

ALCOHOL AWARENESS TRAINING FOR WASHOE COUNTY

(Certified by the State of Nevada Commission on Post-Secondary
Education)

Sponsored by:

Join Together Northern Nevada (JTNN)

&

Quest Counseling and Consulting, Inc.

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**The Office of Juvenile Justice and Delinquency Prevention
through the**

Nevada State Division of Child and Family Services

Juvenile Justice Programs Office

Nevada State Health Division

Bureau of Alcohol and Drug Abuse

Please Be Aware

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Why Are We Here?



- As of 2006 in Nevada, businesses that sell alcohol in counties with over 400,000 residents must have staff attend a state certified alcoholic beverage awareness class or risk being fined
- This includes servers, sellers (cashiers) and security guards
- You must pass a final exam at the end of this presentation

Why Are We Here?



- If you attend the class and pass the exam, you will be issued a **NON-TRANSFERABLE** “alcohol education card”
- The “alcohol education card” is valid for a period of 4 years and must be renewed

Assembly Bill 432

- ◆ **Signed by Governor Gibbons in May 2009**
- ◆ **Lowers the population requirement to 100,000**
- ◆ **Allows for law enforcement to issue letters of citation for violations**
- ◆ **Funding has been provided for enhanced enforcement efforts**

Assembly Bill 432

- ◆ **Applies the following fine schedule:**
 - 1st violation within a 24 month - \$500**
 - 2nd violation within a 24 month period - \$1,000**
 - 3rd and subsequent violations within a 24 month period - \$5,000**

Nevada Revised Statutes

NRS 369.600 – 369.635

**“Alcoholic Beverage Awareness
Programs”**

NAC Chapter 394 [394.700-394.735]

**“Alcoholic Beverage Awareness
Programs”**

Training Curriculum

- **Applicable state and local laws concerning the sale and serving of alcohol**
- **The selling and furnishing of alcohol beverages to minors**
- **The purchase, consumption and possession of alcohol beverages by minors, including the recognition of altered or falsified forms of ID**
- **The entry of minors into establishments in which minors are prohibited from loitering**

Training Curriculum

- **The clinical effects of alcohol on the human body**
- **Methods of identifying intoxicated persons**
- **Methods of discontinuing the service of alcoholic beverages to persons who are identified as intoxicated, and**
- **Methods of preventing and halting fights**

Laws Controlling Different Aspects of Alcohol Sales and Use

- **Age Restrictions**
- **Driving**
- **Sales and Serving**

Laws Concerning Alcohol

- **There are many different laws - not just state, but also county and city codes and ordinances that control the sales and use of alcohol**
- **Citizens are responsible for following all regulations, not just those in their own community**
- **Local county and city codes and ordinances are virtually the same**

Age Restrictions

In Washoe County and the Cities of Reno and Sparks, it is unlawful for anyone under the age of 21 to:

- Purchase or consume alcohol in any establishment holding a liquor license**
- Consume or have in their possession any kind of alcohol**
- Be under the influence to any degree of alcohol**

Age Restrictions

- Use or attempt to use a fake ID
- Loiter or remain on the premises of any saloon, club, bar or casino where alcohol is sold

Note: A person under the age of 21 found to be loitering or remaining on the premises will be found guilty of a misdemeanor and will be fined

Age Restrictions

- **It is also unlawful for any parent or guardian of a person under the age of 21 to allow such person to purchase or consume alcohol in any establishment holding a liquor license**

Exception:

Unlawful possession does not include:

The selling, handling, serving or transporting of alcoholic beverages by a person in the course of his lawful employment by a licensed manufacturer, wholesaler or retailer of alcoholic beverages.

IMPORTANT NOTE!

**In Washoe County and the Cities of
Reno and Sparks.....**

**The law is specific concerning minors selling
and handling alcoholic beverages in the
course their lawful employment:**

IMPORTANT NOTE!

- **Minors who are 16 - 17 years of age may be employed to sell packaged alcohol but must be under the direct supervision of another employee who is at least 18 years of age. The supervising employee must be present at all times**
- **Minors between the ages of 18-20 may sell packaged alcohol without any supervision**

Another Exception....

