

2020-2021

# Education and Supplemental Awards

Annual Program Report



**NABCA**  
NATIONAL ALCOHOL BEVERAGE  
CONTROL ASSOCIATION

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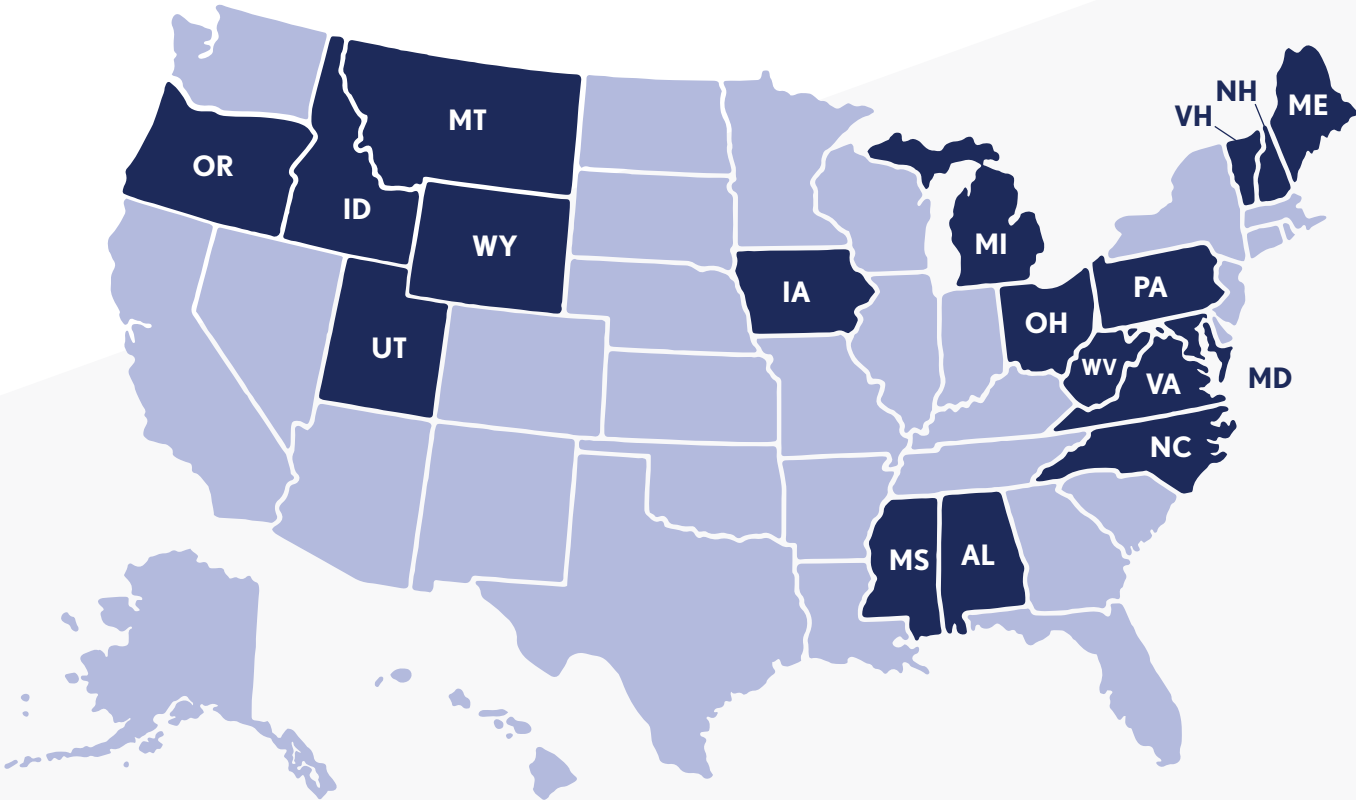
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# Introduction

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 2020-2021 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 by improving education, outreach, and operations.



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.

# Maine Bureau of Alcoholic Beverages and Lottery Operations

— [maine.gov/dafs/bablo](https://maine.gov/dafs/bablo)



*Impairment Detection in Alcohol Sales and Service video on YouTube. See video here: [youtube.com/watch?v=rxzJVA1tI58](https://youtube.com/watch?v=rxzJVA1tI58)*

## RESPONSIBLE BEVERAGE SERVICE VIDEO PROJECT

The Maine Bureau of Alcoholic Beverages and Lottery Operations (BABLO), in conjunction with the Maine Center for Disease Control and Prevention (Maine CDC), developed an animated training video to educate servers, bartenders, and liquor store employees across the state on how to prevent selling alcohol to visibly intoxicated individuals. The video highlights effective strategies to prevent sales to intoxicated patrons, including techniques on how to refuse a sale. This video will be used as part of responsible beverage service (RBS) training conducted by the Maine CDC's Tobacco and Substance Use Prevention and Control program, a long-standing partner of BABLO.

"We are grateful for our partnership with BABLO and for the opportunity to bring this resource to licensees across the states," said Megan Scott, Substance Use Prevention Program Manager of the Maine CDC. "Providing educational resources to licensees is a critical step in arming them with the best techniques to prevent illegal sales to those who are intoxicated and can be an effective complement to enforcement efforts."

