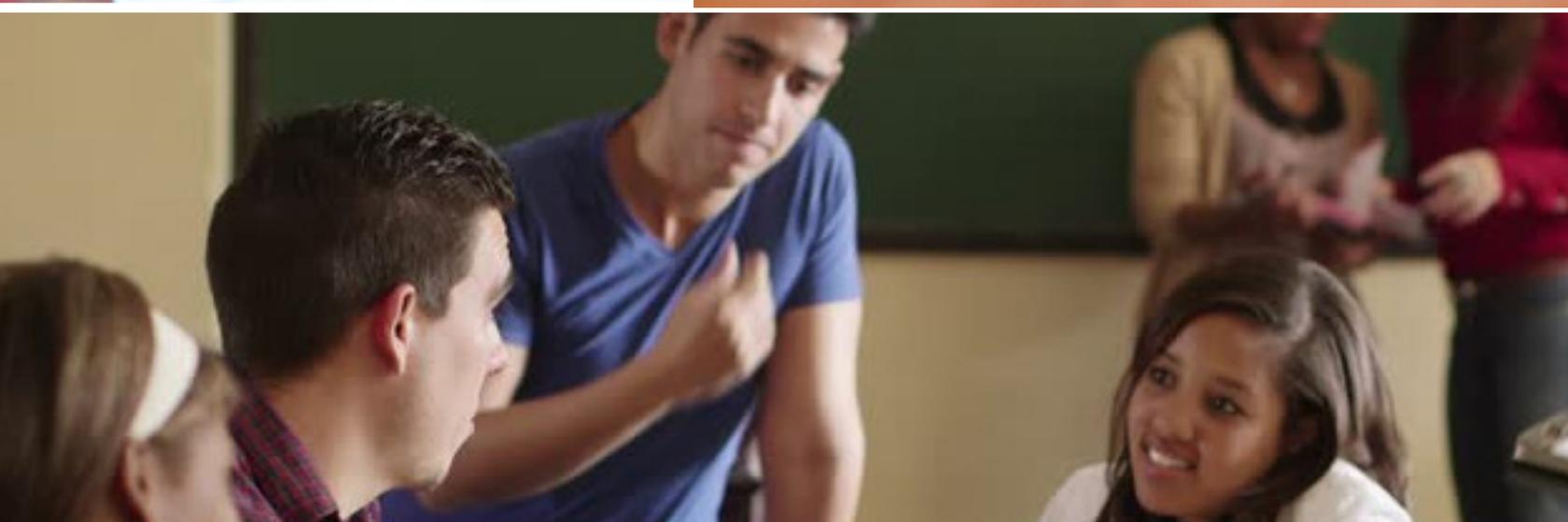




2016 - 2017

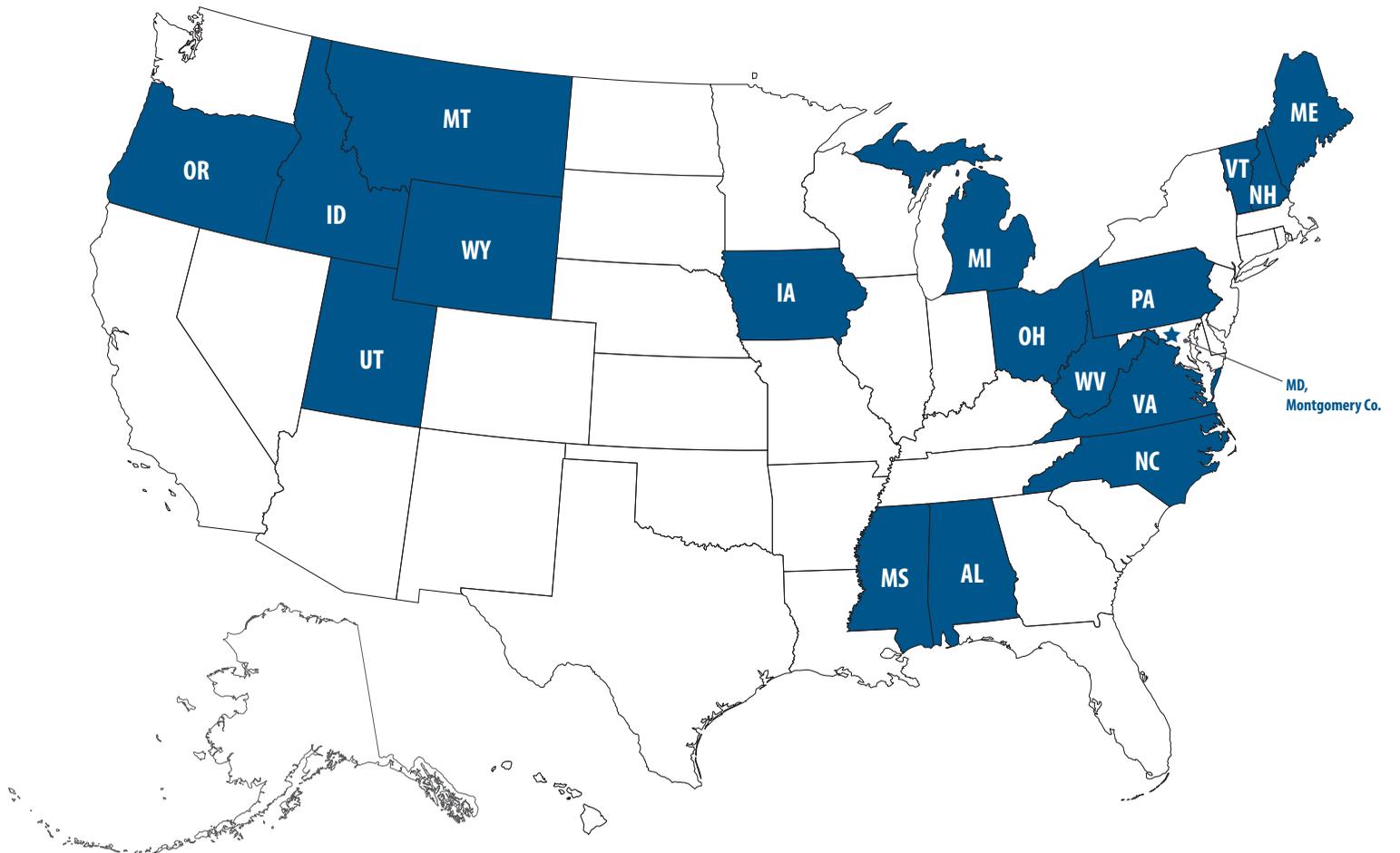
EDUCATIONAL AWARDS

Program Report



NABCA

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



National Alcohol Beverage Control Association

EDUCATIONAL & SUPPLEMENTAL AWARD PROGRAMS

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

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

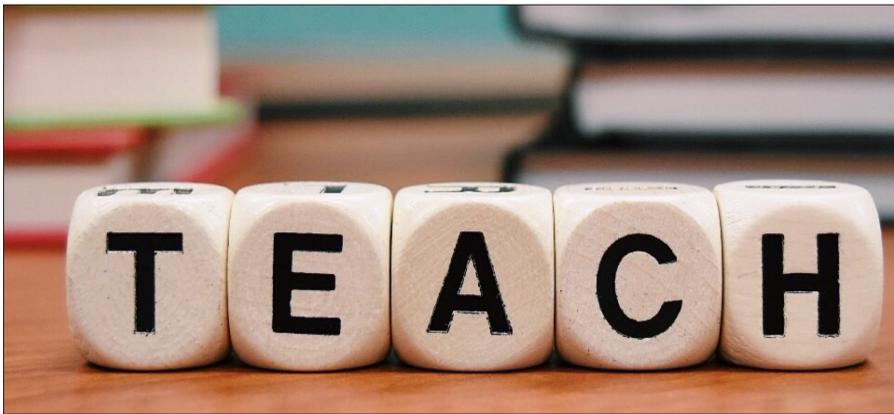
Also, included in this report is information on the recently created supplemental awards program. This award provides additional funds for education/prevention of alcohol use and other efforts designed to strengthen the member agency's operations efforts at responsibly and effectively managing the alcohol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

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

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

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2016-2017
Educational
Awards
Program Report

Idaho State Liquor Division

The education award helped to develop and implement a 2017 Alcohol Education Mini Grant Program that was made eligible to agencies and coalitions in the state of Idaho. The Idaho State Liquor Division (ISLD) partnered with various agencies and a very strong, active community coalition group. This program was developed to support those agencies and coalition groups to implement various educational programs within the communities.