It is not unlawful for a minor to possess or consume alcohol if they are in the presence of their parent, spouse or legal guardian who is 21 years of age or older within a private residence

However, this does not relieve the parent, spouse or guardian from their responsibilities or legal obligations in relation to child abuse and neglect laws, and.....

It doesn't mean they can invite all of their friends over!

Driving

In the State of Nevada it is illegal to:

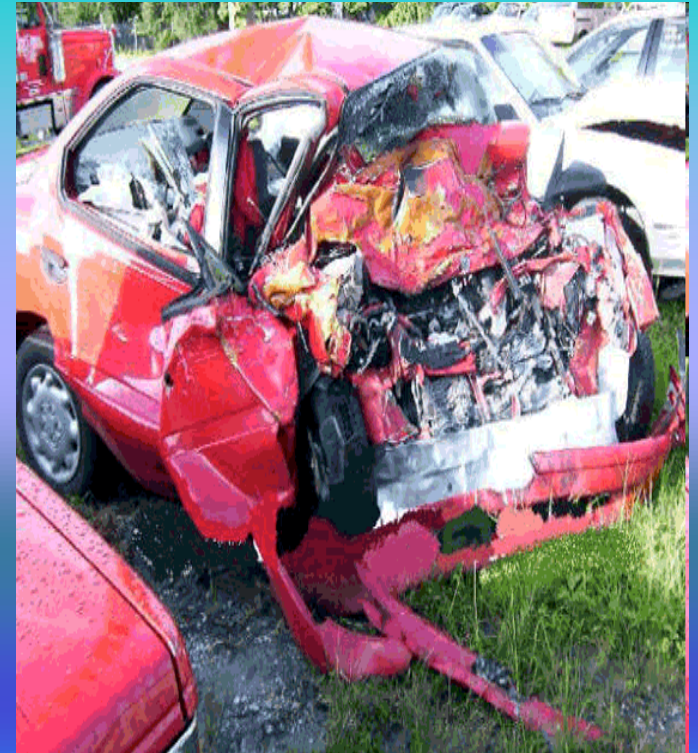
- **Drive when your BAC (blood alcohol content) is .08 or higher**
 - **For commercial license holders the limit is .04%**
- **Drink alcohol while driving a motor vehicle and it is unlawful to have open container of alcoholic beverage within passenger area of motor vehicle while on highway**

Driving

Driving under the influence is a serious legal offense, and repeat offenders may be charged with a felony

Drinking and Driving

- **17,500** Americans die each year in alcohol-related crashes
- **600,000** people are seriously injured
- Alcohol related crashes are the leading cause of death for teenagers and young adults in America
- Alcohol relates to at least half of all traffic deaths



Alcohol Sales and Serving

It is unlawful to:

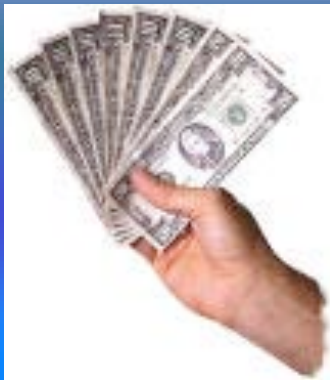
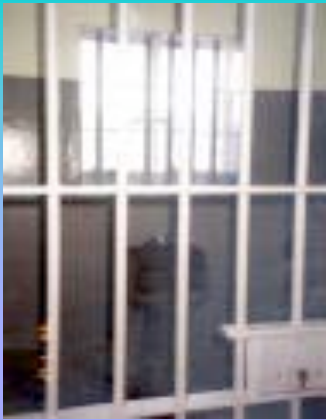
- **Serve, sell, give away or otherwise furnish alcohol to someone under the age of 21**
- **Serve someone who is already intoxicated**
- **Serve uniformed military personnel if forbidden by the commanding officer**
- **Allow someone under the age of 21 to remain on the premises of a bar, club, saloon, or tavern....**

