

2012



NABCA

NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION

EDUCATIONAL AWARDS PROGRAM REPORT

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

NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION

Educational Award Program

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 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..."

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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Alabama Alcoholic Beverage Control Board

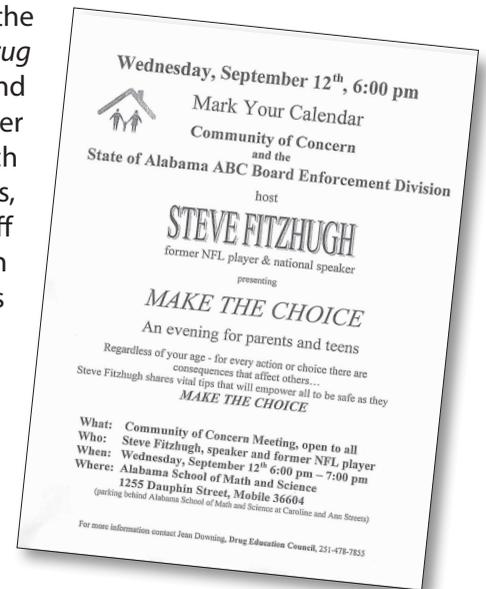
The Alabama ABC Board assisted with two events. The first event titled "Make The Choice" -- An Evening for Parents and Teens was held at the Alabama School of Math and Science. Steve Fitzhugh, former NFL player and national speaker, shared vital tips that empowered both parents and youth to be safe when making decisions about alcohol and drugs. He reminded everyone that regardless of age, for every action and choice, there are consequences that affect others. During this program, family members, community leaders and others were encouraged to become involved and to learn from their children and each other. They were also encouraged to use this knowledge and take advantage of this opportunity as a family. This promoted an atmosphere for productive conversation and communication in their homes.

The second event was a joint project between the Alabama ABC Board and the Drug Education Council to organize the first annual TADAA - Teen Alcohol & Drug Abuse Awareness prevention project for the 2012-2013 school year for Mobile and Baldwin counties. The goal of this youth leadership program was to empower teens to actively keep their schools and communities alcohol and drug free. Each high school in Mobile and Baldwin counties selected two seniors, two juniors, and two sophomores to attend the one day workshop. In addition, one staff member attended the event and was responsible for mentoring students in their efforts on campus during the school year. By the end of the day, students and faculty/administrative members were able to develop a viable plan that would be effective in their school environment.

The school of Math and Science provided the facility at no cost. Chick-fil-A provided lunch for all students and staff. The ABC Board funded T-Shirts, the speaker, information binders, which were presented to attendees, name tags and parking for personnel. The board also assisted with organizing break out groups and helping with registration and serving food.

The goal of this event was for students to take back to their schools what they learned and to talk to other students. They were also encouraged to discuss this topic at churches and civic organizations.

From the participant responses received, it was a success.



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ABOUT TADAA
 TADAA - Teen Alcohol and Drug Abuse Awareness... prevention project hosted by the Alabama ABC Board Responsible Vendor Program/Enforcement Division and the Drug Education Council is a one-day workshop designed to empower high school students to take an active role in keeping their schools and communities alcohol and drug free. The ultimate goal is ...
TADAA!!!
 working to make alcohol and drug abuse disappear
 Each high school in Mobile and Baldwin Counties will have two seniors, two juniors and two sophomores along with a faculty member participate in TADAA. During the workshop, participants will design a unique plan that will make alcohol and drug abuse disappear in their school community and among their student body. Plans for each school will likely be different as they will be created by the students to ensure success.

SCHEDULE
 7:30 to 8:00 Registration
 8:00 to 8:15 Terry White, Baldwin County
 8:15
 9:30 to 9:45
 11:00
 12:00 to 12:50
 2:00 to 2:50
 2:50 to 3:30

DRUG ABUSE
 Drugs change the way a body works and if taken as prescribed by the law, drugs can have a ...

TEST YOURSELF
 1. Is it okay if you have a beer or other alcoholic drink with your parents ...even if you are not 21?
 2. Does alcohol have the same effect on teens and adults?
 3. Is it drug abuse if you take your friend's ADD medicine?
 4. Is it binge drinking if you have 5 or more drinks at one party?
 5. True or false, a person who starts drinking as a young teen is twice as likely to become an alcoholic than someone who does not drink until they are 21.

SPONSORS
 Drug Education Council (251) 478-7855
 Alabama ABC Board Responsible Vendor Program Enforcement Division (251) 853-0015
 Mobile County Sheriff's Office (251) 574-0423
 Chick-fil-A (251) 478-0320
 ADAMS (251) 441-2100
 Alabama School of Math and Science (251) 441-2100
 ADVENTURE (251) 344-0526
 RENAISSANCE (251) 438-4000

DISAPPEAR
 2012 Working to Make Alcohol & Drug Abuse Disappear
 First Annual Teen Alcohol and Drug Abuse Awareness Project for Mobile & Baldwin County High School Students
 Thursday, September 13, 2012 8:00 am-5:00 pm
 Alabama School of Math and Science
 1255 Dauphin Street in Mobile

For more information: Jean Downing, Drug Education Council 251-478-7855

Idaho State Liquor Division

ISLD ONLINE TRAINING TOOL

The Idaho State Liquor Division received a NABCA 2012 Education Award to develop online training for retail employees addressing how to deal with minors and intoxicated customers attempting to purchase alcohol. The program objective is to provide participants with current information on the laws and regulations as well as new ideas for identifying problem situations. The tool tracks the training of each employee to ensure that ISLD is providing effective programs. Training employees accurately is imperative to promoting a safer environment for our stores and their communities. This online training tool will be updated on an ongoing basis.

ISLD was honored to receive the award and recognized the need to move forward with the project in stages.

- STAGE #1: Hire a new training specialist to manage this project, and other training and educational needs.
- STAGE #2: Assess ISLD's current and overall training need.
- STAGE #3: Research what online training tools other jurisdictions are using.
- STAGE #4: Request for quote.
- STAGE #5: Develop content.
- STAGE #6: Implement and train.
- STAGE #7: Evaluate and provide continuous updates.

The first three stages have been completed. The following stages are currently being administered.

- STAGE #4: Request for quote is being written and will be released in March 2013.
- STAGE #5: We have been creating content and plan to work closely with ABC and coalitions for the remainder of the project.
- STAGE #6: Our goal is to implement and train on the online tool by June 2013.

ISLD is looking forward to reporting the overall results including materials and an evaluation by December 2013. Thank you for supporting our efforts in raising alcohol awareness!



