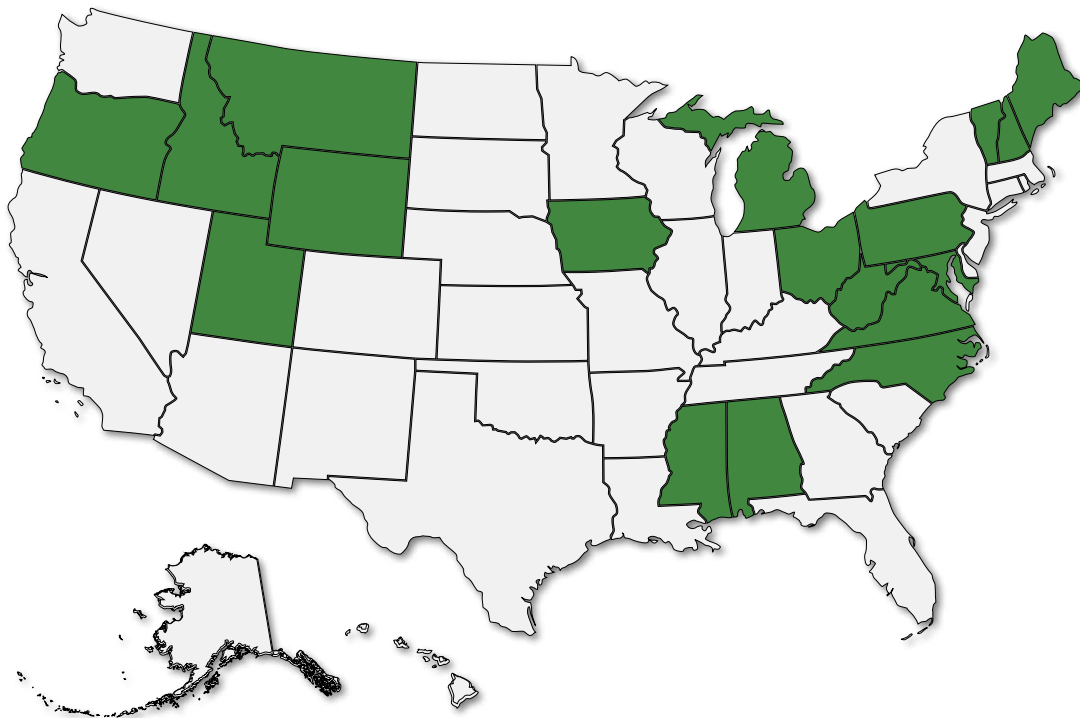


2014 - 2015 EDUCATIONAL AWARDS PROGRAM REPORT



NABCA

How the control jurisdictions have used NABCA's education & supplemental awards to prevent the harmful use of alcohol and its consequences.



National Alcohol Beverage Control Association

EDUCATIONAL & SUPPLEMENTAL AWARD PROGRAMS

The National Alcohol Beverage Control Association (NABCA) recognizes the importance of its role and, more importantly, that of its member states in the area of alcohol abuse prevention/education. The Public Affairs Committee of the Board of Directors and the Education Committee, in particular, have been driving forces behind the Association's growing involvement in, and commitment to, prevention and education efforts.

As such, NABCA has made available to each of its member states an educational award for development, enhancement, or expansion of effective alcohol education and prevention efforts. The involvement of the control agencies in this effort is paramount to the Association's belief that it is each individual jurisdiction's responsibility to support and participate in alcohol education and prevention, providing information and resources that promote responsibility.

Also, included in this report is information on the recently created supplemental awards program. This award provides additional funds for education/prevention of alcohol use and other efforts designed to strengthen the member agency's operations efforts at responsibly and effectively managing the alcohol system in their jurisdiction.

The criteria for how these funds were to be used included:

1. Any activity that takes action to reduce the irresponsible sale/use of alcoholic beverages.
2. The NABCA Member Agency's involvement with the project. Agencies are strongly encouraged to work with their representative on the NABCA Education Committee in the development of this effort.
3. The proposed activity's intention to change the environment that encourages or allows irresponsible consumption of alcohol.

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IDAHO STATE LIQUOR DIVISION

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2014 EDUCATION REPORT

COSSA's "Teens and Risky Behavior" Symposium Canyon-Owyhee School Service Agency (COSSA)

COSSA's "Teens and Risky Behavior" symposium was designed to raise awareness and demonstrate the consequences of risky activities undertaken by teens such as: drinking and driving, texting and driving, driving without seat-belts, using meth, suicidal ideation, etc. Five of the COSSA consortium schools (Parma, Notus, Wilder, Homedale, and Marsing) participated in the symposium, as well as local alternative schools (Canyon Springs). Approximately 400 students were in attendance.

The day began with the "Every 15 Minutes" anti-drinking and driving campaign. Close relationships were established with the local Police, Fire, EMS, and the coroner's office. All assisted with the "crash" that kicked off the campaign. CNA students participated as modulated patients in the staged crash and EMT students responded alongside the professionals to provide the treatment. After the "crash," one student was pulled out every 15 minutes to represent the statistic of a person who was killed in a drunk driving crash. The students' faces were painted white, they wrote their own obituary, and they were not allowed to talk for the remainder of the symposium. The obituaries were read out loud at the end of the session in front of the other students. This had an overwhelming effect on students and teachers. Many were in tears and later voiced how the simulated "loss" of the individual affected them.

After the "crash" there were several break-out sessions that students chose to attend to receive additional education. Speakers included: Buckle-Up for Bobby; Taylor Sauer Family (Put it Down); Suicide Prevention Action Network of Idaho (SPAN); Stand Up America, Idaho State Police (ISP); the Idaho Meth Project, Win Well; Advocates Against Family Violence, Community Outreach Counseling; and It's Not Worth It.

After Prom Parent Supervised Party (Horseshoe Bend High School)

The grant was used to provide a safe, fun, and alcohol and drug free environment for students to gather after the prom as opposed to going to someone's home or other venues where alcohol and drugs may be more accessible.

This event took place at the BSU Game Center. Thirty-five students attended the after party and had a great time. Going to Boise to do something fun was more appealing than going to someone's house which made this event a successful one.

There were a lot of fun activities, it provided a safe environment and parents were reassured that their children were in an alcohol & drug free environment.

Mock DUI Crash (Lake Pend Oreille School Dist. #84)

On May 20, 2014, a Mock DUI Event in Sandpoint, Idaho was held. Over 400 high school seniors were in attendance from Lake Pend Oreille School District #84 which included Sandpoint High School, Lake Pend Oreille Alternative High School, and Clark Fork High School as well as seniors from West Bonner County School District. Attendance was mandatory for all graduating seniors. Although only seniors attended the assembly and mock crash, the programs that lead up to the main event included the entire student body.

Prior to the event, visuals of alcohol facts about binge drinking were presented in the daily video announcements and played a continuous loop on monitors in common areas. The day before the event, The 15 Minute Program was held. During this activity a "bong" audio was played over the PA system every 15 minutes. A school resource officer in full uniform went into each classroom and read the obituary of the student in that class. During the reading of the obituary, the student would put on a white shirt. The student was then muted for the rest of the day as if they were no longer there.

Two students from each of the schools were selected prior to participating in the staged crash. These students were housed and fed for the night with some of the funding received from this grant. Two of the students were determined to be the fatalities in the crash and with their parents' permission a Sheriff's deputy went to their homes and gave the parents a staged death notification.

On the day of the Mock DUI, students attended a 1-2 hour assembly. During that time materials were made available to students from items that were received from RADAR, (i.e. fliers, posters, bookmarks, informational pamphlets). The assembly included many guest speakers such as law enforcement, trauma nurses, paramedics and a speaker that was convicted of a drunk driving accident that resulted in the death of his best friend.

Students were given a power point survey and were shown real law enforcement photos of drunk driving crashes in our local area. Students also watched the Dan Rather video on teenage drunk driving. A few students from the audience demonstrated the visual effects of drunk driving by wearing vision goggles. Students who wore the goggles used a battery operated children's jeep as part of the demonstration.

After the assembly, students walked outside and quietly listened to the screams and cries of students that were staged in two automobiles in a drunk driving crash. Once students were seated, a 911 call played over the loud speakers reporting that there had been a crash. "That real time" begins as law

enforcement, heart flight helicopter, paramedics and coroner all responds to an accident. This is where the process begins to remove victims from the crash. An announcer gave a little bit of information about the victims and their status at the time of the crash. This process took about an hour. At the end, parents whose child was DOA had the opportunity to speak to the students and let them know how they were affected by this scenario, even though it was staged.

A letter was published in the local newspaper asking parents not to host parties during the prom and graduation season where alcohol was available to minors. Many community members and agencies signed the letter as well as the Idaho State Liquor Division.

By delivering a credible, realistic and truthful depiction of the consequences of drunk driving and binge drinking, students were provided the opportunity to see up close and personal the physical, emotional, social and legal consequences.

Over 400 students attended the prom and graduation without a single incident of drunk driving or alcohol overdose being reported. A total of 1100 students received information regarding binge drinking, drug use and participated in The 15-minute program.

Project Sticker Shock Campaign (DrugFree Idaho, Inc.)

DrugFree Idaho partnered with Stinker Stores throughout the state of Idaho to provide information about the legal consequences of providing alcohol to youth under the age of 21. This information was disseminated through the placement of static cling stickers on refrigerator doors and floor mat stickers in front of the coolers containing alcohol. Cash wrap easels were also placed at the register counters for a final reminder before purchases were made.

Additionally, DrugFree Idaho proposed to partner with local youth, law enforcement and the Idaho State Liquor Division to place stickers on all the bags used at the liquor stores throughout the state of Idaho.

Project Sticker Shock had a large impact throughout the state by increasing awareness about the consequences of providing alcohol to youth who are under age 21. Through the partnership with Stinker Stores and the Idaho State Liquor Division, Project Sticker Shock will expand this effort of education not only by providing information to consumers, but also to the employees of retail stores that sell liquor. *Submitted by Rob Stevenson, Executive Director*

Peer Public Service Announcements: “Addressing the Myths of Underage Drinking” (Vallivue School District #139)

The Vallivue School District has been a leader in the state of Idaho making youth drug and alcohol prevention programs a priority. Vallivue has been consistently addressing drug and alcohol issues facing students by offering best practice prevention programs for fifteen years. Teaching peer refusal skills regarding drug and alcohol issues to students provided

them with tools necessary to remain drug free and to live a drug free lifestyle.