While RBS training is not mandatory in Maine, several municipalities require the certification. This program ensures sellers and servers of alcoholic beverages are trained to check for ID and to recognize signs of impairment, which ultimately helps to prevent irresponsible sales and use of alcohol.

This video supplements the in-person training by providing both on- and off-premise establishments examples on how to detect impairment. Although the video was originally planned to use live actors, the project pivoted to animation due to complications raised by COVID-19. Even in this new format, the video successfully met BABLO's goal: The more education that can be provided to people who serve and sell alcohol, the better they can help keep their communities safe.

The video is available on the Maine CDC's YouTube channel ([youtube.com/watch?v=rxzJVA1tI58](https://youtube.com/watch?v=rxzJVA1tI58)) and has 79 views to date, which includes RBS trainings that were conducted after June 2022.

# Montana Alcoholic Beverage Control Division

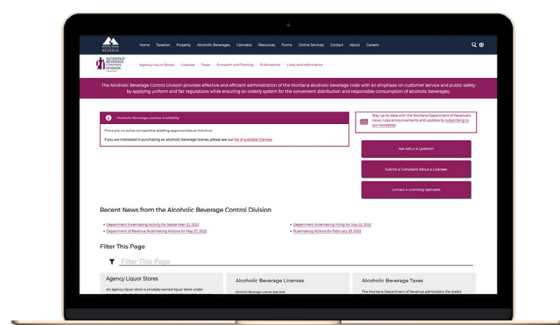
— [mtrevenue.gov/alcoholic-beverage-control](http://mtrevenue.gov/alcoholic-beverage-control)

## YOUR COMMUNITY MATTERS ONLINE

In Montana, anyone who sells or serves alcohol must undergo responsible beverage service training—both after being hired and every three years thereafter. However, since Montana is a vast rural state, not everyone is able to travel to complete in-person training. As a result, many people take the training through an online partner. Recent alcohol compliance checks (which determine whether an outlet allows underage individuals to purchase alcohol) show an alarming trend throughout Montana where online-trained employees are failing compliance checks at an increasing rate. Currently, seven out of 10 people who fail a compliance check have received their certification from an online partner.

Through NABCA's award, the Montana Alcoholic Beverage Control Division (ABCD) developed a new, pilot online curriculum to better prepare employees who take the online certification. This allows for ABCD to deliver uniform messaging to sellers and servers while also providing the ABCD an easier way to adjust and update curriculum when a new trend is discovered, or a new law or regulation is adopted. The latter point is especially important, as many of the online partners that developed their own curriculums do not frequently update them.

The pilot program delivered ABCD's current in-person curriculum via Zoom. To adapt it for an online environment, a new learning management system was created. Three professional videos were contracted and produced for the curriculum, and more are planned. Thus far, more than 200 trainers have been introduced to the new, online curriculum, and the feedback has been overwhelmingly positive from both trainers and trainees.



Expanding the reach of ABCD's curriculum has shown tangible success as more servers and sellers who train with the state's official curriculum are passing their compliance checks. The percentage who are failing the compliance checks has dropped dramatically, from a 45% failure rate to 16% in 2021, and is trending even lower in 2022 sitting at 6%.

"The combination of regular alcohol compliance checks and customized, state-specific server/seller training are key to preventing illegal alcohol sales to underage youth," said Becky Schlauch, Administrator for the Montana Department of Revenue, ABCD. "We are committed to ensuring safe and legal alcohol sales in Montana and will continue to enhance our training offerings to support our licensees and to protect the citizens of Montana."

To learn more about Montana ABCD's training offerings, visit [www.mtrevenue.gov/alcoholic-beverage-control/#Outreach](http://www.mtrevenue.gov/alcoholic-beverage-control/#Outreach).

# Montgomery County Alcohol Beverage Services

— [montgomerycountymd.gov/abs/](http://montgomerycountymd.gov/abs/)

## 'KEEPING IT SAFE' EDUCATIONAL RESOURCES HELP LICENSEES MAINTAIN COMPLIANCE

According to the Bureau of Labor Statistics, about 20% of new businesses fail within the first two years. To help new alcohol license holders succeed and to provide them with the alcohol compliance information they need on a day-to-day basis, the Montgomery County Alcohol Beverage Services (ABS) created educational resources with its NABCA award.

Promotional swag bags were provided during quarterly inspections and promoted compliance and responsible service practices with an ABS resource calendar, a bilingual “We Check IDs” flyer, an ID checking guide, a small flashlight, and a bottle opener with ABS’s contact information. Due to the COVID-19 pandemic, ABS also included face masks and bottles of hand sanitizer to help with sanitation requirements. As of July 2021, ABS had distributed 91 swag bags to new license holders and their staff with plans to continue distributing the bags throughout the year.

