



NABCA

NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION

EDUCATIONAL AWARDS PROGRAM REPORT



for
2013

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 Advisory 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..."

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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Not all control states participated in the NABCA grant process in 2013.



ALABAMA

ALCOHOLIC BEVERAGE CONTROL BOARD

Making Kids Aware of Alcohol Laws

The Alabama ABC Board focused on making kids aware of alcohol laws that they could take home to their parents and friends. Materials were purchased for school age kids ranging from first grade to college students.

Fake ID's

This project targeted ABC licensees on the use of Fake ID's, making them aware of the penalties and liability of selling alcohol to underage persons who uses these ID's. Licensees that were already certified by the ABC Board into the Responsible Vendor Program also participated.

The Responsible Vendor Program Compliance Specialist along with the ABC Enforcement Agents talked with approximately 4,000 individuals at 356 locations and conducted approximately 7,546 underage compliance checks.

The ABC Board feels that this project was a success by the positive feedback that was received from licensees, schools and other civic and community participants, and the Board plans to continue the program into the next year.



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IDAHO

STATE LIQUOR DIVISION

The Idaho State Liquor Division received a NABCA 2013 Education Award to develop and implement a 2013 Alcohol Education Mini-Grant Program eligible to agencies and coalitions in the state of Idaho. Since partnering with various agencies, as well as having a very strong and active community coalition group, ISLD noticed a strong need for resources from these groups who are implementing various educational programs in our communities. Overall, the mini-grant program was a huge success and the agency looks forward to helping more groups in Idaho in the future.

2013 ISLD Mini-Grant(s) Program Award Reports

School Counselor Workshops: Enhancing Awareness of Underage Drinking and Irresponsible Alcohol Use

Idaho State University Doctoral Student lead by Beronica Salazar, MS, LCPC

The underage use of alcoholic beverages impacts society as a whole. The minors, their families, friends and the community can be affected by an individual's irresponsible use of alcohol. The workshops targeted school counselors, educating them about the impact of alcohol use in minors, teaching them about screening and referral methods for minors using alcohol, and highlighting and developing ways to incorporate this knowledge into school programs to minimize underage alcohol use. Three different workshops were held in Idaho: 1) at the Idaho School Counselors Association Workshop in Boise, ID; 2) on the Idaho State University campus in Pocatello, Idaho; and 3) in Meridian, Idaho at the Joint #2 School District Service Center. Approximately 20-30 counselors attended each session. The target group was school counselors. They have an exponential effect on a larger scale as most schools have a ratio of about a 450 students to 1 counselor (ASCA, 2009-2010). The response has been very positive. In-kind services of an estimated \$8,950 were noted.

Underage Drinking Prevention Speaker @ Idaho Youth Summit

Idaho Drug Free Youth - Submitted by Greg Sommer, Executive Director – IDFY

For the 20th year, Idaho Drug Free Youth was able to host its annual Idaho Youth Summit in June 2013. In the last 20 years we have served well over 6,000 Idaho teens. The NABCA grant allowed us to reach over 200 more this summer.

Idaho Youth Summit is a four-day, three-night youth conference where students are inspired to live happy and healthy lives. One significant component of the IYS was to bring in professional speakers who would encourage youths to become leaders that resist underage drinking while impacting their peers in positive ways.

This year, Erica Galeai, joined our array of speakers and shared her story of her family's struggle with drugs and alcohol. Her story conveyed her journey through alcohol abuse as well as the inner turmoil that her brothers still live with because they began abusing alcohol as teens. Currently, she is becoming a life coach. She also offers a workshop that helps teens to discover their passions and fashion their lives around them.

Underage Drinking Challenge Educational DVD

Treasure Valley Alcohol/Drug Coalition

Since 1976, the Treasure Valley Alcohol/Drug Coalition (TVADC) has actively worked on education and legislation with respect to underage and irresponsible drinking. Over the years, TVADC has purchased materials and made them freely available to the entire state through the Regional Alcohol Drug Awareness Resources (RADAR) Center. Another state-wide collaboration included assistance in developing and implementing the Underage Drinking Tabloid. Recently, TVADC produced the "Underage Drinking Challenge" game to educate youths and adults about the dangers of underage drinking in an engaging, yet informative way. This new and interactive way of learning allows

information to be retained longer than standard learning. It provides information on how alcohol permanently damages the still-developing adolescent brain and how early alcohol use is linked to an increased risk of alcohol dependence. Funds from this grant were used to produce DVD copies of the game for schools and families who are not able to download the game via the internet. The UDC game will be used as an educational tool in classrooms. The games are in production and will be distributed in 2014. Various special event grants assisted with the funding of the overall project.

Kamiah Community Reality Party

Kamiah Community Partners

Submitted by Sharlene Johnson – Executive Director of Kamiah Community Partners

Most parents would be troubled to see empty beer cans littering their front yard when they came home, and finding unconscious teens sprawled on their living room floor. Even those who still buy into the dangerous myth that underage drinking is a harmless rite of passage would probably be shocked to have a stranger appear from behind a closed door and announce, "Hey, your daughter thinks I'm 17, but I'm really 35. We met on the Internet. But don't worry I'm a lover not a fighter," and then retreat from view into a dark bedroom. Even when this was not their own home and the girl in question wasn't their own daughter, encounters like this prompted many parents in Kamiah, Idaho, to give serious consideration to underage drinking prevention measures proposed by the Kamiah Community Partners Coalition after visiting the group's 2013 Reality Party house.