2014 SUPPLEMENTAL REPORT

The Idaho State Liquor Division held two Idaho conferences. Both of these events provided training to several of our close partners with much needed educational information to continue to do the great work raising alcohol awareness, prevention and enforcement throughout the state.

Community Coalitions of Idaho Statewide Conference

The Community Coalitions of Idaho (CCI) is a statewide organization that was founded in 2009. CCI is comprised of over 30 coalitions across Idaho working to reduce substance abuse among youth through media campaigns, emphasis patrols, mentoring programs, trainings, victim’s panels and other environmental strategies. The coalitions are comprised of law enforcement, school officials, business owners, mental health services, various community non-profits, youth services and other community members. CCI reaches all demographics from the far northern counties to the southeastern counties in both urban and rural areas.

The agenda included one day of combined training with law enforcement and coalition members on community collaboration, strategies related to reducing underage consumption, media campaigns, environmental strategies, etc. They also highlighted the successful partnerships currently in place throughout the state so it may be replicated. Then CCI hosted a round table discussion on what law enforcement would like coalition members to know, and what coalitions would like law enforcement to know. These types of discussions can help decrease the gaps between the organizations and assist with better working relationships.

On day two, law enforcement and coalition members attended separate presentations geared towards their organizations. Law enforcement and ABC officers trained on enforcing underage drinking laws that included information on conducting compliance checks and education on other alcohol related topics. Coalition members spent the second day in strategic planning, creating a logic model and networking. Statewide collaboration with community coalitions and law enforcement is a priority for CCI and is a necessary element in creating change in alcohol abuse/misuse in Idaho. Substance abuse prevention and enforcement go hand in hand and that is CCI and ABC’s goal to foster these relationships in an effort to be more effective within individual communities.

Attendees of the training were asked to complete a short evaluation and results were made available to the Idaho State Liquor Division. Idaho implemented several youth surveys in various communities regarding youth usage rates, age of onset, risk and protective factors, etc. CCI continually monitors those rates to see if our community collaboration is effecting change. *Submitted by Tammy Rubino, CCI Executive Director*

Awareness of Laws and Regulations

Idaho State Police & the Idaho State Police Alcohol Beverage Control (ISP/ABC) division were responsible for enforcing Idaho Code Title 23, to ensure that all organizations producing or selling alcohol were properly licensed and conforms to the law. The Idaho State Police had a two-day training that covered how to recognize violations and initiate various investigations pertaining to businesses licensed by ABC to import, manufacture, distribute, and sell beer, wine, and liquor. The grant covered travel expenses and payment for the instructors from the National Liquor Law Enforcement Association (NLLEA). An overview of current case laws and trends associated with the sale and distribution of alcohol was provided. Law enforcement officers from state, county, and city police departments from across Idaho attended. The attendees were able to submit to the Idaho Police Officers Standards and Training (POST) to be certified for POST training credits (continuing education). Because Idaho ABC went from two detectives to twelve detectives within the last two years, this training had a long-term impact to enhance the expertise of the ISP/ABC detectives and local law enforcement that conduct investigations into violations of Idaho's alcohol laws.

This training fits within the category of "Awareness of Laws and Regulations" for our local law enforcement partners.

This also brought national trainers to Idaho to provide Idaho law enforcement with legal updates on alcohol regulations, laws, and trends. Information will be used by Idaho's alcohol regulators to enforce Idaho's alcohol laws as well as provide detectives with updated information that will be used to educate licensees and coalition members during speaking engagements and trainings provided by ISP/ABC.

Due to ISP/ABC bringing up a brand new group of detectives, it is very difficult to get valuable training on alcohol enforcement without going outside the state of Idaho. Attending training out of state can be very expensive and severely limits the number of personnel that can attend training. Bringing training to Idaho allows for more ISP/ABC detectives to attend and acquire the education. Local law enforcement were invited which helped the officers to recognize and collect information associated with alcohol investigations. These investigations included violations such as over service and underage drinking investigation to recognition of fake identifications. It also helped to foster relationships between law enforcement agencies as local law enforcement learned what information can be forwarded to ISP/ABC so administrative action can be taken on alcohol licensees who violate alcohol laws.
Submitted by Lieutenant Russ Wheatley, Director ABC

MAINE BUREAU OF ALCOHOLIC BEVERAGES & LOTTERY OPERATIONS

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2014 EDUCATION REPORT

The Maine Bureau of Alcoholic Beverages and Lottery Operations, Division of Liquor Licensing and Enforcement (BABLO) conducted a random compliance check program of our 500 plus off-premise licensed agents. The program was designed to reward licensees who were in compliance and to educate and provide tools for improvement to those who were not. The program was kicked off in April 2014, to mark Alcohol Awareness Month, with a communication to licensees which outlined the program. The communication also included quick reference materials on identifying fake IDs and information on how and where to obtain certified seller training.

We utilized four CCP agents, all 19 years of age, three females and one male. The event began in late May 2014 and was concluded early August 2014. CCP agents logged in 91 hours of service. The supervising inspectors logged in 121 hours.

Out of 283 off-premise licensees that were checked, 28 were non-compliant for a failure rate of 9.89%. Those agents who were checked and found to be in compliance were immediately notified of their success and awarded a t-shirt signifying a job well done. The clerk and store were also entered into a drawing for one of eight Samsung Galaxy Tablets. The rewards based system with the instant gratification was very well received.

Initially, no violations were written to those licensees who failed. The failure was used as an opportunity to educate licensees and their employees on the effective manner for ID checking and to create and promote stronger policies which encompass laws and rules for selling beverage alcohol. Violations may be forthcoming if the licensee fails a future compliance check or if the following criteria are not adhered to:

- Develop an ID checking policy. (*Policy making tools are made available free of charge through Maine's Office of Substance Abuse.*)
- Enroll in the CardME program. (*Resources are made available free of charge through Maine's Office of Substance Abuse.*)
- Purchase an official ID checking guide.

The offending clerk and a member of the agents' management team must attend a certified seller education training program, a classroom style training offered by our Bureau.

Since this training, licensee's should be checking the identification of EVERY purchaser of beverage alcohol regardless of age.

Prevention Convention 2014 Sponsorship

The Maine Alliance to Prevent Substance Abuse (MAPSA) solicited a \$500 sponsorship of the annual Prevention Convention which was held on Thursday, November 6, 2014, in Hallowell, ME. Our office endeavors to support MAPSA's continued efforts in collaborating, encouraging, supporting and preventing substance abuse, including underage drinking and overconsumption in Maine.



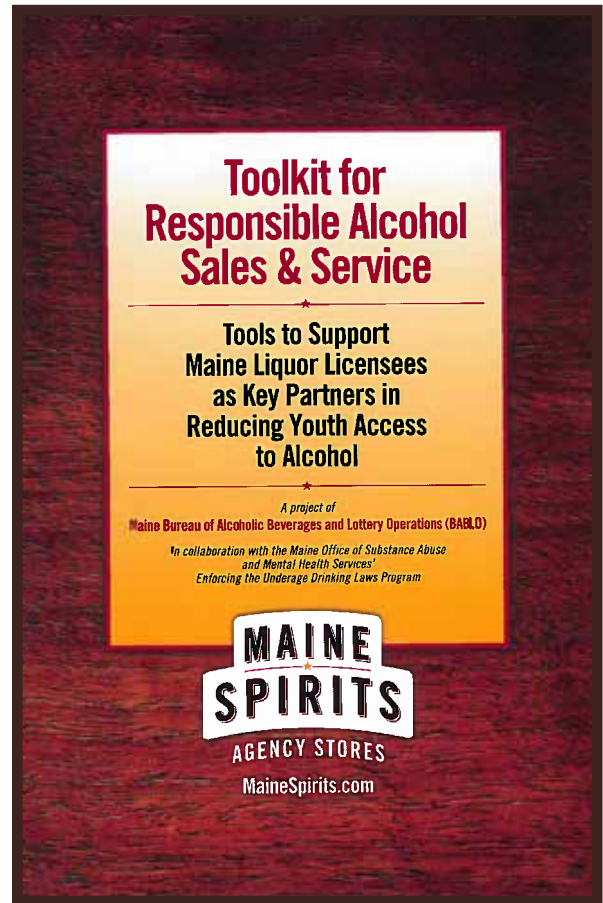
2014 SUPPLEMENTAL EDUCATION REPORT

Licensee Tool Kit

The Maine Bureau of Alcoholic Beverages and Lottery Operations, Division of Liquor Licensing and Enforcement (BABLO) together with assistance from the Office of Substance Abuse (OSA) created Licensee Tool Kits for distribution to on- and off-premise licensees in Maine. The tool kits contain useful resources regarding the laws pertaining to selling or serving alcohol and are specific to on- or off-premise licensees. Resources included quick reference guides, training information, occurrence logs, posters for on- or off-premise licensees with tips on ID checking and spotting visibly intoxicated persons, information on policy development and a CardME guide. The CardME guide serves as an introduction to the program to spark interest in participation. The most useful inclusion in the packet is a completely updated Reference Booklet of Maine Administrative Liquor Laws which has not been updated for licensees in several years.

Maine has approximately 2,400 off-premise and 2,600 on-premise licensees. The tool kits are now being automatically provided to all existing licensees at time of renewal or upon any identified need, and to new licensees at the time of license approval. Additionally, some number of tool kits are available for local coalitions to use and distribute as considered necessary.

Initially only 2,500 copies of the Liquor Reference Guide were printed. An additional 2,500 will be printed at a later time and will reflect any new laws that have been updated.



MARYLAND, MONTGOMERY COUNTY, DEPARTMENT OF LIQUOR CONTROL

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2014 EDUCATION REPORT

Regional Alcohol Forum

The Montgomery County Department of Liquor Control hosted a Regional Alcohol Forum that focused on Innovative Solutions to Keeping Communities Safe. Experts from across the region convened to discuss topics such as late night alcohol issues, patron for adult host responsibility, and regulatory innovations. The event was held on September 10, 2014, with an evening reception held September 9.

