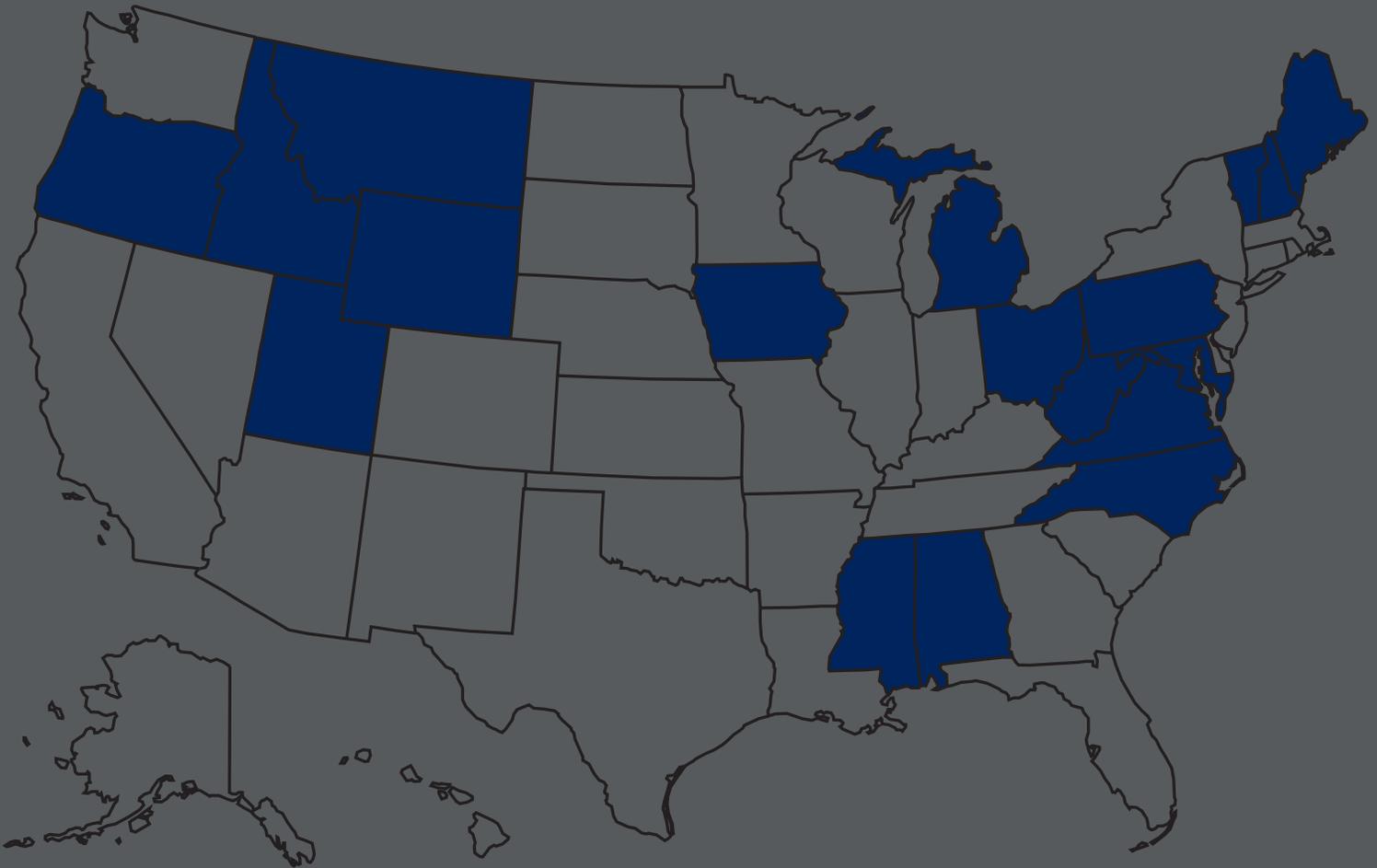


NABCA 2018-2019

Education and Supplemental Awards Program Report



NABCA
NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION

TABLE OF CONTENTS

Introduction	4
Education/Awareness	5
• Iowa Alcoholic Beverages Division	
• Ohio Division of Liquor Control	
• West Virginia Alcohol Beverage Control Administration	
Regulatory/Enforcement	9
• Iowa Alcoholic Beverages Division	
• Montana Alcoholic Beverage Control Division	
• Montgomery County (MD) Alcohol Beverage Services	
Capacity Building/Collaboration	13
• Alabama Alcoholic Beverage Control Board	
• Idaho State Liquor Division	
• Montgomery County (MD) Alcohol Beverage Services	
• Pennsylvania Liquor Control Board	
• Virginia Alcoholic Beverage Control Authority	
• West Virginia Alcohol Beverage Control Administration	
Data Collection/Technology	20
• Montgomery County (MD) Alcohol Beverage Services	
• Virginia Alcoholic Beverage Control Authority	

