

**PREGNANT  
DON'T DRINK**

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



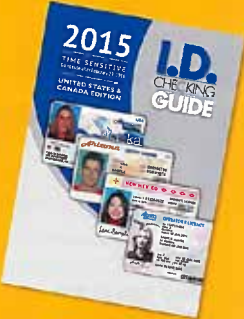
**NO  
SCHOOL  
SPIRIT**

Great \$1, For Sch...  
Funded by

**COLLEGE  
TOUR**

**Identifying  
and Legally  
Retaining  
Fake IDs**

“May I see  
some ID,  
please?”



Prevent illegal sales and  
service to minors using these

**TALK  
it  
OUT**

**BUYERS  
BEWARE**  
Providing Alcohol to Minors is a Criminal Offense

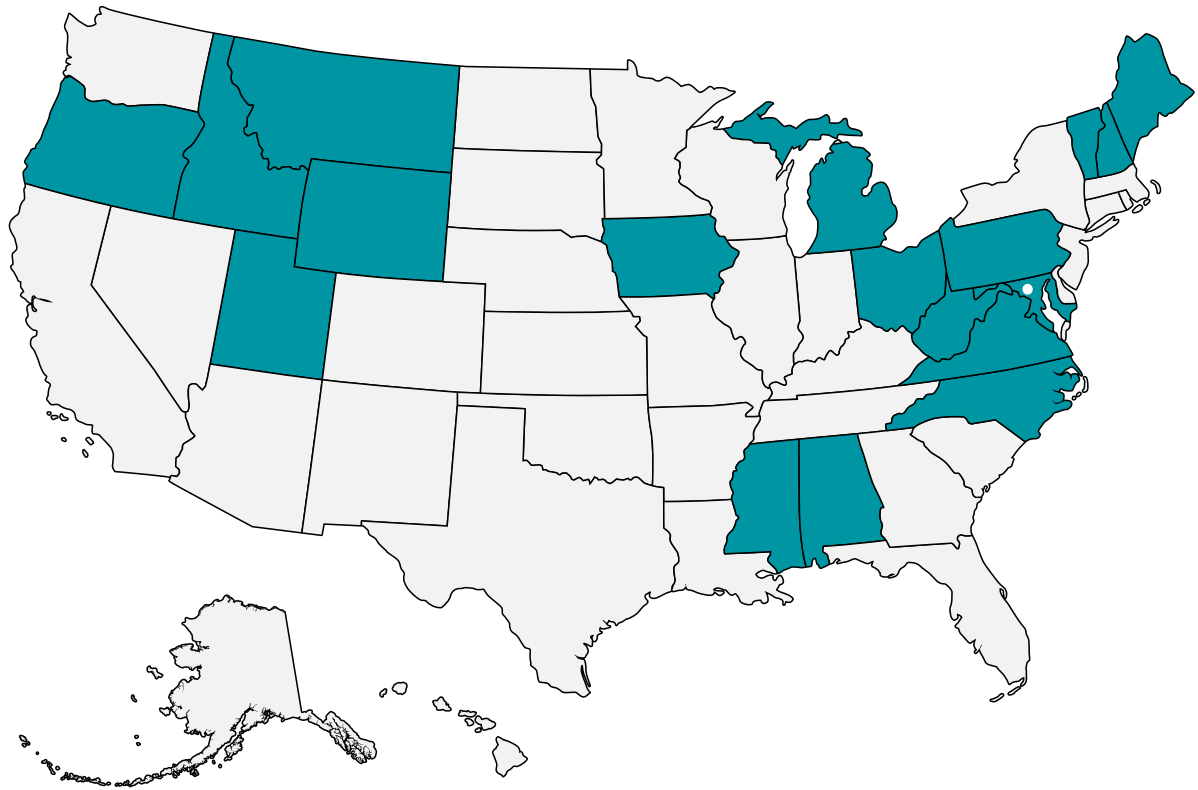
**2015 - 2016**

**NABCA**

# **EDUCATIONAL AWARDS**

**PROGRAM REPORT**

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



National Alcohol Beverage Control Association

## **EDUCATIONAL & SUPPLEMENTAL AWARD 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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# ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD

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## 2016 Education Report

**UNDER AGE-UNDER ARREST**-NABCA's educational grant was used to strengthen and expand the Alabama ABC Board's Under Age – Under Arrest public awareness program. Under Age – Under Arrest is a statewide educational initiative to discourage underage drinking and binge drinking. The program was aimed primarily at high school and college students, but also included parents, faculty and administrators. The program included information about the dangers, social costs and legal consequences of underage and binge drinking. Partners include Mothers Against Drunk Driving (MADD), Alabama Law Enforcement Agency, Alabama Citizens Action Program, Alabama Department of Public Health, and other state and local advocacy groups.

The grant was used to create and print program and social media materials, including poster boards, fliers, pledge cards, table covers, and student giveaways. An Under Age –Under Arrest web site was developed and upgraded ([www.underage-underarrest.com](http://www.underage-underarrest.com)). The Funds were also used to develop public service announcements that will soon be placed on the Under Age – Under Arrest web site, ABC web site, and scheduled on radio and television stations. Mothers Against Drunk Driving (MADD) volunteers were used as "talent" for the PSAs.

During this past year, the Under Age – Under Arrest program was presented to more than 12,000 students at 16 Alabama high schools and universities.

Prior to the receipt of the grant, the program was reliant on various internal funding sources, which were extremely limited. The Alabama ABC Board is very appreciative of NABCA's generosity, commitment to its members, and support of Under Age – Under Arrest.



# IDAHO STATE LIQUOR DIVISION

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## 2016 Education Report

The Idaho State Liquor Division received a NABCA 2016 Education Award to develop and implement a 2016 Alcohol Education Mini Grant Program eligible to agencies and coalitions in the state of Idaho. We developed a Mini Grant Program and partnered with various agencies as well as a very strong and active community to implement various educational programs in communities.



### ST. Luke's Coalition for Drug Free Youth (SLCDFY)

SLCDFY requested funding to educate and motivate youth to refrain from underage drinking. SLCDFY is a new coalition working

with three communities in rural Idaho. They decided to strategically purchase items and add incentives, which would appeal to youth and engage their participation. After review of evidence-based research regarding impairment goggles, two pairs of the "Drunk Buster" goggles were purchased. They initially opted for two pairs of low intensity "Drunk Buster" goggles, one day time and one night time. Later, a third pair of goggles was purchased at a higher blood alcohol content limit (BAC). Having three pairs allowed increased interactions and education of more youth during an activity. For an enduring activity, which would appeal to the youth without exclusion due to size, a steel framed adult-sized hot wheel—without significant height (movable seat) or weight restrictions (500 lbs.) to accommodate all sizes—was purchased to simulate the mental and physical agility needed while driving. Orange cones were purchased to set up an obstacle course. They also purchased a "Distract-A-Match" game to be played while wearing the impairment goggles to simulate the various components of focus and attention to drive safely. An evidence-based packet was also purchased to ensure that all activities adhered to the protocol established with the research findings on the effectiveness of the impairment goggles to educate youth and change peer influence or social norms to achieve desired results.

SLCDFY began using all of their new equipment by interacting with the youth at basketball games. They involved several hundred individuals in substance prevention activities using the Drunk Buster goggles and adult sized Hot Wheel. They also set up the course at several health fairs, reaching over 200 people, mostly children. They visited schools in their communities during lunch hour and set up the course, talked to the students and gave them the "Do You Know" quiz. SLCDFY participated in parades, county fairs and had booths in parks during several events in the three communities.

All of these activities allowed interest and engagement with the youth. The education of the reality and the consequences of impairment helped youth to make better decisions and deter them from underage drinking. Interactions using the impairment goggles and the course helped to bond communities and organizations. They will continue to use the equipment to impact and educate the youth about the hazards of underage drinking and legal consequences throughout their communities. In addition, the bonding of their communities by sharing resources increased SLCDFY's effectiveness and scope of influence for the youth to choose to live substance free lives. It has also aided in participation, as SLCDFY has gained a positive public image as a progressive coalition involved in their communities.



### LAPWAI Community Coalition

The Lapwai Community Coalition used the funds awarded by the ISLD Mini Grant Program to bring in speaker Jermaine Galloway for two sessions. He worked with youth grades 6-12 (250 students) by playing "Who Wants to be a

Tall Cop (based on "Who Wants to be a Millionaire" game). This format reached the entire school through an interactive game. The questions became sequentially harder as they approached the million dollars. Questions included signs & symptoms, the financial effects of drug and alcohol abuse, classification of drugs as well as diffusing drug and alcohol myths. The students who attended this event received a ticket to invite adults in their life to an adult session. The adults brought their tickets and put them into a drawing. The student winner received a prize for bringing in an adult.

The adult session was entitled "High in Plain Sight." The session provided over 120 visual aids for attendees to directly view and to become more familiar. The items included alcohol and drug clothing, alcoholic energy drinks, drug concealment methods and containers, drug paraphernalia, drug related music, groups, logos, stickers and more. Jermaine made this session community specific by doing a community scan.

The Lapwai Community Coalition is striving to change perception in the community about alcohol and drug use. Sixty percent of our 9th graders reported that it was not at all wrong to smoke marijuana (Source: 2014-15 Pride Survey) and 20% of our 9th graders reported their parents believed it was not at all wrong to smoke marijuana (Source: 2014-15 Pride Survey). Lapwai is 15 minutes from the border of Washington where marijuana is legal. This had a huge impact on our youth and adults in the community. Also, there are opinions that underage drinking is just part of growing up



## IDAHO, 2016 Education Report, continued

in Lapwai. Thirty-two percent of Lapwai residents agreed we should stop worrying about underage drinking because it's just a part of growing up (Source: 2014 LCC Community Survey) and 12% of Lapwai residents surveyed they believe underage alcohol-use is okay with adult supervision (Source: 2014 LCC Community Survey).

Jermaine Galloway will be doing similar sessions in the communities surrounding Lapwai, such as Orofino and Latah County with the mini grant money. In Lapwai, local media outlets and the tribal newspaper the Ta'c Tito'oqan will be invited to attend both events in hopes to increase the impact of the sessions.

Without the funds provided by the ISLD mini grant, we would not have had the resources to bring in this very impactful speaker and the hopes of the changes he brings to each community. Thank you so much for your support of this very important endeavor.

### Drug Free Idaho

**Natural High Campaign - Graduation Night for local High Schools** - The Natural High Campaign is a positive social norms campaign defined as an activity, sport or art form which makes you feel good inside and out. The coalition launched the campaign last year where they also introduced it at the "Movies Under the Stars" events in Boise. The goal of their message is to encourage youth to focus on their 'Natural High' in life as opposed to a high from alcohol or other drugs. Drug Free Idaho attended each of the grad night parties for the four Boise area high schools, where they showed their Natural High Campaign by interacting with the seniors and taking pictures of them. The seniors were able to dress up, laugh, and share their Natural High while celebrating a great achievement. The Natural High message was a great way for the graduating students to express their passions and share their hobbies.

As they enter new territory i.e. college, it is important for each of them to remember what they love to do and keep that natural high message with them at all times, especially when faced with temptation. Coalition members helped with setting up the event and was available to take pictures and interact with the youth. At the end of the night, they created a slideshow with the pictures along with the Natural High Campaign video, and aired it on the TV's at each of the facilities. The youth was very excited about the end result as



they saw themselves and their classmates share their Natural Highs in this Drug & Alcohol free environment.

**What's your Natural High?** - Drug Free Idaho interacted with the graduating class of 2016 from the local high schools and encouraged them to pursue their 'Natural Highs' in life as they step out of their comfort zones and head into new environmental settings. The ISLD and NABCA mini grant was distributed between the four schools evenly. Without the grant, sponsoring the kids to attend grad night would not have been possible. The schools and students were very appreciative and celebrated their last high school function with a positive message.

Drug Free Idaho appreciates the generous support of the Idaho State Liquor Division and the committee who awarded the grant. This event was intended to encourage the youth to stay drug and alcohol free and focus on the positives in life. Experiencing grad night allowed the youth to enjoy their accomplishment of graduating high school, spending a memorable night with friends and fellow classmates, all accomplished in an alcohol and drug free environment.

**Canyon-Owhee School Service Agency-COSSA** - The COSSA "Teens and Risky Behavior" symposium is designed to raise awareness of the consequences of several risky activities undertaken by teens: drinking and driving, texting and driving, driving without a seatbelt, using meth, suicidal ideation, etc. This symposium was the fourth one COSSA has held and has reached approximately 1,500 students from six Alternative High Schools.



This year COSSA extended the vital information provided by the Symposium speakers, to parents and/or families. They provided transportation and meals, and extended what was an 8:30 AM to 2:30 PM event into the evening. Almost all of the presenters from the "day" sessions for students agreed to stay into the evening and provide the same (or tailored toward adults) message. The ISLD grant was used to accomplish this outreach. COSSA already seeks grant funding from other sources, so ISLD funds complemented and "extended" our outreach.

