pennsylvania
LIQUOR CONTROL BOARD

REPORT ON UNDERAGE AND HIGH–RISK DRINKING

AS PRESCRIBED BY ACT 85 OF 2006

FEBRUARY 2015

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REPORTS CONCERNING UNDERAGE/HIGH–RISK COLLEGE DRINKING

Beginning on Feb. 1, 2007, the Pennsylvania Liquor Control Board has been required to prepare a biennial report on underage and high-risk college alcohol drinking in this Commonwealth. The report is presented to the appropriate House and Senate committees. Details of the report include current levels and trends, current state preventative programs and current science that better defines the problems and suggests proven prevention strategies. (Section 217 of Act 85)

This report, mandated by Act 85 of 2006, has been compiled by the Pennsylvania Liquor Control Board (PLCB) to serve as a resource for the General Assembly regarding the status of underage alcohol drinking and high-risk college alcohol drinking throughout the Commonwealth.

Underage and high-risk drinking have negative consequences that reach far beyond the drinker. Often times, family, friends and the community, as a whole, will be affected by their decisions. Youth who drink underage report they are most likely to get their alcohol for free (93.4 percent), with 44.8 percent reporting they got alcohol from family members or their home. And when they drink, they are consuming "more than 90 percent of their alcohol by binge drinking."[2]

The PLCB is one of the largest purchasers of wine and spirits in the United States and provides convenient access through more than 600 Fine Wine & Good Spirits (FWGS) stores where those 21 and older can purchase wine and spirits across the Commonwealth. Beer is readily available for purchase at more than 200 grocery stores, 1,259 beer distributors and more than 16,000 retail licensees (including restaurants, taverns, brew pubs, clubs, casinos, etc.). Wide access by adults increases accessibility for youth as well. This may range from youth taking alcohol from their homes without permission to parents, caretakers and well-meaning adults providing youth with alcohol while they are supervising them. While the adults justify their actions by saying it is better for youth to drink under adult supervision, it has been proven that is not the case. Researchers have shown that, when drinking starts before age 15, youth are more likely to become dependent on alcohol.[3] Because their brains do not fully mature until their mid-20s, alcohol can alter development, which could lead to cognitive and learning problems. Add to this a lack of maturity and rational thinking and underage and high-risk drinking can lead to other high-risk behaviors, including driving under the influence (DUI), unprotected sexual activity, aggression, violence and the use of other drugs.[4]

Because we have a three-tier distribution system in Pennsylvania, we are able to impact several of the environmental factors that have been proven successful. These include setting the price for alcohol, keeping the minimum drinking age at 21 and enacting zero-tolerance laws for underage drinking and driving.[5] In addition to providing training to servers of alcohol to identify fraudulent identification through the Responsible Alcohol Management Program (RAMP), the PLCB's Bureau of Alcohol Education (BAE) also provides posters and training materials to licensees addressing the issues of underage and high-risk drinking. Additionally, FWGS staff has challenged or carded more than 1.3 million suspected minors in each of the last two calendar years.

Throughout this report there are a number of other programs that are addressing these issues; however, our work is far from done. While we have provided resources to colleges, universities, communities and law enforcement, we need to focus more resources on middle school-aged youth, as this is the age group we can impact the most. Additionally, we have to reach parents and caretakers. They need to know they have the power to influence youth in their decision to drink while underage. The 2013 GfK Roper Youth Report stated that 73 percent of teens reported their parents have influence over whether they decide to drink.[6]

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[1] "Young Alcohol Users Often Get Alcohol from Family or Home." Center for Behavioral Health Statistics and Quality, 17 Feb. 2011. Web. 10 Jan. 2015.

[2,3,4,5] "Underage Drinking." *National Institute on Alcohol Abuse and Alcoholism.* National Institute on Alcohol Abuse and Alcoholism, 1 July 2013. Web. 15 Jan. 2015.

[6] "GfK Roper Youth Report Influences on Youth's Decisions about Drinking." 2013 GfK Roper Youth Report, 1 Feb. 2013. Web. 1 Jan. 2015.

Reaching parents and sharing this data continues to be a challenge. We will continue to address these and newly emerging issues through the PLCB's annual K-12 Alcohol Awareness Poster Contest, biennial grant program, educational materials, exhibits, trainings, technical assistance, media campaigns and pilot programs created to respond to new trends.

