



COMMUNITY EVENTS

Alcohol Sales & Service Guide



This Guide is provided to New Hanover County event planners, boards of directors and other community special events organizers who are dedicated to the prevention of underage drinking. It is provided free of charge by the Cape Fear Coalition for A Drug-Free Tomorrow and Drug Free Communities Support Program Grant #H79SP018481-01 funded by DHH/SAMHSA/CSAP

About The Cape Fear Coalition

The Cape Fear Coalition For a Drug-Free Tomorrow came together in May 2008 as a result of the US Surgeon General's call to action for addressing underage alcohol use. The Coalition is comprised of community based organizations, businesses, schools, youth, and family members. The goal of the initiative is to reduce alcohol and substance abuse by youth in New Hanover County, NC. The Coalition welcomes anyone who is concerned about this issue and openly invites you to join us in the initiative to prevent underage alcohol use and substance abuse.

MISSION STATEMENT

The mission of the Coalition is to support the community in its commitment to change attitudes, encourage action, and mobilize stakeholders around the issues of underage drinking, impaired driving, and substance abuse. As a community, we will achieve this through education, advocacy, and policy change.

Cape Fear Coalition for A Drug-Free Tomorrow Disclaimer of Liability

Information included in this Community Events Alcohol Sales & Service Guide is intended as a general overview of "best practices" for the sales and service of alcoholic beverages at community events. This Guide is provided as a community service to residents and organizations in New Hanover County, North Carolina by the Cape Fear Coalition for A Drug-Free Tomorrow. All Guide contents are provided strictly as a courtesy and in no way should be construed to serve as the final authority with respect to laws, rules, ordinance, regulations or other guidance related to the possession, sales, service, use or other handling of alcoholic beverages. It is the sole responsibility of users of this Guide to contact the appropriate legal or regulatory entities, whether state or local, for the most up-to-date and accurate information.

Acknowledgements

This Community Events Alcohol Sales & Service Guide would not have been possible without the assistance and support of many Coalition and community members. Coalition members assisted in assembling the information for this Guide, reviewing and offering feedback, and final proofing and editing. To each of them, we offer our thanks!

Several community members were instrumental in reviewing the quality, accuracy and nature of the Guide's content and to them we offer a special "Thanks!"

Specifically we want to thank:

D.J. Hales, ALE Special Agent In-Charge,

Dan Sykes, CEO, New Hanover County ABC Board,

Lt. Ed Pigford, City of Wilmington Police Department, and

Diane Edwards, UNCW CROSSROADS - for her research and technical assistance.

Many thanks to everyone who contributed in any way to making the publication of this Guide possible! Without your help, we could not have completed this project!

Introduction

We in New Hanover County have the good fortune of living in a region blessed with a temperate climate, abundant natural beauty, rich history and year-round outdoor recreational opportunities. It is these characteristics that make community events, festivals and similar large-scale celebrations such a popular part of this region's local character and flavor. As these public events grow in number and size and as event alcohol sales and service become increasingly common, it is more important now than ever before that we as a community pay particular attention to assuring we take steps to protect our youth.

Protecting its youth is every community's responsibility. Here in New Hanover County, members of the Cape Fear Coalition for A Drug-Free Tomorrow believe it's also our most important responsibility! The Cape Fear Coalition is a community organization of area drug abuse prevention professionals, youth service leaders, community leaders, youth, parents and youth advocates dedicated to preventing and reducing underage drinking and prescription drug abuse in New Hanover County. The Coalition's approach is to advocate for environmental change, whether in the form of business or public policy change, enhanced enforcement, improved business practices, the resetting of community expectations or in other ways changing how our community views and addresses underage drinking and prescription drug abuse.

The members of the Cape Fear Coalition ask you, as directors, planners, organizers and event staff of the area's community festivals, public celebrations and special events, to join us in protecting our community's youth by preventing underage access to alcohol. This Community Events Alcohol Sales & Service Guide has been created to provide you with specific information, tips and evidence-based Best Practices to help you do just that while delivering a successful and festive event!

Preventing underage drinking is the responsibility of each of us! You and your organization are in a unique position to take the lead in purposely designing your event and its alcohol sales and service activities to build on and enhance efforts already in place in New Hanover County to reduce youth access to alcohol and prevent underage drinking. We invite you to demonstrate your passion for protecting the health and well-being of our community's youth by thoughtfully and properly planning, securing and carrying out your event alcohol sales and service activities to prevent all avenues of underage access.

Thank you in advance for joining with the Cape Fear Coalition and our many partners in our efforts to protect our community youth and prevent underage drinking!

Best wishes for a successful event!

— The Members and Community Partners of the
Cape Fear Coalition for A Drug-Free Tomorrow

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PART I

BEFORE YOU BEGIN

Your Community Festival and Alcohol
Why Preventing Underage Drinking Is So Important

Your Community Festival and Alcohol

As you plan your community festival event, the Cape Fear Coalition asks that your planning team consider these questions:

- What are your event goals?
- Who is your desired audience?
- Is having alcohol available important to your event's success?
- If it is, do you have the financial and staffing resources available to assure that:
 - Your event is safe and,
 - Your alcohol service activities are properly staffed and secured to prevent underage access to alcohol and customer intoxication?

Adolescents look at our community and draw their conclusions about who we are as a community based on what they see. They learn far more about us and our values from the things we DO than from what we say. As community events and festivals become more and more a part of the New Hanover County and Cape Fear region's landscape, will our youth have an opportunity to embrace healthy expressions of celebration and safe community environments for fun events?

Before you commit to providing alcohol at your event, the Coalition asks you to take just a few short minutes to learn more about how underage drinking affects youth and adults alike. Then, if your organization chooses to include alcohol, we urge you to use this Guide to help you make certain that no underage youth obtains alcohol at your event and that no one drinks to the point of impairment.

The Coalition wants your event to be successful AND safe for all of your participants. With that in mind, we offer this Guide to help you make that happen. If you have questions about the Cape Fear Coalition, its mission and goals, this Guide or "best practices" for providing alcohol at community events, please contact us at (910) 202-0840 or prevent@coastalhorizons.org.

And thank you in advance for preventing underage drinking!

Why Preventing Underage Drinking Is So Important

Alcohol is the number one drug of choice among U.S. adolescents. It is more widely used than either tobacco or marijuana. While some adults believe that underage drinking is a normal and harmless part of growing up, science has proven that it is neither.

Simply stated, underage drinking is an adult-facilitated public health problem for which the consequences are borne largely by youth. Underage alcohol use places adolescents' health, development and general well-being at great risk. And its costs are great—both in human and financial terms.

Adults are the primary source where youth get alcohol. It is up to all adults across this nation as well as New Hanover County to take firm steps to stop youth access to alcohol—at home, in commercial settings, and in our community at-large, including access at public celebrations and festivals.

Alcohol use by adolescents is not a foregone conclusion IF we as adults take ownership of this problem and act boldly to end it. We can each do our part to curb and prevent underage drinking but we must act at every level of our lives to achieve that goal. Inaction is not an option. Neither is failure. Why? Because, children's lives and futures are literally at stake! Here is a quick look at just a few of the reasons why we believe underage drinking should concern EVERY adult, whether you have underage children of your own or not.

Magnitude of the Underage Drinking Problem:

- More than 1 in 5, or 20%, of youth in the U.S. begin drinking before age 13.
- Youth who start drinking before age 15 are 5 times more likely to develop an alcohol abuse problem than those who wait to drink until age 21
- According to the 2013 Monitoring the Future national survey of U. S. high school youth:
 - 10.2% of 8th graders, 25.7% of 10th graders and 39.2% of 12th graders reported using alcohol in the past 30 days.
- A 2012 New Hanover County youth study revealed:
 - 21% of 8th graders, 40% of 10th graders and 49% of 12th graders reported having consumed alcohol in the past 30 days.
 - New Hanover County ranks higher than the national average.

