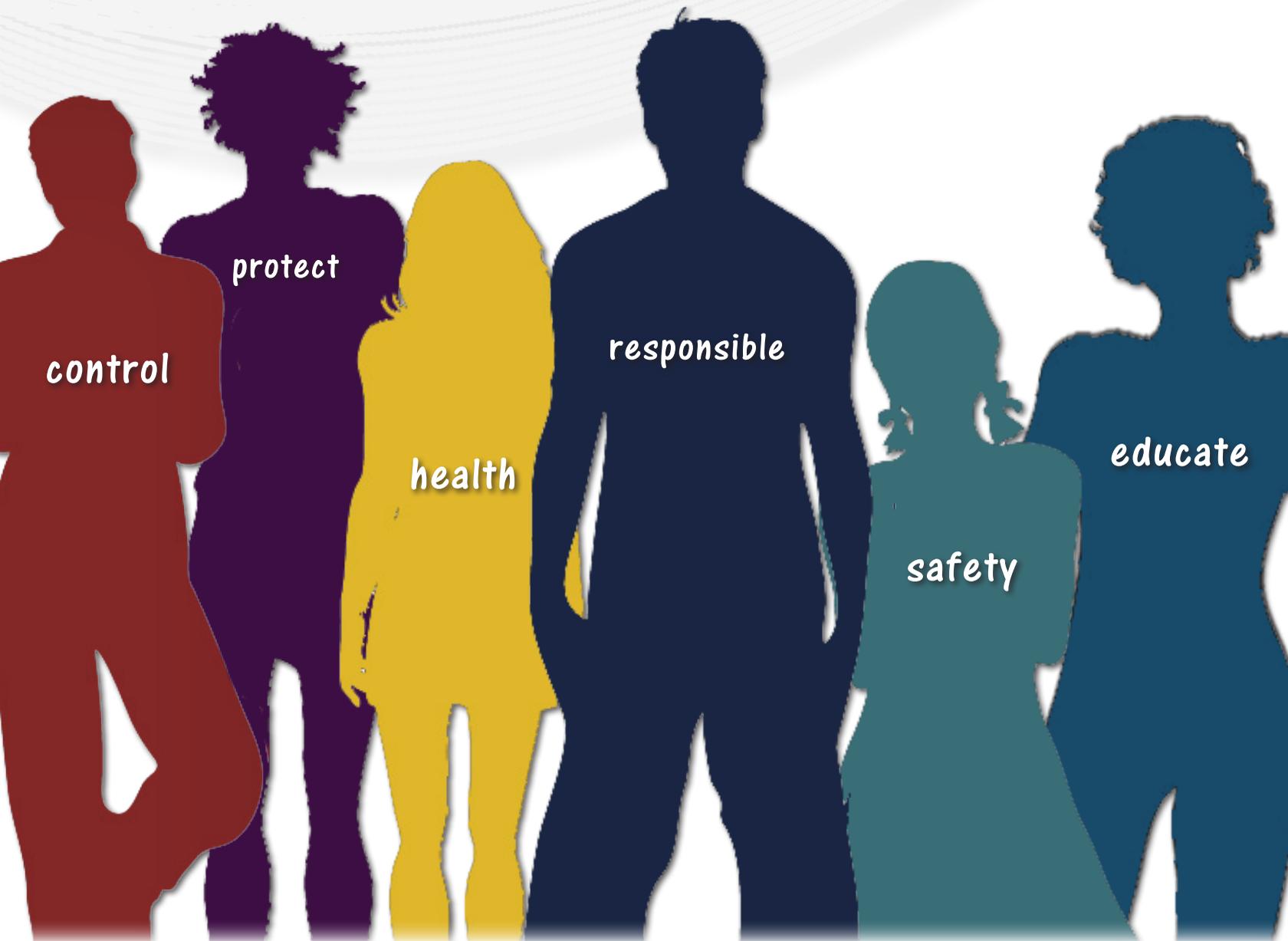


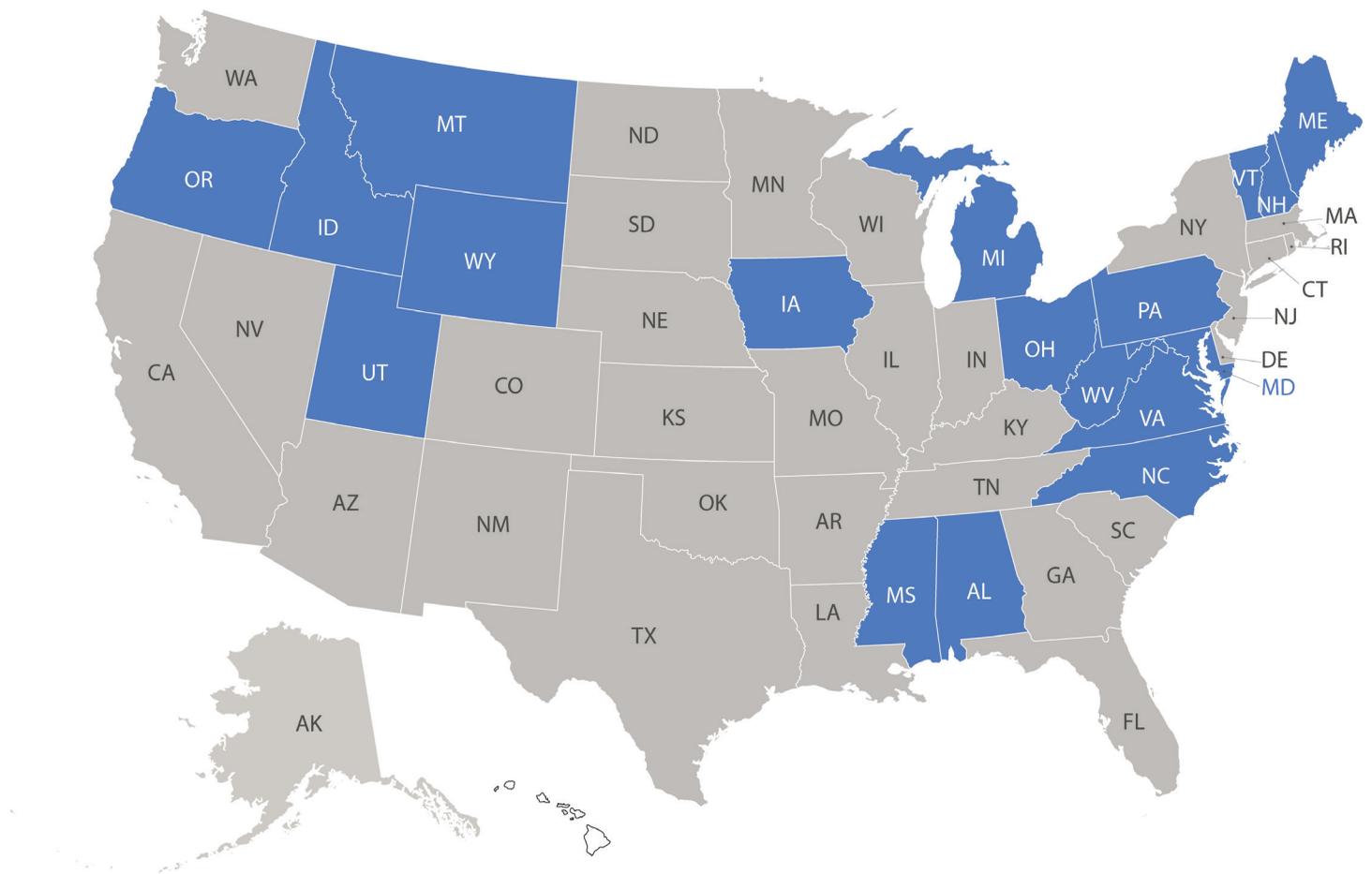
2017-2018

# 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.



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The background features five light gray silhouettes of people standing in a row. From left to right: a woman in a dress, a man in a suit, a woman in a dress, a woman in a dress, and a man in a suit. The text is overlaid on these silhouettes.

2017-2018

# **EDUCATIONAL AWARDS**

# NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION EDUCATIONAL & SUPPLEMENTAL AWARD PROGRAMS

The National Alcohol Beverage Control Association (NABCA) recognizes the important role of its member jurisdictions play in protecting the health, safety and wellbeing of the public from the harms of alcohol. The Public Affairs Committee of the Board of Directors, in coordination with the Education Committee, have been the driving forces behind the Association's commitment to help its member jurisdictions advance their public health, safety and prevention efforts.

NABCA's grant program is a reflection of its belief that alcohol regulatory systems are an integral part to a community's alcohol education and prevention efforts and that they have a responsibility to support and participate in these activities to mitigate alcohol's harm. Each year, NABCA provides the opportunity for its member jurisdictions to apply for grant funds to enhance and expand activities related to protecting the public, and to strengthen their efforts in creating responsible and efficient alcohol regulatory systems.

The grant criteria is listed below:

1. All activities must be aimed at reducing the irresponsible sale/use of alcohol beverages.
2. Member jurisdictions must be involved with the project. Jurisdictions are strongly encouraged to work with their representative who serves on the NABCA Education Committee in the development of the effort.
3. The proposed activity should seek to change the environment that encourages or allows irresponsible consumption of alcohol.

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*The NABCA Educational Awards Program Report reflects only those states that applied and received a grant during the 2017-2018 year.*

# ALABAMA

Alabama Alcoholic Beverage Control Board

[www.abc.alabama.gov](http://www.abc.alabama.gov)

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## UNDER AGE - UNDER ARREST

The Alabama ABC Board's anti-underage drinking program – 'Under Age – Under Arrest' – enjoyed its most successful year to date. The hour-long public education and awareness program was presented to students at more than 50 junior high schools, high schools, and colleges during 2017. Approximately 25,000 students took part in the interactive presentation, with more than 18,000 students signing cards pledging to abstain from alcohol until they reach the legal drinking age of 21.

Under Age – Under Arrest is a statewide educational initiative to discourage underage drinking and binge drinking. The program is aimed primarily at junior high, high school and college students, but also includes parents, faculty, and administrators. The program contains 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.

This year, the Educational Grant was used to strengthen and expand the offerings of the Under Age – Under Arrest program. The Alabama ABC updated promotional materials for the program including poster boards, fliers, pledge cards, table covers, and student giveaways. It also expanded its educational reach by creating social media materials to promote the program. Additionally, funds were used to update five public service announcements (PSAs) that are housed on the Under Age – Under Arrest website and the ABC Board website. MADD volunteers acted as the "talent" for the PSAs, and copies of the PSAs were provided to MADD for its use throughout Alabama.