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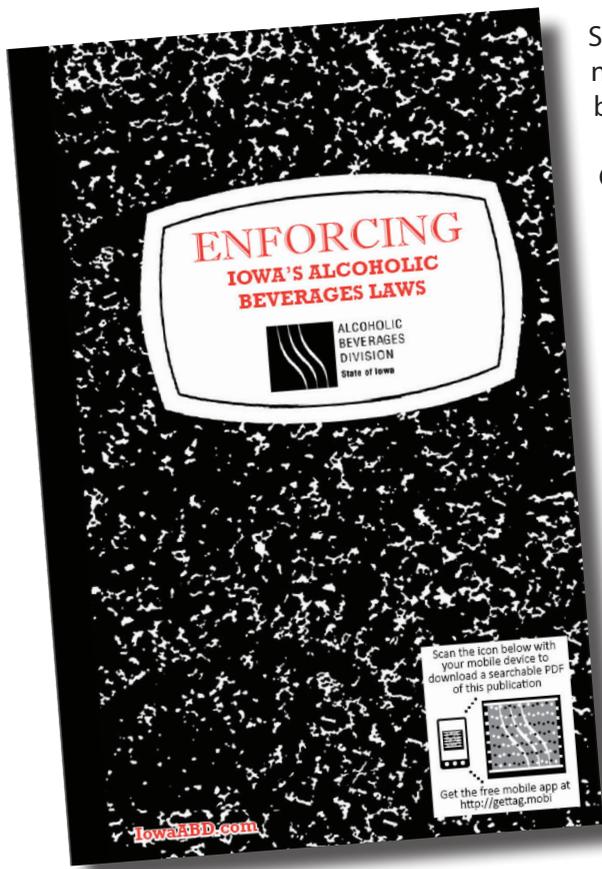
Responsible Retailing Forum (RRF)

The Division sent several staff members to the RRF, which was held in April 2012 in Boston, MA. The Massachusetts Alcoholic Beverages Control Commission hosted the forum. Staff participated in several sessions such as *Innovations in training and communications*; *Issues in over-service*; *Laws and perceptions on over-service and intoxication*; and *Current research in reducing underage sales* to name a few.

Enforcing Iowa's Alcoholic Beverage Laws (The Black Book)

The Iowa Alcoholic Beverages Division (ABD) updated a publication titled, *"Enforcing Iowa's Alcoholic Beverages Laws, A Guide to Regulation."* The manual is for Iowa's law enforcement officers and trainees and is referred to as the "Black Book." The last update of this publication was in 1986. ABD currently does not have any liquor law enforcement officials on staff; it relies on the local and state authorities to carry out Iowa's liquor laws. Therefore, it is vital that the officers have the most current knowledge of these laws and are aware of the resources IABD can provide.

The staff compiled new laws and legislation, graphics, code sections, new pertinent information, and recommended resources, design and layout. The book also includes statutes and rules pertaining to alcohol. There were 10,000 booklets printed and distributed to officials in all 99 counties of the state. It is also available to download on the Division's website at IowaABD.com.



Strong partnerships developed between law enforcement agencies and non-profit and prevention coalitions that agreed to hand deliver the booklet within their local communities.

Outlined in this book are three main efforts for law enforcement:

- Prevent violations of alcoholic beverages laws and regulations.
- Curb underage drinking and the illegal use of alcoholic beverages.
- Support the responsible consumption of alcoholic beverages by those of legal drinking age.

The Division intends to have an open dialogue with law enforcement on how this resource will be used in print and electronically. Their feedback will help to improve future publication updates.



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Maine Bureau of Alcoholic Beverages and Lottery Operations

The Maine Bureau of Alcoholic Beverages and Lottery Operations (BABLO) worked in conjunction with the Office of Substance Abuse (OSA) and other state agencies to develop and distribute an informational brochure to Maine teenagers, specifically ages 16-18. The six page brochure includes such topics as 1) *Myths and Facts about Alcohol*, 2) *Maine Laws on Using Fake or Fraudulent IDs and Underage Drinking*, 3) *Alcohol Poisoning*, 4) *Tips for a Safe and Enjoyable Prom*, 5) *Handling Peer Pressure*, and 6) *Cyber-Bullying*.

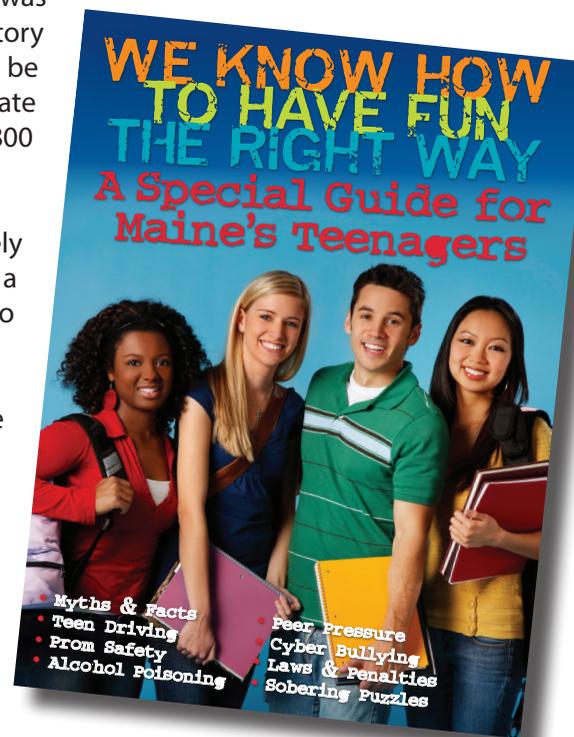
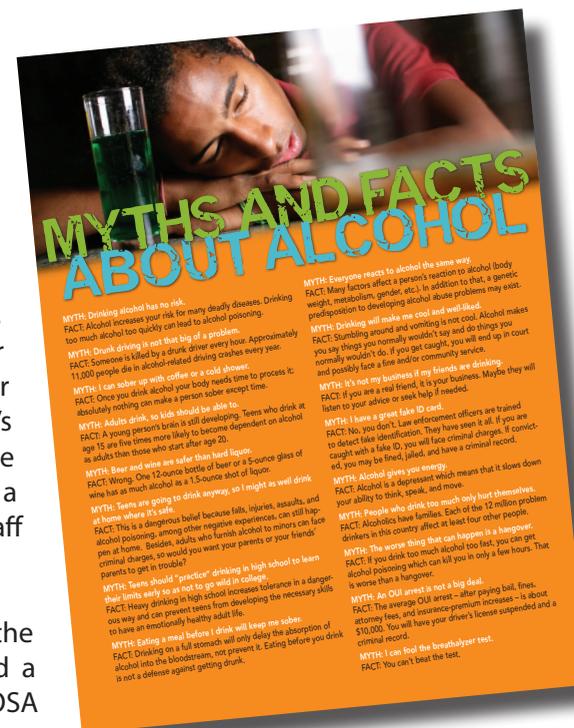
In early April, a project overview was emailed to various target groups such as the Maine Principals Association; Healthy Maine Partners and other prevention coalitions; the Maine School Management Association; Teen Driver Safety Committee (part of the Maine Bureau of Highway Safety for Driver's Ed Schools); law enforcement officials, and all members of OSA's Underage Drinking Enforcement Task Force. An online order form was developed and a link to the order form was included in the mailing. As orders were placed, staff was notified via email and the orders shipped almost immediately.

We received an overwhelmingly positive response to the project. In the first several days, our initial inventory of 20,000 copies was depleted and a supplemental order for 10,000 copies was placed by BABLO. In addition, OSA placed an order for another 20,000 copies which was funded with their own grant money, bringing our combined total to 50,000 brochures. This piece was specifically designed to be relevant for a long period so any remaining inventory would not be quickly outdated. The only section subject to change would be the Maine laws on fake IDs and underage drinking; however, we anticipate depleting our inventory before that happens. We currently have only 12,800 copies remaining.

Comments and feedback from groups that ordered the brochure were extremely positive. One organization used the brochure as part of a post activity for a mock accident organized by local police. A school distributed the brochures to health teachers who used it with certain outreach activities.

BABLO intends to send a reminder that the brochure is still available, just in time for Alcohol Awareness Month 2013 and the upcoming prom season. The tool will remain available in PDF format as a link on the BABLO and OSA websites.

Since our brochure was modeled after the 2011 Mississippi booklet by the same name, we were able to save on our initial design costs. We are grateful for the assistance of the Mississippi staff provided during our initial planning. BABLO spent \$6,800 on design and printing costs for 30,000 brochures. OSA spent roughly \$4,400 to print 20,000 copies. BABLO paid all postage fees; however, OSA staff processed orders through its media center. We were fortunate to have such a helpful partner for this project.



