

# Underage Youth Assisting with Alcohol Law Compliance

The activity of selling to minors is one that happens in many communities and ours is not the exception. One of the most effective methods to reduce sales to minors is compliance checks.

## What is a Compliance Check?

A compliance check is an enforcement based tool that is used to identify establishments that sell to underage youth. It is used for two purposes. First, it is used to enforce criminal statutes, local administrative ordinances, or both. Second, it is used to identify, warn, and educate alcohol establishments that serve or sell alcohol to minors.

## How is a Compliance Check implemented?

Alcohol licensees are made aware of the potential penalties for selling to underage youth and informed that compliance checks will occur at various times throughout the year without notice. During the compliance check, a police officer waits outside the establishment that sells alcohol and sends a person under the age of 21 in to attempt to purchase alcohol. No attempt is made to trick the clerk. The buyers look underage and carry their real IDs. If the alcohol establishment sells alcohol to the underage purchaser, the enforcement agent issues a citation to the seller/server or the establishment. In both Bloomington and Normal it is the seller/server that receives the citation and a report about the establishment is then sent to the respective Liquor Commission. The

Liquor Commission may issue fines, additional penalties, or, at the extreme, remove the liquor license from the establishment.

## Why are Compliance Checks important?

Studies show that communities that have little or no enforcement have increased sales of alcohol to those under 21. These same communities that begin to implement regular compliance checks have shown marked reductions in violations. Compliance checks are the most effective method for enforcing age-of-sale laws and decreasing commercial availability of alcohol to youth.

An important impact of the compliance check is that licensees often begin to "police" themselves. Obviously, alcohol licensees and their employees do not want to be caught selling alcohol to underage persons. Both can be held accountable for illegal sales to youth. In this regard, compliance checks encourage alcohol licensees to adequately train, supervise, and support their employees.

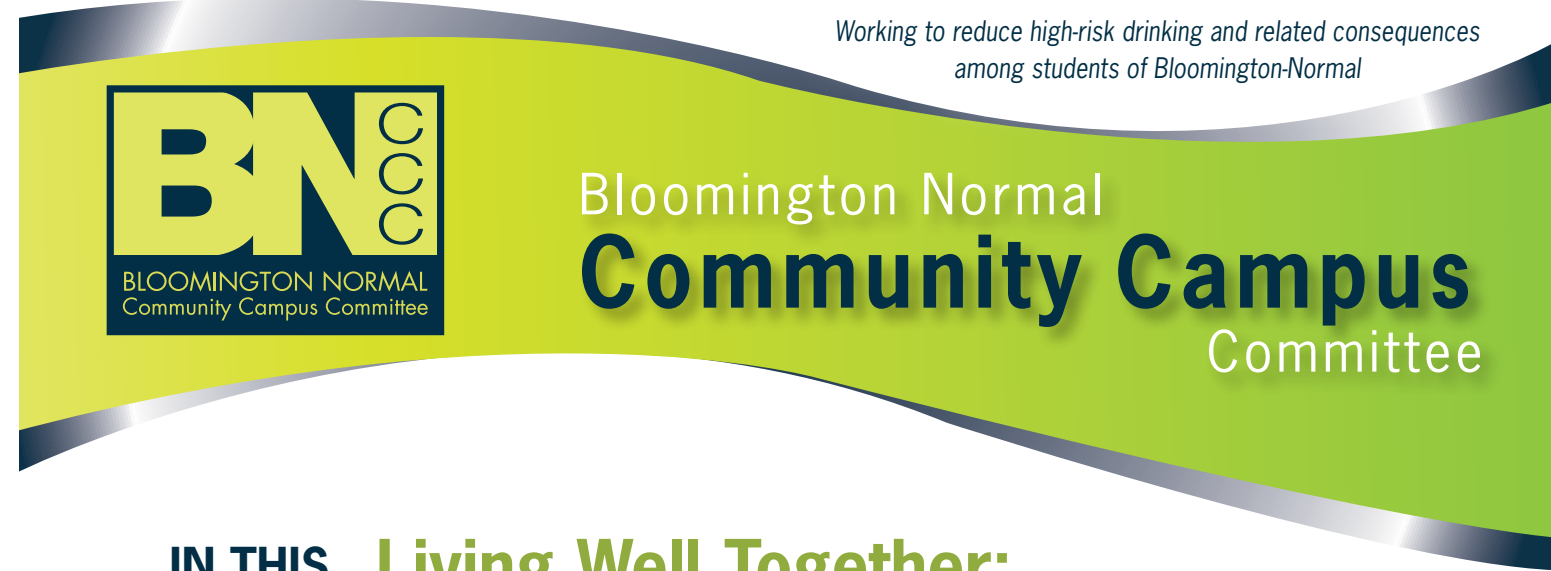
Compliance checks also provide a couple of opportunities for community participation and support. As mentioned, a compliance check requires an under 21 year old purchaser and this could be almost any willing youthful member of the community. Community members can also help report incidents they witness when individuals are not properly carded and encourage enforcement to complete a compliance check.