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



# IDAHO

Idaho State Liquor Division

<https://liquor.idaho.gov/>

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## Alcohol Education Mini Grant Program

The Idaho State Liquor Division (ISLD) used the grants as part of its alcohol education mini grant program designed to support community educational programs and projects aimed at informing adults and youth about the dangers of alcohol consumption. Below is a list of the supported projects.

### **What's the Buzz on Alcohol**

*Boise County Community Justice*

This grant funded the creation of an educational and interactive booth which was taken to community events to educate the public on the dangers of irresponsible and illegal alcohol consumption. It demystified information about blood alcohol concentration levels through a detailed explanation of how the body metabolizes alcohol, which served as an important conversation starter for defining responsible drinking.

### **BYDC's Underage Drinking Project**

*Bonneville Youth Development Council (BYDC)*

The BYDC developed the Underage Drinking Project which consisted of several strategic elements focused on a youth alcohol prevention and education.

The project supported a four-day conference that trained teams of young people from area high schools to work on service and substance use projects in their communities. Additionally, it funded VISTA volunteers to attend the Northwest Alcohol Conference, increased training of servers and alcohol compliance checks activities, and helped fund the creation and dissemination of promotional materials aimed to educate the public about youth substance abuse and to promote positive involvement, prevention and community collaborations.

### **Sixth Annual Teens and Risky Behavior Symposium**

*Canyon-Owyhee School Service Agency (COSSA)*

The COSSA's "Teens and Risky Behavior" Symposium was held to raise awareness about the consequences of risky activities among teens including drinking and driving, texting and driving, driving without seat-belts, using meth, suicidal ideation, etc.

### **Salmon Substance Abuse Town Hall Meeting**

*Salmon Substance Abuse Prevention Coalition*

The town hall meeting on underage drinking and substance abuse brought together parents and community members to discuss underage and dangerous drinking. The event was widely publicized through radio, posters, newspaper, and a parents all-call from the high school.

### **WAIT! Campaign**

*St. Luke's Coalition for Drug Free Youth*

**Wise Choices – Appropriate Actions – Inspirational Life – Thoughtful Words (WAIT!).** The WAIT! Campaign, informed from evidence-based programs, was focused on improving school procedures to preemptively reward students' positive behavior with positive peer pressure to change young people's mindset on whether to engage in underage drinking.

### **Kamiah Safe Homes Initiative**

*Upriver Youth Leadership Council (UYLC)*

**UYLC SAFE HOMES Network.** This national SAFE HOMES substance abuse prevention program was developed by parents to support parents. The Network was designed for all parents and guardians of children from pre-kindergarten to twelfth grade. It provided a way for parents to talk to each other and unite in a clear "No Use" message to children by maintaining that there will be "No Use" of alcohol, tobacco, or other drugs in their homes or on their property. By working together, parents provide a consistent message necessary to help reduce the pressures children feel to use alcohol, tobacco, and other drugs to fit in with their peers. Parents have a strong influence over their children and by setting a family policy around alcohol and other drug use, including holding their expectations high, they can have an impact on their children's choices.