ABS also produced and published 1,500 resource calendars, featuring a monthly description of relevant alcohol rules and regulations, and reminders for best practices for compliance. Monthly descriptions included information on license renewals,

trainings, and an infographic on how to check IDs during the COVID-19 pandemic. It also included a daily born-on date detachable card to help sellers and servers verify age purchasing requirements for alcohol and tobacco sales.

ABS inspectors and outreach staff used the resource calendars as a teaching guide to help new license holders and their staff understand their roles and responsibilities. During routine visits and inspections, the staff members would point out important sections to license holders. ABS has distributed the calendars to 1,050 license holders and 97 new license holders and their staff.

“We have a long history of providing these resources to support our licensee community,” said Kathie Durbin, Director of the Montgomery County ABS. “Education and outreach are supportive efforts to our enforcement operations and this multi-pronged approach has helped us maintain a high compliance rate, which is key to preventing illegal alcohol sales and protecting the health and safety of our residents.”





# West Virginia Alcohol Beverage Control Administration

— [abca.wv.gov/Pages/default.aspx](http://abca.wv.gov/Pages/default.aspx)

## “NO SCHOOL SPIRITS” PSA CONTEST CONTINUES TO SUCCESSFULLY ENGAGE YOUNG PEOPLE

Getting students engaged in the cause to reduce the harms associated with alcohol can be a great way to not only spread the message, but also to educate young people through their own peers. West Virginia Alcohol Beverage Control Administration (WVABCA) used its NABCA award to fund the 8th annual “NO School Spirits” PSA program, which gives high school and middle school students the ability to develop a message to educate their peers concerning the dangers associated with underage drinking, drinking and driving, and other destructive behaviors related to the consumption of alcohol.

A total of 28 entries from more than 150 students attending 14 middle schools and high schools took part in the program, submitting their video PSAs. Awards were given for first through fifth places for this year’s event, totaling \$10,000 in prize money to schools. Educators, parents, and students reported that they had a positive experience regarding the development of the PSA and during the awards ceremonies.

The winning video PSA, from Point Pleasant High School, aired across West Virginia and surrounding states 687 times on television and 6,907 times on radio. The Return On Investment (ROI) for earned media was \$132,555 for a \$12,000 media buy. The video was potentially seen by more than 1.7 million people. This project ensured the students’ creative messaging about the potential harms of alcohol misuse were heard far and wide. Point Pleasant High School also received a \$5,000 award for their winning PSA.

The contest is supported by NABCA, in addition to State Farm, the West Virginia Governor’s Highway Safety Program, and the Foundation for Advancing Alcohol Responsibility.



“NO School Spirits” PSA contest flyer



Video screenshot of “NO School Spirit” PSA



*Engaging our youth in a program to prevent underage drinking can be an effective way to save lives.”*

**—Fred Wooton**  
**COMMISSIONER OF THE WVABCA**



## **Regulatory | Enforcement**

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

# Iowa Alcoholic Beverages Division

— [abd.iowa.gov/](http://abd.iowa.gov/)

## UNDERAGE COMPLIANCE CHECKS

Underage drinking is a critical societal and health issue which, if left unchecked, can lead to harmful outcomes. Preventing illegal sales to minors is a key priority for the Iowa Alcoholic Beverages Division (ABD). In 2020, 9% of Iowa youth ages 12-17 reported alcohol use in the past 30 days (NSDUH, 2015-2020). To prevent youth access to alcohol in licensed establishments, the Iowa ABD partnered with the Ames Police Department and the Cedar Falls Police Department to conduct underage alcohol compliance checks of on- and off-premise establishments in their respective communities.

The Ames Police Department completed a total of 160 underage compliance checks with a total of 38 selling alcohol to a minor, a 24% noncompliance rate. The 38 failed checks represented 33 separate establishments. Of the 33 noncompliant establishments from the first round, an additional 32 checks were conducted with five establishments selling again to a minor, a 16% noncompliance rate. Cedar Falls fared similarly, with the Cedar Falls Police Department completing a total of 126 underage compliance checks, with 28 of them selling alcohol to a minor, resulting in a 22% noncompliance rate. The 28 failed checks represented 23 separate establishments. Of the 23 noncompliant establishments from the first round an additional, 22 checks were conducted with five establishments selling again to a minor, a 23% noncompliance rate.

Both communities saw a reduction in the noncompliance rate of locations selling alcohol to minors during the second wave of checks. These data reinforce the scientific evidence on the effectiveness of alcohol compliance checks. For alcohol compliance checks to be most effective, they should be conducted every three months to maximize their deterrent effect among licensed establishments.



*Alcohol compliance checks are one of the most effective ways to prevent youth access to alcohol in a retail setting, but enforcement resources are finite, and they cannot always prioritize these checks. We were pleased to bring these resources to Ames and Cedar Falls and support our law enforcement partners in our collective effort to prevent illegal sales to minors.”*

**—Demario Luttrell**  
**BUREAU CHIEF,**  
**REGULATORY COMPLIANCE**



# Mississippi Office of Alcoholic Beverage Control

— [dor.ms.gov/abc/](https://dor.ms.gov/abc/)

## SALES TO INTOXICATED PATRONS ASSESSMENT

Mississippi frequently ranks as one of the states with the highest DUI rates, and one of the contributing factors may be the overservice of alcohol—service of alcohol to people who are already visibly intoxicated. The Mississippi Alcoholic Beverage Control Bureau of Enforcement (MS ABC) used an award from NABCA to assess the prevalence of sales to intoxicated individuals to help inform its training and enforcement efforts moving forward.