The Reality Party is one of the Coalition's quarterly Town Hall Meetings that creates interest and excitement in a spread-out rural community of about 4,400. At the same time, the event has helped build recognition for the coalition as an important community resource that corrects local misperceptions about policies designed to prevent underage drinking. Recent declines in local measures of underage drinking point to the effectiveness of the coalition's comprehensive approach to creating a safer and healthier environment for youth, with the Reality Party as one important element.

Two dozen teen community members recruited by the Coalition's Youth Engaged in Service (Y.E.S.) program planned and created the annual Reality Party events, and served as the actors that carefully rehearsed and took part in the dramatic tableau visitors encountered as they were guided through the 30-minute house tour. The young performers not only provided attention-getting illustrations of some of the worst possible outcomes of teenage alcohol use, they delivered fact-based messages about the prevalence and consequences of such behavior. They appealed to participating adults to recognize pressures they are under to begin drinking early and for help resisting such pressure. A narrator/host guided groups of ten pre-registered participants through the tour. At the end, the group was addressed by two separate panels. The first panel was made up of youths who revealed the negative influences of peer pressure and appealed to the adults to help make drinking look a lot less "cool." An expert panel of coalition members comprised of emergency service personnel, law enforcement and prevention specialists reviewed the facts about the "reality" of underage drinking. The Reality Party house remained open for about 5 hours, allowing for several groups to complete the tour. There were 75 tours conducted during 2013.

Each Reality Party guest was added to the coalition's e-mail list and received a thank you for participating. The follow-up survey and announcements of future events, helped to connect them to the coalition's efforts. Despite a few critics, who have charged that the Reality Party models are the worst kind of behavior, particularly for the youth who stage it, the coalition is proud of the progress they have made. Between 2006 and 2012, for example, Kamiah youths reported a 17 percent reduction of alcohol since this event. During the same period the percentage of Kamiah teens who said that alcohol was very easy to obtain fell by 23 percent. Other funding partners were SAMHSA and Office of Juvenile Justice and Delinquency Program (OJJDP) Title V.

Thank you for supporting our efforts in raising alcohol awareness!



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IOWA

ALCOHOLIC BEVERAGES DIVISION

Attendance to the Responsible Retailing Forum (RRF)

The RRF was held in Milwaukee, Wisconsin on April 16-17, 2013. Sharon Pogones was a panelist in a workshop titled, "Issues in Regulation," covering issues specific to Iowa.

The RRF brought together regulators, public health and safety agents, retailers and industry members to examine current issues in preventing underage sales of age-restricted products and over-service of alcohol.

Some of the items covered at the conference were pledge cards, sip smart straws, and community collaborations. These items have been modified to be implemented in Iowa.

Attending the RRF provided the attendees the knowledge and information that could be utilized in Iowa and created partnerships.

Prom Education Letters

The Division sent 8,400 letters and education resources to licensees and retail establishments to prepare for Alcohol Awareness month.

The letters were sent to retailers requesting their participation in a training session or simply to refresh staff on best practices when selling or serving age-restricted products in Iowa. The retailers' assistance in educating their staff on how to properly check ID's and to practice refusal skills, aided the Division to ensure a safe prom and graduation season for Iowa's youth.

Prom education during Alcohol Awareness month received a significant amount of media across the state. These letters were so effective, it prompted the Governor to sign a proclamation in observance with Alcohol Awareness month. Shannon Pogones provided an update to the coalition, which consisted of non-profit and prevention agencies across the state, that they were to distribute the letters to local establishments during prom and graduation season in 2013. This effort created a project that is now sustainable.

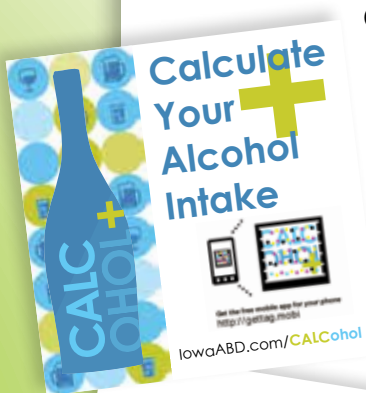
The Division monitored the sale to minor violations closely for the time period indicated in the letters. We also did a comparison of sale to minor violations for the same time period in 2012. Additionally, the Division tracked numbers of employees that signed onto the alcohol training program (I-PACT) and received certification.

CALCohol Coasters and Posters

CALCohol was created to help promote personal responsibility for citizens as well as an education tool for sellers and servers of alcohol to know how much they are serving to a patron. New products in today's marketplace make it difficult for a consumer to know exactly how much they are drinking. CALCohol performs two functions: 1) to calculate a serving size of a particular drink; and 2) to calculate how much alcohol constitutes a standard drink. CALCohol coasters were printed and distributed to the Iowa Restaurant Association to provide to their on-premise accounts. The moderation posters were created in partnership with an area prevention and treatment center to distribute to their local communities.

The Division printed and distributed 10,000 CALCohol coasters promoting the mobile site and was distributed within a two-month period. The coasters were distributed to the restaurant association, non-profits and prevention agencies. The posters were also printed with CALCohol branding which included a moderate consumption message.

CALCohol coasters and posters for outreach events were measured by the number of people that went to the mobile site. Over 38 percent of the traffic directed to



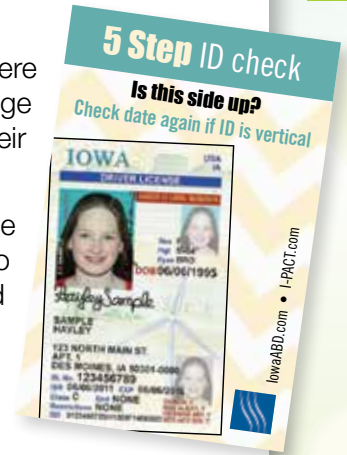
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CALCohol came from mobile scan tags that were printed on the coasters. Prevention agencies also distributed the coasters during the TIPS training seminars which they hosted.