**Sticker Shock – "Think Twice or Pay the Price."** UYLC partnered with ISLD and the Office of Drug Policy to implement the 2017 Black Friday Sticker Shock Program to prevent adults from buying alcohol for young people. Over 20 coalition members participated including youth, law enforcement, Niimiipu Health Clinic, probation, the Nez Perce Tribe, youth serving organizations, civic organizations religious affiliates, public health, state organizations, and the school district.

**Media Advocacy/Positive Social Norming.** Working with the Youth Advisory Board, positive social norming print ads, posters and Facebook graphics were used to share the messages. One was about buzzed driving during the holiday season and another highlighted articles from the "Pound of Prevention" newsletter on underage drinking prevention.

**Guiding Good Choices Parenting Classes.** As part of the multi-faceted action plan, The Kamiah School District After School Program offered "Guiding Good Choices" parenting classes to enhance the skills of parents. To reduce barriers to attendance, three local churches provided meals, and the after-school program provided child care.

## Safe and Legal Alcohol Initiatives

### *Clearwater Youth Alliance*

**Senior Class Safe and Sober Night.** The 2018 Senior Class held a safe and sober party for graduation where approximately 80 students attended. This party served as an incentive for students to not drink on graduation night and helped reduce incidents related to underage drinking.

**Community BBQ and Youth Activity.** A community BBQ was held during SAMHSA's Prevention Week. This provided an opportunity to celebrate and thank board members, youth action council members, task force representatives, and community sponsors. This event helped to increase the collaboration among the non-profit and all of its community partners and members.

**Designated Driving Campaign.** This campaign was created to educate the community about drunk driving. Pledge cards were created and placed in locations that serve or sell alcohol. These cards were for patrons to pledge to be a designated driver or to find a designated driver.

**Lock Your Liquor.** The Youth Action Council created posters and stickers to be displayed in alcohol retail locations to remind adults to lock their liquor to prevent youth from accessing it. This activity helped youth improve their leadership skills.

**Find Your Passion Night.** This was the second annual "Find Your Passion Night." The goal of the night was to help younger students find something they were passionate about to help them stay away from drugs and alcohol.

## Strengthening Families and Alcohol-Free Graduation

### *Enough is Enough Anti-Drug Coalition of Bear Lake*

**Strengthening Families.** Strengthening Families is an evidence-based course that helps parents and children with better family management. The course included information about the detrimental effects of underage drinking and helped parents better establish rules and boundaries.

**The Bear Lake High School Drug and Alcohol Free Graduation Night.** This effort created a safe environment to help keep students away from unsupervised parties. The coalition's youth reps were present to share information about the negative effects of underage drinking.



Figure 1: Weiser High School counselor Katie Malonie and two students receive \$100 for substance-free graduation party from SLCDFY members, Karen Davis and Kasey Brock, as part of the SLCDFY WAIT! Campaign to decrease underage drinking.



Figure 2: Cathy Bauer, WMS Counselor, receives six \$50 gift cards from SLCDFY members Karen Davis, Kasey Brock (Weiser Memorial Hospital) for and the WAIT! Campaign.

Idaho, continued

## Natural Marketing Campaign

**Natural High.** The Natural High Campaign is a community collaboration between the ISLD, Drug Free Idaho, and their volunteer youth along with Idaho's only professional hockey team, the Idaho Steelheads. The first event of this campaign was held on November 3, 2017, at Century Link Arena in Boise, Idaho, during the Idaho Steelheads hockey game. It was a sold out crowd and the message was strong. There was signage in the penalty box for all to see, especially during the television broadcasts. A 30 second spot ran during the Steelhead game, another 30 second spot ran on the radio, and an ad with a hockey player ran on Facebook the week prior and during the game. Special boards were placed by youth in every seat of the area. During the first intermission, attendees were asked to write their natural high on a board and then to hold them up at the same time. It was a heartfelt action and reminder that people can find pleasure in other things instead of resorting to drugs and alcohol. The Steelheads also gave Drug Free Idaho the opportunity to fundraise by selling tickets to the game and by managing the Chuck-A-Puck promotion. Drug Free Idaho was able to raise funds during the event.

For the remainder of the hockey season, the Steelheads promoted the Natural High Campaign with social media and school visits, where players went into schools and mentored students. They shared the message to be active and healthy and encouraged students to choose their natural high rather than turn to alcohol and drugs.

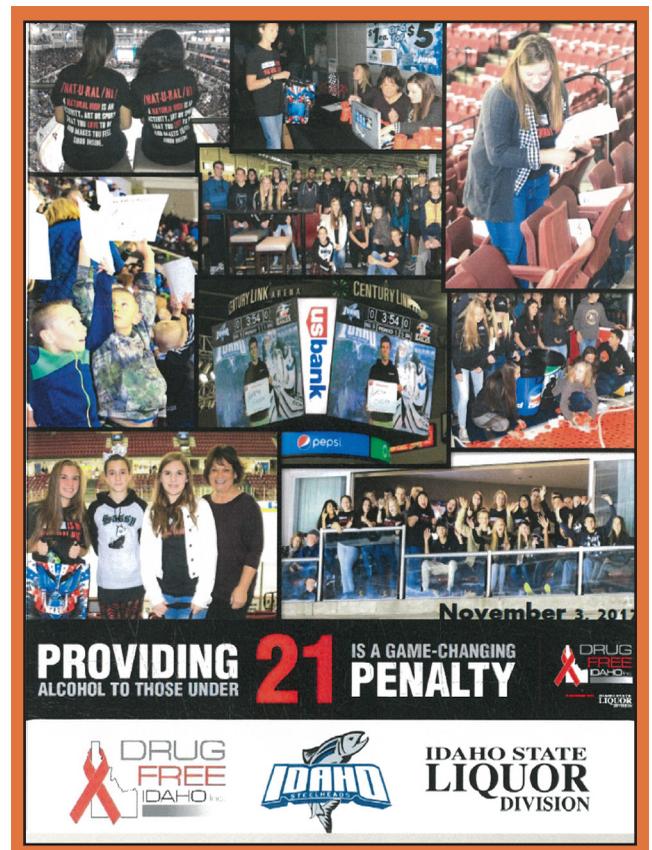
## Customer Service Education

The ISLD continued its focus on customer service training with select retail employees. The goal was to identify employees willing to learn and become experts in the field. Thirty (30) employees were selected, which included managers and clerks from across the state. They came from various store locations to attend the one-day training in Boise, Idaho at the Riverside Hotel. E. & J. Gallo and Patrick D. Dodd, Sr. Director of Corporate Workforce Development, partnered with ISLD to provide the training.