The MS ABC worked, in partnership with Responsible Retailing Forum (RRForum), to conduct the S-STOP ("Stop Service to Obviously-impaired Patrons") program by implementing the "Pseudo-Intoxicated" Mystery Shopper (P-IMS) inspections at a random sampling of retail licensees throughout Mississippi to assess how prevalent overservice is among the retail license community. S-STOP employs paid actors to help identify if licensees are overserving alcohol to patrons. These actors, while portraying visibly intoxicated patrons, attempted to purchase alcoholic beverages. The operation employed various scenarios to obtain a broader picture of the issue.

The results revealed a gross overservice of alcoholic beverages and beer to visibly intoxicated patrons with 76% of on-premise establishments (e.g., bars, restaurants, casinos) serving beer or alcoholic beverages (defined in Mississippi as distilled spirits or wine) to the pseudo-intoxicated actors, and 82% of off-premise establishments (e.g., package retailers) selling alcoholic beverages to the pseudo-intoxicated actors.

The high rate of noncompliance indicates more training is needed to educate both licensees and their employees of the visible signs of intoxication and the criminal and civil

consequences of violating these laws. MS ABC used a portion of its NABCA award to create a training video to educate licensees on preventing service of alcoholic beverages to visibly intoxicated patrons, highlighting signs of intoxication and emphasizing the ethical and legal consequences the employee and licensees face if an illegal sale is made to a person who is visibly intoxicated. Additionally, a 2021 law change provided for graduated sanctions for licensees when an illegal sale to an intoxicated individual occurs, reinforcing the importance for ongoing enforcement and education of the updated law.



Visibly Intoxicated Training Film on YouTube. See film here: <https://www.youtube.com/watch?v=QSYt-foyJZE>

# Montgomery County Alcohol Beverage Services

— [montgomerycountymd.gov/abs/](https://montgomerycountymd.gov/abs/)



To keep leaders in the county informed about how best to keep the community safe from alcohol-related harm, the Montgomery County Alcohol Beverage Services (ABS) used its NABCA award to provide virtual trainings through the Maryland Alcohol Licensing Association (MALA), develop resources for non-traditional licensees, and complete part II of the Maryland Comparative Analysis.

## VIRTUAL TRAININGS TO COORDINATE REGULATORY EFFORTS ACROSS STATE

Maryland's local alcohol regulatory structure, comprised of 25 local liquor boards overseeing the retail sales of alcohol, requires a high degree of coordination across the state. MALA continues to serve as the convener and connector of these local systems, and despite the challenges the COVID-19 pandemic caused, MALA continued to creatively support its members to help ensure consistent and open communication about regulations, laws, and best practices. MALA launched its "Raising the Bar Series," an hour-long online webinar series focused on specific topics, such as conducting compliance operations during the pandemic, outlining what businesses could do to prevent illegal sales to minors, and discussing promising approaches to prevent youth access to alcohol. Further, funds also supported MALA's annual conference, held virtually in 2021.

## RESPONSIBLE BEVERAGE SERVICE TRAINING FOR NON-TRADITIONAL SETTINGS

Increasingly, non-traditional settings are being authorized to sell/serve alcohol (e.g., parks, movie theaters). In response, the ABS used NABCA award funds to create the Responsible Beverage Service & Policy (RBSP), an online training designed for county agencies and related organizations that serve

alcohol, although not their primary function. The training is a four-hour, interactive class delivered on Zoom and incorporates a proctored exam. It includes pre-brief sessions with agency leadership; targeted promotional materials; an interactive polling system; historical, county, and audience-specific curriculum; breakout discussions; online exam and proctoring in English and Spanish; ID verification; certification; and management debriefing sessions. The testimonials show that participants learned a great deal from the content and enjoyed the process.

"Love this training. It was very engaging and entertaining, and I learned a lot of great tips and tricks for events!" (Montgomery County Parks employee)

## MD COMPARATIVE ANALYSIS (PART II)

The ABS reviewed and updated the "Comparative Analysis of Alcohol Regulatory Systems: A Maryland Case Study," a report conducted in FY2018-2019 with NABCA award funds, to compile important information across several domains (e.g., budgets, staff, laws/regulations, fines) in the 25 jurisdictions that have local liquor boards in Maryland. This was the first comprehensive assessment of Maryland jurisdictions, providing an in-depth review of key aspects of alcohol regulation at the local level. Part II of this assessment was designed to confirm how findings and recommendations can be integrated into the work of Maryland alcohol regulators. Additionally, the goals were to make the 2018-2019 report more readily available to Maryland alcohol regulators and update the legislative scan to 2021. Interviews with liquor board administrators and inspectors were also conducted to gain a deeper understanding of how Maryland regulators used the original report and what they would like to see included in future iterations.

