

A CLEAR VIEW.....

.... On Responsible Beverage Service in Morgan County



Morgan County CLEAR
P.O. Box 163, Versailles, MO 65084

What did the CLEAR assessment show about availability? In our last newsletter, we told you a little about ourselves and our target goals of addressing availability of alcohol in Morgan County while working together with retailers to serve and sell responsibly. As part of our total plan, we developed a comprehensive picture of the current status of availability in Morgan County.

- Morgan County ranks 3rd highest among counties in Missouri in the number of licenses per capita. (Note: this is based on the full time residents and does not reflect the population explosion in the summer.) Camden County is 1st and Benton County is 2nd.
- From youth surveys of 6th through 11th grade students (administered to all schools in Missouri), we discovered some facts from youth in our county. 48% felt that alcohol was "somewhat easy to very easy" to get, compared to 45% of youth in the state.
- From focus groups with young adults ages 18-25, they told us that alcohol was easily available when they were underage. Sources varied from friends, family, and clerks in stores.
- An environmental study of signage in the county and near liquor businesses was interesting. Very few signs promoting responsibility with alcohol were found. There was very little change in advertising from the summer to winter months.

Our goals for availability are centered on providing training and awareness to the community, including retailers of alcohol with the ultimate vision that our community will be consistently recognized as a safe and healthy environment for youth and young adults.

Calendar

- **RBS Training dates:**
RSVP 573-789-5509
9:30, Wednesday,
March 12, Chances R
Restaurant, Laurie
1:30, Monday, April 7
Central Bank of Lake of
the Ozarks, Laurie
- **Coalition meeting
dates:**
12:00, Wednesday,
March 12, Pioneer
Restaurant, Versailles
Board of Directors' Mtg.
4:30, Monday, April 7,
2008, Stover Community
Center

Tips for Recognizing Intoxicated Individuals

Genan Hanning

Prevention Specialist, Pathways CBH Inc.

It is against the law to serve/sell alcohol to an intoxicated individual. Watch for these visible signs of intoxication:

- **slurred speech**
- **inability to maintain balance**
- **glassy eyes**
- **a slowed response time**
- **a strong alcohol odor on the breath**

If a person is showing a combination of several signs and symptoms or exhibits a significant change in their behavior, this can be an indication of increased intoxication.

Just be safe and "Err on the side of caution". So - - - offer non-alcoholic beverages or food instead.

- **Town Hall meetings:**
6:30, Monday, March 31,
Morgan County Public
Library, Versailles
6:30, Monday, April 7,
Stover Community Center

The **purpose** of the Town Hall meetings is to increase community awareness on the issue of **underage drinking**, identify how it affects Morgan County and to brainstorm some possible solutions. It will provide an opportunity to voice concerns and suggest ideas for preventing underage drinking.

Q & A with a local merchant – Diane Holtz, Chances R owner
Thank you, Diane, for sharing your expertise on
what has worked in a real setting!

CLEAR Q: What have either you or your staff found to work when faced with refusing service to an intoxicated individual?

Diane Holtz: Always let the customer know that you are following Missouri laws, you are not just making this decision on your own, and that you have their best interest in mind. I recently refused to serve a woman who came into our establishment, or let her drive home. We took her keys as they were sitting on the bar. She had a spare set in her purse. I gave her an ultimatum of being driven home by a friend, or being escorted by the local police. She insisted she was driving herself, but she gave in. She hugged me before she left, and the next time she came in thanked me for not letting her get behind the wheel.

CLEAR Q: What are 1 or 2 important pieces of MO alcohol laws that you think people might not routinely know?

Diane Holtz: I think it is vital that people know that the state laws are vastly different from what each individual county and town dictates to the businesses. We as retail alcohol beverage handlers need to be on top of how our local town and county laws differentiate from what the state mandates, and be aware when changes are enforced so we are not caught off guard.

CLEAR Q: How can CLEAR best support Morgan County merchants?

Diane Holtz: I truly believe with the continuation of this program, as well as helping us stay on top of continued updates and new laws as they are brought about. I know this class has helped me out tremendously, and feel it will do the same for all who attend. Thanks for offering it!

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
- 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 <http://morgancountyclear.org>