**"Studies show communities that have little or no enforcement have increased sales of alcohol to those under 21."**

## Who conducts compliance checks locally?

Locally there are three enforcement bodies that conduct compliance checks on a regular basis: Normal Police Department, Bloomington Police Department, and McLean County Sheriff's Department. Grant funding managed by Chestnut Health Systems and Project Oz is funneled through Heartland Coalition and the BNCCC to assist in supporting the efforts of the Bloomington and Normal Police Departments.



## IN THIS ISSUE

What is STEPS?

CAMPUS UPDATES

0013 the concept and purpose

Underage Youth assisting in alcohol compliance

# Living Well Together: A Guide for Students In Our Community

The BNCCC is committed to the development of students as individuals and as members of the greater Bloomington-Normal community. To promote these ideas, the BNCCC created the Bloomington and Normal Community Standards for Social Hosts guide.

It was created as a resource for students to codify the standards of Bloomington and Normal residents. It was shaped with input from community members across Bloomington-Normal who either participated in one of our Community Forums or partner with the BNCCC. In it you will find information on how to help encourage positive and safe social interaction with the overarching goal of creating an environment where we live well together.

As both an academic and social community, Bloomington-Normal strives to promote intellectual growth, stimulate learning environments, promote mutual tolerance and respect, and encourage freedom of thought and expression. To achieve these goals and their associated benefits, all community members are held to a standard of conduct designated to uphold and promote our community. As such, it is imperative that all residents respect the rights of one another as well as abide by local ordinances. These ideas are reinforced in the Community Standards for Social Hosts Guide.



**Bloomington-Normal strives to promote intellectual growth, stimulate learning environments, promote mutual tolerance and respect, and encourage freedom of thought and expression.**

The guide begins with a welcome from both the Bloomington City Council and Normal Town Council emphasizing the value placed on being a community that is friendly and genuinely concerned with the well-being of others. This leads into a section focusing on being a responsible

neighbor and suggests ways to develop better relations with your neighbor. Tips are provided for hosting a responsible party and the five things that will bring the police to your party are shared. To emphasize the fact there are consequences for your actions, the ordinances pertaining to alcohol consumption for Bloomington and Normal are cited. A listing of community and campus resources is provided with an introduction to the Bloomington Normal Community Campus Committee. To close it

out, education is provided on how and when to help a friend or neighbor that has been or is drinking too much and our suggestion for a safe lifestyle-Live 0013 (see article on Live 0013 for details).

*The guide is being disseminated to all off-campus residents at the four local colleges and universities. The intention is for the standards to become the norms of our community. Copies can be obtained from the BNCCC, contact Liz Hamilton by phone 451-7816 or by email at emhamilton@chestnut.org, or at the City Hall in Bloomington and Normal.*

## BNCCC Partners

- |  |                                   |
|--|-----------------------------------|
| Advocate BroMenn Regional Medical Center | McLean County Coroner             |
| Bloomington District #87                 | McLean County Sheriffs Department |
| Bloomington Liquor Commission            | McLean County Unit #5             |
| Bloomington Police Department            | Meredith's Properties             |
| Chestnut Health Systems                  | Neighbors Association of Normal   |
| City of Bloomington                      | Normal Police Department          |
| Heartland Community College              | OSF St. Joseph Medical Center     |
| Illinois State University                | Project Oz                        |
| Illinois Wesleyan University             | Town of Normal                    |
| Lincoln College Normal                   |                                   |

## Interested in our work?

Would you like to learn more about the BNCCC and our goals and strategies? We would enjoy talking with you!

All our members are a valued part of our team approach. We are committed to our mission and improving the health and safety of all Bloomington Normal residents.

## CAMPUS UPDATE

Illinois Wesleyan hosted a communitywide alcohol summit. It was an opportunity for local colleges, the hospitals, the police departments and BNCCC members to discuss current trends surrounding alcohol problems in the community and on college campuses.

Reggie's Official Homecoming Tailgate, an alcohol free event, was conducted at ISU on Oct. 16th. The event was a huge success with approximately 500 students in attendance.

Heartland Community College is working hard to promote high risk drinking prevention efforts. Posters can be seen displayed around campus, information has been shared in the student paper and students are sure to see a health promotions table at campus events.

# What is STEPS?

If you spend any time with the BNCCC you are likely to hear people talking about STEPS. You may ask, "What is it?" STEPS is an acronym for Safety Training to Encourage Profitable Services. It is a preventive measure to discourage overconsumption, prevent underage drinking, and keep drunk drivers off the roads. STEPS is designed to help sellers/servers of alcoholic beverages serve responsibly and stay within the law. Participants who successfully complete the course are BASSET (Beverage Alcohol Sellers and Servers Education and Training) certified, meaning that they have completed a course approved by the State of Illinois.

