies to prevent excessive alcohol consumption are not evidence based as a standalone approach, they can complement evidence-based strategies by heightening the public's understanding and awareness about alcohol's harm.

REGULATORY | ENFORCEMENT

Projects that assist member jurisdictions in their regulatory and compliance efforts to prevent illegal sales or irresponsible use of alcohol.

CAPACITY BUILDING | COLLABORATION

Projects that assist member jurisdictions in their efforts to collaborate and partner with key stakeholders and fill gaps in knowledge or resources to advance the public's understanding of alcohol regulation and its importance.

DATA COLLECTION | TECHNOLOGY

Projects that assist member jurisdictions in monitoring, tracking, assessing, and translating health/safety/legislative/regulatory information to educate the public about alcohol-related harms and the necessity of regulation.

Education | Awareness

Projects that assist member jurisdictions in their education and awareness activities. While education strategies to prevent excessive alcohol consumption are not evidence based as a standalone approach, they can complement evidence-based strategies by heightening the public's understanding and awareness about alcohol's harm.

San Juan School District
Foundation
MAKING A DIFFERENCE
FOR "OUR" KIDS

Know their friends.
Working to prevent underage drinking.

Alcohol can wire a teen's
brain for addiction.

IS CLEAR
NO ALCOHOL
RULES.

Montgomery County Alcohol Beverage Services

— montgomerycountymd.gov/abs/

Throughout 2019 and early 2020, leaders from the Montgomery County Alcohol Beverage Services (ABS) traveled across the country to speak at conferences and hosted local events to educate colleagues on the essential public safety role of regulatory and compliance agencies.

MARYLAND STATE ALCOHOL ACADEMY

In October 2019, ABS participated in the groundbreaking Maryland State Alcohol Academy, bringing together Maryland regulatory and public safety agencies for a forum on alcohol best practices for the first time. The academy covered liquor licenses, trade practice violations, ethics, human trafficking, and state-level and federal issues. The ABS's Licensure, Regulation, and Education team led a panel on its liquor license process model, moderated by the county's compliance manager.

RHI SOCIABLE CITY SUMMIT

In early 2020, representatives from the Montgomery County ABS and other county sectors presented at the Responsible Hospitality Institute (RHI) Sociable City Summit in Seattle, Washington. Sociable cities support the value the "social economy" adds to their region's quality of life and culture while working to minimize alcohol-related harms. Kathie Durbin, Director of ABS, spoke about using education, trust-building, and mediation to resolve challenges with nightlife in the county. Durbin's presentation emphasized that issues with nightlife safety and compliance can be an opportunity to provide education and intervention.

"While regulatory and compliance agencies play an enforcement role, they also have the power to use education to shape nightlife in a positive way," said Durbin. "Montgomery County's active leadership in regional and national conversations around minimizing alcohol-related harms while increasing sociability can provide a roadmap for community engagement."

BECOMING A SOCIABLE CITY FORUM

In March 2020, the COVID-19 pandemic shifted the alcohol industry, reshaping alcohol compliance and regulatory needs and moving events onto virtual platforms. Montgomery County ABS pivoted its operations and moved the planned Montgomery County Forum - Becoming a Sociable City - to a virtual event in the fall. The pandemic drastically changed the county's social economy for most of 2020, and the event was held virtually in fall of 2020 to discuss how to reopen a social district that is both sociable and safe.

BUILDING BLOCKS FOR YOUR NIGHTTIME ECONOMY

LAY A FOUNDATION
RESOURCES | ACTION TEAMS

PLAN FOR PEOPLE
QUALITY OF LIFE | MOBILITY

ASSURE SAFETY
PUBLIC SAFETY | VENUE SAFETY

ENHANCE VIBRANCY
ENTERTAINMENT | PUBLIC SPACE

LAY A FOUNDATION
SOCIABLE CITIES REQUIRE A FOUNDATION OF policies and resources to protect nightlife and data-driven decision making. Commitment to the vision of safe and vibrant nightlife can be facilitated through creation of a staff position (e.g. night mayor) and a supportive alliance of key stakeholders.

PLAN FOR PEOPLE
SMART GROWTH PLANNING for nightlife seamlessly facilitates use of hospitality zones at different times of day and for different purposes. High standards for quality of life and safe mobility options to/from and within the district requires foresight to plan and infrastructure.