ST. LUKE'S COALITION FOR DRUG FREE YOUTH Holding out for a Hero: Emotional Intelligence (EI) Campaign for Enhanced Resiliency

The St. Luke's Coalition for Drug Free Youth (SLCDFY) used the funds to implement a positive, progressive life campaign to assist youth to acquire greater emotional intelligence to make good choices and abstain from underage and dangerous drinking. A progressive life allows a youth with high emotional intelligence to make choices to avoid negative social norms, advertisements and peer pressure. Emotional Intelligence is the ability to assess, control and regulate emotions of themselves and others. It provides wise decision-making skills to improve resiliency and social adjustment without adverse addictions or self-defeating habits or behaviors.

EI encompasses the following five characteristics and abilities:

1. Self-awareness – Recognize emotions as they occur and discriminate between them.
2. Mood Management – Handle feelings so they're relevant to the current situation and reacting to them appropriately.
3. Self-motivation – "Gathering up" your feelings and directing yourself toward a goal, despite self-doubt, inertia and impulsiveness.
4. Empathy – Recognize emotions in others and tune into their verbal and nonverbal cues.
5. Managing relationships – Handle interpersonal interaction, conflict resolution and negotiations (Bernstein, 2015).

SLCDFY implemented this EI progressive life campaign in three parts:

1. EI Self-Identity Activity
2. Key Findings of EI Research and Other Topics-Related Information
3. SLCDFY's "It Takes a Hero" EI Resiliency Training Tool Kit

SLCDFY researched, reviewed and compiled a resiliency training tool kit that included thirty (30) binders and USB thumb drives containing information and links to various resources. Officiators used the tool kit to help improve the youth's thinking process and to address poor decision-making skills that are inherent to the not fully developed teen brain and the boredom factor inherent in rural communities as suggested and/or supported by statistics regarding higher substance abuse in rural versus urban areas. This resiliency packet incorporated additional applications as advocated and/or supported by authorities in the field or the latest prevention science findings.

School administrators were very supportive in this endeavor along with teachers and counselors at each school. The tool kits continues to serve as an ongoing resource for educators and other vetted organizations which service youth.

PARMA LEARNING CENTER AFTER SCHOOL PROGRAM

The funds used from the ISLD Mini Grant Program were presented in two parts: Positive Action and a Step Kit upgrade. Both parts provided students from grades 5 and 6 information about social skills, safety, alcohol and drug use and social well-being.

The 5th and 6th graders had 15 sessions which involved many short videos, hands on interactive activities and individual activities:

- **Sessions 1-5:** Students learned empathy and communication skills while working in groups with friends and allies, to consider perspectives and to disagree respectfully while being assertive.
- **Sessions 6-7:** Students learned about bully prevention skills, how to recognize a bully, and the bystanders who could be a part of the problem or the solution.



- **Sessions 8-9:** The students learned problem solving skills, understanding their brains and bodies when they experience strong emotions and deciding on the best option to solve the problem.
- **Sessions 10-11:** Students learned how to manage their emotions.
- **Sessions 12-15:** This session dealt with substance abuse prevention.

With this grant, Parma Learning Center was also able to complete one film. In making this film, the curriculum allowed students to statistically show significant improvement in Pre-Post assessments areas of Perception of Risk, Perception of Wrongness, Pro-Social Interaction, Resistance Skills and program satisfaction based on Pre-Post assessments.

The goal is to continue with this project so that they can interview multiple employers in the Parma community and not only make a difference in the students' lives, but also to send the students' an anti-underage drinking message throughout the community.

CUSTER COUNTY COALITION

Underage Drinking = Adult Consequences

The Custer County Coalition partnered with ISLD, Challis Jr/Sr High School, the Custer County Sheriff's Office, the Idaho State Patrol and local businesses to create a project called "**Underage Drinking = Adult Consequences.**"

According to Custer County Student Climate Surveys, Key Informant Interviews and personal observations, the Challis area disclosed a real problem with underage drinking. Young people reported that they were able to obtain alcohol from family members and siblings with their parents' knowledge. Challis' teens stated they took their first full drink of alcohol around the age of 11.

The national average is 13. Area teens indicated they drank with a family member while camping, hunting, at barbecues and in some cases, local bars.

A community needs assessment showed that availability of alcohol coupled with destructive social norms, i.e. "it's normal for kids to drink" are the reasons underage drinking is so prevalent in the area.

With the mini-grant funds from the ISLD, the Coalition was able to actively and successfully address underage drinking in Custer County. Using the theme "Underage Drinking = Adult Consequences," the Coalition conducted a poster campaign prior to an assembly held at Challis Jr/Sr High School in April 2017.

The Coalition, the Idaho State Liquor Division, the Idaho State Patrol and the Custer County Sheriff's Department hosted an event and presented a powerful message to the area students about the dangers of underage drinking.

The Custer County Coalition purchased two (2) drunk-driving carts and nine (9) impaired driving goggles. The goggles ranged in intensity from 'slightly buzzed' with barely .07 blood alcohol level, to extremely drunk, high on prescription meds, etc. Challis area students and adults learned a great deal from using the carts and the goggles. The use of the carts were so successful, the Coalition purchased three (3) more carts and two (2) challenge mats to be used at the elementary schools.

The "Underage Drinking = Adult Consequences" event was a HUGE success. All Challis Jr/Sr High School students (150) plus several parents, Kay Bennett from ISLD, Todd Adams from The Challis Messenger (local paper), Coalition Board members and Coalition members, Custer County Sheriff's Office personnel, and the Idaho State Patrol personnel attended.

ALCOHOL BEVERAGE CONTROL

The Idaho State Police Alcohol Beverage Control purchased Undercover Audio/Video surveillance equipment. The equipment was used during underage alcohol sales compliance investigations in different parts of the state resulting in criminal citations and administrative actions. They used the equipment in underage sales and shoulder taps assisted by adolescents. Safety was the highest concern and this equipment made our youth safer.

This type of technical equipment furthers the ability to infiltrate activity and enhance their ability to collect solid



Challis Jr/Sr High School students worked on posters that addressed "Underage Drinking = Adult Consequences". These posters were displayed in the halls of Challis Jr/Sr High School and were judged by ISLD representative Kay Bennett, school counselor Angela Sugden, Coalition Director Laura Hunt and Chad Workman, Coalition member.

and crucial evidence for prosecution that the courts have now come to expect and demand. Additionally, having good video/audio documentation in case files furthers their ability to successfully prosecute defendants while minimizing time spent in court trials by detectives.