## 100-Online Courses for ISLD Learning Center

At the 2017 NABCA Administrator's Conference, StateWays Magazine awarded the ISLD for its IT innovation in launching the ISLD Learning Center. The grant provided the ISLD an opportunity to enhance and expand its efforts in education and prevention of alcohol use along with other efforts designed to strengthen the ISLD operations. The ISLD purchased a 100-course bundle to strengthen this system.

As always, thank you to NABCA and its Board of Directors for understanding the need for alcohol awareness in the state of Idaho. The ISLD is appreciative and thankful for the additional resources.



# IOWA

Iowa Alcoholic Beverages Division

[www.idaho.gov](http://www.idaho.gov)

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## ServSafe Alcohol Program

The ServSafe Alcohol Program is a comprehensive, responsible alcohol service training program for restaurants and bars. Developed by the National Restaurant Association, the course covers the fundamentals of responsible alcohol service by combining live instruction, guest speakers, interactive exercises, audio, video, and role-play activities to help prepare participants for real-life scenarios. Participants were taught critical information about alcohol law and their responsibilities, as well as, ways to recognize and prevent intoxication, check identification, and deal with difficult situations.

At the end of each course, participants sat for the ServSafe Alcohol Advanced Exam which requires a score of 80% or higher to receive a nationally recognized, three-year ServSafe Alcohol certification.

Upon receipt of the grant, the Iowa Restaurant Association offered bi-monthly ServSafe Alcohol classes in their office in West Des Moines. The Association trained and certified three English-speaking and one Spanish-speaking instructors and purchased the materials and equipment necessary to teach 500 students across the state.

In the end, 464 students were taught across the state with 402 passing the exam-an 85% pass rate.

On July 1, 2018, Iowa passed a significant DRAM reform, and therefore, alcohol servers are now prohibited from serving a visibly-intoxicated person. This language maps directly to the training standard in ServSafe Alcohol which focuses on recognizing and dealing with visibly intoxicated people, and more importantly, preventing intoxication.

The alcohol beverage industry sees considerable fluidity in its overall workforce, and there is a need for ongoing ServSafe Alcohol training as a result. With more than 6,000 eating and drinking establishments in the state and more than 150,000 hospitality employees, it would seem logical that 500+ professionals could be certified and/or recertified every year if funds were available. Iowa does not currently mandate responsible alcohol service training, but with the new legislation in place mandatory training may be on the horizon.

## I-PACT & I-LEDGE

The Iowa Alcoholic Beverages Division (ABD) utilized the grant to update the Iowa Program for Alcohol Compliance Training (I-PACT) and the Iowa Online Tobacco, Alternate Nicotine & Vapor Products Training (I-LEDGE). The funds were used for translating each course into Spanish and allowing for the production of administrative reports of individual language users. These new features will allow the ABD to reach more citizens across the State of Iowa, thus allowing a broader employee base to become trained and certified in proper selling and serving techniques. Training employees accurately is imperative to promoting a safe environment among licensees in communities.

ABD served as the direct administrator agency executing the planning and procurement process for the enhancements. Monarch Media, a third party vendor, assisted with creating these programs. The I-PACT and I-LEDGE programs certify nearly 40,000 people each year. The additional language offered to participants, retailers, licensees, substance abuse organizations, and the ABD will allow these groups to improve the health and safety of the citizens of Iowa and also improve compliance with Iowa's alcohol laws and regulations.

## Age to Purchase Mobile App

The ABD created a mobile application that has the capability to scan barcodes on driver's licenses, offer access to online seller/server training programs, and view an "age to purchase" calendar. ABD worked with individual states to determine the specifications for their driver's licenses and information contained in the barcodes. ABD and Monarch Media developed validation methods for each state to correctly identify a valid driver's license and the age indicated in the barcode. The mobile application was tested by ABD and Monarch Media, then piloted by Drake University during its home basketball games. Roughly 2,000 scans were recorded during the testing process. The app was determined to work correctly and efficiently and was released to the public via Apple App Store and Google Play Store on February 1, 2019. As of March 17, 2019, less than two months going live, the app has been downloaded over 2,600 times and there have been over 1,200 barcodes scanned. There will be continued updates to the app as states update their identification cards.

The graphic is a promotional flyer for the "Iowa ABD Age to Purchase Mobile App". At the top right, it features the logo for the "ALCOHOLIC BEVERAGES DIVISION State of Iowa" and identifies "Stephen Larson, Administrator". The main title is "Iowa ABD Age to Purchase Mobile App".

**What is it?**  
The Iowa ABD Age to Purchase App allows users to scan driver's licenses with their smartphone. No personal information of the customer is stored on the device. The built-in scanning function uses the camera feature on the device to scan the barcode on the driver's license to quickly help determine age and validity. The app also gives users access to a view similar to the desktop calendars previously issued by ABD.

**Who should use it?**  
Anyone that is looking for assistance in determining the age of customers while selling or serving alcohol, tobacco, alternative nicotine, or vapor products should use this app.

**Additional Features**  
The app also contains links to ABD's two online training programs, I-PACT and I-LEDGE, which help teach responsible selling and serving of alcohol, tobacco, alternative nicotine, and vapor products.

Three smartphone screens are shown: the main app interface, a "Home Searchable" screen showing "34 years old", and a "Buy Calendar" screen showing "NO ALCOHOL PURCHASE UNDER 1997" and "2000 NO TOBACCO ALTERNATE NICOTINE VAPOR PRODUCTS".

The Iowa ABD Age to Purchase App is available to download for free from the App Store and Google Play Store.  
App Store: <https://itunes.apple.com/us/app/iowa-abd-age-to-purchase/id1437250743?c=16mt=8>  
Google Play Store: <https://play.google.com/store/apps/details?id=gov.iowa.abd.agepurchase>

# MAINE

Bureau of Alcoholic Beverages and Lottery  
Operations

[www.maine.gov](http://www.maine.gov)

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## Safe Bars

The Bureau of Alcoholic Beverages and Lottery Operations (BABLO) and Pine State Spirits, collectively referred to as Maine Spirits, partnered with a coalition in Portland, Maine, to bring the Safe Bars DC program to the area. Safe Bars Portland is a coalition of organizations, including Prevention. Action. Change., Portland Police Department, Family Crisis Services, and the Hunt and Alpine Club, to name a few. The purpose of bringing the Safe Bars program to Maine was to create safer environments where alcohol is consumed.

The program is for restaurant/bar owners, wait staff and bartenders, to prevent sexual harassment and assault in their locations by learning how to safely intervene on behalf of a patron.

Staff at a “*Safe Bar*” has the training and the skills necessary to identify and intervene when they see a patron who appears to be in an uncomfortable situation and before a situation escalates into harassment or worse. Fourteen individuals from violence prevention and survivor service organizations as well as members of the local service industry attended the two-day “*train the trainer*” session in Portland, Maine on July 27-28, 2017.