ASSURE SAFETY
NIGHTLIFE'S environmental factors. A city which are present in protecting, under

ENHANCE VIBRANCY
VIBRANCY experiences music venue space, such as signal the v

Sociable City
SUMMIT
FEBRUARY 28 - MARCH 2 | HYATT HOTEL

TECH | MUSIC | CANNABIS | NIGHTLIFE | SEATTLE

RHI'S ANNUAL INTERNATIONAL SUMMIT FOR NIGHTTIME MANAGEMENT 2020

New Hampshire State Liquor Commission Division of Enforcement and Licensing

— nh.gov/liquor/enforcement

STRENGTHENING OUTREACH AND EDUCATION EFFORTS

The NABCA award funded a variety of education and outreach activities for the New Hampshire State Liquor Commission's (NHLC) Division of Enforcement and Licensing, including the development of a PowerPoint presentation for Driver's Education classes and support for the annual Alcohol Awareness Poster Contest for National Alcohol Awareness Month in April.

Students from kindergarten to 12th grade submitted artwork, and a panel of judges selects winners in each grade and for the top three overall submissions. The top three winners receive a prize pack and were celebrated at a New Hampshire Fisher Cats game. 2020's overall winners featured three 7th graders from Portsmouth Middle School.

The poster promotion is just one part of a larger partnership with the Fisher Cats, a local minor league baseball team in Manchester, New Hampshire. The division's partnership with the Fisher Cats includes giveaways, banners, and other displays throughout the stadium, PSAs on the Jumbotron, and announcements during games, promoting specific initiatives, such as New Hampshire's "Buyers Beware" campaign, which is an awareness campaign that informs adults that providing alcohol to a minor is a crime. In addition, all draft beers sold at home games during Alcohol Awareness Month in April come with a "Buyers Beware" sticker on the cup. The division also has a similar partnership with the University of New Hampshire.

Even though many activities were cancelled because of the COVID-19 pandemic, the division was able to support 33 events across the state, from September 2019-August 2020, with more than 51,000 attendees.

"The PowerDMS online software-enhanced training for personnel has led to superior educational services for industry members and stakeholders," said Division Chief Mark Armaganian. "This has created a more holistic understanding of the impact our work has on licensees and creates regulatory consistency throughout the State of New Hampshire."

The division also develops targeted education and training programs for licensees and their staff based on type of outlet, such as grocery stores, liquor establishments, state-owned liquor outlets, and restaurants. Since many of these educational programs were suspended during the pandemic, the division turned its attention to educate and train its own employees through PowerDMS, an online learning program. PowerDMS supports the creation of testing modules, which allowed the division the opportunity to assess its employees' knowledge and understanding of agency policies and improve the quality of its external educational services.



2020 Alcohol Awareness Poster Contest
1st Place, 7th Grade Student
Portsmouth Middle School



Utah Department of Alcoholic Beverage Control

— abc.utah.gov

For the past two years, the Utah Department of Alcoholic Beverage Control (DABC) has used recent NABCA awards to help educate state legislators about alcohol policies and reach parents and teens in Utah's Navajo Nation.



UTAH LEGISLATIVE ALCOHOL POLICY SUMMIT

DABC partnered with the Utah County Department of Drug and Alcohol Prevention and Treatment to hold a one-day legislative alcohol policy summit in October 2019. The summit was hosted by Utah State Senator Jerry W. Stevenson and Utah State Representative Timothy D. Hawkes, who led alcohol policy legislation in their respective chambers. Nationally recognized public health and safety experts presented and helped put current alcohol policy in historical context. Attendees included Utah legislators and staff, members from alcohol and hospitality industries, regulatory agencies, media, law enforcement, prevention and treatment providers, and other interested members of the community from think tank groups, universities, and nonprofits.

NAVAJO NATION CAMPAIGN

DABC's Parents Empowered campaign partnered with the San Juan County Prevention Action Collaboration (SJCPAC) Coalition to reach out to parents and adolescents in Utah's Navajo Nation about underage drinking prevention. The "Utah Strip," as the region is known, is the smallest part of the Navajo Nation, and about 3,000 children in grades K-12 are spread across the county's remote landscape. The Utah Navajo Nation's low population density can make the community challenging to reach, inspiring DABC and SJCPAC to center their campaign around a popular gathering place – high school basketball courts.

Basketball-themed messaging, which highlighted the role that parents can play in preventing underage drinking, was

displayed on twenty-foot long signs in schools throughout the county. The posters focused on the importance of spending time with your kids and discussing the risks of underage drinking with your teenagers, encouraging parents to “protect your team against underage drinking.” The project also focused on reaching middle and high schoolers directly, with the creation of t-shirts promoting a healthy, balanced life. The shirts feature the word “stoodis,” meaning “let’s do this” in Navajo slang, and imagery that reflects positive, healthy messages.

Finally, Parents Empowered held an underage drinking prevention workshop with the SJCPAC Coalition to “train-the-trainer,” providing customizable outreach materials and templates for community presentations. The training allowed

leaders from the SJCPAC Coalition to lead underage drinking prevention in their own communities, prioritizing direct outreach for reaching families to talk about alcohol safety.