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

ISPABC's purpose was to focus 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.

VANDAL HEALTH EDUCATION-UNIVERSITY OF IDAHO House Party Evaluation

House Party is a brief intervention for college students designed to reduce alcohol related harm. House Party was offered to University of Idaho students in March 2017. A grant from the ISLD enabled the University to complete an evaluation. The university administered a pre-test, post-test, & pre-experimental design to a sample control group. They found that decreases in the average number of drinks and episodes of binge drinking for both the intervention and control group were similar. This may have been due to the timing of the post-test which included spring break and UI Bound students during the time dormitories were not permitted to host events where alcohol was present. There were some increases in utilization of safer drinking strategies but when

aggregated together these changes were not statistically significant. There were, however, significant increases in the intervention group in confidence for recognizing signs of acute alcohol poisoning and intervening.

The University of Idaho developed House Party to engage students in a discussion about alcohol safety and mitigation risk around alcohol. House Party has become an annual event and has been integrated into Greek 101 for all incoming fraternity and sorority members. Unlike other outreach workshops that are delivered to dormitories, student clubs or organizations or classes, House Party is an annual event that attracts a mix of students. As attendance continues to grow it has become apparent that they needed to evaluate the program to determine effectiveness and the grant from ISLD enabled the University to do so.

IOWA

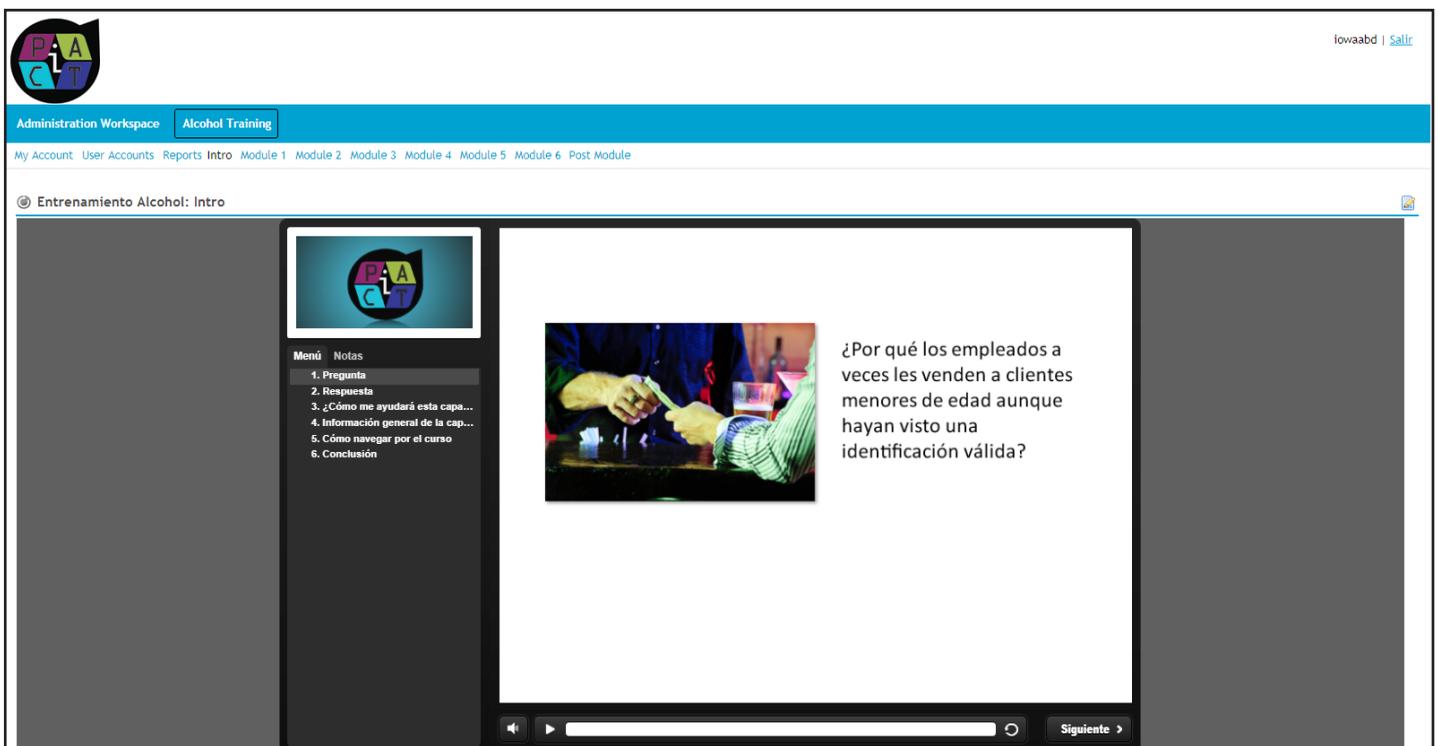
Iowa Alcoholic Beverages Division

I-PACT AND I-PLEDGE

The Iowa Alcoholic Beverages Division (ABD) utilized the NABCA Educational Award to update the Iowa Program for Alcohol Compliance Training (I-PACT) and the Iowa Online Tobacco, Alternate Nicotine & Vapor Products Training (I-PLEDGE). The award was put towards translating each course into Spanish, creating Spanish closed captions, adding the ability to choose a language, converting all text to Spanish, and allowed for administrator reporting of individual language users. These new features allowed 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 and continues to be imperative to promoting a safer environment among licensees in our communities.

ABD served as the direct administrator agency and executed the planning and procurement process for the enhancements. Monarch Media, the third party vendor used to make the enhancements, was the company that helped create these programs. The award was used to translate content, provide voiceover narration, implement programming, and provide project management and answer questions.

The I-PACT and I-PLEDGE programs certify nearly 40,000 people each year. The ABD continues to see great usage of the new features moving forward. 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.



MD, Montgomery County

Montgomery County Department of Liquor Control



PATRON RESPONSIBILITY CAMPAIGN

Montgomery County's Department of Liquor Control (DLC) worked with the County Public Information Office (PIO) to create ads targeting young adults and servers with patron responsibility messaging. The tag line "I Take It Personally" was used to convey messages normalizing negative reactions when consumers over consume alcohol and attempt to drive after drinking. Additionally, the campaign offered reduced cost safe rides with two services, Lyft and Driver. Lyft is a taxi program and Driver is a service that will pick up a patron and drive their car home or, when called in advance, can be scheduled to be a driver for an evening in patron's personal vehicle.

The ads were targeted towards young adults, 21 and over, especially males as they currently have the highest drinking and drunk driving rates. The ads also targeted hospitality service staff, urging servers to take their job seriously and resist over serving patrons.

The four ads created were formatted into posterior bus ads, bus shelter ads and interior bus ads. A fifth ad with a police perspective focusing on the consequences of drunk driving, was also a poster for establishments.

The ads ran for 12 weeks over the late summer and early fall in 2017. The ads also ran on 40 buses and 10 bus shelters surrounding the three community college campuses in Montgomery County, which included Rockville, Silver Spring and Germantown. There were 500 full color, high gloss posters that the DLC distributed to restaurants and pubs that catered to young adults over 21.

This campaign was aimed at reducing over consumption, over service and drunk driving. This program was

developed as part of a continual public information effort to educate patrons and servers in response to a pilot program called the, Over Service Project, that was launched in Montgomery County by the Responsible Retailing Forum in 2013.

Personnel from the national non-profit organization and the Responsible Retailing Forum (RRF) visited forty-two (42) businesses in Montgomery County, MD as part of a joint research and educational project with the DLC.

