

Compliance Checks & RASS Training

...a partnership to reduce underage alcohol consumption

Kevin Dusko, Program Specialist, EUDL State Coordinator—Montana Board of Crime Control

Responsible Alcohol Sales and Service (RASS) training and Alcohol Compliance Checks go hand-in-hand to reduce youth access to alcohol.

Responsible Alcohol Sales and Service (RASS) training is a critical element in reducing the commercial availability of alcohol to persons under 21 years of age. SB 29 – the *Responsible Alcohol Sales and Service Act* – was passed into law by the 2011 Montana Legislature. The law requires that all employees who serve or sell alcohol, their immediate supervisor, as well as the licensee if they serve or sell, receive RASS training through a state approved program. Training must be obtained within 60 days of hire and every three years thereafter.

RASS training includes guidelines for checking IDs, determining whether or not an ID is valid, and detecting underage warning signs. The training also includes guidelines for preventing adults from buying alcohol for underage people.

Many illegal sales occur because sellers either do not check IDs or do not check carefully. Alcohol compliance checks reinforce the information taught in RASS classes and help ensure that sellers are carefully carding.

Several studies show that in communities where there is little or no enforcement, individuals who look younger than age 21 have a significantly better chance of buying alcohol without showing age identification in attempted purchases. Compliance checks may be one of the most effective methods for enforcing age-of-sale laws and decreasing the commercial availability of alcohol to youth.

Compliance checks encourage alcohol licensees to "police" themselves. Because compliance checks can be used to hold both the



establishment and the individual accountable for illegal sales to youth, it reinforces the importance of alcohol licensees to adequately train, supervise, and back up their employees. Other enforcement activities such as shoulder taps, cops in shops and bar checks/walk-throughs are characteristics of effective enforcement.

A strong relationship exists between alcohol use by youth and many social, emotional, and behavioral problems, such as illegal drug use, fighting, stealing, driving under the influence of alcohol and/or other drugs, skipping school, feeling depressed, and deliberately trying to hurt or kill themselves. In addition to the problems that occur during adolescence, early initiation of alcohol consumption is related to alcohol-related problems later in life.

The Montana Crime Prevention Conference October 22-25 will include the tract on **"Addressing Alcohol-Related Public Safety Problems Through Prevention, Enforcement and Prosecution"** on October 23 from 8:30 am—5 pm – see page 7 for more information.

For additional information on compliance checks, including a **training webinar for law enforcement**, please go to the Underage Drinking Enforcement Training Center at: www.udetc.org.

For additional information on **alcohol server training**, please visit the Montana Department of Revenue's Liquor Control Division website at www.alcoholservertraining.mt.gov.

Overservice, Overconsumption, and the Media

In 2011, 78.3% of the drivers/pedestrians/bicyclists (220 of 281) involved in fatal crashes were tested for blood alcohol concentration (BAC). Of those 220 tested, 33.2% had a BAC > 0.00% (73 people) and the **average BAC** of these people was **0.188**, more than twice the limit at which impairment is presumed (0.08 BAC).¹

Montana has historically had one of the highest alcohol-fatality rates in the nation. On average each year, alcohol/drug-related driving has been a factor in **10 percent** of all traffic crashes, roughly **20 percent** of all injuries, and almost **50 percent** of deaths on Montana's roads.

News stories across the state report on a daily basis the horrific outcomes that result when patrons are overserved. According to a 2011 abstract entitled: *Increasing Support for Alcohol-Control Enforcement Through News Coverage of Alcohol's Role in Injuries and Crime*², public health estimates indicate that **more than 30% of fatalities** because of violent crimes, motor vehicle use, **and other unin-**

tended injuries are in part attributable to alcohol consumption. The document goes on to say that an effective way to reduce alcohol-related harms is through alcohol-control policies and that **media content can influence public support for such policies.**

Efforts to change the culture of drinking and driving in Montana have been ongoing for many years as evidenced by the editorial below that appeared in the October 2, 1953 issue of The Plentywood Herald.*

This editorial is a great example of using **media advocacy** to increase community dialogue about a problem, thereby creating public support. Through media advocacy, DUI Task Forces can frame an issue such as overservice to show its importance to the community. The media can be the most efficient way to communicate with the largest audience possible in the least amount of time.