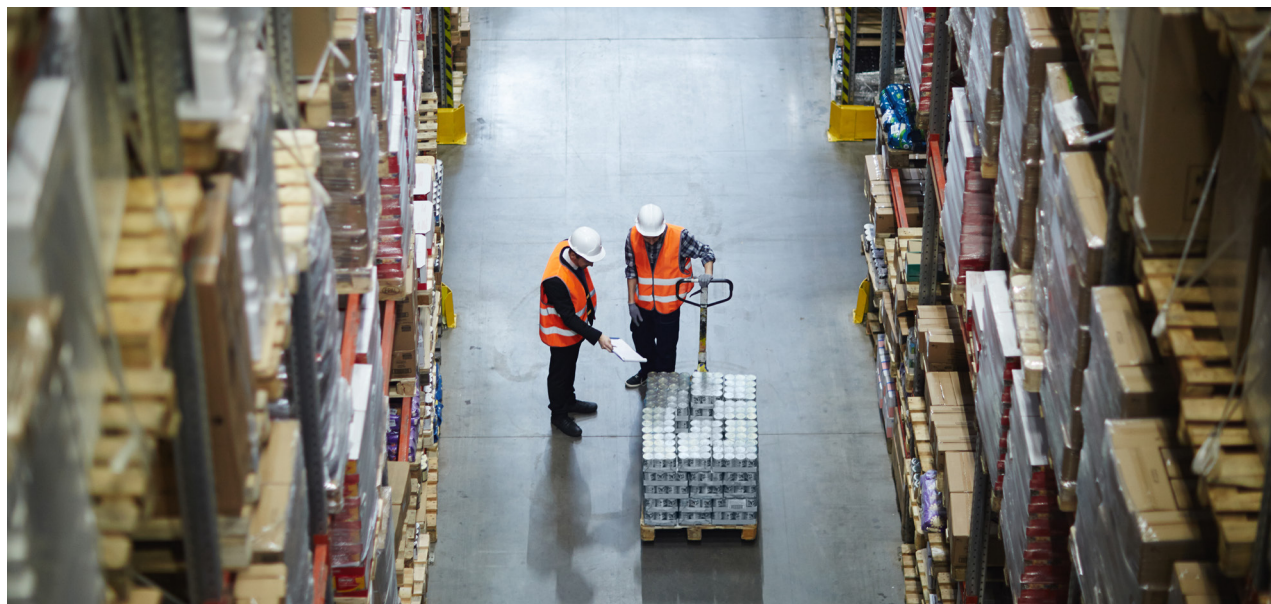
The campaign was developed with input from diverse stakeholders, including representatives from San Juan County, the Utah Strip of the Navajo Nation, Utah Navajo Health Systems, San Juan County Youth Coalition, and the San Juan School District. Parents Empowered and the SJCPAC Coalition plan to celebrate the partnership and distribute t-shirts with a community launch event (postponed because of COVID-19) as soon as it is feasible.



*Underage Drinking Prevention Campaign
T-Shirt designs (top) gym banner (bottom)
Parent's Empowered | SJCAPC Coalition*

Wyoming Liquor Division

— revenue.wyo.gov



“YOUR WLD” VIDEO

The Wyoming Liquor Division (WLD) created an educational video to inform legislators, law enforcement, community coalitions, state agencies, and the public about WLD’s history, work, and impact. The video was partially a response to a 2019 request from legislators that WLD give a presentation on its work and was inspired by videos shown by other control jurisdictions at the 2019 Administrators Conference.

The video, “Your WLD,” used a script written by the chief of enforcement and a senior agent, and then reviewed by staffers from across the agency. When a final script was prepared, the team began working with a production company to develop the film.

The video told the story of the history of alcohol in Wyoming, beginning with Prohibition. The team spent hours at the Wyoming State Archives searching microfiche of old newspapers to provide historical perspective on alcohol control in Wyoming. Two original House bills that created the Wyoming Liquor Commission in 1935, House Bill 77 and House Bill 78, were photographed and included in the video’s animation.

Wyoming passed Prohibition in 1919, one year before the amendment that enshrined the ban of alcohol in the U.S. Constitution. Enforcement became a necessity, and the Wyoming Legislature established a state prohibition agency, which faced challenges by organized crime and bootleggers. Repeal of state Prohibition in Wyoming was voted on in 1932 and became state law in 1935. At this time, the modern WLD was created by state legislators. The agency has managed various changes to state liquor policy, from being the last state in the country to raise the drinking age to 21 in 1988, to 2017 legislative changes in Wyoming’s alcohol beverage control laws.

The WLD video is in use by the Wyoming State Archives, the Governor’s Council on Impaired Driving, the Wyoming Association of Sheriffs and Chiefs of Police, and the Wyoming Prevention Action Alliance.