The success of the Regional Alcohol Forum was measured by evaluations taken after the symposium via survey monkey and the number of attendees.

Regulatory Network

In an effort to help disseminate applicable code and regulatory information to licensed establishments, meetings were held to network and share code compliance regulation and processes and to disclose relevant information on law, regulations and public safety. The Regulatory Network helps to build relationships and raise awareness of long-term county alcohol related programs and resources allowing a more consistent and efficient service to licensees. All Regulatory Network projects, such as licensing flow charts, are revisited, updated regularly and made available to the public through the DLC website.

The evaluations helped to decide new topics for the next year. The success of the Regulatory Network was measured by feedback from County agencies and the number of attendees.

Spanish ALERT - Training Series

To encourage responsible retail licensee behavior, to raise awareness of alcohol laws and prominent practices, the department ran free training services which included ID trainings, how to run a safe wine tasting (series) and code compliance sessions. Trainings were open to all licensees and their staff.

In addition, an interest of a fluent Spanish speaker within the licensing office allowed us to run three Spanish trainings internally instead of using a contractor. The free Spanish ALERT Trainings were offered to licensees and their staff. Sellers and servers of alcohol were able to attain knowledge and enact strong policies and best practices that would effectively have a positive impact in their community.

The success of the Spanish ALERT Training was measured by attendance numbers and by the readiness of the licensees at the Liquor Board hearings.

Conference Attendance

The *Responsible Retailing Forum (RRF)* increases knowledge on Responsible Retailing Initiatives by publicizing and discussing research based best practices. The information obtained from the RRF annual meeting was shared with licensees and implemented into current trainings. The RRF conference attendance has helped to build safe environments through information sharing and long-term strategy development.

The *Maryland Alcohol Licensing Association (MALA)* is a statewide alcohol licensing association that brings together County Department of Liquor Control departments and boards to network, share trends and ideas and streamline the licensing and regulatory process. Five staff members were able to attend. Communication between the counties bolstered and helped to increase resource allocation and state legislation efforts.

Division Chief Kathie Durbin attended the *National Alcohol Licensing Compliance Professionals (NALCP)* conference in Philadelphia, PA. Participation allowed the Montgomery County DLC to share and learn about perspectives regarding the newly released Responsible Retailing Forum's On-Premise Report. This report focused on prevalent practices within the hospitality industry and was used as a guide to increase safety measures for alcohol service.

The *National Liquor Law Enforcement Association (NLLEA)* is an association that shares regulatory and educational information among enforcement nationally. Two alcohol inspectors from the Montgomery County DLC attended and shared programs as well as learned about new tactics to ensure compliance and boost public safety.

Attending these conferences allowed the DLC staff and participating community stakeholders to ascertain tactics that can be incorporated into recurrent training with business owners and staff, enforcement and redevelopment teams. State legislation efforts were reviewed and supported by efforts stemming from these conferences.

Knowledge gained from attending the conferences were measured by verbal and group staff meetings. Programs such as Mystery Shops, partnerships for responsible hospitality campaigns and enforcement tactics have been gained through the attendance of staff at the various conferences.

MICHIGAN LIQUOR CONTROL COMMISSION

Contact: Jason Moon, Communications Director | 517-373-9280 | jmoon@michigan.gov | www.michigan.gov

2014 EDUCATION REPORT

The Michigan Liquor Control Commission (MLCC) used the grant to instruct, educate and train the state's 17,000 liquor licensees about the responsibilities of owning a liquor license. Staying in compliance with regulations helped licensees safeguard their customers and promote responsible alcohol consumption.

Funds were used for tradeshow registrations and materials (badges, buttons, emblems, We ID items). Other costs were used to design and distribute flyers educating liquor licensees regarding tips to have a safe and successful holiday season.

The MLCC is currently partnering with trade organizations to hold media roundtables to discuss the importance of licensees complying with liquor laws in order to grow their businesses and protect consumers. The MLCC is also updating its Retail Guide that provides an easy-to-use reference for Michigan liquor licensees and their employees.



MISSISSIPPI DEPARTMENT OF REVENUE

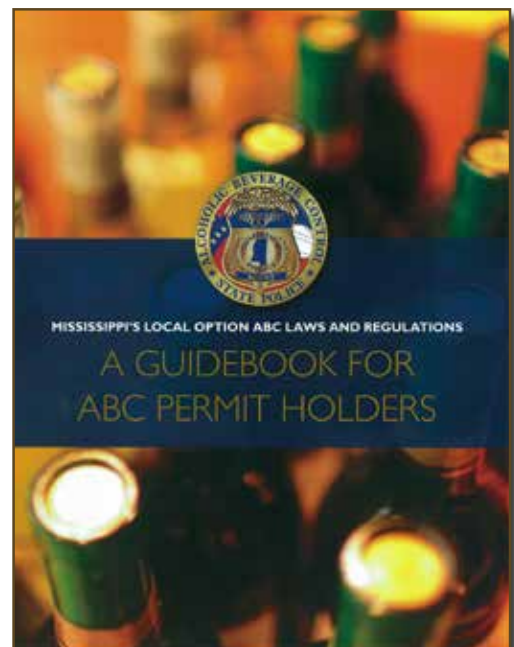
Contact: Rusty Hanna, Deputy Chief of Enforcement | 601-856-1325 | rusty.hanna@dor.ms.gov | www.dor.ms.gov

2014 EDUCATION REPORT

The grant was used to create and print Mississippi's Local Option ABC Laws and Regulations-A Guidebook for ABC Permit Holders. The purpose of this guide book is to better educate permit holders, especially new business owners, on state laws and regulations. Our goal was to create an easy to read resource (versus a law book) that focused on common violations and issues that affect the day to day operations of ABC permitted establishments, and to make recommendations on how to avoid problems and stay in compliance.

This guidebook was disseminated statewide to existing permit holders. For new business owners, the guidebook will be covered in detail by the visiting Enforcement Agent and a perforated receipt at the back of the book will be signed and kept in the permit file. This receipt acknowledges the receipt of the book and the business owner's affirmation that laws and regulations were covered. This process will help standardize, on a statewide level, the initial training that permit holders receive.

The Mississippi ABC is very appreciative of the NABCA Educational Grant funding and feels this resource will prove valuable in improving the level of training provided to permit holders and their employees.



MONTANA LIQUOR CONTROL COMMISSION

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2015 EDUCATION REPORT

In 2014, the Department of Revenue's Liquor Control Division and the Interagency Coordinating Council on State Prevention Programs (ICC) partnered with Mothers Against Drunk Driving (MADD) to provide the Power of Parents® program in Montana. Three out of every four kids say their parents are the leading influence on their decisions about drinking. MADD developed the Power of Parents program to help parents begin an on-going conversation with their kids about the dangers of underage drinking.



A train-the-trainer session was offered to current state-certified trainers of the state's responsible alcohol sales and service training program, "Let's Control It". To receive a certification, the trainers needed to take an on-line exam which is administered through MADD.

Once certified, trainers would go to their communities to provide the 25-minute presentation to parents through a variety of events such as town hall meetings, PTA meetings, and community fairs. The program helps parents understand the problem of underage drinking, how adolescents develop, and the social pressures and moral dilemmas that affect a teenager's world. The program also helps parents identify their parenting style, and how to help their teens make good choices and promote a safe community.

The individuals who attended the train-the-trainer session represented the mental health and law enforcement fields. This program gave them another tool to help build up community involvement.

2015 SUPPLEMENTAL EDUCATION REPORT

In an effort to ensure consistent understanding of liquor related issues, the 2015 Alcohol Education Summit was held on May 20 and 21 in Bozeman. Attendees included law enforcement

personnel, city/county attorneys, judges, addiction counselors, tribal members, prevention specialists, DUI Task Force members, state certified trainers and community coalitions. The goals of the summit were to form partnerships between the different entities that have the same mission of ensuring responsible alcohol sales, service and consumption in Montana. Additionally, it provided valuable training on a variety of topics to ensure that all parties received the same information. The summit garnered 176 attendees with 17 different training sessions. Several forms of credit were available for attendees. These included POST credits for law enforcement personnel, CLE credits from the Montana State Bar for attorneys/judges, CPE credits and credits for the Office of Public Instruction.

During the summit, awards were presented that exemplified the best community programs, agencies and individuals who were dedicated to the responsible sales, service and consumption of alcohol, public health prevention efforts, and making positive community change in the state.

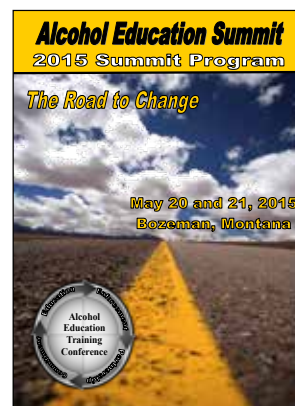
The following received awards:

- Individual Law Enforcement Personnel award to Montana Highway Patrol Trooper Glendon Barcus;
- Individual Community Member award went to Erin Inman of Inman Training, Inc. ;
- The Community Program/Coalition/DUI Task Force category went to the Youth Advisory Board of the Great Falls Substance Abuse Prevention Alliance;
- State-certified trainers, Tracie Kiesel of Helena and John Hayes of Great Falls, received awards for volunteering their time to instruct liquor license holders and employees about the state's requirements for safely selling and serving alcohol. Hayes trained more than 600 in 2014.

Both a mobile website and static website were developed for the summit.

This event contained sessions on working with community coalitions, tribal nations and youth. People from various entities were able to network with each other and form partnerships to help address the alcohol related issues in their own communities. Overall, there was positive feedback from attendees.

The agency was very appreciative of these awards as it allowed us to accomplish more and the opportunity to focus on specific projects that otherwise may not have occurred.





2014 EDUCATION REPORT

This year's grant gave us the ability to implement the "Kids Hanging Out" campaign in our agency liquor and grocery stores. Life-size cutouts with front and back views of teens reaching for alcohol were displayed in participating Montana businesses. Two youths were recruited to model for the cutouts. Once the photos were completed, the cutouts and signs were ordered from the vendor and then delivered to the participating businesses. The cutouts featured messages encouraging parents and adults to make alcohol inaccessible to kids and to educate them that youth are at a greater risk than adults in becoming dependent on alcohol.