While the first stage of the training took place in Portland, the group identified Lewiston, Bangor, and Presque Isle for “*train the trainer*” sessions.

The project coordinator from BABLO as well as a representative from Pine State Spirits, will participate as trainers in future sessions. Once a pool of trainers were created, they worked with bars and restaurants throughout the geographic area and provided the Safe Bars program to bar and wait staff.

While not specifically addressed as a topic in the training, this program also encouraged wait staff to recognize signs of intoxication in patrons, which will ultimately promote limiting service of alcohol to prevent irresponsible use by customers.

Further, this program encouraged coalition building as the team of trainers came from the bar/restaurant industry, law enforcement, social service providers, and state government. Since the training occurred, rather than “*Safe Bars Portland*,” the group evolved into “*Heart of Hospitality*” and started training bar and restaurant staff in the Portland area.

Below is the link to the article in the *Portland Press Herald* regarding the program: <https://www.pressherald.com/2018/01/24/dinner-but-no-moves/>



# **MONTGOMERY CO., MD**

Montgomery County Department of Liquor Control

[www.montgomerycountymd.gov/dlc/](http://www.montgomerycountymd.gov/dlc/)

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## Conference Attendance



### 2018 Maryland Alcohol Licensing Association (MALA) Conference

The Department of Liquor Control (DLC) hosted the MALA annual conference in Ocean City, Maryland. Speakers included the TTB, the Maryland State Comptroller's Office, public health professionals, and the National Liquor Law Enforcement Association (NLLEA). The purpose of the conference was to bring together liquor boards, administrative staff, and alcohol enforcement throughout the state to share protocol and educational resources. The DLC regulatory staff often act as a catalyst for training and serve as an informational resource to licensed businesses. Collaborating with other counties helps establish consistent educational messages to licensed establishments on topics related to alcohol licensing and enforcement, and helps promote safety through shared public information techniques.

MALA is a statewide alcohol licensing association that brings together county liquor control departments and boards to network, share trends, and ideas, and streamline the licensing and regulatory processes throughout the state. Staff attendance at this annual conference has bolstered communication between the counties, increased resource allocation, and helped state legislative efforts. These funds helped five licensing, enforcement, and outreach staff to attend the conferences. Participation allowed the Montgomery County DLC to share, learn about safety programs, trends, and educational efforts related to alcohol service throughout the state.

As a by-product of this collaborative effort, inspectors were brought together for networking and to share trend information. Montgomery County is the only control county within the State of Maryland. A substantial disconnect between county Board of License Commissioners exists in Maryland causing isolation in the area of alcohol laws and consequences, enforcement procedures, and educational efforts.

### Regulatory Network

In an effort to help disseminate applicable code and regulatory information to licensed establishments, educational presentations by county code enforcement was planned to disclose relevant information on law, regulations, and public safety. Speakers shared resources, increased program buy in, and discussed permitting as a way to streamline services to the community.

### Store ALERT Training

The Store ALERT program is a free, state-registered alcohol awareness program focused on training every clerk and manager at each Montgomery County DLC stores. Training and development of a customer service module was integrated into each training.

### 2018-9 Truck Wraps/Decals

The DLC purchased 30, long-lasting, rear door decals for its delivery trucks featuring an anti-drunk driving message. The DLC delivery trucks are highly visible on the Montgomery County roadways. A police poster from a previous campaign, titled "*I Take It Personally*," was used as the main graphic for the decals and partner logos were added.

The program was a collaboration between the DLC, the Noah on Patrol Coalition, and the Montgomery County Police Department.

### Responsible Retailing Forum (RRF) Conference & Responsible Hospitality Institute (RHI) Conference

The RRF held their annual conference in Detroit, Michigan. The conference included discussions on research based best practices as it related to responsible retailing initiatives. The RRF conference has helped build safe environments through information sharing and long-term strategy development. The RHI, a national not for profit that works to build nighttime economies with safety as a priority, held their annual conference in New Orleans, Louisiana. Participation allowed for networking and information sharing with regulators and city managers.

### "I Take It Personally" Campaign

Due to the success of the "*I Take It Personally*" campaign the DLC recreated the responsibility campaign with a focus on on-premise businesses.

Prevention messaging helped to set a precedence among staff and create a culture within businesses to watch out for patrons and to cut off service to patrons who may be intoxicated. The messaging also focused on preventing over-service and the importance of checking IDs. Further, messaging for patrons promoted personal responsibility to reduce over consumption, encouraged adults to plan their night out, and secure a safe ride to prevent drunk driving.



# NEW HAMPSHIRE

New Hampshire Liquor Commission

<https://www.nh.gov/liquor/enforcement>

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## “Make Good Choices”

The New Hampshire Liquor Commission Division of Enforcement (the Division) utilized the NABCA grant to purchase promotional items that were distributed in conjunction with the Division’s “Make Good Choices” campaign.

Both civilian and sworn employees of Liquor Enforcement participated at a variety of venues throughout the year, handing out promotional materials in a fun and informative way at minor league baseball games (Fisher Cats), college football games (University of New Hampshire), minor league hockey games (Monarch’s), and National Night Out.

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

The NABCA grant allowed the Division to attend 58 separate events for a total of more than 188 hours. These public events reached over 68,410 youth and adult targeted audiences.



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## Virtual Reality Impaired Driving Simulation

The New Hampshire Liquor Commission, Division of Enforcement & Licensing purchased two VDI One Simple Decision Impaired Driving Simulators along with the 360-Degree Virtual Reality Impaired Driving Simulation. The DUI Mobile Command Unit, now called the Mobile Outreach Unit (MOU), focuses on educational events. The simulator experience was added to our Fatal Choices programs, in addition to other training sessions.

The Division of Enforcement served as the primary entity executing the public awareness and educational media campaigns. Both civilian and sworn members participated in these trainings throughout the years, and resulted in the opportunity to interact with young adults, students, and adults.



# **NORTH CAROLINA**

North Carolina Alcoholic Beverage  
Control Commission

[www.abc.nc.gov](http://www.abc.nc.gov)

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## ServSafe Alcohol Certification Training

In April 2018, Alcohol Awareness Month, the North Carolina Restaurant and Lodging Association (NCRLA) partnered with the North Carolina Alcoholic Beverage Control Commission's Education Outreach Division and *Talk it Out* program to offer complementary online responsible alcohol service training to hospitality industry employees across the state. ServSafe Alcohol is the industry's premier alcohol service training program developed by the National Restaurant Association. The training provided employees the skills needed to effectively and safely handle difficult situations, which included recognizing and preventing intoxication and properly checking for identification to reduce underage alcohol consumption.