Regulatory | Enforcement

Projects that assist member jurisdictions in their regulatory and compliance efforts to prevent illegal sales or irresponsible use of alcohol.



Montgomery County Alcohol Beverage Services

— montgomerycountymd.gov/abs/

IMPROVING ALCOHOL REGULATORY TRAININGS

The Montgomery County Alcohol Beverage Services (ABS) used its award to support three projects focused on education for license holders and coordination between ABS, licensees, and industry stakeholders to foster compliance with the alcohol beverage laws.

TRADE PRACTICE GUIDE AND SEMINAR

The ABS partnered with state agencies and alcohol industry leaders to develop the Maryland State Trade Practice Guide and Seminar to help alcohol manufacturers across the state meet compliance requirements and maintain a safe environment. The program operated as a focus group gathering information from state licensed manufacturers and industry and sales representatives. Maryland's increase in local alcohol manufacturers (e.g., breweries, distilleries, wineries) in recent years, has consequently led to more questions and concerns about trade practice issues, and the focus groups helped participants develop their understanding of state compliance guidelines.

ALERT PROGRAM

At the county level, the ABS is reimagining its award-winning Alcohol Law Education and Regulatory Training (ALERT) program, first developed 10 years ago. The updated course, which trains more than 2,000 sellers and servers yearly, will include information on recent alcohol trends and legislation and will incorporate handheld polling devices for a more engaging experience. Conducting polls, allows for real-time data gathering from participants to assess their knowledge and foster engagement during the training. The polls also provide a mechanism to collect data from participants, which is then used to improve training effectiveness.

The new training features are invaluable for helping participants feel connected and actively involved, ensuring effective learning and professional development.

ANNUAL RESOURCE CALENDAR

The ABS continues to publish and share its annual resource calendar, a crucial tool for businesses and staff who sell and serve alcohol in Montgomery County. When a business receives board approval for its alcohol license or its annual renewal packet, it receives a complimentary calendar that includes the daily born-on date for legal alcohol and tobacco sales, a monthly description of relevant alcohol rules and regulations, and reminders for best compliance practices. These resources provide sellers and servers with the alcohol compliance information they need on a day-to-day basis.

These three educational tools are strengthening alcohol safety and compliance throughout Montgomery County and the state of Maryland. As the only alcohol control board in Maryland, the Montgomery County ABS plays an influential role in state alcohol policy and safety. The alcohol safety and compliance education infrastructure developed by the ABS makes the entire state a safer place to live and work.



Vermont Department of Liquor and Lottery, Division of Liquor Control

— liquorcontrol.vermont.gov

IN-HOUSE TRAINING PROGRAM VIDEOS

The Vermont Department of Liquor and Lottery Division of Liquor Control (DLC) operates an in-house training program that is used by more than 800 liquor and tobacco licensees across the state of Vermont to deliver training to more than 6,000 employees. The videos are central to this program and needed an update.

With funding from NABCA, the DLC worked with a Vermont-based firm, HMC Advertising, to produce two new training videos for people who sell and serve alcohol in the state. One video covered alcohol server training and the other covered alcohol and tobacco seller training. Using footage from the video shoots, a third video was also produced for tobacco-only licensees. In addition, a photographer was hired to take still photos during the photo shoot for use in other DLC training materials.

Each video features various scenarios on legal purchases, fraudulent IDs, impaired customers, and forgotten IDs. The videos also provide specific information and tips for the target audiences including valid and acceptable forms of ID, how to verify a valid ID, refusal skills for fake IDs, refusal skills for impaired customers, and unique considerations for minors.

The DLC staff were involved throughout the production process to ensure the videos covered the necessary material, including scripting and production guidance during filming.

As training tools, the videos have stopping points where the instructor can pause to work with trainees on specific elements, such as how to identify required information on a valid ID. The DLC is also working to update other training materials, including handouts and eLearning modules that will help create more uniformity across materials.

These videos proved to be an extremely important tool during the COVID-19 pandemic. The state's licensees that participated in the In-House Training Program were able to use the videos in conjunction with supplementary in-house training materials to train their own employees safely.

The videos are accessible via the [DLC's YouTube channel](#) and are also distributed on USB drives to those licensees who are unable to stream the video from their business location. Since the videos were made available in May 2020, the YouTube videos have been viewed more than 5,000 times.