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Maryland, Montgomery County, Department of Liquor Control

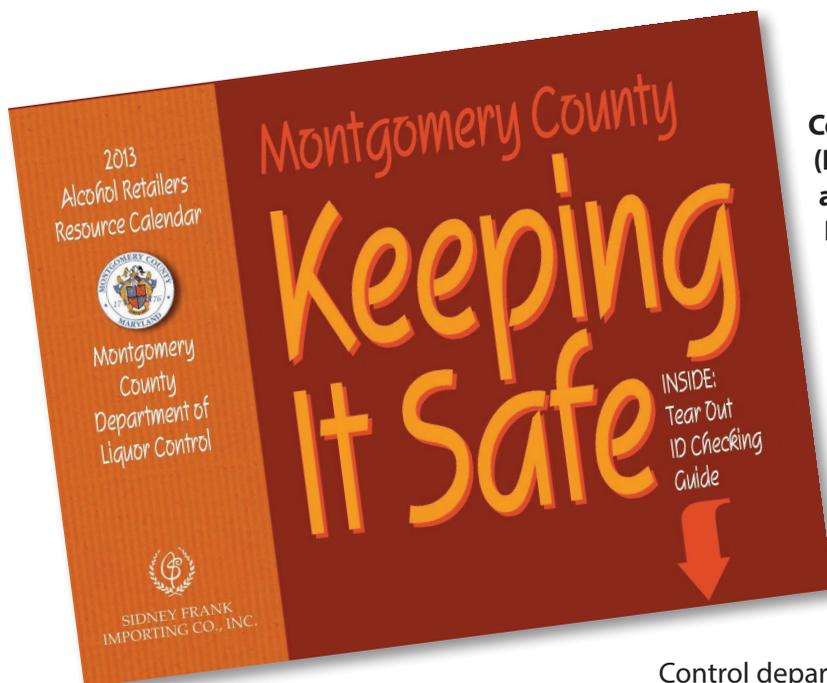
Maryland Statewide Beverage Alcohol Forum

The Department of Liquor Control hosted a forum for Liquor Boards throughout the state to share protocol and educational resources. The Department of Liquor Control regulatory staff often acts as catalysts for training and serve as an informational resource to licensed businesses. Collaborating with other counties helped establish consistent educational messages to licensed establishments and promoted safety through shared public information techniques.

As a by-product of this collaborative effort, inspectors gathered to network and share trend information. Montgomery County is one of only four controlled counties within the state of Maryland. The other three, Somerset, Wicomico and Worcester counties, located on the eastern shore, are about three hours east of Montgomery County. A substantial disconnect between these and other county Boards of License Commissioners exist in Maryland, causing isolation in the area of alcohol laws and consequences, enforcement procedures and educational efforts. The Statewide Beverage Alcohol Forum elevates communication among the counties and allows for a standardized and more efficient service to the respective communities.

Regulatory Network

To help disseminate applicable code and regulatory information to licensed establishments, educational presentations by County departments were held to disclose relevant information on law, regulations and public safety. Speakers shared resources, which increased program buy in and knowledge to compress regulatory efforts and streamline services to the community. Funds covered meeting supplies for six afternoon educational seminars around the county, plus Survey Monkey, an online survey program that allowed the DLC to collect and share information among regulators.



Conference Attendance: Responsible Retailing Forum (RRF), Maryland Alcohol Licensing Association (MALA) and the National Alcohol Licensing Compliance Professionals

The **Responsible Retailing Forum (RRF)** increases knowledge on responsible retailing initiatives by publicizing and discussing research based best practices. The DLC shared with licensees information obtained from the RRF annual meeting and included it in current trainings. Attending the RRF conference has helped 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. Staff attendance for five at this annual

Maryland, Montgomery County, Department of Liquor Control (cont.)

conference has bolstered communication between the counties and increased resource allocation. It has also helped state legislation efforts. Attendance for Division Chief Kathie Durbin at the **National Alcohol Licensing Compliance Professionals (NALCP)** conference in Philadelphia was also covered. 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 focuses on prevalent practices within the hospitality industry and is a useful guide to increase safety measures for alcohol service.

Silver Spring Community Forum/Nighttime Economy Summit: Hosted with the Responsible Hospitality Institute (RHI)

On July 12, 2012, Montgomery County hosted a Sociable City Leadership Summit for the Responsible Hospitality Institute. Global experts gathered to discuss strategies and successes of city planning to grow social destination areas. In addition to in kind use of the Silver Spring Civic Center and DLC Outreach staff to coordinate the event, \$1,000 of the NABCA Educational Award funded scholarships to attend the summit. At the same event, local police, planners and code enforcement officers spoke about Silver Spring related issues and learned from national models presented at the Nighttime Economy Summit.



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Michigan Liquor Control Commission

The Michigan Liquor Control Commission (MLCC) used the NABCA Education Award to fund a project to instruct licensees about the responsibilities of owning a liquor license.

The funds helped the MLCC invest in a new trade show booth and accompanying materials as requests to have the commission appear at events were increasing, and the MLCC needed lighter materials. Trade show audiences included gas station owners, convenience stores, grocery stores and restaurant/bar licensees who visited the agency's booth to get information and learn about changes in the MLCC licensing process.

By remodeling the booth, it encouraged licensees, coalition members and community members to stop by and personally connect with the MLCC.

The MLCC also used the funds to redesign two of its most popular brochures as well as pins, and produced new badge holders which licensees and their employees were encouraged to wear as a reminder to check for IDs when selling or serving alcohol to consumers.



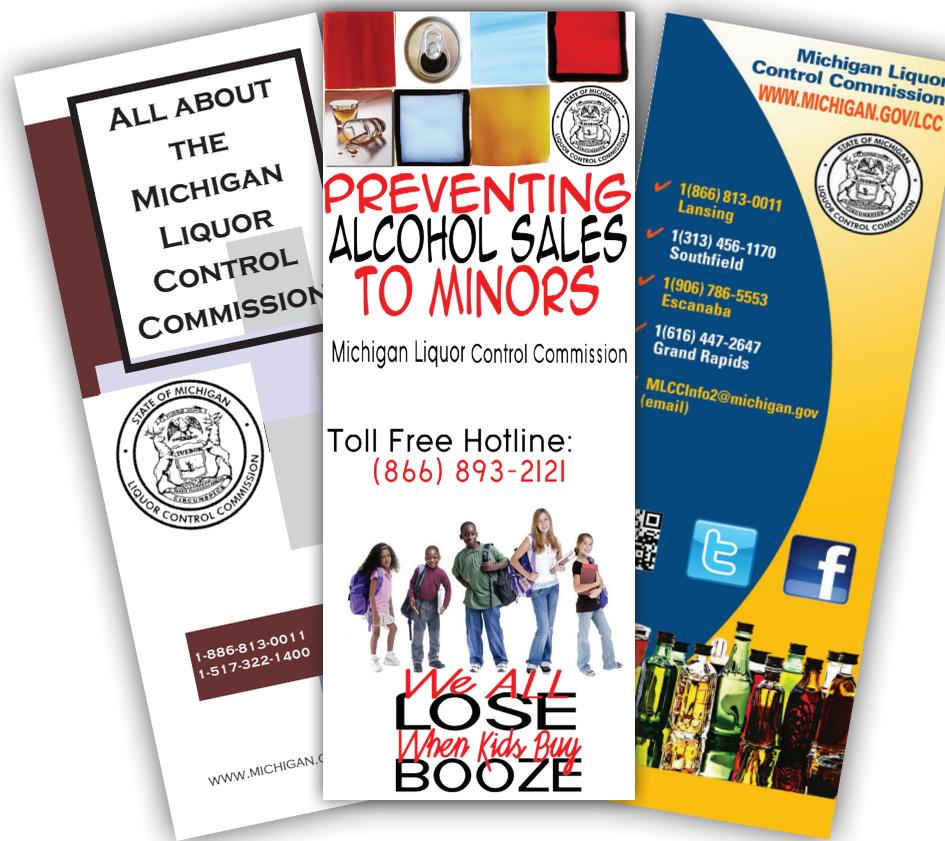
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We I.D.

