

It's Everybody's Business

To Make
Sure People
Under 21
Do Not Get
Alcohol.

No where.

No way.

CARD ME

A Program to Reduce Underage
Access to Alcohol in Maine

Implementing CARD ME Program

Supported by:



Office of Substance Abuse
Department of Health and Human Services

John E. Baldacci, Governor

Brenda M. Harvey, Commissioner

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Training Objectives

This session aims to:

- ▶ Increase participants' knowledge of the Card ME Program and its components
- ▶ Increase participants' capacity to explain the Card ME Program to liquor licensees and community members, including being able to explain the process and materials
- ▶ Increase participants' readiness to incorporate responsible alcohol sales/service systems and strategies into substance abuse prevention work plans



Why work with liquor licensees?

1. Licensees are local businesses that provide employment and add to a stable local economy
2. As small businesses, licensees have a strong local political base
3. Licensees are the first line of defense against underage and high risk drinking
4. Voluntary compliance is cheaper and more effective than enforcement action
5. Licensees are a great resource of intel about noncompliant establishments and other criminal activity



Recognize The Challenges Facing Licensees

- ▶ High staff turnover; many employees don't stay working there more than 30 days
 - Training challenges
 - Staffing level challenges
 - Employee morale & investment challenges
- ▶ Employee characteristics & skills
 - Education & cognitive development levels vary
 - Motivation level challenges
 - Life situation challenges
- ▶ Shifts- especially in 24 hour stores- often result in management not seeing staff in person consistently & employees working alone or under-supervised
- ▶ Many demands on time- product inventory & ordering, merchandising, accounting, customer services, store maintenance, etc.
- ▶ Need to make profit/living

Tips for Developing Relationships with Licensees

- ▶ Always be consistent with an enforcement or education action.
- ▶ Put personal attitudes aside concerning certain types of businesses or their “dirt bag” owners.
- ▶ Licensees are extremely sensitive to operating in a fair and level environment.
- ▶ Continually emphasize to licensees that voluntary compliance should not solely be about avoiding prosecution of a violation, but about maintaining a healthy and safe business environment.

What is the Card ME Program?

- ▶ A voluntary, innovative responsible alcohol sales/service program
- ▶ Provides managers and owners with tools to help set norms and expectations around selling/serving alcohol in their establishment



What is CARD ME?

The CARD ME Program provides licensees with a structured process to:

- ▶ Review their current policies and practices relating to sales of age-restricted products
- ▶ Identify "Best Practices" that may be absent, inconsistent, or weak
- ▶ Adopt effective responsible alcohol sales/service practices that are not yet in use



Goal 1: Increase licensees' motivation for responsible alcohol sales/service

Goal 2: Increase Licensees' capacity and readiness for responsible alcohol sales/service



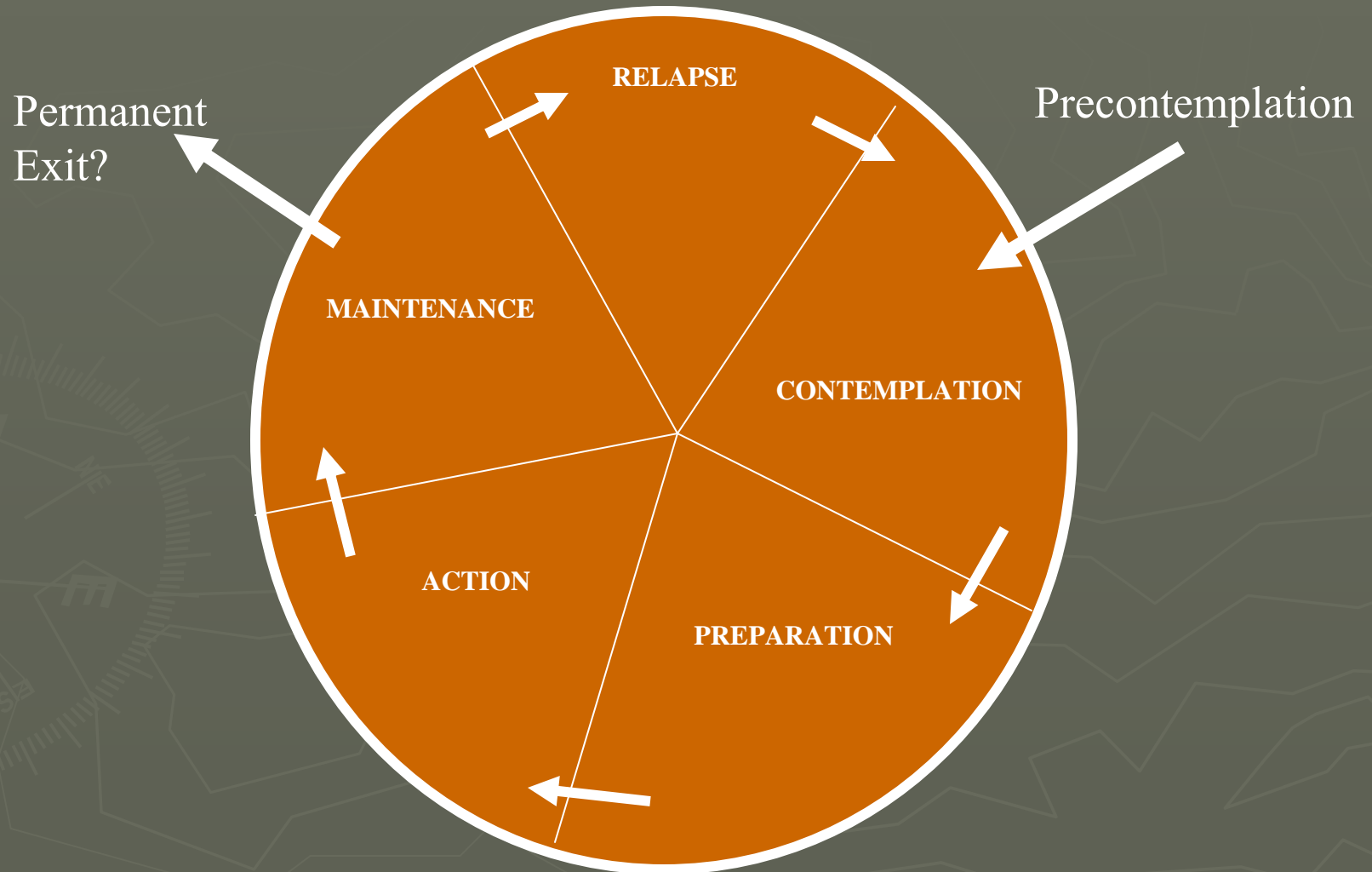
A Key Task of Card ME implementers is to *Enhance Motivation for Change*