To date McLean County STEPS has trained 281 bar owners, servers, and bartenders. The program offered covers five topic areas in great detail:

**Alcohol facts** — Blood Alcohol Concentration (BAC), the effects of alcohol and/or drugs on driving performance, BAC levels related to body weight, gender and amount of alcohol consumed per hour.

**Prevention and intervention techniques** — Use of alternative beverages, designated driver programs, tips for recognizing potential problems, assuring customer safety, refusal of service

**State and local laws** — Laws pertaining to the sale of alcohol, civil and criminal charges and penalties, DUI laws and penalties

**Proper identification techniques, police policies and expectations** — How to properly check ID cards and driver's licenses, proper use of police, fire and paramedic services

**Dram shop liability, insurance, and victim's rights** — Third party liability, procedures for protection against possible litigation

**Why is STEPS important for our community and local alcohol establishments?**

- In communities that have no organized efforts to reduce sales to underage persons, studies show that alcohol has been provided to 45%-50% of individuals who looked younger than 21 without showing an ID.

Participants have been asked, "What one thing sticks out in your mind from today's training session?"

Here are some of the responses:  
**"Knowing when and how to cut someone off in a polite manner. I realize now I shouldn't feel so bad. I have the law on my side."**

**"The liability associated with alcohol service."**  
**"Learning Dram Shop Laws/Happy Hour Laws and how to estimate intoxication of patrons and how to deal with them."**

**"The ways to tell if an ID is fake. I never knew how to tell before today."**

**"I didn't realize how responsible I actually was once the patron left the bar. Thank You!"**

**"Instructors were very knowledgeable and answered all questions. There was a lot of information covered-very informative and complete. It is reassuring to know that the community of Normal (and Bloomington) is concerned about alcohol awareness and responsible service of alcohol."**

- It is illegal to sell alcohol to obviously intoxicated persons. However, studies show that individuals acting intoxicated were able to buy alcohol in 62%-90% of their attempts

- Individuals often consume their last drink at a commercial establishment. STEPS training is intended to decrease the probability that customers will become over served, thus decreasing the likelihood that customers will drive while intoxicated.

- Under dram shop law, establishments can face potential financial liability for serving alcohol to an intoxicated or underage patron who later causes injury to a third person. Individuals that follow responsible beverage service practices, as taught in STEPS, are less likely to face financial liability.

The STEPS Program is a great asset to our community. Should you have any additional questions or you would like to participate in the program, please contact Deborah Zilm at 309-827-0377 ext 230 or by email at [Deborah@projectoz.org](mailto:Deborah@projectoz.org).

## Local Campaign Encourages Responsible Drinking

Recognizing the growing national, state and local trend in high risk or binge drinking (defined as five or more drinks in one sitting), the Bloomington Normal Community Campus Committee began implementing 0013 with the goal of decreasing alcohol related consequences in our communities.

The FIRST AND SECOND ZEROS restate the law of zero underage alcohol use and zero driving while under the influence. The ONE indicates one drink per hour as that is the maximum the liver can process. The THREE stands for no more than three drinks per evening, when you do choose to drink.

### The Purpose

The purpose of the 0013 campaign is to help change the drinking culture in Bloomington-Normal and give residents and visitors a tool they can use when they consume alcohol. The message is simple, if you're underage or driving, don't drink; if you are of legal age to consume alcohol, be responsible and think 0013!

### What defines a drink?

A standard drink is equal to 13.7 grams (0.6 ounces) of pure alcohol or

- 12-ounces of beer
- 8-ounces of malt liquor
- 5-ounces of wine
- 1.5-ounces or a "shot" of 80-proof distilled spirits or liquor (e.g., gin, rum, vodka, or whiskey).



**0** driving under the influence  
**0** underage drinking  
**1** alcoholic beverage per hour  
**3** drinks a day max if you choose to drink

[live0013.org](http://live0013.org)

Sponsored by the **Bloomington-Normal Community Campus Committee**

This document is available in alternative formats upon request by contacting Health Promotion and Wellness at (309) 438-5948. University Marketing and Communications 11-0208 printed on recycled paper

### The Campaign

The 0013 community-wide campaign launched in August 2010 and ran through November 2010. Multiple media channels were utilized throughout the community and on all four campuses, including a website ([live0013.org](http://live0013.org)), billboards (one in Normal and one in Bloomington), flyers, bookmarks, table tents, t-shirts, vinyl banners, slimline upright banners, newspaper, cable television and bus advertisements, campus-wise digital displays, newspaper kiosk displays, and bus shelter advertisements. More than 700 text messages have been received as a response to viewing the campaign. Each text

received generated a response reinforcing the campaign and every tenth person to text was given a 0013 t-shirts.

The 0013 media campaign will re-launch in March and April 2011. The website has been live since August 2010 and has 57,548 hits.

[live0013.org](http://live0013.org)