“WE ID” clings

The Division sent 10,000 “WE ID” window clings to over 8,500 licensees. These items were sent along with the 2014 age to purchase calendars. This was an effort to send a message to local establishments who chose to display the window clings of zero tolerance on their premises.

The Division designed the window clings to be displayed within an on- and off-premise establishment with recognition to the Division instead of alcohol brands. This helped to tie into the age to purchase calendars, which were previously distributed to licensed establishments. On- and off-premise retailers frequently contacted the agency to request more “We ID” buttons or window clings.



Grants for Symposium 21 attendance

ABD hosted a conference called the Symposium 21 which brought together licensees, policy makers, city officials, industry, prevention, researchers and citizens to educate on the benefits of a three-tier regulation model. Mini grants were given to five key attendees from the non-profit and prevention arena to attend.

Symposium 21 participants were provided with an overview of Iowa’s alcohol laws and regulations that impact licensees, local authorities, law enforcement and prevention experts. Panel discussions covered a variety of topics such as liquor license density, social media, enforcement, recent changes to Iowa’s liquor laws as well as the benefits of the three tier system in its 80th year. Inviting key non-profit and prevention agencies to attend at no cost was an opportunity for them to receive information to take back to their local communities. The participants felt the Symposium 21 was the most beneficial conference they had attended and they learned more about how products flow in and out of the state. They also recognized the agency to be a resource for prevention measures.



A survey was utilized to gain data on areas of improvement for future events.

This proved to be a very successful and informative symposium.

Drinking in Moderation

CALCULATE YOUR ALCOHOL INTAKE

Drink in moderation by keeping within both the **single-day** & **weekly** limits.

Find out what's in your drink at iowaABD.com/CALCohol

	FEMALE	MALE
On any single DAY	No more than 3 drinks on any day	No more than 4 drinks on any day
PER WEEK	No more than 7 drinks per week	No more than 14 drinks per week

12 oz. Beer (5% alcohol) = 5 oz. Wine (10-12%) = 1.5 oz. Liquor (40% alcohol) = **1 DRINK EACH**



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MARYLAND, MONTGOMERY COUNTY

DEPARTMENT OF LIQUOR CONTROL

Sociable City Nightlife Summit

The Montgomery County Department of Liquor Control hosted a Sociable City Nightlife Summit with the Responsible Hospitality Institute (RHI) on June 24-25, 2013, at the Silver Spring Civic Center. The forum sought to encourage downtown vibrancy, support new venues and help resolve issues that currently hinder social gathering places.

The Sociable City Leadership Summit was structured as a seminar and group discussion event. Adding to the presentations by RHI President Jim Peters, guest speakers included Heather Dlhopsky, Chair, Montgomery County Nighttime Economy Task Force; County Council President Nancy Navarro; County Council Member, Hans Reimer; Washington, DC, Police Chief Cathy Lanier; and Capt. John Damskey of the Montgomery County Police Department.

The success of the symposium was measured by evaluations taken at the event. The evaluations will aid in selecting topics for next year.

The RHI Symposium will aid in the on-going augmentation process of building the night life in Montgomery County and facilitating relationships to ensure public safety and a rise in economic value of nightlife.

For more information, please visit the RHI website: <http://rhiweb.org/summit/index.html>.

Regulatory Network

In an effort to help disseminate applicable code and regulatory information to licensed establishments, meetings to network and share code compliance regulation and processes have been held to disclose relevant information on law, regulations and public safety. Speakers shared resources which increased program buy in and educated as a way to compress regulatory efforts and streamline services to the community. Funding covered luncheons and meeting supplies for four afternoon sessions.

The success of the Regulatory Network was measured through feedback from attendees of County agencies.

The Regulatory Network will 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 (www.montgomerycountymd.gov/dlc/). Recommendations regarding county public safety efforts and the development of environmental prevention strategies to increase safety were made due to the data derived from the Regulatory Network.

Spanish ALERT - Training Series

In order to encourage responsible retail licensee behavior and to raise awareness of alcohol laws and prominent practices, the department conducted free training services to include ID trainings, how to run a safe wine tasting (series) and code compliance sessions. The training sessions were opened to all licensees and their staff. The Regulatory Network distributed these sessions county wide and promoted public safety. There was a great need for this training in Spanish. Three trainings were set up with a Spanish speaking contractor and was held in Wheaton, Long Branch and Germantown.

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

The free Spanish ALERT Trainings offered to licensees and their staff, allowed sellers and servers of alcohol to attain knowledge and enact strong policies and best practices. It will have a positive effect and impact on their community for years to come.

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 on best practices. The information obtained from the RRF annual meeting was shared with licensees and worked into current trainings. RRF conference attendance helped build safe environments through information sharing and long-term strategy development.

The *Maryland Alcohol Licensing Association (MALA)* is a state-wide alcohol licensing association that brought 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 conference has bolstered communication between the Counties, increased resource allocation, and especially 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 used as a guide to increase safety measures for alcohol service.

Knowledge gained from conference attendance was measured verbally through group staff meetings.

Attending both the *RRF* and *MALA* conferences allowed the staff and participating community stakeholders to determine tactics that can be integrated into training sessions with business owners and staff, enforcement and redevelopment teams. State legislation endeavors are also reviewed and supported by efforts stemming from these conferences.