They start the day with our own version of the "Every 15 Minutes" anti-drinking and driving campaign. They have a close relationship with the local Police, Fire, EMS, and the coroner's office; which assist them with the "crash" that kicks

## IDAHO, 2016 Education Report, continued

off the campaign. They use their own EMT students to be the drunk driver and accident victims in the staged crash and some of their EMT students respond alongside the professionals to provide the treatment. After the crash they pull one student out of their session every 15 minutes to represent the statistic that a person is killed in a drunken driving crash every 15 minutes. They paint their faces white, the student writes their own obituary, and they are then not allowed to talk for the remainder of the symposium. The obituaries are read out loud at the closing session in front of the assembled students.

After the crash there are several break-out sessions that the students can choose to attend to receive additional information on risky behaviors. They have several speakers who have participated in the past and many consider this symposium one of the most impactful events they attend. These speakers include, Mothers Against Drunk Driving (MADD), Idaho State Police, Southwest District Health, Stand Up America, Idaho Meth Project, Buckle-Up Bobby, Taylor Sauer Family (Put it Down), Suicide Prevention Action Network of Idaho (SPAN), Advocates Against Family Violence, Community Outreach Counseling, Win Well, It's Not Worth IT, Sage Recovery, Truth208: Straight Talk, and the Governor's Office of Drug Policy.

At the 2016 Symposium, we had 10 presentations from which students could choose four, as well as two mandatory presentations (Stand up America, and Safe and Sober), which meant students attended a total of six presentations. In the afternoon and evening, were roundtable discussions for the benefit of the parents, then a free dinner, and then four presentations from which the parents chose two, plus a repeat of the Safe and Sober presentation for all.

The student population that attended this symposium include high risk teens. Many of the students at the Alternative Schools are placed there for prior alcohol or drug charges and this symposium is a way to educate them about the effects of these poor choices. We feel that having people speak about how their own lives were adversely affected by similar poor choices is a compelling way to reach these students. We also believe that peer-to-peer education is important. The past speakers were easy to identify with because they were families

who lost high school aged kids or were high school aged students themselves when they made their "risky" choice.

Evaluating the project's impact included immediate feedback from presenters and students. At the 2016 symposium, surveys given to the speakers were overwhelmingly positive, and indicated that students were responsive to the presentations, attentive, and asked appropriate questions. Surveys given to students indicated that they enjoyed most of the presentations. Student's comments included: "Thank you," "grateful for the opportunity," and "great experience."

We feel strongly that this symposium is worth the time and effort. The local Health Occupations Students Association (HOSA) Chapter has placed the symposium on its calendar as their fall community service item. Speakers from past symposiums indicated that they would gladly return. We see this continuing as an annual event well into the future.

**Idaho Drug Free Youth (IDFY)** - IDFY is a drug and alcohol prevention organization that has been serving Idaho youth since 1991. Its mission is to empower youth to lead happy and healthy lives. In 2015, IDFY re-branded its alcohol prevention program in an effort to clearly emphasize the need for youth to wait until the legal drinking age before consuming alcohol. Titled **21Matters**, this program is a robust multifaceted approach designed to:

1. reduce the irresponsible use of alcohol beverages by minors;
2. prevent underage drinking among high school age and college age students;
3. change social norms that support underage drinking; and
4. promote healthy brain development among Idaho residents.

IDFY launched its 21Matters Ambassador Program across Idaho this year. 21Matters Ambassadors were recruited from IDFY's long list of college age alumni who are committed to waiting until the legal drinking age before drinking alcohol. These Ambassadors served as 21Matters brand representatives who:







1. Wear 21Matters apparel regularly.
2. Posted prevention messages regularly on 21Matters social media platforms wearing the 21Matters brand in public places to promote 21Matters as a lifestyle.
3. Attended and participated in at least two (one in the spring, one in the fall) 21Matters appearances near their school or hometown.

21Matters is a comprehensive program to address underage drinking at multiple levels. The 21Matters Ambassador Component is designed to showcase alcohol-free young adults as role models for middle and high school age youth. Additionally, 21Matters Ambassadors served as peer to peer examples of a lifestyle choice in an effort to engage and challenge the college level underage drinker in an effort to reduce irresponsible use of alcohol within that demographic.

21Matters utilizes an evidence-based method to increase media literacy among students and adults. Youth learned that pro-social beliefs about alcohol as depicted in advertisements are erroneous and misleading. Youth exchanged positive alcohol expectancies with realistic negative expectancies of alcohol's effects. These shifts in expectancies have been shown to predict lower levels of alcohol use among youth. The 21Matters interactive website provides additional Media Literacy training and resources to young people. 21Matters Ambassadors are trained in Media Literacy and help drive traffic to the website and media engagement strategies.

21Matters is also designed to challenge lax attitudes in parents and other adults regarding underage drinking. Adults learned that the long-term consequences of underage drinking surpasses the immediate concerns of drunk driving, risk behavior, etc., and was motivated to embrace the need for youth to wait until the age of 21 to drink alcohol.

**Alcohol Beverage Control** - The Idaho State Police Alcohol Beverage Control (ISPABC) purchased Undercover Audio/Video surveillance equipment that is currently being used in a common Adidas brand baseball cap, with the option to apply the equipment to a myriad of different decoys for changing environments/investigations.

The equipment was used during underage alcohol sales compliance investigations in different parts of the state which resulted in criminal citations and administrative actions as well as in underage sales and shoulder taps using adolescents. Safety was the highest concern and this equipment made our youth safer.

This type of technical equipment increased their ability to infiltrate activity and enhanced their ability to collect solid and crucial evidence for prosecution that our courts have now come to expect and demand. This type of equipment enhances officer safety by minimizing detective exposure while trying to obtain and gather evidence. The equipment captures high quality audio/video in a variety of working environments. Additionally, having good video/audio documentation in case files increased their ability to successfully prosecute defendants while minimizing time spent in court trials by detectives.

The NABCA/ISLD mini grant provided ISPABC the ability to purchase high end equipment that most likely would not have been purchased otherwise.

ISPABC focused on the prevention of irresponsible use of alcohol by preventing underage sales and consumption, prevention of over service, and fake ID's. As with any division of law enforcement, the gathering, documenting, and collection of high quality evidence is paramount.

## 2015 Supplemental Education Report

**UNITY Mini-Grant Program** - The mini-grant from the Idaho State Liquor Division enhanced a partnership between the Idaho Department of Juvenile Corrections and the six Indian Tribes within the state. The mini-grant funds helped Tribes to host UNITY Week events in two tribal communities which were attended by over 400 youth ages 12-24 from tribes throughout the state. UNITY is a national network organization promoting personal development, citizenship, and leadership among Native American youth. It's mission is to "foster the spiritual, mental, physical and social development of American Indian and Alaska Native youth and to help build a strong, unified and self-reliant Native America through involvement of its youth." In keeping with its mission, UNITY has served the leadership needs of American Indian and Alaska Native youth for 39 years, and has 145 youth councils operating in 35 states and Canada.

UNITY challenged Tribes to hold UNITY Week events in their communities focusing on different themes: Culture day, Physical Activity day, Education day and Leadership day.

UNITY Week addressed alcohol use in several ways. One event included a workshop that taught healthy activities to youth. This strategy of teaching, modeling, and networking

## IDAHO, 2016 Education Report, continued

had a profound effect on the participants. Many alumni of the UNITY events identified it as a life-changing experience.

Another way UNITY Week events educated youth about alcohol was through workshops and testimonials from tribal leaders. Youth were able to relate to the speakers since they had similar life experiences and shared cultural values. Specific workshops included generational trauma, addiction, wellness, and others.

The ISLD grant provided funding for the Tribes to bring speakers to the events to work with the youth in Winona LaDuke, Supa Man, Miss Indian World, and others. Other funding for the UNITY Week events came from the Tribes, the Idaho Department of Juvenile Corrections Formula Grant Program, and fundraising by tribal youth.

One broad goal of the UNITY Week project was to encourage youth to attend the national UNITY Conference and increase the development of their leadership skills. Dozens of youth from Tribes in Idaho traveled to Washington, DC in July 2016 for the National UNITY Conference and participated in the White House Gen-1 event. In total, over 1,800 youth from 200 tribes attended.

The youth attending were impacted by a story of one young person who had a history of alcohol and drug abuse. This young man returned to his community and initiated a "Wellbriety" program for youth. "Wellbriety" is a program of the White Bison Organization and is a culturally informed treatment model based on the 12 step program.

The Idaho Department of Juvenile Corrections was grateful to the Idaho State Liquor Division for this opportunity to serve Indian youth and help them resist underage drinking.

The following links provide more information on UNITY and White Bison:

Coeur d'Alene Youth Council:

[http://youthprogramsda.com/youth\\_council.html](http://youthprogramsda.com/youth_council.html)

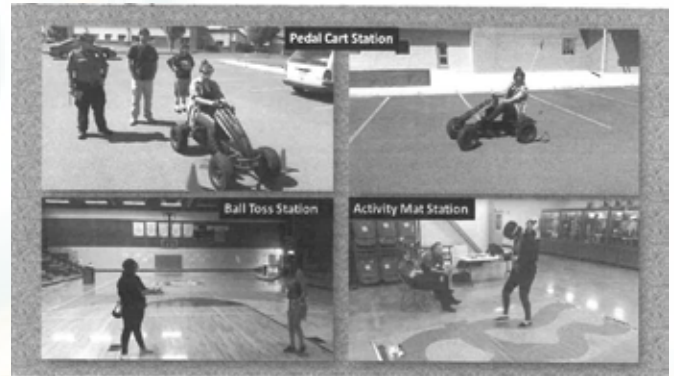
East Idaho News.com:

<http://www.eastidahonews.com/2015/03/shoshone-bannocktribes-host-northwest-indian-youth-conference/>

UNITY 2015 Conference:

<http://www.unityinc.org/index.php?start=30>

White Bison: <http://whitebison.org/index.php>



## 2015 Education Report

**21Matters - Idaho Drug Free Youth (IDFY)** - Idaho Drug Free Youth (IDFY) used the 2015 ISLD Mini Grant to begin work on the interactive website for its underage drinking prevention program 21Matters. 21Matters is a robust multifaceted campaign designed to use multiple means to deliver a strong message to teens and parents that the legal drinking age is critical for healthy brain development in young people.

IDFY has been able to secure additional funding for 21Matters for the 2015-2016 fiscal year from the Idaho Millennium Fund. The Millennium Fund provided additional support for the 21Matters website development, along with the other aspects of the 21Matters Program. The Millennium Fund was not available until July 2015, and the ISLD Mini Grant was used to put a down payment on the 21Matters website development.

ISLD funds were used to secure the relationship with the website development company that created the 21Matters website, which rolled out in December 2015. Without funding, the project would have been delayed further.

The website is an integral component to a comprehensive 21Matters campaign that is designed to engage youth and adults through a variety of means:

- IDFY i2i Student Assemblies. During school assemblies, IDFY Facilitators engage students in experiential activities that provoked meaningful conversations around youth alcohol use and positive social norms. These conversations invoked a spirit of healthy decision making that confronted



## IDAHO, 2015 Education Report, continued

false notions and social norms that conveyed underage drinking as a glamorous and popular activity. Youth were confronted with the reality that most teens in Idaho are not using alcohol.

- 21Matters displays. Following i2i Student Assemblies and at other scheduled community events throughout the state, youth were invited to visit the 21Matter booth to engage in educational activities, win prizes, and to sign up for the 21Matter Chapter Campaign.
- 21Matters Chapter Campaign. Teens signed up to become part of the 21Matters Ambassador team. As a member of this campaign they were provided with 21Matters Temporary Tattoos. By wearing these tattoos and sharing them with their peers teens were able to communicate the 21Matters message among their peers in a disarming and non-confrontational manner. IDFY staff scheduled 21Matters appearances throughout the state. Targeted events were state sports competitions and regular sporting events, fairs, community events, concerts, etc. Community Coalitions were approached to help spread the message and invited IDFY Staff to bring 21Matters to events in their regions.

The 21Matters Campaign officially kicked off during IDFY's Fall Chapter Convention, November 6-8, 2015. Seventy youth signed up to become 21Matters Ambassadors and spread the 21Matters message in every Idaho Region. In addition to the direct engagement of Idaho youth through i2i Student Assemblies and 21Matters Displays, the 21Matters website was available in December 2015, and shows evidence-based research through entertaining and engaging videos and interactive displays. *Submitted by Greg Sommers, Executive Director, IDFY*

**Take Pride and Ride Event-Drug Free Idaho** - Drug Free Idaho partnered with Pathways Middle School and Boise Parks & Recreation for the Take Pride and Ride project in April 2015. This was a youth driven, adult guided effort to change the climate of a local skate park, which had a reputation of youth alcohol and drug activity. The event was organized by students from Pathways Middle School, an alternative school for 6th-8th grade students in the West Ada School District and led by Principal Eric Eschen. The students gave a presentation to the DFI coalition in January 2015 to explain their event and the results they wanted to accomplish. Afterwards, the students invited skaters from other local junior highs, middle schools and high schools to share in their message, "*Skate parks are a Crime Free Place – we're here to skate*" by participating in the skateboard competition. The skateboard competition included skating demos, group and individual competitions, prizes and T-Shirts for all registered participants. Drug Free Idaho supported the students by connecting additional community members who cared about the safety of those who frequent the skate park at Charles F. McDevitt Youth

Sports Complex which included local law enforcement and local neighborhood watch programs. Over 200 people were in attendance, including approximately 100 youth and 100 adult spectators. Approximately 64 youth participated in the skate competition, which was twice as many as prior years. KIVI News Channel 6 ran a short story about the event with several other media outlets including the event in their community calendars. It was a great success!

