

# A CLEAR VIEW...

*Promoting a safe and healthy community while working together as  
Community Leaders Educating About Resistance to high risk behaviors.*

July, 2008

Morgan County CLEAR

P.O. Box 163, Versailles, MO 65084



## ... On Responsible Beverage Service in Morgan County

**Welcome to this issue of CLEAR View.** This is our 5th edition of CLEAR View, which is a newsletter sharing information from CLEAR (Community Leaders Educating About Resistance) and our community grant for reducing risky drinking (binge and underage) in ages 12-25. We hope as retailers that you had a productive and safe 4<sup>th</sup> of July holiday. Productive and safe is a theme that we want to build on this issue of our newsletter. In our last newsletter, we had a Q&A interview with Kathy Beykirch, alcohol awareness coordinator for County Distributing in Sedalia. She provided some excellent advice on balancing productive marketing of alcohol with responsible sales. This issue will follow-up on this topic to provide our retailers with more tips and strategies. We also welcome any sharing of ways that you have discovered to be useful in your business. You can do this by e-mailing CLEAR at [chapman1@vpclinks.com](mailto:chapman1@vpclinks.com)

### Did you know?

- Our youth receive information about alcohol from many sources. These can include advertisements in stores and from other media. Carefully, deciding how to market can play a big part in how our young people shape their attitudes about their own alcohol use.
- It is common for retailers to place displays near a cash register to promote impulse or last minute buying. This kind of advertising is called "point of purchase" or "point of sale" and many times this advertising is displayed in an inviting manner. Have you viewed your advertising with an independent eye to determine if you are targeting the adult buyer only?
- As part of our initial assessment for our grant, a visual review of retailers in Morgan County indicated only one sign promoting responsible alcohol sales to underage buyers. Although additional assessments have not been completed, we see many more as we are customers in various restaurants and convenience stores in Morgan County.

### Calendar

**RBS (Responsible Beverage Service)**

**Training dates: RSVP 573-789-5509**

- 9:30 a.m., Mon., Aug. 11, 2008,  
Central Bank of Lake of the Ozarks  
Hwy 5, Laurie
- 2:00 p.m., Wed., Sept. 3, 2008,  
Morgan County Public Library  
Hwy 5, Versailles

**Coalition meeting dates:**

- 12:00 a.m., Wed., Sept. 3, 2008,  
Pioneer Restaurant, Hwy 52,  
Versailles

**Board of Directors meeting dates:**

- 12:00 p.m. Mon., Aug. 11, 2008



### Tips for Responsible Advertising and Marketing

Genan Hanning

Prevention Specialist, Pathways CBH Inc.

**As a retailer, do you take steps to reduce risks with underage and binge drinking? Take this self check and evaluate your advertising and marketing.**

1. There are anti-drinking or anti-underage use ads or signs?
2. There are signs informing customers there is a minimum age to purchase alcohol products or that you don't sell to minors?
3. There is an indication that the store participates in the "We Don't Serve Teens", "Prevent Don't Provide", or "It's the Law" programs.
4. There are no alcohol ads or signs located less than three feet from the floor.

## Q & A with Sara Swank, --- Missouri Youth Adult Alliance

(The mission of **Missouri's Youth/Adult Alliance** is to provide leadership and resources for the prevention of alcohol use by children and **youth**.)

**Thank you, Sara, for sharing your expertise!**

**CLEAR Q:** What have successful retailers in your area found to be helpful in marketing alcohol responsibly?

**Sara Swank:** Missouri's Youth/Adult Alliance implemented a pilot project called "Operation Alcohol Placement," adapted from Washington State's Operation Storefront, which did a thorough assessment of alcohol marketing in retail outlets. A comprehensive scan was completed on a variety of outlets in both Cole and Boone Counties. Inventory was taken and placement was noted for items such as exterior advertising, age of sale signs, awnings, banners, shelf talkers, functional items such as change trays, 3-D advertisements and other items with brand names and logos.

Based on MYAA's findings, letters were written to each establishment, some commending responsible marketing and some with recommendations. To our delight, several locations made changes based on the recommendations. Community coalition work built relationships with these retailers to help them become contributing partners in efforts to reduce underage drinking through responsible alcohol marketing.

**CLEAR Q:** What are the major concerns with youth and ongoing exposure to alcohol advertising?

**Sara Swank:** Research has shown that alcohol advertising affects youth's perception of and behavior regarding alcohol consumption. A national study revealed that on average, youth see 23 alcohol ads per month. For every ad over this average, a youth drinks 1% more alcohol.

When a young person's environment is saturated with alcohol messaging, drinking begins to seem like a part of everyday life. If beer banners and billboards are present at every sporting or community event a child attends, it is natural that the child will begin to associate drinking with sports and having fun.

As youth are exposed to a greater number of alcohol advertisements, their intent to drink rises as they begin to develop brand loyalty. Often times, alcohol messaging promotes a lifestyle of glamour or risky behavior, both of which are very attractive to youth.

**CLEAR Q:** What are the advantages of Responsible Beverage Service training for retailers?

**Sara Swank:** While responsible beverage service training only costs an establishment one hour per employee, the benefits are many. First, educated servers are aware of how to avoid serving minors and intoxicated patrons, making it less likely that the establishment will be ticketed by Alcohol and Tobacco Control for a liquor law violation. Additionally, the outlet will be less likely to be sued by patrons who leave and assume consequences as a result of intoxication. Finally, I also need to mention the public relations side of the issue. Participation in any RBST program shows that a business cares about the local community by having its servers trained to avoid serving to underage or intoxicated individuals.

The University of Missouri-Columbia offers the SMART program, which is available 24 hours a day, 7 days a week anywhere with an internet connection. A number of benefits accompany the SMART program. Annual credit is given on liquor liability insurance with 100% employee certification with participating insurance providers. The Division of Alcohol and Tobacco Control fully supports SMART and considers a business's participation with determining the extent of the retailer's efforts to prevent violations. And it only takes one hour!

Want to know more? Need additional information about CLEAR or RBS? Want to participate?

- Contact CLEAR at 573-789-5509 or by e-mail at [chapman1@vpclinks.com](mailto:chapman1@vpclinks.com)
- Contact the grant coordinator, Donna Chapman, at 573.789.5509 or CLEAR officers: Audrey Crewell, pres.; Sunday Unger, secretary; Karen Dobbins, treasurer.