Mystery Shopper Program (RRF)

A Mystery Shopper Program has been set up to test ID checking policy adherence in Montgomery County, MD. Mystery Shops are inspections driven by legal-age customers who appear young enough that the establishments ID checking policy should be triggered. Managers and staff are provided feedback on the establishments carding policy and if it is being adopted by employees. Further, businesses will be offered free training on ID reading and policy building.

This program was prompted after a decline in compliance program rates to 75% in 2012, from 79% the previous year. Compliance rates have never been lower, with one in four servers selling to a minor. Many sellers look at the underage, vertical ID and still make the sale. The program will enhance awareness of alcohol carding policies and implementation and, in turn, prevent alcohol access to youth. The program baseline began in August and promoted visits which occurred in September 2013.

The success of the Mystery Shopper Program was measured by the number of establishments that received feedback on policy and policy adherence. The program itself is an evaluation of compliance awareness and results from a preliminary round of visits are compared to the highly publicized visits to see if a higher compliance of checking IDs occurs.

The Mystery Shopper Program raised public safety through awareness of carding policies as well as enhanced employee compliance to those policies in the future. Moreover, through relationships built with the DLC, establishment owners and managers were made aware of the ongoing free resources and tools available to implement protocol on carding, employee training and other best practices.



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MISSISSIPPI DEPARTMENT OF REVENUE

The 2013 NABCA Educational Grant funding was used to develop a law enforcement training DVD on how to investigate “Social Host” violations and safely disperse an underage drinking party. As the lead alcohol enforcement agency in our state, we take supporting local law enforcement very seriously.

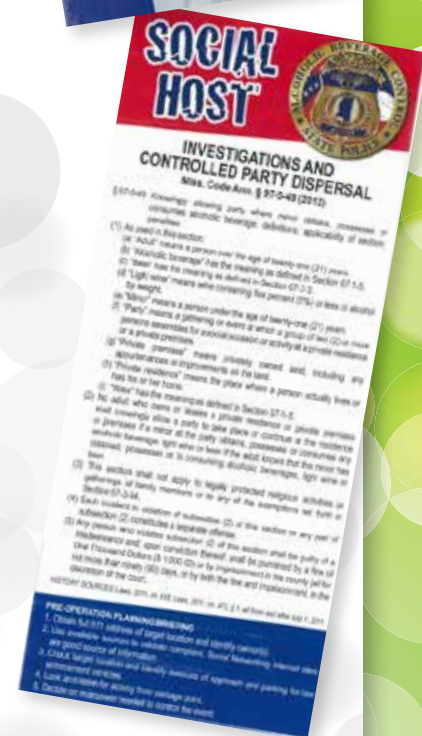
The 18-minute DVD takes officers through the entire phase of planning and executing an operation which is based on lessons learned from agency investigations. The main goal is to provide a tool that can effectively train law enforcement on how to safely disperse minors from underage drinking parties.

This DVD was included with the “Social Host Controlled Party Dispersal” check list that police officers can easily refer to while on patrol. This was a project that NABCA grant funding also supported last year. The checklist was given to police officers that attended our training.

The DVD has been disseminated to police agencies state wide and ABC Enforcement personnel are providing training classes when requested. The DVD is also shown to all police cadets at the MS Law Enforcement Officers’ Training Academy as part of their basic training.

Remaining funding for this project was used to develop and print a 2014 planner for police officers. Aside from being a monthly calendar, the planner has some great information for law enforcement officers. It contains information on the Social Host law, the Social Host Controlled Party Dispersal checklist, other alcohol-related state laws and penalties, officer survival tips, and contact information for each State ABC office within the state.

The feedback from this project has been great and local law enforcement has shown an interest in becoming better prepared to handle these types of investigations.



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MONTANA

DEPARTMENT OF REVENUE

Montana passed the Responsible Alcohol Sales and Service Act. It requires every licensee, employees and immediate supervisors, receive training from a state approved program within 60 days of hire and every three years thereafter. After implementing the Act, more servers and sellers were trained through the state's program more than the other 13 state approved programs. (As reported to the agency, 30,637 vs 17,408 between 2011-2013). Changes needed to be made to help keep the fidelity, increase the effectiveness and broaden the professionalism of the "Let's Control It" program. The following activities were funded through the grant:

State Trainer Criteria Process

To protect the professionalism of the program, a decision was made to create a trainer criteria. This is criteria that an individual would have to meet to qualify as a state-certified trainer. To implement this idea, a state trainer application, supplemental questions and brochure(s) were developed. The funds were used to print these materials.

Curriculum Delivery Format

The delivery format changed from instructor-centered to learner-centered. Part of the learner-centered method was to incorporate activities where participants can 'say' and 'do what they have learned to help them effectively retain the information. It also helped to engage them in the learning process and make it a little fun.

This change required a reorganization of the flow of information. The presentation portion of the curriculum moved to an interactive PDF. Trainer's notes were moved from Power Point into individual lesson plans. The five lesson plans were Laws, Liability, Identification, Underage Persons, and Sales to Intoxicated Persons. Afterwards, developing activities to be incorporated into the plans were next. Activities included table group exercises, group discussions, interactive games, and personal reflections, etc.

Server Guide

The server guide was reformatted. The original 33-page booklet was reproduced to an 83-page booklet. It includes more detailed information related to skills and techniques that servers and sellers are required to stay in compliance with the liquor laws. To streamline the process for state trainers, previously used photocopied handouts and the exam were included in the guide.

Trainer Materials

The goal was to give state certified trainers a nice, neat little package containing all their training materials. Blue canvas bags with the program logo were chosen. Trainer manuals, DVDs and lanyards with thumb drives were also purchased. Trainers would have enough materials to get them started. Trainers can place orders for more materials as needed.