This campaign partnered with the Interagency Coordinating Council on State Prevention Programs (ICC). The ICC is charged with developing, through interagency planning and cooperation, comprehensive and coordinated prevention programs that strengthen the healthy well being and safety of children, families, individuals, and communities—particularly families that are deemed to be at risk. The ICC is comprised of the following agencies: Attorney General's Office, Public Health and Human Services, Office of Public Instruction, Montana Children's Trust Fund, Board of Crime Control, Labor and Industry, Department of Corrections, Department of Revenue, Office of Indian Affairs, Military Affairs, Department of Transportation, Higher Education, and a Bozeman community member.

Parents are a key component in preventing underage drinking, but getting the message to them can be a challenge. Research shows that some children start to experiment with alcohol at the age of nine. It is never too early for parents to talk to their kids about alcohol and to continue the conversation. Sometimes it is the small conversations that make the biggest impact. And, parents need to know where their kids are hanging out.

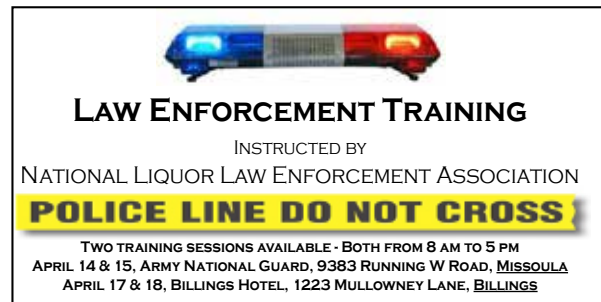
Agency liquor stores were surveyed via Survey Methods as a way to gauge interest to participate in the campaign.

2014 SUPPLEMENTAL EDUCATION REPORT

The issue of over-service of alcohol is a huge concern in the state of Montana. To educate our partners on the issue of over-service, two training sessions were held for law enforcement personnel. One at the Missoula National Guard Armory with 23 attendees from various counties, and the other in Billings, with 33 people attending.

Both sessions were instructed by representatives from the National Liquor Law Enforcement Association (NLLEA). Topics included: warrantless searches and bar inspections, feigning intoxication and sales and over-service operations, source investigations and utilized place of last drink data, and investigating licensed and unlicensed nuisance establishments.

Those who participated in the training sessions received certification of six credits per day from POST (Peace Officers Standards and Training). This helped to encourage the attendance of law enforcement.



The agency awarded two training scholarships to attend the NLLEA annual training conference in Kentucky and paid for a one year membership for the recipients. Interested personnel submitted a brief explanation of how attending the conference would benefit them in their duties within their individual communities. Submissions were reviewed and one officer from the Missoula Police Department and one from the Columbia Falls Police Department were awarded the scholarships.

By providing specific over-service training, law enforcement was educated on the issue and able to return to their communities equipped to address it as necessary.



NEW HAMPSHIRE LIQUOR COMMISSION DIVISION OF ENFORCEMENT

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2014 EDUCATION REPORT

The New Hampshire Liquor Commission Division of Enforcement utilized the NABCA grant to continue the agency's public awareness and education efforts. The funds were used to purchase promotional items which were distributed in conjunction with the Division's "BUYERS BEWARE" and "Make Good Choices" public awareness and educational messages.

The Division of Enforcement served as the primary agency that executed the public awareness and educational media campaign. Both civilian and sworn employees of the Liquor Enforcement participated at a variety of venues throughout the year. This effort provided awareness and informational material to hundreds of youth and adult audiences who attended sporting and/or community events.

The public awareness and educational campaign was widely used by the state's regional and community prevention coalitions. The licensee training programs served to impart knowledge critical to the licensee community and also helped to foster mutual efforts to ensure the responsible sale/service of alcohol. NH Liquor Commission was fortunate to have a very strong community prevention coalition.

The Division's goal was to provide top notch educational and awareness programs to all of the State of New Hampshire. As a result, over 100,000 youth and adults received the informational campaign materials.



NORTH CAROLINA ALCOHOLIC BEVERAGE CONTROL COMMISSION

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2014 EDUCATION REPORT

2014 National and NC SADD Conferences

SADD is a nationally recognized group for their leadership role in Students Against Destructive Decisions. The NC ABC Commission used the education award to fund the registration and travel expenses for the North Carolina SADD Administrators and students to attend the 2014 SADD National Conference which was held in Washington, DC. This four-day conference provided students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, risky and impaired driving, and other destructive decisions.

The goal was to help create awareness to change the environment that encourages or allows irresponsible consumption of alcohol. This program showed teens and parents the tragedies that can result from underage drinking & driving and binge drinking. The presenters shared real life situations and experiences of what can happen due to poor decisions. A survey and a pledge was given to parents and students for their feedback and signature.

Youth Advocacy 2014 Leadership Legislative Assembly

Annual youth legislative assembly where youth leaders from around the state gathers to discuss issues that are important to them. They held a "mock" legislative session with several volunteer public officials and learned how to debate and vote on what is proposed. The grant helped lower the cost of travel and other expenses for these students. The students were able to learn how to be good leaders and to take this information back to their respective schools and communities.

Parent Resources and Families in Action Awareness Event

The NC Parent Resource Center partnered with the Wilson County Substance Abuse Coalition to offer community members and professionals education regarding underage drinking. The event included representative(s) of the NC ABC Commission and presented the Reduce Underage Drinking Campaign "Talk it Out." The speaker shared education on the reality of underage drinking and how the community can work to reduce rates of underage consumption and increase safety. As a result of this event the community will be able to apply methods of prevention.



Outreach Victim/Survivor Speaker program

Talk It Out Speaker Bureau uses the power of public speaking engagements to raise awareness about the issues of underage drinking in North Carolina.

The Bureau features a list of pre-approved speakers whose lives have been directly impacted by underage drinking tragedies. The speakers, who are both parents and children, share their tragic stories and discuss the real consequences of underage drinking. The grant covered the expenses of 28 speaking engagements. They presented at schools, parent events, coalition events, statewide partner conferences all across the state telling their story and raising awareness about the dangers of underage drinking. The four speakers in the bureau are featured in a video story on our website www.talkitoutnc.org.

NC Center for Safer Schools Anti-Bullying Spanish Brochure

The objective of this project was to create and design a Spanish and English outreach and prevention brochure to the Elementary and Middle School kids across NC about the dangers of bullying, alcohol and substance abuse.

There were 500 Spanish and 500 English printed, all distributed across the state. Teachers were trained on how to talk about this information in the classrooms to inform the kids of it's importance.

2014 SUPPLEMENTAL EDUCATION REPORT

ALL STARS – Health Education Curriculum

The central program in the All Stars series is All Stars Core. In All Stars Core, students identified their positive ideals and future aspirations. They participated in games and discussions that established positive peer group norms, peer pressure to engage in risky behavior disappears. Students committed to personal standards of behaviors. All Stars Core promoted bonding with family, school and community. It encouraged parents and kids to talk about aspirations and commitments. Students who are between 11 and 13 years old (sixth or seventh grade) were the focus. There were thirteen highly interactive 45-minute sessions.

OREGON LIQUOR CONTROL COMMISSION

Contact: Steve Sander, Program Coordinator | 503-872-5194 | steve.sander@oregon.gov | www.oregon.gov/olcc/Pages/index.aspx

2014 EDUCATION REPORT

The grant was used to fund a one-day event titled "*Oregon Distilled*" - *Eighty Years in the Making - a Media Appreciation and Education Event*. The OLCC partnered with the Oregon Distillers Guild (ODG) for this project. Media from around the state were invited to this event which included 19 distilleries that currently make up ODG, OLCC staff including Directors from Public Safety, Licensing, Distilled Spirits and Retails Stores, the OLCC Executive Director and the Deputy Director and our current Commission Chair. Media represented at the event included newspapers, radio, and television personnel from around Oregon.

List of Media Attended

KTVZ(NBC)	Bend, OR	NewsChannel 21 @ Sunrise
KTVZ(NBC)	Bend, OR	NewsChannel 21 @ Sunrise
KGW-POR(NBC)	Portland, OR	Newschannel 8 @ Sunrise @ 5 AM
KEZI(ABC)	Eugene, OR	KEZI 9 News This Morning
KVAL(CBS)	Eugene, OR	KVAL News at 6
KMTR(NBC)	Eugene, OR	KMTR News Source Today @ 6 AM
KGW-POR(NBC)	Portland, OR	Newschannel 8 @ Sunrise @ 6 AM
KGW-POR(NBC)	Portland, OR	Newschannel 8 @ Sunrise @ 6 AM
KVAL(CBS)	Eugene, OR	KVAL News at 6
KTVZ(NBC)	Bend, OR	NewsChannel 21 @ Sunrise
KTVZ(NBC)	Bend, OR	NewsChannel 21 @ Sunrise
KINK Radio	Portland, OR	N/A
KVAL(CBS)	Eugene, OR	CBS This Morning

The objective was to bring in statewide media and provide education about Oregon's booming home-state distilleries and how the control state model benefits these businesses in terms of economic development, guaranteed shelf space in liquor stores where Oregon products are highlighted, to public safety and compliance with Oregon's liquor laws, and to the revenue generated from these home-grown businesses.

The Oregon Distillers Guild donated in-kind to the project through their various staff time and personnel in setting up their respective display tables and participating in the full day of events. ODG also contributed funds for any in-town transportation for the media from their hotels to the distillery tours to the restaurant where ODG provided refreshments for the evening/closing event.

The OLCC served as the direct administrator for this educational project. The agency worked with ODG in organizing the event, lining up ODG and OLCC personnel to make various educational and informational presentations throughout the event. The OLCC Portland Headquarters was the site of the afternoon portion of the event. OLCC Directors and Inspectors

took part in presenting a history of the OLCC, the current economic development efforts of the OLCC and ODG, and a public safety presentation on ID checking and the fake IDs coming into Oregon from outside the state and country.

The OLCC and ODG sought to educate the media as to the role and benefits of the control state system; not only revenue generation for the state, cities and counties, but the educational efforts for citizens working in the hospitality industry, the public safety efforts that the OLCC provides. Also, the ODG knows and appreciates that their booming industry is very heavily linked to the current control state model which fosters their economic growth and provides guaranteed exposure of their products in the liquor stores. The guild hopes to continue these educational efforts so the media can help tell their story and inform the public of the benefits of the control state model.