Financial Costs:

Nationally, underage drinking costs billions of dollars every year. The estimated cost for 2010 alone was \$62 billion.

For North Carolina, the cost of underage drinking in 2010 was \$1.5 billion. This includes costs associated with medical care, work loss, pain and suffering resulting from violence, suicide, traffic crashes, depression, anxiety, sexual assault, high-risk sex, addiction and much more.

Human Costs:

As high as these financial costs are, they still don't account for the many other and very real losses adolescents and society experience as a result of underage alcohol use.

According to the Centers for Disease Control and Prevention, consequences of underage drinking are far-ranging. Underage drinking is linked to a variety of social, school, legal and physical problems, including: High school and work absence levels, failing grades, fighting, arrests for driving after drinking or arrests for injuring others, hangovers, unwanted and unprotected sexual activity, disruption of normal growth and development, assaults, suicide and homicide, multi-drug abuse, relationship problems with friends and family, diminished ability to learn and retain information, disruptions of normal brain development that can have long-lasting and even life-long effects, auto crashes, alcohol poisoning and even death.

Adolescent drinking is by no means the harmless activity or rite of passage that many adults have believed for so long. Alcohol poses serious and measurable social, physical and developmental risks during adolescence, particularly to teenagers and younger children.

Alcohol's Effects On the Adolescent Brain Versus Adult Brain:

Contrary to popular opinion, alcohol does not affect adolescents the same way it does adults. Adolescence is a time of incredibly active brain development. Adolescents' brains are busily creating and perfecting the many critical neural networks needed for all the tasks of successful living and adulthood. Until they reach their early or mid-20s, young brains are still developing those connections and the ability to take on increasingly complex tasks. Among the important abilities to develop last in adolescence are those most affected by alcohol—planning, judgment, impulse control, decision-making and other higher-level skills. It is on these very abilities that alcohol's disinhibiting effects have the most negative impact, leading adolescents to become increasingly likely to act impulsively, take risks, and use poor judgment.

Alcohol also affects adolescents' ability to create short-term and detailed memories, both necessary for learning. Researchers have found that alcohol's effects on memory may persist for days after a drinking episode ends. Alcohol's disruption of critical memory formation may also mean that adolescents are more prone than adults to blackouts as a result of heavy drinking.

Additionally, research has revealed that adolescents who drink are less likely to exhibit many of the warning signs we have come to expect from persons who are very intoxicated. For instance, adolescents are far less likely than adults to exhibit the loss of balance and muscle control and thus may not stagger, stumble or slur their speech. This is important to understand because these are the signs that most of us look for to help us assess a person's level of intoxication. Without these warning signs, we may completely underestimate how much alcohol a young person has consumed and thus not take action to stop them. As a result, they might continue to drink, even to the point of toxicity and death.

It's also worth noting that adolescents are far less likely than adults to experience alcohol's effects on the brain's sleep-wakefulness center. Thus, while an adult who has consumed a great deal of alcohol might eventually fall asleep or pass out (and thus stop drinking), an adolescent may not even feel drowsy. Instead, they may feel quite wide awake and continue to drink, further elevating their blood alcohol concentration to possible life-threatening levels.

In these ways and many others, alcohol's effects on adolescents and the adolescent brain are significant and serious and pose many risks, both short-term and long-term. Knowing this, it is then easy to understand why it's so important to take steps to assure that adolescents do not have access to alcohol, whether at home, in restaurants or bars, in retail stores or in the community.

More about the Risks of Underage Drinking

There are many, many ways that alcohol places underage youth at risk.

Here are a few additional facts:

- People ages 12 to 20 drink 11.4% of all alcohol consumed in the U.S. CDC
- The average age at which youth begin drinking is 14. Youth who begin drinking before age 15 are 5 times more likely to develop alcohol abuse problems than those who wait to begin drinking at age 21. SAMSHA
- Adolescents drink to get drunk. They tend to drink less often than adults but when they drink, they are more likely to drink large quantities. SAMHSA

- Underage alcohol use can lead to both structural and functional changes in the adolescent brain that may persist well into the 20s or possibly longer. SAMHSA
- Students who drink 5 or more drinks per occasion are 3 times more likely to get mostly Ds and Fs on their school report cards. SAMHSA
- As children progress through adolescence, the percentage of youth who drink rises. SAMHSA
- While males have historically comprised the largest group of underage drinkers, females are quickly closing the gap. SAMHSA
- Alcohol kills 6 ½ times more young people than all illegal drugs combined. MADD
- In 2009, 24% of 15 to 20 year old drivers killed in fatal crashes had been drinking. SAMHSA

Our Responsibility

As adults, it is our responsibility to see alcohol use by underage youth in our communities as our problem to solve. Only we can solve it! As a community, we can reduce the harm alcohol causes to youth by taking simple yet important steps, day after day, year after year. This is truly a problem whose solution “takes a village.”

Whether or not your event is designed to attract youth, we ask that you and your organization take every step necessary to make certain it is never a place where persons under 21 can gain access to alcohol!

Thank you for showing you care!

References:

1. Monitoring the Future National Survey Results on Drug Use, 1975-2013. 2013 Overview, Key Findings on Adolescent Drug Use. <http://www.monitoringthefuture.org/pubs/monographs/mtf-overview2013.pdf> Accessed 02/11/2014.
2. Underage Drinking Costs, Underage Drinking Enforcement Training Center <http://www.udetc.org/UnderageDrinkingCosts.asp> Accessed 12/17/2013.
3. Underage Drinking in North Carolina, The Facts. Underage Drinking Enforcement Training Center <http://www.udetc.org/factsheets/NC.pdf> Accessed 12/17/2013.
4. Fact Sheets: Underage Drinking. Alcohol and Public Health, Centers for Disease Control and Prevention. <http://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm> Accessed 12/17/2013.

More Information

See also the flyer *Facts on Underage Drinking* and the brochure *Preventing Sales of Alcohol to Minors* in the Appendix of this Guide.

Additional information on how underage drinking poses a serious threat to the health and future of adolescents can be viewed at:

- <http://www.samhsa.gov/underage-drinking-topic>
- https://www.stopalcoholabuse.gov/media/pdf/UAD_fact_sheet_for_CPD_213_508.pdf
- <http://www.udetc.org/http://www.niaaa.nih.gov/alcohol-health/special-populations-co-occurring-disorders/underage-drinking>



PART II

PLANNING CHECKLIST

Festival Planner Checklist

Festival Planner Checklist

Pre-Festival

Security:

- ☐ Hire adequate enforcement
- ☐ Make sure each security officer has a flashlight
- ☐ Assign a designated position to each officer

At The Entrance To Beer Garden:

- ☐ ID checking guide
- ☐ Tally counter
- ☐ Wristbands
- ☐ Posters
- ☐ Policy manual

Designated Area:

- ☐ Make sure fencing is secure
- ☐ Security at each entrance

Festival Grounds:

- ☐ Make sure appropriate trash receptacles are available
- ☐ Make sure sufficient restrooms are available

Parking Lot:

- ☐ Make sure adequate lighting is available
- ☐ Make sure sufficient parking is available
- ☐ Ensure safe walking paths

At the Booth

Behind Beer Booth:

- ☐ Policy manual
- ☐ ID checking guide
- ☐ Incident report form
- ☐ Cash box
- ☐ Easily distinguishable 12 oz. cups
- ☐ Pens

Signs and Posters:

- ☐ Post all signs for servers in visible location
- ☐ Make sure posters are visible for event attendees

Servers:

- ☐ Make sure all servers are over 21
- ☐ Remind servers that there is no drinking on the job
- ☐ Make sure servers are wearing their buttons
- ☐ Make sure all servers have reviewed policy manual
- ☐ Make sure all servers have a flip-card