*"Every day, servers on the front line make crucial decisions that put responsible alcohol service to the test,"* said NCRLA President and CEO Lynn Minges. *"The goal of this project is to help ensure employees make thoughtful decisions and carefully follow the law when serving alcohol. Keeping patrons safe and alcohol out of the hands of minors is a top priority for restaurant and hotel operators and we are proud to partner with the NC ABC Commission on this initiative."*

The grant was used to promote and provide these training courses free of charge in both English and Spanish. The NCRLA created a landing page on its website, conducted direct email campaigns, social media promotions, weekly newsletter promotions, and ran promotions in the print edition of its quarterly magazine, *"At Your Service"* to help spread the word about this training opportunity.

To date, the NCRLA was able to distribute all 1,000 complementary course codes and is working with the ServSafe national office to follow-up with those who have received the code to make sure they have fully complete the training. The NCLRA continues to monitor this process closely and will reassign any unused course credits to ensure this training opportunity is fully utilized.

*"The North Carolina Alcoholic Beverage Control Commission takes the responsibility of selling alcohol very seriously,"* said NC ABC Commission Chairman Zander Guy. *"This ServSafe training program grant has created a great opportunity for us to partner with the North Carolina Restaurant and Lodging Association on our joint goal of helping businesses thrive by empowering them with knowledge about alcohol laws and regulations."*

*"Every day, servers on the front line make crucial decisions that put responsible alcohol service to the test"*



# PENNSYLVANIA

Pennsylvania Liquor Control Board

[www.lcb.state.pa.us/plcb/index.htm](http://www.lcb.state.pa.us/plcb/index.htm)

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## Town-Gown Initiative

Through the Town-Gown Initiative, the Pennsylvania Liquor Control Board (PLCB) focused on building a collaborative effort between institutions of higher education in Pittsburgh, Pennsylvania, with officials from the City of Pittsburgh.

The PLCB conducted a two-day training to introduce the initiative to attendees at Point Park University. Attendees consisted of personnel representing 38 institutions of higher education, 3 community organizations and 5 city representatives. The training explained the fundamentals related to the importance of a collaborative effort, and detailed instructions. The group was divided into teams that included representatives from each college/university and from the city of Pittsburgh. They collaborated and developed ways to address alcohol-related issues, tenant problems, and statistical data, to name a few. Each team chose a contact person that would represent their group for the 30, 60, and 120-day follow-ups. During the follow-ups, future efforts were discussed, including pooling resources for a single multi-college transportation system for students of all colleges and universities and the establishment of recovery residences for students from all Pittsburgh colleges/universities.

Additionally, the PLCB used grant funds for this initiative to attend the International Town and Gown Association conference that was held May 28 – June 1, 2018, in Columbus, Ohio. Attendees were able to network and learn more about the successful town and gown programs others have implemented to address college drinking issues.



## Licensee Seminar

The Licensee Seminar was held on August 22, 2018, at the Holiday Inn, Grantville, Pennsylvania. The seminar was a one-day conference specifically for liquor license holders to explain new regulations, provide updates to the Liquor Code, and the Responsible Alcohol Management Program (RAMP) training in addition to providing an opportunity to discuss legal and enforcement concerns. This was a joint effort between many business areas within the PLCB and the Bureau of Liquor Control Enforcement.



# UTAH

Utah Department of Alcoholic  
Beverage Control

[www.lcb.state.pa.us/plcb/index.htm](http://www.lcb.state.pa.us/plcb/index.htm)

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## Utah Promotes an “Olympic” Effort to Prevent Underage Alcohol Use

Utah teen alcohol use might be the lowest in the nation, but underage drinking is still a problem and some communities in Utah, like Park City in Summit County, face underage drinking rates that rival national averages.

The Utah Department of Alcoholic Beverage Control (DABC) Parents Empowered Underage Drinking Prevention Campaign has had a long-standing partnership with the U.S. Ski & Snowboard Association (USSSA) to help promote underage drinking prevention in Utah. With the Pyeongchang Winter Olympic Games just around the corner, Olympic themed messaging was timely. In September 2017, representatives from the U.S. Ski & Snowboard Team, Utah DABC, Park City leaders, local law enforcement, county substance abuse authority, and the Governor’s Office, joined forces to launch several public service video announcements featuring U.S. Olympic athletes sharing an important message about the dangers of underage drinking.

*“It’s clear that today’s youth face many difficult challenge, and if we can play a part in helping these kids reach their full potential, that is our goal and part of our mission,”* shared Luke Bodensteiner, Executive Vice President of Athletics for the U.S. Ski & Snowboard Team. *“It takes a village to help our kids.”* says Lieutenant Governor Spencer Cox. He urges public and private organizations to lend their support to help kids stay alcohol-free.

The next phase of this “Olympic” effort was to continue to educate parents and communities about the long-term harms of underage drinking. It is a fact: underage drinking can lead to both short- and long-term negative health outcomes.

February 2018, as the Winter Olympic Games were starting, the Utah DABC’s Parents Empowered and the USSSA launched a ski bib t-shirt for all Utah UDABC Liquor Store employees to wear at work. Additionally, various posters were placed at liquor stores throughout the state and at local Park City businesses. All of these items were made available by way of the National Alcohol Beverage Control Association’s (NABCA) Education Grant. Because of the collaborative efforts of many organizations, fewer Utah youth are drinking and thousands of our children now have brighter futures as a result! Thanks to all, and Go U.S.A.!

Utah has, for many years, worked closely with NABCA to enhance unique elements of Utah’s underage drinking prevention initiative. Parents Empowered campaign has used funding to develop dozens of innovative campaigns inside state liquor stores in order to reach unique adult audiences with sensitive and targeted messaging. Each of these approaches yielded large amounts of media exposure, thus generating tens of thousands of dollars in earned media coverage and adding to the project’s value.

Parents Empowered is a statewide campaign focused on eliminating underage drinking in Utah. Its primary goals were to educate parents and communities about the dangers of underage drinking and provide them with proven skills to help children remain alcohol free. More information is available at [www.ParentsEmpowered.org](http://www.ParentsEmpowered.org).

(Below is a link to one of many media stories on the Parents Empowered/USSSA press event held at U.S. Ski and Snowboarding Headquarters in Park City, Utah.)

<http://fox13now.com/2017/09/06/olympic-athletes-help-launch-campaign-aimed-at-preventing-underage-drinking/>



# VERMONT

Vermont Department of Liquor Control,  
Compliance and Enforcement Division

[www.liquorcontrol.vermont.gov](http://www.liquorcontrol.vermont.gov)

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## Refusal Skills Trainings

The Compliance and Enforcement Division contracted with Robert Lebate, (who is a local teacher, trainer, coach, and bar manager) to conduct five refusal skills trainings. He took his experience from all parts of his life and created a “camp” that he has been using for 15 years to train bar staff on dealing with difficult customers in a way that supports Vermont laws and regulations. In four different locations around Vermont (Burlington, Killington, Rutland, Sugarbush), 77 individuals were trained.