Skaters from around the valley participated, cheered each other on and demonstrated their support for a substance-free skate park environment. Several parents personally thanked Drug Free Idaho for supporting the positive event and asked for more events of this type throughout the year, noting there are limited opportunities for youth to demonstrate their skills in an official capacity in the Treasure Valley. The athleticism was evident among the youth and the anti-substance message, live music and community support made this event a huge success and one the students would like to continue in the future.

**Positive Social Norm Campaign** - One component of the Take Pride & Ride event was introducing the 'Natural High' positive social norm campaign. This message included a short presentation by a DFI Coalition Member, Jason Hawkins, about skaters following their goals and finding their '*Natural High*.' Our definition of a natural high is an activity, sport or art form which makes you feel good inside and out, as opposed to the artificial high commonly found in substance abuse. The goal of the message was to describe how substance abuse can often interfere with the achievement of goals – including school and skateboarding goals. The message was overwhelmingly positive with many youth exclaiming how impossible it would be to complete their skating stunts if they were high on substances. This presentation was concluded with many of the attendees taking their photo with a small board stating their natural high.

Drug Free Idaho was able to support a local group of alternative school students to achieve a measurable goal by utilizing funds provided through the ISLD and NABCA. The Mini Grant Award Program is a valuable tool which endorsed positive community events in our community. Without the Mini Grant Program, the Take Pride and Ride event would not have been possible.

Drug Free Idaho appreciates the generous support of the Idaho State Liquor Division and the committee of dedicated individuals who awarded the grant. The event encouraged community involvement from students who do not often have the opportunity to participate in planning events of this magnitude, brought an important message about underage drinking to the community, and created a positive experience for hundreds of individuals. *Submitted by Therese Wozley, Project Director Idaho Drug Free*



## PREVENTION FAIR "I CHOOSE"

**Kamiah Community Partners Coalition** - The ISLD Grant made our Prevention fair possible. The fair was held on May 20, 2015, from 1-5 PM. There were booths set up from the Nez Perce Tribe Students for Success Program, the Hope Center, KCPC and YWCA had a booth, Heidi Henson from Public Health North Central District Health Department, Heather Weddle from the Ni-Mii-Puu Pharmacy as well as the Lewis County Sheriff's office and the Tribal Police all were present to have booths and help support the Prevention Fair.

The Middle School allowed 132 kids to have an assembly at which time we had a drug dog demonstration with Officer Davis from the Lewis County Sheriff's Office and his K9 partner Bajo. The kids loved the demonstration.

Then our speaker Chad Bramlet spoke and sang with us. He is a recovering alcoholic that spoke to the kids about the dangers of making bad decisions and how you can overcome them. He was inspirational and the kids really enjoyed having him there. We would love to work with him again in the future. He stayed the whole time and spoke with kids one on one after he gave his experience to the school. We were appreciative to be able to use the grant to bring Chad to this event.

The principal allowed the kids to walk around to all the booths and get freebies and information. Also, the Beer Goggles were put to good use and the kids were able to wear them and try different activities. This activity enhanced the message to the kids that alcohol can have an adverse effect on a person. The kids were all very happy to try the two different types of goggles on.

The school donated the gym and was kind enough to work with us even during school hours.

We had seven (7) students from Kooskia and two (2) from the Kamiah area come to put on a skit called, "A Day in the Life". It was based on the kids being invited to an underage drinking party early on at school and the thought process that went on with the different kids throughout the day. Then their thoughts about the party and the bad things that could happen when one drinks. Followed by the next school day after the weekend party and what happened to the kids after the party. All of these kids were paid a stipend for coming and spending hours creating the skit and then acting it out in front of our audience.

All that attended whether by setting up a booth, volunteering to set up the event, or our kids, everyone walked away with a positive view of what not to do...drink. Prevention is a hard road to pave but this event was a success.

Without the ISLD Grant we would not have had the funds to bring in our speaker, have goodie bags for all the students in

attendance, pay our skit kids or to purchase Beer Goggles that have since been put to good use with other events. *Submitted by Chere Souther, Executive Directive Kamiah Community Partners Coalition*

## TEENS AND RISKY BEHAVIOR SYMPOSIUM

**Canyon-Owyhee School Service Agency (COSSA)** - COSSA's "Teens and Risky Behavior" symposium is designed to raise awareness of the consequences of several risky activities undertaken by teens: drinking and driving, texting and driving, driving without a seatbelt, using meth, suicidal ideation, etc. COSSA held a symposium in November 2013 that was similar, and it reached approximately 225 COSSA Academy and COSSA Professional-Technical School students. The November 2014 symposium reached almost 400 students. We expanded participation to the five COSSA consortium schools (Parma, Notus, Wilder, Homedale and Marsing) as well as a local alternative school (Canyon Springs). The September 2015 symposium reached 240 students, with the alternative school in Nampa (Union High School).

The day started with our version of the "Every 15 Minutes" anti-drinking and driving campaign. We have a close relationship with the local Police, Fire, EMS, and the coroner's office, and they assisted us with the "crash" that kicked off the campaign. We used our own EMT students to be the drunk driver and accident victims in the staged crash and some of the students responded alongside the professionals to provide the treatment. After the crash we pulled one student out of their session every 15 minutes to represent the statistic that a person was killed in a drunken driving crash every 15 minutes. We painted their faces white, they wrote their own obituary, and they were not allowed to talk for the remainder of the symposium. The obituaries were read out loud at the closing session in front of the assembled students. This had an overwhelming effect on the students and teachers. Many left in tears and later voiced how much the simulated "loss" of the individual affected them.

After the crash there were several break-out sessions that students could choose to attend to receive additional information on risky behaviors. Speakers who participated in the past included: Buckle-Up Bobby, Taylor Sauer Family (Put it Down), Suicide Prevention Action Network of Idaho (SPAN), Advocates Against Family Violence, Community Outreach Counseling, and It's Not Worth IT. At the 2015 Symposium, 14 separate presentations were available.

The COSSA Academy Alternative Jr./Sr. High School was the host. Most high schools in the COSSA consortium sent students. The student population at COSSA Academy and local high schools included high risk teens. Many of the students at the Alternative Schools were placed there for prior alcohol and or drug charges and this symposium was a

way educate them about the effects of poor choices. People spoke about how their own lives were adversely affected by similar poor choices which was a compelling way to reach the students. We also believed that peer-to-peer education was important. The past speakers were easy to identify with because they were families who lost high school aged kids or were high school aged students themselves when they made their "risky" choice.

Evaluating the project's impact included immediate feedback from presenters and students. At the 2015 symposium, surveys were given to the speakers which were overwhelmingly positive, and it indicated that students were responsive to the presentations, attentive, and appropriate questions were asked. Surveys that were given to students indicated that they enjoyed most of the presentations. Students comments included: "thank you", "grateful for the opportunity", and "great experience".

We felt strongly that this symposium was worth the time and effort. The local Health Occupations Students Association (HOSA) Chapter placed the symposium on their annual calendar as their fall community service item. Speakers from past symposiums indicated that they would gladly return year-after-year. We see this continuing as an annual event well into the future. *Submitted by Harold A. Nevill, Ph.D., COSSA CEO*

#### Caldwell Youth Forum-Caldwell Youth Master Plan Committee

The forum began with registration at the College of Idaho campus, followed by two hours of Playfair activities. The Playfair facilitator directed students through several activities that quickly encouraged students to build a community mindset. The Playfair activities was designed to get students comfortable with each other and to make them aware that although they are all from different schools, they face many of the same challenges and are individually more alike than different. Students shared challenges they were facing, and people who inspired them (and why). They learned about effective communication, good listening skills, respect for themselves and for each other, and how to combat peer pressure in unhealthy situations. Most importantly, they learned that they have a voice and an influence on those around them – they are somebody.

Four mini-seminars followed the morning activities:

- Alcohol Awareness/Prevention of Alcohol Abuse
- Asset-Based Thinking–tackling challenges through combating an individual's assets (what the individual does well) with those of the other individual asset among a group of students.
- Prevention of Bullying (emphasis on taking positive action rather than just being a bystander).

- Break Out Session: The final session brought students back together within their same school groups to develop an action plan to implement at their schools.
- Forty-two (42) high school students were selected by school administration as those with leadership potential who may not see themselves as leaders, and who may not have the confidence to pursue leadership training opportunities on their own.

ISLD provided the majority of the funding needed to contract Playfair, Inc. The Playfair activities encouraged students to accept their differences, to stand up to peer pressure by not allowing others to keep them from making good choices, and to celebrate their commonalities with the primary goal of helping them learn to work together as a group.

The Playfair morning activities built a platform of respect for self and respect for others among the students. They helped students see that they can and should stand up for what they believe. They also helped students see that they don't have to be "just a bystander" (the Youth Forum theme). Building on this base student advocates for The College of Idaho operating as "near Peers" used a power point presentation, titled, *Bystander Intervention: Alcohol to educate students about what constitutes impairment, what the law requires, and what they can do when peer pressure becomes an issue.*

Students went back to their high schools with a voice in ways to improve their own schools and environment. They became the pool from which school administration draws when student leaders are needed for many tasks, including acting as a "Principal's Advisory Council" at one of the high schools. *Submitted by Debbie Geyer, City Clerk, City of Caldwell, Idaho*

# IOWA ALCOHOLIC BEVERAGES DIVISION

Contact: Tyler Ackerson, Assistant to the Administrator | 515-281-7426 | ackerson@iowaabd.com | https://abd.iowa.gov

## 2015 Supplemental Education Report

**MYSTERY SHOP PROGRAM**—The Iowa Alcoholic Beverages Division (ABD) contracted with the Responsible Retailing of Waltham, MA to conduct a Mystery Shop program in two Iowa college communities for a full year.

In Iowa, binge drinking and underage drinking in college communities is a continual public health and safety issue. Iowa ABD determined that working with two of these communities with this program would instill a mentality of best practices among licensees operating near the college campuses.

The two college communities were Cedar Falls, home to the University of Northern Iowa and Waverly, home to Wartburg. Although less than 20 miles separates the two communities, there were clearly differences demographically and culturally. The University of Northern Iowa is a much larger college, with a student body of 10,500 in a city with a population of 39,260 which is also adjacent to Waterloo, population 68,406. Wartburg is a small, liberal arts college with a student body of 1,661. The population of Waverly is 9,874.

In Cedar Falls, there are two distinct restaurant/bar districts—one in campus town and the other downtown. The concentration of restaurants/bars in Waverly is much more centralized and smaller.

The Mystery Shop program was designed to educate licensees in a positive way, rewarding them for checking identification and providing regular reports – or scorecards – on overall and individual performance. Information shared with businesses remained confidential although the reports issued reflected the success rate for the entire community that were a part of the program.

Responsible Retailing also communicated regularly with licensed businesses, the general community and the universities. This helped to reinforce best practices by licensees with the objective to instill a simple process of checking identification.

Iowa ABD was not directly involved in the Mystery Shop process but was instrumental in connecting Responsible Retailing Forum with local resources as well as provided license information and background for the two communities.

Performance results varied, possibly due to relatively rapid turnover in some licensed premises staffs. In Cedar Falls,

success in the first quarter was 82 percent, then dropped to 68 percent in the second quarter and hit 100 percent in the third. In Waverly, the trend was slightly reversed, with 100 percent of businesses ‘visited’ being successful. The second quarter saw a slide to 85 percent and the third quarter slid even further to 70 percent. Fourth quarter ‘returns’ have not yet been published.

Although success rates varied, these communities have benefited from the process and educational support received. The entire communities were involved in the on-going effort to check identification and to avoid over-serving – although the primary mission was to curb underage drinking. In the on-going battle concerning access to alcohol by minors, the importance to properly train servers in the restaurant and bar industry cannot be overstated. The Mystery Shop program, created by the Responsible Retailing Forum, is an excellent, non-threatening method to educate retailers and keep them compliant.

**Cedar Falls, Iowa**  
Your Community's Mystery Shop Results  
2<sup>nd</sup> Quarter  
May 2016

Thank you for participating in the Cedar Falls Responsible Retailing Program, a new, non-punitive approach for helping you and other alcohol retailers comply with the age 21 drinking law by checking ID and refusing sales to minors.

**How the program works:** We send out legal-age, but strong-looking mystery shoppers who try to buy alcohol. If staff ask for and check the shopper's ID, then the visited alcohol outlet passes the mystery shop. The mystery shop program will help Cedar Falls' alcohol establishments pass any law enforcement checks being done.

