

Undercover Prevention

Launi Gum
DFC Program Director



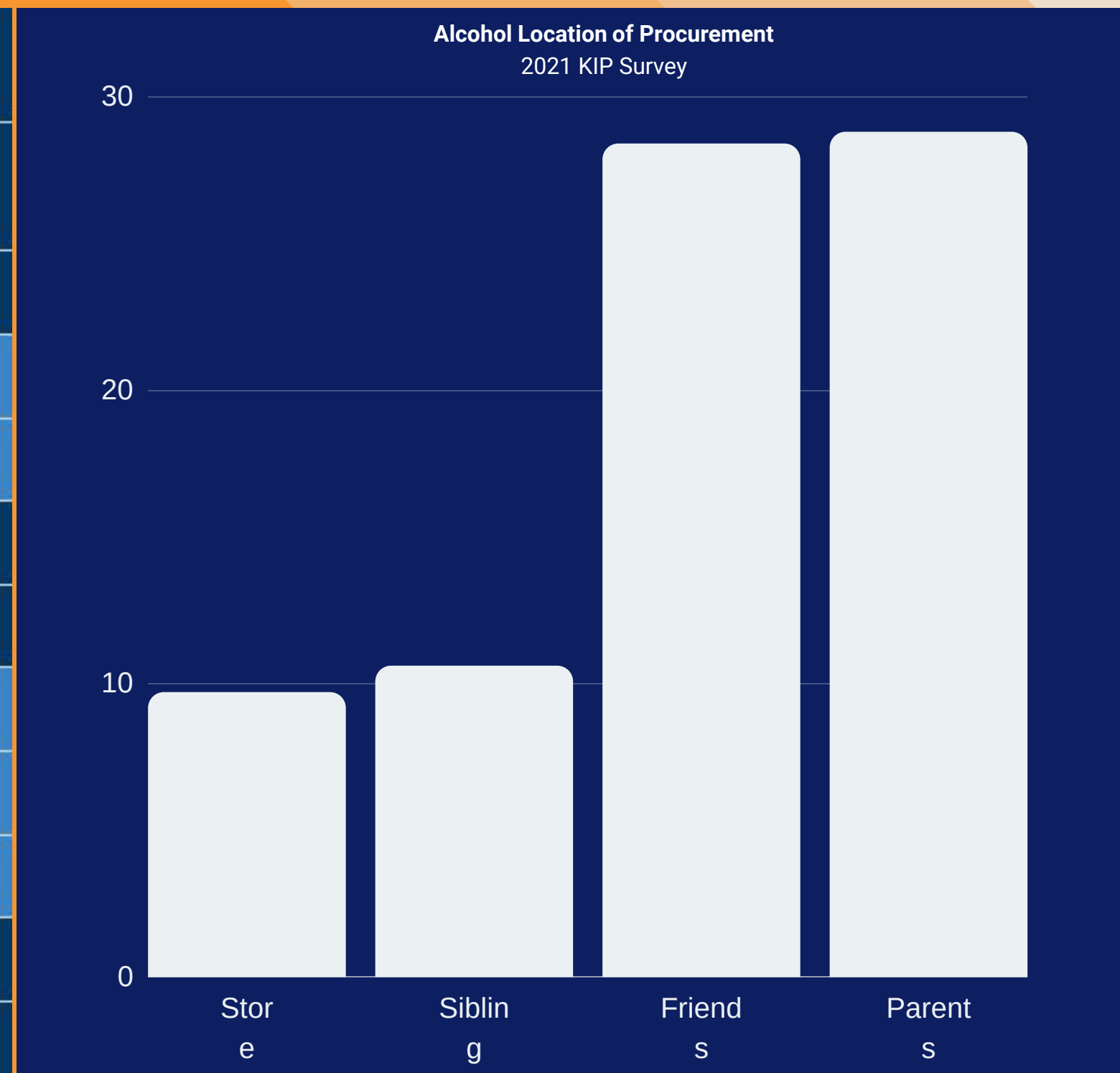
You get a grant!