In each establishment, "Pseudo-intoxicated" Mystery Shoppers asked to be served alcohol while exhibiting distinct signs of intoxication. Researchers were specifically looking to see if the establishments sold alcohol to the already intoxicated individuals and what, if any, interventions were taken. Service of alcohol to an intoxicated individual is against Maryland state law. It also poses issues of public safety and liability for the establishment.

Overall, rates showed that the pseudo intoxicated customer, displaying extreme intoxication, was served 90% of the time. That breaks down to 38 of the 42 businesses, nine out of ten, serving the mystery shopper who displayed blatant signs of intoxication. This rate showed the need for increased education and outreach to both the licensed businesses and the public on tactics to determine intoxication, best practices in dealing with intoxicated customers as well as acceptable behaviors among patrons. Patron responsibility is an important



Montgomery County Department of Liquor Control, cont.

education component with the understanding that a complacent public feeds into a communities drinking culture.

The success of the Patron Responsibility Campaign's reach can be estimated as the exterior and interior bus ads and bus shelter ads running in the downtown areas will reach thousands of Montgomery County residents. The campaign ran through the summer till the end of September around community college campuses where the populations of young adults in their twenties are high. It can be difficult to measure prevention but consistent messaging is an important contributing factor to behavior change. Along with continued server education, enforcement and the promotion of reduced cost safe rides, all components of the Montgomery County DLC's efforts, and the impact of this program are promising.

All the ads have been formatted for future use on the Departments website, social media outlets and future use of print materials and giveaways.

Maryland Alcohol Forum

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 control 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. This forum also won the National Association of Counties (NACO) Legislative Award this past year.

Regulatory Network

In an effort to help disseminate applicable code and regulatory information to licensed establishments, educational presentations by County code enforcement were held to disclose relevant information about law, regulations and public safety. Speakers shared resources, increased program buy in and educated about permitting as a way to compress regulatory efforts and streamline services to the community. Issues such as late night noise disturbances were addressed this year. Although a meeting was held in Silver Spring in August, no funding was used for this effort.

Maryland Alcohol Licensing Association (MALA) Conference

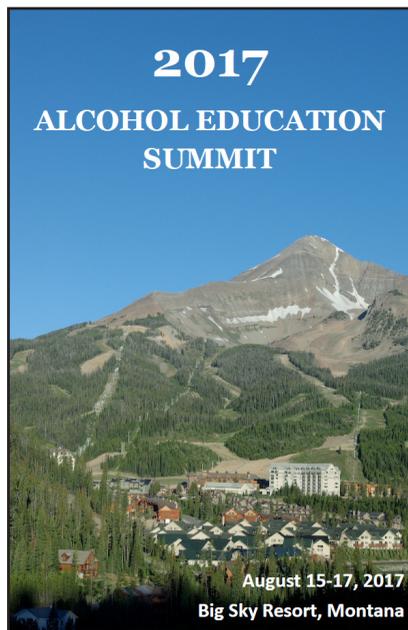
The Maryland Alcohol Licensing Association (MALA) is a statewide alcohol licensing association that brings together County Department of Liquor Control departments and boards to network, share trends and ideas and streamline the licensing and regulatory process. Staff attendance for five at this annual 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 to attend was covered. Participation allowed the Montgomery County DLC to share and learn about safety programs, trends and educational efforts related to alcohol service.

ID Checking Calendars for Retailers

Montgomery County hosts about 1,100 alcohol licenses. Realizing that in order to limit alcohol access to minors under 21, education and carding tools are needed for the licensees and their staff. The DLC invested in printing 1,500 full color calendars with a large tear off section at the bottom showing the year for legal tobacco and alcohol sales. Each month of the calendar lists best practices, alcohol laws and general licensing and regulatory information for businesses.

MONTANA

Montana Department of Revenue, Liquor Control Division



In an effort to ensure a consistent understanding of liquor related issues, the 2017 Alcohol Education Summit was held in August at the Big Sky Resort in Montana. Attendees included law enforcement personnel, city/county attorneys, judges, addiction counselors, tribal members, prevention specialists, DUI Task Force members, state certified trainers and community coalitions. The goal was to form partnerships between the different entities that encompass the same mission to ensure responsible alcohol sales, service and consumption in Montana. There were 200 attendees from 12 different states who participated in the summit and valuable training was provided on a variety of topics.

In Montana it was important to make sure our tribal partners were included in state efforts. There are seven reservations in Montana, and the agency is proud to report that we had tribal representation from five of the seven reservations.

Several different forms of credit were available for attendees: POST credits for law enforcement personnel, CLE credits from the Montana State Bar for attorneys/ judges and general CPE credits.

Awards were presented during the summit for the best community programs, agencies and individuals who were dedicated to the responsible sales, service and consumption of alcohol, public health prevention efforts and to those who promote a positive community change within the state.

Many attendees provided positive feedback and were thankful for the information to share within their communities.

The agency is very appreciative of the NABCA awards which allow us to accomplish the goals and the opportunity to focus on specific projects that otherwise may not have occurred.



(Left to Right) Becky Schlauch, MT Liquor Control Administrator; Scot Larson, Montana Crime Lab Toxicologist; Steve Swanson, Liquor Operations Bureau Chief

NEW HAMPSHIRE

New Hampshire Liquor Commission

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

The Division of Enforcement served as the primary agency executing the public awareness and educational media campaign. Both civilian and sworn employees of 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 Night out.

Information and awareness materials were provided to a variety of educational environments and setting which included:

- Around 1,790 individuals participating in one of the Fatal Choices programs throughout the state during the warmer months. This included a golf cart S.I.D.N.E vehicle experience, and fatal vision goggles exercises which took place at various civic groups, school and community prevention programs, and Drivers Educational events.
- Our Investi"GATOR" mascot attending various sporting events and approximately 120,788 individuals were in attendance.
- A public awareness and educational campaign that 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 also help to foster mutual efforts to ensure the responsible sale/service of alcohol.

The award provided resources which resulted in reaching out to over 124,476 youth and adult audiences with informational campaign materials and messages.

The Division's goal was to provide top notch educational and awareness programs to all of the State of New Hampshire. If we did not continue to receive the award yearly many of the educational and awareness projects would dissolve.



JAMES YOUNG, LIEUTENANT

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NORTH CAROLINA

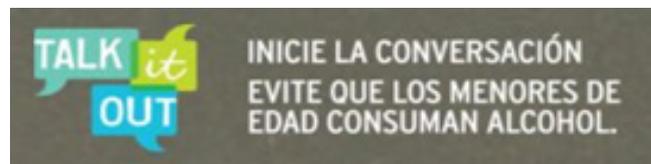
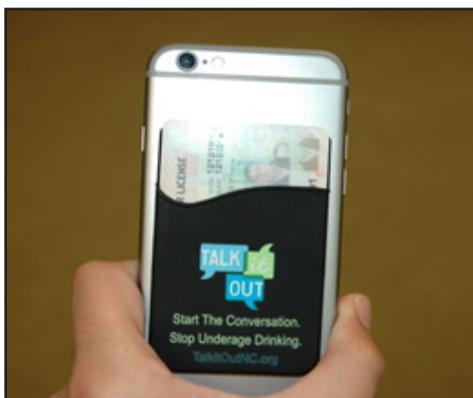
North Carolina Alcoholic Beverage Control Commission

The NC ABC Commission's Initiative to Reduce Underage Drinking has a statewide multi-media campaign titled "Talk It Out", which is designed to raise awareness about the dangers of underage drinking and encourages parents to talk with their children about this important issue. The NABCA grant awards helped the initiatives listed below to further the campaign's reach.