- 1 Impaired Driving Problem Overview, Montana Department of Transportation — State Highway Traffic Safety Office, June 2012
- 2 Michael D. Slater, PH.D, Andrew F. Hayes, PH.D, Catherine E. Goodall, PH.D., and David R. Ewoldsen, PH.D.

Thursday, October 2, 1953

THE PLENTYWOOD HERALD

EDITORIAL

Permission to reprint this editorial was granted by the editor's grandson, Tim Polk, on the condition that proper credit be given to his grandfather, Harry E. Polk.

Granted, the sale of liquor is legal in this state, but is the banking of it, derived from the sale of those few extra drinks that will send a man or woman senselessly reeling out the door, bound for God-only-knows where, really worth it?

The problem of "overserving" has been increasing in Plentywood and Sheridan County, and threatens to become a major problem unless something is done to put a stop to those bartenders and bar owners who, regardless of the condition of an individual drinker, seem to have put more value on the almighty dollar—the few extra pennies derived from the sale of those few extra drinks—than on the building of a cleaner, finer Plentywood.

We could go on at length and cite even local examples of broken homes, confirmed alcoholics, fatal automobile accidents, and the like, but we all know about those cases—possibly can look over our backyard fence or glance over at a business associate here in town and

murmur, "There's another one." "Can't stay away from it." "Boy, he really was on the one last night." "Too bad about his family!" "It was her daughter that was killed, wasn't it?" and hundreds of like phrases. We hear them every day from one source or the other.

Why does it have to go on? Why can't bartenders refuse service to anyone who appears obviously that "he's had enough?"

And, another ironical fact—doesn't it seem rather silly and inconsistent to be posting those little signs stating: "WE RESERVE THE RIGHT TO REFUSE SERVICE TO ANYONE?"

Might as well flip them over and scribble on the back side: "If you've still got some money left, and can lift the drink, how about another one?"

(If at that stage of the game, drinker to whom it is directed can even read the sign!)

Since the state approves the privilege of drinking, let's not take advantage of it, bar owners. In the long run, you'll be the ones to lose out—after you've wrecked families, property, and lives.

Think it over. Those few extra pennies can't buy back a life.

Working with local media to recruit members

DUI Task Force seeks more members

By Louisa Barber — Sidney Herald* reporter@sidneyherald.com

**Permission to reprint this article that appeared in the July 31, 2012 edition of the Sidney Herald was granted by Louisa Barber.*

A dismal showing at the last Richland County DUI Task Force/Injury Prevention meeting has prompted its leader toward a mission: create a strong contingent of people who want to lower drunk driving.

“We are trying really hard to build the membership because it does take members from all parts of our community,” coordinator Mary Friesz said. Since its inception at the start of 2004, the DUI Task Force has been working to promote a safer environment for residents and educate the public about the dangers of drinking and driving.

Out of the 19 people who have said they want to participate, only six regularly show at meetings. At its last meeting on July 11, just four members showed – two of them from the Richland County Health Department which serves as the umbrella. The group wants participants from businesses, establishments, health, education, religious, parents, law enforcement and “people that have ideas and want to make a difference,” Friesz said.

The task force has its work cut out for them, especially now when the number of DUIs is skyrocketing. In just the first seven months of 2012, Sidney City Court has recorded 69 impaired driving cases. The largest jump is in aggravated DUIs where in 2011 there were just two. So far this year, there are 25. There were just 63 cases in all for 2011. Fourth or subsequent DUI offenses has risen from five to 11, while first offenders have dropped from 40 to 27.