The BAE's mission statement of "To provide leadership and resources that will reduce alcohol misuse in Pennsylvania" continues to furnish the framework to address underage and high-risk drinking in our Commonwealth.

Because underage and dangerous use of alcohol cuts across individual agency missions, the development of this report would not have been possible without the contributions of several state agencies. The PLCB gratefully acknowledges these state agencies and their efforts:

- Pennsylvania State Police, Bureau of Liquor Control Enforcement (BLCE) – The BLCE's mission is to maintain or improve the quality of life for the citizens of the Commonwealth through education about and ensuring compliance with the provisions of the Liquor Code, Title 40 of the Pennsylvania Code and related statutes. The BLCE's purpose is to enforce the Commonwealth's liquor laws. The BLCE assists individual licensees and the general public in understanding the laws and regulations governing alcohol sales and consumption.

- Pennsylvania Department of Transportation (PennDOT) – The Strategic Highway Safety Plan is one of PennDOT's vital seven safety focus areas that is reducing impaired driving. Strategies range from high-visibility enforcement to DUI courts to countermeasures addressing underage drinking and underage impaired driving.

- Pennsylvania Department of Drug and Alcohol Programs (DDAP) – The DDAP furthers the advancement and implementation of substance abuse prevention policies and practices throughout the Commonwealth based on the latest research in the substance abuse field. This work is implemented locally in conjunction with single county authorities (SCAs) and their contracted prevention providers. SCAs plan and deliver underage and dangerous drinking prevention services by identifying and addressing patterns of alcohol use, attitudes toward alcohol use and risks and protective factors influencing alcohol use.

- Pennsylvania Department of Education (PDE) – The PDE's Office for Safe Schools is the primary source of technical assistance and guidance to public and nonpublic schools on alcohol, tobacco, other drug use and violence prevention activities.

- Pennsylvania Commission on Crime and Delinquency (PCCD) – The PCCD's mission is to enhance the quality and coordination of criminal and juvenile justice systems, to facilitate the delivery of services to victims of crime and to increase the safety of our communities. PCCD also administers a mix of state and federal grant programs designed to provide support to local elements of the criminal justice system and demonstrate new solutions to statewide problems.

It is due to these collaborative efforts, in addition to science-based and effective programs, that Pennsylvania continues to be a national leader in the prevention of high-risk and underage use of alcohol.

No substance is more widely abused in America by persons under the age of 21 than alcohol.[7] According to the 2012 National Survey of American Attitudes on Substance Abuse, youth aged 12 to 17 in the United States identify beer as the easiest intoxicant for them to obtain. Distilled spirits, particularly flavored alcoholic beverages, are becoming more popular among adolescents.[8] Females, in particular, have shifted their beverage preference from beer to these alternatives.[9] Of interest is that binge drinking rates of males and females are converging; females have previously had lower rates of binge drinking, but are quickly overtaking males of the same age. In this report we discuss some of the initiatives that Pennsylvania has taken to address this increase in heavy episodic, aka “binge” drinking among females.

Underage drinking and the negative consequences it creates for youth, their families, communities and society as a whole remain stubborn problems despite decades of efforts to combat them. This report to the General Assembly provides a statistical overview of the issue, an examination of the agencies and programs across the Commonwealth that are actively engaged in the prevention of underage and high-risk drinking and a review of emerging prevention techniques to prevent high-risk and underage drinking.

LEVELS AND TRENDS OF ALCOHOL USE

2013 PAYS

The Pennsylvania Youth Survey (PAYS) measures the need for prevention services among youth in grades six, eight, 10 and 12 in the areas of substance abuse, delinquency, antisocial behavior, violence and mental health issues. The questions on the survey ask youth about the factors that place them at risk for substance use and other problem behaviors, along with the factors that offer them protection from problem behaviors.

PAYS is conducted in the fall of odd-numbered years. Beginning in 2013, PAYS was offered at no charge to any district or school (public, private, charter and parochial) courtesy of funding provided by the PDE, DDAP and PCCD.

