



To: Community Coalitions and Youth Organizations
From: Steve Waldo, Investigator, Education Division
Date: 5/12/2008
Re: Programs we offer

The following is a summary list of just a few of the different programs the Vermont Department of Liquor Control has available for community coalitions. An investigator is available to explain and help tailor them to your community coalition needs.

- ☑ Retailer recognition
- ☑ Zero, Nada, None
- ☑ Sticker Shock
- ☑ Sting results for presentation to local control commissioners
- ☑ Incentivized retailer training
- ☑ Incentivized server training
- ☑ Sting rewards for successful employees
- ☑ ATOD training for teachers (Alcohol, Tobacco and other Drugs)
- ☑ Police in-service certified training
- ☑ Community dialog nights
- ☑ ATOD presentations for parents & community members
- ☑ Environmental approaches for coalitions & governing boards
- ☑ Linking START programs, local law enforcement and communities
- ☑ An assortment of school programming for all ages
- ☑ MADD classroom and school assembly programs (new)
- ☑ Super high quality PSAs from other states (pending)

FREE, QUALITY PROGRAMS

Program explanation:

1. Retailer recognition - is a program to reward retail establishments who have consistently passed the Vermont Department of Liquor Control compliance surveys (the stings). In this program, DLC provides the local community coalition with names of retail businesses who have passed these stings. A media event is then organized where various top government officials publicly reward those successful businesses by presenting signed certificates of acknowledgement for their hard work. The presentation most often includes the community coalition, the local chamber of commerce or Rotary Club, the local SADD/VTLSP/or similar group, the DLC, and others.
2. Zero, Nada, None - partners teens and the local community coalition members. This team contacts local stores who are licensed to sell alcoholic beverages and ask them to sign the ZNN pledge. This pledge asks each retailer to obey the law and not sell to underage customers, promise to ask anyone who appears under 30 years old for proper identification, refuse sales to anyone with false IDs (and promptly call law enforcement), promise to display signs about the program, and provide proper employee training. There is a strong media component to this program as well.
3. Sticker Shock - is a program designed to reach adults who might purchase alcohol legally and provide it to minors by placing stickers on all 18, 24 and 30 packs of beer in participating retail stores. The impact of the stickers will be increased by media coverage of the campaign and by longer-lasting signs to be displayed by the participating retailers. The project represents a partnership between youth, retailers, concerned parents and community members, prevention professionals, community anti-drug abuse coalitions, the Vermont Department of Liquor Control and the countywide START (Stop Teen Alcohol Risk Team, a coalition of law enforcement and community members working to

eliminate underage drinking). The goal of Project Sticker Shock is to educate potential furnishers, raise the public awareness about underage drinking and to strengthen the deterrent effect of the law against providing alcohol to minors.

4. Sting results for presentation to local control commissioners - the typical method for doing this is DLC provides the local community coalition with the names of retailers (stores, restaurants, bars and the like) who have passed and who have failed the compliance checks over a period of time. They then partner with the teens in the community (SADD, VTLSP, etc.) to present this information to the local Selectboard or Board of Aldermen. These boards license these local businesses and must yearly re-approve the liquor and tobacco licenses. The result has been in many cases where the Board has requested a personal presence of the license holders to appear before the Board for congratulations or admonishment. In one community, the local board now consistently asks the community coalition for this information prior to any renewals. The failing licensees, in this community, have to present their plan for coming back into compliance.
5. Incentivized retailer training - is a partnering of DLC with the local community coalition. Each store is required to properly train their employees and DLC provides that training free of charge. In the case of incentivized training, the coalition sponsors the 2-hour class by, in some cases, providing food or a modest stipend to the attendees. The coalition personally invites each business by an in-person visit and a written invitation. The training then begins with the coalition representative announcing to the attendees that they have sponsored this training and often gives a brief introduction as to what the coalition goals are for the community. Incentivized retailer training is usually sponsored by Tobacco Coalitions, but not always. DLC statistics show trained sellers are much less likely to sell to minors than untrained employees.

