



Traffic Safety Facts Banner

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PREVENTING UNDERAGE DRINKING BEST PRACTICES FROM A STATE ALCOHOL CONTROL AGENCY

As regulatory bodies, Alcohol Beverage Control agencies (ABCs) have the potential to be particularly effective in reducing underage access to alcohol and high risk drinking by college students. The right laws and regulations can minimize opportunities for young people to use alcohol and maximize the opportunities for effective enforcement and prevention. The National Highway Traffic Safety Administration (NHTSA) sponsored a project by the Pennsylvania Liquor Control Board to develop a manual to help Alcohol Beverage Control (ABCs) agencies identify opportunities and initiatives to reduce underage drinking.

ABCs, whether in control or licensed States, engage in a variety of programs to educate consumers and retailers, oversee server training, are active in statewide and local responsible beverage servers coalitions, fund grants to local law enforcement agencies to encourage participation, develop and conduct school awareness programs, and distribute information and materials. Control States control the sale of distilled spirits and in some cases, wine, through government agencies at the wholesale level. There are 18 Control States (Alabama, Idaho, Iowa, Maine, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, Washington, West Virginia, Wyoming) and one county (Montgomery County, Maryland). The remaining 32 States are License States, where the wholesale and retail sales of distilled spirits and wine are wholly in the hands of private sellers.

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Educating the Public

- Act as a clearinghouse for materials
- Compose materials in various languages
- Create portable education displays
- Develop brochures & other materials
- Print an alcohol education newsletter
- Produce a web site
- Promote positive role models
- Provide alcohol research and information

Working with Campus and Community Partners

- Conduct statewide CORE surveys
- Coordinate a collaboration conference
- Develop state coalition & initiatives
- Generate media
- Provide mini-grants
- Provide training & technical assistance

Working with K-12 Students

- Coordinate youth forums & conferences
- Create a mascot to deliver a "no-use" message
- Develop a lesson plan for mascot
- Implement a statewide high school journalism contest
- Implement a statewide school poster contest

Working with Licensees

- Help develop technology to scan drivers' licenses
- Circulate responsible retailer posters
- Develop a licensee publication
- Increase compliance by checking IDs
- Promote use of designated drivers

Working with Law Enforcement

- Compliance checks by youth
- Cops in Shops
- Implement a toll free underage drinking hotline
- Keg registration
- Sobriety checkpoints
- Nuisance bar program

Working with Community & Statewide Coalitions

- Aware mini-grants for community prevention efforts
- Establish a statewide coalition to reduce high risk and underage drinking among college students
- Establish a statewide coalition to reduce underage drinking

Working with the Media

- Develop a public service campaign
- Distribute media kits

Evaluation

- Conduct a process evaluation
- Conduct an outcome evaluation
- Conduct an impact evaluation

The Bloomsburg Initiative

- Describes a case study of the Bloomsburg coalition (ABC, university, and town representatives) formed after students die of alcohol poisoning

The Pennsylvania Liquor Control Board

- Describes history, activities, and projects

