

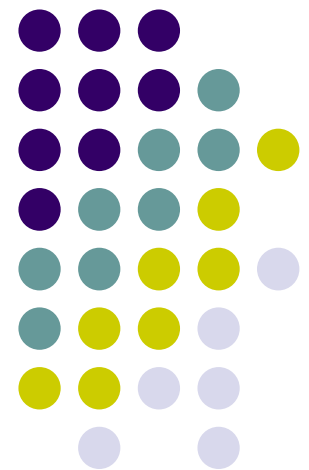
It's As Simple as A-B-C: Working with Your State's Alcohol Beverage Control Agency

Glenn Wieringa, MRC

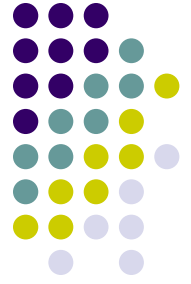
Underage Drinking Prevention Coordinator
New Mexico DOT

Doug Murakami

Alcohol Education Director
Utah Department of Alcoholic Beverage Control

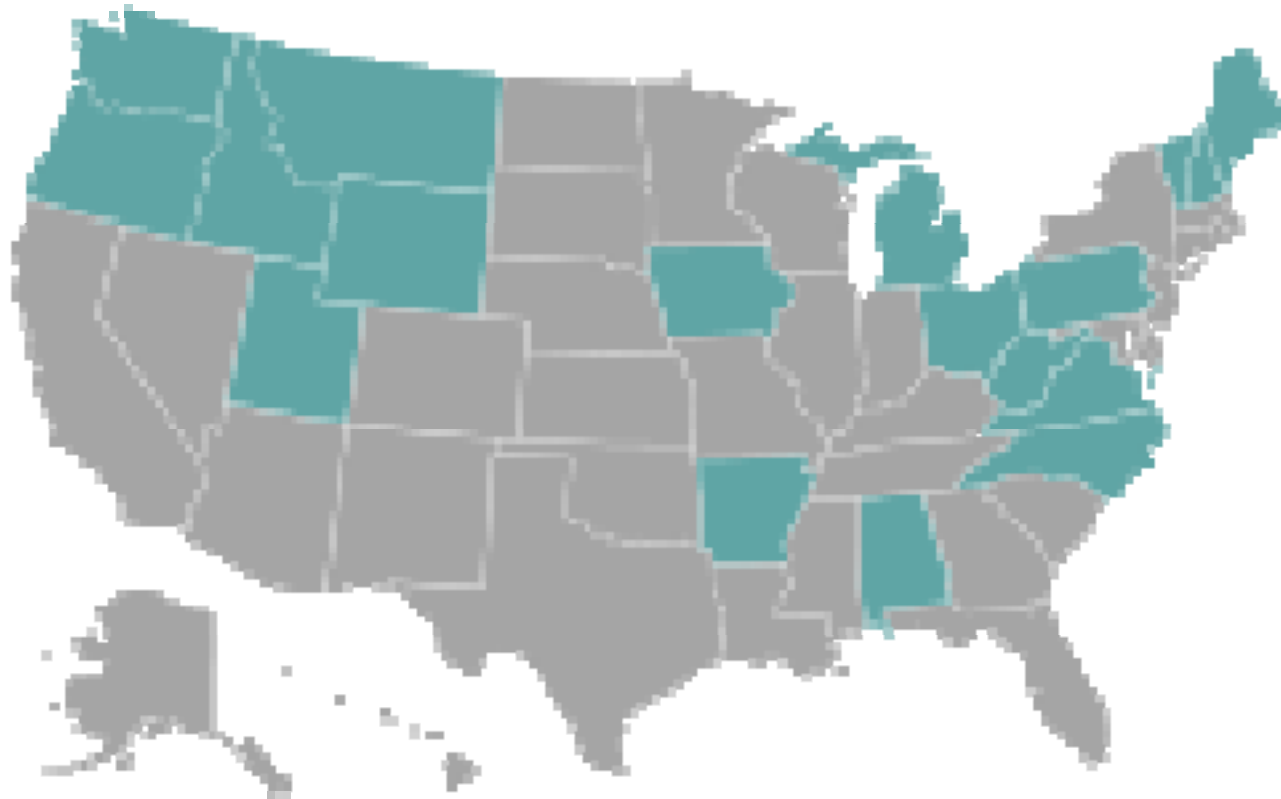


Learning Objectives:



- Overview: A-B-C Monopoly/Control vs Open/License States
- Discuss successful “ingredients” for collaboration w/ABC
- Discuss ideas for approaching your State’s ABC
- Provide two examples of ABC Collaboration

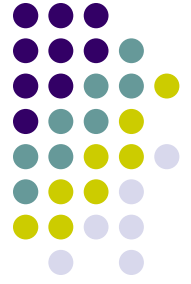
18 “Control” States



Generally, what are ABC's doing?