6. Incentivized server training - is exactly the same as incentivized retailer training, except retailers are usually stores and servers are usually restaurants, hotels, clubs and bars. Incentivized server training is usually sponsored by a community coalition other than the tobacco folks since this training is predominantly about alcohol sales and service.
7. Sting rewards for successful employees - is much different from the aforementioned retailer recognition programs. This is about rewarding the actual cashier or bartender for not selling to the minor (either tobacco or alcohol). It usually takes the form of a community coalition, partnered with the local teen organization, to personally visit the store or restaurant where the recipient is located. The rewards have often been a framed certificate and in the case of one coalition, a gas card for the employee.
8. ATOD training for teachers - is a DLC instructor presenting to the gathered teachers informing them of what drugs are already in their community, what they look like, what the symptoms are and what they might, and in some cases must, do.
9. Police in-service certified training - is a 3 to 4 hour block of instruction for already "on the street" police officers around the topic of alcohol, tobacco and other drugs. Officers are required to annually receive at least 25 hours of certified instruction and this class qualifies as part of those hours. Because the coalition can sponsor this training, the local officers understand the support they have in their community for enforcing ATOD laws.
10. Community dialog nights - have been quite successful. They can take very different forms. In some cases, a community book read has been undertaken. This usually partners the coalition with an English teacher or two, the local library, the community prevention specialists and many others. The model is to use a book such as "The God of Beer" (teen alcohol issues) or "The

Revealers" (bullying). After the teens, their parents and other concerned community members have read the book; a public forum is called to discuss the book, oftentimes with the author. In the case of Ludlow, a community coalition was born from one of these forums where none existed before. The dialogue nights can be as simple as a one-night affair with a DLC presenter addressing parents, teens and community members around a specific drug or drugs.

11. ATOD presentations for parents & community members - closely model the dialogue nights, but are more of a presentation than a springboard for discussion. It is also well suited for large gatherings.
12. Environmental approaches for coalitions & governing boards - is a very effect approach to problem solving. This involves community mobilization around a particular community problem, be it drug use near school grounds, noisy nightclubs, underage drinking spots, to name only a few. Because this is more problem specific, it is difficult to describe what form it might take, but there are many.
13. Linking START programs, local law enforcement and communities - is pretty self-explanatory. The Stop Teen Alcohol Risk Team, by definition, must include community coalitions, but often doesn't. DLC can be a catalyst to re-involve the coalition with the law enforcement efforts in a given area for both proactive and reactive responses to underage drinking issues.
14. An assortment of school programming for all ages - which takes many, many forms. Some of these include:
 - ☑ Fatal vision goggles
 - ☑ Inhalant use by teens
 - ☑ Club drugs
 - ☑ Driver's Education classes (alcohol)
 - ☑ And many other types of drugs and issues around ATOD

15. I have also purchased four different years worth of MADD presentations. You may have heard of the traveling school assemblies, 3 screens, multimedia presentations that MADD has been bringing to schools around the country. Broadband is their newest product and is intended for viewing by teens. (Think music, flashy style, famous actors and actresses.) It addresses self-esteem issues, underage drinking, teen driving, teen tobacco use and media literacy. The package I can present comes in two formats. One is the large screen, 35-minute, school assembly presentation. The other is in classroom format, which means the subjects (all 5 of them) are broken down into short (6 to 9 minute), stand-alone segments that are used in the 35 to 45 minute classroom time period. I also have three other version from previous years that are just as dynamic, just not as "fresh".

16. I am currently negotiating with the State of Utah to bring extremely high quality Public Service Announcements about parenting and teen alcohol issues to Vermont. Utah received a substantial budget to produce these award-winning videos and audios. They are interested in being able to provide these to community cable access stations with local coalition tag-lines. The cost is currently being negotiated, as is the production release contract, but it is believed the savings will be substantial.