PAYS is administered in individual school buildings using either paper/pencil or online tools at the school’s discretion. The survey is voluntary – youth are able to skip any questions they do not wish to answer, or opt out of the survey entirely. Additionally, students are advised that their responses will remain anonymous and confidential. No individual student-level data can be obtained from the data set, and the results are reported in aggregate at the local, county and state levels.

A total of 216,385 public and private school students throughout the state participated in the 2013 PAYS.[10] After invalid/dishonest surveys were removed, 200,622 surveys were represented in final local-level reports. The results featured in this report stem from the PAYS statewide sample, which is designed to gather data most representative of the state. Community-level summary reports were issued to more than 400 school districts and counties.

Nearly an equal number of males and females in all grades took the PAYS (50.1% female, 49.9% male). Respondents were white (75.8%), multi-racial (11.1%), African-American (6.2%) and other ethnic groups (6.9%).

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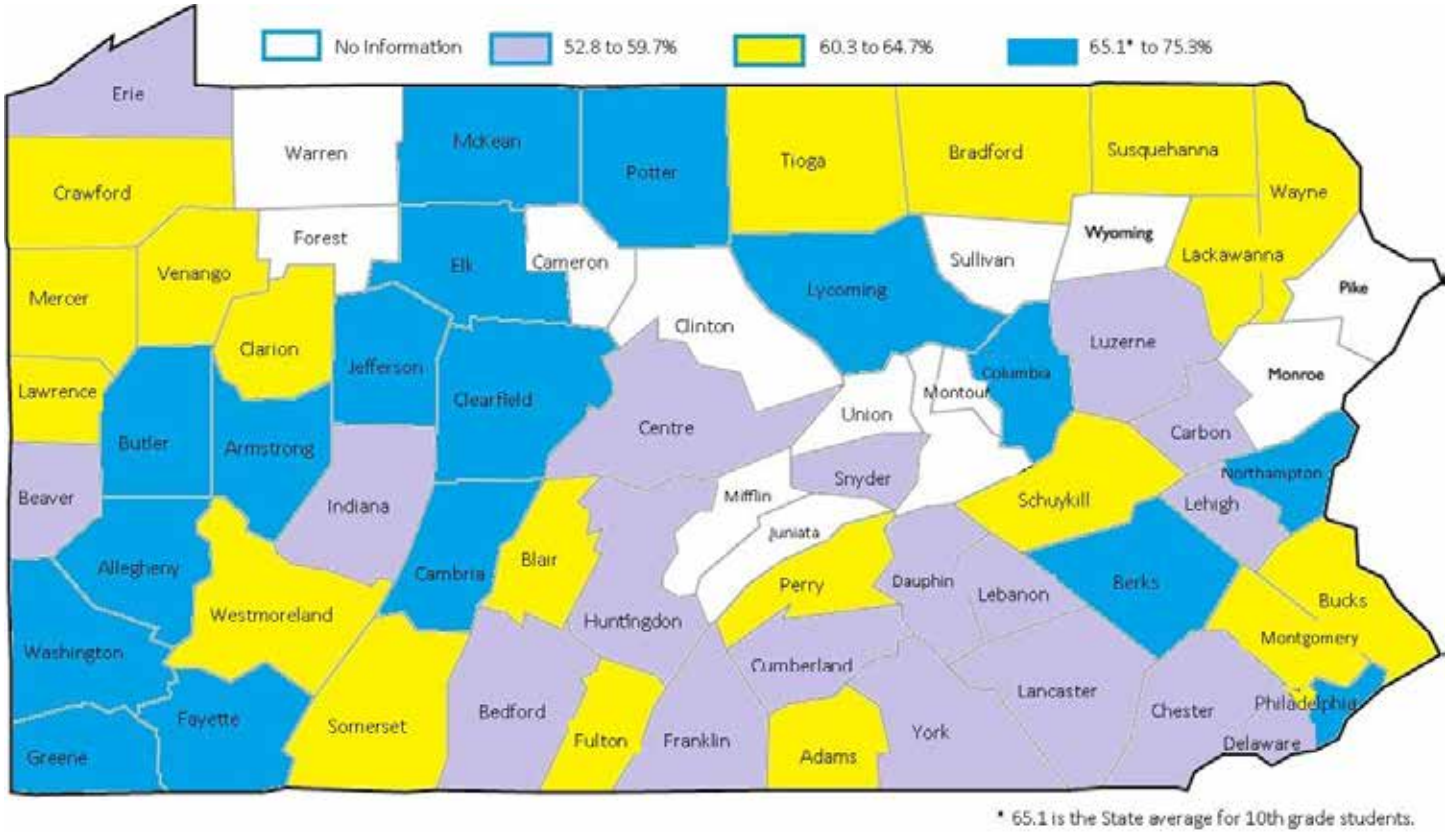
7 "Underage Drinking." *National Institute on Alcohol Abuse and Alcoholism.* 1 July 2013. Web. 15 Jan. 2015.