Partnering with ODG and inviting statewide media to this event will, hopefully, encourage all other Oregon distilleries to join to form a stronger industry within the state for continued economic development and responsible alcohol sales and consumption.

Over 30 media representatives from around the state, including state and local newspapers, radio and television stations attended. Radio interviews took place as well as newspaper articles.

Ironically, on the day of the event December 16, 2013, the forces pushing for privatization filed their ballot initiatives with the state. Initially, there was concern that this would steal some of the media thunder we were hoping to generate through this event. However, it actually worked to the benefit of our event. When news articles began to appear the next day, they included information about the event and the privatization push all in one article which resulted in the most balanced and fair articles to appear in print media in Oregon. This media education event seemed to impact how the push for privatization was framed when there was an initiative attempt to get it on the November 2014 ballot. Between the measure polling poorly among Oregonians and unions tying up the ballot measure in the courts, these forces decided to withdraw their ballot initiative with a promise to try for privatization again in 2016. ODG is continuing its efforts to educate the public as to the benefits and pricing of Oregon's control system to this ever growing Oregon Distillery industry.



Oregon Liquor Control Commission
*Contributing to Oregon's Economy
Encouraging Responsible Businesses*
Rob Patridge, OLCC Chair

**Building Relationships
Improving Culture**



**Positive Relationships with
Local Distillers**



PENNSYLVANIA LIQUOR CONTROL BOARD

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2014 EDUCATION REPORT

The Pennsylvania Liquor Control Board (PLCB), Bureau of Alcohol Education's grant for 2014 focused on continuing and enhancing outreach efforts. The majority of the budget was used to fund the PLCB's annual Alcohol Education statewide conference for prevention professionals.

The 2013-14 conference was titled, *Smashing Silos & Building Communities: Partnering for Solutions to Underage and Dangerous Drinking*. It focused on breaking down the barriers between different groups to encourage collaboration to tackle underage and dangerous drinking.

During the opening general session, community leaders from State College, PA and the Pennsylvania State University discussed how they worked together to bring the annual "State Patty's Day" event under control. To close the conference, representatives from West Chester University and the mayor of West Chester shared how they work together to resolve their own town-gown issues. Workshops included the Underage Drinking Education Program, the International Town & Gown Assessment Survey, RAMP (Responsible Alcohol Management Program) for Campuses and Communities, MADD's Power of Parents® and Investigating and Prosecuting Alcohol-Related Offenses.

Of attendees who completed the evaluation, 91 percent stated that overall the conference was good or great, 89 percent stated they would likely recommend the conference to colleague or friend, and 97 percent were impressed by the courtesy and helpfulness of the Alcohol Education Conference.

Of the attendees, 47 percent were from colleges or universities; 16 percent were from law enforcement agencies; 10 percent were from community organizations; 10 percent were from governmental agencies; 3 percent were from high schools; and the remaining 14 percent from other or unspecified fields.

In addition, the Bureau of Alcohol Education increased the number of events attended by staff, both as attendees and as exhibitors. NABCA grant funds were used to pay exhibitor fees at 19 state and regional conferences in 2014. In some cases, such as the PA Child Death Review Team Spring Meeting, the PA Athletic Trainers Society Conference and the PA Association for Health, Physical Education, Recreation & Dance Conference, it was the first time the Bureau of Alcohol Education staff had

a presence and, as a result, received many positive comments about the information and programs.

Additionally, the bureau staff attended 46 community events across the Commonwealth, including 15 events on National Night Out.

2014 SUPPLEMENTAL EDUCATION REPORT

The Pennsylvania Liquor Control Board (PLCB) Town-Gown Pilot Program builds on the PLCB's long-standing cooperative work with institutions of higher education within the commonwealth. The goal of this pilot project is to develop closer working relationships between the universities and the municipalities where they are located. Local school districts and other community organizations are also partners within the "hub and spoke" model for this pilot program.

The PLCB contracted with Caron Treatment Center to work with the teams on the issues of underage and dangerous use of alcohol. Dr. Beth DeRicco was the lead person for the hub and spoke model used in this program. Funding for this project was received from the National Alcohol Beverage Control Association (NABCA).

The project involved four universities, three of which are part of the Pennsylvania State System of Higher Education (PASSHE): Kutztown University, Indiana University of Pennsylvania (IUP) and West Chester University of Pennsylvania. The fourth participant is Alvernia University, a small Catholic University.

At the beginning of the project, each university was asked to gather a team (the hub) of individuals to be the key stakeholders in the program. The universities' teams were comprised of individuals representing the following: Kutztown University, Indiana University, West Chester University and Alvernia University.

A two-day training on the hub and spoke model was conducted for the team in November 2014. Each team brought data on underage and dangerous drinking from their campuses and surrounding areas. The teams looked at the data, developed potential plans to address issues of concern and determined who would be the "spokes" – agencies or individuals who would assist them in the work. The spokes included groups such as tavern owners, landlords/property owners, police departments from bordering communities, local treatment centers, chambers of commerce, etc.

*Great speakers!
Always wonderful.
Enjoyed the presentations.
Appreciate the information and
took many notes.*

Kutztown University

The *Kutztown Town-Gown Hub* realized it needed to work together in this process for it to be effective. There is a long history of cooperation and collaboration through the Kutztown University President's Roundtable. This history provided a clear path for their efforts.



One of the major issues in Kutztown is that 47 percent of the student population does not go into town except to attend off-campus parties. Quality of life issues are viewed differently by students and the residents of the community. Students see the quality of life in Kutztown as “good” on Thursday through Saturday evenings while the residents see it as “disturbing” or “terrible” at those same times. The hub is examining ways to reach out to students in off-campus apartments in a positive way. Many students say they don’t know what’s happening in town or that there is nothing to do in town. In a university survey, 245 students stated they would be willing to assist in planning and developing activities that do not involve alcohol. These students will be contacted and collectively be made one of the spokes.

Bystander intervention training is another program being considered. The same student survey cited earlier shows that 60 percent of students would want a friend to intervene if they were having a problem with alcohol, but 60 percent also said they wouldn’t act if someone was suffering from alcohol poisoning.

Focus group data revealed the best way to reach Kutztown students is via Twitter. One of the first steps the team is considering is the completion of an inventory of activities and events that are available at the university and in the borough. The team will also identify strategic interventions to pursue and develop, such as bystander intervention training or a social norms campaign.

One success to date is the development of a better understanding of the depth of the alcohol issues in the community. Additionally, the hub has identified the Step Up! bystander intervention program as a tool for implementation. Kutztown has a strong task force and commitment from the university, school district and community. With this as a basis, the team’s continued work is assured.

One of the barriers for the Kutztown team will be dealing effectively with “profit parties”—parties held by students to generate income. All members of the team also need to develop the skill level in the prevention model to accomplish effective programming. The change in administration at the university may be a concern for the ongoing work of the team.

A team-identified need is a publication of safe, sober and fun activities in the community marketed to incoming students and their parents. How this will be done and in what format is still being determined.

Future steps include initiating a mentoring program between the university and the school district, implementation of Step UP! training and continuing to move forward as a caring and nurturing community.

Indiana University

Indiana Area Collaborative Team (IACT) is aligning its strategic plan to dovetail with a Pennsylvania Emergency Management Agency (PEMA) 12-step plan developed last year after the IU Patty’s Day event. That student-driven event was dubbed a “drinking holiday.”

One of the problems IACT had identified was “the vast majority of illegal, harmful and dangerous drinking of youth ages 16-22 is concentrated in the residential sectors of Indiana Borough and White Township (which is adjacent to the borough).” One of its proposed tactics to address this problem is the development of a landlord’s association. Several landlords appeared to be very interested in seeing this developed among their peers. Working with the tavern owners produced results with the tavern owners becoming an important spoke.

Another approach is the development of an educational campaign aimed at students prior to their moving off-campus. The development of a social marketing campaign around “good citizen” behaviors is being explored. A suggestion was discussed regarding the development of a good neighbor cell phone app for use by students. The development of an effective model to address Indiana Senior High School students is also being planned.

IACT has excellent data on first-year students, but not on the entire student population. A recommendation was made to get a snapshot of the entire student population via focus groups, intercept interviews or other means.

The hub’s successes to date included meeting on a regular basis, developing a strategic plan, outreach to landlords, improved communication and more attention to social media in order to stop problems before they start. Finally, IUP and community members worked to address large gatherings that are not university-sponsored or -sanctioned.

Barriers the team has encountered were finding the time to do the work, making sure the spokes were doing their assigned tasks and providing education on the issues for the broad partnership. This town-gown group sees West Chester University and borough as a model for addressing the issues it faced.

One issue the team has raised is related to public policy. The team saw a strong need to persuade leaders statewide of the need for cultural change regarding alcohol use on campus and in surrounding communities. They felt strongly that this kind of support was critical to lasting change.

The next steps for the team will be implementation of the PEMA emergency management plan and associated plans developed by the school district, university and community.

West Chester University

The *West Chester Hub* is fortunate that the major stakeholders in the hub have been working together for a number of years. Their initiatives for this program included a good neighbor initiative to reach off-campus students, increased enforcement (particularly on event weekends and in “hot spots”) and prevention programs for parents of high school students. They collected data and developed a social marketing campaign focusing on community values targeted at different subgroups, such as students, residents, licensees, parents and visitors. They wished to improve neighborhood relations between the university and businesses that cater to students and improve the image of the university in the eyes of the community. They sought to develop late-night transportation and move towards quieter streets and less foot traffic on weekend nights. The use of cameras in various areas of the borough is intended to deter alcohol-related incidents. They planned to work with landlords, off-campus students and Chamber of Commerce businesses to get the message out regarding values.

Successes to date include revitalization and strengthening of this long-standing group, with new members added through the town-gown pilot program. The comprehensive vision drove the work and set the tone for future activities.

Barriers encountered included developing the most effective process for implementation of the community vision, enlisting additional departments within the university for a more coordinated approach and addressing the fact that a majority of arrests are of community members and visitors. They believed that West Chester needs to market itself differently and not as a destination for high-risk drinking.