# Utah Department of Alcohol Beverage Services

— [abs.utah.gov/](http://abs.utah.gov/)

## PROMOTING HEALTHY BRAINS AND BRIGHT FUTURES

Alcohol is one of the most widely used substances by youth in Utah. In 2017, adolescents reported much lower rates of alcohol use than the national average (9% of 8th, 10th, and 12th grade students compared to 20% nationwide in 2016). However, the prevalence of binge drinking among youth who did drink (2017: 51%), was much closer to the national average (2015: 58%).

To tackle the underage drinking issue in Utah, the Department of Alcohol Beverage Services (ABS) created new signage to keep parents engaged in reducing harmful underage drinking, given parental disapproval is one of the strongest lines of defense against underage drinking. In fact, studies show that it is one of the primary reasons cited by young people who do not drink alcohol.

These signs feature content from an underage drinking prevention ad campaign developed by Utah Parents Empowered. The ad shows a fictional sitcom family displayed in a “Brady Bunch” picture frame format along with the text, “Parents! The #1 Reason Kids Don’t Drink. Make your disapproval clear: 97% of kids chose not to drink when parents strongly disapprove of underage drinking.”

The large standup-size posters, smaller posters, and point-of-sale poster clings are being displayed at all state-run liquor stores and select package agency stores throughout the State of Utah.

“Our Parents Empowered campaign is managed by a collaborative group of partners from across the entire state. These dedicated individuals bring the Parents Empowered message directly to parents and families, in the communities where they live,” said Tiffany Clason, Director of the Utah ABS.

“Parents Empowered messaging is researched so Utah parents get accurate information that is compelling and persuasive. As a parent myself, I value this important campaign to help keep my kids and all Utah kids alcohol-free so they can grow up healthy and reach their full potential.”



Utah Parents Empowered campaign sign



## 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.

# Alabama Alcoholic Beverage Control Board

— [alabcboard.gov](http://alabcboard.gov)

## ALABAMA SUBSTANCE ABUSE YOUTH (SAYS) CONFERENCE 2022

Building on the success of the first Alabama Substance Abuse Youth Summit (Alabama SAYS) in 2019, the Alabama Alcoholic Beverage Control Board (Alabama ABC) held the second annual Alabama SAYS event to continue the ongoing dialogue between prevention and public safety organizations throughout the state. On April 25, 2022, more than 300 prevention professionals from 186 different organizations came together to collaborate and forge new partnerships to tackle the rising trends in substance use.

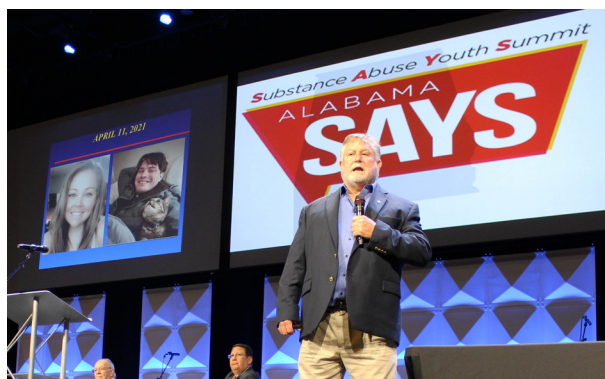
Alcohol is the drug of choice for youth in the state of Alabama, and youth substance use behavior often models adult behavior. While youth alcohol use is on the decline overall, youth binge drinking has remained largely unchanged (NSDUH, 2014-2019). Heavy alcohol use among adults in the state is on the rise, particularly for adults aged 25-34 (BRFSS, 2015-2019), and alcohol use disorder in the past year for adults aged 18-25 and 26 and above is rising as well (NSDUH, 2014-2019).

With the aid of a NABCA award, the Alabama ABC spearheaded this effort to bring together government agencies, educators, prosecutors, law enforcement, children's advocacy groups, juvenile court officials, medical professionals, and other prevention stakeholders to discuss trends, strategies, and long-term solutions related to youth substance use.

The Alabama ABC achieved its goal by working with a network of key organizations to help plan the event's agenda. Participants heard from a national public health and medical researcher from the Canadian Institute for Substance Use Research, addiction prevention experts, law enforcement professionals, and a board-certified anesthesiologist who advises and educates lawmakers about Alabama's medicinal cannabis laws, among others. Post-conference survey responses were overwhelmingly positive, and the attendance demonstrates that Alabama SAYS is an asset to prevention stakeholders throughout the state.

"The summit provides a needed resource to Alabama prevention stakeholders to connect on substance use trends, policies, and research," said Beverly H. Johnson, Director of Prevention Services for the Alabama Department of Mental Health. "We are grateful to the ABC for convening this event that helps our preventionists build a deeper understanding of the issues and strengthens their partnerships to address alcohol and substance use disorders in the state."