**Mystery Shop results:** During the 2nd Quarter, staff in 72% of the randomly selected alcohol outlets passed their mystery shop. Are you part of this success story? Are you doing your part to make Cedar Falls a Responsible Retailing Community? If not, then you better get with the program! Remember—the next law enforcement check might happen any time...

**What You Can Do**

Cedar Falls passes retailing:

- 1) Remove
- 2) Let your
- 3) Make to
- 4) Stand as

Respectfully,  
Brad Kinross, President  
Responsible Retailing Forum

**Waverly, Iowa**  
Your Community's Mystery Shop Results  
2<sup>nd</sup> Quarter  
May 2016

Thank you for participating in the Waverly Responsible Retailing Program, a new, non-punitive approach for helping you and other alcohol retailers comply with the age 21 drinking law by checking ID and refusing sales to minors.

**How the program works:** We send out legal-age, but strong-looking mystery shoppers who try to buy alcohol. If staff ask for and check the shopper's ID, then the visited alcohol outlet passes the mystery shop. The mystery shop program will help Waverly's alcohol establishments pass any law enforcement checks being done.

**Mystery Shop results:** During the 2nd Quarter, staff in 92% of the randomly selected alcohol outlets passed their mystery shop. Are you part of this success story? Are you doing your part to make Waverly a Responsible Retailing Community? If not, then you better get with the program! Remember—the next law enforcement check might happen any time...

**What You Can Do**

Waverly parents are counting on you, so please continue to do your part to make Waverly a model of responsible retailing:

- 1) Remove your staff—every step—to check ID, just in case a law enforcement check can happen at any time.
- 2) Let your staff know: Servers have shown that customers appreciate it when staff does a good job checking ID.
- 3) Make sure your staff knows what to do if someone who is alcohol-impaired is trying to buy alcohol. What's your store's policy?
- 4) Share and discuss the enclosed document, "The Five Best Steps to Get Caught Selling Alcohol to an Underage Customer," with your staff.

Respectfully,  
Brad Kinross, President  
Responsible Retailing Forum

**Responsible Retailing Forum**  
440 Main Street, Suite 422  
Waltham, MA 02459  
www.responsible.org



# MAINE BUREAU OF ALCOHOLIC BEVERAGES & LOTTERY

Contact: Tracy Willett, Liquor Operations Manager | 515-281-7400 | [tracy.a.willett@maine.gov](mailto:tracy.a.willett@maine.gov) | [www.maine.gov](http://www.maine.gov)

## 2015 Education Report

**Underage Drinking Media Campaign Description**-In an effort to bring awareness about the dangers of underage drinking, BABLO and Pine State Spirits, collectively referred to as Maine Spirits, promoted a PSA contest to high school students across Maine. Students were asked to create an impactful video that would communicate to students, families and communities the consequences of underage drinking or to raise awareness about the dangers of underage drinking.

Nineteen submissions were received, reviewed and judged by a Maine Spirits team of 6 people. The judging criteria was based on Impact, Understanding of the Contest Theme, Video Production Quality, Creativity, and Overall Presentation. Each category was scored on a scale from 1 to 4. Each judge was allotted one extra point to assign to any one video of their choice. The submissions received were thoughtful and creative which made the judging difficult. First, second and third place winners were ultimately selected. The first place winning video, entitled "The Call", was produced by students from Winthrop High School. "Happy Birthday" and "Preventing Underage Drinking", were the second and third place videos respectively, and both videos were produced by students from Old Town High School.

## MAINE ★ SPIRITS

May 26, 2016

Dear Maine Educators, Students and Parents:

The Maine Spirits Underage Drinking Prevention Media Campaign has concluded and the winners have been chosen. We had a successful first campaign with a lot of great submissions. Based on the quality of these videos, it is clear that a significant amount of time and energy went into production them.

We are pleased to announce the three prize winners:

1. Lukas Grube and Fantasia Perez, Winthrop High School "The Call"
2. Derek Barclay and Libby Nason, Old Town High School, "Happy Birthday".
3. Alex Blackie, Old Town High School, "Preventing Underage Drinking"

Congratulations to the winners!

## MAINE ★ SPIRITS

February 22, 2016

Dear Maine Educators:

Maine Spirits is the exclusive wholesale supplier of Spirits to the State of Maine. We take pride in supporting Maine's economic growth by responsibly promoting the purchase of spirits within the state.

Maine Spirits wants to bring awareness to Maine about the dangers of underage drinking and the effects it has on families and communities. Maine Spirits seeks to engage the students of Maine high schools to raise awareness about the dangers of underage drinking.

Maine Spirits will be holding a contest in which high school students will be asked to create an impactful video for use in our "Underage Drinking Media Campaign." The winning school will receive \$5,000 to be used towards your school for any function or sup plies. The winning video will also be used as a PSA on social media, local programming and selected commercial slots during 2016.

The video will be submitted to Maine Spirits and a panel of judges will rate the videos based on the following criteria:

- Impact
- Understanding of theme
- Production quality
- Creativity
- Overall presentation

There will be three prizes, first, second and third.

This project will begin February 29, 2016 with a submission deadline of April 29, 2016. Winners will be chosen on May 16, 2016.

If your school is interested in participating, please refer to enclosed information for details.

Thank you for your time and if you have any questions please email [draftus@pinestatetrading.com](mailto:draftus@pinestatetrading.com) or call 1-800-452-4633 extension 3108.

Danielle Raftus  
Maine Spirits  
4 Water St Hallowell, Maine 04347

Plaques were presented to the winners in person at school assemblies with local news outlets on location to cover the events. Monetary prizes of \$5,000, \$2,500, and \$1,000 were issued to the schools. Statewide press releases were issued as well.

The winning videos can be viewed on the Maine Spirits You-Tube channel at <https://www.youtube.com/channel/UCW63Wr2Z5wstjMjLLHL-U0w>.

The funds were used to make winning videos TV ready to be used as Public Service Announcements during local programming.

# MD, MONTGOMERY CO. DEPARTMENT OF LIQUOR CONTROL

Contact: Emily DeTitta, Licensing & Outreach Manager | [emily.detitta@montgomerycountymd.gov](mailto:emily.detitta@montgomerycountymd.gov) | 240-777-1904  
[www.montgomerycountymd.gov/dlc/](http://www.montgomerycountymd.gov/dlc/)



**Regulatory Network** - In an effort to 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, increased program buy in and educated on permitting as a way to compress regulatory efforts and streamline services to the community. Funding was used towards meeting supplies and food for a half day educational seminar. This meeting allowed the DLC to collect and share information among code enforcement.

**Conference Attendance** - 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 at this annual conference has bolstered communication between the counties and increased resource allocation and especially helped state legislation efforts. Attendance for five licensing, enforcement and outreach staff was covered. Participation allowed the Montgomery County DLC to share, and learn about, safety programs, trends and educational efforts related to alcohol service. Funding from two additional conferences was originally sought but due to staff participating as speakers the conferences paid for travel and lodging. The remaining funds were used for promotional materials for the Communication Center.

**Distribution of Adhesive Cell Phone Wallets and Lanyards** This year the DLC opened a the DLC Communication Center to provide assistance and problem solving to over 1000 licensees, sales reps, suppliers, customers, and the community while providing proactive outreach regarding customers' orders and product availability. This call center creates a case for each inquiry, and each outgoing communication, which is measured and remains open until the issue is resolved. Calls are typically closed within 24 hours.

To promote this service, and ultimately boost the service to licensees and the public, adhesive cell phone wallets were purchased with the Communication Center phone number. Additionally, lanyards, for suppliers and sales representatives who receive solicitor's permits, were made with the Communication Center phone number printed on them.

The success of the [Regional Alcohol Forum](#) was measured by high scoring Survey Monkey evaluations taken after the symposium and the sheer number of attendance. The survey results showed participants overwhelmingly found the forum very successful, the highest rating possible. The evaluation

## 2016 Education Report

**Maryland Alcohol Forum** - In September 2016, the Department of Liquor Control hosted a forum for Liquor Boards throughout the state to share protocol and educational resources. Department of Liquor Control regulatory staff often act as a catalyst for training and serve as an informational resource to licensed businesses. Collaborating with other counties helped establish consistent educational messages to licensed establishments and promote safety through shared public information techniques.

As a by-product of this collaborative effort, inspectors were brought together for networking and to share trend information. Montgomery County is the only controlled county within the state of Maryland. A substantial disconnect between county Boards of License Commissioners exists in Maryland causing isolation in the area of alcohol laws and consequences, enforcement procedures and educational efforts. The Statewide Beverage Alcohol Forum brings the states understanding up as a whole allowing a standardized and more efficient service to the community. In recent years, the forum has served as an educational platform on state and county alcohol regulatory measures with departments, liquor boards and elected officials.



feedback will aid in selecting topics for next year. Additionally, the turn out, consisting of about 60 attendees was very high.

The success of the [Regulatory Network](#) was measured by feedback from, and attendance of county agencies. There were nearly 20 attendees representing about six code enforcement agencies within Montgomery County.

Knowledge gained from conference attendance was measured by verbal, group staff meeting report outs following the conference. Programs such as Mystery Shops, partnerships for responsible hospitality campaigns and enforcement tactics have been gained through the attendance of staff at various conferences.

The Communication Center, and no doubt the promotion of this call center, has worked to increase efficiency and efficacy of the department and boost the public perception of the Control System under which we operate. The Call Center has serviced over 1,000 calls. This number was reached by call center promotional materials disseminated to potential callers.

The Regional Alcohol Forum will aid in the ongoing augmentation process of building the night life in Montgomery County, promoting the Control System under which we operate and facilitating relationships to ensure public safety and a rise in economic value of nightlife.

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. Due to the data derived from the Montgomery County Nighttime Assessment the Regulatory Network, recommendations on county public safety efforts and develop environmental prevention strategies to increase safety continue to be made.

Conference attendance at the Maryland Alcohol Law Association (MALA) have allowed the Department of Liquor Control staff and participating community stakeholders to ascertain tactics that can be incorporated into recurrent training with business owners and staff, enforcement and redevelopment teams. State legislation efforts are also reviewed and supported by efforts stemming from these conferences.

The Call Center promotional materials handed out are long term use products and will be used and shared as a resource for customers in the future.

## 2015 Education Report

**Maryland Statewide Alcohol Beverage Forum** - In 2015, Montgomery County's Department of Liquor Control (DLC) hosted the Eighth Annual Maryland Statewide Alcohol Beverage Forum at the Department of Liquor Control in Gaithersburg, MD. The event gathered together alcohol license administrators and alcohol enforcement from Maryland counties to network and to discuss legislative priorities, trends and best practices.

The forum involved members of the Maryland Alcohol Licensing Association (MALA). The 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 conference has bolstered communication between the Counties and increased resource allocation and helped state legislation efforts.

The focus of the forum was the national, state and local three-tier system model, regulatory trends and best practices. Speakers included the National Alcohol Beverage Association (NABCA); Lou Berman from the Maryland State Comptroller's Office; Kevin Atticks, CEO of Grow & Fortify, Executive Director of both the Maryland Wineries Association and Brewers Association of Maryland and Director of the Maryland Distillers Guild; and Brad Krevor of the Responsible Retailing Forum.

The success of the Maryland Alcohol Forum was measured by the positive turnout of 55 attendees and the positive feedback received by a Survey Monkey evaluation that followed. In the survey, 55% of respondents reported the event to be "excellent" and 27% to be "very good" and 18% to be "good." Additionally, 91% reported the content to be "extremely helpful" (64%) or "very helpful" (28%); 73% said the speakers were extremely or very engaging.

Overall the event was reported as "excellent" by most attendees and there were no rankings below "good" for any category. The evaluations will aid in selecting topics for the next year. The Maryland Alcohol Forum will provide ongoing augmentation processes of building the night life in Montgomery County, promoting the Control System and facilitate relationships to ensure public safety and a rise in the economic value of nightlife.

### 2015 Conference Attendance



The [Responsible Retailing Forum \(RRF\)](#) conference in Oklahoma, presented information about Responsible Retailing Initiatives by publicizing and discussing research based best practices. The information obtained from the RRF annual meeting was shared with licensees and worked into current training sessions. Attending the conference helped to build safe environments through information sharing and long-term strategy development.

The [National Conference of State Liquor Administrators \(NCSLA\)](#) conference in Des Moines, Iowa, allowed the DLC to network with regulators from open states, as a guest speaker and attendee. This conference focused on inner tier challenges of the three-tier system and alcohol trends. A staff member also participated in the County Small Business Awards. Attendance allowed for connections to be made with other departments within the county, including economic development.



Knowledge gained from conference attendance was measured by verbal, group staff meetings following the conferences.