Train-the-Trainer

After the changes were made, state trainers needed to be educated on the new delivery format. All individuals that were approved through the recruitment process, which included current and new trainers, were required to attend a Train-the-Trainer session, which was conducted all over the state. Approximately 3,000 miles and 43 hours of driving occurred in a six-week period. In all, 15 Train-the-Trainer sessions were conducted in ten different cities training 174 state certified trainers. Funds were used for conducting these sessions.

The department funds a full time alcohol education coordinator and a liquor education professional to develop and implement education related



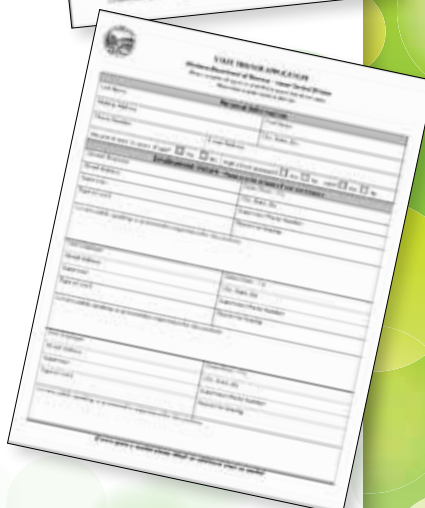
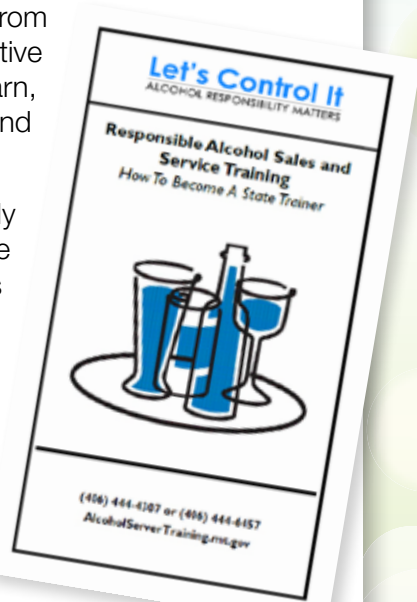
projects. Additionally, for this project, the department paid approximately \$7,500 for pencils, scantron testing forms, manuals, handouts for the Train-the-Trainer sessions and a second printing of 5,000 server guides.

State certified trainers, sellers and servers were able to receive instructions from professionals with a true passion for our mission. By providing a more effective curriculum in a learner centered format, sellers and servers were able to learn, retain and apply useful skills and techniques to help them sell and serve safely and responsibly.

The Montana Department of Revenue, Liquor Control Division was directly responsible for this project. Conducting an open trainer recruitment process gave us the ability to encourage community involvement as well as develop partnerships with different entities across the state. Most of the state certified trainers are law enforcement personnel, health prevention personnel and community coalition personnel.

Two press releases were issued. During the course of conducting the Train-the-Trainer sessions, currently certified trainers gave very positive input regarding the learner-centered format delivery method. Trainers also had a very good reaction to the new activities and games that were incorporated. After the Train-the-Trainers sessions, when trainers actually started using the new curriculum, they commented that their participants were more engaged in the entire learning process and now view a mandatory state required class as fun!

We are very appreciative of these awards as it provides us the opportunity to focus on specific projects that otherwise may not have occurred.



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NEW HAMPSHIRE

STATE LIQUOR COMMISSION

The New Hampshire Liquor Commission Division of Enforcement utilized the NABCA grant to continue the 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 executing 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.

The materials were distributed and provided awareness and information to hundreds of youth and adult audiences who attended sporting and/or community events.

The public awareness and educational campaign is widely used by the state's regional and community prevention coalitions. New Hampshire is fortunate to have a very strong prevention coalition network. The licensee training programs serve to impact 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 152,000 youth and adult targeted audiences with informational campaign materials. The Division's goal is to provide top notch educational and awareness programs to all of the State of New Hampshire. The agency is appreciative of the funds which were provided to aid in the development of these programs.



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OHIO

DIVISION OF LIQUOR CONTROL

“Know Your Limit”

The education program initiated by the Ohio Division of Liquor Control Division was in-store displays called, “Know Your Limit,” illustrating the effect of alcohol on the body. It included free wallet-sized blood alcohol estimation charts for men and women based in number of drinks and body weight. The charts are tools to educate Ohio’s Contract Liquor Agency customers about the dangers and illegality of driving a motor vehicle while under the influence of alcohol.

The Division researched and produced the blood alcohol estimate charts and provided the displays and a stock of wallet-sized charts to all 466 Ohio Contract Liquor Agencies that sell spirituous liquor. The Contract Liquor Agencies were instructed to put the displays in a prominent location and encourage customers to take a free chart.

This program encouraged community involvement by partnering with the private businesses that sell spirituous liquor throughout Ohio and their customers to spread the “Know Your Limit” message to help make Ohio’s communities and roadways safe. In addition, the Division is exploring opportunities to partner with media outlets and sponsors of public events to provide free wallet-sized blood alcohol estimation charts to the public.

The overall results of this program is that the Division raised awareness and helped to educate Ohioans about the dangers of drinking and driving as well as how to be safe and prevent tragedies on Ohio’s roads.



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OREGON LIQUOR CONTROL COMMISSION



The educational award was used to fund a multi-city bus ad campaign around the theme of drinking and driving, specifically buzzed driving is drunk driving. The campaign ads were put on bus rear exteriors in Portland, Albany, Eugene, Corvallis, and Medford.

The NABCA Educational Award was used to develop and place the ad on eleven buses.

Brown-Forman partnered with the OLCC for this campaign and contributed an additional \$10,000.00 toward the ad and an additional eight buses in Portland that would carry the ad.