Alcohol Sales and Serving

However, exceptions to this would be:

- When alcohol is being served in conjunction with regular meals and where the dining tables are separate from the bar, and
- In grocery stores and drugstores where alcohol is not being sold by the drink for consumption on the premises

Legal Consequences



- Misdemeanors are punishable by up to \$1,000 and/or imprisonment of up to six months
- Your business can lose their liquor license.
- Failure to obtain certified training can lead to up to a \$5,000 fine

Where to Find Laws

All statutes, ordinances and codes mentioned in this presentation can be found at:

State of Nevada

<http://www.leg.state.nv.us/law1.cfm>

Washoe County

http://www.co.washoe.nv.us/comdev/licensing_info/liquor_gaming_license/liquor_gaming.htm

Chapter 30 - Intoxicating Liquor & Gaming Licenses and Regulations of the Washoe County Code

City of Reno

<http://www.municode.com/Library/clientCodePage.aspx?clientID=4048>

TITLE 8

City of Sparks

<http://library.municode.com/index.aspx?clientID=15068&stateID=28&statename=Nevada>

TITLE 9

Environmental Strategies

- Striving to change the community norm concerning underage drinking
- Join Together Northern Nevada and Quest Counseling are working toward that goal by educating the public about the problems with underage drinking



Underage Drinking

- **46%** of Washoe County students report that they have drank alcohol in the past 30 days
- **31%** said they have had 5 or more drinks in a row in the past 30 days
- **1 out of 3** have ridden in a car driven by someone who had been drinking
- **65%** either get alcohol from friends, ask adults to purchase for them, or buy it themselves

There are criminal consequences for selling to minors

Local Statistics



- **34%** responded that their parents would “approve” or “wouldn’t care” if they attended a party where alcohol was served
- **Over half** of students report “some”, “most” or “all” of their friends currently use alcohol
- **28%** believe they are at “slight” or “no risk” of harming themselves if they have 5 drinks in a row
- **35%** reported using alcohol for the first time before the age of thirteen

Studies show that.....

- Those reporting alcohol use prior to the age of 15 are 5 times more likely to report alcohol dependence in the past year compared to those who first use alcohol at age 21 or older



The Problem

- Alcohol abuse costs us all:
 - **\$28 billion** in violent crime and car crashes
 - **\$15 billion** in medical costs
 - **\$124 billion** in lost productivity, wages etc.

TOTAL \$167 BILLION ANNUALLY

This does not reflect the cost of special services to FAS children, family violence, divorce, unwanted pregnancy, etc.

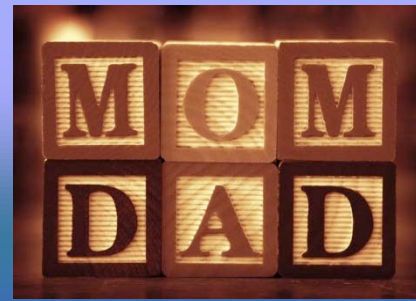
It's a Community Problem

- **Communities where underage drinking is prevalent have higher property crime, violent crime, and vandalism rates than other communities**
- **Businesses that gain a reputation of being “*easy marks*” have more problems with underage buying attempts, with loitering, and more alcohol thefts**

It's a Community Problem

- When minors are cited for possession of alcohol, parents play an important role –

They must:



- *ensure that the fines are paid*
- *bear the burden of the cost of liability, health related problems, and counseling*

Business Responsibility

- **Businesses have a role in their community beyond providing goods and services to their customers**
- **A safe community benefits business as much as it does the residents**
- **Repeated instances of selling to minors can result in the loss or restriction of your store's license to sell alcoholic beverages**



Business Policies

- You can decide your business's policy on acceptable forms of ID
- You can refuse to accept any form of ID including out of state driver's licenses
- **Clearly post "no sales to minors"**
- **Train staff**
- **Cooperate with law enforcement**



REFUSE

A System For Refusing Sales

Recognize the need to check for and verify ID

Eliminate the alcohol from sight

Firm, but polite

Unite with other employees

Shift your attention to the next customer

Enter the incident in your store's log book

R

E

F

U

S

M



Identification

Preventing illegal sales by
effective ID checking

Recognizing the Need for ID

R

- Age is extremely hard to read

E

- Always ask for ID

F

- Don't consider beards, wedding bands, or babies reasons enough not to ask

U

S

M

Recognizing the need for ID

- ***Bars and Restaurants:***

R

- The server is responsible for carding the customer, even if there is a bouncer at the door

E

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E

- If you are serving a customer for the first time, card them -- even if they already have an empty beverage

Can You Guess the Age?