21 to Buy
Not Supply
Think before you buy for your underage friends.



On July 1, 2011, MS Code Ann. Section 97-5-49 went into effect. This "Social Host" law made it unlawful for adults to knowingly allow minors to consume alcoholic beverages on their property. Soon after enactment, the MS ABC Bureau of Enforcement arrested several adults, who were also convicted, for violating this statute. Based on this, a public awareness campaign was initiated to educate adults about the new law and potential consequences. Additionally, it was important for local law enforcement to understand the new law and have the needed tools to investigate violations. The 2012 NABCA Educational Grant Award funded this entire project.

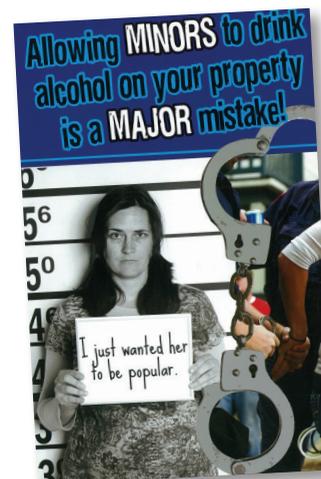
The MS ABC Bureau of Enforcement collaborated with DREAM, Inc. of Jackson, MS. This non-profit group's mission is to prevent youth substance abuse. Graphic artists at DREAM, Inc. designed posters and brochures for adults and law enforcement, which were printed locally.

Five (5) pieces of printed media were the final result of the collaboration:

1. Brochure for Adults: This color brochure provides information about the new law, penalties, and tips for hosting a teen party. It also includes helpful tips for parents whose child may be attending a party.
2. Poster for Adults: This eye catching 11"x14" poster also provides information about the new law and penalties, and depicts a father getting his mug shot taken holding a sign that says "We just wanted to be the cool parents."
3. Brochure for Law Enforcement: This color brochure provides information about the new law and penalties. We also included other alcohol related state laws that officers need to be aware of as well as contact information for each ABC Enforcement Post of Duty.
4. Poster for Law Enforcement: This 11"x14" poster compliments the law enforcement brochure and challenges officers to look deeper into complaints of loud music or parties where there may be a Social Host violation.
5. Laminated Ticket Book Card for Law Enforcement: This laminated quick reference guide assists police officers with investigating Social Host violations and includes tips on safely dispersing a party.

Dissemination of these items started in the fall of 2012 with a target date of statewide saturation by the end of December 2012. DREAM, Inc. disseminated the adult brochures and posters. MS ABC Enforcement disseminated the law enforcement materials. In addition to this, ABC Enforcement provided training classes to law enforcement agencies upon request.

Overall, reception of these materials has been positive and the public and law enforcement, based on our dual approach, are better educated and aware of the new Social Host law. Our agency is appreciative of NABCA's efforts to assist the Control States with educational funding.



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Montana Department of Revenue - Liquor Control Division

Regional Training Meetings

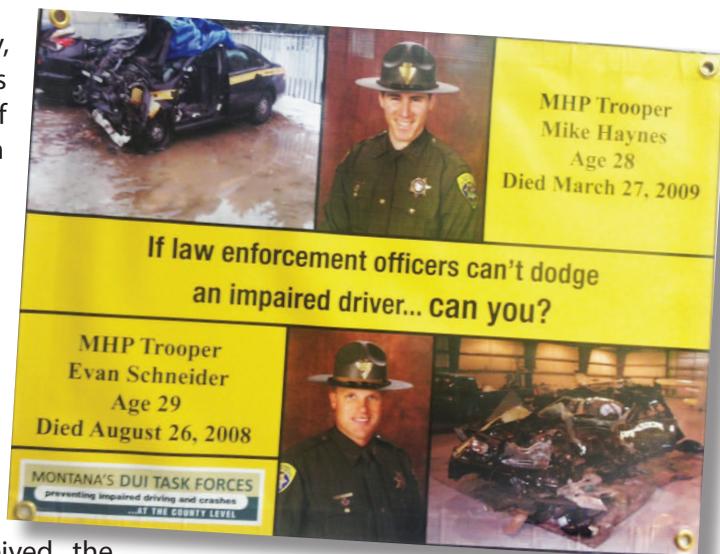
The Montana Department of Revenue – Liquor Control Division used the Education Award funds to host statewide Regional Training meetings to distribute consistent information about liquor laws to certified state trainers, law enforcement, city/county attorneys, justices and county commissioners.

DUI Banners

Task Force, which developed a DUI campaign for its community, was asked to bring statewide attention to this issue. Funds covered making the banners, which displayed pictures of two Montana Highway Patrol Troopers who lost their lives in the line of duty to DUI drivers. The banners also displayed a picture of their wrecked patrol vehicles with the message, "If law enforcement officers can't dodge an impaired driver... can you?" These banners were distributed to state certified trainers, 33 other DUI Task Forces, and other entities who requested it.

Master Trainer Sessions

During 2012 the department partnered with Montana Addictive Services to provide train-the-trainer, "Master Trainer" sessions to 34 prevention specialists who received the designation and were now responsible for training statewide.



Wet Lab: Previously, the Montana Law Enforcement Academy offered Wet Lab training for all law enforcement personnel. During this training, personnel learned how Horizontal Gaze Nystagmus (HGN) occurs, how to administer the test, and viewed the effects of HGN in a controlled environment.

HGN is part of the Standardized Field Sobriety Test (SFST), which is a set of three tests administered and evaluated in a standardized manner to obtain validated indicators of impairment and establish probable cause for arrest. The others are the walk-an-turn test and the one-leg-stand test. Scientific evidence establishes that the HGN test is a reliable roadside measure of a person's impairment due to alcohol or certain other drugs.

Because of funding issues this portion of Wet Lab training was deleted from the academy. In DUI cases where the HGN test was administered by an officer who did not have the proper Wet Lab training to administer, the test was discarded.

This is the second round of funding that the NABCA grant has provided to bring the Wet Lab back to the Law Enforcement Academy. Montana Highway Patrol was awarded grant monies to fund Wet Lab trainings for 2012/2013. With the Wet Lab training back in place, this will help ensure prosecution of DUI cases in the future.

The department provides its partners with consistent information regarding liquor laws and funds a full time education specialist and a liquor compliance technician to develop and implement education, enforcement and prosecution projects across the state. These projects help trainers, law enforcement, prevention specialist, coalitions, liquor license holders and DUI Task Forces with alcohol related resources to use in their communities.



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New Hampshire State Liquor Commission

The New Hampshire Liquor Commission Division of Enforcement utilized the NABCA grant to continue our public awareness and education efforts. A portion of 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.

Other funding sources leveraged toward the public awareness and education campaign came from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Enforcing Underage Drinking Laws (EUDL).

The Division of Enforcement serves as the primary agency executing the public awareness and educational media campaign. Additionally, the Division of Enforcement continues to provide on-line server/seller training program.

