

# A CLEAR VIEW.....

.... On Responsible Beverage Service in Morgan County

*Morgan Co. CLEAR*

*P.O. Box 163, Versailles, MO 65084*

**Getting to know us...what is CLEAR?** Community Leaders Educating About Resistance or *CLEAR* for short was formed 2 years ago to address healthy lifestyles in Morgan County. We envision a community working together to educate and influence attitudes and behaviors in order to have a safe, healthy drug-free county. In October, 2006, our organization was awarded a federal grant through the Governor's Office to address a Missouri priority of reducing risky drinking with 12-25 year olds. This target addresses both underage and binge drinking within our community. Following 6 months of planning that included a close examination of our county; we have targeted availability of alcohol as one of our areas to address. As part of this effort, we are partnering with retailers of alcohol to provide awareness of the issues related to selling and serving alcohol in a safe and protective manner. Along with monthly trainings in Responsible Beverage Service (RBS) and other training resources, we will provide information and education through this newsletter, our website, and promotional materials for business sites. Our purpose is to work together to support business in Morgan County to serve and sell alcohol responsibly and safely.

## **Dates to Remember:**

- **Coalition meetings**

4:30 p.m., January 7, 2008, at  
Morgan County Public Library, Versailles

- **RBS trainings**

1:30 p.m. , January 7, 2008 at  
Morgan County Public Library, Versailles  
1:30 p.m., February 4, 2008 at Central  
Bank of Lake of the Ozarks, Laurie

Tips for Checking IDs- *Genan Hanning, Prevention Specialist, Pathways CBH Inc.*

Always have the customer remove the ID from the wallet. Then... **Use the 3 C's...**

- **CHECK**, Look to see that it is valid, authentic and has not been altered.
- **CONFIRM**, Verify the customer matches the identity on the ID and it isn't someone else's
- **CALCULATE**, Verify the birth date has not been altered and the customer is of legal age.

## Q & A with Anthony Piercy, MO State Highway Patrol

**CLEAR Q:** What do you see as one of the major challenges facing retailers in decreasing the possibility of selling alcohol to minors?

**Officer P...:**

**CLEAR Q :** What tips do you have for retailers for safe and responsible beverage sales?

**Officer P...**

**Clear Q:** What additional strategies can a community coalition like CLEAR do to further support retailers?

**Officer P...**

### Coalition and business partner successes (yea!!!)

- ✓ Did you know that Morgan County ranks 3<sup>rd</sup> highest in the state for liquor licenses per capita? Our goal in the first year is to provide RBS to 100% of those retailers. To date of those businesses participating in training, these have had 100% of their employees or have sent employees to 2 or more trainings – They are: Versailles Eagle Stop, Jiffy Stop of Versailles and Laurie, Pizza Hut of Versailles,
- Westside Lanes, Chances R, Rustic Restaurant and Grey Bear Winery and Bistro. Did you know that of those participating in RBS, most increase their perception of skills and strategies with selling and serving to the good and excellent range?
- ✓ Did you know that when Alcohol, Tobacco, Control (ATC) did their last controlled buy in Morgan County, that 50% of the convenience stores that were visited did not sell to a minor.
- ✓ Did you know that Missouri has an on-line RBS training program that can provide you with an insurance discount if 100% of your employees pass the training? Both Pioneer and the Elks are participating. This training can be accessed at <http://smart.missouri.edu>

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: Thomas Wright, pres.; Sunday Unger, secretary; Karen Dobbins, treasurer.
- Check out our website at [morgancountyclear.org](http://morgancountyclear.org)
- Attend one of the meetings and trainings listed on the dates to