INTRODUCTION

Alcohol regulatory systems are an integral part of a community's alcohol education and prevention efforts. The National Alcohol Beverage Control Association's (NABCA) Board of Directors created the *Education and Supplemental Awards Program* to support NABCA member jurisdictions in protecting the public from alcohol-related harms and in strengthening responsible and efficient alcohol regulatory systems. Since the *Awards Program's* inception, NABCA's Board has maintained its commitment to the *Awards Program* and has awarded millions to support its member jurisdictions in their prevention efforts.

The *Awards Program* aims to prevent the irresponsible sale and use of alcohol and seeks to change the environmental conditions that encourage or allows irresponsible consumption. While member jurisdictions must be involved in the project, they may serve in an administrative role while engaging partner organizations to execute the project deliverables.

Awards Program projects are as varied as the jurisdictions themselves. Whether awards are used to support educational programs for young people, trainings for staff and law enforcement, or enhance technology to foster deeper connections to the public, one thing remains constant, the awards continue to make significant impacts in communities.

This *Annual Awards Program Report* summarizes the year's projects supported by NABCA's *Awards Program*. The report is organized in four categories that reflect the program focus areas: Education/Awareness, Regulatory/Enforcement, Capacity Building/Collaboration, and Data Collection/Technology.

EDUCATION | AWARENESS

Projects that assist member jurisdictions in their education and awareness activities

While education strategies to prevent excessive alcohol consumption are not evidence based as a standalone approach, they can complement evidence-based strategies by heightening the public's understanding and awareness about alcohol's harm.

REGULATORY | ENFORCEMENT

Projects that assist member jurisdictions in their regulatory and compliance efforts to prevent illegal sales or irresponsible use of alcohol

CAPACITY BUILDING | COLLABORATION

Projects that assist member jurisdictions in their efforts to collaborate and partner with key stakeholders and fill gaps in knowledge or resources to advance the public's understanding of alcohol regulation and its importance

DATA COLLECTION | TECHNOLOGY

Projects that assist member jurisdictions in monitoring, tracking, assessing, and translating health/safety/legislative/regulatory information to educate the public about alcohol-related harms and the necessity of regulation

EDUCATION AWARENESS

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IOWA ALCOHOLIC BEVERAGES DIVISION

abd.iowa.gov

What You Don't See

The Iowa Alcoholic Beverages Division (ABD) partnered with the Iowa Narcotics Officers Association (INOA) to help expand its reach with the deployment of its public awareness campaign. *What You Don't See*, is a mobile training trailer designed to simulate a “typical” teenager’s bedroom, complete with all the paraphernalia and imagery one would expect to see but not necessarily understand from today’s younger culture. The mobile outreach project allows local law enforcement to educate parents, teachers, and other

adults regarding youth risk behaviors, including the use of drugs, alcohol, and tobacco. It also seeks to train adults about the warning signs to identify potentially dangerous behaviors while also arming these same audiences with skills on how to intervene before these behaviors develop into serious consequences. At the conclusion of the experience, participants were provided with resources, such as contact information for local law enforcement agencies, substance use counselors, and informational brochures.

This project was instrumental in helping enforcement officers engage with the local communities they serve. In 2018, alone, the INOA implemented the training in 22 counties at 47 events reaching more than 7,000 people. Since then, the project has only gained in popularity. With this *Education Award*, the INOA was able to expand its reach in more counties to more Iowans.



OHIO DIVISION OF LIQUOR CONTROL

com.ohio.gov/liqr/

The *Redefine* Campaign

For the past two years, the Ohio Department of Commerce Division of Liquor Control (DLC) has used its Education and Supplemental Awards to support the *Redefine* campaign (redefineohio.org) to inspire teens to live life to the fullest, with the mindset that drinking is not the foundation of a good time, and to encourage adults to think twice before making decisions when faced with consuming or distributing alcohol.



The DLC subscribes to the “tide that lifts all boats” mentality and is dedicated to balancing commercial success with community safety. Ohio businesses and community members alike benefit when they put their minds together to *Redefine*.

The *Redefine* website serves as a hub of tools, videos, downloadable images, and resources for retailers and distributors. Social media materials were also created to ensure the campaign’s presence on Facebook, Instagram, and Twitter. The campaign reached over 3,000 site visitors with more than 14,500 unique page views and drew 11,000 social media users.