PART III

EVENT BEST PRACTICES & MODEL POLICIES

Best Practices: Alcohol Access & Service
Short Version of Model Policies

Best Practices: Alcohol Access & Service

Planning & Set-Up

- Establish written policies and rules for all aspects of alcohol service activities, including procedures for identifying and addressing intoxicated patrons and underage drinking.
- Establish policies for alcohol sales to address price, ID-checking requirements & procedures, drink sales limits and permitted sales area to minimize inappropriate and excess alcohol consumption.
- Establish written reporting procedures for incidents that occur at event, including those related to intoxicated patrons.
- Establish enforcement procedures for all policies and rules.
- Require event alcohol license holder to have liability insurance.
- Require responsible beverage service training for alcohol event coordinators/managers.
- Plan event promotion so as not to focus on alcohol availability.
- Prohibit festival/event attendees from bringing in alcoholic beverages.
- Locate alcoholic beverage sales/service/consumption areas away from event/festival areas designed to attract and serve children and other underage youth.
- Establish non-drinking areas for families and youth.
- Establish designated drinking areas where underage youth are not allowed and restrict availability and consumption to that area.
- Erect secure see-through fencing around the area where alcohol will be sold, served and consumed with security personnel at each entrance and exit.
- Hire sufficient staff for security, sales/service and service area monitoring.
- Require that security staff be adequately and properly trained.
- Assign each security officer to a designated position at the event.
- Make certain that adequate law enforcement is hired.
- Obtain advance approval from ABC Commission and city/county event permit-granting office for any alcohol advertising.
- Prohibit or limit alcohol sponsorships. If permitted, establish guidelines and limits on nature of event sponsorship from the alcohol industry (including distributors).
 - Set limit on how much of event budget may be underwritten by alcohol interests.
- Clearly define what sponsors receive.
- Prohibit or sharply limit alcohol advertising to areas restricted to adults.

- If advertising is to be allowed, specify clearly what messages are permitted, limit amount/number of displays and location of advertising.
- Prohibit the sale or free provision of alcohol brand or distributor's promotional materials, including but not limited to clothing, pens, coasters, key chains, etc.

Sales/Service & Monitoring Staff

- Provide sufficient numbers of staff to handle the expected volume of sales and service
- Require alcohol seller to be at least 21 years of age.
- Provide clothing or badges to clearly identify sales/service and monitoring staff.
- Prohibit drinking by all staff members during shift hours.
- Require responsible beverage service training for alcohol sales/service and monitoring staff.

Service Area Guidelines

- Post signs stating that sales to persons under 21 and those who are intoxicated are prohibited.
- Post signs stating that it is illegal to provide alcohol to persons under 21.
- Post signs stating that all unattended alcoholic beverages will be discarded.
- Post hours of alcohol sales.
- Clearly post all such signage in areas both where alcohol is permitted and is not permitted.
- Prohibit the service of free alcohol to anyone, including staff.
- Prohibit people from leaving the designated areas with alcoholic beverages.
- Prohibit anyone under 21 from entering alcohol sales, service, and consumption area.

Sales/Service Guidelines

- Establish age identification checking procedures and check IDs for all customers who look under the age of 40. (NOTE: Some Best Practices recommend checking IDs for all persons who appear to be under the age of 30.)
- Use non-transferable wristbands to identify those 21 and over.
- For every alcohol sale, check identification of all customers appearing to be under age 40.
- Do not sell alcohol at unusually low prices or for a single fee that covers multiple or unlimited drinks.
- Limit drink sizes to not more than 12 ounces for beer and wine coolers and 5 ounces for wine. If liquor is served, it must be measured and only 1.5 ounces per serving.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage containers.
- Limit the number of servings per person per purchase to one.
- Prohibit anyone serving alcoholic beverages other than trained authorized staff.

- Provide low-priced or complimentary foods and non-alcoholic beverages
- Provide foods that are high-protein, high fat, low-salt in variety. Make foods and non-alcoholic beverages easily accessed.
- Prohibit sales of alcoholic beverages to anyone who appears intoxicated.
- Establish procedures for handling intoxicated drinkers and underage persons found in possession of alcohol. Procedures should state clearly how servers and monitors are to respond to each, including reporting requirements, involvement of security or law enforcement, safe rides for the intoxicated and so forth.
- Have sales/service and monitor staff be alert to persons who may appear intoxicated while ordering non-alcoholic drinks. They may have brought in alcohol.
- Stop serving alcohol at least one hour before the event ends.

Sales/Service & Consumption Area Monitoring

- Have monitors circulate throughout the sales/service and consumption area to collect and discard all unattended drinks.
- Have monitors circulate throughout the alcohol sales, service and consumption areas to identify and escort out any underage persons.
- Intoxicated persons should be identified and your event policies followed as to how they are to be addressed.

Source: Institute for Public Strategies. (2003). Issue briefing: Keeping your special event festive and safe: A planning guide for Ventura County communities. <http://www.publicstrategies.org/publications.htm>

Short Version of Model Policies

Preventing Underage Sales and Social Provision

- Policy 1: Checking Identification - For every alcohol sale, check identification of all customers appearing to be under the age of 30.
- Policy 2: Enclosed Area - Restrict alcohol sales to a designated location where underage youth are not allowed.
- Policy 3: Use Wristbands - Use wristbands to identify people who are 21 and older.
- Policy 4: Limit Servings - Limit the number of servings per person per purchase to one (One ID, one beer).
- Policy 5: Use Distinguishable Cups - Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.

Preventing Intoxication

- Policy 6: No Sales to Obviously Intoxicated Customers - Absolutely NO alcohol sales to anyone appearing obviously intoxicated.
- Policy 7: Limit Cup Size - 12oz for beer and wine coolers and 5oz. for wine.
- Policy 8: Offer Food and Non-alcoholic Beverages - Offer food and non-alcoholic beverages, including non-alcoholic beer.
- Policy 9: Alcohol Service Hours - This festival will stop alcohol service at least one hour before closing.
- Policy 10: No Price Discounting on Alcohol: This festival will not offer drink promotions.

Improving Staffing and Management Issues

- Policy 11: Alcohol Awareness Training - Require training for all alcohol servers and manager training for event coordinators.
- Policy 12: Restrict Age of Servers - Restrict alcohol servers and security to individuals 21 years and older.
- Policy 13: Hire Adequate Security - Hire adequate security to monitor alcohol consumption.
- Policy 14: Manager/Booth leader On Duty at All Times - Require a manager or booth leader to be stationed at each beer booth at all times.
- Policy 15: No Drinking Alcohol on the Job - Alcohol servers are forbidden to have alcohol in their systems while working.
- Policy 16: Provide Copies of Festival Policies to all Staff/Volunteers/Security - Staff will be given a copy of alcohol policies before serving alcohol. Establish enforcement procedures for all policies.
- Policy 17: Incident Report Form - Staff are required to record all questionable incidents in an incident report form.
- Policy 18: Regular Pre-shift Staff Meetings - This festival will hold regular pre-shift staff meetings to discuss rules and ways to prevent and handle problem situations.

Protecting the Community

- Policy 19: Monitor Festival Grounds for Suspicious Activities - Monitor parking lots and surrounding property for suspicious activities. Ensure pedestrian safety and adequate parking for attendees.
- Policy 20: Limit/Prohibit Alcohol Sponsorship/Promotions - Prohibit an alcohol industry name from being associated with or displayed at the event.



PART IV

TRAINING

Training—Why It's Important

Training Resources for Planners & Alcohol Service Area Staff

Training—Why It's Important

Your organization or business should have already in-place clear, specific written policies and rules for dealing with intoxicated customers, checking identification cards and providing responsible management and oversight of all alcohol sales and service activities at your event. Making certain that all staff, both paid and volunteer, are well-informed about those policies and rules and well-trained in proper alcohol service practices is critical to the success of your event.