Richland County Justice Court reflects a similar trend. There were 66 impaired driving-related offenses recorded for all of 2011. In the first seven months, there have been 48. Aggravated offenses have risen from one to 16.

Clear across the state in Hamilton, Glenda Wiles, the Ravalli County DUI Task Force coordinator, has helped create force that its residents seem to want to be part of. Its focus is on the youth, having come up with a popular program that permits teens in driver’s education to use fatal vision goggles so they can experience what it’s like to drive impaired. The task force tours the county with two Rhino ATVs and a Montana Highway Patrol officer who gives a safety talk on blood alcohol content and myths that go along with drinking and driving.

Eighth-graders also have their own lessons to learn, rotating classes throughout a scheduled day, hearing from judges, attorneys and medical personnel. “By the end of the day they’ve gotten all these things that help them make good choices,” Wiles said. Every year, the program hits 2,000 eighth-graders and 600 or so with driver’s ed.

Not too far from Hamilton, Lonie Hutchison, the Missoula DUI Task Force coordinator and statewide facilitator, has built a program of 35 active members from beer distributors and law enforcement, to hospitals, to the county attorney and insurance agents.

“People just want to be a part of it,” Hutchison said. It’s also 25 years strong. It meets just three times a year while the public information and education committee meets once a month.

At the July meeting in Sidney, highway patrol officers matched the number of members at the table. “We just want to be very proactive and reduce DUIs and educate the public to avoid possible incidents down the road,” said Sgt. Kenton Hickethier, regional commander for the patrol.

His colleague trooper Jason Love said he wants to see a full room at the next DUI Task Force meeting in Sidney. “Interdepartmental involvement, in my opinion, will show the members of the community and county that DUI prevention is important to all of us,” he said, noting that some of the problems he’s seen in the field are directly related to impaired driving at all hours, and drivers are often repeat offenders.

“Drivers who are driving under the influence can potentially affect each and every one of us should the unthinkable happen and a DUI-related incident occurs,” Love said.

Friesz, the Richland County coordinator, said she wants to see 20 active members including law enforcement, schools and industry representatives.

The public can visit with Friesz during the fair at the Richland County Injury Prevention booth.

The DUI Task Force is sponsoring rides from Sidney Shuttle and Richland County Transportation after each day of the rodeo and concert for those who have been drinking. The rides aren’t free. Each transportation service, however, has offered to pick up fairgoers at home and take them to the fair.

Many DUI Task Forces have indicated a need to increase their membership in terms of both numbers and diversity. To assist, here is a sample news release that could be used as a starting point and customized based on local information.

SAMPLE NEWS RELEASE/OP ED

(name of County) DUI Task Force Launches Membership Drive

The (name of County) DUI Task Force needs your support and participation in planning and implementing strategies and activities to help reduce alcohol-involved traffic crashes, injuries and fatalities. One of the primary goals of the (name of County) DUI Task Force for 2013 is to expand its membership and partnerships. Montana has historically had one of the highest alcohol-fatality rates in the nation. On average each year, alcohol/drug-related driving has been a factor in **10 percent** of all traffic crashes, roughly **20 percent** of all injuries, and almost **50 percent** of deaths on Montana’s roads.

The single most important factor in the overall success in making our roads safer in 2013 is a membership that represents the entire community. Your views, concerns, passion, energy and fresh ideas are imperative. You need not be a law enforcement officer, alcohol counselor, or even hold a degree to be a DUI Task Force member. Some desired skills include ability to communicate, problem solve, organize, analyze data, write, stuff envelopes, hang posters, distribute brochures, staff a display booth at a safety fair, work with media, facilitate groups, and do long term planning.

Task Force membership provides an opportunity to do something in the public interest and make a difference by reducing traffic crashes, saving lives, preventing injuries and enhancing safety on our roadways.