8,9 "The 2013 Report to Congress on the Prevention and Reduction of Underage Drinking." (2013): 5. SAMHSA, 01 Dec. 2013. Web. 01 Jan. 2015.

10 "2013 Pennsylvania Annual Youth Survey State Report." n.p., June 2014. Web. 01 Jan. 2015.

Some school districts are the only district in a specific county, so reporting their data would violate the confidentiality guarantee made to students. Not all school districts participated in the administration of PAYS; most notably, two that did not are the Philadelphia and Pittsburgh public school districts. This map focuses on 10th grade lifetime alcohol use. Lifetime alcohol use is a measure of the percentage of students who tried (had more than just a sip of) alcohol at least once in their lives. Some schools chose not to survey every grade; however, all schools did survey their 10th grades.

10th Grade Lifetime Alcohol Use[11]



Reports for the following eight counties are not available to protect identification of individual students, as these counties did not have at least two public school districts participate or contain only one school district: Cameron, Clinton, Forest, Juniata, Mifflin, Monroe, Northumberland and Warren. The following five counties did not have any districts participate in 2013: Montour, Pike, Sullivan, Union and Wyoming.

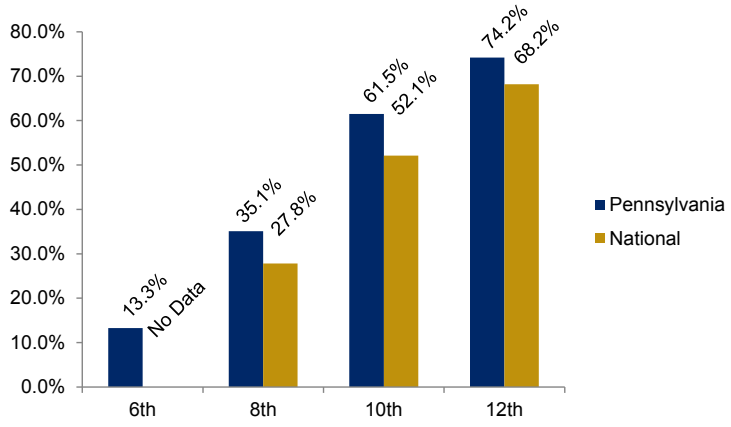
[11] "2013 Pennsylvania Annual Youth Survey State Report." n.p., June 2014. Web. 6 Jan. 2015.

The following tables display data for lifetime and 30-day use and binge drinking. Past-month (or 30-day) use is a measurement of any use in the past 30 days and is used to demonstrate more regular substance use. This survey defines binge drinking as consuming five or more drinks in a row at least once in the past two weeks.

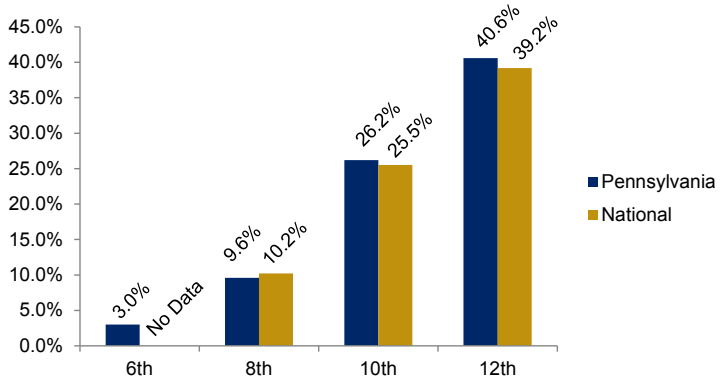
When possible, PAYS results are compared to the 2013 Monitoring the Future (MTF) survey, a national survey conducted each year by the University of Michigan. MTF only surveys students in the eighth, 10th and 12th grades.