Needs of the team was additional data collection from within the borough, funds to accomplish their goals, a borough/university employee to oversee the work of the hub and act as coordinator and a marketing piece targeting incoming students to convey the values and behaviors expected on campus and in the community.

Future steps included the continuation of the items above, which may be prioritized based on funding obtained.

Alvernia University

Alvernia University's team worked on the issue of “pre-gaming” by students both on and off campus. The review of data and anecdotal information indicated that Alvernia has few difficulties with the old-fashioned overt (loud, conspicuous, damage-generating) parties, either on or off campus. This was due in part to the education/prevention/enforcement efforts currently in place. But the data does indicate that many students, both of age and underage, in “dry” buildings and

in “wet” ones, seemed to be consuming to excess in private, either individually or in small groups. Sometimes they are “pre-gaming” before other events; other times they are just drinking. This often results in excessive intoxication, which may lead to hospitalization, other medical treatment or worse.

Alvernia’s team has determined the most promising approach for it would be a peer education training program focused on alcohol and other drugs and bystander intervention and social norms marketing initiatives to reduce dangerous and underage drinking. Desired outcomes would include, but not be limited to, reductions in key indicators of dangerous and underage drinking as measured by the National College Health Assessment and AlcohoEDU®. This program would build upon the strengths of existing Alvernia programs and initiatives.

The following were cited as successes to date: the ability to spend sustained time together discussing issues and planning approaches to deal with those issues and the involvement of community leaders (which is seen as critical to the cause). Sustained time together has allowed for a “deep dive” into the data, which has revealed that private partying, pre-gaming and alcohol poisoning were the main issues on campus for Alvernia University and its students.

The barriers to Alvernia’s programs have been identified as absentee landlords, tavern owners who ignore or are ignorant of responsible hospitality measures, time constraints by all involved and getting everyone to work together on issues in the same manner.

A need identified by the hub is for training on best practices for tavern owners in order to create buy-in to the prevention model. Responsible Hospitality Institute training was suggested as a possibility to address this need.

The next step for Alvernia is to develop the peer education program, Upstander Prevention, as a model related to a bystander intervention program. Partnerships between the various parties will continue.

Summary

All four teams agreed that the ability to network and discuss common issues was very important. All agreed that the main concern was to change the culture surrounding alcohol. This is a complex issue that will require long-term commitment to working together in a strategic manner to resolve the problem, while at the same time acting opportunistically to address immediate short-term concerns.

There was discussion about readiness to proceed and continue. Readiness consists of meeting other players where they are and with what they are willing and able to do to assist in the process. An example is working with the tavern owners. Responsible hospitality training may be a great fit to address some of the issues, but it will only come about if the licensees are willing and able to commit.

UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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2014/2015 SUPPLEMENTAL EDUCATION REPORT

Utah Fetal Alcohol Coalition

The Utah Fetal Alcohol Coalition used funds from the NABCA Supplemental Education Award for four activities. Two of the activities are in process, the third was completed in September 2014 and the fourth was completed in April 2015.

For International Fetal Alcohol Spectrum Disorders (FASD) Awareness Day in September 2014, approximately 3,500 coasters were purchased, designed and sold by the National Organization on Fetal Alcohol Syndrome. This activity was done to raise awareness regarding the harmful effects of drinking alcohol during pregnancy. The coasters were distributed by the Utah Department of Alcoholic Beverage Control (DABC) to bars and clubs in the Salt Lake Area to promote FASD Awareness Day during the week of September 9, 2014. The bar owners said the coasters were well received by their patrons. A few comments heard from servers were that some patrons were unaware of the seriousness of drinking alcohol while pregnant and others asked if they could keep the coasters to give to friends.

Our coalition sponsored a FASD Parent Seminar for adoptive and foster parents who are raising children who have been prenatally exposed to alcohol. This event was co-sponsored by the Utah Parent Center. This allowed us to have the event in their building rent free, helped with advertising, provided staff support, and provided partial funding for an interpreter. Several community agencies supported information tables for the parents at the day-long seminar. This encouraged community involvement as the event tables were sponsored by several social service agencies in the area which included: The

Utah Parent Center, National Alliance on Mental Illness (NAMI), Utah Department of Health, Work Ability Utah, Department of Human Services, Allies With Families and DABC's Parents Empowered. Parents and agencies networked to develop a greater understanding of the system of services and the roles of each agency. DABC staff helped with the event throughout the planning and execution of the seminar. Several speakers were recruited including a geneticist, representatives from the educational system, and representatives from the juvenile justice system. Families learned about the diagnosis of Fetal Alcohol Syndrome; dealing with difficult behaviors and school issues; transition to adulthood; and the criminal justice system's support services. Families also learned about the dangers of drinking alcohol during pregnancy and the cost to individuals, families, and society.

Our third activity were rural trainings provided by the Utah Fetal Alcohol Coalition members throughout Utah on the harmful effects of drinking alcohol during pregnancy and Fetal Alcohol Spectrum Disorders. The bulk of the funding for this outreach project was received through a small grant from the National Organization on Fetal Alcohol Syndrome. The funding they provided covered the costs of the trainer's gas and lodging.

Additional funds from the NABCA allowed our coalition to print materials for the trainings and UFAC brochures. Trainings have been offered in northern, central and southern Utah. The recipients of these trainings have expressed gratitude for the trainings and materials provided. They reported that they seldom have trainings offered in the more remote locations. Families and local agency representatives learned about available services for individuals with FASD and their families.

**PREGNANT?
DON'T DRINK.**

**ALCOHOL
CAN CAUSE
LIFELONG
BRAIN DAMAGE
TO YOUR CHILD.**



"We agree with the CDC:
There is no known amount of alcohol
that is safe to drink while pregnant."
- Dr. Mehmet Oz, M.D.

Join us at NOFAS.org
National Organization on Fetal Alcohol Syndrome

**PREGNANT? DON'T DRINK.
KNOW THE FACTS.**

- There is no safe amount or type of alcohol during pregnancy. Any amount of alcohol, even if it's just one glass of wine, passes from the mother to the baby. It makes no difference if the alcohol is a liquor such as vodka, or beer or wine.
- A developing baby can't process alcohol. Developing babies lack the ability to process alcohol through the liver. They absorb all of the alcohol and have the same blood alcohol content as the mother.
- Alcohol causes more harm than heroin or cocaine during pregnancy. The Institute of Medicine says, "Of all the substances of abuse (including cocaine, heroin, and marijuana), alcohol produces by far the most serious neurobehavioral effects in the fetus."
- Alcohol and pregnancy can cause FAS and FASD. An estimated 40,000 newborns each year are affected by FAS, Fetal Alcohol Syndrome, or have FASD, Fetal Alcohol Spectrum Disorders, with damage ranging from major to subtle.
- 1 in 100 babies have FASD, nearly the same rate as Autism. FASD is more prevalent than Down Syndrome, Cerebral Palsy, SIDS, Cystic Fibrosis, and Spina Bifida combined. Alcohol use during pregnancy is the leading preventable cause of birth defects, developmental disabilities, and learning disabilities.

Join us at NOFAS.org
National Organization on Fetal Alcohol Syndrome

Utah, continued

Statewide prevention campaign for International FASD Awareness Day was September 2015. The 'We Love Babies' campaign educated the public (the majority of whom were women) about the harmful effects of drinking alcohol during pregnancy. In order to deliver materials throughout the state, the Utah Fetal Alcohol Coalition partnered with the Utah Division of Substance Abuse and Mental Health Prevention Coordinators.

During the week of September 8-12, approximately 10,000 bags of FASD prevention information were delivered to salons and stylists who agreed to converse with patrons about drinking alcohol during pregnancy. The stylists wore "I Love Babies" buttons and salons displayed posters. A total of 47 salons and 11 cosmetology schools participated. Close to 1000 stylists, representing ten of the thirteen local area prevention areas throughout the state of Utah were also involved in this effort! Other partners in this project included the Utah Health Department and the MotherToBaby organization.

MotherToBaby Utah is dedicated to providing evidence-based information to mothers, health care professionals, and the general public about medications and other exposures during pregnancy and while breastfeeding. Patrons received brochures for this organization and could contact them with questions, counseling needs about the effects of alcohol use in pregnancy, and referrals to treatment centers. The Utah Fetal Alcohol Coalition secured additional funds via donations.

The Utah DABC is committed to pursue a leadership role to educate the public about the lasting harms and negative consequences of underage drinking and alcohol misuse and abuse. We thank the NABCA for their support and commitment to alcohol education. On behalf of the Utah Fetal Alcohol Coalition, and the many people who will benefit and were "touched" by these efforts, we sincerely thank the NABCA and its Board of Directors for their support for these worthwhile and important programs.



FREE Fetal Alcohol Spectrum Disorders Parent Seminar
Saturday, April 11, 2015

Location: Utah Parent Center, 230 W. 200 S. Ste. 1101, Salt Lake City, UT 84101
 Please park in front of the building proceed to the main entrance, which is on the ground floor, continue on through security and take the elevator to the first floor. **Free Parking**

Keynote Speakers:

- Julie Gelo is an FASD advocate, birth mother and legal mother to 16 children. Eleven of Julie's children have been diagnosed with Fetal Alcohol Syndrome or related conditions. She serves as the Executive Director for NOFAS Washington State.
- John C. Carey, MD, MPH, Professor and Vice Chair of Academic Affairs, Department of Pediatrics, at the University of Utah

Breakout sessions offered:

- Helping Your Child Succeed in School
- "Why Does My Child Keep Doing That?" Helping Yourself, Your Child, Your Family, and the School Through a Neuropsychological Evaluation
- Getting and Keeping the First Job
- Navigating Juvenile Court and the School System within a System of Care Framework

• Register at: <https://www.surveymonkey.com/s/ZSZCL7R> - **Space limited sign up early!**
 • Check in between 8:00 – 8:30 a.m. – Seminar 8:30 a.m. – 4:30 p.m.
 • Free lunch served
 • Visit vendor tables for community information and resources
 • Questions contact Lynn Tanner at: lyntt@dbh.utah.gov or 801-309-3998

Logos for Utah Fetal Alcohol Coalition and Utah Parent Center are included at the bottom of the flyer.