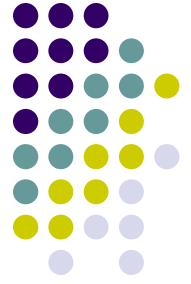
- Providing State Government Leadership
- Coalition building
- Facilitating conferences and events
- Funding
- Technical assistance and training
- Policy and regulation



Policy / Law Enforcement

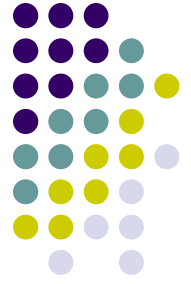
- Nuisance Establishments
- Working with enforcement agencies
- Facilitating enforcement programs - compliance checks, inspections, Cops in Shops, shoulder taps, etc.
- Review and develop appropriate regulation and policy

Alcohol Availability



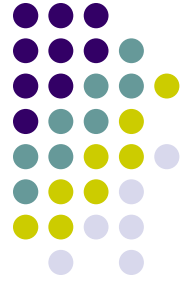
- Owner/Server Training
- Number, hours, and location of outlets
- Product listings
- Licensing
- Enforcement

Utah ABC



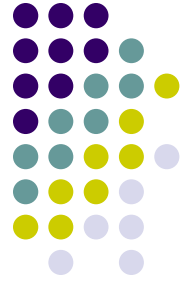
The purpose of control is to make liquor available to those adults who choose to drink responsibly - but not to promote the sale of liquor. By keeping liquor out of the private marketplace, no economic incentives are created to maximize sales, open more liquor stores or sell to underage persons. Instead, all policy incentives to promote moderation and to enforce existing liquor laws is enhanced.

Utah's strategy:

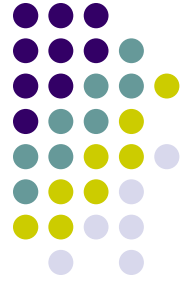


Use sound public policy to prevent and mitigate alcohol related problems

The result...

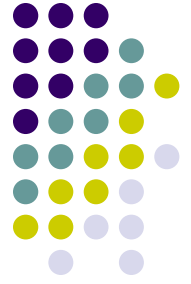


Approaching Your ABC: Do your homework!



- Research the ABCs mission – check their website.
- Has there been a history of successful collaboration?
- What have they accomplished and/or working on?
- Is there compatibility with your agency's mission?
- Is it likely this could have statewide application?
- Is this a low-risk, medium-risk, or high-risk effort (e.g., parent education insert vs. increasing alcohol taxes)
- Do both parties have a realistic vision of what is possible and the challenges inherent in the collaboration?
- Do they have staff designated for alcohol education?

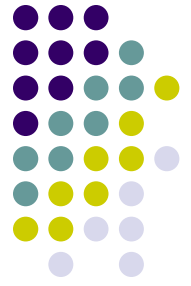
Who to contact for the Alcohol Beverage Control (ABC) authority in your state:



- National Alcohol Beverage Control Association (NABCA)
- National Conference of State Liquor Administrators (NCSLA)

Steve Schmidt, NABCA

Example 1. Utah DABC Collaboration



Project: Eliminate Alcohol Sales to Youth (EASY)

Focus: Legislation to fund UD Prevention

Collaborators: Utah DABC, MADD, DPS, AG, DOH, State/local Substance Abuse, Juvenile Court, Office of Ed., Utah Prevention, Conf. of Mayors, etc.

Goal: Eliminate underage drinking in Utah.