Wyoming Liquor Division

revenue.wyo.gov



TRAINING FOR INTERVENTION PROCEDURES

The Wyoming Liquor Division (WLD) has historically provided training to servers who manage alcohol sales, but it is voluntary under current state law. However, 2017 changes to Wyoming's alcohol beverage control laws led local licensing authorities to update their codes to align with state law, and many chose to make alcohol server training mandatory at the local level, increasing the requests on WLD training resources. The WLD requested a budget exception from the 2020 legislature, which was initially granted; however, the pandemic presented a major challenge to the Wyoming economy, and all state agencies needed to cut their budgets. The WLD used its award to continue providing alcohol server training to Wyoming's liquor license holders, bridging a funding gap caused by the COVID-19 pandemic.

WLD contracts with the Wyoming State Liquor Association to coordinate the Training for Intervention Procedures (TIPS) alcohol server education program in Wyoming. The TIPS alcohol server training is a four-to-five-hour course that teaches students how to prevent drunk driving, curb underage

purchases, manage alcohol-related problem situations, and gain a thorough understanding of Wyoming alcohol laws. The training helps servers learn how to collaborate with law enforcement when problems do occur and how to encourage alcohol safety and ends with a 40-question test. The program has trained over 37,000 people over 20 years, ranging from servers to legislators to concerned citizens.

Since local jurisdictions updated their codes, WLD has received significantly more alcohol server training requests from across the state, but the current budget did not cover the funding needed to meet all the requests. The award allowed the WLD to continue to provide alcohol server education, in collaboration with local community coalitions and the Wyoming Association of Sheriffs and Chiefs of Police. Continuing to provide alcohol server education guarantees that Wyoming establishments with liquor licenses will be fully prepared to continue operation as the economy safely reopens following the pandemic.



A black and white photograph of a woman with long dark hair, wearing a headset, looking down at a laptop. She is holding a pen in her right hand. The background is blurred, showing what appears to be a computer monitor. The image is partially obscured by a dark red vertical bar on the left and a white rectangular box containing text.

Capacity Bulding | Collaboration

Projects that assist member jurisdictions in their efforts to collaborate and partner with key stakeholders and fill gaps in knowledge or resources to advance the public's understanding of alcohol regulation and its importance.

Idaho State Liquor Division

— liquor.idaho.gov



MINI GRANT PROGRAM

With the support of the NABCA Awards Program, the Idaho State Liquor Division, once again, successfully implemented its annual Alcohol Education Mini Grant Program during the 2019-2020 fiscal year, funding projects to support law enforcement, schools, and nonprofits. The 16 mini grants were awarded to organizations across the state, supporting community events, educational resources, and outreach materials related to safety and underage drinking prevention efforts.

Community organizations hosted events like Community Youth in Action's Winter TRAPPED (Teens Rising Above Peer Pressure Every Day) Leadership Retreat where more than 60 young people gathered followed by a town hall meeting where more than 250 community members supported young people in making healthy choices. Other organizations' outreach included conducting webinars on drug and alcohol trends, implementing evidenced-based practices, such as the Iceland Prevention Approach to prevent youth alcohol consumption, and funding community sites that provide teens with healthy activities.



*"Think Twice Pay the Price" Campaign
The Idaho Office of Drug Policy*

The Mini Grant Program allows organizations across the state to promote alcohol awareness and safety to Idahoans of all ages. Below is a sampling of some of the funded projects.

Lewiston High School's health and physical education program had a significant focus on preventing underage and dangerous drinking among the school's students. With the grant money, the school purchased a virtual-compatible curriculum to design lessons that educate students about the dangers of underage drinking. The Meridian Anti-Drug Coalition partnered with the West Ada School District to post Alcohol and Drug Free School Zone signs on all campuses in the district to support the school alcohol policy. While the University of Idaho used its grant to develop an alcohol safety training program for student leaders and an education campaign at the campus.

The Idaho Office of Drug Policy and the Lapwai Community Coalition focused on outreach to parents and adults to prevent underage drinking. The Office of Drug Policy ran a campaign, "Think Twice Pay the Price," focused on adults to discourage them from purchasing alcohol for minors. The Lapwai Community Coalition organized a poster contest for Lapwai Elementary/Middle School students with a "Don't Buy for Minors" theme. The winning poster was printed on t-shirts and stickers that were placed on alcoholic products sold at the local liquor store.

Finally, with its grant, the Idaho State Bar Association conducted outreach to law students. The Idaho Lawyers Assistance Program, which provides support for legal professionals struggling with substance use and leads educational outreach efforts, expanded its student outreach to raise awareness about how to access help and held a Law School Wellness Fair at Concordia University.

North Carolina Alcoholic Beverage Control Commission

— abc.nc.gov

BUILDING CAPACITY TO PREVENT UNDERAGE DRINKING

The North Carolina Alcoholic Beverage Control Commission (NC ABC) worked collaboratively with the North Carolina Department of Health and Human Services Division of Mental Health to offer funding assistance to empower coalitions in the most at-risk counties for underage drinking that also had an existing infrastructure to quickly move toward implementation.