When looking at PAYS and MTF lifetime survey results, lifetime alcohol use was higher in Pennsylvania for the eighth grade (7.3% higher in Pennsylvania compared to the national MTF rates), 10th grade (9.4% higher in Pennsylvania compared to the nation) and 12th grade (6.0% higher in Pennsylvania).

LIFETIME USE

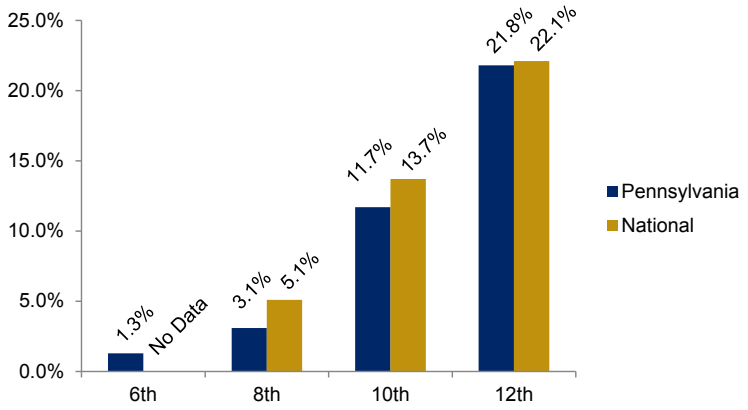


PAST 30 DAY USE



Past-month (or 30-day) use is a measurement of any use in the past 30 days, and demonstrates more regular substance use.

BINGE DRINKING

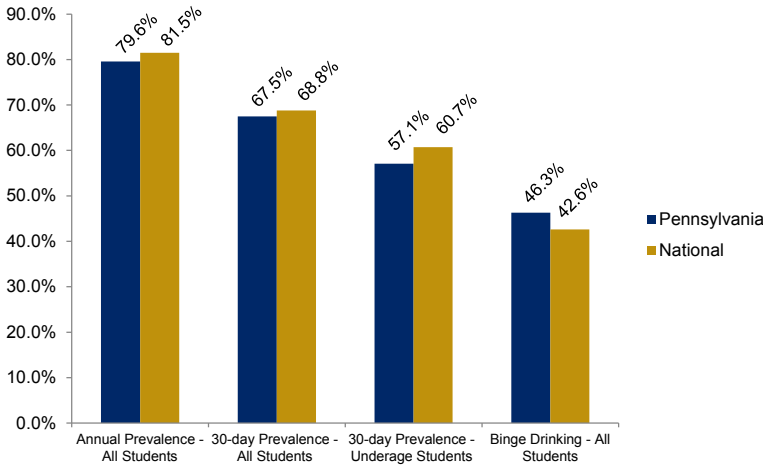


Binge drinking defined as consuming five or more drinks in a row at least once in the past two weeks.

2013 CORE ALCOHOL AND DRUG SURVEY

The Core Alcohol and Drug Survey, developed with funding from the United States Department of Education, measures alcohol and other drug usage, attitudes and perceptions among college students at two- and four-year institutions. The survey includes many questions about drugs and alcohol. Some deal with the students' attitudes, perceptions and opinions about alcohol and other drugs, and others deal with the students' own use and consequences of use. There are also questions about students' demographic and background characteristics, as well as perception of campus climate issues and policy.

CORE KEY FINDINGS FROM STUDENTS



Following are some key findings on opinions of students from the Core Alcohol and Drug Survey:

Core Alcohol and Drug Survey Results	State %	National %
Are aware their campus has alcohol and drug policies	95.3	90.5
Said they "don't know"	3.9	9.0
Said there wasn't a policy	0.8	0.5
See drinking as a central part of social life		
Male students	81.7	82.6
Female students	75.4	73.9
Faculty/staff	16.8	18.7
Alumni	40.6	44.6
Athletes	73.4	62.2
Fraternities	73.6	77.8
Sororities	70.2	71.3
The social atmosphere promotes alcohol use	51.2	51.4
Good news:		
Say they have never driven a car while under the influence	86.7	83.2
Say they have never done something they later regretted	67.5	67.7

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION DATA FOR 2012-13

The performance measures below were developed by the National Highway Traffic Safety Administration and the Governors Highway Safety Association based on the blood alcohol content (BAC) of all drivers and motorcycle riders involved in fatal incidents. Both Pennsylvania and the nation continue to see a decrease in the number of fatal crashes involving intoxicated drivers.

