



The Buffalo County Responsible Beverage Service Coalition



Working Together to Eliminate Alcohol
Sales to Minors

Strengthening Rural Communities: Working with Alcohol Vendors and Improving Attitudes Toward Responsible Beverage Service

Three Learning Objectives:

1. Participants will identify ways to incorporate alcohol vendors into the community's prevention framework.
2. Participants will gain knowledge of and the ability to cite positive and negative outcomes that can be encountered in creating a responsible beverage service coalition.
3. Participants will learn the value of collaboration and coalition building to reduce under aged drinking.

Positive Pressure Coalition

- Positive Pressure is a group of **community stakeholders** invested in preventing underage alcohol and other drug use.
- Positive Pressure is organized and facilitated by the Community Organizer (Amy Meier)



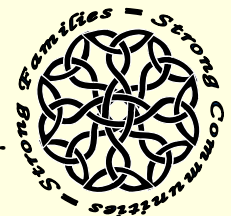
Positive Pressure Coalition

- Positive Pressure is funded through two substance abuse prevention grants.
 - The Drug Free Communities Grant (SAMHSA)
(Buffalo County Community Partners)



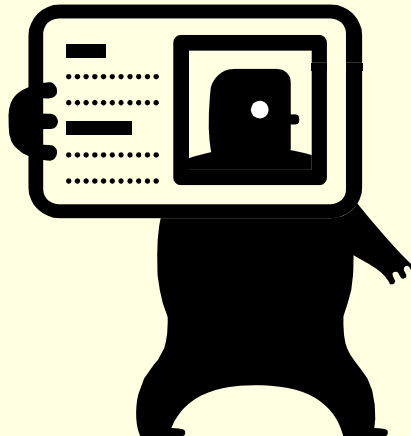
- The State Incentive Cooperative Agreement
SICA Grant
(Family Resource Council)

Family Resource Council



Our Story Begins...

- On February 5, 2005, a 18 year old Kearney youth enters Bill's Liquor West.
- Using a fake ID, he is able to purchase a 30 pack of beer.
- The High School Senior gets into the back seat of his friend's car and the teens drive away.



TODD MICHAEL BECKER
January 17, 1987
February 6, 2005



- o The TODD BECKER FOUNDATION was established following the tragic death of 18 year old Todd Becker, who was killed in a vehicular crash as a senior in high school.

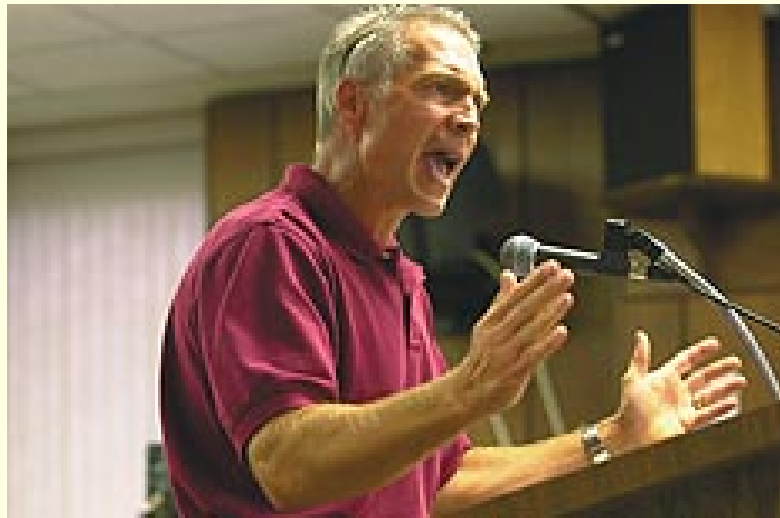
Aftermath...

- Kearney High School senior Kurt Westerbuhr pleaded guilty to felony motor vehicle homicide in the unintentional death of his friend and classmate, Todd Becker.
- The accident report indicates Westerbuhr's blood alcohol level at the time of the accident was .27. The legal limit for driving in Nebraska is .08.

A Community Torn Apart

- Hub file photo

Todd's dad protested before the Kearney City Council in August 2006 asking the council to deny the liquor license renewal for Bill's Liquor at 2402 Second Ave.



A Fight on Their Hands...

- Bill's Liquor has been a locally owned business in Kearney, NE.
- They often have fund raisers in their parking lots. (Swim Teams, Cheerleaders, etc.)
- Bill's Liquor was not cited for selling alcohol to a minor. Instead the police reports from the incident were forwarded to the Nebraska Liquor Control Commission.

A Little History: Why we Formed

- The employee of the liquor store who sold the alcohol to this youth dropped out of college and moved out of state. He was a Criminal Justice Major at the local University.
- The liquor store owners have faced thousands of dollars in fines and lost customers. They have spent thousands of dollars on attorney fees and still may face license revocation and a loss of their livelihood.



Who's Responsible?

- Kearney was torn apart on the issue of underage drinking.
- Some blamed Bill's Liquor West for selling the alcohol to Todd Becker in the first place.
- Others blamed this on the poor choices students make, and the lack of discipline at home.