The Utah Fetal Alcohol Coalition is an affiliate of The National Organization of Fetal Alcohol Syndrome
 Seminar sponsored by the Utah Fetal Alcohol Coalition and the Utah Parent Center

2014 EDUCATION REPORT

Utah team on track for an undefeated season

During the holiday season, shoppers left with more than just alcohol from the state liquor stores—they were introduced to a professional team dedicated to assisting Utah’s parents in their effort to keep kids alcohol-free—The Utah Protectors.

“As a team, unified by a common mission, the DABC has always placed a high emphasis on keeping alcohol out of the hands of minors and we’re committed to advance our efforts in this area,” shares Sal Petilos, Director of the Utah Department of Alcoholic Beverage Control. “But, it requires all Utah’s to assume responsibility for the health and protection of Utah’s kids.”

With the use of innovative team messages on employee shirts, posters and sports pennants hanging from the walls of all 42 state liquor stores and over three dozen liquor package agency outlets, the Utah DABC aims to convey to both patrons and DABC employees, the importance of preventing underage drinking. In addition to the in-store campaign, printed messages on liquor bags were also deployed to ensure patrons had “take home” messages as well. The new messages were introduced at a press event held at a Salt Lake City liquor store.

“Parents often feel discouraged by the daunting task to ensure an alcohol-free environment for their kids,” says Val Dunnaway, Regional Manager for the DABC. “As a control state, the DABC is in the unique position to help parents in this task. We too can help ensure Utah’s kids don’t have access to alcohol while underage.”

Representatives from the Utah DABC, Mothers Against Drunk Driving (MADD), law enforcement officers from Utah Highway Patrol, and state prevention specialists from ParentsEmpowered.org were interviewed by local print and TV media. The media exposure we received equated to approximately \$35,000 in added publicity value! ParentsEmpowered.org, Utah’s statewide underage drinking prevention initiative, contributed matching funds toward the NABCA Education Award.

We sincerely thank NABCA for supporting alcohol education!



VERMONT DEPARTMENT OF LIQUOR CONTROL BOARD

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Marcia L. Gardner, Director of Sales & Marketing | 802-828-4932 | marcia.gardner@state.vt.us

2014 EDUCATION REPORT

The Vermont Department of Liquor Control used the grant to provide alcohol servers a "To-Go" bag for people taking unfinished bottles of wine out of a restaurant. Vermont law was recently modified to say, "Partially consumed bottles of vinous beverages or specialty beers that were purchased with a meal may be removed from first class licensed premises provided the beverages are recapped or resealed".



Since this change, the restaurateurs have been concerned about patrons leaving their licensed premises with what appears to be an open container of alcohol. In most locations, open containers of alcohol result in legal sanctions by the police. Many restaurants have begun providing their own bags in which to place these unfinished beverage containers. Unfortunately, many of these bags are simple brown paper bags that when wet allow the bottle to fall out. One restaurant customer stated he felt "like a wino leaving the restaurant with his wine bottle in a brown bag".

The agency believed this project provided an opportunity to show the partnerships between the industry, the regulators and the serving establishments. For this innovative project, the agency partnered with all the Vermont wholesale distributors, as well as several Vermont wineries, to distribute these bags, via their sales staff, to all licensed establishments. Vermont Department of Liquor Control staff found the most cost efficient supplier for the bags and used a company under contract with the State of Vermont to produce stick on labels. This method versus preprinting saved a lot of money with which we could purchase more bags and labels. The staff (with assistance) affixed the stickers to the bags. The wine bags arrived at the various restaurants around our state via the

Vermont wholesale distributors' wine sale staff. Bags were also provided to our wine producers.

It is always best to work in collaboration with others, especially when responsible consumption is the goal. Patrons and the dining public saw every element of bringing wine to their table (from manufacture to distribution to delivery to sale and finally to service and consumption). It also demonstrated that all are partners in responsible consumption and are concerned about properly handling and consuming alcohol at every step. As a result, the consumers are now better informed.

The grant helped to get the program started and to make sure state taxpayer dollars were not used to purchase the bags. The agency hopes the wineries and the wholesale distributors will continue this program far into the future. The agency was able to provide a large amount of bags and labels. The labor to affix the labels to the bags and the time to distribute all the bags were covered by the Vermont Department of Liquor Control.

Thank you for allowing us to create much needed services and materials that would not have been possible otherwise.



2014 SUPPLEMENTAL EDUCATION REPORT

The Activity

In December 2014, the Vermont Liquor Control Board, together with the Vermont Department of Liquor Control hosted a day-long, free event bringing together policy makers, licensees, industry professionals, prevention experts and local law enforcement for a discussion of the relevance of alcohol regulation in today's marketplace. Highlights of the event included global, national and local level overviews of alcohol beverage control, with keynote speakers Mark Brown, President and CEO of Sazerac Company and representatives from NABCA. A series of presentations on the subject of "Regulating in a Climate of Deregulation" were given by Steve Schmidt, Senior Vice President of NABCA, Timothy Poulin, Director of Operations from the Maine State Bureau of Alcoholic Beverages and Lottery, and Jacob Humbert, Assistant Attorney General from the Vermont Attorney General's Office. These were followed by several panel discussions, "Enforcement and Public Health Go Hand in Hand" and "Best Practices for Responsible Retailing", moderated by the Liquor Control Board Chair Stephanie O'Brien and Liquor Commissioner Michael Hogan. In total, sixteen panelists and speakers participated in the event.

Funds were donated by several sponsors:

- Sydney Frank Importing Company
- Brown Forman Corporation
- Vermont Spirits Distilling Company

Prevention of Irresponsible Use of Alcohol

Due to weather conditions, the attendance was minimal, but those who did attend came away with a greater understanding of the three-tier system, control state system and the Vermont Department of Liquor Control and the roles each play in providing revenues to our state while, simultaneously ensuring the public's safety. With so many conversations regarding privatization, DLC felt it was imperative that our stakeholders know how these important systems work for the good of our state. The agency believes that keeping the basic structure of the state's alcohol distribution network is instrumental in generating revenues, providing safe products for the public, and restricting the social harms that come with alcohol abuse.

Encourage Community Involvement and Coalition Building

All types of stakeholders were invited to this event including prevention and health organizations, members of law enforcement, legislators, as well as industry representatives and licensees of all types. The meeting provided an opportunity to network and hear the views of others. It is rare that an alcohol beverage event would have such a range of attendees—those who sell and serve alcohol along with those who regulate or

deal with its abuses. A number of tables had assigned seating where Liquor Board Members mingled with legislators, sponsors and speakers. The speakers and panelists were representative of the attending audience, including liquor industry CEO's and management, local law enforcement, manufacturers, and Vermont Department of Health officials. One of the questions on the survey conducted after the meeting was whether the attendees felt they had an opportunity to connect with colleagues and peers. Of those who responded, 39 percent said it provided an excellent opportunity to network and 46 percent said it provided a very good opportunity.

Results of "The Vermont Experience with Alcohol"

An email with a link to Survey Monkey was sent to attendees within days of the meeting. The results were overwhelmingly positive. Out of the 93 attendees, 46 percent completed the survey. Of those who responded, 48 percent rated the quality of the speakers as excellent, with the remaining 52 percent rating them as very good. When asked to rate the overall quality of the meeting content, 40 percent rated it as excellent, 52 percent rated it as very good, and 79 percent rated it as good. And, as mentioned, the majority felt the event provided opportunities to connect with others.

The Vermont Liquor Control Board and the Department of Liquor Control would like to thank NABCA for the considerable support of this event. The agency feels "The Vermont Experience with Alcohol" will go far in explaining the important work that we do and in ensuring that Vermont remains a part of the control system.



VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL COMMISSION

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2014 EDUCATION REPORT

Virginia ABC College Tour

Virginia ABC reached college students with a message of alcohol education and prevention with three different activities: Virginia College Tour, the development of a Peer Advisory Committee to partner with us in planning Virginia college tour, and a safety campaign in partnership with Virginia Department of Motor Vehicles.



Virginia ABC's College Tour was a series of one-day conferences that united student leaders and college staff who have the common goal of making a difference on their campuses. The workshops equipped participants with best-practice strategies to prevent and reduce underage and high-risk drinking through networking and shared resources.

The College Tour challenged student leaders and professionals to develop and refine their leadership skills individually and collectively to create campus, community and cultural changes. In 2013-2014 conferences were held at Tidewater Community College and Northern Virginia Community College. In 2014-2015, conferences were also held at James Madison University, University of Richmond, Virginia Tech University, College of William and Mary, and George Mason University.

These workshops consisted of a range of topics such as Alcohol and the Brain, Bystander Intervention, Alcohol Marketing, Leadership, Stages of Changes, and Campus and Community Collaboration. The learning objectives of College Tour were for participants to:

- Enhance knowledge of high-risk drinking trends and strategies to prevent harm.
- Strengthen and support the mission of prevention through networking, professional development and program preparation.
- Identify opportunities to promote a healthier and safer campus through service and action.

Peer Advisory Council

In the Fall of 2014, College Tour implemented the Peer Advisory Council which was made up of seven college students who had proven their leadership abilities by being active on their respective campuses. The Peer Advisory Council assisted with the marketing and programming of the College Tour events in addition to facilitating a grant writing workshop for student leaders. Students who attended the workshop were eligible to apply for a mini-grant that would fund an alcohol awareness activity on their campus.

College Tour was promoted by collaboration with Virginia ABC's Enforcement Division and Department of Motor Vehicles with a safety campaign utilizing Virginia ABC's Field Support Vehicle and Department of Motor Vehicle's DMV To Go. These events brought alcohol trivia, information about ABC Enforcement efforts, tours of the Field Support Vehicle, DMV services, and promotion of College Tour to University of Richmond, College of William and Mary, and Virginia Tech University.

Funding for these efforts was provided in part by NABCA and the Virginia ABC. The Virginia ABC's Education and Prevention Section managed the development and implementation of the College Tour. Collaboration with multiple departments within the agency included Communications, Enforcement, Research, and Marketing.