## Operation SafeRide

The Vermont Department of Liquor and Lottery facilitated an educational campaign. This project, dubbed “*Operation SafeRide*” involved a partnership with Uber. The purpose of the program was to strategically target areas of historically intense impaired driving arrests in Vermont, and saturate drinking establishments to educate consumers on responsible drinking. As an incentive to converse with liquor investigators, patrons were provided with \$10 Uber gift cards to be used as a “safe ride” option.

An analytical look at the historical DUI data determined that the best area to target was Chittenden County on key nights: the nighttime hours of December 15 and December 16, 2017. The three-year average DUI arrests between December 14 and the end of the year in Chittenden County were 33.6 DUI arrests. The goal was to see if “*Operation SafeRide*” could lead to a reduction below the three-year average of DUI arrests.

Vermont liquor investigators targeted high volume liquor establishments and engaged with patrons. All of the 600 gift cards were distributed between December 15-31. Afterward, the DUI arrest data was accessed and showed that the total number of DUI arrests made in the Chittenden County area in the same time period was 26. While the Department of Liquor and Lottery cannot make an argument in causality for the reduction, it appears this strategy was a contributing factor to the reduction.

## Bystander Intervention Program

The third project funded under this grant was a Bystander Intervention Program created by Hope Works Vermont in Chittenden County (a sexual assault and dating violence advocacy agency). This program was a collaborative effort between several bar owners/employees, Burlington City Council, Church Street Marketplace, Hope Works Vermont, and the Vermont Department of Liquor and Lottery. We issued Hope Works a subgrant to provide \$25 VISA gift cards to participants of their Bystander Intervention Program as a way to incentivize attendance. Hope Works was awarded \$5,000 for this purpose. They have held three Bystander Intervention Programs reaching 77 bar staff in Chittenden County and hope to expand this program. The subgrant provided will help to assist with these programs well into the future .

## Compliance Checks

The Department of Liquor and Lottery conducts compliance checks of businesses by sending in minors aged 16-17 years old for tobacco and aged 18-20 years old for alcohol. This year businesses that passed compliance checks in 2017 were rewarded. Businesses that passed both types of checks were provided with a window cling to proudly display that they passed their checks. These window clings celebrate their accomplishments, but also act as a deterrent to minors who want to purchase alcohol or tobacco. There were just over 1,500 businesses that passed both types of checks in 2017. The window clings were very well received and appreciated.

For more information, contact Melanie Gaiotti.



# VIRGINIA

## VIRGINIA DEPARTMENT ALCOHOLIC BEVERAGE CONTROL

[www.abc.virginia.gov](http://www.abc.virginia.gov)

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## Youth Alcohol & Drug Abuse Prevention Project (YADAPP)

Youth Alcohol and Drug Abuse Prevention Project (YADAPP) is a youth-led leadership program that empowers high school students to keep their schools and communities alcohol and drug-free by taking positive peer leadership roles and implementing prevention programming. YADAPP is planned, implemented, and facilitated by 70 Youth Staff assisted closely by Virginia ABC Education and Prevention staff and supported by Virginia ABC Enforcement agents. Youth Staff are former YADAPP participants who progress through three levels of leadership: Youth Leader (1 year), Junior Staff (up to 2 years) and Intern (1 year).

YADAPP participation is team-based and is formed through Virginia high schools or community organizations. Each team is comprised of four student leaders and at least one Adult Sponsor. Each team was grouped with three other teams from across Virginia as they navigated through the week-long conference. During the conference, the teams 1) developed a Strategies To Act Now (STAN) Plan, a strategic alcohol/drug prevention plan to take back to their school/community; 2) participated in skill building breakout sessions that included alcohol/drug trends in Virginia, working across generations, marketing, accessing resources, leadership, program planning, and fundraising; 3) presented their STAN Plan as a team for the possibility of winning a mini-grant; 4) keynote speakers who set the stage for the day each morning, summarized daily learnings each evening, and motivated students to be peer leaders in the field of prevention.

Virginia ABC's goal for YADAPP is to train high school students to be leaders among their peers in regard to alcohol prevention. Education and Prevention staff train them with leadership skills and help them develop a strategic plan to take back to their school/community to implement throughout the year, bringing the prevention message to their peers. The hope is that every school and community in Virginia will have trained peer leaders implementing alcohol prevention programming each year.

This grant from NABCA was used for the Youth Staff training of the YADAPP program. All Youth Staff were selected through a competitive application process in the

fall and were trained throughout the year in preparation for their work and leadership at the annual summer YADAPP conference. Training occurred within a series of four retreats: Winter Retreat for Interns, Spring Retreat for Interns, Junior Staff Retreat, and Pre-Conference for Junior Staff and Youth Leaders. During these retreats, Youth Staff were trained on several topics such as drugs and alcohol 101, effective prevention, program planning, classroom facilitation, leadership, customer service, unconscious bias, and conflict management. This helped prepare them to implement the YADAPP conference and facilitate all sessions for youth participants and adult sponsors. In addition to trainings, interns participated in independent work days from October until May and work days at Virginia ABC from May until July. During these work days, interns prepared all elements of the conference from theme and design, to speakers and agenda. This experience allowed them to effectively train and prepare the Junior Staff and Youth Leaders as they all worked together to implement an impactful conference, leading to a successful youth-led YADAPP program.

### Evaluation Results:

- Youth Staff reported being overall satisfied with their training and would recommend others to participate in the program.
- Interns found the most helpful portions of training to be getting to know each other, working together on shared tasks, and learning to communicate effectively with each other.
- 65% strongly agreed and 35% agreed that the interns were prepared for Junior Staff Retreat.
- 40% strongly agreed, 50% agreed, 5% were neutral, and 5% disagreed that the interns presented information in a way that Junior Staff understood.
- 55% strongly agreed, 30% agreed and 15% were neutral about the schedule of Junior Staff Retreat fitting in enough information without it feeling rushed.
- 25% strongly agreed, 60% agreed, and 15% were neutral when asked if they felt prepared for YADAPP after Junior Staff Retreat.

## "Teetotalers & Moonshiners: Prohibition in Virginia Distilled" Exhibition

The Library of Virginia (LVA), the commonwealth's official records repository, and Virginia ABC partnered on an exhibition titled "*Teetotalers & Moonshiners: Prohibition in Virginia, Distilled*" that was on display at LVA from April to December 2017. The exhibition told the story of Virginia Prohibition and its legacy. It addressed the economic and social costs of Prohibition which included the rise of illegal alcohol production and sale as an underground culture and economy. It also covered the important and long-lasting effects of Prohibition, including the social reform

movement, the role of government in overseeing public health, and the creation of Virginia ABC. The exhibition contained information about the benefits of the control state model leading to the rise of the modern brewing and distilling industry. LVA is located across the street from the state capitol and the general assembly building, and has thousands visitors each year. The exhibition offered an opportunity to create a more informed citizenry and developed a community supportive of Virginia ABC's mission. Virginia ABC partnered with LVA on programs associated with the exhibition: the provision of artifacts and information, presentations to teachers emphasizing the value of the control state model, and talks by special agents about enforcing Virginia's alcohol laws.