A Little History: Why we Formed

- In March of 2007, the Kearney Police Department completed a round of compliance checks.
- In the end, we were 86% compliant
- The Positive Pressure Prevention Coalition sent “A Job Well Done” letters to all liquor license holders who passed the compliance checks.



A Little History: Why we Formed

One local business contacted Amy Meier, organizer for Positive Pressure, with some strong concerns.



1. Compliance checks were being completed, but no one in our area offers Responsible Beverage Service Trainings.
2. There has been no local training on how to respond if a youth is attempting to buy alcohol.
(Do we confiscate ID? Do we call law enforcement?)

A Little History: Why we Formed

3. The community views alcohol sales business as “the enemy.”



Something needed to change. Liquor license holders were begging for training, open communication with law enforcement, and recognition by the community for their efforts in preventing underage drinking.

The Responsible Beverage Service Coalition

Who We Are:

A Group of

- Liquor License Holders
- Law Enforcement
- Prevention Professionals
- Media
- Community Members



Working Together to Eliminate
Alcohol Sales to Minors in
Buffalo County Nebraska

Relationships

- Buffalo County Liquor License Holders
 - 113 Liquor license holders were identified by the Nebraska Liquor Control Commission.
 - Positive Pressure mails invitation cards to each one of them for monthly meetings.
 - **Odd but Outstanding Relationship**: Alcohol Sales Business and Prevention Professionals



Relationships

- Law Enforcement

- Kearney Police Department



Already had a Responsible Beverage Service Training Developed

- Buffalo County Sheriff



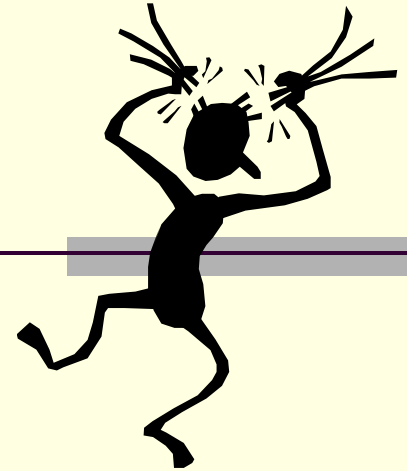
Relationships

- Media
 - The Kearney Hub
 - “Talk of the Town” Radio Show
 - Local Television News Broadcasts

Kearney  Hub



The First Meeting



Topics Discussed

- WE NEED TRAININGS!!!
- Owners are fined heavily (\$5000) for the employee's poor judgment. The employee is often fined only \$100.
- After compliance checks, the local media focuses solely on the business name of those who failed, rather than on the employee. Media holds the establishment accountable and not the individual who made the illegal sale.
- The media does not recognize those businesses who have made every effort to pass compliance checks.

Our Focus

- Above all else, The Responsible Beverage Service Coalition agreed to focus upon eliminating alcohol sales to minors.



Action Plan

Since there were numerous issues this group wished to address, it was necessary to form an Action Plan.

A Planning Committee was formed of liquor license holders (only 5 people) who volunteered their time to this effort.

This committee met and created a plan based on the recommendations of the larger coalition.



1. ESTABLISH COMMUNICATION WITH LOCAL LAW ENFORCEMENT

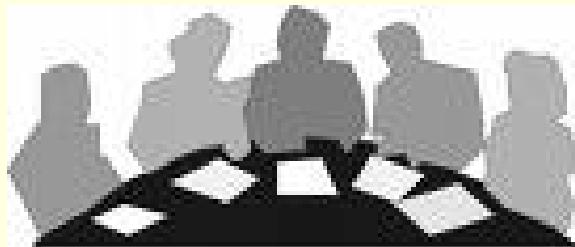
- Conduct monthly Responsible Beverage Service Trainings.
- Invite representatives from all local law enforcement agencies to attend monthly Responsible Beverage Service Coalition Meetings.
- Invite law enforcement professionals to speak at a Responsible Beverage Service Coalition meetings.

2. EDUCATE THE COMMUNITY ABOUT RESPONSIBLE BEVERAGE SERVICE

- Invite members of the media to attend Responsible Beverage Service Coalition Meetings.
- Report outcomes of compliance checks differently.
- Receive acknowledgement for participation in The Responsible Beverage Service Coalition.
- Flyers about not providing alcohol to minors.
- Responsible Beverage Service Brochures
- Form a relationship with The Nebraska Liquor Control Commission & local state senators.

3. INCREASE RESPONSIBLE BEVERAGE SERVICE COALITION MEMBERSHIP

- Invite all liquor license holders
- Also Invite: Members of law enforcement, City Councils in Buffalo County, Buffalo County Board of Supervisors, school administrators and faculty, parents, media, & youth.



4. PROVIDE EDUCATION TO ALCOHOL SALES PEOPLE

- Conduct private compliance checks.
- Implement positive rewards.
- Conduct monthly Responsible Beverage Service Trainings.
- Create a contract with newly hired individuals.

Contact Information

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