Through Brown-Forman's business connections with Portland's professional soccer team, the Portland Timbers, the team's management also expressed a desire to participate and show the ad during home games. This was an in-kind contribution that included the team's logo along with the logo's of the OLCC, Brown-Forman (Jack Daniel's), and NABCA. The ad was turned into a 30 second PSA and used by the Timbers. They showed the ad at three sold-out home games in September 2013.

The OLCC served as the direct administrator for this educational project. The agency worked with Brown-Forman and Lamar Transit to develop the ad through the Ad Council and negotiated the contract with the two transit companies.

The objective was to have a coordinated campaign in a number of cities around the state targeting the general public and reminding them of their responsibilities when it comes to consuming alcohol and driving.

Partnering with Brown-Forman and Portland Timbers demonstrated a coordinated and cooperative campaign effort for responsible alcohol consumption from a regulatory agency, the liquor industry and a sports franchise. This sent a message informing the community that everyone has a stake in keeping our communities safe when it comes to consuming alcohol.

The campaign message that buzzed driving is drunk driving was seen by over 3 million people and delivered over 33 million ad impressions during this time period. The message was seen by an additional 66,000 people with the PSA being shown on the large electronic display board at three Portland Timber soccer games.

The breakdown of the number of buses in each of the cities are as follows:

Portland:	17 buses
Eugene:	3 buses
Corvallis:	1 bus
Albany:	1 bus
Medford:	4 buses
Total:	26 buses

Timber's Games: 3 games @ 22,000 per game = 66,000 people

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PENNSYLVANIA

LIQUOR CONTROL BOARD

PSA Contest

The Pennsylvania Liquor Control Board's Bureau of Alcohol Education had originally proposed to implement a college-level PSA contest for our 2013 grant. The idea was to stimulate college students to develop PSA's discouraging underage and dangerous drinking.

As the year progressed, the project and the overall goals as an agency were re-evaluated. Currently, the agency allocates significant resources to addressing the problems in the collegiate setting. However, more could be done to address the problem where it starts—in middle and high school. Therefore, a decision was made to change the focus of the contest and extend the timeline to early 2014.

PLCB announced the High School/Middle School Alcohol Awareness PSA Contest in January of 2014. Prizes include \$1,000 for the Grand Prize; \$750 for First Place; \$500 for Second Place; \$250 for Third Place; and ten Honorable Mentions who will receive \$100 each. Additionally, a prize of \$1,000 was offered to the school with the most entries in order to motivate and encourage students to enter. Prizes were awarded at the luncheon of the Annual Alcohol Education Conference in April of 2014.

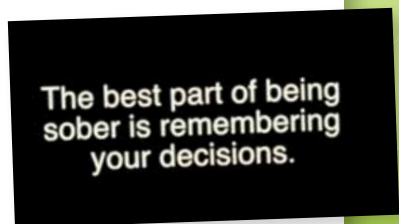
All entries were judged on originality and content. They were featured on the PLCB's Facebook page, YouTube channel (which is being developed) and could be used for a commercial broadcast. Additionally, the PSA's were made available to stakeholders for their use.

The best people to speak to youth on the issue of underage drinking are the youth themselves. Over 70 entries were received. The PLCB continues to share the creative efforts of Pennsylvania's youth.

Conference Exhibits

The remainder of the award went towards supporting agency staff to exhibit at conferences. New materials were recently developed to provide information to parents and youth. This information consisted of: a "pizza slice" card encouraging families to eat together and giving parents tips on how to talk to their children about alcohol; a placemat for younger children with alcohol education games; a "popcorn box" card urging parents to continue talking to their children about alcohol; a sticker that says IDD (I Don't Drink); and more.

The agency's goal was to focus on people who attended conferences and who take the materials and message state wide. The Pennsylvania State Athletic Directors Association; The Pennsylvania Parent Teachers Association; The American Trauma Society, Pennsylvania Division; and the Pennsylvania Association of Student Assistance Professionals are the four specific associations that allowed us to reach nearly 1,000 key people to spread our message across the state.



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UTAH

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Utah campaign targeted parents buying alcohol during the holiday season.

In December 2013, shoppers left with more than just alcohol from state liquor stores—they were greeted with subtle, but important messages about keeping underage kids alcohol free. The reminders were introduced at a press event held at the North Temple liquor store in Salt Lake City. The event was sponsored by the Utah DABC's ParentsEmpowered underage drinking prevention initiative with funding support from the 2013 NABCA Education Award.

Alcohol sales jumped substantially during the holiday season last year which marked a 33% increase from November to December. "With increased customer traffic in our stores, it's a prime opportunity to promote our messages and boost the visibility of our ParentsEmpowered campaign," states Sal Petilos, executive director of the DABC.

Messages to parents hung from alcohol bottles, appeared on checkout counters and was near in-store surveillance cameras. The campaign signage were in all 42 state liquor stores and 40 state contracted liquor package agency outlets. The messages will remain in liquor stores throughout the new-year to help to remind parents to "Keep alcohol out of kids' reach."

Earned media coverage provided additional value, credibility, and broadened our reach to communities across Utah. The press event resulted in total of seven stories with an audience estimate of 125,000 viewers, total broadcast time 6:11, resulting in \$19,000 of estimated publicity value.

The Utah DABC is committed to educating parents and the public about the lasting harms and negative consequences of underage drinking. We thank the NABCA for its support and commitment to alcohol education. The Utah DABC's ParentsEmpowered.org contributed matching funds toward this statewide in-store campaign effort.

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VERMONT

DEPARTMENT OF LIQUOR CONTROL

The Vermont Department of Liquor Control elected to create an Identification Carding Kit.