We therefore urge you to:

- Provide training to your alcohol service staff/employees so they understand your policies, how they are to carry them out, how and to whom they should report problems, etc.
- Provide appropriate alcohol server training to all alcohol service staff members and all persons working in the serving and consumption areas, both paid and volunteer.* Free training programs are available through NC Alcohol Law Enforcement (BARS training) or the NC ABC Commission (RASP training). Those agencies can also provide information on other approved training programs.
- Have your employees and volunteers sign a copy of your written policies (those that address alcohol sales and service and the monitoring of the alcohol sales and consumption area) certifying that they have read and understand them. Provide answers to any questions your employees and volunteers may have and always encourage them to discuss with you problems that may arise in their event work day.
- Always support your employees' decision to refuse service to an intoxicated customer.

*NOTE: All applicants applying for temporary retail ABC permits in North Carolina will be required to provide proof of Responsible Alcohol Seller/ Server training PRIOR to obtaining a temporary ABC permit. See page 6 of the ABC Quick Guide found at <http://reports.abc.nc.gov/uploads/resources/43e805f02a254abd85cbc23135b17e97.pdf>

For information about free Responsible Alcohol Seller/Server Programs (RASP), BARS and/or other approved training resources, visit <http://abc.nc.gov/education> or contact the local office of the NC Alcohol Law Enforcement.

Training Resources for Event Planners & Alcohol Service Area Staff

A responsible planning process for a community event where alcoholic beverages will be sold and served requires careful attention to detail in a number of key areas, including where the sales/service area is located; how it is laid out; how the space is defined and secured; what signage is used; number of persons needed to sell, serve and monitor the activity; expectations of servers and alcohol event staff; appropriate server training; hours of service and many others. Below are listed sources of free trainings available for both event planners and those staff members who will be working in the alcohol sales and service areas.

The Cape Fear Coalition recommends that event planners take advantage of an excellent free online course on managing such events. Information on that 2-hour training as well as a link to the website is provided below:

Free Online Course for Planners of Community Events Where Alcohol is Served: Techniques for Managing Special Events

Course Description:

An excellent two-hour online training for event planners made available at no cost through the Underage Drinking Enforcement Training Center (UDETC). This two-hour training identifies the complex nature of a special event and the need for effective planning, proper management, policy application, and enforcement at the event. The importance of including all appropriate stakeholders in each phase of the event is emphasized. The training demonstrates how alcohol at a special event increases the event's complexity and how implementation of various alcohol policies, and the enforcement of those policies, can be effective in curtailing the alcohol-related problems often associated with such events. The outcomes of poor planning and the effects of zero tolerance are also reviewed.

<https://www.ncjtc.org/PIRE/ManagingSpecialEvents/Pages/default.aspx>

Course Objectives:

At the end of this course, participants will understand the basic components of planning and executing a special event where alcohol is present, particularly the steps necessary to reduce youth access to alcohol. Participants will also understand the importance of policy implementation and event evaluation.

Course Outcomes - Participants in the training will:

- Understand the critical steps in managing a special event in the community
- Recognize the potential liabilities and risks of special events
- Be able to identify the types of special events (concerts, sporting events, fairs/festivals, etc...) and the challenges associated with each
- Know examples of alcohol control techniques that may aid in managing special events
- Understand the importance of training of key stakeholders (bar personnel, enforcement officers, volunteers) prior to the event
- Understand the role and importance of enforcement efforts in and around the event
- Be able to effectively manage members of the media and plan for successful media interviews.

Every person responsible for the sales and service of alcoholic beverages and all staff working in those service and consumption areas should complete responsible server training. On the following page is information about those free trainings provided by the NC ABC Commission and NC Alcohol Law Enforcement.

Training for Those Responsible for the Sales and Service of Alcoholic Beverages

The Cape Fear Coalition strongly recommends that all community event planners provide high quality training to all individuals who will be selling and/or serving alcohol at your event. We also recommend that all persons involved in the planning, implementation and management of alcohol service activities at your event also complete this training.

Begin your search for the best training options by contacting both the NC Alcoholic Beverage Control Commission and the local office of the NC Alcohol Law Enforcement. Both offer free training for you and your staff. They can also recommend additional quality training options.

For information on the NC Alcohol Law Enforcement's Be A Responsible Seller (BARS) training:
<https://www.ncdps.gov/index2.cfm?a=000003,000005,000083,000257>

Or contact the local District I ALE office at:

470 Dolphin Drive

Jacksonville, N.C. 28456

Phone: (910) 346-2121

Fax: (910) 346-3661

Special Agent in Charge: David Hales

Serves Brunswick, Carteret, Columbus, Craven, Duplin, Jones, New Hanover, Onslow, Pamlico and Pender counties.

For information on the NC ABC Commission's Responsible Alcohol Seller Program (RASP) training:
<http://abc.nc.gov/education/rasp/>

Or call (919) 779-0700 or email contactus@abc.nc.gov.

While online server training options are available, we urge event planners to first discuss best available training options with NC ALE agents or contact the NC ABC Commission office in Raleigh.



PART V

WHAT ELSE YOU CAN DO

Your Right to Refuse Service

Preventing Sales to Minors

Preventing Impairment & Intoxication

Your Right to Refuse Service

Right to Refuse*

No matter how an underage person obtains alcohol, even if from their parent, it is illegal in North Carolina for anyone under 21 to consume alcohol.

You may refuse to sell alcoholic beverages to anyone if you are unsure of that customer's age.

You may also refuse to sell to an adult who you suspect is buying for minors.

Customers have no legal recourse if you refuse to sell to them.

The general rule is "when in doubt, DON'T SELL!"

*ABC Quick Guide: An Overview of North Carolina's Alcoholic Beverage Control Laws, Rules & Information, published by the ABC Commission of North Carolina. Edition: January 2012. Available at no cost from local NC ALE offices or online at <http://reports.abc.nc.gov/uploads/resources/43e805f02a254abd85cbc23135b17e97.pdf>

Preventing Sales to Minors

Legal Drinking Age in North Carolina*

In North Carolina, you must be at least 21 years of age to consume, possess or purchase alcohol of any type.

It is illegal to sell, serve, give or otherwise provide alcoholic beverages to anyone under 21 years old. This includes serving or providing alcohol to your own under-21 children.

Best Rule of Thumb for Alcohol Servers** - Ask for ID if the person looks under 40.

Preventing Service of Alcoholic Beverages to Persons Under 21

Selling, serving and providing alcoholic beverages to persons under 21 is a violation of North Carolina law. Event planners and those serving alcoholic beverages at the event are subject to severe legal consequences if underage persons are served or otherwise obtain alcohol at your event.

We recommend that you consider using as a template for your organization's event policy the Short Version of Model Policies, developed by Traci L. Toomey, PhD, Director, Alcohol Epidemiology Program, University of Minnesota. A copy is included in the EVENT BEST PRACTICES section of this booklet. It is also available online at: <http://www.aep.umn.edu/index.php/aep-tools/community-festivals/>

The Cape Fear Coalition encourages you and your organization to take steps like these below to reduce the potential for underage access to alcohol:

- Establish a firm, written policy requiring servers to check ID and confirm age of all patrons who appear to be under the age of 40.
- Clearly set out in written policy the specific forms of ID which are permissible and those which are not.
- Establish a firm, written policy regarding the service and provision of alcoholic beverages to underage persons.
- Train all service staff members on these policies and inform them of potential legal and other consequences of failing to adhere to them.
- Establish a policy prohibiting persons under 21 from entering the designated areas where alcoholic beverages will be sold and consumed.
- Provide a sufficient number of servers to handle the expected volume of sales. Avoid understaffing which can lead to rushed servers who are unable to monitor patrons properly to identify possible underage purchasers.
- Stress to event staff the importance of being diligent in trying to identify underage persons.
- Train servers in identifying false IDs and provide clear expectations of what they are to do when they suspect an ID is fake.
- Reassure each server that when in doubt, they may legitimately refuse service to any patron believed to be underage and who cannot produce valid identification and proof of age.