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

The NABCA Educational Award resulted in reaching out to over 100,000 youth and adult targeted audiences with informational campaign materials.



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North Carolina Alcoholic and Beverage Control Commission

PSAs for DWI Prevention

One of the initiatives for which the North Carolina Alcoholic Beverage Control Commission used the NABCA Educational Award fund was to develop a 30 second television PSA for DWI prevention and two 30 second radio PSA's for holiday DWI prevention. The funds also covered purchasing air time on a talk radio program. The PSA's were made available to communities and prevention coalitions across NC for display on their website, social media sites and local television markets. The PSA's focused on preventing impaired driving, directing people to the ACTnowNC.org web site, where they would find NC's DWI laws, prevention tactics and information. The Commission collaborated with a local media firm and NC Public Telecommunication Division to communicate this effort. As a result, the Commission received 73 Facebook friends (reached on average of 400-500 people through posts; nearly 25,000 friends of friends and 56 Twitter followers (175 tweets sent).

Underage Drinking Middle School Poster Contest

The Commission sponsored an Underage drinking Poster Contest titled, "Most Don't, and I Won't!". The Middle School poster contest focused on the fact that at least 65 percent of high and middle schools kids reported not drinking alcohol in NC. The contest promoted a positive message and youth leadership as ways to prevent underage drinking. The contest had an estimate of 150+ entries. We presented the winners with their prizes during a Commission Hearing.

ACTnowNC Pledge

The Commission developed a Safe Homes ACTnowNC Pledge which is available online at www.ACTnowNC.org. The website received 13,294 unique visitors to the site from August 2011 to July 2012, and in total 18,757 total visits with 39,912 page views.

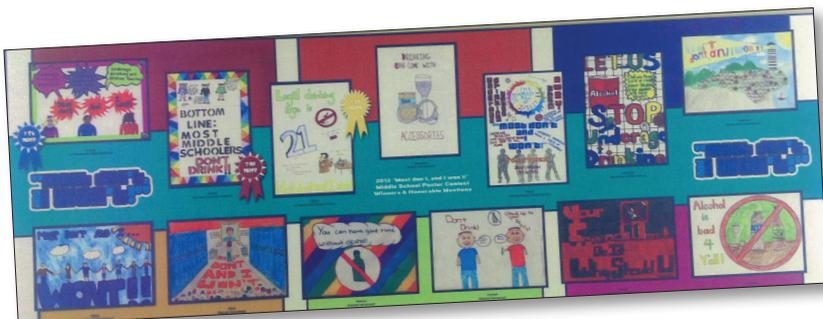
The NABCA Education Award program was beneficial and provided funding opportunities that would otherwise have remained ideas and not become reality.



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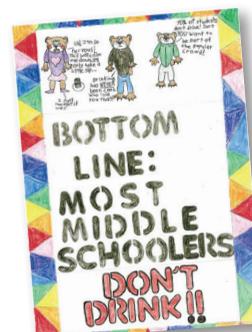
Tele: 919-218-0491



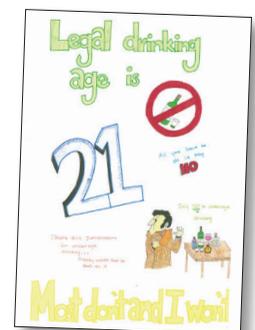
Wall mural



First Place



Second Place



Third Place

Ohio Division of Liquor Control

The Ohio Division of Liquor Control purchased 462 "ID Guides," which were distributed to all contracted locations to use with the Division's "Responsible Sales through Employee Awareness" program.

In addition to supplying the ID Guide, the Division's officers train the contracted agency business owners about how to properly check IDs.

The ID Guide is a visual reference for what a valid ID from any of the 50 States and Canada should look like, thereby, exposing false IDs given at the point of sale.

The Division takes pride that underage sales of high proof spirits from the contracted state liquor agencies in the state are virtually non-existent.



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Oregon Liquor Control Commission

The educational award was used for two separate project events: attending the Responsible Retailing Forum (RRF) Conference and developing and conducting a full round of Pseudo-Intoxicated Mystery Shoppers (PIMS) visits to licensed businesses in the Portland metropolitan area.

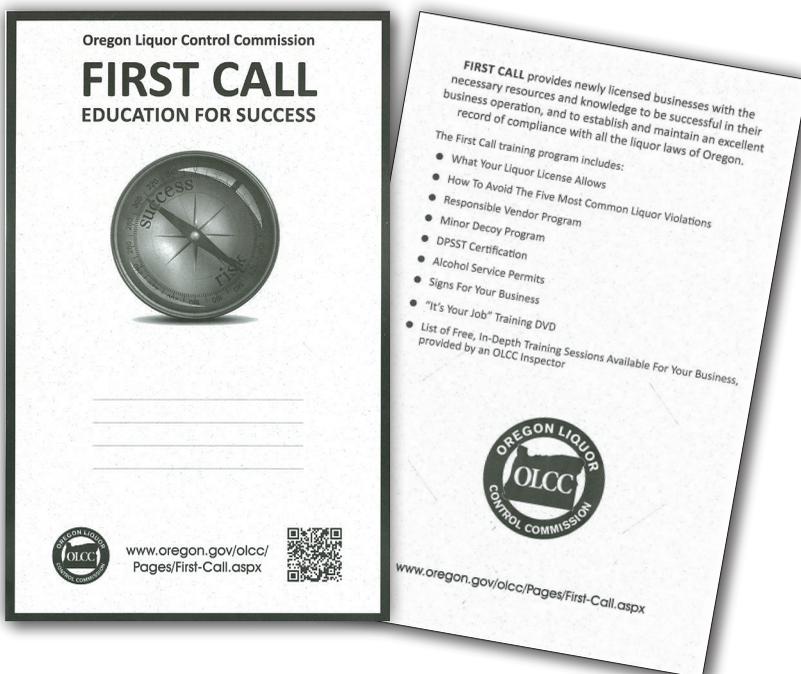
RRF Conference

The RRF Conference was held in Boston, MA in April 2012. The funds allowed two OLCC representatives to attend and present at the conference.

The conference highlighted over service and law enforcement representatives demonstrated some of the problems they face when dealing with it. Issues range from DUI crashes, injuries, public disturbances, fights and sexual assaults. In addition to discussing over service, the conference offered input for sensible alcohol house policies with active management support, educational techniques for recognizing signs of visible intoxication, and techniques for intervention when stopping service to a VIP. Researchers also provided input about the abusive, addictive and damaging results of heavy alcohol use. The OLCC attendees along with Montgomery County Maryland staff presented results of their 2011 RRF Pseudo-Intoxicated Mystery Shopper project, which spurred much conversation among the audience about the problems and challenges of over-service.

Pseudo-Intoxicated Mystery Shoppers (PIMS)

OLCC initially explored establishing an ongoing PIMS process by contacting some of the local colleges with the hopes of gathering a group of over 21 year olds who would be trained by RRF to become proficient as PIMS. Unfortunately, the schools were unresponsive. As a result we contacted the two RRF contracted PIMS staff who came to Oregon to conduct a three day pseudo-intoxicated mystery shopping experience. Following this, we invited the businesses that were visited to a Community Meeting to discuss the PIMS results and to help address the problem of over-service with these licensees and their managers. The businesses all expressed high interest in the PIMS process as an educational tool for their staffs; which in turn would lead to successful encounters with their customers when refusing to serve intoxicated customers.