To learn more about this summit, visit <https://alabcboard.gov/government-relations/alabama-says>.



Photos from the 2022 Alabama Substance Abuse Youth Summit (SAYS)



# Idaho State Liquor Division

— liquor.idaho.gov



Photos from the 2020-2021 mini grant recipients

## MINI EDUCATION GRANT PROGRAM: BUILDING CAPACITY IN PREVENTION

With support from a NABCA award, the Idaho State Liquor Division (ISLD) successfully implemented its annual Alcohol Education Mini Grant Program during the 2020–2021 fiscal year, funding projects to support law enforcement, schools, and nonprofits. The 12 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.

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.

The Meridian Anti-Drug Coalition supported Red Ribbon Week—a national campaign to keep kids drug-free—by inviting speakers and providing materials to engage local students with healthy activities. Mini grant funding supported a training provided by St. Luke’s Regional Medical Center to medical professionals helping children and families during COVID-19 and Latah Recovery’s program continuing its work with its peer support and alcohol safety training for students at the University of Idaho 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 continued its partnership with the ISLD with a “Think Twice Pay the Price” campaign, focused on adults to discourage them from purchasing alcohol for minors. The Lapwai Community Coalition organized a poster contest for Lapwai Elementary and Middle School students with a “Learning from Our Elders” theme. The winning poster was printed on T-shirts and stickers that were placed on alcoholic products sold at the local liquor store. The group also hosted a pizza “Virtual Family Intergenerational Dinner” for 50 families.

The Idaho State Bar Association conducted outreach to law students with its grant. 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 virtual wellness training.

Together, the Mini Grant Program has helped fund various initiatives across the state to promote and encourage safe behaviors regarding alcohol use.

# Michigan Liquor Control Commission

— [michigan.gov/lara/bureau-list/lcc](https://michigan.gov/lara/bureau-list/lcc)



*Aerial View of a large State University in Ann Arbor, Michigan*

## ASSESSING LOCATIONS OF HIGH-RISK DRINKING IN MICHIGAN COLLEGE COMMUNITIES

A 2015 MLive.com report showed about 40% of Michigan college students engage in binge drinking, above the national average of 35%. Excessive alcohol consumption by college students is a challenge across the country, and according to the National Institutes of Alcohol Abuse and Alcoholism, “Drinking at college has become a ritual that students often see as an integral part of their higher education experience.”

To address this public safety issue, the Michigan Liquor Control Commission (MLCC) used its NABCA award to assess high-risk drinking in four college communities: Ann Arbor, East Lansing, Grand Haven, and Mt. Pleasant.

The first phase of the project was conducted in partnership with the Responsible Retailing Forum. Beginning in Fall 2021, the project sought to implement the Michigan Alcohol Responsibility Program (MI ARP) to promote the responsible sale and service of alcoholic beverages in two of the four communities (Ann Arbor and East Lansing). MI ARP is an approach to alcohol responsibility that treats all retailers who sell or serve alcohol as part of one community-wide system, with the goal of achieving high compliance with alcohol sales laws. The project began with assessing traditional off-premise outlets and later ended by assessing on-premise outlets. The aggregate findings from the assessments were shared with all retailers to help inform and educate them on best-practice strategies to prevent illegal sales to minors in the future. The

program serves as a complementary educational program to the MLCC’s underage decoy enforcement operations.

The second phase of the project was conducted in partnership with the Prevention Network, a statewide nonprofit organization, which supported MLCC in building coalition capacity in the four sites and identified risk factors contributing to high-risk drinking occurring among college students in these communities. Illegal sale of alcohol to minors was a risk factor that emerged. While the state strategic plan to address underage drinking prioritized conducting alcohol compliance checks, several limitations were identified for why checks are not happening at the level needed. To foster a deeper conversation about this challenge, virtual community forums were conducted with a specific focus in two of the four communities (Ann Arbor and East Lansing).

Attendees who participated in the forums heard from a renowned researcher on alcohol compliance checks, Dr. Traci Toomey of the University of Minnesota, and Dr. Raimee Eck, a public health researcher with expertise in community forum facilitation, helped guide the conversation. What emerged were two primary issues related to compliance monitoring resources both at the local and state levels and the need to educate local law enforcement related to protocols for compliance checks in the state.

# Montana Alcoholic Beverage Control Division

— [mtrevenue.gov/alcoholic-beverage-control](https://mtrevenue.gov/alcoholic-beverage-control)

## OUTREACH MINI SUMMIT

Compliance with alcohol laws and regulations requires continuing education for licensees. Historically, in Montana, licensees relied heavily on their trade associations and guilds to answer critical questions regarding their business operations. However, the Montana Alcoholic Beverage Control Division (ABCD) used a NABCA award to both support licensees and to foster communication between licensees, regulators, and law enforcement by conducting instructional sessions throughout the state.