ALCOHOL-IMPAIRED DRIVING FATALITIES: PENNSYLVANIA AND THE UNITED STATES

Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)		
			Number	Percent	Per 100 Million Vehicle Miles Travelled
2009	PA	1,256	399	32	0.39
	US	33,883	10,759	32	0.36
2010	PA	1,324	424	32	0.42
	US	32,999	10,136	31	0.34
2011	PA	1,286	398	31	0.40
	US	32,479	9,865	30	0.33
2012	PA	1,310	407	31	0.41
	US	33,782	10,336	31	0.35
2013	PA	1,208	368	30	Not Available
	US	32,719	10,076	31	Not Available

Addressing the issues of underage and dangerous use of alcohol falls on many state agencies, and each agency uses its financial and human resources to address these issues in a manner that correlates to its mission. All agencies rely on evidence-informed practices to combat the problem. Agencies often cooperate or collaborate to ensure that programs successfully reach the target populations. As a result, programs and initiatives fall into these broad categories: enforcement, professional training, youth training, community-based, family-based, school-based, media campaigns and social media campaigns.

To support and augment these programs and initiatives, the PLCB offers a wide variety of materials to educate about underage and dangerous drinking. Materials are in many formats – brochures, pocket cards, bookmarks, cards, posters and coloring sheets. Subjects range from information on alcohol poisoning and medical amnesty to guides for parents to basic messages on coloring sheets. All materials are researched and reviewed before printing or reprinting to ensure the most up-to-date and accurate information is presented. More than half a million items are distributed free of charge to the public each year. People may also download any of the materials from the PLCB website, lcb.state.pa.us.[12] New materials are constantly being developed to address emerging needs.

Enforcement Programs support and aid state, local and campus police efforts to enforce laws and policies related to the sale/purchase, possession and use of alcohol by minors and dangerous use by adults.

In state fiscal years 2012-13 and 2013-14, the PLCB provided a total of just under $49 million in financial support to the Pennsylvania State Police, Bureau of Liquor Control Enforcement (BLCE), which is responsible for the enforcement of all liquor laws. This funding is provided from operational revenue.

In the 2013-15 grant cycle, PLCB grants assisted 23 law enforcement organizations enhancing their enforcement efforts through one or more of the following: added police presence, additional officers, targeted details, underage drinking patrols, source investigations, ID validity checks and the purchase of equipment (such as video surveillance cameras, key fob video recorders, preliminary breath testers, handheld ID scanners, night vision monoculars and mountain bikes). Additionally, 10 educational institutions received grants to aid in enforcement efforts, either through their campus police or in coordination with their local police. Four community organizations used grant money to collaborate with university and local law enforcement to address issues such as large house parties, business district block parties and DUI checkpoints during homecoming, prom and graduation.

One of the most effective countermeasures in reducing highway traffic fatalities is creating general deterrence through high-visibility enforcement (HVE). As the perceived risk of being caught by law enforcement increases, the likelihood that people will engage in unsafe driving decreases.[13] Given this, PennDOT, in collaboration with the Pennsylvania DUI Task Force, Pennsylvania State Police and local law enforcement, initiated two impaired driving enforcement efforts: the “Drive Sober or Get Pulled Over” campaign and the “Operation Safe Holiday” campaign. In 2013 and 2014, the “Drive Sober or Get Pulled Over” campaign provided HVE DUI checkpoints and roving patrols throughout holiday weekends. Those same efforts took place on Thanksgiving Eve and from Dec. 1 through New Year’s Day for the “Operation Safe Holiday” campaign in 2013 and 2014. Although these enforcement activities are not specifically aimed at minors, they are still a deterrent to that group.

[12] "Bureau of Alcohol Education." *Pennsylvania Liquor Control Board*. n.p., n.d. Web. 9 Jan. 2015.