The campaign was featured in the July issue of the *Friday Night Football* regional magazine, which is distributed in three states to 717 high schools and to retailers, including Walmart, CVS, Target, Kroger, IGA, Rite Aid, Meijer, Giant Eagle, and Walgreens. Campaign materials were shared with more than 18,500 people at the *Ohio State Fair* and partners in state government, prevention, and industry helped distribute campaign materials on their websites, leading to features in local and regional publications.

The DLC is eager to build on the success of the *Redefine* campaign by engaging young people in designing public service announcements related to the health implications of underage drinking. DLC staff is also pursuing opportunities to expand the campaign to build capacity in the state with an *Alcohol Awareness Summit* to bring together interested stakeholders, including businesses, educators, preventionists, public health practitioners, enforcement, and public officials to have a collective conversation about addressing alcohol misuse prevention in the state.



WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION

abca.wv.gov

NO School Spirits PSA Contest

For the past several years, the West Virginia Alcohol Beverage Control Administration (WVABCA) has utilized its Education Awards to support the *NO School Spirits* contest, an education and prevention program for middle and high school students. Students develop and submit video public service announcement (PSA) entries in the fall and the winning video is played on television and radio throughout the state during prom and graduation season.

The contest helps the WVABCA engage young people in a meaningful way while raising awareness about alcohol-related harms. Winners of the *NO School Spirits* contest are recognized at large public events organized by the WVABCA where their videos are unveiled. The Governor of West Virginia and the Commissioner of the WVABCA attend these events annually and ceremonial checks are presented to the winners. Winning schools receive prize money that is later used to purchase equipment for the school or for host school events.

The contest's success is attributable to the schools' and students' participation, lending their time and talents, but also to the many state and community partners who invest financially to support the program. In addition to the NABCA award,



**NO
SCHOOL
SPIRITS**

STOP
GRAND PRIZE \$5,000
2ND PLACE \$2,500
3RD PLACE \$1,000
PRIZES FUNDED BY
STATE FARM®

The West Virginia Alcohol Beverage Control Administration (WVABCA) is pleased to announce the 6th Annual NO School Spirits Public Service Announcement (PSA contest). High School and middle school students are invited to submit a video about the dangers of drinking and driving or underage alcohol use. The winning school will be invited to help develop a PSA (TV or Radio) which will be broadcast across the state during the 2019 prom and graduation season. The prize money may be used for a school sanctioned event or for school material. All winning schools will be publicly recognized.

donations from State Farm and the Governor's Highway Safety Program make this event possible and the proof of its success is in the numbers.

In fiscal year 2018, alone, sponsors' investment led to a return of \$172,925 worth of visibility for the winning PSA, airing nearly 10,000 times on radio and television through a partnership with the West Virginia Broadcasters Association (WVBA). In fiscal year 2019, the PSA earned \$170,627 worth of advertising with more than 10,000 radio and television spots airing during the prom and graduation season.

Also in fiscal year 2019, WVABCA was pleased to open the contest

to middle school students for the first time, thanks to a partnership with Students Against Destructive Decisions (SADD) among others. As a result of the expansion, more schools participated in the contest. Twenty-five videos were entered from 150 students attending 20 different schools.

REGULATORY ENFORCEMENT

Projects that assist member jurisdictions in their regulatory and compliance efforts to prevent illegal sales or irresponsible use of alcohol

IOWA ALCOHOLIC BEVERAGES DIVISION

abd.iowa.gov

Alcohol Compliance Checks & Education to Prevent Underage Purchase & Consumption

The Iowa Alcoholic Beverages Division (ABD) used its *Supplemental Award* to support enforcement of the underage drinking laws by implementing underage alcohol compliance checks, a well-established best practice enforcement strategy to reduce youth access to alcohol in retail environments.

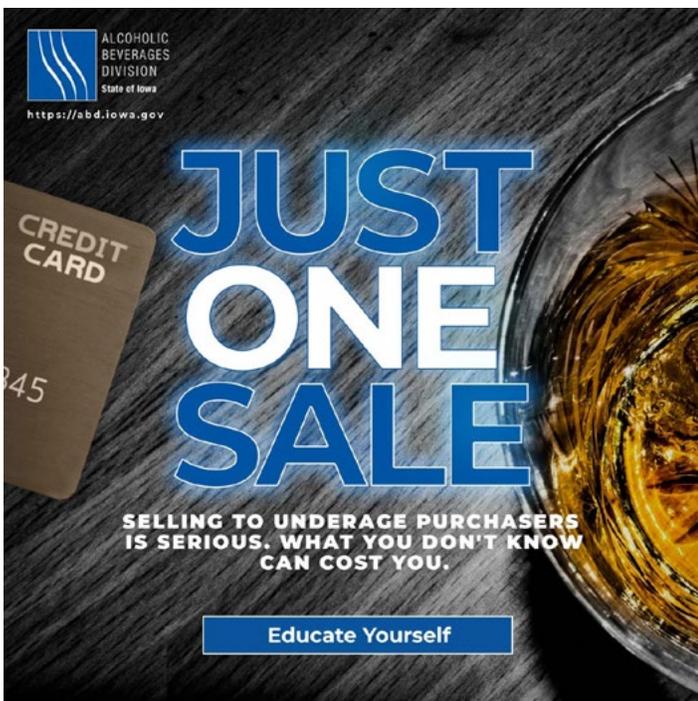
To accomplish this effort, the ABD collaborated with local data experts at the Iowa Department of Public Health, to identify the greatest need areas where youth alcohol consumption rates were highest, according to the *Iowa Youth Survey*, an annual student survey that assesses 6th, 8th, and 11th graders' attitudes toward and experiences with alcohol, among other substances.