Content for this section comes from various sources including:

Special Occasion Permit Holder's Planning Handbook, published by the Pennsylvania Liquor Control board, Responsible Alcohol Management Program (RAMP) and available at: http://www.lcbapps.lcb.state.pa.us/webapp/education/item_images/4228.pdf

Checking IDs - Acceptable Forms of Identification*

In North Carolina, there are only four acceptable forms of identification that can be used to purchase alcoholic beverages:

1. Current driver's license from North Carolina or other states. Persons who have recently renewed their driver's license but not yet received the permanent license should show both the temporary 20-day paper license as well as their expired license when asked for ID.
2. U. S. Military Identification. These are green and white with a photograph and physical description of the individual.

3. North Carolina Identification Card. This is an official State of NC Special Identification that is issued to persons who do not drive. This identification includes a photograph.
4. Official passport issued by any nation. Passports may be in booklet or card form. Official forms of identification include a photograph, date of birth and written or electronic signature.

North Carolina's Stoplight Drivers' Licenses*

North Carolina drivers' licenses use a "stoplight" theme to make it easier to identify underage persons. A colored border around the photo signals how old a person is. Each border also shows the date that the person turns 21.

In addition to the colored border, licenses for persons under 21 are vertical while those for persons over 21 are horizontal.

- Red Border (Ages 15-17)
 - Underage for both ALCOHOL and TOBACCO
 - Vertical license
- Yellow Border (Ages 18-20)
 - Legal for TOBACCO
 - Underage for ALCOHOL
 - Need to look carefully at birth date and expiration date—person may be 21
 - May be either vertical or horizontal license
- Green Border (Ages 21+)
 - Legal for both TOBACCO and ALCOHOL
 - Horizontal license

Forms of Identification That Are NOT Acceptable in North Carolina for the Purchase of Alcohol*

- A wristband
- Birth certificates
- School or college ID cards
- Work ID cards
- Social Security cards
- Bill statements
- Or anything not in the above acceptable list.

How to Check IDs - North Carolina ABC Commission Guidelines*

1. Compare photograph and physical description to the person standing before you. While people may lose or gain weight, change their hair color or hairstyle, or wear colored contacts, their height will remain the same.
2. Check ID for holograms or other security features. North Carolina drivers' licenses have several holograms and watermarks.
3. Compare the large picture with the ghost image of the picture in the bottom corner. Do they match?
4. Check for tampering by feeling the ID. Is it smooth, all one piece with no frayed or worn edges? The surface should be the same thickness across the ID.
5. When in doubt, DON'T SELL.

The FEAR Method for Checking IDs***

- F - Feel the identification for evidence of tampering.
- E - Examine the information such as: picture, expiration date, birth date, etc.
- A - Ask questions such as: zip code, birth date, address, etc.
- R - Return the identification.

See Special Occasion Permit Holder's Planning Handbook, pages 32 – 34, for additional helpful information on using the FEAR method. [Special Occasion Permit Holder's Planning Handbook, published by the Pennsylvania Liquor Control board, Responsible Alcohol Management Program (RAMP) and available at: http://www.lcbapps.lcb.state.pa.us/webapp/education/item_images/4228.pdf.

Signs That a Buyer May Be a Minor - Things to Look For****

- Do they appear nervous when trying to buy?
- Are they trying to stay out of sight of the seller while others are ordering?
- Assess others in the group. Did the person try to order when another in their party was ordering?
- Do they appear reluctant to comply, make excuses or act anxious or angry when asked for ID?
- Do they try to use something other than a picture ID?
- Does their dress appear to be that of someone over 21?
- Are they asking for "another one" and/or placing an empty glass/bottle/cup on the counter as if asking for another drink?
- Do they try to order for the group or order as one of the group?

What to do if an underage person is found to be drinking

It is illegal in North Carolina to serve alcoholic beverages to persons under 21. Penalties are significant for persons selling to minors and can include a criminal record and a 2-year ban from working in any business that sells alcohol. There may also be significant liability incurred if a person sells to a minor or intoxicated person and injury or death results.** Preventing underage drinking at your event should be your top priority.

Establish event policies for what staff members are to do if an underage person presents a false/fake ID or is found drinking or in possession of alcohol. Contact the local office of NC Alcohol Law Enforcement if you have questions.

Resources Cited

*From the ABC Quick Guide: An Overview of North Carolina's Alcoholic Beverage Control Laws, Rules & Information, published by the ABC Commission of North Carolina. Edition: January 2012. Available free online at: <http://reports.abc.nc.gov/uploads/resources/43e805f02a254abd85cbc23135b17e97.pdf>

**From the North Carolina Alcohol Law Enforcement Be A Responsible Seller/Server (BARS) Training Program.

***From Special Occasion Permit Holder's Planning Handbook, published by the Pennsylvania Liquor Control board, Responsible Alcohol Management Program (RAMP). Available free online at: http://www.lcbapps.lcb.state.pa.us/webapp/education/item_images/4228.pdf

****From Safety Guidelines for Sales of Alcohol at Public Events, published by the Partners for Prevention in Allegany County, Wellsville, NY. Website: www.ppacentral.org. Document available free at: <http://ppacentral.org/coalition-resources>

Other Resources to Assist with Age Identification

Additional resources are available at no cost online from the U. S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention (OJJDP) including the one found at the link below.

Law Enforcement Guide to False Identification and Illegal ID Use:

<http://www.udetc.org/documents/FalseIdentification.pdf>

Other Useful Resources for Event Planners on Alcohol Control at Festivals

The following resource(s) provide useful checklists, forms and other aids to a successful event: Alcohol Control at Outdoor Events, University of Wisconsin Law School
www.law.wisc.edu/wapp/festival.html

Preventing Impairment & Intoxication: Recommendations for Service to Persons 21 & Over

It is illegal in North Carolina to serve or sell alcoholic beverages to anyone who is drunk or impaired. Keep in mind too that while the legal definition of impairment in North Carolina is considered a blood alcohol content (BAC) of .08, significant impairment may occur well before that level.

How alcohol affects a drinker can vary widely from person to person and even from one time to another with the same person. Many factors determine one's response to alcohol. Among these are how quickly one drinks; type(s) of alcohol or mixer(s) consumed; amount and type of food consumed; person's gender, weight and current health; and the use of certain prescription medications or illegal drugs, to name just a few.

While it may be difficult to refuse to serve a customer, there are often times when doing so is the right thing to do. To aid in making that decision, servers need to know how to prevent and how to identify intoxication. The information below will help.

Preventing Intoxication

Servers should take steps to prevent intoxication of patrons.

Some of those steps may include:

- Serve only standard-size drinks—12 ounces for beer, 5 ounces for wine, and 1.5 ounces for 80-proof liquor.
- Monitor patron's time-between-drinks and their rate of consumption.
- Encourage consumption of high-protein, high-fat, low-salt foods by having them readily available and priced inexpensively.
- Encourage the purchase of non-alcoholic beverages, such as alternating them with alcoholic beverages.
- Do not serve an alcoholic beverage until the previous drink is finished and the container removed.
- Slow down service to patrons who are drinking or ordering at a rapid rate.

Tips for slowing service:

- o Do not rush to replace patron's drink. Take your time.
- o Offer a non-alcoholic beverage.

- o Provide water to patrons.
- o Serve complimentary foods that are high-protein, high-fat, low-salt.
- o Talk to the patron and try to shift their attention to conversation or food. Engage them in conversation.
- At “last call,” serve only one drink per customer.
- Stop service to patrons who appear intoxicated. If possible, take away the patron’s drink.

Signs of Intoxication

Behaviors that may signal intoxication in adults vary from person to person.

Following are a few of the more common adult behaviors.