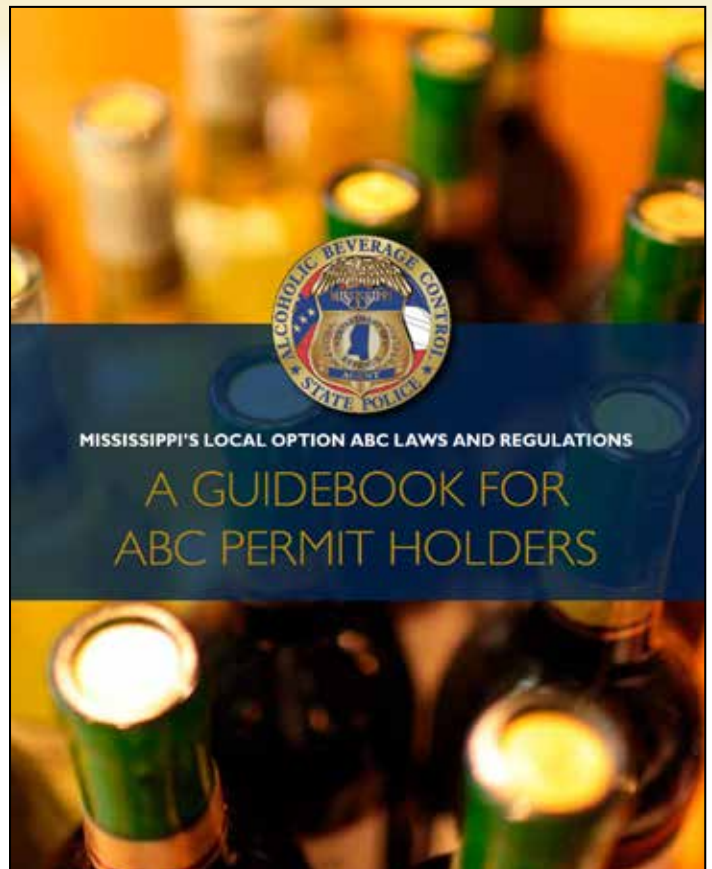
# MISSISSIPPI DEPARTMENT OF REVENUE

Contact: Rusty Hanna, Deputy Chief of Enforcement | 601-856-1326 | rusty.hanna@dor.ms.gov | www.dor.ms.gov

## 2016 Education Report

### Statewide Training/Guidebook for ABC Permit Holders

The Department of Revenue provided statewide training to the permittees. This two-part training included ABC laws/regulations and training on how to use the new computer system, Mississippi Automated Revenue System (MARS) that permittees are required to use for all ABC business, from permit applications and renewals to placing liquor orders. There were 13 different training sessions conducted throughout the state. This training was provided to approximately 500 attendees in nine (9) different cities. The costs associated with this training included fees/rentals for various needs such as: meeting rooms, refreshments (coffee, water, drinks), video screen, projector, and other miscellaneous charges.



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# MONTANA LIQUOR CONTROL COMMISSION

Contact: Lisa Scates, Alcohol Education Coordinator | 406-444-4307 | liscates@mt.gov | www.revenue.mt.gov

## 2015 Education Report

The Department of Revenue, Liquor Control Division relies heavily on volunteer trainers. These volunteer trainers teach the state's responsible alcohol sales and service training curriculum, "Let's Control It". They also work closely with their local law enforcement agencies as well as liquor license holders in their communities.

The Department of Revenue used the funds toward three projects that helped to ensure that state certified trainers were taught the responsible alcohol sales and service training properly and effectively.

**Trainer Site Program** - There are currently 240 "Let's Control It" trainers across the state. The department developed a trainer site visit program to meet with all of the trainers and maintained face to face contact. Trainer site visits allowed the department to provide input and recommendations to help resolve problems within the community and provided ways to help build up community involvement. To date eleven (11) trainer site visits have been conducted. Trainers appreciated the departments efforts to visit them.

**Trainer Fidelity Check Program** - Each year, trainers have taught more individuals in the state of Montana than the other 13 approved training providers. Because the "Let's Control It" program is the most prevalent training, it is important to ensure that our trainers were following the department's guidelines and implementing the program as expected. Department staff attended a trainer's class unannounced and evaluated the quality, content and completeness of the class. Trainers were also provided with feedback on suggested improvements.

**Trainer Recognition Program** - Our trainers are important and essential to the work we do, and we wanted to show our appreciation for their hard work and dedication. The department developed a recognition program structure that include several categories: 1) Most People Trained Award in a Year; 2) First 20 Classes Taught Award; 3) Department Choice Award; 4) Innovation Award; and 5) Audience Choice Award. The

awards for Most Trained in a Year and Audience Choice awards will be presented during the award ceremony at the 2017 Alcohol Education Summit. Those receiving the award will be given a trophy or a plaque as well as other choices of gifts.

We are very appreciative of these awards as it allowed us to accomplish these programs.

### Trainer Recognition Program Structure - Let's Control It program

#### Categories:

**Most trained in year:** Level three - Top 5 trainers recognized at summit luncheon – star plaque plus any level award.

**First 20 classes taught:** Level one award – check quarterly, post in newsletter, list trainer award choices in newsletter, post on trainer bulletin.

**Department choice award:** recognized at luncheon. Star plaque plus a level one or two award choice – we choose – quarterly, photo in newsletter, press release if person agrees, certificate from Director - framed. This an all-encompassing award, i.e. training, paperwork, creativeness.

**Innovation award:** Star plaque plus a level one or two award choice – trainer submits their program – we choose – quarterly, photo in newsletter, press release if person agrees, certificate from Governor - framed. This will be added to trainer bulletin in portal for submission. (we will update submission form and send out some time in June 2016)

**Audience choice award:** Top 5 trainers recognized at summit luncheon, star plaque plus any level award choice, by nomination via press release request, press release of winner if person agrees, certificate from Governor - framed. Two categories – trainers and community member or organization. Send press release requesting nominations around March 2017.

#### Award luncheon:

Awards at luncheon: Top 5 for most trained in a year, Top 5 for audience choice and department choice award, do a one hour trainer update (to encourage trainers to attend), awards from 12 to 12:30 then lunch from 12:30 to 1:30. All trainers who attend luncheon will get a goodie in their summit bag just for showing up – guess my age cards. Press release announcing summit and awards, post event on website – liquor education home page.

#### Award choices:

##### Level one:

- name tags (order bulk, engrave as needed)
- water bottles (order bulk)
- Lapel pin (order bulk)

##### Level two:

- Coffee mugs (order bulk)
- Sum It Cup kit (order as needed)
- fatal vision goggles (order as needed)

##### Level three:

- Laptop computer bag (order bulk)
- laptop clicker (order bulk)
- business cards (order as needed)
- Leather portfolio (order bulk)

**Miscellaneous:** Annual recognition of all active trainers. Certificate signed by education and Let's Control It post it pads.

**Merchant/employee recognition program:** (this portion put on hold for now) Nominated by trainers/ law enforcement/their employer, press release if establishment/employee agrees, wall plaque, post on website if they agree, send to employer/employee.

## 2016 Supplemental Education Report

### Community Engagement Conference, Stopping DUIs Before They Start

- Every community in Montana is assigned a substance abuse prevention specialist from the Department of Public Health and Human Services. There are 56 counties in Montana and 43 of them are represented through DUI Task Force groups. Both groups work in their individual communities with their own work plans and DUI Task Force plans. Often times these groups do not coordinate their plans and either duplicate efforts or create non-cohesive efforts in their communities. This Community Engagement Conference sought to resolve this issue.

The Montana Interagency Coordinating Council (ICC) for State Prevention programs partnered in this effort. Through interagency planning and cooperation, the ICC was charged with developing comprehensive and coordinated prevention programs to strengthen the health and safety of children, families, individuals, and communities that are deemed to be at risk. The ICC is comprised of the following agencies: Attorney General's Office, Public Health and Human Services, Office of Public Instruction, Montana Children's Trust Fund, Board of Crime Control, Labor and Industry, Department of Corrections, Department of Revenue, Office of Indian Affairs, Military Affairs, Department of Transportation, Higher Education, and two community members. The conference planning committee consisted of ICC members from the Department of Transportation and Department of Revenue, Prevention Resource Center and Public Health and Human Services.

The conference targeted prevention specialists and DUI Task Force community members as well as their law enforcement members. The conference brought together experts in the field from three state agencies and various local communities who collaborated on ways to address this important public health issue.

The event included presentations from nationally known prevention scientist and educator Dr. David Hawkins, who addressed the group with a presentation entitled the "Unleashing the Power of Prevention". Other topics included the science of prevention and application, strategies for effective community engagement and linking with law enforcement.

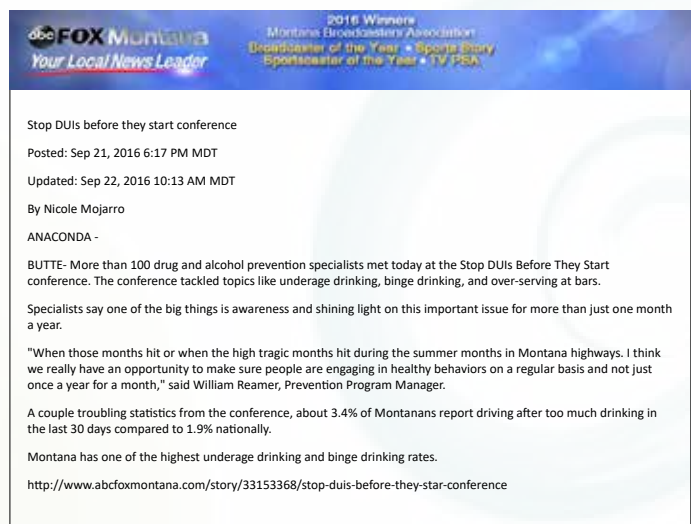
This conference was held to encourage prevention specialists and DUI Task forces to work together to develop and implement cohesive and sustainable prevention efforts to reduce sales to underage and intoxicated persons in their communities. The Montana Department of Revenue, Liquor Control Division was directly responsible for this project.

Attendees at the conference were seated by region which provided the opportunity for them to meet other folks in their

community with the same mission. Many attendees made contacts for the first time.

Feedback from attendees were very positive. They were grateful for the training and felt that it gave them powerful skills to take back to their communities. We learned that this type of training is needed more on a regular basis.

We are very appreciative of these awards as it allows us to accomplish more then we could manage with our limited budget. It allows us the opportunity to focus on specific projects that otherwise may not have occurred. Thank You !!





# NEW HAMPSHIRE LIQUOR COMMISSION DIVISION OF ENFORCEMENT

Contact: Lt. James Young, Division of Enforcement & Licensing | 406-444-4307 | james.young@liquor.state.nh.us  
www.nh.gov/liquor/index.shtml

## 2016 Education Report

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



**Public Awareness & Educational Media Campaign** - The Division of Enforcement implemented 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. They took part in handing out promotional materials at minor league baseball games (Fisher Cats), college football games (University of New Hampshire), minor league hockey games (Monarch's) and National Nite out.

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

As a result of this effort, the Liquor Commission Division reached out to over 63,000 youth and adults distributing informational campaign materials.

The Division's goal was to provide top notch educational and awareness programs to all of the State of New Hampshire. Thank you to NABCA for their continued support in these efforts.

**Race to Educate** - New Hampshire Liquor Commission Division of Enforcement partnered with New Hampshire

Motor Speedway and created a "Race to Educate" campaign. NHMS has two major NASCAR Sprint Cup Race Series during the year, which drew hundreds of thousands of fans of all ages. The award funded a display area in the Fan Zone at the New Hampshire Motor Speedway and the purchase of educational promotion items. We chose the "thumbs up" symbol for the education promotional item because it related to all ages.

The Division of Enforcement participated in a number of community related activities, which enabled us to promote the "Pledge to Commit" campaign. NHMS provided 1,000 NASCAR Sprint Cup Series Race tickets. Students that signed the pledge received a race ticket.

A 10x10 display area was displayed in the Fan zone at both races. In the July race, over a four day period, hundreds of fans signed the pledge and received a "BUYERS BEWARE thumbs up" promotional item. In the September race the educational display was set up for three days and hundreds of fans signed the pledge and received "BUYERS BEWARE thumbs up" promotional items and "Make Good Choices" public awareness and educational items.

Awareness and informational materials were distributed to thousands of youth and adult audiences who attended the two NASCAR Sprint Cup Car Series races. The Division received many "likes" to the Race to Educate" campaign from the public via the Division's Facebook page.

**Features**

The "Race to Educate" program is intended to inform the target audiences about the seriousness and consequences of underage drinking and promote participation from supporters.

The NHLC, Division of Enforcement will be connecting with communities throughout the state by offering information & incentives at public events, schools, training programs and the NASCAR races.

The program is designed for alcohol awareness and to educate the public about the dangers of underage drinking.

We are happy to offer you a gift with a signed pledge!