Armed with these data, the ABD partnered with city, county, and state law enforcement to initiate underage alcohol compliance checks at all on- and off-premises establishments in the 10 counties. The ABD set-up contracts with law enforcement to conduct the compliance

checks and provided handbooks that outlined the proper practices and documents to complete effective operations. Of the 450 on- and off-premises establishments identified, 311 establishments were checked and 12 percent (36 establishments) failed the checks and sold alcohol to a minor.



Not only are alcohol compliance checks an evidence-based practice to prevent youth access to alcohol, they also provide valuable data to inform where there are further education needs for licensees regarding the underage drinking laws. To encourage compliance with the law, the ABD developed education and advertising materials for Facebook and Google to promote the *Iowa Program for Alcohol Compliance Training (I-PACT)* and the ABD's *Age to Purchase Mobile App*. I-PACT teaches users responsible selling and serving practices and the *Age to Purchase Mobile App* allows users to scan driver's licenses with their smartphone to quickly determine age and validity of identification.



MONTANA ALCOHOLIC BEVERAGE CONTROL DIVISION

mtrevenue.gov

“Your Community Matters” Mini-Summits & Curriculum (2019)

According to a 2017 report from the Montana Department of Justice, Montana ranked 12th in the nation for binge drinking and alcohol was found to be the most used substance in the state. These findings support the need for continual and enhanced training on the responsible sale and service of alcohol. Prior NABCA award funds were used to develop and implement the first major rewrite of the Montana Alcoholic Beverage Control Division’s (Division) server/seller training curriculum since its inception.

Providing training in a state as large and diverse as Montana – with 147,000 square miles of territory – was a challenge the Division had to overcome. While there are more than 400 volunteers signed up to assist in the dissemination of seller/server training only 240 of these trainers are active. There was a strong need to recruit new trainers and expand the number of trainers available in some communities.

The NABCA *Education Award* helped the Division enhance its recruitment efforts for effective volunteer Responsible Sales and Service (RASS) trainers with the new *Your Community*



Matters (YCM) curriculum. With the award funds, the Division was able to dedicate its Education Specialist’s time to facilitate eight mini educational summits that included a “train the trainer” session for returning and new trainers. New trainers received t-shirts that identified them as state trainers with the YCM logo. The t-shirts built a sense of belonging and community as trainers carried the work back to their local communities.

As a result of the project, the Division developed a stronger relationship with the Montana Department of Health

and Human Services, which allowed its prevention specialists to become RASS trainers. While results are still preliminary, the Division has seen a 30 percent decrease in compliance check violations for servers/sellers who were trained through a state trainer with the new YCM curriculum. In addition to its commitment to server/seller training, the Division also continues its collaboration with statewide law enforcement by supporting WET labs, DUI committees (Vision Zero), and partnering on speaking and training opportunities throughout the state.

MONTGOMERY COUNTY (MD) ALCOHOL BEVERAGE SERVICES

montgomerycountymd.gov/abs/

The Montgomery County Alcohol Beverage Services (ABS) used its *Education Award* to bring a well-established program designed to prevent illegal sales to minors and to support continuing education for the ABS's Division of Licensure, Regulation and Enforcement (LRE) staff in alcohol regulatory best practices.



Mystery Shop Program

Throughout the last several years, more than half of the alcohol retail businesses that failed alcohol compliance checks in Montgomery County failed to ask for an identification or did not read the offered identification correctly. The *Mystery Shop Program*, created by the Responsible Retailing Forum (RRForum), was implemented in fall 2019 to incentivize alcohol retail businesses to ask for identification and to read the ID correctly during the sale and service process. The program was implemented through a collaborative partnership between the ABS's Division of LRE inspectors, the Montgomery County police, and RRForum staff.