- Becoming loud or increasingly talkative
- Excessive bragging, swearing or use of foul language; arguing, complaining
- Glassy, unfocused eyes
- Slurring speech
- Increasingly annoying to others or exhibiting socially-inappropriate behaviors
- Inability to count money correctly
- Drowsiness, sleepy appearance
- Stumbling, swaying, unsteadiness, bumping into people or things
- Spilling or knocking over drinks
- Fumbling with or dropping money and having trouble picking it up
- Changes in behavior—increased aggressiveness, belligerence, boisterousness; bobbing head; acting overly funny, entertaining; increased sullenness

Tips for Stopping Service to Visibly Intoxicated Patrons

Remember that North Carolina laws forbid the service of alcohol to anyone who is impaired. You can, however, allow an impaired customer to stay at your place of business as long as they are not consuming alcoholic beverages or being disorderly.

The Cape Fear Coalition encourages your organization to establish clear and specific policies and procedures for how staff members working in the area where alcoholic beverages will be sold, served and consumed are to address issues related to visibly intoxicated persons. Then train staff members in how to carry out those policies and procedures, including when and how to summon security or law enforcement and how to properly document problems related to intoxicated persons.

Refusing to serve visibly intoxicated patrons is the responsible thing to do.

Tips for doing so include:

- Establish a management policy for handling intoxicated persons and support your staff.
- Slow down service.
- Be courteous but concerned.
- Be tactful. Don't accuse them of being intoxicated. Simply state that you can no longer serve them.
- Offer them complimentary alternative, non-alcoholic beverages as well as food.
- Be discreet. Speak to the patron privately, quietly, so as not to embarrass them.
- Be kind, confident but firm. Know that you're doing the right thing.
- Don't engage the patron in argument. If necessary, try to get the help of one of their friends.
- Don't belabor the situation. Move on to the next patron.
- Call security or law enforcement if needed.
- Offer the intoxicated person safe transportation home. Have readily available the phone numbers for taxi services that you can call for them.

References

Content in this section is taken in part from:

- Special Occasion Permit Holder's Planning Handbook (page 22), published by the Pennsylvania Liquor Control board, Responsible Alcohol Management Program (RAMP). Available free online at: http://www.lcbapps.lcb.state.pa.us/webapp/education/item_images/4228.pdf
- ABC Quick Guide: An Overview of North Carolina's Alcoholic Beverage Control Laws, Rules & Information, published by the ABC Commission of North Carolina. Edition: January 2012. This document is available at no cost from local NC ALE and online at: <http://reports.abc.nc.gov/uploads/resources/43e805f02a254abd85cbc23135b17e97.pdf>
- Special Occasion Permit Holder's Planning Handbook, published by the Pennsylvania Liquor Control board, Responsible Alcohol Management Program (RAMP). Available free online at: http://www.lcbapps.lcb.state.pa.us/webapp/education/item_images/4228.pdf



PART VI

APPENDIX

SAMHSA Flyer: Facts on Underage Drinking:
Why Preventing Underage Drinking Is So Important

UDETTC Brochure:
Preventing Sales of Alcohol to Minors

Additional Resources

Signage Available for Posting in
Alcohol Sales & Service Areas

Local Public Event Facilities

Laws & Licensing for Alcohol Sales
& Service in North Carolina



Facts on Underage Drinking*

Underage Alcohol Use Overview

- Alcohol is the drug of choice among America's adolescents and is used by more young people than tobacco or illicit drugs. More than one fifth of youth begin drinking before age 13. (1)
- Although underage drinkers generally consume alcohol less frequently than adults and consume less alcohol overall than adults, when they do drink, they are much more likely to binge drink. (1)
- Approximately 9.7 million 12- to 20-year-olds (or 25.1 percent of this age group) reported drinking alcohol during the past 30 days. About 6.1 million (15.8 percent) were binge drinkers (defined as having five or more drinks on the same occasion), and 1.7 million (4.4 percent) were heavy drinkers (defined as having five or more drinks on the same occasion on 5 or more days in a month). (2)
- Most (82.9 percent) of the 4.7 million individuals who first began using alcohol during the past year were younger than age 21. Approximately 61.2 percent were younger than age 18. (2)
- When asked how easy it would be to get alcohol if they wanted some, the majority of students in the 8th, 10th, and 12th grades said it would be "fairly easy" or "very easy." (3)
- A majority of underage current drinkers reported that their last use of alcohol in the past month occurred either in someone else's home (57.0 percent) or in their own home (28.2 percent). (2)
- Among those who were given, rather than purchased, alcohol, the most common source was an unrelated person age 21 or older (38.2 percent). Parents, guardians, or other adult family members provided the last alcohol to 21.4 percent of underage drinkers. (2)
- Both past-month alcohol use and binge alcohol use by 12- to 20-year-olds declined significantly between 2004 and 2010. These declines were most significant in the 12- to 17-year-old age group, where past-month alcohol use declined by 22.7 percent and past-month binge drinking declined by 29.7 percent. (1)
- Youth drinking is correlated with adult drinking practices. For example, children of parents who binge are twice as likely to binge themselves and to meet alcohol-dependence criteria. (1)

Underage Drinking by Adolescents

- About 11 percent of 8th graders reported drinking during the past 30 days, with 3.6 percent of them drinking to intoxication. Rates for 10th graders were 28 percent reporting past 30-day use and 14.5 percent drinking to intoxication, while rates for 12th graders were 42 percent reporting past 30-day use and 28.1 percent drinking to intoxication. (3)
- Approximately 5.1 percent of high school students had drunk at least one alcoholic beverage on school property during the past 30 days. (4)

Underage Drinking by College Students

- Among full-time college students, 60.8 percent were current drinkers, 39.1 percent were binge drinkers, and 13.6 percent were heavy drinkers. Among those not enrolled full time in college, these rates were 52.0, 35.4, and 10.5 percent, respectively. (2)
- Approximately 25 percent of college students report academic consequences of their drinking, including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall. (5)**
- About 1,825 college students between the ages of 18 and 24 die each year from alcohol-related injuries, including motor vehicle crashes. (5)**
- About 97,000 college students are victims of sexual assault or date rape related to alcohol use each year. (5)**
- Alcohol use is involved in 95 percent of all violent crime on college campuses. (5)**

Underage Drinking by Gender and Ethnic Origin

- Overall, males have higher rates of underage drinking than females. Among 12- to 20-year-olds, the rates of current, binge, and heavy drinking for males were 25.6, 17.5, and 5.6 percent, respectively. Comparative rates for females were 24.6, 14.0, and 3.2 percent, respectively. (2)
- Among high school girls, the prevalence of current alcohol use was 37.9 percent, the prevalence of binge drinking was 19.8 percent, and the prevalence of binge drinking among girls who reported current alcohol use was 54.6 percent. (6)

* Unless noted, data are from 2011.

** Years in which statistical data were collected vary; see source document.

(continued)

- Among 12- to 20-year-olds, Blacks had the lowest rate of past 30-day alcohol use at 18.1 percent. The rate was 18.8 percent among Asians, 20.0 percent among American Indians or Alaska Natives, 22.5 percent among Hispanics, 27.5 percent among those reporting two or more races, and 28.2 percent among Whites. (2)
- Among 12- to 20-year-olds, Whites had the highest rate of binge drinking at 18.6 percent. The rate was 15.9 percent of persons reporting two or more races, 14.0 percent of Hispanics, and 13.9 percent of American Indians or Alaska Natives. Blacks and Asians in this age group were the least likely to report binge drinking (9.4 and 9.1 percent, respectively). (2)

Overall Health and Safety Risks

- Underage drinking contributes to a wide range of costly health and social problems, including motor vehicle crashes (the greatest single mortality risk for underage drinkers); suicide; interpersonal violence (e.g., homicides, assaults, rapes); unintentional injuries such as burns, falls, and drowning; brain impairment; alcohol dependence; risky sexual activity; academic problems; and alcohol and drug poisoning. (1)
- Underage alcohol use can cause alterations in the structure and function of the developing brain, which continues to mature into the mid- to late-twenties, and may have long-term consequences. (1)
- On average, alcohol is a factor in the deaths of approximately 4,700 young people in the United States per year, shortening their lives by an average of 60 years. (1)
- Adults age 21 or older who first used alcohol at age 14 or younger were more than seven times as likely to be classified with alcohol dependence or abuse as adults who had their first drink at age 21 or older (13.8 vs. 1.8 percent). (2)