1. Change is the responsibility of the licensee.
2. Enhancing motivation to change is a task of the implementer.
3. Implementers must observe and identify the stage of readiness for change for optimal motivational enhancement

Licensees' Motivation Can Be *Influenced by Implementers' Style*

1. More important determinant than participant's characteristics
2. Good interpersonal skills are more important than professional training and/or experience
3. Establishing rapport is a key to effectiveness
 - ✓ Respect
 - ✓ Affirmation
 - ✓ Empathy

The Wheel of Change



Why Implement Card ME?

The CARD ME Program provides communities with a model to:

- ▶ Make it more difficult for underage persons to obtain alcohol from a store
- ▶ Provide licensees with encouragement and positive reinforcement for their responsible sales/service efforts
- ▶ Build stronger community norms around limiting alcohol availability to underage persons

How may Card ME support other prevention efforts?

▶ Environmental Management

- Helps reduce availability
- Changes normative environment
- May build support for policy change and enforcement

▶ Coalition building

- Engages community in a meaningful way
- Strengthens relationships with licensees

Program Credits

The CARD ME Program is based on:

- ▶ Work of The Responsible Retailing Forum, a joint nationwide project of Brandeis University and Florida State University.
- ▶ *Report on Best Practices for Responsible Retailing*, prepared for the Center for Substance Abuse Prevention
- ▶ Assurances of Voluntary Compliance executed by state Attorneys General and national retail chains that establish standards and procedures for Responsible Retailing
- ▶ Training and information from Frank Lyons of BC Consultants, a 23 year veteran of the Maine Bureau of Liquor Enforcement who has a state-certified seller-server training.

A New Model for Responsible Alcohol Retailing and Service

This model:

- ▶ Was developed by The Responsible Retailing Forum, a joint nationwide project directed by Brandeis University and Florida State University
- ▶ Is based on the Center for Substance Abuse Prevention ("CSAP")—*Report on Best Practices for Responsible Retailing ("BP Report")*—reflecting the experiences and insights of retailers, alcohol control boards and other state regulatory and enforcement agencies ("R/E agencies"), state attorneys general, advocates and academic researchers concerning effective measures to prevent underage sales of alcohol and other age-restricted products.

A New Model for Responsible Alcohol Retailing and Service

This model:

- ▶ Replaces a *deterrence only* model (in which enforcement alone is meant to deter underage sales) with a *collaborative* model, based upon Community Policing principles, in which state agencies and communities assist retailers and bars to identify, implement and sustain effective RR systems.
- ▶ Integrated system addresses 3 levels:
 1. Store
 2. Community
 3. Policy & Enforcement

Integrated Responsible Retailing Model



Level 1: Business Environment

Model addresses these “players” :

- ▶ Management:
 - Quality and Effectiveness of Policies
 - Practices around hiring, training, communication, and supervision/performance assessment

- ▶ Employees (Clerks, Servers)

- ▶ Customers

Level 2: Community Stakeholders

This level connects the public and private sectors of a community in a collaborative, problem-solving approach to underage sales and use

- ▶ Based on Community Policing Strategies
- ▶ Seeks collaboration of community to address patterns of underage access to alcohol
- ▶ Seeks to impact community attitudes and norms

Level 3: Public Policy and Enforcement

- ▶ Assess public policies at the state and local level that encourage the adoption of effective responsible alcohol sales/service practices
 - Liquor licensing
 - ▶ Must have state liquor license
 - ▶ Some municipalities have ordinances requiring local liquor license
 - Mandated training (currently not state law)
- ▶ Create positive incentives for participating and/or implementing best practices
- ▶ Linking non-compliance to improvement of practices

Where does Card ME fit into the Responsible Beverage Service Program in Maine?