HISPANIC COMMUNITY OUTREACH

Underage drinking is a pervasive issue in North Carolina - one that crosses all demographic lines in all 100 counties of the state. The grant award provided a way for the Talk it Out campaign to be promoted in the new Spanish language version of the website www.talkitoutnc.org/es to the Hispanic community through a combination of targeted advertisements.

A series of print and radio ads ran in Spanish language media outlets in the large Triad and Charlotte metro markets for several consecutive months. These underage drinking prevention awareness advertisements were supplemented with corresponding social media and internet (digital) ads targeted directly at the Hispanic community.



TALK IT OUT BUMPER STICKERS

The NC ABC Commission asked law enforcement branches, ABC boards, State departments, and Towns across North Carolina to join in the fight against underage drinking. One way that the large groups participated was to display a bumper sticker with the Talk it Out message on their vehicles to help raise awareness.

TALK IT OUT CELL PHONE SLEEVES

The Talk it Out cell phone sleeves were popular not only among middle and high school students, but with their parents as well. The sleeves, which can hold a credit card, driver's license, etc., helped spread awareness of the Talk it Out message and served as a constant reminder for parents and kids alike to talk about the dangers of underage drinking.

KAT HANEY, EXECUTIVE DIRECTOR, INITIATIVE TO REDUCE UNDERAGE DRINKING

517.284.6354 | kat.haney@abc.nc.gov | www.abc.nc.gov

OREGON

Oregon Liquor Control Commission



The NABCA Education Award was used to fund a campaign focusing on the over 500 on-premises alcohol licensed businesses in Clackamas County. The project name was **Responsible Hospitality Toolkit** and the aim was to reinforce and continue to educate licensees and their staff about responsible alcohol sales and service.

The toolkit covers topics from over-service, VIPS, fake IDs, best practices, the OLCC's Responsible Vendor Program, building community, DUI prevention and resources that the business could use for their staff. Besides developing the toolkit, the funds were used to create a social media presence through its own website so the toolkit could be accessed online via a campaign Facebook page, Twitter and Instagram accounts, and e-mails to licensees.

Clackamas County spent approximately \$18,000 to complete a project assessment which created the range of businesses to be included in the project along with feedback from licensees regarding their training needs. The county also spent about \$3,000 on swag for businesses that participated in the Responsible Hospitality Toolkit project which included an incident log book and pen, water bottle, pen with light for checking ID, and a project magnet.

The OLCC served as the direct administrator for this project. The education and compliance units (OLCC Inspectors who are responsible for enforcement in Clackamas County) provided feedback and guidance about the content of the toolkit. They offered specific information about some of the licensed businesses in Clackamas county that should be included in the project due to a record of administrative violations.

The entire scope of the project was to provide licensed businesses with additional training and information around responsible alcohol service and sales. This included ID checking, Responsible Vendor Program, Best Practices, preventing over-service, and being a good partner in the communities where the business is located.

The county, the OLCC, and the alcohol licensed businesses in Clackamas County had opportunities to meet in person with each other, and through the project website to gain valuable in-person training and access to training resources through the toolkit. It helped foster a working relationship between the parties for responsible alcohol sales and a partnership that helps the businesses to be successful.

The toolkit was made available in hard copy and electronically to businesses. Project ads and information were pushed out through Facebook, Twitter, Instagram, e-mails, and the project website at <http://clackcotoolkit.org>.

Content Highlights

Hospitality Pros of Clackamas County
Published by [Shelene Contreras](#) on Aug 10, 2017

Dealing with intoxicated customers carefully is the name of the game, isn't it? Here's some tips from Buzztime on how to do just that:
<http://bit.ly/1O5z9qk>



511 people reached

View Results

60% of Liked, Maria Elena Perez and 4 others

1 Comment

Like Comment Share

Most Clicked

This was the content that drove the most link clicks across all platforms. It was an article that shared real bartender experiences dealing with Very Intoxicated Persons, and how they successfully handled the situation. It reached 611 individuals which produced 10 reactions, 2 comments, 2 shares, and 21 clicks. That is a click-through-rate of nearly 3.5% which is more than double the industry average!

Toolkit Download E-Mail

9:07 AM
On August 10, 2017, "Shelene Contreras" wrote you:

Want to increase profits & reduce stress at your bar?

1 message
Unread Communications - shelene@olcc.com
Tue, Aug 29, 2017 at 2:24 PM
To: mlg@olcc.com

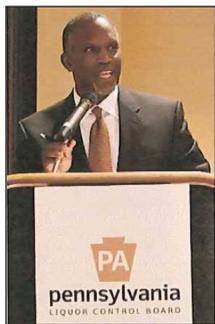


PENNSYLVANIA

Pennsylvania Liquor Control Board

2017 ANNUAL EDUCATION CONFERENCE

The Pennsylvania Liquor Control Board (PLCB) Bureau of Alcohol Education used the 2017 award to help finance the annual Alcohol Education Conference. The theme was "Navigating the Currents of Change: Promoting Responsibility in the Wake of Modernization." It took place at the Wyndham Hotel in Gettysburg, PA. Over the course of one and a half days, more than 300 professionals from across the state, including law enforcement, educators and prevention experts attended workshops and keynote addresses to discuss strategies to reduce and prevent underage and dangerous drinking in a changing beverage alcohol landscape.



"New laws that took effect in 2016 dramatically changed how wine and spirits are bought and sold in Pennsylvania, allowing for more access and convenience than ever before," said Board Member Michael Newsome. *"The changing beverage alcohol landscape is a tremendous opportunity to explore new ways to*

promote responsibility and reduce underage and dangerous drinking. The Pennsylvania Liquor Control Board is proud to offer this free annual conference to bring together experts in education, law enforcement, public health and other specialties so we may all learn from each other, network with peers and collaboratively address alcohol education challenges in communities across the commonwealth."

The conference opened with PLCB's Executive Director, Charlie Mooney who gave the welcoming address to the conference attendees. He shared that he has supported and will continue to support the great work that the bureau of alcohol education does and looks forward to expanding their role under his leadership.



The Opening Session was a panel presentation about the conference theme moderated by Steven Schmidt, NABCA's

Senior Vice President of Public Policy and Communication. Steve provided the overview of the changing landscape, then asked each of the panelists to share information about their roles in the changes. Panelists were Chris Herrington, PLCB Director of Legislative and Governmental Affairs; Michael Plank, PLCB Assistant Counsel; and, Bobbi Peifer, PLCB's Director of the Bureau of Licensing.



Concurrent workshop sessions included:

- Reality Party - A Look into a Teen Party
- Why Students are Starting to Party Sober-Party
- The Utilization of the Power of Parents
- PLCB+Works for Licensees
- Ignition Interlocks - First Time Offender Law
- SOARing to Action Locally for Alcohol Use Reduction
- PLCB+Works for Ordering Materials and Applying for Grants
- Addiction in College-Changing the Culture
- How to Have Successful Poster Contest Entries
- Strategies for Developing a Research-Based Prevention Campaign
- Preventing the Most Common Liquor Code Violations for Licensed Establishments
- Virginia's Youth Alcohol and Drug Abuse Prevention Project (YADAPP)
- Communicating Responsibility: Cohesion of Education, Enforcement, and Engagement to Reduce High-Risk and Underage Drinking
- Sexual Violence in the Digital Age: Alcohol, Social Media, and Sexual Violence
- Responsible Alcohol Management Program (RAMP) Server/Seller Training
- Strengthening Campus and Community Partnerships
- Dealing with Special Events in the Community
- Misuse & Abuse: When Alcohol and Sexual Violence Mix

While there were implied "tracks" within the conference program, the variety of workshops enabled attendees to explore new topics and new initiatives.