The conference presentation and PIMS results were catalysts to creating a DVD called *Its Your Call*. It was shown and distributed to attendees at the Community Meeting. The DVD shows the effects of alcohol and demonstrates the challenges servers face when selling alcohol and determining whether a customer is showing signs of visible intoxication. This DVD will be a part of ongoing staff training.

Oregon Liquor Control Commission (cont.)

Alcohol over-service is a problem. While the results showed an overall decrease in sales to the PIMS (48% sales in 2011; 34% sales in 2012), the OLCC as well as all the businesses that participated and attended the Community Meetings, agreed that a 34% sales rate is still a very big problem. The OLCC Alcohol Education Program continues to seek additional tools that licensees and their staff can use to prevent over service, to recognize visibly intoxicated persons and to develop techniques for refusing and stopping alcohol service to VIPs.

The OLCC hopes that by working with RRF and NABCA, the research and educational benefits of projects like the Pseudo-Intoxicated Mystery Shoppers can continue. These projects allow licensees to get first-hand information on how their staff performs without the threat of a fine or violation ticket. The program is popular with our licensees. The OLCC will do what it can to help RRF in its pursuit of grants to keep this and similar projects going.



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Pennsylvania Liquor Control Board

The Pennsylvania Liquor Control Board's (PLCB) Bureau of Alcohol Education's project for 2012 was the "Sociable City Leadership Summit for Responsible Hospitality." The purpose was for the Board to work with Pennsylvania licensees and stakeholders to determine how to encourage economic growth and social activity in towns and cities while still avoiding the negative effects such as underage drinking, DUI, public disorder, that can sometimes result.

In April, two representatives from the PLCB attended the Responsibility Hospitality Institute (RHI) Conference in Boston. This conference gave them valuable insights into the problems and opportunities afforded by a vibrant nightlife.

The Bureau of Alcohol Education worked with Jim Peters, president of RHI, to conduct a leadership summit for Pennsylvania. It brought together diverse stakeholders to discuss their experiences with active social districts. We contacted key people in state organizations such as the Chiefs of Police Association, PA Downtown Association, Municipal League, PA Beer Alliance, PA Licensed Beverage Association, PA State System of Higher Education. Representatives from the PLCB bureaus of Licensing, Consumer Relations, External Affairs, and Education attended two planning meetings.

These meetings resulted in the decision to invite to the summit representatives from state organizations and from specific municipalities. The municipalities selected represented various types of communities – the large cities of Philadelphia and Pittsburgh, the smaller city of Harrisburg, and the college towns of State College, West Chester, and Kutztown.

The summit was held on October 25, 2012. The Pennsylvania Beer Alliance and Diageo helped fund expenses for the facility and for lunch. Discussions were lively as attendees shared their experiences and approaches to dealing with issues.

A wrap-up meeting to discuss next steps was held by the planning committee on November 16th. Several members suggested continuing meetings by the group to share information and discuss current issues. The possibility of developing a resource manual that would direct people to the proper agency or organization for specific questions or issues was also considered.

Individuals in the planning committee also noted they would maintain the contacts they made to further everyone's goals. One example was an invitation to the PLCB's Bureau of Alcohol Education to speak at the PA Downtown Association's meeting. The PLCB shared information on the bureau's Responsible Alcohol Management Program, Reducing Underage and Dangerous Drinking grants, and other initiatives.

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Utah Department of Alcoholic Beverage Control

Utah DABC says “WE ID”.

You may only need to be 16 to drive, but you must be 21 to purchase alcohol. New painted parking stall signs remind patrons of this fact as they pull into parking lots at liquor stores across the state. Each of the painted stalls aims to remind patrons that drinking before the age of 21 is against the law.

Inside the liquor stores, free-standing, giant liquor bottle cutouts read, “Don’t Drink Until Properly Aged,” and a glance at the floor reveals a 3-D broken bottle graphic sharing a message of the negative consequences underage drinking can have on kids’ futures. DABC employees are also sporting new t-shirts reminding patrons that state liquor store personnel strictly enforces the legal drinking age and consequently, diligently checking IDs.

In partnership with ParentsEmpowered.org, Utah’s underage drinking prevention campaign, the Utah DABC launched the “We ID” campaign at the Sugarhouse liquor store in Salt Lake City, with support from city, state, and law enforcement officials. “The campaign is not subtle, but given the devastating effects underage drinking can have on children’s lives, we wanted to make sure adults and kids understand that alcohol is only for adults age 21 and older,” DABC director Salvador Petilos said at a press event unveiling the new campaign.

Parents are a key component to preventing underage drinking, but getting the message to reach them is the challenge. The ParentsEmpowered.org campaign combines multiple media outreach strategies, to include paid and earned media, traditional (TV, radio, print, online) and innovative, non-traditional approaches. The NABCA sponsored “We ID” press event is an excellent example of a fresh and creative earned media strategy. Utah is committed to educating parents and the public about the negative consequences of underage drinking.

In addition to the valued positive publicity, Utah DABC liquor store employees are consistently reminded of their important “front line” duty to deny alcohol sales to minors. Through improved communication, widespread media coverage, and with support from key leaders, this enables us to cultivate a “we’re all part of the solution” workplace philosophy.

The NABCA Education Award was enhanced with matching funds from ParentsEmpowered.org. We sincerely thank the NABCA for supporting and participating in alcohol education efforts!



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Vermont Department of Liquor Control



For 2012, the Vermont Department of Liquor Control elected to replicate our colleague's efforts from the State of Mississippi. One of the major strengths of our NABCA Education Committee is the members' ability to share ideas and successes among the states. Many times we are able to accomplish far greater things with less expenditures and show a reduction in needed resources because of our sharing.



The title of our prevention guide is "Choices and Consequences, Making the Right Decisions". The guidebooks are of a high quality, glossy nature and contain information on alcohol prevention and an array of topics targeted to youth.

We have sections on:

- Myths and Facts About Alcohol: Myth/Busted
- Going Against the Crowd, Knowing Your Options
- Safe Partying
- Alcohol Poisoning: Facts, Signs & What to Do
- Harassment: Texting, Sexting and Cyber Bullying
- Fake Identification: Don't Borrow Trouble
- Brain: Alcohol & Marijuana



As required by our State policies and procedures, we obtained quotes from authorized printers for the guidebooks. We were able to use a local printer and produced 30,500 copies of the guidebook with the grant money.



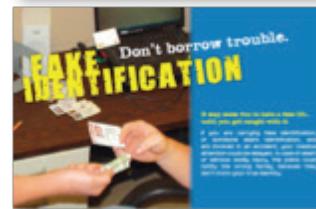
The Division's next ongoing challenge was to get the guidebooks into the hands of every 8th & 9th grader in the State of Vermont. We are working with our community coalitions to get the publications personally distributed to people within each school who will make absolutely certain they will be given to each and every teen. We have found that dropping them off at the local school or supervisory union office, many times results in materials never reaching their intended destination because they sat in the corner of someone's office until they became outdated and then were sent to recycle.



We are also working with our school counselors, community prevention specialists and others within the school environment to make sure the books reach even schools that are not normally covered by a community coalition.



We created a PDF of the guidebook and uploaded it to our new department website so others might use and share the material.



Vermont Department of Liquor Control (cont.)