NHLC  
Division of  
Enforcement &  
Licensing  
AND  
New Hampshire  
Motor Speedway

NEW HAMPSHIRE MOTOR SPEEDWAY

NEW HAMPSHIRE  
CONCORD MOTOR SPEEDWAY

# NORTH CAROLINA ALCOHOLIC BEVERAGE CONTROL COMMISSION

Contact: Luther Snyder, Executive Director, NC Initiative to Reduce Underage Drinking | 919-779-8367 | luther.snyder@abc.nc.gov | www.abc.nc.gov

## 2016 Education Report



**Twelve Month Age Calendar for ABC Boards – Alcohol Education Materials** - As part of NC Initiative to Reduce Underage Drinking, Alcohol Education Programs: Talk It Out NC has developed 2017 Age Verification Calendars, which will help ABC store employees determine the date a customer must be born on or before to purchase alcohol legally. While the Talk it Out campaign encourages employees to always calculate the age of a customer on their own, this gives the employee an extra tool to ensure the customer is of legal age to purchase alcohol. These calendars will be displayed by the ABC store cash registers. The calendars also promote and raise awareness about the Talk it Out campaign. This increased level of awareness helps spread our underage drinking prevention message even further. These calendars will be distributed to all local ABC Boards throughout North Carolina prior to January 1st, 2017. A quantity of 1,000 calendars have been ordered.



# OHIO DEPARTMENT OF COMMERCE

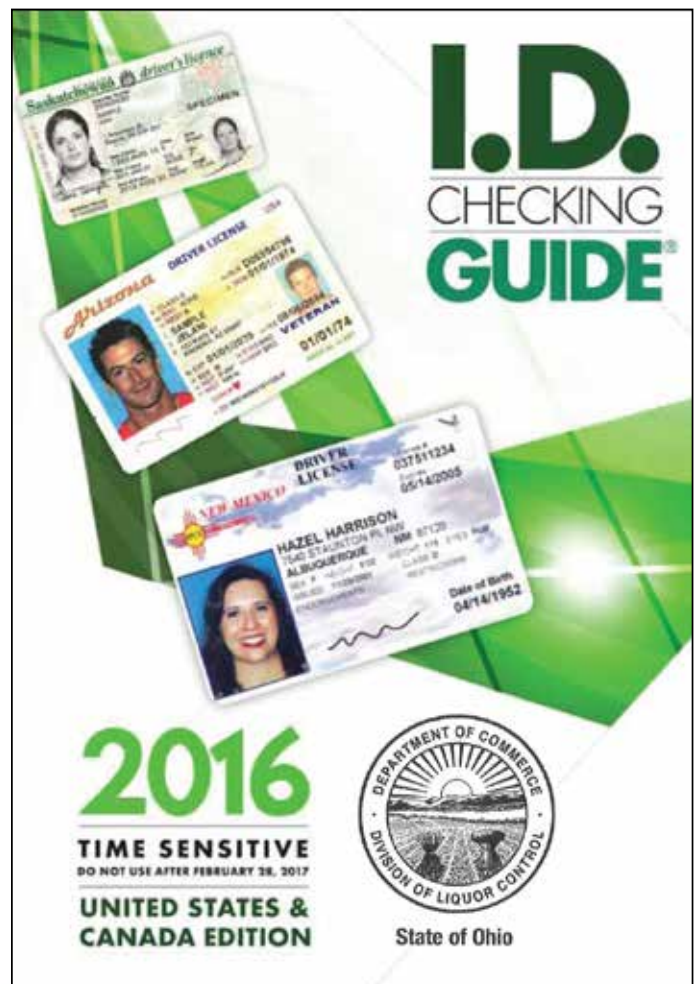
Contact: Elaine Moore, Assistant Chief, Beer & Wine Section | 614-644-2411 | elaine.moore@com.state.oh.us | www.com.ohio.gov/liqr

## 2015 Education Report

### Responsible Alcohol Sales Through Employee Awareness

Six Compliance Officers from the Division of Liquor Control's Investigative Services educated owners and employees of Ohio's 467 Contract Liquor Agencies that sell spirituous liquor. The program taught retailers the necessary steps to verify state driver's licenses and identification cards. As part of the program, each outlet received an "ID Checking Guide" booklet that included examples of driver's licenses and identification cards for Ohio and all other states. This will aid the retailer in the identification process and help prevent the sale of alcohol to underage individuals. Additional booklets were distributed to retail permit holders upon request.

Data was compiled at the end of each training session. The information reflected the training location, number of employees trained, if the training was for a new store, and if requested by the owner or initiated by the division of Liquor Control as the result of a violation. The grant funded the purchased of 754 ID Checking Guide books.





# OREGON LIQUOR CONTROL COMMISSION

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

## 2015 Education Report

**Pass the Keys Campaign**-The grant was used to fund a media campaign during the 2015 college football season in Oregon called "Pass the Keys". The OLCC partnered with Entercom, a company that operates 7 radio stations in Oregon. The campaign was included in radio PSA's and social media messaging on home game day at the larger colleges in Oregon. The campaign addressed responsible alcohol consumption before and during games with the emphasis on passing car keys to a designated driver or to a sober friend to ensure people arrive home safely. The campaign actively ran from September through December 2015, Entercom provided the final numbers on the campaign at the end of March 2016.

The Oregon State Police and Oregon Department of Transportation also partnered with the commission to support the campaign and campaign message. Entercom provided additional radio and social media spots during the campaign that more than tripled the agreed upon PSA broadcasts under the original agreement.

The OLCC served as the direct administrator for this educational project. The OLCC education and communications units worked with Entercom to develop and review all campaign ads, PSA content, and press releases.

The entire scope of the campaign was game day safety for all fans going to the game. The ads and social media messages all addressed responsible alcohol consumption and passing the keys to a designated driver to keep Oregon's highways and roads safe from impaired drivers after the game ends.

Working with Entercom and the colleges and universities in Oregon, the message around responsible alcohol consumption was supported by the colleges and the general public. Partnering with OSP and ODOT helped to expand the scope of the message to all citizens in Oregon encouraging everyone to take an active role in keeping our roads safe and consuming alcohol responsibly.

Deliverables	Actual	Reach
500 PSAs	1,493 PSAs	1,429,300
people	20,000 ad impressions	21,002

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- Campaign was listed in all 7 stations Community pages
- PSAs and Press release to radio/TV stations in Bend, Eugene and Medford
- College Game Day Sponsorship – 680 on-air mentions
- Ads in Portland Family Magazine
- Facebook posts via Be Well Northwest

**Pseudo-Intoxicated Mystery Shops (PIMS)**-The OLCC partnered with the Responsible Retailing Forum (RRF) to conduct Pseudo-Intoxicated Mystery Shops (PIMS). RRF provided trained actors who visited serving on-premise establishments in the Portland metro area. The results of the visits were recorded and the staff and customers were observed. The PIMS was conducted over three nights in three different neighborhoods. After the PIMS was completed, a total of 84 letters were sent out to the visited and non-visited businesses within those neighborhoods. Those same businesses were invited to visit a link set up especially for this project to review the results of the PIMS visits. They were able to view the PIMS protocol videos, and a short training video scenario on dealing with a very intoxicated person i.e., how to refuse service. The training videos were derived from New Mexico's Way To Serve online training.

The OLCC served as the direct administrator for this project. The agency worked with RRF and the PIMS actors to develop the list of businesses and, the agency staff assisted with transporting the actors to each neighborhood.

## 2015 Supplemental Education Report

**Over-service Training for Businesses**-As part of the OLCC's mandatory alcohol server education program for people who work at on-premises licensed businesses, there was a strong emphasis on teaching the common signs of visible intoxication, about refusing service to a VIP and how to stop service and remove a drink from a VIP. Our compliance staff looked for over-service when at licensed businesses and issued a violation ticket for over-service to a VIP. Also as part of the ASE course, there was an emphasis on 3rd Party Liability lawsuits which made a licensed business and the server liable



for damages done by an over-served patron (VIP) who gets in an accident and causes injury or death. The Portland Police Bureau also offers training on over-service for businesses.

Alcohol licensed businesses in Oregon became aware of over-service as an issue for their communities' livability and safety, and for regulators and law enforcement. Businesses learned that over-service actually hurts their bottom line and that responsible alcohol service actually helped their bottom line. As a result, there has been a strong improvement by businesses when it comes to refusing service to a VIP.

The on-premises licensed businesses have shown their support for PIMS visits as a non-punitive, educational activity that allows licensees to gauge how their staff are doing and to reinforce their staff's efforts not to over-serve customers. Businesses seemed to be more aware of being good neighbors and took their responsibilities for maintaining livability and a safe community very seriously.

Results were presented in two parts: the first part was focused on the 2015 PIMS visits, follow-up letters, and trainings to the visited and non-visited businesses; the second part will show results from previous PIMS rounds that were done in 2011 and 2012 to show the trends and improvements with the 2015 results.

**Part 1:** 42 businesses were visited over the three nights of PIMS visited from October 22-24, 2015. In half of the visits the male actor was the more intoxicated and in the other half the female actor was the more intoxicated.

The PIMS results for 2015 were as follows:

- 42 premises: - 6 sold                    14% sales rate
- 36 refused                86% refused sales rate

Male-Highly Intoxicated – 21 premises

- 4 sold                                    19% sales rate
- 17 refused sales                    81% refused sales rate

Female-Highly Intoxicated – 21 premises

- 2 sold                                    10% sales rate
- 19 refused sales                    90% refused sales rate

Out of the 84 letters to businesses, 57 businesses responded by visiting the training website set up through RRF, and of those 57 businesses, 21 businesses completed the training. And of the 21 businesses that logged into the training, a total of 33 staff completed the training modules. If any of the completed training sessions were presented to groups of staff at a business or only by an individual each time, it is not known at the time of this report.

**Part 2:** The OLCC and RRF had the opportunity to conduct PIMS visits on 3 separate occasions starting in 2011, and with each round of PIMS the compliance rate improved dramatically.

- 2015: 42 businesses visited: 86% compliance, 14% sold
- 2012: 41 businesses visited: 66% compliance, 34% sold
- 2011: 67 businesses visited: 52% compliance, 48% sold

It was noted that issuing violation tickets for over-service is a challenge for OLCC staff and for a ticket to be upheld in a hearing before an administrative law judge, the compliance staff needed to witness the over-service, and not a ticket that was written and issued after an incident that resulted from over-service. Any approach that emphasized the refusal of sales and over-service to a visibly intoxicated person and gets the licensees' attention is a good thing. And as stated above, licensees expressed their support and appreciation for these educational, non-punitive PIMS visits.

<b>PI-MS Oregon</b>	
(Some feedback from mystery shoppers visiting on-premise locations.)	
PIMS Results	Comments of Mystery Shoppers
served	Thought we were going to be turned down, owner there, small bar w/regulars
refused service	"I'm not sure, but I don't think I'd better serve to you."
refused service	"I'm not gonna give you anything."
refused service	"I don't think you should have any more tonight."
refused service	"Man, I don't think I can serve..."
refused service	"Illegal to serve someone who appears even a little..." but professional
served	a customer encouraged ordering and service
served	Heard bartenders talking to each other, "Just one?"

42 shops, 6 out of 42 served  = did not visit or log into website



# PENNSYLVANIA LIQUOR CONTROL BOARD

Contact: Beth Gardner, Director | 717-772-1432 | begardner@pa.gov | www.lcb.state.pa.us/plcb/index.htm



## 2015 Supplemental Education Report

The Pennsylvania Liquor Control Board (PLCB) Bureau of Alcohol Education used the 2016 award to help finance our annual Alcohol Education Conference. The theme this year was "Underage and Dangerous Drinking: Sharing Resources - Sharing Outcomes." It took place on March 21 and 22 at the Wyndham Hotel in Gettysburg, PA. Over the course of one and a half days, prevention professionals from across the state attended workshops and keynote addresses to update them on the latest evidence-informed practices to curb underage and dangerous drinking.

The conference opened with a panel discussion on sharing resources and outcomes. The panel included Steven Schmidt, Senior Vice President of Public Policy and Communication for the National Alcohol Beverage Control Association, Sgt. Charles Balon of the Bloomsburg Police Department, Carrie Bence, Deputy Director of the Armstrong/Indiana/Clarion Drug and Alcohol Commission and Kelly Canally-Brown, Director of Community Prevention Services in Montgomery County. Gary Tennis, Secretary of Pennsylvania's Department of Drug and Alcohol Programs gave the closing keynote speech.

Concurrent sessions included: "Developing a Successful Grant Application," "Students Responding to AOD Issues,"



"Education through Cooperation - Peer/Police Collaborations," "Alcohol Literacy Challenge™: It's the Thinking, Not the Drinking," "Project PROSPER: A Resilience-Based Approach to Youth Substance Abuse Prevention," "Resident Assistant Training: PLCB's Model Program," "Fish and Boat Commission: An Underutilized Partner," "Place of Last Drink: Strategies and Techniques for Dealing with Problem Establishments," "Fundraising that Brings Results - Plan the Work and Work the Plan," "How Campus Recovery Programs Share Resources with the Community," and "School Resource Officers - Bridging the Gap."