Pennsylvania Liquor Control Board, cont.

Evaluations showed that 88% of attendees who completed the evaluation felt that overall the conference was good or great, with 98% appreciating the lack of a registration fee.



The most highly rated workshop was “Why Students are Starting to Party Sober- Party,” with an average of 4.56 on a 1-5 scale. “Misuse and Abuse: When Alcohol and Sexual Violence Mix” received an average 4.55 and “Preventing the Most Common Liquor Code Violations” received an average of 4.50. More than 70% of the workshops received an average score of 4 or above.

The award paid for the facility, rooms for some of the speakers and lunch, continental breakfast 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 at several of the workshops.

TOWN-GOWN PROGRAM (PHASE II)

The Pennsylvania Liquor Control Board’s (PLCB) Town-Gown Program was a continuation of PLCB’s long standing cooperative work with institutions of higher education within the Commonwealth of Pennsylvania. This project was intended to develop closer working relationships between campuses and the municipalities that host

them. In addition, local school districts and other local organizations are partners within a “Hub and Spoke” model for this pilot program.

PLCB has partnered with Caron Treatment Center to work with the town-gown teams on the issues of dangerous and underage use of alcohol. Caron staff member, Dr. Beth DeRicco, designed the model and is the lead person for the Hub and Spoke model as it is used in this program. PLCB funded this program from the National Alcohol Beverage Control Association.

The program has been in existence for two years and has worked with the following universities in 2014-15: Alvernia University, a small Catholic university in Berks County; the following Pennsylvania State System of Higher Education (PASS HE) schools: Kutztown University, located in Berks County; Indiana University of PA, located in Indiana County; and West Chester University of PA, located in Chester County. In 2015-16, we worked with Millersville University of PA, located in Lancaster County, Bloomsburg University located in Columbia County and Gannon University located in Erie County.

Each campus was asked to provide presidential level buy-in and each campus president was asked to gather a team (the hub) of individuals, the key stakeholders for the implementation of the town-gown program. The universities’ teams were comprised of individuals representing the following:

Bloomsburg University	University Police Department, Coordinator of Student Affairs, and the Interim Director of Drug Alcohol Wellness Network (DAWN), Dean of Students and the City of Bloomsburg Police Department
Gannon University	Student Conduct Officer and the Erie Downtown Partnership
Millersville University	Associate Vice President, Dean of Students, Coordinator of Health Education and Facilities Management- Student Lodging

“Great choice of sessions”
“Appreciate no-cost registration and low hotel rate.
Good opportunity to network & discuss ideas”
“Like always, a great conference”
“Wish some sessions could have been longer”
“Nice venue - awesome food”

As replicated from our Town-Gown Pilot Program, each team completed a two-day training to give them instructions about how to use the Hub and Spoke Model. Each team provided project staff with data about dangerous and underage drinking from their campus and local area. At the training, the teams had time to look at the data, develop potential plans for addressing issues

Pennsylvania Liquor Control Board, cont.

of concern, and determine who would be “spokes,” the agencies or individuals they need to assist them in their work, based on the activities planned.

The spokes include groups such as: tavern owners, landlords/property owners, other municipal police forces (outside the municipality where the school is located), local treatment centers, and the chamber of commerce.

While the teams were participating in the training, we were also conducting an evaluation of the effectiveness of the training. Education assessment expert Gina Baral Abrams was contracted to evaluate the impact of the training to the participants’ knowledge, perceived self-efficacy, behavioral intentions, attitudes, and beliefs regarding reducing high-risk drinking among college students.

The evaluation used a quasi-experimental single group, pre-test and post-test design to assess the effectiveness of the Town-Gown Issues Training. Based on participant responses to the pre- and post-tests, the evaluator concluded that the training was successful in achieving positive changes in all of the areas listed above. Additionally, participants endorsed the utility of the training as they felt that the information learned will be useful in their work and all participants felt that the training challenged their thinking.

PLCB has developed a system whereby every two years grant applications are available for universities, school districts, organizations, municipalities and others to reduce dangerous and underage use of alcohol. The teams identified in this report have applied for the grants.

Several of the hubs have had multiple partners apply for the grants. Some of the hubs have access to additional funding sources. Caron Treatment Center and PLCB have continued to provide technical assistance to the town-gown teams, regardless of success, through PLCB funding. Each will be able to take full advantage of items such as the PLCB’s annual conference, free materials, resident assistant and strategic planning trainings, and technical assistance.

SUCCESS TO DATE IN THE TOWN-GOWN PROGRAM

All teams agreed that the ability to network and discuss common issues was very important. All agreed that the main concern was to change the culture surrounding

alcohol. This was a complex issue and will require a long-term commitment to working together in a strategic manner to resolve the problem, while at the same time acting opportunistically to address immediate short-term concerns.

There was discussion about readiness to proceed and continue. Readiness is defined as meeting other “players” needed for success in this process where they are and with what they are willing and able to do. An example is working with the tavern owners. Responsible hospitality training may be a great fit for the issues cited above, but only if the licensees are willing and able to commit to the training.



UTAH

Utah Department of Alcoholic Beverage Control

REUSABLE BAGS FOR LIQUOR STORE SHOPPERS

Utah liquor stores gave away an alternative to the classic brown paper bag.

For a second straight year Utah liquor stores provided eco-friendly reusable alcohol bottle bags for their customers. Because of the positive feedback we received from our customers, the DABC replicated and built upon last year's successful reusable bottle bag tote campaign.

The partnership between the NABCA, Utah DABC, and Parents Empowered, was a fine example of collaboration at its best! Utah DABC Executive Director Sal Petilos came up with the idea to be eco-friendly as well as sending an important "take home" message to our DABC liquor store customers. For a limited time (while supplies lasted) reusable alcohol bottle bags were offered free of charge to shoppers at liquor stores throughout the state. *"It's well documented, the need for a cultural shift away from a use-and-toss culture to a more responsible eco-friendly approach is the right thing to work towards,"* says Director Petilos. The bottle bag totes will not only save trees, but serve as a reminder to adults to help keep our Utah youth alcohol-free.

Based on Parents Empowered research, there appears to be attitudinal differences between parents who have alcohol in their homes vs. homes without alcohol. One of the challenges the Parents Empowered campaign faces is how best to reach this audience? To get a specific message directed at Utah parents with alcohol in their homes was difficult and expensive using traditional media, as a majority of Utah households do not have alcohol in their home. Fortunately, our state liquor stores provide an excellent and efficient method to reach parents who have alcohol in the home and educate them about the negative impacts of drinking alcohol underage.

The front of the bags carry a message: **Contents Rated NC-21. No consumption of alcohol under 21.** The bags were funded via the NABCA's Education Award, with production and creative costs covered by the Parents Empowered organization.

The printing on the bags provided excellent visibility and was a powerful take-home awareness message. Additionally, because of exceptional media coverage at the event launch, earned media publicity, added to the project's value.

Parents Empowered, Utah's underage drinking prevention media and education campaign, has for many years worked closely with the National Alcoholic Beverage Control Association to enhance unique elements of Utah's underage drinking prevention initiative. Parents Empowered 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.