NKY ASAP

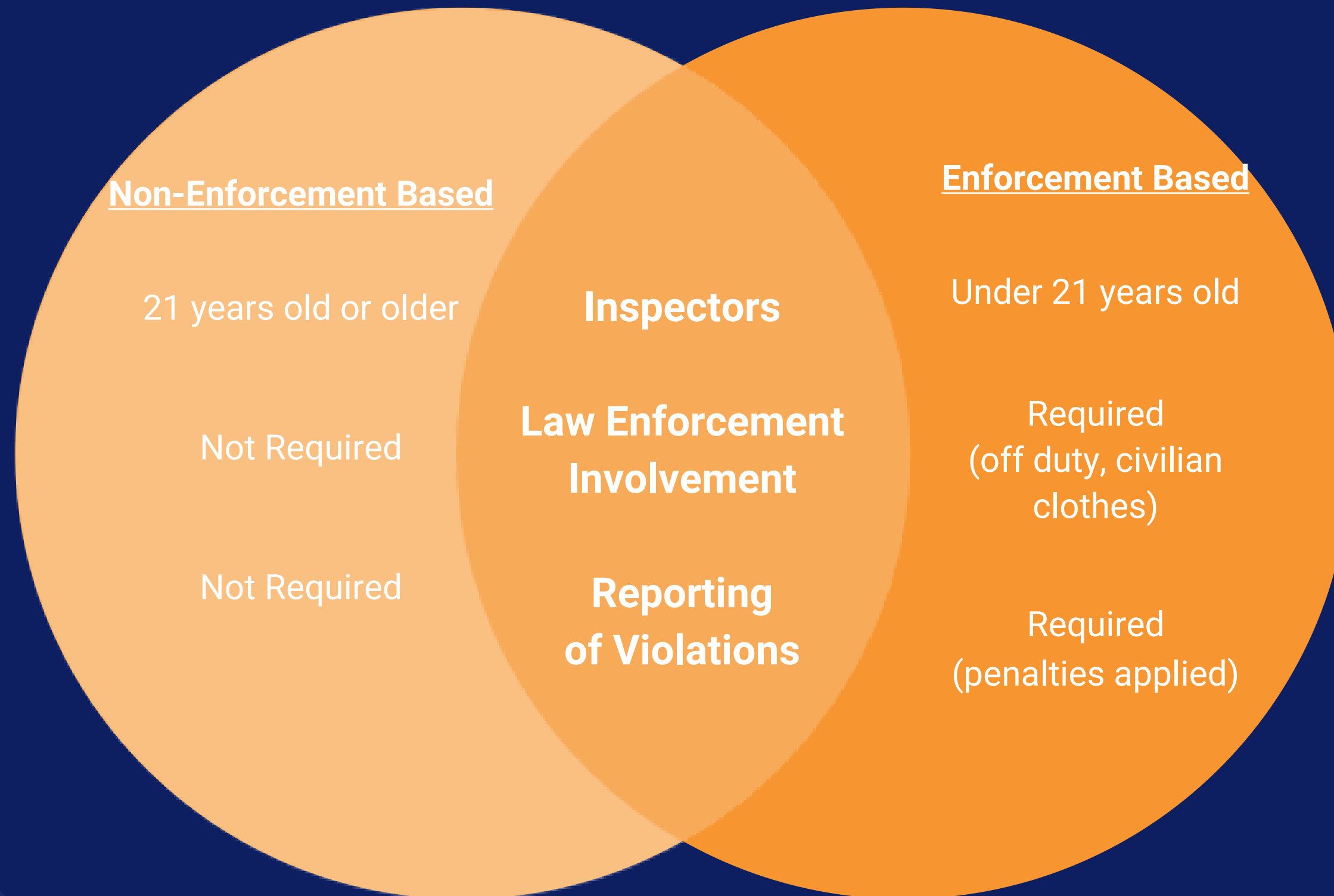
**You get a
grant!**

Purpose

Ky Department of Alcoholic Beverage Control Open Records Request for Grant County, Ky (43 Retailers)						
Date	Total # Retailers	# Walk In	# Drive Thru	Sale	No Sale	% Non-Compliance
2016	0					
01/27/2017	4	4	0	1	3	25%
11/30/2017	9	9	0	2	7	22%
03/08/2018	5	5	0	0	5	0%
11/30/2018	1	1	0	0	1	0%
03/14/2019	5	5	0	0	5	0%
05/02/2019	1	1	0	0	1	0%
07/08/2019	2	2	0	1	1	50%
01/22/2020	5	5	0	0	5	0%
02/20/2020	4	4	0	0	4	0%



Types of Compliance Checks



Environmental Scan

Scanning environments to identify risk *and* protective factors affecting youth

METHODOLOGY

THANKS ECS!

INSPECTOR RECRUITMENT

2-4 participants that live outside of the community

REVIEW PANEL

3 individuals in different age groups (20s, 30s, 40s+) to determine youngest looking participants

TRAINING & PAPERWORK

Buy Protocol

1. Participants should not lie to obtain the alcohol.
2. Participants should not have an ID with them.
3. Participants should not try to “trick” the person to sell them alcohol (i.e. use phrases like, “What do I not look 21?” or “Come on, I left it at home.”)
4. Participants should not “flirt” with the person selling the alcohol.
5. Participants should not attempt to appear younger or older than their age (i.e. wear clothing they would not normally wear or act differently than they typically would.)

When attempting to purchase the following should happen:

1. Go directly to the location of alcohol.
2. Pick either a six pack, 40 oz. or some variation of alcoholic beverage.
3. Take the choice to the cash register.
4. If asked for ID, state that you forgot it (do not attempt to make them sell it).
5. If they refuse to sell, say thank you and leave the store.
6. If they do not ask for ID, than complete you purchase and leave the store.