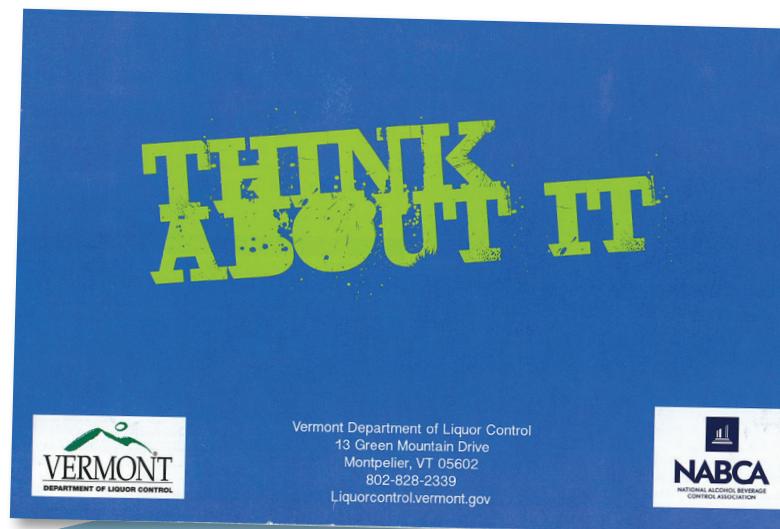
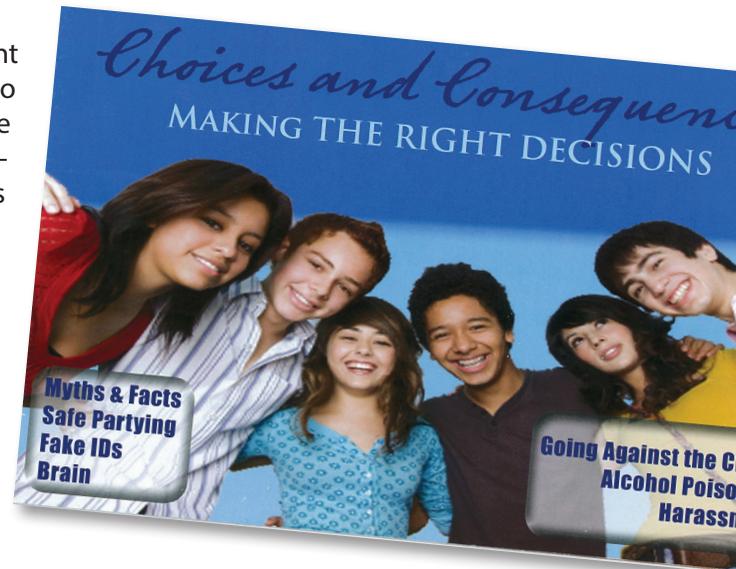
The NABCA Education Grant Award allowed us to create much needed services and materials that would not have been possible otherwise; thanks to the generosity of the NABCA Board.

Thanks also to the NABCA staff for being so helpful, flexible and understanding, as dealing with State policies and procedures are not always user-friendly.

In conclusion, we would be remiss if we didn't mention Sergeant Melanie Gaiotti and Education Specialist Jennifer Fisher, who took a great idea supplied by Charles Sumner, Alcohol Beverage Control for the State of Mississippi, and morph it into "Vermont-teen-speak". They created great colors and catchy phrases which then went to a fantastic printer who brought it to life. It is a privilege to work with such gifted people to provide timely information to our youth.



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Virginia Department of Alcoholic Beverage Control

Longitudinal Program Evaluations

Our first NABCA Education Award initiative was to implement program evaluations at two of our annual events, Youth Alcohol and Drug Abuse Prevention Project (YADAPP) and College Tour.

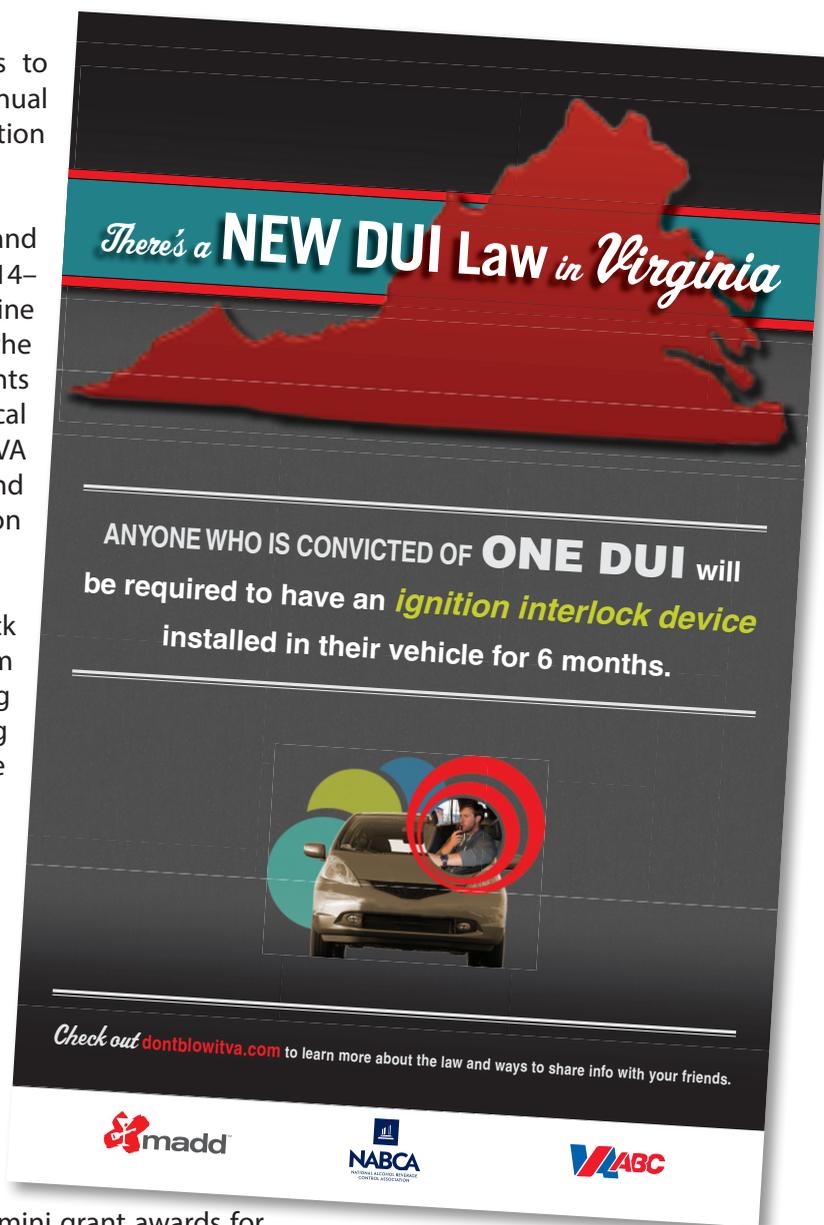
Two separate surveys were created to collect and measure feedback from the following age groups, 14–18 and 19–24. Evaluations were administered online through Survey Monkey. In hopes of boosting the percentage of evaluations completed, respondents received an incentive. This process gathered critical customer and marketing information to enable VA ABC to better respond to its customer's needs and strategically allocate resources for future prevention efforts.

VA ABC has previously obtained immediate feedback about its events. However, data about the long-term impact was needed to ensure our programming was having a lasting impact on customers, leading to Education and Prevention Advocates across the Commonwealth.

This initiative discouraged underage drinking and promoted responsible “of age” drinking by creating Education and Prevention Advocates across the Commonwealth. YADAPP is a peer leadership conference for teams of students and adult sponsors from high schools, community coalitions, faith based and other non-profit organizations statewide. We evaluated if they gained knowledge of risks that 14-18 year olds faced and if they were able to develop a program plan to take back to their communities. In addition to the training, mini grant awards for strong planning and implementation were also awarded to further boost participants.