VERMONT

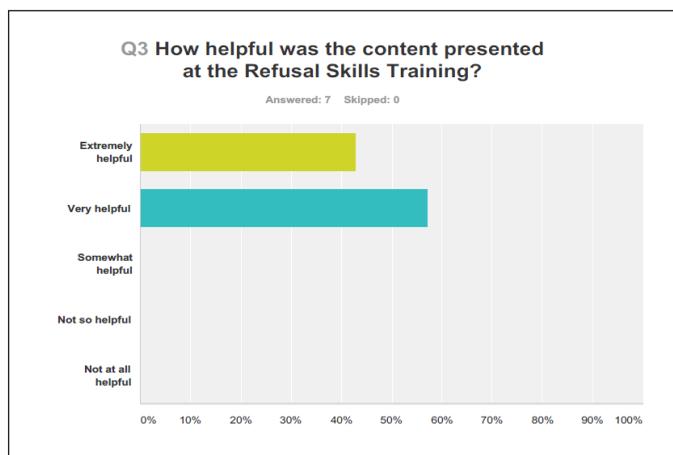
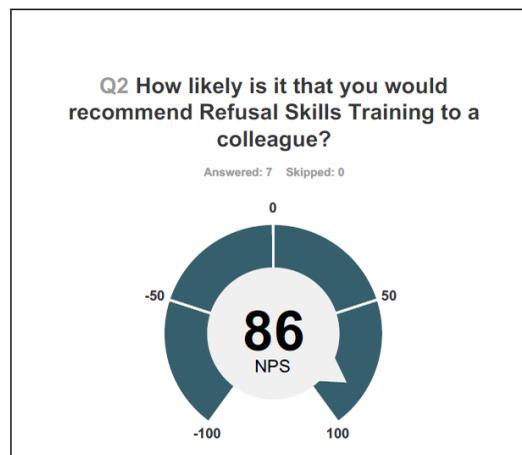
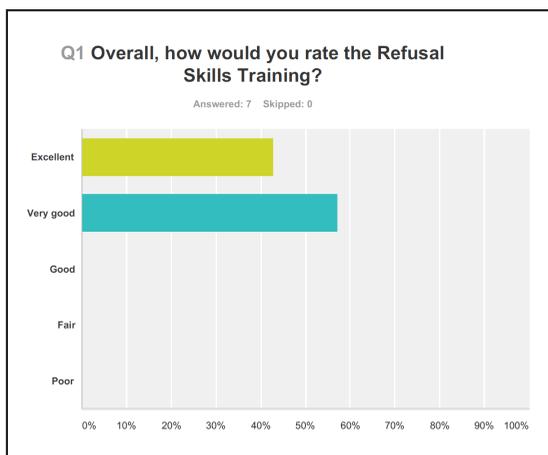
Vermont State Liquor Division

The Vermont Department of Liquor Control elected to use the grant award to provide four (4) regional trainings on refusal skills for servers and sellers. The Education Division wanted to offer a hands-on experience to supplement current mandated education initiatives. These trainings provided an opportunity to address how to handle difficult situations and best practices that businesses could use.

The agency contracted with Robert Labate, who is a local teacher, trainer, and a bar manager. Robert turned his establishment into a “Camp” and conducted a comprehensive five (5) hour training course about how to deal with difficult customers, improve customer service and to decrease public safety issues. This training was based on the state laws and regulations of Vermont.

Business were invited to attend. We held four (4) training sessions in strategic areas around the state: Montpelier, South Burlington, Rutland and Fairlee. A total of 93 people attended. The training sessions covered refusal skills, IDs and carding, and best practices for problem situations in businesses, and included the mandated material for sellers and servers as required by law. Each participant received a certificate for their attendance, handouts of materials covered in the course, ID checking kits (*a previous NABCA grant project that is now self-sustaining*) as well as their certification to sell or serve.

A survey was sent to each participant following the course to receive feedback. The responses returned were very positive.



Refusal Skills Training Survey via Survey Monkey

VIRGINIA

Virginia Department of Alcoholic Beverage Control



Mothers Against Drunk Driving (MADD) in Virginia created a campaign called **Eat, Drink and Be Driven (EDBD)**. The purpose of this campaign was to remind those that are of legal drinking age that while it is okay to eat and consume alcohol, obtaining a sober driver is vital. The message of reminding people not to engage in the irresponsible use of alcohol by driving impaired was designed in an approachable way to acknowledge that it was okay to enjoy lawfully consuming alcohol but not to drive after drinking. The sticker also provided a non-threatening way for individuals across Virginia to remind each other about the importance of responsible alcohol use.

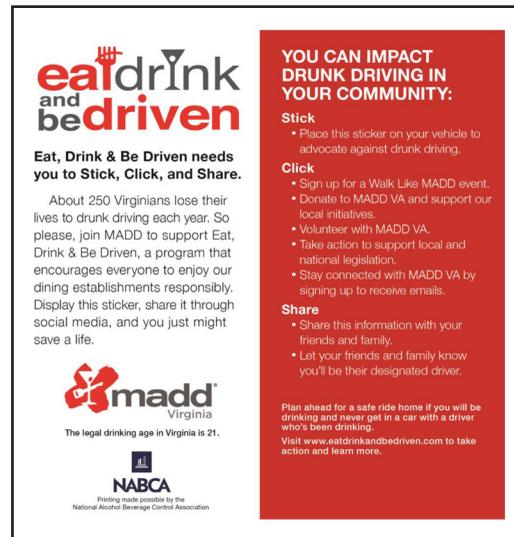
The EDBD campaign included several parts. A website (www.eatdrinkandbedriven.com) that educates readers about the DUI laws in Virginia; a campaign, and allows them to connect with MADD; stickers with the EDBD logo and educational information on the back for distribution; and an accompanying media campaign.

This program took EDBD beyond the pilot area of Richmond with a statewide roll out. Stickers were mailed to targeted zip codes where there had been a recent crash involving alcohol. Stickers were sent to Fairfax (22003), Roanoke (24012), Hanover (23111), Chester (23831 and 23836), Norfolk (23502) and Newport News (23601). Facebook ads served to boost awareness of the stickers and were utilized at the time that the stickers were sent.

While we cannot easily track the change in behavior that this program is seeking to create, we can track the response rates, which showed that this program was effective in taking the campaign statewide.

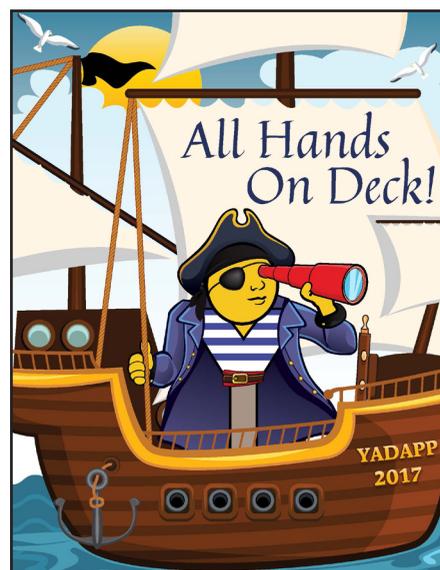
Facebook advertisement was able to drive traffic to the website, where people spent an average of one and a half minutes and most frequently visited the homepage, blog

and Northern Virginia specific page. Due to the success of this program, MADD is looking to continue the campaign by looking for corporate sponsors and local businesses to partner with for both funding and distribution of stickers and messaging.