Outcome: \$1.8 million – campaign in progress

Length of time for project: 2 years prep / 2 years in

Cost of project: In-kind = time & commitment

Roles of Collaborating Partners: Strategic planning

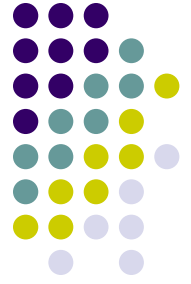
2006 Utah Legislature



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Eliminating Underage Drinking in Utah

Sponsored by The Utah Department of Alcoholic Beverage Control and Utah Prevention



Example 2. Utah DABC Collaboration

Project: Brown bags, neon sign / bottle hangers

Focus: Underage access to alcohol awareness

Collaborators: Utah DABC / Oregon Partnership &
Oregon Liquor Control Commission

Goal: Media coverage / share ideas

Outcome: Public & media exposure / collaboration

Length of time for project: 5 months prep / minimal

Cost of project: \$8,500 (bottle hangers only) / \$2,500

Roles of Collaborating Partners: Collaborate





IT STICKS.

Parental disapproval is the #1 reason kids don't drink

Instructions: Peel off and place on bottles of alcohol stored in your home.

(insert child's name)

At your age drinking is dangerous. So are really angry parents.

www.faceitparents.com

Underage drinking can permanently damage your brain
(and your social life—we're talking grounded forever.)

TO LEARN MORE VISIT
www.faceitparents.com





**DON'T DRINK CONTENTS
UNTIL
PROPERLY
AGED.**

**New research shows
underage drinking can cause
permanent brain damage.**



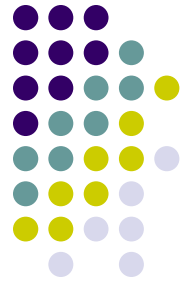
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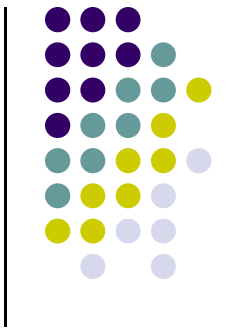
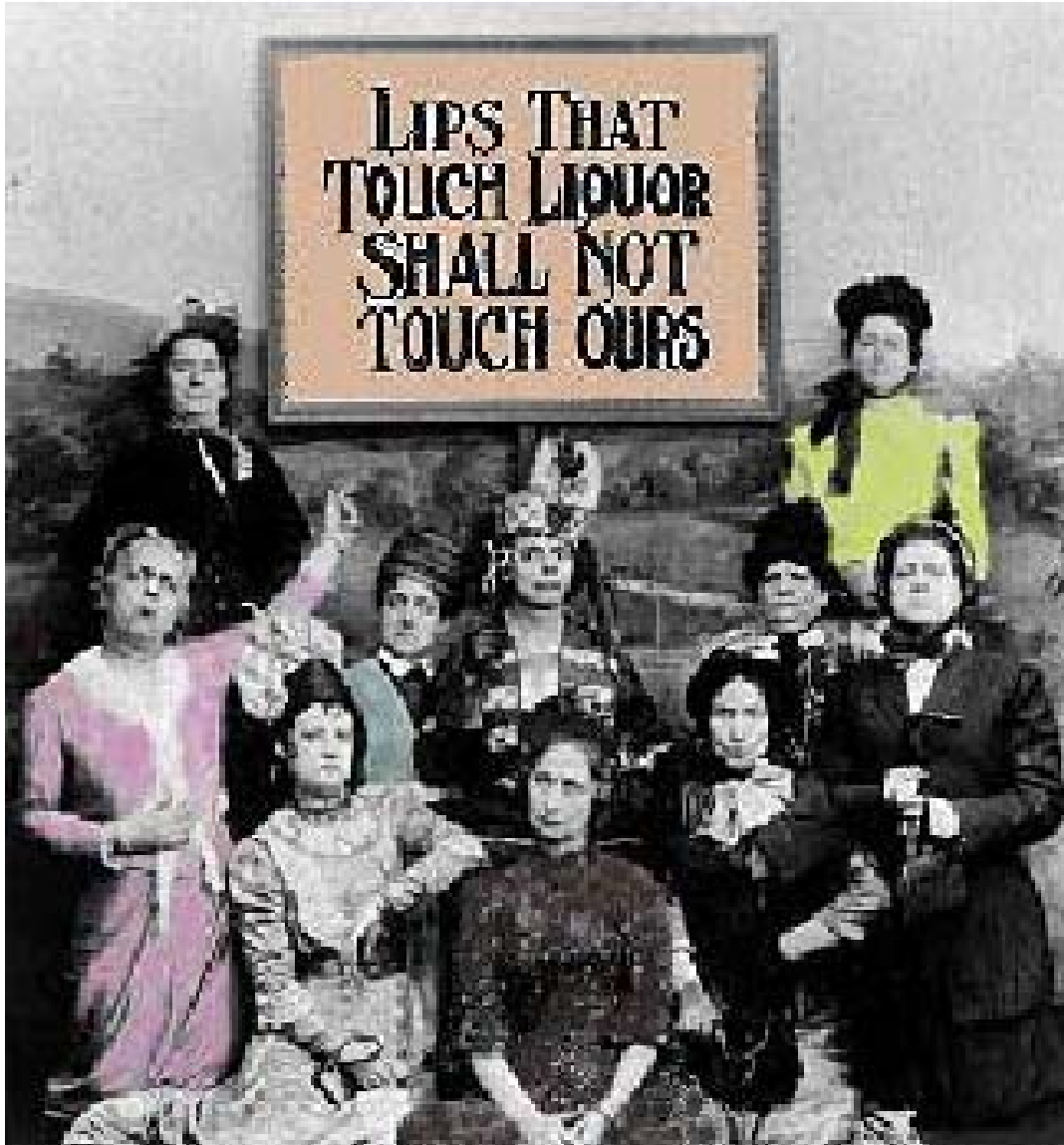