Safety Alliance Meetings

For the past five years, *Quarterly Safety Alliance Meetings*, have helped regulatory agencies network, share ideas, and get informed on regulatory best practices. NABCA award funds were used to provide breakfast for these meetings and to fund participants attendance at the *Maryland Alcohol Licensing Association Annual Conference*.



CAPACITY BUILDING

COLLABORATION

Projects that assist member jurisdictions in their efforts to collaborate and partner with key stakeholders and fill gaps in knowledge or resources to advance the public's understanding of alcohol regulation and its importance

ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD

alabcboard.gov

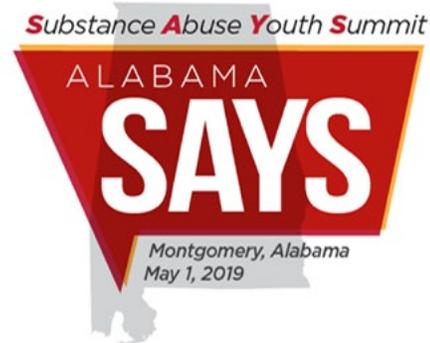
Substance Abuse Youth Summit (Alabama SAYS)

The Alabama Alcoholic Beverage Control Board (Alabama ABC) recognized a need to convene prevention and public safety organizations to foster collaboration among stakeholders who work to prevent substance misuse throughout the state. They applied for a *Supplemental Award* to support this collaboration and hosted the inaugural *Alabama Substance Abuse Youth Summit*, known as “Alabama SAYS” in May 2019.

Interest was high. Within a few days of opening registration, capacity was reached with no outside marketing efforts. The Alabama ABC achieved its goal with the funds by gathering more than 300 prevention professionals from 186 different organizations for collaboration and knowledge sharing.

In the end, the summit brought together government agencies, educators, prosecutors, law enforcement, children’s advocacy groups, juvenile court officials, medical professionals, and many others to discuss trends, strategies, and long-term solutions to the problems of youth alcohol use and substance abuse generally.

Participants heard from national public health experts



from the Alcohol Program at the Centers for Disease Control and Prevention, nearby state experts from North Carolina, and from leaders within the state, including the Superintendent of Education and a board-certified pediatrician from Birmingham.

The event was well received by prevention stakeholders, evaluations were overwhelmingly positive, and many participants requested the Alabama ABC hold the summit again.



IDAHO STATE LIQUOR DIVISION

liquor.idaho.gov

Alcohol Education Mini-Grant Program

In recognition of the powerful prevention work already being done by partner organizations in the state, the Idaho State Liquor Division (ISLD) created the *Alcohol Education Mini-Grant Program*, now in its sixth year, allocating 100 percent of its NABCA award funds to support state and local organizations in their prevention efforts.

This year, the ISLD supported 14 different prevention efforts serving as a bridge in funding to enhance overall prevention work in the state. Mini grants were used to educate the public about the underage drinking laws, train medical professionals who work with youth, and support the creation of education and awareness materials for college-aged students. While other mini grants funded youth leadership retreats, permitted prevention staff to get continuing education, and enhanced enforcement efforts related to enforcing the underage drinking laws using evidence-based compliance checks operations.

In many of the funded projects, mini-awardees discuss concrete results that would have been difficult, if not impossible, to achieve without the support the ISLD mini-grant program. Some of the projects are highlighted below.

Sticker Shock

The Lapwai Community Coalition (LCC) used its mini-grant to support its *Sticker Shock* campaign. LCC was able to engage youth, adults, schools, coalition members, and the community in all aspects of the *Sticker Shock* campaign.

"The Lapwai Community Coalition would not have been able to continue this campaign without the support and funding from the Idaho State Liquor Division! LCC will strive to continue this annual campaign of education and community change!"

Kiri Brown, Drug Free Communities Coordinator, Lapwai Community Coalition, Lapwai, Idaho



Communities in Action

The University of Idaho used its funding to support *eCHECKUP TO GO*, an evidence-based strategy to reduce high-risk drinking, which has now been implemented into several campus initiatives. Currently, a link to the program is available to all students through the U of I website (www.uidaho.edu/aod).

Before students turn 21, traditionally a higher risk time for students, they receive a link to *eCHECKUP TO GO* via e-mail. This email congratulates them on turning 21, shares the top five safer drinking strategies reported by U of I students, and explains that they will receive a free U of I 21 Nalgene water bottle if they complete *eCHECKUP TO GO*. This initiative has allowed Vandal Health Education to reach 504 students who turned 21 during the spring semester. Vandal Health Education will continue to use *eCHECKUP TO GO* with students turning 21, including those with birthdays in the summer, in an effort to provide education and resources to this population that is often difficult to reach through other methods of programming.