Can You Guess the Age?



24

Can You Guess the Age?



Can You Guess the Age?



Can You Guess the Age?



Can You Guess the Age?



Can You Guess the Age?



Can You Guess the Age?

30



Can You Guess the Age?



Can You Guess the Age?



What is acceptable ID?

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- Driver's license
- Military ID
- Passport
- State issued ID card (non-driver's license)
- Employment Verification Card
- Permanent Resident Card
- Other government issued photo ID that contains date of birth, expiration date, and a seal of authenticity

Unacceptable ID

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- Photo credit card
- School ID
- “Mock” ID
- Copies of ID
- Social Security card
- Green card



R

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E



Is it the real thing?

**How to tell the fakes from
the real ones.....**

FLAG - A System for Checking IDs

R

Feel: the surface of the ID, checking for bubbles, pin holes or other irregularities

E

Look: at the picture, compare it to the person. Look at the date of birth. Look at the expiration date. Look for the state seal

F

Ask: pertinent questions such as: What is your date of birth? What is your address? What is your sign?

U

Give back: Even if you determine the ID to be invalid, give it back. Only law enforcement can confiscate false IDs.

S

M

The Obvious

R

- Photocopies

- Cut lamination

- Different typeface

- Pasted on picture

- Obvious difference in appearance

E

F

U

S

M

More Subtle

R

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M

- Bubbles or pinpricks in lamination
- Smearred or bleached ink over date
- Different or unusual background
- *“Not an official ID”* in small print somewhere
- *“For entertainment purposes only”*
- Digital licenses: look for magnetic strip or barcode on back

When to Refuse a Sale

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E

- ID is not available
- ID is not an acceptable form
- ID is expired
- The customer is intoxicated
- Age is determined to be under the age for legal sales
- The authenticity of the ID is in doubt

Always check the ID BEFORE you agree to the sale

*If you are refusing the sale
for any reason.....*

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Eliminate the alcohol from sight

- Remove the alcohol from the counter and the customers reach
 - This prevents theft
 - This demonstrates clearly that you will not complete the sale

Firm, but polite

- Politely tell the customer that you will not complete the sale
- Look directly at the customer when speaking
- Use short, direct sentences

“This license is expired, I can’t accept this ID”

“You are not 21, I can’t sell to you”

R
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What not to say or do....

R
E
F
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E

- Don't hesitate or ask to re-examine the ID
- Don't use long, rambling explanations or excuses

“Well, you know I was just looking at this ID and I remembered something my manager said the other day about what to look for on an ID, and this one looks different.”

More....

- Don't insult or argue with the customer

R
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“This ID is a fake, I’m not selling you anything”

“You’re too young to drink, does your mother know where you are?”

“You’re already wasted. I can’t sell you anything”

What if the customer argues?

**R
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E**

- Make it clear that you respect the customer's feelings, but that you must abide by the law
- State clearly that failure to follow the store policy and law could cause you to lose your job
- Tell the customer that your decision is final
- If you need to, call the police for backup

Unite with Other Employees

- If there are other employees in the store, signal them that you need support



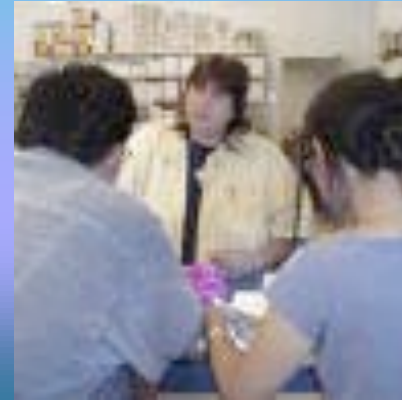
- More than one employee behind the counter will almost always diffuse a conflict