Two organizations were identified to assist the coalitions in the implementation of effective strategies to prevent underage drinking, Together for Resilient Youth (TRY) and Mountain Strong Prevention Services (Mountain Projects). They provided training and guidance to the coalitions on the federal Substance Abuse and Mental Health Services Administration’s Strategic Prevention Framework (SPF) and other methods of preventing underage alcohol consumption, including compliance checks at the point of sale and the Responsible Alcohol Service Training Program (RASP).

TOGETHER FOR RESILIENT YOUTH (TRY)

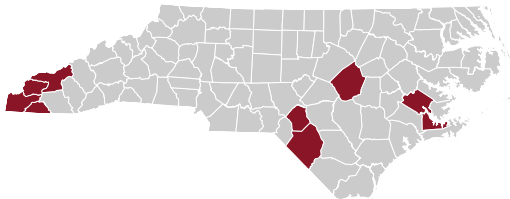
TRY selected three community-based collaboratives in Eastern North Carolina’s Johnston, Craven, and Robeson/Hoke counties, which allowed for a more local approach. Through the collaboratives, TRY implemented the steps of the SPF model and environmental management strategies. TRY assisted the collaboratives in understanding local conditions related to underage drinking and mobilized a plan of action around the unique scenarios of each location. Each collaborative held monthly town hall meetings, which allowed them to strategize, adapt, and reduce barriers to implementation of their action plan.

MOUNTAIN STRONG PREVENTION SERVICES (MOUNTAIN PROJECTS)

Mountain Projects selected two coalitions and two collaboratives in Western North Carolina, in Cherokee, Swain, Clay, and Graham counties, to implement prevention strategies. Mountain Projects provided oversight and technical assistance to increase each coalition’s capacity to partner with local resources, such as law enforcement, NC ABC trainers and ambassadors, and schools. Each coalition was provided with guidance on implementing the SPF model. They developed plans based on county data that were tailored to address local issues. Mountain Projects also provided the coalitions with information about RASP, and the coalitions invited local retailers to attend the program workshops.

At the onset of the COVID-19 pandemic, the project adapted to make resources available while following health protocols, holding webinars instead of in-person events and provided recordings of the webinars for flexibility.

This award helped the NC ABC bring historically underserved areas in the state additional resources to create and implement strategies known to work to prevent underage alcohol consumption, resulting in stronger community programs with a higher level of engagement.



At-risk counties in North Carolina for underage drinking

Vermont Department of Liquor and Lottery, Division of Liquor Control

— liquorcontrol.vermont.gov

EDUCATION PROGRAM ASSESSMENT

The Vermont Department of Liquor and Lottery Division of Liquor Control (DLC) used its award to hire an independent consultant to evaluate the DLC's educational content, including an assessment of the current delivery methods of trainings. The consultant, Ellipse Systems, LLC, produced an in-depth, 78-page report that included specific recommendations on ways that DLC could improve its educational services.

As part of the review, the consultant reviewed all the existing materials for DLCs in-house training program, instructor-led training programs, DLC-produced eLearning courses, and approved third-party eLearning courses. The consultant also interviewed a selection of 29 licensees and their employees and reviewed training and education programs from other control jurisdictions to identify best practices.

One interesting finding from the interviews was that while most businesses valued in-person training, they found that attending them proved challenging for employees. For example, the in-person classes might not be held in a



convenient location, and employees might not have reliable transportation. Licensees, therefore, relied heavily on online classes, even before the COVID-19 pandemic.

But interviewees also noted the value of in-person classes. In-person instructors can share real-life experiences with the trainees, which the licensees identified as particularly useful to their employees. The consultant recommended finding ways to weave storytelling and sharing of real-life experiences more consistently across both in-person and online classes. It was suggested that this could be accomplished through short videos that demonstrate scenarios from real interactions and illustrate specific regulations, while also building empathy for customers and the community.

Another key finding from both the interviews and the review of other control jurisdiction materials was the importance of relationships. In Vermont, licensees described positive relationships with their compliance officers and the DLC, which made them see the training in a more positive light. Other control jurisdictions like Montana, Oregon, Pennsylvania, and Utah effectively leveraged their relationships with third-party training organizations to deliver programming to more people across a large geographic area.

The recommendations in the report offer both short-term and long-term strategies to improve education services. DLC has already implemented many of the recommendations and has plans to implement many more soon.

DLC also hopes that the report and the best practices shared within the report are useful to other control jurisdictions in strengthening their own education programs.

Data Collection | Technology

Projects that assist member jurisdictions in monitoring, tracking, assessing, and translating health/safety/legislative/regulatory information to educate the public about alcohol-related harms and the necessity of regulation.