After the attempted purchase make sure to do the following:

1. Complete the Alcohol Purchase Attempt Data Collection Form
2. Submit receipt and alcohol purchased to Coalition Coordinator, if applicable.
3. Submit completed Work Log for payment to Coalition Coordinator at the end of the month.

AFTER PURCHASE

Purchases surrendered to Coalition Director
to be pictured for Media Release
and poured out after project period

INSPECTOR DEBRIEF

- Discussion of contextual factors (qualitative data)

DATA DISSEMINATION

- Snail Mail
 - Letters to Retailers, City Councils, and Fiscal Court
 - In-Person Follow Up to provide resources for 'failing' locations
 - We Card I.D. Tools
 - Server Training in Alcohol Regulation (STAR) Vouchers
- Media Release
 - Public recognition for 'passing' locations
 - Highlighted other Access Data (relatives, etc.)
- Social Media One Pager
 - Highlighting contextual factors



ALCOHOL COMPLIANCE CHECK PROJECT

Champions for a Drug-Free Grant County recently conducted non-enforcement based compliance checks to determine how often young people get "carded" (age verified by checking legal identification) when purchasing alcohol from various retailers (carry-outs, drive-thrus, chain retailers, gas stations, convenience stores, etc.). The compliance checks were completed by individuals 21 years of age or older so illegal activity did not take place, law enforcement did not have to be involved, and formal violations did not occur to be reported to Ky Alcoholic Beverage Control. These individuals, who live outside of Grant County, attempted to purchase alcohol and if/when asked for identification they informed the employee they did not have it on them to determine whether or not the employee would still sell to them.

Thank you to the following businesses for following proper identification checking practices!

Total Care Pharmacy Crittenden	Casa Martini
Crittenden Hop Shop	Moonbird
Family Dollar #26461	On The Rocks
Grapevines Wine Bar	Walmart
Tacos Los Compadres	Ruler #360
Dollar General #6933	Belles Smokin BBQ
Total Care Pharmacy Dry Ridge	El Jalisco
Speedway 8608	Hansie Flip Burgers
Dry Ridge BP	Dollar General #14783
Fas Mart #5178	Dollar General 14478
Murphy USA #7631	

Out of 34 completed compliance checks, 11 businesses did not follow proper identification checking practices. Pictured below is the alcohol that was purchased without identification being checked. Please Note: Beverages were chosen at random and do not reflect the values of the brands represented.



All locations, as well as City Councils and the Fiscal Court, have been notified whether or not they 'passed' the compliance check. If a location 'failed' a compliance check, they were provided with one Server Training in Alcohol Regulation (STAR) voucher and an Age Verification Calendar from We Card at no cost to their business.

While 9.7% of 6th, 8th, 10th, and 12th grade students surveyed in Grant County reported getting alcohol from convenience stores, online ordering, or grocery pick up, it is important to note that 55.2% of those same students reported receiving alcohol from parents, siblings, or another relative (KIP 2021). We cannot teach "responsible" drinking habits when providing alcohol to someone under the age of 21 is in and of itself irresponsible - and illegal, punishable by a \$500 fine or up to 1 year in jail. While we can appreciate adults wanting to provide a safe space for young people, there is no safe amount of alcohol for the developing brain.

Local problems call for local solutions and youth substance use prevention is a job for everyone in our community!



34
Locations
Checked

Gas Station/
Convenience Store
35%

Self-Checkout
10%

Liquor/Tobacco Store
5%

Chain Retailer
10%

Restaurant
20%

Drive-Thru
10%

Bar
10%

Alcohol Compliance Checks 2023

What is a compliance check?

An attempt to purchase alcohol while appearing underage and not providing identification to determine whether or not the establishment will continue to sell or deny the purchase.



32% SOLD
without ID

68% DID NOT sell
without ID

- 2 of 2 of tobacco/liquor stores sold without ID.
- 1 of 4 stores with self-checkout sold without ID.
- 5 of 11 gas stations sold without ID.
- 1 of 8 restaurants sold without ID.
- 2 of 3 drive thrus sold without ID.



Was ID checked?

17%
DID NOT
Check ID

83%
DID Check ID



5 locations
asked for
ID & sold

4 locations
asked for ID
& sold after
asking age

1 location
asked for
ID & sold
after NOT
asking age

1 location DID
NOT ask for
ID & sold
after asking
age



Male clerks/servers were **MORE** likely to check IDs than females

Male buyers were **MORE** likely to be asked for ID than females

Overall, alcohol outlets do card and do not sell without proper identification, even though there is not state law mandating such practice.



**Lessons
Learned**

Retailer Reception

Coalition Capacity

Working with Gen Z





QUESTIONS?

THANK YOU FOR YOUR
ATTENTION AND PARTICIPATION