R
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Shift Your Attention

R
E
F
U
S
E

- Turn to the next customer in line
- This signals that the transaction is finished
- Give all your attention to the customer you are serving



Enter the Incident in the Log Book

**R
E
F
U
S
E**

Log books:

- Provide a record of incidences that happen in your store
- Can be used as a legal defense, showing a pattern of compliance
- Can indicate a pattern of sales attempts that can be relayed to law enforcement



Cooperate With Local Law Enforcement



They are there to protect and serve

Avoiding Third Party Sales

- If a group approaches the check out together, ask all of them for an ID
- Watch your parking lot, if there are young people hanging around call the police
- If you see a youth pass money to an adult, refuse the sale
- You have the right to question the purchaser of the alcohol



On Premise Third Party Sales

- Your responsibility is to card the buyer
- You have the right to refuse anyone
- If you are suspicious, contact your supervisor
- If not resolved, contact security
- Record the incident in a log book or card box
- If the problem persists, contact law enforcement



Protect your business from theft

- Don't display liquor sale items near a door
- Be wary of deliberate distractions
- Make alcohol stock and coolers visible to the clerk
- Always remove the alcohol from the counter when refusing a sale



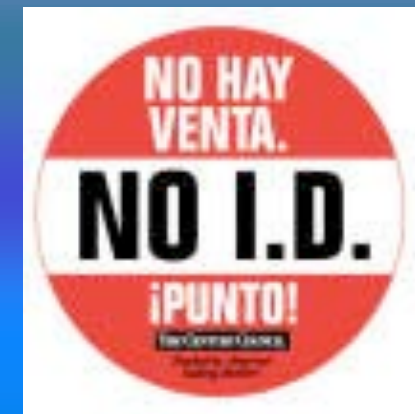
Protect your business from theft

- Do not leave doors propped open
- Provide adequate lighting



Signs and Displays

“No sales to minors” signs, posters, and pins are available free from the Century Council, your liquor or beer distributor and from Stand Tall Don't Fall



Effects of Alcohol on the Body

The image shows the brains of two six-week-old infants. The left brain is confirmed no alcohol exposure, while the right brain is of an infant with fetal alcohol syndrome. Fetal alcohol syndrome is the result of a pregnant woman drinking.



Effects of Alcohol on the Body

- **Alcohol is a central nervous system depressant not a stimulant**
- **Once alcohol is in the bloodstream, it can diffuse into nearly every tissue in the body**
- **The liver breaks down alcohol into fats or carbon dioxide and water**
- **Alcohol is water soluble and women have less water in bodies than men so get drunk faster and on less alcohol**

Effects of Alcohol on the Body

- The following BAC percentages are estimates or guidelines; different amounts of alcohol have various effects on people:
 - Euphoria (BAC 0.03-0.12%)
 - Lethargy (BAC 0.09-0.25%)
 - Confusion (BAC 0.18-0.30%)
 - Stupor (BAC 0.25-0.40%)
 - Coma (BAC 0.35-0.50%)
 - Death (BAC more than 50%)

Effects of Alcohol on the Body

Moderate Doses:

- Relaxation
- Lowered inhibitions
- Uncharacteristically loud and cheerful

Excessive Doses:

- Slowed brain activity
- Memory impairment
- Blurred vision
- Vertigo (impaired balance)
- Black outs
- Uncoordinated movements

Effects of Alcohol on the Body

Extreme overdose:

- Alcohol poisoning
- Death due to respiratory failure
- Asphyxiation by vomit

How to Spot Someone Who's Had Too Much to Drink

- Slurred speech
- Uncoordinated movements/trouble handling money or coins
- Reddened face
- Dilated pupils/glassy eyes
- Obnoxious/confrontational
- Loud/boisterous