- Approximately 8.2 percent of high school students nationwide reported driving a car or other vehicle one or more times when they had been drinking alcohol during the past 30 days. Among 12th graders, 13.5 percent reported driving after drinking. (4)
- Nearly one fifth (24.1 percent) of high school students reported riding in a car driven by someone who had been drinking. (4)
- In 2009, 24 percent of 15- to 20-year-old drivers killed in fatal crashes had been drinking: more than one fourth (28 percent) of those who died had a blood alcohol content of .08 or above. (7)
- The age 21 minimum legal drinking age laws have reduced alcohol fatalities by 13 percent and have saved an estimated 27,677 lives since 1975. In 2009, an estimated 623 lives were saved by minimum drinking age laws. (7)

For more information on underage drinking and its prevention, visit:

<http://www.stopalcoholabuse.gov>



Access the 2012 *Report to Congress on the Prevention and Reduction of Underage Drinking* to learn about current federal and state policies and programs.

Sources

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- (5) National Institute on Alcohol Abuse and Alcoholism. (2012). *College Drinking*. From <http://pubs.niaaa.nih.gov/publications/CollegeFactSheet/CollegeFactSheet.pdf> (accessed February 22, 2013).
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February 2013

Where can I get more information?



Training Guidance

The Underage Drinking Enforcement Training Center produced its *Guide to Responsible Alcohol Sales: Off-Premise Clerk, Licensee, and Manager Training* to assist alcohol establishment licensees educate and train their personnel. The guide contains tools (for example, curricula and assessments) for use when training clerks and manager to check identification (ID); recognize false or altered IDs; appropriately refuse sales; handle difficult situations that may arise; and develop skills needed to refuse sales to minors. Another important feature of the guide is that it focuses on outlet policy and helps licensees and managers develop and implement effective store policies to reduce sales to minors. The guide is available online at the Center's website, www.udetc.org.

State Resources

Because State laws differ with regard to training requirements, one of the most practical steps for learning more about merchant education is to contact the Alcoholic Beverage Control (ABC) office in your State. Some States sponsor specific programs. Other States can provide lists of approved training programs and contact information. The National Liquor Law Enforcement Association maintains a website on which contact information for most States ABC offices are listed (<http://www.nllea.org/state.asp>).

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Preventing Sales of Alcohol to Minors:

What You Should Know About Merchant Education Programs



Underage Drinking Enforcement Training Center



What are merchant education programs?

Education and training of merchants and servers who sell alcohol are intended to promote voluntary compliance with laws and regulations governing the sale of alcohol to minors. Education programs can be provided both for off-sales outlets (such as liquor or grocery stores) and on-sales outlets (such as bars and restaurants). These programs may also be conducted as part of a more general approach to responsible beverage service training. Educational approaches can take a variety of forms, including:

- ★ Distribution of materials to alcohol retailers summarizing the laws and penalties regarding sales to minors;
- ★ Visits to retailers by representatives of regulatory or enforcement agencies or by community groups concerned about sales to minors;
- ★ Training programs offered to managers and employees; and
- ★ Mandatory education programs for establishments or employees in violation of youth access laws.

What can merchant education do?

Merchant education can serve a variety of purposes, including:

- **Provide information** about laws and penalties that might help merchants to understand the risks they take when they sell to minors;
- **Persuade** merchants that selling to minors is dangerous and violates not just the law but the norms of the community;
- Help owners and managers **establish responsible management policies**; and
- **Teach skills**—such as how to recognize a false ID—that can help prevent sales to minors.

How effective is merchant education in reducing underage alcohol sales?

Merchant education should be conducted *only* as part of a comprehensive and integrated enforcement effort. Enforcement of laws against sales to minors is the key to reducing underage sales. Well-publicized, vigorous use of compliance checks has been repeatedly shown to reduce sales to minors. Merchant education programs can help to generate public and business support for enforcement and can enhance enforcement efforts. They have *not* been shown to be powerful interventions on their own.

Communities interested in merchant education programs as part of their strategic plan to reduce underage drinking should check with their State Liquor Control Agency. In many cases they can provide the training and/or curriculum for merchant education programs as well as advise community groups about the State laws that exist in the state regarding merchant liability and related issues. Involving your local enforcement agencies and district attorney in your planning can also help ensure that compliance is reinforced.

What are responsible beverage service programs?

Responsible beverage service is one type of merchant education program, generally implemented in bars, restaurants, and other on-sales alcohol outlets. These programs provide overall instruction in safe and responsible beverage service and sales. Considerable research demonstrates that a well-implemented, responsible beverage service program can be effective in reducing the sale of alcohol to intoxicated persons and in preventing impaired driving. However, little research currently exists to indicate whether these programs can be effective in reducing the sale of alcohol to minors. In general, we can assume that responsible beverage service or other merchant education programs can be a useful component of an overall enforcement effort.

What components should a merchant education program include?

Educational programs for merchants should include the following elements:

- Information about laws and penalties;
- Information indicating the importance of avoiding sales to minors to protect the health and well-being of everyone in the community;
- An emphasis on proper management techniques and policies to encourage compliance with the law;
- Information about how to recognize false IDs; and
- Tips on how to refuse a sale safely and comfortably.

Perhaps the most important component—and one that unfortunately is often neglected—is the emphasis on proper management techniques. Clerks and others who carry out direct sales to customers may have difficulty adhering to the law *unless* they have appropriate management support.

How does merchant education fit within a larger community effort?

Educating alcohol merchants can be a community effort that goes beyond any specific training program or distribution of materials. Some community groups visit merchants and talk to them about the importance of avoiding the sale of alcohol to minors. Sometimes young people make these visits themselves, asking merchants to help protect them and their peers. Some communities reward merchants who refuse to sell alcohol to minors with small prizes or by sending and publishing letters of commendation.

Merchants need more than just the facts about the law. They need to feel that the community supports them in their efforts to do the right thing.



Additional Resources on Responsible Alcohol Service for Event Planners

There are many excellent free resources available online which can provide guidance to event planners on how to assure the responsible and safe inclusion of alcohol in community festivals and events. Below are several of those recommended by the Cape Fear Coalition.

Links to NC ABC Commission Publications and Resources:

<http://abc.nc.gov/Documents/Index/9>

From the Underage Drinking Enforcement Training Center:

Below are several excellent resources prepared by the Pacific Institute for Research and Evaluation (PIRE) in collaboration with the U. S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice, Office of Juvenile Justice and Delinquency Prevention. All are available online at no cost from the Underage Drinking Enforcement Training Center (UDETC) at the links below:

- Brochure: Preventing Sales of Alcohol to Minors
<http://www.udetc.org/documents/PreventingSales.pdf>
- Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices
<http://www.udetc.org/documents/accesslaws.pdf>
- A Planning Checklist for Organizations & Groups: Outdoor Event Planning, Selling & Serving Alcohol Safely.
From the Wisconsin Alcohol Policy Project, Resource Center on Impaired Driving, University of Wisconsin Law School.
https://media.law.wisc.edu/m/ntc5y/outdoor_event_planning_checklisst.pdf
- Law Enforcement Guide to False Identification and Illegal ID Use
<http://www.udetc.org/documents/FalseIdentification.pdf>
From the Alcohol Epidemiology Program of the University of Minnesota, Traci L. Toomey, PhD, Director

University Of Minnesota Community Festival Materials

The Alcohol Epidemiology Program of the University of Minnesota has available several excellent resources for Community Festival planners at:

www.aep.umn.edu/index.php/aep-tools/community-festivals/

Handouts

- Festival Planner Checklist
- Short Version of Model Policies—excellent resource to guide your organization's alcohol sales/service policies:
- Finding Good Alcohol Servers/Volunteers:
- How to Enforce Your Alcohol Policies

Posters

- Crowd size
- Consumption locations

Other Helpful Resources

- Handbook—Special Occasion Permit Holder's Planning Handbook (from the Pennsylvania Liquor Control Board)
<http://www.lcb.state.pa.us/PLCB/Education/index.htm>
- Alcohol Control at Outdoor Events, University of Wisconsin Law School.
Available online at www.law.wisc.edu/wapp/festival.html
- Regulatory Strategies for Preventing Youth Access to Alcohol: BEST PRACTICES. A free online publication of the U. S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention. This publication addresses underage drinking prevention from a community policies perspective. Available at: <http://www.udetc.org>

Signage Available for Posting in Alcohol Sales & Service Areas

The North Carolina Alcoholic Beverage Control Commission has available online a number of posters that you may wish to use for your event.