Compliance Check and Shoulder Tap Operations

The Meridian Anti-Drug Coalition (MADC) used its funds to conduct compliance checks and shoulder taps. The target audience was Meridian, Idaho retail establishments that serve alcohol and community members selected at random at the time and place of the shoulder tap operations. During the operations, the MADC worked closely with the Meridian Police Department School Resource Officer team and students from West Ada School District who worked as youth decoys in the operation.

MONTGOMERY COUNTY (MD) ALCOHOL BEVERAGE SERVICES

montgomerycountymd.gov/abs/

Training and Education

The Montgomery County Alcohol Beverage Services (ABS) Division of Licensure, Regulation, and Enforcement (LRE) used its *Supplemental Award* to support several efforts, including training of local liquor boards, conducting a comparative analysis of alcohol laws across all 25 local jurisdictions, and deploying a program to prevent youth access to alcohol in retail settings.

In the summer of 2019, the inaugural *Maryland Alcohol Regulatory Academy* was held and brought together staff from the 25 liquor boards throughout the state to network and build capacity across jurisdictions. In addition to the local liquor boards, representatives from the National Liquor Law Enforcement Association, the Maryland Comptroller's Field Enforcement Office, and the Maryland Alcohol Licensing Association (MALA) were also in attendance.

Alcohol can play a role in incidences of sexual assault, harassment, and other personal issues. Through *Bystander Intervention Training* workshops, communities are better equipped to respond when a potential act of violence is present. Montgomery County ABS,



partnered with Alteristic, a nonprofit organization that tackles societal issues, to bring its bystander training to Montgomery County as part of ABS's *I Take it Personally* initiative. Alteristic's evidence-based strategy has proven successful in decreasing both acts of sexual violence and other forms of interpersonal violence and victimization.

To customize the bystander training for the hospitality industry, Montgomery County ABS partnered with Chambord to facilitate the training workshop for in-house bartenders, managers and other staff, and chamber representatives. The training aimed to provide stakeholders in the beverage industry the tools they need to make licensed premises a safer and more enjoyable environment for their patrons and for themselves.

MALA, an association of the 25 local liquor boards throughout the state, held its annual conference in May 2019 and the ABS's Division

of LRE staff both attended and helped plan the conference. This year, award funds were used to fund a consultant to facilitate a "speed dating" style workshop exploring state trade practices and regulator issues. Participants discussed using coupons, tastings, advertising, promotions, and customer relationships.

In February 2019, a four-member team from Montgomery County attended the *Responsible Hospitality Institute (RHI) Sociable City Conference* in Philadelphia, a conference focused on harnessing a social economy while nurturing safe and vibrant cities.

Additionally, award funds were used to update the voiceover for a video that was created by the Montgomery County ABS following the agency's name change in 2019. The video is used to educate the public about the many values of the alcohol control system model in Montgomery County.

PENNSYLVANIA LIQUOR CONTROL BOARD

lcb.pa.gov

The Pennsylvania Liquor Control Board (PLCB) used its *Supplemental Award* to fund several initiatives to support prevention, health and safety professionals, and license holders throughout the state.

Institute of Higher Education Conference Support

For the first time, Pennsylvania was chosen to host the *International Town & Gown Association (ITGA) Conference*. ITGA creates premier resources for addressing challenges, emerging issues, and opportunities between and amongst institutions of higher education and the communities in which they reside. To support ITGA, the PLCB used its award to serve as a sponsor for the event held in May 2019. In addition to sponsorship, the PLCB encouraged state stakeholders and partners to attend the conference

and supported them with scholarship opportunities through mini grants. Seventeen grants were awarded and 13 teams attended the conference. PLCB staff also presented at the conference and provided promotional materials in attendees' bags.

Licensee Seminar and Curriculum Translation

The PLCB supported a one-day liquor licensee seminar to provide updates on new regulations, legal issues, and enforcement challenges. While the primary audience was liquor license holders, officers from the Bureau of Liquor Control Enforcement and attorneys who specialize in liquor laws were also in attendance. To respond to frequent requests, the PLCB used the remaining funds to translate its *Responsible Alcohol Management Program (RAMP)* owner/manager

and server/seller training program into Spanish. The new Spanish language curriculum is now offered to trainers who want to use it online.

Continuing Education

The PLCB used its *Education Award* to support continuing education for its staff at three conferences: the Center for Alcohol Policy's "*Law and Policy*" Conference in Boston, the *Pennsylvania DUI Annual Meeting* in Pittsburgh themed "Exceeding the Future," and the National Liquor Law Enforcement Association's "*Alcohol Law Enforcement*" Conference in Mississippi. These conferences provided networking opportunities and staff learned about new program options to bring back to Pennsylvania.