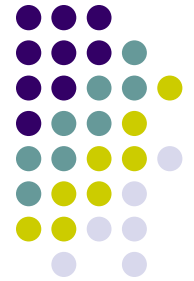
UTAH LIQUOR STORE - NEON SIGNS
WWW.PARENTSEMPowered.ORG

Ingredients of Successful Collaboration



- Strategic approach with specific goals & objectives
- Overlapping/complimentary missions
- Defining common ground (e.g., reduction of UAD)
- Outcome driven (e.g., educate all parents of elementary students on dangers of alcohol)
- Mutual understanding and acceptance of roles (e.g., leader, convener, resource provider, evaluator, writer, minutes-taker, etc.)
- Mutual sharing of successes
- Constant assessment of what's working and what's not.





New Mexico ABC Collaboration

Project Title/Focus: Responsible Retailing Forum (RRF)

Collaborators: Brandeis University, NM Alcohol and Gaming Div (A & G)., NM Dept. of Health (DOH); NM Petroleum Marketing Association; Maloof Distributors (Miller/Coors). Later, DOH Office of Substance Abuse Prevention & Value Options, plus local SPF-SIGS

Goal/Outcome: Increase Retail Underage Sales Compliance

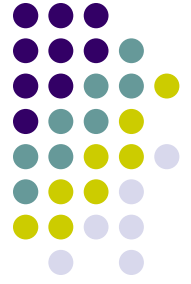
Length of Time for Project: 2004-Present

Cost of Project: In-kind (attending meetings, postage, etc.) mostly;

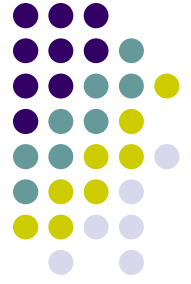
Roles of Collaborating Partners:

- Brandeis: retailer system expertise/training/key contacts w/feds & industry), conducts annual national conferences on topic;
- NM A & G: convener/lists of retailers/violations re: UAD sales sanctions;
- Maloof: product to retailers/daily, regular contact, on-going relationship;
- NM DOH/PHD: support, credibility, outreach to prevention community.

Integrated Responsible Retailing Model



RR Systems Project



- Lessons from Phase 1: Variability of retailers

Chains

Owner-operated

high

Number of employees

low

“

Turnover

“

“

Need for Systems

“

“

Level of technology

“

“

Explicit policies

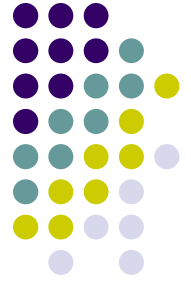
“

no

Manager is change agent?

yes

RRF



For more information on RRF, contact:

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<http://rrforum.org/>