More than 80 percent of College Tour participants reported that the conference equipped them with resources to use to promote a safer, healthier campus/community in addition to feeling empowered to start and continue education and prevention dialogue by collaborating with others within the campus/community. Additionally, a large component of each College Tour stop was for participants to develop a strategic plan for a prevention program they could take back to their campus. Participants were then encouraged to finalize that plan with their campus and community partners to apply for the Grant Plan for Success (GPS) with the possibility of earning up to \$500 towards implementation.

Over the past year, these initiatives have reached 270 students and professionals from over 30 colleges and universities in Virginia with the message of alcohol education, strategic prevention programming, campus and community collaboration, and peer leadership. Evaluations are showing us that participants enjoy the student and professional components, the speakers and topics which have included: Green Dot, Inc, Ryan Travia, Thomas Workman and such topics as bystander intervention, campus/community collaboration, and making a strategic prevention plan.

Participants are eager to share more ideas between schools and best practices with each other. This program will continue with

adjustments based on program evaluations, departmental needs assessment, and partnerships.

Being Outstanding Leaders Together Against Alcohol and Drugs (BOLT)

Being Outstanding Leaders Together (BOLT) against Drugs and Alcohol is a series of one-day events that focus on providing drug and alcohol prevention knowledge to middle school students. The program provides the opportunity for community coalitions to host regional events through a partnership with Virginia ABC's Education and Prevention Section. Community partners work with high school groups, area coalition members, parks and recreation departments, middle schools and local organizations to plan, promote and support the events within the community.

Each regional BOLT event addressed drug and alcohol trends, relational and social behaviors related to drugs and alcohol and leadership skills through the following specific learning objectives:

- **Drug and Alcohol Trends:** Participants demonstrated knowledge of the effects of alcohol on the body and brain, academics and legal consequences of underage use.
- **Leadership:** Participants should understand the importance of peer leadership, to recognize the abilities of a peer leader which was facilitated and modeled by high school mentors.
- **Relational/Social:** Participants should have an idea the role that alcohol and drugs play in youth relationships, suicide and interpersonal violence, and the key concepts of social providing and peer pressure.

In its inaugural year, BOLT was hosted in regions across Virginia, and the Chesapeake. We partnered with Virginia Beach Mayor's Youth in Action and Southwest, and the Prevention Council of Roanoke County. These events will be held April 25, 2015 and May 2, 2015. Virginia ABC's Education and Prevention Section oversaw the development and administration of BOLT. However, implementation for the two events was done by collaborating with the regional community coalitions and their community partners.

Funding for these events was provided in part by NABCA to cover marketing materials for the BOLT events. These materials were used to market the events and the program along with prevention messages for middle school students. The remaining budget for the program was provided by the Virginia ABC Education and Prevention Section's.

Evaluations for each BOLT program was through Survey Monkey. Virginia ABC administered the evaluations and has access to all data.

Community partners have been engaged in the successful program and are eager to provide this new kind of awareness to middle school students and their parents. A community partner from a third region has verbalized interest in hosting BOLT next year in northern Virginia.



WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION

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2014 EDUCATION REPORT



The NO School Spirits PSA Contest solicited high school students from across the state to submit an essay or video addressing why their idea regarding the dangers of drinking or drinking and driving should be selected. Contest packets with flyers, official rules and application forms were mailed to over 200 public and private high schools in West Virginia. In addition, the DUI Simulator

visited schools throughout the school year and the NO School Spirits PSA Contest was discussed with students, educators and administrators. The WVABCA also attended the statewide Students Against Destructive Decisions (SADD) Conference to distribute literature and announce the program. The winning school was invited to help create a PSA and was eligible to receive \$1,000.00 for a school sanctioned event or the purchase of approved equipment.

The WVABCA selection committee received both essays and videos. The winning entry was an essay submitted by Paige Lucas, a senior from Capital High School in Charleston. Ms. Lucas and Principal Giles used prize funds for Project Graduation. The essay was developed into a 60 second PSA. The WVABCA worked with the Capital High School Drama Department to hold auditions and rehearsals. Nearly two dozen high school students participated in the actual filming of the PSA.

The PSA highlighted the dangers of drinking and driving. The opening shot of the PSA is staged across from the main entrance of the high school campus. The camera filmed from the back seat of a moving car as it approached a wreck with emergency personnel and other responders on the scene. Students are talking and recognize the car and its passengers, because earlier that day they had all attended the high school's graduation ceremonies. The viewer sees a West Virginia State trooper administering a field sobriety test and arresting the driver. A paramedic with the Kanawha County Ambulance Service is aiding an injured victim. Another student is in the foreground sobbing and finally beside the ambulance is a victim on the ground covered with a blood spattered white sheet. The next scene fades to the high school gymnasium where a funeral is staged. A coffin draped in flowers is in the foreground, with weeping parents by the casket and students seated in the background. The scene closes with everyone standing and

in unison saying, "Is it worth it? It's up to you." A voice over by Paige Lucas states, "Underage drinking and driving will change your life forever! Make a decision now and say, NO School Spirits for Me!" Finally, the credits illustrating the logos of WVABCA, NABCA, State Farm and the Governor's Highway Safety Program are shown. The PSA is available for viewing on the WVABCA's website, www.abca.wv.gov/dds.

Beyond the funding partners and the winning school, this program would not have been possible without the support of: The Charleston Huntington CW TV, West Virginia State Police, Copley Garage Inc., Kanawha County Ambulance Service, Charleston Fire Department, Hafer Funeral Home, Food Among the Flowers, Kanawha County Metro 911 Service, and Kanawha County Communities that Care.

The WVABCA held a press conference at Capital High School. WVABCA Commissioner Ronald Moats, Erin Bailey of State Farm and Bob Tipton of the Governors Highway Safety Program presented a check to Paige Lucas and Principal Giles. A crowd of nearly 100 people, including representatives from the media, attended the event and viewed the PSA for the first time. Attendees were also given the opportunity to interact with the WVABCA DUI Simulator.



A media buy started the next day and ran throughout April and May, a peak time for underage drinking due to spring break, proms and graduations. The PSA ran on a network that has a high demographic of young people. In addition, DVD's were made available for closed circuit TV at various high schools across the state.

Informing Senior Citizens

Senior citizens comprise a large percentage of West Virginia's population. A small portion of the grant was used to purchase education pamphlets to discuss and highlight the unique issues older people encounter when they consume alcohol. The WVABCA distributed these pamphlets to on-premise fraternal organizations, senior centers, family resource networks, and other locations that cater to an older demographic.

WYOMING DEPARTMENT OF REVENUE LIQUOR DIVISION

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2014 EDUCATION REPORT



The Wyoming Liquor Division (WLD) wanted to find a way to help local authorities incorporate best practices at local events that include alcohol sales. The events can include rodeos, races, derbies, cultural events and annual celebrations. Our goal was not to prohibit alcohol sales but to encourage responsible alcohol sales and consumption at these local events.

The WLD used the grant to build a library of scanners that can be used for these special events. We had such positive feedback on the Special Event Tool Kits especially the ID scanners included within the kits. Many local law enforcement officials, special event coordinators and the staffs of the Prevention Management Organization of Wyoming (PMOWYO) stated that the ID scanners were a great tool to deter minors from attempting to purchase alcohol. The WLD purchased 10 AgeScan ID Scanners that are WiFi compatible and can be used at venues with multiple entry points where alcoholic liquors or malt beverages are sold. The agency also purchased 10 Pelican 1400 Cases to protect and ship the scanners due to their ultra-high impact polycarbonate shell. These Pelican 1400 Cases are built to be chemical resistant, corrosion resistant, airtight, watertight, dust proof and crushproof.

The first venue that requested the use of four of the scanners was The Cheyenne Depot Museum. From June through September, the Cheyenne Depot Museum hosted "Friday on the Square" every Friday evening. They have several food vendors and music acts for local citizens to enjoy and to raise money to support the museum. The scanners were used at every event with success a majority of the time. This was the first venue in which the scanners were used so there was a learning curves. Senior Agent Hunt and Agent Allen from our office made multiple trips to meet with the staff of the Depot Museum to work out the bugs and by the end of the season the scanners were used with ease. We were also able to pass on what we learned to other groups using these scanners.

Cheyenne Frontier Days the world's largest annual outdoor rodeo takes place the last full week of July. The scanners were utilized by a volunteer committee called Contract Acts. One of their many functions is the operation of the Buckin' A Saloon, which is a temporary malt beverage saloon on the rodeo grounds. In years past this has been an issue for Cheyenne Police because of minors attempting to enter, usually by using false or altered identification. The Contract Acts Committee requested the use of six scanners during the ten day event this

year. The scanners performed well and were used whenever the Buckin' A Saloon was open. I personally spoke with many of the volunteers who were using the scanners and they all told me that there were virtually no minors attempt to enter because of the scanners. The staff would scan anyone who looked under thirty years of age. Brian Kozak, Chief of the Cheyenne Police Department stated that he was extremely pleased with the scanners and what a great deterrent they were for minors attempting to enter. The Cheyenne Police Department has since purchased several of these scanners for similar use.

The WLD scanners were also used by the concessionaires of the Wyoming State Fair which was in August in Douglas, Wyoming. The concessionaires work closely with Fair Security and both groups thought that these scanners were very good at deterring minors from attempting to purchase alcohol. I spoke with Chief Casalenda of the Douglas Police Department and he was extremely pleased with the feedback from Fair Security personnel concerning the use of these scanners. Douglas is now attempting to apply for a grant to purchase scanners for future use.

The University of Wyoming allows tailgating before football games in Laramie, however, the tailgating was moved into the indoor practice field to allow tailgaters to be out of the wind and cold. A meeting was held with the concessionaires that would be selling alcoholic liquors during these tailgating events with the City of Laramie issuing the permits for these types of events. Also included in this meeting was the Laramie Police Department, University of Wyoming Police Department, Greg Cook, Administrator of the Liquor Division and myself. Two requirements came from this meeting, first that all sellers be Tips trained and that the use of the Liquor Division's scanners be implemented. Bill and Roxie Hensley were very pleased with the scanners which they used for these tailgating events and at a concert that was held at the University.

To summarize, this was a very successful program not only for the WLD but for all the groups that utilized the ID scanners. The feedback received was very encouraging. Several policedepartments have informed us that they are purchasing scanners for use in their communities based on the success of our scanners.



**NABCA THANKS YOU FOR
YOUR EDUCATION EFFORTS!**



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