YOUTH ALCOHOL AND 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 was planned, implemented, and facilitated by 70 Youth Staff that were 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, formed through Virginia high schools or community organizations. Each team was comprised of four student leaders and at least one adult sponsor. Each team was also grouped with three other teams from across Virginia as they navigated through the week-long conference which included: 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 included alcohol/drug trends in Virginia, working across generations, marketing, accessing resources, leadership, program planning, and fundraising; 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 to summarize daily learnings and motivate students to be peer leaders in the field of prevention.

Virginia ABC's goal for YADAPP was to train high school students to be leaders among their peers in regards to alcohol prevention.

The Education and Prevention staff trained them with leadership skills and helped them develop a strategic plan to take back to their school/community to implement throughout the year by sharing the prevention message to their peers. The hope was that every school and community in Virginia will have trained peer leaders implementing alcohol prevention programming each year.

This award from NABCA was 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 topics such as: drugs and



alcohol 101, effective prevention, program planning, classroom facilitation, leadership, customer service, unconscious bias, and conflict management to 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 - May and work days at Virginia ABC from May - July. During these work days, Interns prepared for the conference from theme and design elements to speakers and agendas. By training and preparing the Interns, they were able to train and prepare Junior Staff and Youth Leaders and work together to implement an impactful conference, leading to a successful youth-led YADAPP program.

The process was competitive and the number of applications received allowed for a strong pool of candidates to select.

Applications Received:

- Intern = 7
- Junior Staff = 30
- Youth Leader = 53

Youth Staff Selected:

- Intern = 4
- Junior Staff = 22
- Youth Leader = 34

Trainings were successful with youth staff attending all training days. All training elements were covered with each session including team building elements.

Training Dates:

- Intern Winter Retreat: December 20-22, 2016 (4 trained)
- Intern Spring Retreat: March 3-6, 2017 (4 trained)



- Junior Staff Retreat: June 23-25, 2017 (22 trained)
- Pre-Conference: July 15-17, 2017 (56 trained)

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 scheduling and curriculum development and requested that the Intern training program be longer and more intensive
- 100% felt that the Interns were prepared for Junior Staff Retreat
- 100% felt more bonded & prepared to work as a group after Junior Staff Retreat
- 100% felt prepared to survey as a mentor after Junior Staff Retreat

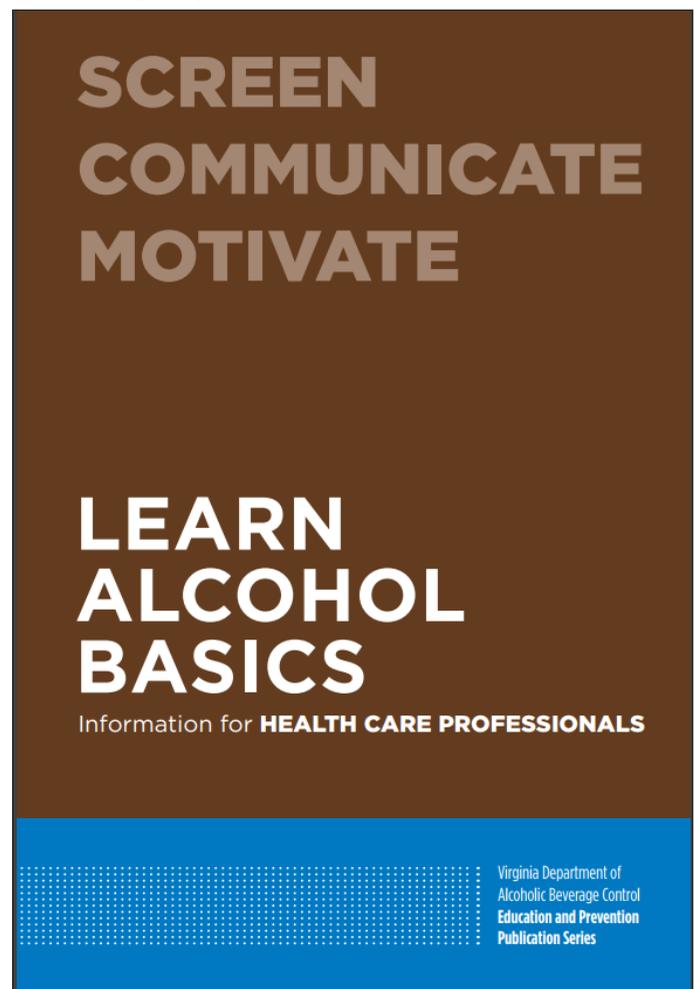
PUBLIC EDUCATION & PREVENTION MATERIALS
 Health Care Professional Information Pamphlet

The NABCA Supplemental Education Award funded the design and printing of a brand new publication for health care professionals. According to the Centers for Disease Control and Prevention, only one in six adults have talked to a health care professional about their alcohol use. Virginia ABC developed this publication to provide tips about how health care professionals can effectively screen patients, communicate responsible drinking habits and elicit self-motivation to make healthier choices. The publication also addressed alcohol and pregnancy in addition to providing resources professionals can use to encourage responsible drinking amongst their adult patients. The Health Professionals guide was made available to the public at the beginning of June 2017

and was marketed with the collaboration and support of several partnering state agencies.

This project also included marketing, distribution and evaluation of all publications. The messaging throughout the publication series conveyed the harms of underage and high risk alcohol consumption and how to make healthy and positive choices when it comes to alcohol. Healthy and positive choices are valuable throughout the life span and audiences are charged to model this behavior by acting as a role model to their peers and children.

Other publications can be found on the VAABC website at www.abc.virginia.gov/education/publications



WYOMING

Wyoming Liquor Division, Department of Revenue

The Wyoming Liquor Division had the opportunity to apply for the 2016-2017 NABCA Education Grant that was used to provide seed funding for the University of Wyoming (UW) Athletic Department for responsible alcohol sales at Wyoming athletic events. This included supplying the UW Athletic Department with 24 Tokenworks scanners that are Wi-Fi compatible. The Wyoming Liquor Division (WLD) Compliance staff also trained 63 concession and security staff in the TIPS program. WLD Compliance staff was also present at the first two games to be sure that procedures were being followed. Customers wishing to purchase beer or wine must present an acceptable form of identification which is scanned. If they are of legal age then they are issued an arm band with tabs for a total of four drinks per day limit. They are also hand stamped.

The WLD Compliance staff had numerous conversations with UW Athletic staff, UW Campus Police, Laramie Police Department and the City of Laramie. Sales of beer and wine have been a success at UW football games. There were minor incidents and fans seemed to enjoy having a beer or glass of wine at a game.



Director Noble making presentation of scanners to Billy B. Sparks, Senior Associate Athletic Director.



Presentation to implementation on game day!!



Wyoming Liquor Division, Department of Revenue, cont.

STEP-UP PROGRAM

The Wyoming Liquor Division had the opportunity to apply for the 2016-2017 NABCA Supplemental Grant that was used to continue funding for the University of Wyoming (UW) Step-Up Program coordinated through the UW A-Team. The NABCA Board of Directors approved this grant and Revenue Director Dan Noble presented the check to Monica Keele, DVM MPH and the A-Team on March 1, 2017.

The grant award provided an opportunity for the WLD to continue working with the University of Wyoming, through the A-Team, to provide training to students to intervene in potentially dangerous situations which are often alcohol related.

The WLD thanks the NABCA Board of Directors as well as the NABCA staff for funding that allowed the UW Step-Up Program to help students in a possible dangerous situation. WLD hope to continue this partnership and worthwhile effort. We would also like to thank the UW A-Team for taking on this most important project.



*NABCA thanks you for
your education efforts!*



NABCA

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