WHAT'S UP IN BUTTE COUNTY?

* Butte County Youth reported that liquor stores (21.8%), convenience stores (21.2%) and gas stations (19.9%) are most often the points of access to purchase alcohol.
* Only a third (38.4%) of these participants responded that sales clerks or cashiers ask for ID all the time.
* 34.5% of Butte County Youth reported that young people get alcohol from somebody going into a store to buy it for them.

MERCHANT CODE OF CONDUCT

I agree to the following conditions:

* Post “No Loitering” signs (Section 25612.5(c)[1] B&P)
* No graffiti (Section 25612.5(c)[6] B&P)
* Post “No Open Container” signs (Section 25612.5(c)[2] B&P)
* Post “Notice to Customers” signs (Section 25668.4(b) B&P)
* Ensure that there is less than 33% of signage in windows (Section 25612.5(c)[7] B&P)
* No drug paraphernalia (Section 11364.7(h) H&S)
* Post “Cancer/Pregnancy Warning” signs (Sections 1260(b)[1][D][1] and 12601(b)[4][E] CCR)
* Post “Tobacco Warning” signs (Section 22952 B&P)
* Post “We ID” signs
* No alcohol placed near exits or stacked in front of refrigerator cases or used for display
* No alcohol placed near groceries or non-alcoholic beverage products
* No holiday or youth targeted alcohol promotions, posters or displays (Bud frogs, Cinco De Mayo promotions)
* Require all employees complete merchant education training
* Have or install security cameras installed to monitor alcohol theft
* Post all Merchant COMMITTED stickers, refrigerator decals and information in my store

For more information, please call (530) 891-2881.

Butte Youth Zone - Friday Night Live - 3rd Grade - Friday Night Live Mentoring - Butte Youth Zone - The Live Spot - Butte County Office of Education - Safe Schools Healthy Students - Drug Free Communities Grant - Safe and Drug Free Schools & Communities
ABOUT THIS PROGRAM

Responsible Beverage Service (RBS) is a community-based approach to identifying and reducing risks associated with off-sale and on-sale retail alcohol environments.

The RBS goal is to reduce alcohol-related problems by providing merchant education and then holding merchants accountable if they violate state and local laws, such as sales to minors and intoxicated patrons.

RBS has three essential components:

1) merchant education
2) policy development
3) partnerships with law enforcement.

Good RBS means that bars check IDs, refuse service to drunk patrons, and the community gets involved to ensure safe alcohol service and sales.

Research shows that simply training servers and sellers is not enough to create long-term change; a successful RBS program must be rooted in the community. This means conducting an assessment to find out which outlets are problematic. From this assessment comes a training program that is tailored to the community’s concerns: off-sale (stores), on-sale (bars, restaurants) and special events (fairs, festivals).

Server training is part of RBS, but it must be connected to house policies that clearly define how alcohol is sold. Key management personnel must endorse these policies and everyone, from the doorman to the owner, must comply with local and state laws.

Finally, consistent enforcement by local law enforcement supports the community norm that those who sell and serve alcohol must do so in a way that does not contribute to community problems. For more information about RBS visit the Alcohol Epidemiology Program at www.epi.umn.edu/alcohol.

The Butte County Department of Behavioral Health Friday Night Live and Club Live Programs have partnered with Butte Youth Now Coalition (BYNC) to develop and implement a MERCHANT COMMITTED Education Program for off-sale and on-sale alcoholic beverage retailers (markets, stores, gas stations, bars, restaurants, special event venues). The goal of this program is to reduce underage drinking and youth access to alcohol by increasing alcoholic beverage establishment compliance.

The Merchant COMMITTED Program Provides:

- Education about the risks and liabilities of sales to underage patrons
- Tools to help ensure your establishment is compliant
- Information about the Alcohol Beverage Control policies and laws
- Recognition of your participation and COMMITMENT to reducing youth access to alcohol
- Networking with BYNC Coalition members representing diverse sectors of the community including law enforcement, media, health professionals, youth and parents

NOTICE BE AWARE

- Review your current policies regarding alcohol sales and service
- Review your current staff training program to ensure that all staff are aware and practicing the policies
- Learn about local ordinances, enforcement efforts and common violations

CHOOSE GET EDUCATED AND MAKE THE BEST CHOICE

- Find out how you can get quality education and training for your staff
- Get training that can help limit your liability for you and your business
- Require all of your employees complete the training

ACT DO YOUR PART

- Implement recommendations to help ensure your establishment is compliant and using safe and responsible business practices
- Create in-house policies requiring all employees complete merchant education training
- Create in-house policies ensuring ongoing monitoring of the signage and placement of alcoholic beverages in your establishment
- Participate in Inspections from the local law enforcement and Alcohol Beverage Control (ABC)