New this year was the addition of a licensee track. Workshops for licensees were "PLCB+: A Primer on Online Services for Licensees," "Developing House Policies that Work: Being a Responsible Alcohol Retailer" and "Preventing the Most Common Liquor Code Violations for Licensed Establishments." Evaluations showed 92 percent of attendees who completed the evaluation felt that overall the conference was good or great; 91 percent rated the exhibits good or great; and 96 percent were impressed by the courtesy and helpfulness of the PLCB staff. "Excellent info & presenters. Thank you." The most highly rated workshop was "Preventing the Most Common Liquor Code Violations" with an average of 4.67 on a 1-5 scale. "Education Through Cooperation - Peer/Police Collaborations" received an average rating of 4.62 and "School Resource Officers - Bridging the Gap" received an average of 4.41. The award help to pay for the facility, rooms for some of the speakers and lunch and a snack break for nearly 300 attendees. The PLCB paid staff salaries to coordinate the conference, printing of conference brochures and other expenses related to hosting an event of this size.

PLCB staff members also presented several of the workshops.

"My first conference-really enjoyed it!"

Overall...I left this conference with a lot of good thoughts and ideas for possible programs for residents on campus.

"Great speakers with informative, useful & helpful info as well as great opportunities to network."

"Excellent info & presenters. Thank you.

Sessions were on target with current concerns.

# UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

Contact: Doug Murakami, Alcohol Education Direction | 801-977-6820 | dmurakami@utah.gov | www.alcbev.state.ut.us

## 2015 Education Report

During the summer months, when underage drinking in Utah increases, the Department of Alcoholic Beverage Control launched a new effort to remind parents of the costs of providing alcohol to minors.



Throughout the months of July and August, shoppers left state liquor stores with more than just alcohol—they were introduced to a new message aimed at sharing the costly consequences of providing alcohol to minors.

“Research shows a significant increase in the number of kids who begin to experiment with alcohol during the summer months,” shares Val Dunaway, Regional Manager at the Department of Alcoholic Beverage Control. “We understand our responsibility in keeping Utah kids free from underage drinking, but we also aim to educate parents on the negative impacts of teen alcohol consumption, and remind adults of the consequences of providing alcohol to minors.”

With the use of innovative messages on employee’s shirts, posters suspended from the ceilings and neck tags hanging from bottles at all 42 state liquor stores and over three dozen package agencies, the DABC reminded patrons of the legal and financial costs of supplying alcohol to underage kids. The new messages were introduced at a press event held at the Utah State Liquor Store at 1814 East Murray Holladay Road, Holladay, UT.

Representatives from the Department of Alcoholic Beverage Control, partners from Mothers Against Drunk Driving (MADD), law enforcement officers from Utah Highway Patrol (UHP) and state prevention specialists from ParentsEmpowered, provided news media interviews.

For most teens, summer vacation is a time to relax, spend time with friends and enjoy the break from the school year. But with parents at work, and perhaps more lenient rules, too many teens use their break to experiment with alcohol. “With an increase in unmonitored time for kids during summer

months, law enforcement often sees many kids begin to experiment with risky anti-social behaviors, including underage drinking,” says Sergeant Todd Royce, Utah Highway Patrol. In fact, more teens take their first drink of alcohol in June and July than in any other month. That’s why now is a crucial time to continue the conversation with teens about absolutely no underage drinking. “We truly hope that parents heed this important message to keep all kids alcohol-free, thereby avoiding the life-changing devastation that follows for so many of these young people, and their families,” said Royce.

These messages provided excellent visibility and awareness for both our store employees and the public. Additionally, because of exceptional media coverage of the event launch, approximately \$50,000 in earned media publicity, added to the project’s value.





# VERMONT DEPARTMENT OF LIQUOR CONTROL

Contact: Sergeant Melanie Gaiotti | 802-828-2339 | melanie.gaiotti@vermont.gov | www.liquorcontrol.vermont.gov

## 2015 Education Report

**What's in your drink?** - The Vermont Department of Liquor Control elected to use the grant to provide alcohol servers and the general public with an informational beverage coaster explaining the contents of various alcoholic beverages. As we strive to make drinkers and servers more responsible in their behavior, we have noticed how uninformed people are regarding what is a standard drink and how much alcohol is actually in the drink. We wanted to spread the word that a standard drink contains 0.6 fluid ounces of pure ethanol. Many drinks contain more than .6 ounces and many bartenders pour differently.

We were able to partner with the Pennsylvania Liquor Control Board, as they have already created a brochure for this purpose. They agreed to allow us to re-brand their brochure, using our information to make the coaster. This sharing saved us considerable personnel time and expenses.

The coaster contains information on the front that all drinks are different and that a 12 oz beer, an 8 oz craft beer, a 5 oz glass of wine, and 1 1/2 oz of 80 proof spirits are all the same. The back of the coaster states that all servings of beer, wine and spirits are not the same and that they all have different alcohol contents and that a customer can check with their server. It stresses that one glass is not always just one drink. This information matches the information that we give servers in our training programs.

We have been distributing these coasters through our server training classes, which are mandatory for all persons selling or serving alcohol in Vermont. We have provided them to the general public via the outreach programs at the state fairs and other public events, and partnered with our wholesale distributors to get them out to licensed establishments.



**Marijuana Awareness Conference** - The Vermont Department of Liquor Control developed the "Marijuana Awareness Conference" to bring awareness about marijuana and its associated culture to our Vermont audience. Part of the grant award was to bring national marijuana expert Jermaine Galloway from Idaho to Vermont to address three specific groups. He is uniquely situated to observe the emerging marijuana cultures in the states of Colorado, Washington and Oregon and has spent a considerable amount of time in all three states.

The first two groups were brought together at the Prevention Conference held at the Capitol Plaza Conference Center in Montpelier, Vermont. At that conference, Officer Galloway gave a presentation to 78 adults from around the state. Some were prevention specialists, coalition members, counselors, members of the media, and legislators. Directly following the presentation, he spoke to more than 110 very energetic Vermont teens about substance abuse and making good choices.

The following morning, Officer Galloway conducted training to 84 Vermont police officers from local, county and state agencies. The training was approved by the Vermont Police Academy as certified training hours. The training was held in Colchester, Vermont at the Federal Training Facility at Camp Johnson.

Evaluations of the conference were sponsored through the Prevention Works organization. Prevention Works is a network of coalitions and community efforts across Vermont that works to decrease the prevalence of tobacco use, drug use, underage drinking and high-risk drinking in Vermont, especially among youth and young adults.

These conferences were highly successful and a truly collaborative effort among multiple sectors in Vermont, to include the U.S. Military, the prevention community in and out of our schools and several law enforcement agencies.

**Liquor Control Warehouse Study** - The Vermont Department of Liquor Control completed a full analysis of our warehouse operations in August 2015. The agency contracted with Chet Willey of Chet Willey Associates to oversee the analysis. The study was necessary due to the growth in liquor sales in Vermont over the last five years. The agency was concerned about the capacity of the warehouse to sustain continued growth.

Mr. Willey made recommendations to our Liquor Control Board, and gave us two options for how to increase the life of our warehouse operations in our current warehouse. The first option included replacing our current racks with larger racks to increase the number of SKU's that we can accommodate. Also the study suggested that we relocate some of the specific areas of our warehouse to increase accessibility. The second option included a change of equipment to allow a different picking process as well as a change in our delivery options. Security concerns were also brought up in the final report.

The Vermont Department of Liquor control began implementing some of Mr. Willey's suggestions in an effort to extend our warehouse life by 4 to 5 years. We have also begun to implement some of the security suggestions outlined in his study.



# VIRGINIA Department of Alcoholic Beverage Division

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## 2015 Education Report



YADAPP is a youth-led summer leadership conference empowering high school students to keep their schools and communities alcohol and drug free by adopting positive peer leadership roles. YADAPP is planned, implemented, and facilitated by 70 youth staff assisted closely by Virginia ABC Education and Prevention staff. Support is provided by Virginia ABC Enforcement agents. Youth staff members are former YADAPP participants who progress through four levels of leadership: Youth Leader (1 year), Junior Staff (up to 2 years), Intern (1 year), and Office Manager (1 year).

YADAPP participation is team-based, formed through Virginia high schools or community organizations. Each team is comprised of four student leaders and at least one Adult Sponsor. Each team is grouped with three other teams from across Virginia as they navigate through the week-long conference which includes:

- Developing a Strategies To Act Now (STAN) Plan, a strategic alcohol/drug prevention plan to take back to their school/community;
- Skill building breakout sessions that include alcohol/drug trends in Virginia, working across generations, marketing, accessing resources, leadership, program planning, fundraising and more;
- Presenting their STAN Plan as a team for the possibility of winning a mini-grant; and
- Keynote speakers to set the focus for the day each morning, summarize daily learnings each evening, and motivate students to be peer leaders in the field of prevention.

This grant project funded the YADAPP 2015 Adult Sponsor Track and encouraged Adult Sponsors to build:

- themselves as teachers, counselors, resource officers, and community workers
- their knowledge about alcohol and drug prevention
- their network with other like-minded professionals
- their capacity for working with others
- the sustainability of YADAPP

The track included eight sessions featuring: speakers, work with conference youth staff, collaboration with the students in development of their STAN Plans, and building unity and spirit with other Adult Sponsors. By customizing and presenting

some of the sessions ourselves and utilizing public and private partners for the Breakout Sessions, we were able to bring in outstanding topical experts. We were very deliberate with the mix of content, information sources and presenters to achieve the learning objectives and engage each member of the Adult Sponsor audience regardless of their individual point of view, profession, learning style or level of experience with YADAPP.

- I believe our STAN Plan will help make our school/community a better place – 92% Agreed
- I understand what is needed to implement our STAN Plan – 100% Agreed
- I believe our STAN Plan will help fix the problem my team identified – 93% Agreed
- My understanding of the YADAPP mission increased – 92% Agreed
- My understanding of STAN Planning increased – 85% Agreed
- My knowledge of prevention resources increased – 100% Agreed
- My understanding of my role as an Adult Sponsor after YADAPP has increased– 100% Agreed
- My level of confidence in leading my team to do their STAN Plan has increased– 100% Agreed

“Because of the YADAPP conference, our team has a deepened passion for prevention. By creating a plan to raise awareness to the use, misuse, and abuse of substances, we are able to focus on getting the attention of the youth in our community before drugs and alcohol do. Our community, especially the students, will have better knowledge about substances and how to refrain from using making informed decisions, our youth will be able to push forward to a bright future, free from substance abuse.”



**VIRGINIA, 2015 Education Report, continued**

“Because of the YADAPP conference, my school leaders will be able to implement a solid plan for strategizing ways to bring awareness across to administration, teachers, students and community.”

Because of YADAPP, I feel the kids from the Youth Advisory Council will be eager to share the experience and implement some of the strategies learned in the community.”

“Our youth blossomed so much in just the few days they attended YADAPP. I have seen so much growth within our group that will benefit them for years to come. I am excited about seeing them grow and implement their STAN plan throughout the year!”

**STAN Plan Implementation Results** - A baseline was established from STAN Plan reporting and implementation data collection:

- 18 teams filed STAN Plan Final Reports, which is up from 4 team the previous year.
- 11 teams reported activities that reached a cumulative 1,973 high school students and staff, which is up from 2 teams the previous year.



**YADAPP 2015 Adult Sponsor Message and NABCA Grant Sponsorship Acknowledgement from Program Book**

A graphic with a dark blue background and a red, white, and blue striped border. At the top right, it says "ADULT SPONSORS". The main text reads: "Recognizing the Crucial Work of Adult Sponsors: You Make YADAPP Possible!". It includes a "THANK YOU!" sign held by a cartoon bear on a bicycle. Below, it lists bullet points about best practices in prevention and asks for help in collecting data. At the bottom, it features a "NABCA" logo and a graphic of a ticket that says "ADMIT ONE". The ticket also contains the text: "ONLINE CONFERENCE EVALUATIONS Don't Forget! ...End of conference evaluations are an important part of the YADAPP experience! Sharing your feedback on this year's conference helps to improve future YADAPPs! For youth participants, available at: www.surveymonkey.com/YADAPP15Youth For adult sponsors, available at: www.surveymonkey.com/YADAPP15Adult".



# WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION DIVISION

Contact: Charlotte A. Blankenship, Project Director | 304-389-1977 | charlotte.a.blankenship@wv.gov | www.abca.wv.gov



## 2016 Education Report

### NO SCHOOL SPIRITS PSA Contest

The West Virginia ABCA had its 3rd Annual NO School Spirits PSA contest in earlier this year. High School students were invited to submit an essay or a video about the dangers of drinking and driving or underage alcohol use. The school that won was invited to help develop a PSA

which was televised across the state during the 2016 prom and graduation season. The prize money was used towards school sanctioned events or for school materials. State Farm and the Governor's Highway Safety Program (GHSP) were sponsors as well. The results totaled 7,766 radio and television spots and were aired during prom and graduation season. The GHSP was impressed with the presentations and offered to provide funds to assist with the program. The attention from the media and the feedback was phenomenal.