College Tour brought together student leaders and administration on three different campuses to identify the risks their respective students faced and to discuss solutions to combat irresponsible alcohol use on campuses. Program evaluations assisted us in determining if we met our goal to equip students and leaders to become Education and Prevention Advocates.

VA ABC Education and Prevention Coordinators planned and implemented these two events. VA ABC Education and Prevention and Policy and Planning staff developed, administered, and compiled evaluations. Any additional funds to implement these initiatives came from the VA ABC's Education and Prevention budget.



Virginia Department of Alcoholic Beverage Control

Both annual events encouraged community and coalition building. The program evaluations assisted us in determining if these effects were seen. Below is feedback from participants:

- Their leadership abilities improved.
- Their knowledge of substance abuse and violence prevention improved.
- They obtained new ideas that will benefit their school and community.
- They understood the importance of how to strategically plan (brainstorm, work as a team, organize tasks, meet deadlines, provide and receive feedback, and use evaluation).
- Their knowledge of substance abuse and violence prevention resources increased.
- They felt more confident in a leadership role (group management, communication, using a mentor, and acknowledging and handling mistakes).

Some of the conclusions of this initiative in regards to understanding our customers marketing preferences were:

- They can access information via the Internet, television, and texting.
- They rely on information provided by their parents, peers, and teachers.
- They prefer to receive information via social media and texting.
- The top four outlets for social media are Facebook, Twitter, Instagram, and LinkedIn.
- Nearly 50% of the respondents have more than 400 followers on social media.
- Nearly 95% of respondents like the idea of using social media to promote prevention messages.

This information will be used in future planning of VA ABC programming along with future development of evaluation processes.

Raising New DUI Law Awareness

Our second NABCA Education Award initiative was implemented in collaboration with MADD. Together, we raised awareness about a new Virginia DUI law that was passed in 2012. It states that anyone convicted of a DUI will be required to have an ignition interlock device installed in their vehicle for six months. The purpose of this initiative was to address the issue of drinking and driving. It worked to inform the general public of a change in the law, which serve to decrease drinking and driving by increasing the penalty.

VA ABC assisted MADD in determining the best practice for raising awareness across the Commonwealth. Once the method of posters was determined, VA ABC provided staff to design and distribute it. MADD created a website (www.dontblowitva.com). VA ABC designed a poster that announced the law and promoted the website. Posters were also placed in all VA ABC stores, on college campuses, and in other MADD-sponsored locations.

MADD collaborated with Siddal, Juicy Films, Kurb Media, Rare Studio, and the Park Group to create the website. They also collaborated with VA ABC on the poster to promote the website and new law. NABCA funds supported this initiative. VA ABC stores, Virginia College Alcohol Leadership Council (VaCALC), and other MADD sponsors assisted in disseminating the poster.

This initiative accomplished all of the above plus formed collaborations that generated awareness of the new Virginia DUI law.



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West Virginia, Alcohol Beverage Control Administration

The West Virginia Alcohol Beverage Control Administration (WVABCA) utilized the funding from the 2012 NABCA Education Award Program to enhance the daily operations of 26 employees who make up the Enforcement Unit and covers 24,231 square miles. While West Virginia is ranked 43rd in size, the rugged topography of the Mountain State makes it challenging to reach the 5,100 businesses with a WVABCA license. In 2012, the agency conducted 1,865 compliance checks across the 55 counties resulting in a buy rate of 24.9 %.

The NABCA funding enabled the WVABCA to purchase portable portfolios for every member of the Enforcement Unit. As all of the necessary tools were in one place, it helped promote greater efficiency in the field. The agency compiled all West Virginia Code sections and Legislative Rules relating to the sale and regulation of alcohol into one book, which inserted easily into the portfolio. It had dividers, assorted pockets and sleeves for agents to organize their daily files, communication tools and office materials. The portfolio also came with a calculator for agents to determine the money after a detail.



Stream light Stylus flashlights were purchased with NABCA funds to aid during routine inspections and undercover compliance checks. The LED lights enhanced the agent's ability to identify fraudulent IDs by detecting inconsistent holograms. In addition, the flashlights proved to be an effective means to verify the new federal and state ID's.



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Wyoming, Department of Revenue Liquor Division

The state of Wyoming used the 2012 NABCA Education grant to fund local law enforcement efforts by implementing environmental prevention strategies during special events. A special event was defined as an annual celebration within a community and can include rodeos, fairs, concerts, car races or demolition derbies, or special holidays such as a fourth of July celebration. These special events, due to their celebratory nature, present an atmosphere that can be conducive to over-consumption which contributes to underage drinking, drunk driving, disorderly conduct and fights.

Applicants were asked to submit grant proposals and identify a specific community event or events for which the grant will be used to implement best practice environmental strategies to reduce over-consumption. Applicants were required to use multiple best practices including new strategies that had not been previously used in that community. The Wyoming Department of Revenue Liquor Division acted as a pass through agency and presented the grant to the Wyoming Association of Sheriffs and Chiefs of Police's (WASCOP) Alcohol Issues Committee. Tom Montoya, Chief of Enforcement, Wyoming Liquor Division sits on this committee and was part of the grant process.

The NABCA grant was divided into three equal grants which were given to the cities of Cheyenne, Powell and Sheridan via the municipal police department. Cheyenne used the grant to increase law enforcement efforts at Cheyenne Frontier Days, the world's largest outdoor rodeo held at the end of July. Powell used the grant to curb over consumption and underage drinking at the Park County Fair also at the end of July. Sheridan used the grant for a series of concerts at a local park that been had been constructed for these type of events.

The hope was for communities to see a benefit through the use of simple, easy to implement low cost best practices, and continue to use them in the future.

Cheyenne Police Department

At Cheyenne Frontier Days (CFD, which) took place on July 20-29, 2012 and at which night concerts attracted 110,000 attendees, the police focused on reducing over-consumption.

The Alcohol Enforcement Officer assisted the Chief of Police in the development of a three phase over service enforcement plan: Phase I was Training; Phase 2 was Awareness; and Phase 3 was Law Enforcement Operations. The Cheyenne Police Department knew that to be successful, over service education coupled with over service awareness and verification was necessary.

Cheyenne Chief of Police Brian Kozak was pleased with the number of concession personnel that were TIPS trained through the Wyoming Liquor Division's Alcohol Awareness video. He said there was a dramatic drop in the number of underage drinking arrests and public intoxications. He added that the police conducted 30 compliance checks and 28 passed. The two failures were beer hawkers and not concession stand personnel.



The Powell Police Department

The Powell Police Department partnered with the Park County Fair and the Wyoming Community Prevention Coalition to curb/eliminate over consumption and underage drinking on the Fairgrounds during the Park County Fair.

Chief Eckerdt said the NABCA funds helped with purchasing signs and fencing to designate where alcohol could be sold/served, and limited where it may be consumed to focus on discouraging over consumption and underage drinking. Chief Eckerdt added that the remaining funds would be used to implement a media campaign for New Year's Eve.

Sheridan Police Department

The third and final recipient of the NABCA grant was the Sheridan Police Department which increased enforcement and implemented best practices at a local brewfest, concert and New Year's Eve.

Conclusion

The Chiefs of Police discussed their event experiences with their peers at the Wyoming Association of Sheriffs and Chiefs of Police (WASCOP). They stressed the need for preplanning with event organizers and incorporating best practices for any special event to reduce or eliminate over consumption or underage drinking. They acknowledged NABCA and the requirements of the grant as well as the Wyoming Department of Revenue Liquor Division for obtaining the grant which supported their efforts at those events.



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