Sixty (60) sessions were conducted with local officials, law enforcement, and licensees, including agency stores, which are privately-owned stores that contract with the state to sell package spirits. These sessions focused on licensees who had made changes to their contract (e.g., change of owner or location). During the sessions, the licensees were notified whether their changes had any regulatory implications, they received a booklet containing the top violations and how to avoid them along with a fact sheet specific to their license type and new laws and rules that could directly impact them. Ten (10) additional sessions were held with licensees who had received a violation and entered into a settlement agreement. These licensees received relevant booklets and fact sheets, and ABCD staff discussed their violations and how to avoid them in the future.

Finally, at the request of the Montana Law Enforcement Academy (MLEA), the ABCD partnered with the Gambling Control Division to train new cadets on gambling, alcohol, and tobacco laws. ABCD was able to secure three days for the training, with each cadet attending two four-hour sessions in small groups of 10 cadets per session. The team developed a new hybrid curriculum for each session encompassing a classroom presentation with two live scenarios relating to alcohol and gambling at pseudo “bars” created at the MLEA. The cadets also received packets with laws to serve as a quick

reference guide when they are in the field along with branded materials and contact information for the ABCD in case they have alcohol-related questions.

While it will take time to assess whether these outreach efforts are reducing violation rates, they have spurred more regular communication between the ABCD and licensees, and the enforcement trainings have prompted law enforcement to submit reports and violation tickets to the ABCD more regularly.

Next up for the Education and Outreach Unit is to co-host a large Alcohol Summit in the coming years with partners from the Department of Health and Human Services and the Department of Justice.



Montana State Capitol

# West Virginia Alcohol Beverage Control Administration

— [abca.wv.gov/Pages/default.aspx](http://abca.wv.gov/Pages/default.aspx)



2021 WVABCA Alcohol Conference banner

## INAUGURAL STATEWIDE PREVENTION CONFERENCE BRINGS STAKEHOLDERS TOGETHER

On October 4, 2021, the West Virginia Alcohol Beverage Control Administration (WVABCA) used its NABCA award to partner with Community Connections, Inc. to hold its inaugural Education, Enforcement and Prevention Conference, a statewide substance use prevention event, with a particular emphasis on alcohol use. The conference sought to educate stakeholders about evidence-based approaches to combat substance use, to promote collaboration and coordination, and to build a prevention network throughout the state.

The prevention conference was designed to strengthen the capacity to address substance use in West Virginia by creating a forum in which a wide range of professionals could interact and share their perspectives. A total of 72 professionals attended the conference. Speakers included state public health and prevention experts, alcohol regulators and enforcement agents, coalition leaders, and recovery and treatment specialists. In addition to a powerhouse

speaker lineup, attendees heard from the renowned musician and speaker, Daryl Davis, who addressed how “Civil Conversations Ignite Positive Change.”

“We are honored to work with Community Connections to bring these esteemed speakers and partners together for a statewide conference that will foster collaboration among stakeholders across our great state who care about preventing alcohol-related harms,” said Fred Wooton, Commissioner of the WVABCA. “WVABCA appreciates the opportunity to be a strong partner and ally in the prevention efforts in the state.”

The conference was held both in person and virtually at Adventure on the Gorge Resort located in the foothills of the nation’s newest national park and preserve, the New River Gorge National Park and Preserve.

To learn more about this conference, visit [wvalcoholconference.org](http://wvalcoholconference.org).



## **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](http://abd.iowa.gov)

## OUTLET DENSITY RESEARCH

Having a large number of alcohol outlets in a single area—known as alcohol outlet density (AOD)—can result in a variety of dangerous outcomes, from binge drinking to car crashes. That is why the Iowa State University's Public Science Collaborative (PSC) partnered with the Iowa Alcoholic Beverages Division (ABD) to better understand the relationship between AOD and health and safety risk factors throughout the state. The research team partnered with local law enforcement in four Iowa communities, including Burlington, Cedar Rapids, Iowa City, and Marshalltown, to better understand alcohol outlet densities and their relationship to community safety and wellbeing.

AODs are an environmental risk factor known to contribute to underage and excess alcohol consumption, including binge drinking. Community problems arising from concentrated alcohol establishments place a substantial burden on local resources, including local law enforcement and human services agencies.

The analysis found a strong and significant relationship between AOD and community health and safety harms, such as alcohol-related car crashes and violent crimes. Furthermore, the study found that neighborhoods with a high number and density of off-premise alcohol establishments also have a high number of family-related calls for service.

The study developed several recommendations, including 1) encouraging additional data analysis of ABD's data to assist them in making data-driven regulatory decisions, 2) increasing resources to support compliance monitoring of the licensee environment, and 3) fostering communication with and stronger connections to local community-based partners.

Taken together, these recommendations could help Iowa communities address concerns associated by high alcohol outlet density and assist the ABD in its regulatory and compliance efforts.