Virginia ABC assisted in the planning of the exhibition by locating and loaning several artifacts to LVA for the exhibit. These artifacts were displayed alongside photographs, video clips, and music from the time period. Virginia ABC assisted in creating flyers and promotional materials for the exhibit and carried out a social media campaign, and web feature from March-December 2017, to encourage followers to visit. LVA ran an extensive ad campaign through local news outlets.

LVA worked with RVA Collab House (Richmond branch of Three Notch'd Brewing Company) to produce small-batch beer called "Last Call Imperial Brown Ale." The beer was brewed by LVA staff and sold at the "Lib-ation" public opening event for the exhibit, which Virginia ABC leadership and staff attended. LVA hosted public talks and presentations throughout the length of the exhibit.

In June 2017, current and former special agents of the Virginia ABC Bureau of Law Enforcement gave a presentation at LVA titled, "From Still to Speakeasy,

Enforcing the Laws of Liquor." These agents told stories of regulating liquor from Prohibition to present day. About 100 attendees were able to gain insight on Virginia ABC's Bureau of Law Enforcement and ask questions of special agents.

In August 2017, two Virginia ABC staff members gave a presentation at the LVA's Annual Teacher Institute, a two-day conference for teachers to explore historic topics such as Prohibition and other Progressive Era reforms. The presentation included information on the rise and fall of Prohibition, the post-Prohibition system, and the role of Virginia ABC today as well as the benefits of a control state model.

After the closing of the exhibit in December 2017, LVA's evaluation showed that 19,295 people had visited the exhibit and 493 people had attended the various events related to the exhibit.

To ensure an expansive reach across the state and to make the information available long after the exhibition closed, LVA created a traveling exhibition and continued social media content. The traveling exhibition is currently on display at libraries, historical societies, and museums in Virginia with plans to continue through spring of 2019. The social media material can be enjoyed by audiences across the country. Virginia ABC requested funding to partner with a well-respected historical organization to inform the public about the benefits of the control state model. Through a history exhibition, special events related to that exhibition and opportunities to distribute agency education and prevention publications to diverse audiences, Virginia ABC and LVA collaboratively showcased the agency's operations and how they impact Virginia citizens.

Style Weekly article

The screenshot shows the Style Weekly website interface. At the top, the logo "STYLE WEEKLY" is prominent, with the tagline "Richmond's alternative for news, arts, culture and opinion". Navigation tabs include "News & Features", "Arts & Events", "Food & Drink", "Opinions & Blogs", "Calendar", "Extras", and "City Guides". A search bar and social media icons are also visible. The main article title is "Drunk History: A New Library of Virginia Exhibit Explores the Culture of Prohibition" by Karen Newton. Below the title is a historical black and white photograph of three men in suits standing behind a bar. To the right of the article is an "EVENTS CALENDAR" for April 25, 2017, and a "BEST OF RICHMOND" sidebar with a "NEWEST COMMENTS" section.



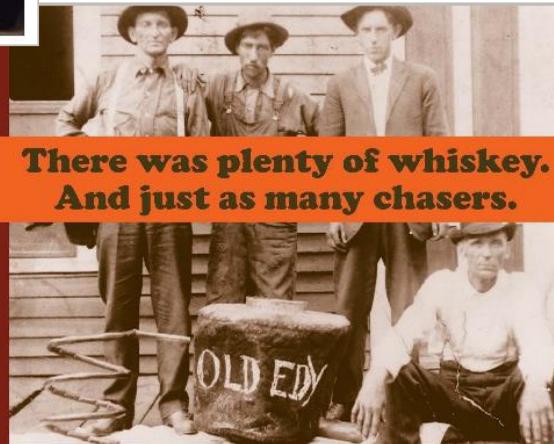
Virginia ABC added 3 new photos.  
Published by Virginia ABC [?] · April 4, 2017 ·

Facebook post

Virginia ABC is honored to be a part of a new exhibit, "Teetotalers & Moonshiners: Prohibition in Virginia, Distilled," which opened on Monday at the Library of Virginia. The exhibit tells the story of the state's "grand social experiment" and the repeal of Prohibition and its legacy. It's open through Dec. 5



Boomer Magazine Ad



**There was plenty of whiskey.  
And just as many chasers.**

# TEETOTALERS & MOONSHINERS

Prohibition in Virginia, Distilled

APRIL 3–DECEMBER 5, 2017

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# WYOMING

Wyoming Liquor Division, Department  
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## Alcohol Awareness Video

The Wyoming Liquor Division (WLD) updated the “*Alcohol Awareness Video*” used statewide by local licensing authorities, law enforcement, concessionaires, non-profit organizations, liquor licensees and citizens. The original video was created through a NABCA grant in 2006 and was again updated in 2012. In the new version of the video, the WLD was able to expand the content using material from the Management of Alcohol Policies and Procedures to educate licensees and those holding annual fundraising events.

It was important to show sound alcohol policies and procedures, including carding procedures, and dealing with intoxicated patrons, and more importantly, avoiding over serving.

Dan Noble, Director of the Wyoming Department of Revenue, performed the opening message stressing the importance of the information contained in the video. Kevin Malatesta of the Cheyenne Police Department and Tiffany Logan of Cheyenne Animal Shelter and former News Anchor for Channel 5 in Cheyenne, Wyoming hosted the video which was shot on location at the warehouse. Tom Montoya, Chief of Enforcement and Kelly Hunt, Senior Agent wrote the script.

The video is now in DVD format and is available statewide through local licensing authorities and law enforcement agencies. The video is also posted on the WLD website at [liquor.wyoming.gov](http://liquor.wyoming.gov).

This has been an extremely successful use of the grant money and has been utilized by many organizations across the state.



## WLD Scanner Library

These scanners are used throughout the state of Wyoming by local licensing authorities, civic groups and brew festival personnel for an array of functions including selling alcohol and malt beverages at various types of events. The scanner library was originally launched in 2014 through funding provided by NABCA.

Fifteen scanners were ordered and were provided to the Cheyenne Frontier Days which is the world’s largest outdoor rodeo which was held the last full week each July. The Cheyenne Police Department stated the scanners were an excellent deterrent and the only citations given were for minors who had been given alcohol by someone of age in a non-restricted area.



NABCA thanks you for your  
education efforts!





# NABCA

NATIONAL ALCOHOL BEVERAGE  
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