Iowa Alcoholic Beverages Division

— abd.iowa.gov

IOWA CONTROL STATE SCORECARD SYSTEM

The Iowa Alcoholic Beverages Division (ABD) used its award to launch its Iowa Control State Scorecard (the Scorecard) system in December 2019. The Scorecard is an online application that allows the ABD to track all alcohol deliveries to the agency from vendors and record any issues with those deliveries.

The ABD worked to find a solution to improving efficiencies in delivering products to consumers in the state. Prior to launching this new technology, the ABD used a paper-based system to track deliveries. After attempting its own technology solution using Microsoft Access, the ABD still experienced technical issues and sought a more permanent and more agile solution. The new cloud-based application is responsive to different devices (e.g., iPhone, iPad, desktop), providing the versatility ABD employees and vendors needed to improve efficiencies in deliveries.

The records and reports from the Scorecard system provided a valuable tool to vendors who could use the data to improve the delivery of products in Iowa. Additionally, the new system helped the ABD realize its commitment to open data standards. The data collected by the system is part of the public record, providing important information to the public, improving transparency between the ABD and the public it serves.

The ABD worked closely with the developer to define priorities and coordinate demonstrations for staff throughout the development process. The Scorecard was built to accommodate other control jurisdictions should they choose to participate. If other jurisdictions choose to join the Scorecard system, they can customize fields to fit their specific needs. Vendors who serve multiple jurisdictions will be able to view data for all participants from one central login.



We have been able to properly identify true issues with deliveries to ABD, which are different from the perceived issues before the use of the system. This has improved communication with vendors and shown them the real areas they need to work on to improve deliveries to Iowa.

MARTIN MOEN
ABD CHIEF INFORMATION OFFICER



Maine Bureau of Alcoholic Beverages & Lottery Operations

— maine.gov/dafs/bablo/home

PREVENTING FAKE IDS WITH TECHNOLOGY

The Maine Bureau of Alcoholic Beverages and Lottery Operations (Bureau) used its award to support 200 one-year subscriptions to Intellicheck AgelD, an industry leading technology that provides real-time identity authentication. With Intellicheck AgelD, alcohol retailers can download the app and use a mobile phone or tablet to scan IDs. With data embedded in the barcode, the retailer receives an instant notification if the ID is authentic or fake. AgelD can verify IDs from all US and Mexican states, Canadian provinces, and military-issued IDs. The technology also alerts the user if the same ID has been used within a set amount of time, which prevents “passbacks,” where multiple people use the same ID and helps determine if the ID has been designated to a “do not serve list,” helping users manage the number of items sold to one person.

To implement the technology, the Bureau partnered with the Maine Restaurant Association, the Maine Tobacco and Substance Use Prevention Advisory Board, and the Maine Center for Disease Control and Prevention (Maine CDC) stakeholder groups to distribute information about

the program. With the assistance of the team at Intellicheck AgelD, press releases went out, and the deputy director of the Bureau participated in both television and radio interviews promoting the program. The Bureau participated in an alcohol conference, sponsored by the Maine CDC for law enforcement and prevention specialists, and provided literature and applications for Intellicheck AgelD subscriptions.

The Bureau issued 33 yearly subscriptions, which were used by the Bureau’s liquor field inspectors, on- and off-premise licensees, police, and a college campus, which used it for an on-campus event. Further, Intellicheck AgelD also mitigated liability for alcohol retailers by making it easier for clerks to identify fake IDs and prevent illegal sales to individuals under the legal drinking age of 21. The Bureau has received positive feedback about the program and is continuing to fund the licenses already in use, as well as any new requests until all 200 subscriptions are used. The Bureau has found the Intellicheck AgelD technology to be very effective in preventing illegal alcohol sales to minors.



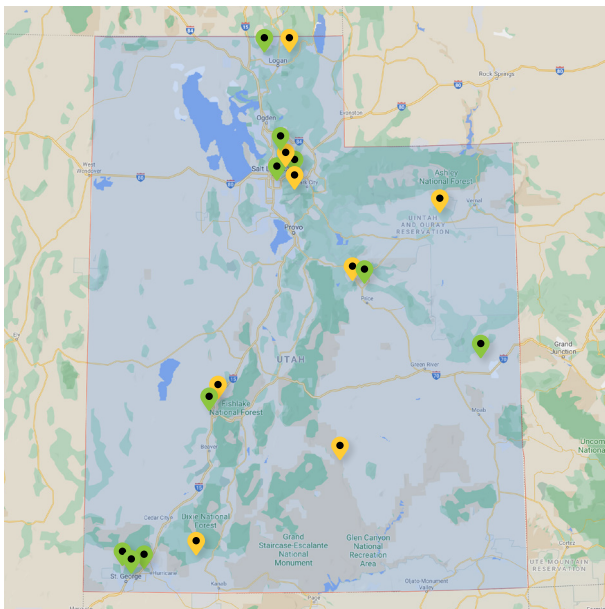
Utah Department of Alcohol Beverage Control

— abc.utah.gov

ALCOHOL LOCATION INTERACTIVE SIMULATION TOOL

The Utah Department of Alcohol Beverage Control (DABC) used its award to partner with a research team who piloted a predictive, interactive simulation to determine whether it is possible to build a technology tool that could identify where alcohol outlets could be placed to maximize revenue and mitigate harm.