How to Spot Someone Who's Had Too Much to Drink

- Chugging rather than drinking
- Count the number of drinks they've had (if possible)
- Overly flirtatious
- Behaving inappropriately



Binge Drinking

- A binge is defined as five drinks in a row (within an hour) for males, and four drinks in a row for females
- Binge drinking is much more damaging than sipping drinks slowly and eating while drinking
- Binge drinking is more likely to lead to alcohol poisoning than drinking moderately

Eating While Drinking

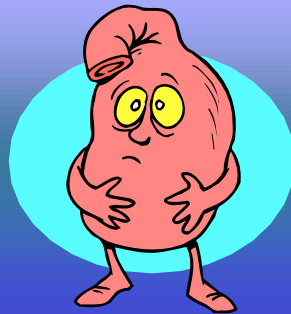
- Food slows the absorption of alcohol into the bloodstream
- On an empty stomach alcohol reaches the brain in a few minutes
- After a full meal alcohol can take up to 6 hours to reach the brain



Eating While Drinking

Food does not absorb the alcohol in the stomach...

Eating causes the Pyloric Valve, located at the base of the stomach, to close.



This allows the food to digest. When the Pyloric Valve is closed, alcohol cannot pass through to the small intestine where it is absorbed at a very high rate.

Eating While Drinking

- Fatty foods and proteins take longer to digest and will keep the Pyloric Valve closed for longer periods.



- Eventually, the Pyloric Valve will open and the alcohol left in the stomach will be rapidly absorbed.

What is a drink?

One drink equals =

- One twelve ounce beer



- One five ounce glass of wine



What is a drink?

- One 1-1/2 ounce shot of distilled liquor



- Many cocktails contain more than one shot of liquor



How Do You Stop Serving Someone?

- Be polite, respectful and non-confrontational
- Have another staff person with you (as a witness and for “safety in numbers”)
- Ask the person to step away from their friends (if possible) to help prevent embarrassment

How Do You Stop Serving Someone?

- Offer them another non-alcoholic beverage such as water or juice
- Offer them food if possible
- Ask if they have a ride home; offer to call a taxi for them



How Do You Stop Serving Someone?

Do everything you can to stop them from driving and if they do, call the police to report a “suspected” drunk driver or follow the protocol or policy of your place of business

Preventing Fights

- Adhere to the protocol or policies of your place of business
- Stay calm and composed
- Do not accuse or argue with the patron
- Call security if possible
- Be respectful; use please and thank you

Preventing Fights

- Keep at a reasonable distance so you do not get injured
- Have someone with you when speaking to an angry or disgruntled customer:
 - This will give you a witness, and
 - Provide you with assistance
- Try and surround the customer and politely ease them towards an exit
- Remember – the person is probably not thinking rationally

Preventing Fights

- Try to separate the two parties if an argument breaks out
- Do NOT get involved in the argument
- Do NOT offer to negotiate
- Continue to repeat something like, “**I understand you’re upset and we need you to come with us and talk about it**”
- Rely on the training you’ve received on dealing with difficult customers

If a Fight Breaks Out...

- **Call security if possible**
- **Adhere by the protocol or policy of your place of business**
- **Have other customers move out of harm's way**
- **Remove anything that can be used as a weapon; glasses, bottles, plates, etc.**

If a Fight Breaks Out...

- **Do NOT attempt to physically remove someone**
- **Try and talk the person down:**
 - **Be calm and polite**
 - **Make eye contact and ask them their name so you can use it in the conversation and make the encounter more personal**
 - **Empathize (*but don't take one side or the other*) and let them know you don't want them or anyone else to get hurt**

If a Fight Breaks Out...

- *Repeat something like “I can see that you are upset....”*
- Separate the fighters if you can do so safely
- If all else fails, call the police
- Record in the incident as soon as you can so you'll have a written account regarding the exact sequence of events

Open Discussion

- Feel free to share your experiences with your peers.....



THANK YOU!

For More Information.....

**Quest Counseling and Consulting Inc.:
Cindy Walters at (775) 786-6880**

**Join Together Northern Nevada (JTNN):
Kevin Quint at (775) 324-7557**