## 2016 Supplemental Education Report

**2016 Lifesavers Conference** - During the past three years the WVABCA, along with the Governor's Highway Safety Program (GHSP) has attended the Lifesavers Conference. This year, a poster was displayed about alcohol drinking prevention. The GHSP paid for the expenses, and we were able to purchase the poster and other materials such as photos, statistics and media reports. The poster was developed by Kay Bennett, WVABCA and Beau Evans, GHSP. It was important that other agencies and coalitions recognized the collaboration from the listed sponsors and how informative and beneficial the information on the poster provided. When

there is a comprehensive approach to both law enforcement, public information and education, youth access to alcohol decreases. It allows agencies with common goals to work together on a more collaborative ground than separated by agency lines. This has been proven to be effective in West Virginia and continues to show progress. While at the 2016 Lifesaver's Conference, both Beau Evans, from the GHSP and I were complemented numerous times for the poster and all the information it displayed.

ABC law enforcement and the National Liquor Law Enforcement Association also attended the conference. Partnering with other entities help to broaden our ideas on underage drinking. There was positive feedback regarding the poster and the information that was displayed. This conference was the largest one yet with over 2,000 attendees.

## 2015 Supplemental Education Report

**2015 Lifesavers Conference** - Being a rural state, resources are very limited and each agency is not able to manage or target specific areas alone. The goal of the WV GHSP is to reduce underage drinking and the amount of driver's driving under the influence. The goal of the WVABCA is similar in its efforts to reduce underage drinking and promote server trainings as part of their enforcement and educational efforts.

During our poster session, several questions were asked about how the ABCA and GHSP work together in underage drinking "stings." Beau Evans and I both gave different scenarios of working the underage compliance checks, i.e., by using different ideas, the WVABCA DUI Simulator, the PSA, working closely with communities, coalitions and law enforcement.

Doing a poster for the Lifesavers Conference allows WVABCA and GHSP to receive recognition in the efforts of combating underage drinking.



The fourth year for the PSA Contest will be held in 2016/2017. The NABCA grant allows the WVABCA to continue to expand the program by running more PSA's during prom and graduation and get national exposure. Registrants come from all fifty states, American territories and international countries

We were pleased to have Officer Jermaine Galloway, NLLEA for the opening session.

Thank you NABCA for the funding to assist in contributing to the prevention of underage drinking.



# WYOMING DEPARTMENT OF REVENUE, LIQUOR DISTRIBUTION DIVISION

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## 2016 Education Report

**Alcohol/Marijuana Conference** - The Wyoming Liquor Division (WLD) was tasked under a ballot initiative called the Peggy A. Kelley Wyoming Cannabis Act of 2016 to be the regulatory authority for a medical marijuana program within Wyoming. The Cannabis Act would be, if adopted by Wyoming voters, part of Wyoming's Alcohol Beverage Control Laws a.k.a Title 12. The initiative called for a new chapter to be written within Title 12 and regulation would mirror alcohol regulation. With the blessing of Director Noble we received funds from NABCA for a one day Alcohol/Marijuana Conference where we could invite other states who have already been through this process. The states we invited included Colorado, Washington and Oregon. We also invited the National Highway Traffic Safety Administration (NHTSA) to get a federal prospective along with Colorado Highway Safety Program personnel since Wyoming borders Colorado. We wanted to finish the conference with a panel of Wyoming law enforcement professionals to ask them what they are seeing within their jurisdictions. We invited The Wyoming Legislature, The Governor's Office, The Governor's Council on Impaired Driving, The Governor's Marijuana Impact Assessment Council, The Wyoming State Liquor Association, The Wyoming Sheriffs and Chiefs Association, The Wyoming Department of Agriculture, The Wyoming Department of Health, The Wyoming Department of Transportation, The University of Wyoming A-Team and other interested parties.

The conference began with a continental breakfast, and the WLD Administrator Greg Cook opened the conference. Afterwards, we heard from Mike Reed, Policy Analyst from the Governor's Office, giving a brief synopsis of the study performed by the Governor's Marijuana Impact Assessment Council. Our first speaker was Barbara Brohl, Executive Director, Colorado Department of Revenue and James Burack, Director, Colorado Marijuana Enforcement Division. They discussed how the medical marijuana program was designed and later the recreational marijuana program compared to the alcohol program already in place. Will Higlin, Senior Director of Licensing and Compliance, Oregon discussed alcohol and marijuana regulation and how the Oregon Liquor Control Commission (OLCC) has combined the two programs within the OLCC. The next speaker, Justin Nordhorn, Chief, Washington State Liquor & Cannabis Board, explained the trials and tribulations that followed after Colorado implemented their cannabis program. After a brief lunch break, Glenn Davis, Highway Safety Manager, Colorado Department of



Transportation discussed impaired driving statistics and studies. The discussion included the various types of problems that occurred with the legalization of marijuana and how the state of Colorado is addressing the issues. Mario Ramos, Manager, Impaired Driving Program, National Highway Safety Administration, gave the group an update on federal studies, national highway statistics and current programs to ensure safe roadways. Dr. Kenneth Finn, Pain Medicine Physician, American Board of Pain Medicine, Colorado spoke on the varying effects that alcohol and drugs have on the brain and body. Dr. Finn discussed several different situations that occurred within his own practice with his patients. Dr. Finn also discussed the importance of actual scientific studies that should be performed if and when marijuana comes off the schedule one designation. To close the conference we asked Jonlee Anderlee, Impaired Driving Program Manager, Drug Recognition Expert (DRE), Law Enforcement Contracting Services, to moderate a panel of law enforcement professionals consisting of Jeramy Pittsley, Wyoming Highway Patrol, Tim Meyrick, Sgt. Cheyenne Police Department, Scott Jones, Sgt. Casper Police Department and Jared Frakes, Sgt. Rawlins Police Department. These officers discussed what

they were seeing within their own communities concerning alcohol and marijuana and how those two substances have become intertwined. They discussed the need for better communication between law enforcement, the crime labs, prosecutors and the courts.

There were over one-hundred attendees from the various groups mentioned above. Attendees were asked to complete a survey upon completion of the conference. A majority of the conference attendees rated the conference above average and the many comments submitted were positive. The Alcohol/Marijuana Conference was very informative thanks to the quality of the speakers who agreed to participate. The mechanics of the conference could not have happened without the efforts of Senior Agent Kelly Hunt, Agent Jason Allen, Greg Cook, Administrator, Arlis Bauer, Accounting Manager, Scott Workman, Warehouse Manager, Angie Lebeda, Purchasing Manager and Andrea "Andy" Mitchell.

To summarize, the NABCA 2016 Education Grant provided an opportunity for the WLD and other affected agencies within Wyoming state government to gain some insight as to what it will take to create a medical marijuana program in Wyoming based on the alcohol model as proposed in the Peggy A. Kelley Cannabis Act of 2016. The other states that have had to create such programs will be invaluable resources if the voters of Wyoming decide to allow medical marijuana to become legal.

The WLD thanks the NABCA Board of Directors as well as the NABCA staff in helping the control states in our efforts to curb underage drinking and now to gain an understanding of how cannabis is being integrated into the alcohol model.



## 2015 Education Report

**Sign Media Campaign** -The Sign Media Campaign was administered by the Wyoming Department of Revenue Liquor Division and coordinated by Thomas J. Montoya, Chief of Enforcement a member of the NABCA Education Committee.

Senior Agent Kelly Hunt and Agent Jason Allen also were participants.

Currently in Wyoming there are several state agencies working in conjunction with the Governor's Council on Impaired Driving. These agencies include, Wyoming Department of Revenue Liquor Division, Wyoming Attorney General, Wyoming Department of Transportation, Highway Safety Office, Wyoming Highway Patrol, Department of Health, Department of Family Services and Wyoming Crime Laboratory. Also working with these agencies are Circuit and District Court Judges, Wyoming Association of Sheriffs and Chiefs of Police, Wyoming Traffic Safety Resource Prosecutor and Citizen Advocates. Chief Montoya was appointed by Governor Mead to the Governor's Council on Impaired Driving. Currently there is a statewide media campaign to include; television commercials, billboards, radio spots to include Pandora, a Poster campaign and bottle openers which are being distributed by the Wyoming Liquor Division, and a new smartphone app to help people who have been consuming alcohol find a sober ride home. This Sign Media Campaign has fit in perfectly with the statewide efforts currently being done in Wyoming. Wyoming Liquor Division is in the process of giving these professional door stickers and bar signs to each and every liquor licensee in the state of Wyoming. These signs will not only give information on the law but also reinforce current media being utilized today.

The Wyoming Liquor Division Agents asked licensees over a period of time and prior to the Liquor Division applying for the 2015 grant what they would like to see in conjunction with the current media campaign being conducted with the Governor's Council on Impaired Driving and other various agencies. The answer was twofold, they wanted a professional looking door sticker to alert their customers of the law and to deter underage sales and they wanted signage with a positive message.

In our search for a printer for tin posters we found that using tin would be cost prohibitive. We searched every printer in Cheyenne, Wyoming along with many printers via the Internet. We found a few within our price range but once we received a sample of the material it was determined that the tin material was too thin. A local printer in Cheyenne, who ultimately won the bid, showed us another plastic composite material that would be durable, long lasting and would hold a very professional print. The cost was low enough to be able to print in the quantity that we needed to give every liquor licensee in Wyoming a poster.



The poster design centered on a photograph that Senior Agent Kelly Hunt had taken of the Tetons during one of his inspection trips in Teton County Wyoming. The positive messaging simply says; "Please Drink Responsibly". The bottom of the poster has the logos of Wyoming Department of Revenue Liquor Division Enforcement Section, National Alcohol Beverage Control Association (NABCA), Wyoming Department of Transportation Office of Highway Safety, Wyoming Highway Patrol, Wyoming Association of Sheriffs and Chiefs of Police (WASCOP) and the Governor's Council on Impaired Driving. Each logo on the poster had written permission of the agency or association it represented to be printed on the poster. Liquor retailers across the state have been extremely positive with this poster because it has a simple positive message and the poster is of a high quality that it will be around for years to come.

The door sticker was a project that liquor retailers had been asking for several years. They wanted an official looking door sticker that would notify consumers of the law that you must be twenty-one (21) years of age to purchase or consume alcoholic liquors or malt beverages in Wyoming. We decided to use the outline of the badge carried by WLD agents as the door sticker. We asked the printer to find us a foil type material so the badge would look more official. We also asked for two sided printing so the door stickers could be put on the inside glass to make them last longer due to Wyoming's harsh winters. The same printer, Pony Express Printing Center, found the exact material we were looking for. Pony Express sent us a few proofs which we showed to a number of liquor retailers who loved the design and said they wouldn't change a thing.

The Liquor Division Agents personally handed out the posters and offered to help liquor retailers hang them. The feedback has been positive for the posters and the door stickers.



## 2016 Supplemental Education Report

**STEP UP!**-With NABCA funding, the Wyoming Liquor Division in partnership with the University of Wyoming's Alcohol Wellness, Alternatives, Research, and Education (AWARE) Program introduced a bystander intervention training program called Step Up! which was officially launched in the Fall 2016 semester. Bystander intervention training gives students the necessary skills and tools to prevent a potentially dangerous situation from turning worse. While this training applies to many different situations, often alcohol use is involved in some of the most severe situations such as physical assault, sexual assault, and alcohol poisoning.



The University of Wyoming trained over 40 facilitators during the spring and summer which included both on campus and off campus partners. Funds were also used to send two professionals from Student Affairs and Athletics to a two day intense training with national leaders of the program in Irvine, CA.

During freshmen orientation, students were given a 45 minute preview of the program promoting the core skills of direct intervention, delegation, or using an indirect method of distraction. Resources both on and off campus were promoted as well during this introductory session via a panel of representatives from health and wellness, campus law enforcement, substance abuse prevention, and sexual assault prevention offices. Approximately 1,300 students were reached during these sessions.

Other groups were also trained prior to the official launch which included registered student organizations, orientation leaders, freshmen athletes, new fraternity and sorority members, and resident hall assistants. Resident Hall Assistants were given bracelets from the Ben's Bells project which is an organization that promotes kindness and paying it forward. The RAs were challenged with passing the bracelet along to residents who have actively intervened in a situation. Bracelets are tracked online along the stories of how they received it.

For the official launch students were asked to sign up for one of four general session trainings during the month of October. Students who came to the 2-hour training would receive a goodie bag and t-shirt and was entered into a chance to win a free iPad Air 2 for participating.





The sessions were used in a research project to measure the knowledge gains and behavior change of participants. Results of this project are still pending but will be used to garner more support for expansion of the program.

A Town Hall was also held in collaboration with the Substance Abuse and Mental Health Services Administration (SAMHSA) to create a dialogue with first responders and students on what happens during emergency calls and how students can utilize the skills and resources promoted in the training to potentially save a life.

To date, over 500 students have undergone the Step Up! training thanks to the NABCA funding. Furthermore partnerships with many key stakeholders both on and off campus have been formed. For example, the University of Wyoming Athletics Department used the Step Up! program's core concepts in their latest prevention video which has been shared with all communities throughout the state. It is the hope of both AWARE and the Wyoming Liquor Division that the community continues to embrace this important initiative.



**NABCA thanks you for your education efforts!**



**NABCA**

NATIONAL ALCOHOL BEVERAGE  
CONTROL ASSOCIATION

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