Continued on page 8

Ravalli County's 8th Grade Transition Program

Charmell Owens, Program Director—Ravalli County Drug Free Communities Program

Glenda Wiles, Ravalli County DUI Task Force Coordinator, is adept at finding resources to support programs for Ravalli County's youth. This year, Glenda collaborated with Charmell Owens, Director of the Ravalli County Drug Free Communities Program and Ravalli County Prevention Coalition to support the 5th annual 8th Grade Transition Program.

The combined funding of DUI reinstatement fees and Montana Board of Crime Control - EUDL (Enforcing Underage Drinking Laws) grant monies made possible an all day program focused on the dangers of underage drinking for students entering high school next fall.

This year's program included the following topics geared toward positive youth development:

"Marijuana and other drugs - effects on the brain & body" taught by Madison Ruetten of Ravalli County Youth Court

"Internet Crimes against Children" taught by Jason Johnson of the Missoula County Sheriff's Office

"Media Literacy, Bullying and Building the Capacity to Say No" taught by Tracy Worley of Missoula's Selkirk Coaching & Training Group

"Youth Court—your MIP and it's Offense" taught by Kirstin Simms of Ravalli County Youth Court

IDEP (Impaired Driving and Education Program) taught by Glenda and Mike Wiles

Impaired Driving and Education Program

The day's activities included the IDEP (Impaired Driving and Education Program) - a hands on opportunity for students to experience vision and coordination impairment while driving.



Students were put to the test of driving Yamaha Rhinos through an obstacle course "unimpaired" and then with Fatal Vision Goggles impairing them up to levels of a .20.

After the students drove the course, local law enforcement officers put the student drivers through Field Sobriety Tests and presented them with information about driving impaired; alternatives available such as calling a parent or friend for a ride or never consuming alcohol as a healthy alternative to party activities.

The Ravalli County DUI Task Force makes the IDEP available to driver's education classes and community groups in the Bitterroot Valley such as 4-H and Scouts throughout the year as requested.



MHP Trooper Rocky Bailey instructs students regarding Field Sobriety Testing, DUI'S and MIP's.

Shelby's Rules: A Presentation on Alcohol Poisoning



Shelby Lyn Allen

In school districts throughout Ravalli County, students from 6th–9th grade attended assembly programs led by Debbie and Steve Allen. Their 17 year old daughter, Shelby — a athlete and honors student — died at a friend's home of alcohol poisoning.

The Allens travel the country speaking about their daughter's choices and the dangers of binge drinking. Their goal is to provide students with information that will encourage them to take alcohol seriously — hopefully avoid it altogether.

The Allens spoke to students at Hamilton Middle School, Victor Middle School, Trapper Creek Job Corps, Darby High School, Darby Middle School, Lone Rock Middle School, Florence Middle School and Corvallis Middle School.

The full week's program in Ravalli County touched the lives of over 1,114 students thanks to the cooperation of a multitude of agencies:

- Ravalli County Youth Court Services
- Ravalli County Sheriff's Office
- Montana Highway Patrol
- Hamilton Police Department
- Missoula County Sheriff's Office - Jason Johnson
- Selkirk Coaching and Training Group- Tracy Worley
- Ravalli County DUI Task Force
- Ravalli County Drug Free Communities Program
- Ravalli County Prevention Coalition
- Florence Middle School
- Victor Middle School
- Corvallis Middle School
- Lone Rock Middle School
- Trapper Creek Job Corps
- Darby High School
- Darby Middle School
- Hamilton High School
- and about 30 community volunteers

According to the 2011 Montana High School Youth Risk Behavior Survey, 25% of the students who participated reported:

- they had at least one drink of alcohol during the past 30 days
- they had five or more drinks of alcohol in a row during the past 30 days (“binge drink”).

www.opi.mt.gov/yrbbs



For more information, contact:

Glenda Wiles 406-381-3131 or Charmell Owens 406-381-6355

6th Annual Montana Crime Prevention Conference

October 22-25, 2012

Billings Hotel & Convention Center

Reservations: call the conference hotel at 1-800-537-7286

To ensure a discounted room, refer to conference code MCPA12

The Montana Board of Crime Control and the Montana Crime Prevention Association invite you to participate in this multi-faceted conference. The conference brings together law enforcement, educators and leaders from the public and private sectors, including all levels of city, county and state government, to discuss real problems and share the solutions that are working across the state. Participants will bring home to their communities new ideas that can be implemented immediately. **Free registration and continuing education credits are available for law enforcement, educators, and counselors. CLE credits are pending for attorneys.**

The conference includes three pre-trainings that will take place on October 22 & 23:

1. Victim Services: Leveraging Resources & Human Trafficking Training for Criminal Justice Professionals.
2. Addressing Alcohol-Related Public Safety Problems Through Prevention, Enforcement & Prosecution*.
3. Juvenile Detention Alternatives Initiative Training.

***DRAFT AGENDA**

Addressing Alcohol-Related Public Safety Problems Through Prevention, Enforcement & Prosecution

Monday, October 22, 2012

9:00 am—1:00 pm	Training/Conference Registration
1:00 pm—1:15 pm	Welcome & Introductions
1:15 pm—2:30 pm	Increasing accountability through search warrants (Senate Bill 42)
2:30 pm—3:30 pm	The 24/7 Program: A year in review and looking into the future
3:30 pm—3:45 pm	Break
3:45 pm—5:00 pm	Aggravated DUI
5:00 pm	Adjourn

Tuesday, October 23, 2012

8:30 am	Welcome, housekeeping
8:45 am—10:15 am	Overview of the Liquor Control Division of the Montana Department of Revenue
10:15 am—10:30 am	Break
10:30 am—11:30 am	Problem Establishments: Strategies using crime prevention through environmental design and administrative action towards licensees
11:30 am—12:30 pm	Lunch
1:00 pm—2:30 pm	Working together to address over-service
2:30 pm—2:45 pm	Break
2:45 pm—3:30 pm	Highlights from Yellowstone County DUI Task Force: How to do a legislative forum in your community
3:30 pm—4:30 pm	Minor in Possession (MIP) discussion

Members are needed to represent the following sectors of the community:

Community Residents (parents, day care providers, students, seniors, crash victims)

Business (AAA, chamber of commerce, insurance agents, morticians, tavern owners)

Education (student counselors, school resource officers, principals, PTA presidents)

Faith-Based (pastoral leaders, campus ministries, chaplans)

Civic Groups (Elks, Lions, American Legion, VFW, Exchange Clubs)

Health Care (addiction counselors, nurses, physicians, trauma coordinators)

EMS (ambulance and fire department)

Law Enforcement (police, sheriff, highway patrol, campus security, probation & parole)

For more information about the (name of County) DUI Task Force, please contact:

Name of DUI Task Force Coordinator

Contact Info

We Want Your Comments

A CALL TO ACTION

Please enhance the effectiveness of statewide efforts to reduce alcohol-involved crashes, injuries & fatalities in Montana by sharing your expertise, concerns, opinions, projects, challenges, successes, helpful websites, etc. with other traffic safety advocates in the state.

Email or mail articles for inclusion in this newsletter to:

Lonie Hutchison
Statewide DUI Task Force Facilitator
Missoula City-County Health Department
301 West Alder Street
Missoula MT 59802
Office 406-258-3880
Cell 406-546-9640

Inside This Issue

- Compliance Checks & RASS Training pg 1
- Overservice, Overconsumption & the Media pg 2
- Working with Local Media to Recruit Members pg 3 & 4
- Ravalli County's 8th Grade Transition Program pg 5
- Shelby's Rules: A Presentation on Alcohol Poisoning pg 6
- Montana Crime Prevention Conference pg 7

Thank you for your dedication and support.



www.mdt.mt.gov/safety/dui_taskforces.shtml



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