VIRGINIA ALCOHOLIC BEVERAGE CONTROL AUTHORITY

abc.virginia.gov

Youth-Led Training

The Virginia Alcoholic Beverage Control Authority (Virginia ABC) used its *Education Award* to support training retreats for 70 youth staff who lead the development, implementation, and facilitation of the *Youth Alcohol and Drug Abuse Prevention Project Conference* (YADAPP, yadapp.com). The youth staff are vital to the conference. Using a tiered peer leadership training model, past YADAPP youth participants are recruited to plan and organize the conference through four retreats. Youth chosen for these roles are trained in *Drug and Alcohol 101*, effective prevention programming planning, facilitation, leadership, unconscious bias, customer service, and conflict management to prepare



them for the conference which is typically held in July.

The youth staff are assisted closely by Virginia ABC Education and Prevention staff and supported by Virginia ABC Enforcement agents. Now in its 34th year, YADAPP continues to achieve its mission of empowering high school students to keep their school and community alcohol and drug free by taking

on positive peer leadership roles and implementing prevention programming in their communities.

"This youth-led experience is an inspiring and proven effective means for young leaders to take a stand and create positive change. Their courage and commitment to making a difference save lives across the Commonwealth."

Katie Crumble, Virginia ABC Education and Prevention Manager



WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION

abca.wv.gov

Continuing Education and Enforcement Outreach

The West Virginia Alcohol Beverage Control Administration (WVABCA) used its *Supplemental Award* to support continuing education for its staff to attend conferences and trainings. As a result of the award, WVABCA staff was able to attend the largest gathering of highway safety professionals in the United States, the *Lifesavers Conference*. During the conference, staff attended workshops that helped inform others of their daily operations, provided new ideas for reducing underage drinking, and led to networking opportunities with other professionals. Additionally, the award supported the WVABCA's Enforcement Director and Grants Project Director to attend the *National Liquor Law Enforcement Association (NLLEA) Annual Conference* in Biloxi, Mississippi.



They attended workshops covering topics, including human trafficking prevention, alcohol and drug trends, and best practices in alcohol and law enforcement.

Further, the WVABCA used its award to host a three-day, statewide training to educate staff on new and existing administrative laws and to provide updates on projects and safety issues. Two speakers from the NLLEA were brought in to assist

with the training. Evaluations from the training provided insights on its value. Staff expressed appreciation for the training and underscored the training's importance in helping them stay current on issues, improving their ability to perform their duties more effectively as a result.

Lastly, the award funds were also used to enhance the *NO School Spirits* contest by funding promotional items and media buys.



DATA COLLECTION TECHNOLOGY

Projects that assist member jurisdictions in monitoring, tracking, assessing, and translating health/safety/legislative/regulatory information to educate the public about alcohol-related harms and the necessity of regulation