The simulation, known as “Alcohol Location Interactive Simulation Tool” (ALIST), allows users to drag and drop alcohol outlets to new locations or remove outlets on a state map. A dashboard then shows users how these changes impact alcohol safety outcomes, such as crashes, in the given region. It allows users to conduct “what if” experiments, leverage data and analysis to understand what the future might look like, and predict the results of potential policies and agency actions.



The project has the potential to guide alcohol regulators and state and local leaders by showing the impact of regulatory decisions.

ALIST was built using alcohol outlet density scientific literature, which has consistently found that higher rates of alcohol outlet density are associated with higher rates of alcohol-related harms. Furthermore, this association is stronger for off-premise outlets (e.g., liquor stores) than for on-premise outlets (e.g., bars). This scientific literature has also found that government oversight of alcohol sales, like control systems, are an effective means of reducing consumption and related harms.

Excessive alcohol use can lead to aggressive and violent behaviors, death, injury, vehicle, and other related harms. The availability of alcohol is also linked to these harms and other health challenges. Utah's binge drinking rates are much lower than the national average, but among people who do binge drink, the number of drinks consumed on each occasion is significantly higher than the U.S. average. Over 700 Utahns die from alcohol-related causes each year, and the state is ranked seventh in the nation in alcohol poisoning deaths. These statistics indicate that it is critical for alcohol regulators in Utah to make thoughtful decisions about alcohol licensing and strive to reduce alcohol-related harms.

While this project was only to prove feasibility of creating a predictive simulation tool, it has raised questions for DABC, such as whether the associations between alcohol outlets and harms are the same in license and control jurisdictions, and if there are specific outlet practices that are associated with harms. Continuing to explore and answer these questions will help the ALIST tool improve, evolve, and adapt to better serve the needs of alcohol regulators who may consider building similar tools.

Alcohol Location Interactive Simulation Tool (ALIST)

Virginia Alcoholic Beverage Control Authority

— abc.virginia.gov

STATEWIDE CAMPUS ASSESSMENT PROJECT

Building on prior year award funds where the Virginia Alcoholic Beverage Control Authority (Virginia ABC) created the Virginia Higher Education Substance Use Advisory Committee (VHESUAC) by developing an executive council and workgroup, made up of administration, staff, student leaders, state agencies, and statewide organizations involved in combatting underage drinking, representing most of the colleges across the state, the Virginia ABC, continued its financial support to assist the VHESUAC members with its next project, a research assessment.

VHESUAC, a state-mandated effort to address college drinking, must create an action plan to address college drinking in the state. Yet the VHESUAC members realized that before they could develop a comprehensive plan of action, research was needed to better understand the issue. Working with its research partner, Brand Planning, the VHESUAC members designed the Statewide Campus Assessment Project based on the Maryland Collaborative's College Drinking in Maryland: A Status Report.



The Spurrier Group was able to sample roughly half of the schools in Virginia, assessing the strengths and challenges of current tactics to combat underage drinking in colleges and universities in the state through interviews with various campus stakeholders, including student health and counseling, student conduct, campus police and security, residence life, Greek life, and individuals tasked with coordinating drug-related programs. The interviews filled key knowledge gaps, which the VHESUAC members used to create an effective strategic plan, comprehensively evaluating this multi-faceted issue of college drinking.

Through the assessment, VHESUAC members were able to better understand the local campus environments, and the effectiveness of various education and prevention programs, screening and intervention services, policies and enforcement practices, parent involvement, faculty/staff curriculum and training, planning and collaboration, and evaluation efforts.

Data collected from this project, in addition to other outcomes from several executive council and workgroup activities, was used to write the Virginia Higher Education Substance Use Strategic Plan. The plan set goals and strategies and included a findings report that was shared with the institutes of higher education (IHEs) that participated in this research. VHESUAC believes that the Virginia Higher Education Substance Use Strategic Plan is vital for addressing alcohol - and other drug-related issues - on campuses and for achieving both systemic change and change in student behavior.

Together, Virginia ABC and VHESUAC are developing a research-based approach to reduce alcohol misuse among IHEs throughout the Commonwealth and to advocate for the implementation of effective policies and practices to prevent alcohol-related harms on college campuses.



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