The Responsible Retailing Forum (RRF) recently released a list of “Recommended Practices for Off-Premises Alcohol Retailers”. It addresses providing the appropriate tools to help staff sell responsibly and is listed as the 3rd of 9 recommended practices. The RRF has identified other practices to help to reduce underage sales by alcohol license holders.

To quote the RRF:

“Providing appropriate tools helps staff to sell responsibly. These tools should be used in the most appropriate combination to provide the requisite support to the seller:

- *Program registers to recognize age-restricted products and prompt cashiers to require ID.*
- *If possible, program registers to read IDs electronically and calculate age, or use a stand-alone electronic ID scanner and/or a “black light” wand, in states in which these technologies can determine the authenticity of an ID.*
- *If built-in or stand-alone electronic ID verification is not possible, employ a specialty calendar showing birth dates eligible to buy.*
- *Use daily shift reminders that remind staff about the importance of checking IDs and the date of birth on, or before which, a customer is old enough to purchase alcohol.*
- *Provide a current ID guidebook that shows valid ID formats for all states and US territories.”*



To help fulfill the above recommendations, we provided a kit to any and all retailers of alcohol within our state.

This kit includes:

1. A combination Ultraviolet Light (black light) and an illuminated Jeweler’s Loop (magnifying glass for observing details on licenses).
2. A 2013 ID checking guide (to show the employee what the real license should look like).
3. A newly created Fake ID pamphlet (a how-to guide on carding; proper techniques, questions that can be used, etc.).
4. Some newly created envelopes for fake IDs (a self-mailer for sending the identification card in question to the authorities for proper action).
5. A mailing container for all the above.

The ordering form can be found on the agency website, (liquorcontrol.vermont.gov/Education). Each item has been priced for individual sale should anyone want to order more, i.e., ID checking guidebooks or magnifiers, etc.

This grant provided the monies to purchase these items in bulk, thereby significantly cutting the cost of the individual items. The kits are sold for \$25 each, which is the cost to reorder these items for the next person. Some community coalitions have seriously considered providing these to the licensees in their community free of charge.

As stated, the grant was truly seed money to get the program started. Alcohol license holders will benefit from the use of this kit as it will help discourage the sale or service of alcohol to underage drinkers.



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VIRGINIA

DEPARTMENT ALCOHOLIC BEVERAGE CONTROL

VA ABC worked to further initiatives focused on decreasing underage drinking and risk drinking on college campuses across the state. VA ABC utilized the NABCA Education Award along with \$120,000 of the VA ABC Education and Prevention Section's budget. This effort went to reinvigorate College Tours a series of alcohol prevention conferences that are held regionally on college campuses for student leaders and faculty/staff, and to further the mission of the Virginia College Alcohol Leadership Council (VaCALC). The VaCALC is a collaborative organization of faculty/staff from college campuses across the state.



Great strides were made during a strategic planning session that provided the opportunity for VaCALC to elaborate on their goals for the upcoming year. The NABCA Education Award allowed for collaboration between both groups to refine alcohol prevention initiatives across college campuses in Virginia. The strategic plan developed consisted of several themes—best practices, collaboration, professional support, networking, and professional development. These themes served as the foundation with four overarching goals of sustainability, public/institutional awareness, commitment/participation, and quality, results-oriented prevention. Overall, the strategic plan was seeking to increase institutional awareness, availability of resources, the assessment, and ongoing evaluation of campus based efforts.

A VA ABC and VaCALC planning retreat convened to solidify plans for the upcoming year and to provide a forum for discussions. VaCALC hosted a drive-in workshop in April 2013, which provided educational and prevention resources and professional development for participants. Additionally, VaCALC hosted a drive-in workshop October 2013. Jason Kilmer from the University of Washington provided training on motivational interviewing and a Brief Alcohol Screening and Intervention for College Students (BASICS) best practices. Approximately one hundred participants representing twenty-five colleges and community coalitions were present. The feedback was excellent and many felt that the workshops were informative with concrete strategies to enhance campus based efforts.



Planning began for the College Tour conference events later in the year. Together, VA ABC and VaCALC identified topics of interest that would guide the formation of the agenda and conference objectives.

With desires to strengthen inclusivity of the entire higher education community, VA ABC has cemented a long lasting partnership with Virginia's community colleges. While prevention efforts of community colleges are unique, their involvement is a vital component to the environmental framework as they traditionally place a greater focus on the local needs of their respective community. Two regional conferences, hosted by community colleges, are planned for

the 2014 spring semester. Local four-year and two-year colleges within each region will also be present. The conference will consist of two separate workshop tracks for student leaders and professionals. To encourage community involvement, the professional audience will be comprised of college staff and administrators, community coalition representatives, ABC licensees, and regional VA ABC enforcement officers. Two additional College Tour stops will occur in the fall of 2014.



VaCALC Facebook Page



VaCALC Website

VA ABC has also established a goal to become a partner in the alcohol prevention and education efforts of student leaders throughout the state. To assist with achieving that goal, an announcement of funding was made to commence the college conference activities. The mini grant will increase the reach across campuses, encouraging student implemented activities that educate peers on the fundamentals of a safe spring break. Eight awards of \$1,000 will be made to enhance education and prevention initiatives of VA ABC. VA ABC will also be working over the next year to establish a network of college students across the state to serve as a student advisory board.



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WEST VIRGINIA

ALCOHOL BEVERAGE

CONTROL ADMINISTRATION

DUI Simulator

The agency used the funds to purchase three iPads, Pelican cases, and mounting brackets to collect survey data from participants using the DUI Simulator. The majority of the participants were high school age students.