Maine's Responsible Alcohol Sales and Service Strategies

- ▶ Card ME

- ▶ e-Policy Builder

(www.maineosa.org/prevention/community/licensee/policy.htm)

- ▶ Seller-Server Training

- ▶ Community Involvement

- ▶ Compliance Checks



Seller-Server Training

- ▶ Maine does not mandate seller-server training
- ▶ Maine does “certify” seller-server training programs which meet certain standards for content. To learn about these training options please go to:
<http://www.maine.gov/dps/liqr/Docs/CertTrain.doc>
- ▶ *Research Note:* Training clerks/servers without frequent re-training and business policies/practices to support on-going responsible retailing will likely have short-lived, if any, impact

Community Involvement

- ▶ Stakeholders communication and support of responsible alcohol sales and service
 - ▶ Attitudes
 - ▶ Norms
 - ▶ Action
- ▶ Assessment and communication of community's illegal access patterns and issues
- ▶ Public policy work



Compliance Checks

- ▶ Currently conducting statewide compliance checks for off-premise licensees through a contractor
- ▶ Local law enforcement agencies and Sheriff's Offices have also begun conducting their own checks
- ▶ All law enforcement agencies conducting compliance checks should work with Liquor Licensing to develop protocol

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Implementing Card ME



Overall Card ME Implementation Steps

- Step 1:** Make contact and assess licensee's responsible sales/service practices
- Step 2:** Support licensee in learning about best practices for responsible sales/service
- Step 3:** Licensee develops a system which uses more "best practices"
- Step 4:** Licensee implements changes to system
- Step 5:** Revisit to assess impact
 - Optional mystery shoppers
- Step 6:** Evaluate if the program is having an impact in your service area

Materials

- ▶ OSA has printed materials for you to provide to licensees
 - ▶ On-premise Licensee version for Bars/Restaurants/Taverns, etc.
 - ▶ Off-premise Licensee version for Grocery Stores/Convenience Stores/Agency Liquor Stores
- ▶ Some materials are available electronically so that your coalition may customize (i.e. put name and/or logos on, etc)

Review materials

- ▶ Guide for licensees
- ▶ Checklist tool
- ▶ Employee posters
- ▶ Three questions to ask prompter
- ▶ "Dear Customer..." notices
- ▶ Employee reminder labels
- ▶ Occurrence log
- ▶ "Thank You for Carding!" cards

Mystery Shopper Component

- ▶ Sites may self-select to participate in this “add-on” component
- ▶ Mystery shoppers will be trained on how to be mystery shoppers in off-premise settings
- ▶ A written feedback report is given to each liquor licensee’s manager regarding the findings from the mystery shopping
- ▶ Mystery shopper checks should be done quarterly

*Preparing to Implement
Card ME:
Capacity Assessment and
Areas for Consideration*



Step 1: Gain a thorough understanding of the Card ME Program

- ▶ Have the individuals who would likely coordinate the implementation of Card ME in your community participate in trainings offered by the Office of Substance Abuse
- ▶ Dedicate time to studying the Card ME process and materials
- ▶ Utilize Card ME technical assistance as needed



Step 2: Assess your coalition's capacity to implement Card ME

Complete the Card ME Capacity Assessment Tool

Please see pp 20-21 of Implementation Guide



Step 3: Determine the scope of your coalition's efforts

- ▶ Involve coalition and community stakeholders in conversations and planning
- ▶ Complete the Card ME Implementation Planning Tool to determine program plans *(pages 22-23 of Implementation's guide)*
- ▶ Assess your coalition's capacity to implement the mystery shopping component and determine how it would be implemented (Who? What? When? Etc.)
- ▶ Prepare coalition representatives to be able to knowledgeably speak with licensees about the program and the recommended best practices



Recommended Next Steps

- ▶ Work with coalition and staff to complete capacity assessment and implementation planning tools; use these tools to guide discussions and decision-making
- ▶ If you are planning to implement Card ME for the next contract, enter it in your workplan. If you have questions about Card ME, please contact Maryann
- ▶ Contact Maryann if your coalition elects to conduct the mystery shopper component
- ▶ Plan for and carryout the program tracking and assessment efforts



Tour of Website



Question & Answers



For more information about the CARD ME program or to provide feedback, please contact:

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For additional materials, please
complete an order form or contact:

Maine Office of Substance Abuse's
Information and Resource Center
1-800-499-0027 (In-State Only) or
207-287-8900, TTY: 1-800-606-0215

www.maineosa.org/irc