Iowa State Capitol

Geospatial Analysis of Health, Safety and Alcohol Outlets in Iowa  
Report provided to the Iowa Alcoholic Beverages Division  
December, 2021

**PUBLIC SCIENCE COLLABORATIVE**

Report by Shawn Dorius, Kelsey Van Selous, & Cassandra Dorius

**Overview**

Iowa State University's Public Science Collaborative (PSC) partnered with the National Alcohol and Beverage Control Association (NABCA) and the Iowa Alcoholic Beverages Division (ABD) to better understand the relationship between alcohol outlets and health and safety risk factors in Iowa. The goal of this project was to develop data and analytics to inform the ABD's alcohol education and prevention efforts in the state. We anticipate that these data will also inform public health and community safety programming at the Iowa Department of Public Health, local law enforcement agencies, and in community needs assessments.

Our analysis found a strong and significant relationship between alcohol outlet densities and community health and safety issues such as alcohol-related automobile crashes, violent crimes, and domestic calls for service. Community problems arising from concentrated alcohol establishments place a substantial burden on local resources, including the efforts of law enforcement and human services agencies. We recommend that state agencies and local communities monitor the prevalence and density of alcohol establishments and enact policy reforms to protect communities and families and otherwise mitigate harms arising from dense clusters of alcohol establishments.

For additional questions or information about this report, the data tools described, or the Public Science Collaborative, please reach out to the principal investigators of this study, Dr. Shawn Dorius at [sdorius@iastate.edu](mailto:sdorius@iastate.edu), or Dr. Cassandra Dorius at [cdorius@iastate.edu](mailto:cdorius@iastate.edu).

*Shawn Dorius, PhD*  
Iowa State University  
Public Science Collaborative

*Cassandra Dorius, PhD*  
Iowa State University  
Public Science Collaborative

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Page 1 of the Iowa Alcohol Outlet Densities Executive Report from 2021

# Pennsylvania Liquor Control Board

— [www.lcb.pa.gov/Pages/default.aspx](http://www.lcb.pa.gov/Pages/default.aspx)

## INSTITUTES OF HIGHER EDUCATION ASSESSMENT ON COLLEGE DRINKING

There is a culture of unhealthy and underage alcohol use on college campuses across the United States, and in Pennsylvania as well. To shine a spotlight on this issue in the Commonwealth, the Pennsylvania Liquor Control Board (PLCB) partnered with the Commonwealth Prevention Alliance (CPA) to conduct an assessment and write a report on its findings and identified action steps that can be taken to improve the situation.

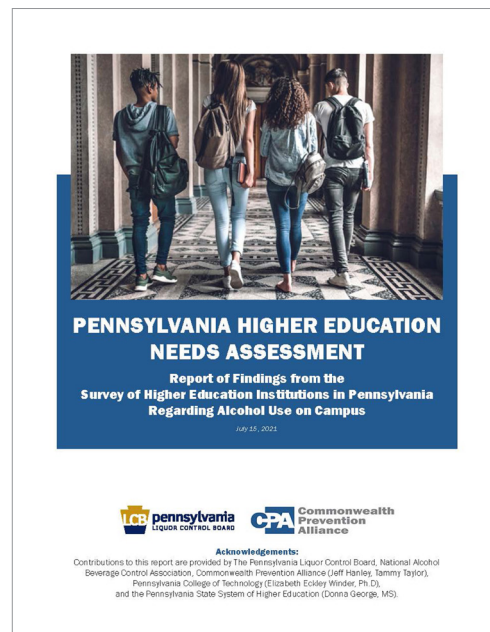
CPA convened an advisory team composed of preventionists, alcohol policy experts, regulators, researchers, and college and university staff to provide guidance and direction for the project. The study included an online survey distributed to chief student affairs administrators at 143 colleges and universities, in addition to conducting three focus groups.

The findings were published in July 2021 in a report titled, “Pennsylvania Higher Education Needs Assessment: Report of Findings from the Survey of Higher Education Institutions in Pennsylvania Regarding Alcohol Use on Campus.” The report found that the most implemented student sanctions were individual probation and warnings. However, when asked which potential sanctions or consequences alcohol and other drug professionals found to be most valuable, alcohol evaluation/screenings and brief motivational interventions were cited. This demonstrates a discrepancy between belief and institutional practice.

The study also found that more than one-third of the responding institutions did not have a designated, full-time staff member responsible for alcohol and other drug issues. The lack of trained staff and/or adequate staff resources were identified as primary barriers to providing more alcohol prevention and education services at most of the schools. Furthermore, less than half of responding institutions have any type of on-campus recovery support services available.

Based on these and other findings, the report developed a series of recommendations that could be implemented at the state and institutional levels, including establishing a collaborative that provides technical assistance support to higher education institutions to address their alcohol issues and to identify state and national resources that can assist with prevention and intervention efforts. The report also suggests that the state create a uniform alcohol assessment for institutions of higher education, and that universities should designate a full-time, professional to address campus alcohol efforts.

This report provides a way forward for Pennsylvania colleges and universities—both urban and rural, private and public—to create safer and healthier environments for their students.



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# NABCA

NATIONAL ALCOHOL BEVERAGE  
CONTROL ASSOCIATION

2900 S. Quincy Street, Suite 800  
Arlington, VA 22206

Tel: (703) 578-4200

[www.nabca.org](http://www.nabca.org)

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