MONTGOMERY COUNTY (MD) ALCOHOL BEVERAGE SERVICES

montgomerycountymd.gov/abs/

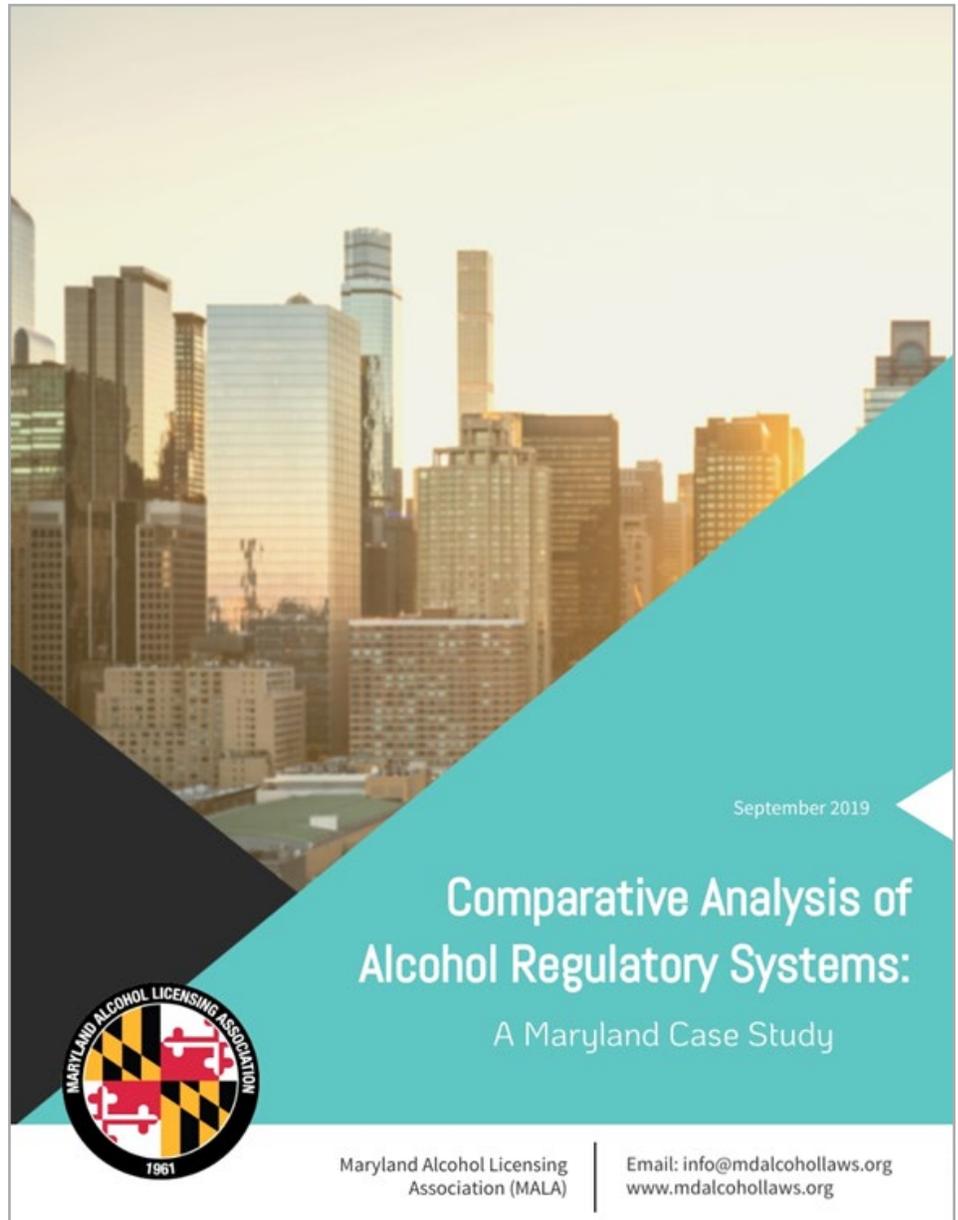
Comparative Analysis of Maryland Alcohol Laws

Considering the State of Maryland has 25 local liquor boards, understanding the regulatory ecosystem Montgomery County Alcohol Beverage Services (ABS) operates within is critical to its licensing, regulatory, and enforcement efforts.

This local approach to alcohol regulation, provides a “natural experiment” to study and analyze the regulatory variations across the state.

Award funds supported a researcher to conduct an analysis examining county differences related to budgets, density of outlets, food-drink minimums and ratios, age of employment, budgetary priorities, decision making, licensing, inspections, compliance checks, law enforcement capacity, and violations.

The objective for the comparative analysis was to: a) compile, categorize, and assess laws, rules, and regulations by jurisdiction; b) survey liquor board administrators, inspectors, and staff on aspects of alcohol regulation that impact the regulation, enforcement, and operations of the liquor boards; and c) compare the different modalities of alcohol regulation in Maryland by jurisdiction.



The analysis results were then outlined in a report that is available through the Maryland Alcohol Licensing Association website (<https://mdalcohollaws.org/>).

VIRGINIA ALCOHOLIC BEVERAGE CONTROL AUTHORITY

abc.virginia.gov

Statewide Campus Assessment Project

The Virginia Alcoholic Beverage Control Authority (Virginia ABC) used its *Supplemental Award* to support the Virginia Higher Education Substance Use Advisory Committee (VHESUAC) in its data collection needs. VHESUAC seeks to foster coordination across institutes of higher education (IHE) and promote student health and safety across the Commonwealth.



More specifically, VHESUAC is charged with creating common statewide objectives and action steps, facilitating assessment and evaluation efforts, measuring the effectiveness of policy changes and program implementation, coordinating a communication network among campuses, and providing resources to support campus prevention efforts.

By statute, the Virginia ABC's Education and Prevention Section coordinates VHESUAC. While there have been strides in connecting with necessary partners since its inception in 2018, there are considerable gaps in knowledge. These gaps have impeded the VHESUAC ability to achieve one of its main goals to develop a statewide strategic plan for substance use education, prevention, and intervention at Virginia's IHEs.

Modeled after the *Maryland Collaborative to Reduce College Drinking's 2014 Status Report on College Drinking*, the Virginia ABC created the *Statewide Campus Assessment* to fill these gaps through the systematic collection of data from IHEs on strategies and processes being utilized to address substance use among students. This award was used to gather and assess these data and compile the assessment's findings in a comprehensive, final report that will help inform and shape the *VHESUAC's Strategic Plan* moving forward.





NABCA
NATIONAL ALCOHOL BEVERAGE
CONTROL ASSOCIATION

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