Links for several of these are included below.

Also consult the ABC Quick Guide for additional resources and information:

<http://reports.abc.nc.gov/uploads/resources/43e805f02a254abd85cbc23135b17e97.pdf>

Signage Options:

- Right to refuse service to intoxicated persons or those under 21 (English and Spanish)
<http://reports.abc.nc.gov/uploads/resources/3fd5b7af237d492ca5df0b6de458ddb7.pdf>
<http://reports.abc.nc.gov/uploads/resources/09241da1d8d14a4d8ae4f113e588e2fa.pdf>
- Acceptable forms of identification (English and Spanish)
<http://reports.abc.nc.gov/uploads/resources/f0a503d3ea454a21b2d1d87d310b8e88.pdf>
<http://reports.abc.nc.gov/uploads/resources/3bb8e697b6c4498c931aefad113fbdc9.pdf>
- Under 21? Thinking about purchasing alcohol?
<http://reports.abc.nc.gov/uploads/resources/dd94de06c53c40ef843ce00375bb6690.pdf>

Local Public Event Facilities

To obtain information about available area local government-owned sites and facilities for your event, contact each government entity directly. They can provide you with the most up-to-date information on available sites and facilities, reservation processes and requirements, use fees, policies or ordinances that govern use of those properties, and related information.

New Hanover County

Visit New Hanover County Government website: www.nhcgov.com

- Click on Parks & Gardens page. Click on Fees, Reservations & Information.
- Or contact Latashia Smith, lasmith@nhcgov.com, 910-798-7620.

City of Wilmington

Visit City of Wilmington, Recreation website:

http://www.wilmingtonnc.gov/community_services/recreation

Here you'll find links to the Programs & Facilities publication City of Wilmington Recreation & Downtown Services. In it, you'll find information on rental of city-owned facilities.

For additional information on rental and policies related to the use of city facilities, contact:

Recreation & Downtown Services Office

302 Willard Street

Wilmington, NC 28401

910-341-7855

Amy Beatty, Superintendent, 341-4604

Town of Carolina Beach

Contact Carolina Beach Town Hall for information on town-owned event sites available for rent:

Town of Carolina Beach

Town Hall

1121 N. Lake Park Blvd.

Carolina Beach, NC 28428

Town of Kure Beach

Contact Town of Kure Beach Administration, Finance and Recreation Department for information on town-owned event facilities available for rent.

Kure Beach Town Hall

117 Settlers Lane

Kure Beach, NC 28449

(910) 458-8216

Nancy Avery, Town Clerk

Email: townclerk@townofkurebeach.org

Carolina Beach Parks & Recreation Department

Director: Eric Jelinski

Email: eric.jelinski@carolinabeach.org

910-458-7416

910-458-2999

Or visit their website at:

<http://www.townofkurebeach.org/administration-finance-and-recreation.aspx> .

Town of Wrightsville Beach

Contact Town of Wrightsville Beach Parks and Recreation Department for information on town-owned public facilities available for rent.

Parks and Recreation Department
1 Bob Sawyer Drive
Wrightsville Beach, NC 28480
(910) 256-7925
Email: parksandrecreation@towb.org

Laws & Licensing for Alcohol Sales & Service in North Carolina

It is not the intent of this Guide to provide event planners with a detailed, exhaustive or up-to-the minute report on the legal requirements or consequences of selling, serving or otherwise providing alcoholic beverages to persons under 21. We believe it can be helpful, however, to provide you with information on some of the best resources you may find online and/or in print format to help answer many of the questions you may have about those matters.

For Questions about North Carolina ABC Laws and Rules:

NC Alcohol Law Enforcement, District I - Jacksonville

Special Agent in Charge: David Hales

470 Dolphin Drive

Jacksonville, N.C. 28456

Phone: (910) 346-2121

Fax: (910) 346-3661

Serves Brunswick, Carteret, Columbus, Craven, Duplin, Jones, New Hanover, Onslow, Pamlico and Pender counties.

NC Alcoholic Beverage Control Commission

Phone: (919) 799-0700

Fax: (919) 662-3583

Physical Address: 400 East Tryon Road, Raleigh, NC 27610

Mailing Address: 4307 Mail Service Center, Raleigh, NC 27699-4307

Website: www.abc.nc.gov See tabs and links for Permits, Education, Legal, Announcements, Frequently Asked Questions and Public Resources & Publications for detailed information.

ABC Quick Guide

Provides an overview of North Carolina's Alcoholic Beverage Control Laws, Rules & Information.

Available from any office of NC Alcohol Law Enforcement or online at

<http://reports.abc.nc.gov/uploads/resources/43e805f02a254abd85cbc23135b17e97.pdf>

For Questions Related to Alcohol Permits, Permit Application Processes & Requirements:

NC Alcoholic Beverage Control Commission

Phone: (919) 799-0700

Fax: (919) 662-3583

Physical Address: 400 East Tryon Road, Raleigh, NC 27610

Mailing Address: 4307 Mail Service Center, Raleigh, NC 27699-4307

Website: www.abc.nc.gov

Visit <http://abc.nc.gov/Permit> for information on Special One-Time Permits and Limited Special Occasion Permit application requirements, procedures and forms.

NC Alcohol Law Enforcement, District I - Jacksonville

Special Agent in Charge: David Hales

470 Dolphin Drive

Jacksonville, N.C. 28456

Phone: (910) 346-2121

Fax: (910) 346-3661

Serves Brunswick, Carteret, Columbus, Craven, Duplin, Jones, New Hanover, Onslow, Pamlico and Pender counties.

Relevant State Laws

- Chapter 18B: Regulation of Alcoholic Beverages
http://www.ncga.state.nc.us/EnactedLegislation/Statutes/PDF/ByChapter/Chapter_18B.pdf
- Subchapter 02S—Retail Beer: Wine: Mixed Beverages: Brownbagging: Advertising: Special Permits:
<http://reports.abc.nc.gov/uploads/resources/A1047F660A4343CDAE552F92D39AAE52.pdf>

North Carolina General Statutes

Statutes governing the regulation of alcoholic beverages in the State of North Carolina and the enforcement of applicable laws:

- Chapter 18B: Regulation of Alcoholic Beverages (ABC Laws)
<http://www.ncleg.net/gascripts/statutes/StatutesTOC.pl?Chapter=0018B>

For NC ABC Commission Information On The Provision of Alcohol to Persons Under 21 & On Underage Persons Who Attempt to Purchase

NC ABC Commission's website:

<http://abc.nc.gov/education>

For National & State Data on Alcohol Laws & For Information About Underage Drinking:

The 2012 Report to Congress on the Prevention and Reduction of Underage Drinking
<http://store.samhsa.gov/product/Report-to-Congress-on-the-Prevention-and-Reduction-of-Underage-Drinking-2012/PEP12-RTCUD>

- The State Report for North Carolina is available within The 2012 Report to Congress document. This provides a brief overview of NC laws addressing minors in possession of alcohol, targeting underage drinking and driving, alcohol suppliers and pricing policies.