An additional award grant of \$15,000 from State Farm went towards a flat screen TV to be used outside the simulator trailer for the students to watch PSAs and other educational information. The other funding was used for the maintenance on the trailer and the truck.

Members of the agency installed the brackets for the iPads and uploaded all necessary software. The personnel who worked the event provided instructions and assisted all participants in the survey process.

The information from the surveys can be used to assess trends to guide future ventures and maintain quality of the programs that are currently in place. It can also be utilized as a way to partner with other organizations. Currently, the data is being shared with the Governor's Highway Safety Program and State Farm.

The iPads decreased the time that each individual spent filling out the surveys. Each individual spent an average of 30 seconds or less. At the end of a school day, an additional 10 to 12 students per day were able to participate in the program.

The iPads were reliable and provided reassurance that any data that was collected would not be lost. The mounting brackets secured the iPads and improved the flow of traffic through the trailer to make crowd control better. The brackets also added protection to the devices while in use.

The pelican cases provided a protection for the iPads during travel from one event to the next.



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WYOMING

DEPARTMENT OF REVENUE LIQUOR DIVISION

The Wyoming Liquor Division 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. The NABCA grant went towards the Special Event Tool Kit.

The kit contained the following:

- **Signage** - Printed on hard plastic that can be used for a number of years and encourages consumers to be aware that they must be twenty-one (21) years of age to purchase alcohol with a valid ID.
- **Stop Sign** - Posted at the event exit reminding people that no alcohol can leave the premises and to buckle-up when driving.
- **License Plate** - Hung as a point of sale sign reminding people to use a designated driver. This license plate was a joint project with the Wyoming Highway Patrol and the Wyoming Liquor Division.
- **“Wyoming Liquor Awareness” Video** - Opened with an introduction from Governor Matt Mead. This video gave the seller instructions on how to properly check an ID and how to effectively cut-off someone who has had too much to drink.
- **“Event Staff” and “We ID” Buttons** - Informed the consumers of who is working the event and helped prevent underage drinking.
- **50 State ID Checking Guides** - Since many of these events include out of state tourists, we included the guides along with flashlights that contain a blacklight for proper checking of ID’s.
- **“GOT ID” Calendars** - Specified a date a person must be born to consume alcohol. Once ID’s had been properly checked, wristbands stating the person is at least twenty-one (21) years of age were distributed. There is security tape for those events that need a dispensing and/or a consumption area taped off. We included scissors and nylon cord to hang signs where needed. This kit also contained a current version of Wyoming’s Alcohol Beverage Control Law, a.k.a Title 12 and a Responsible Retailing Manual as a guideline along with best practices for using this kit.

The Special Event Tool Kit was nearly complete when a decision was made to purchase portable ID scanners, a.k.a. E Card Readers. The portable ID scanners could be used by security personnel, local law enforcement or event management to help with ID checking, especially questionable ID’s. Our hope is that these scanners would serve as a deterrent to minors attempting to use a fake or altered identification.

The Wyoming Department of Transportation Highway Safety Program staff encouraged us to apply for a small grant to be able to purchase one portable ID scanner for each of the 10 Special Event Tool Kits. The grant was awarded and 10 ID Visor Z22 Mobile/Counter Portable ID Scanners were purchased and added to the kit. The

Compliance staff of the Liquor Division met in Lander with the entire staff of the Prevention Management Organization of Wyoming (PMOWYO). They are funded through the Wyoming Department of Health, Chronic Disease and Substance Abuse Unit. They provided the communities with the resources, tools

made to purchase portable



WYOMING DEPARTMENT OF REVENUE LIQUOR DIVISION (CONT.)



and support needed to achieve the community's prevention goals. Each county within Wyoming has a community coalition managed and funded through PMOWYO. Each county performed a needs assessment and the top nine communities throughout Wyoming received a Special Event Tool Kit. One kit remains with the Liquor Division to be used as a training tool and to lend out for events in southeast Wyoming. The kit also contained a sign out sheet so that other counties could borrow the kits for their local events. The feedback from the various events that have used the kits has been positive. The Liquor Division loaned the kit to Cheyenne Police department for use at Cheyenne Frontier Days. They scanned over 300 ID's at the beer tent. This was basically a test for possible use in the future and a request has already been made for next year to implement using these scanners on a daily basis.



The Wyoming Liquor Division also sent a press release to the following newspapers: The Casper Star Tribune in Casper, The Ranger in Riverton, The Jackson Hole News & Guide in Jackson, The Wyoming Tribune Eagle in Cheyenne, The Laramie Boomerang in Laramie, The Uinta County Herald in Evanston and the Sheridan Press in Sheridan. A copy of this press release has also been posted on the Liquor Division's website at <http://eliquor.wyoming.gov>.

The Liquor Division has been extremely pleased with the positive feedback during the implementation of these tool kits. Several event holders have already asked for these kits for the 2014 events. Local law enforcement who have used these kits were pleased with the results and the education of DUIs, MIP and Public Intoxication. Many feel that these kits and the use of the ID scanners were a deterrent for minors to attempt an alcohol purchase. The agency received several reports with very good results. For example, the Sheridan Police Department reported, the following comparison about an event:

- DUIs in 2012 (5); DUIs in 2013 (2)
- MIP in 2012 (24); MIP in 2013 (3)
- Public Intox in 2012 (8); in 2013 (4)

The fact that community coalitions, as known as PMOWYO, have been working with local law enforcement and event organizers to have fun and safe events within their communities is a huge step in the right direction. The Liquor Division feels this has been a very successful use of the NABCA and WYDOT Highway Traffic Safety grants.



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