[13] "Improving Driver Behavior and Attitude." *Enforcement & Justice Services*. National Highway Traffic Safety Administration, n.d. Web. 01 Jan. 2015.

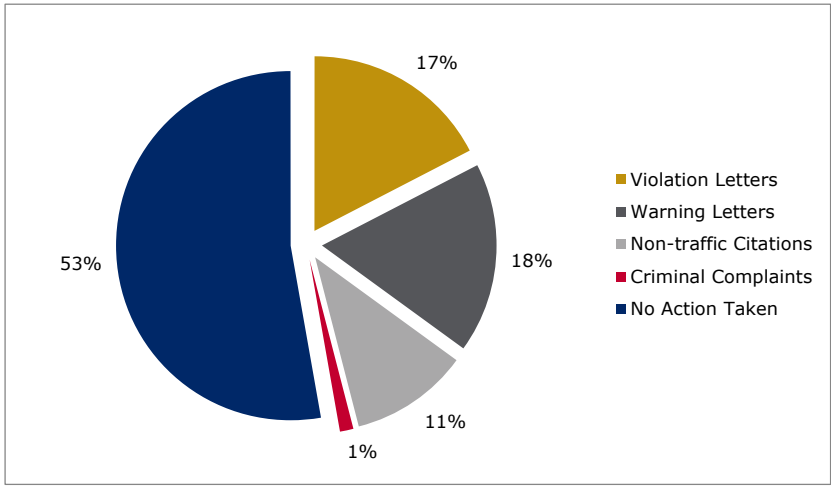
In an effort to provide a more visible deterrent to students at select colleges and universities in the Commonwealth, BLCE initiated a cooperative program with local and university law enforcement. The College Enforcement Initiative and Public Awareness Program is intended to preempt alcohol-related problems at identified locations during the first 30 days of classes. It commences as students begin the fall semester. This program occurred at locations identified by each district enforcement office in a college or university town with a higher-than-average rate of underage drinking violations as compared to other similar locations within the district enforcement office area. The BLCE considers incidents of underage drinking, underage driving under the influence, disorderly conduct and other similar alcohol-related offenses when selecting locations in which to conduct this program. Municipal police agencies may also submit requests for consideration to be included in the program.

Undercover tactics used by the BLCE include placing officers inside and outside licensed liquor establishments and conducting surveillance of minors. Additional tactics include stationing uniformed officers outside licensed liquor establishments and providing investigative and arrest support to municipal police agencies, conducting minor patrols in and around popular locations for underage drinking and providing uniformed patrols in college dormitories to increase the awareness of the BLCE presence on campus. The BLCE also meets with liquor license holders close to collegiate communities to educate them about this program and to increase awareness of underage drinking.

Funded in part by PCCD, the BLCE conducted minor patrols at and around licensed liquor establishments, colleges and universities, concerts and sporting events where underage drinking is suspected. These minor patrols involve the assignment of more than one liquor enforcement officer within a district enforcement office to investigate illegal sales and the purchase, consumption, possession and transportation of alcohol by minors.The BLCE conducted 442 minor patrol details in 2012 and 635 in 2013. As of Sept. 30, 2014, BLCE conducted 561 minor patrol details.

Also, funded in part by PCCD, the BLCE, under Act 141 of 2002, works with underage buyer volunteers between the ages of 18 and 20 to purchase alcoholic beverages in a controlled environment. Underage buyers – mainly college students – work in conjunction with and under the direct supervision of liquor enforcement officers to enter licensed liquor establishments and attempt to purchase alcoholic beverages. If the establishment serves the underage buyer, a liquor enforcement officer immediately notifies the establishment about the age compliance check and initiates administrative action against the liquor licensee. In 2013, the BLCE conducted 1,308 compliance checks, resulting in 801 licensees being found in compliance and 507 (38.76%) in non-compliance. As of Sept. 30, 2014, 1,042 compliance checks were conducted, resulting in 654 licensees being found in compliance and 388 (37.23%) in non-compliance.

BLCE INCIDENTS AND ACTIONS 2012 — 9/30/2014



Professional Training initiatives provide training to a variety of professionals including but not limited to law enforcement, teachers, alcohol service staff and a variety of social service professionals.

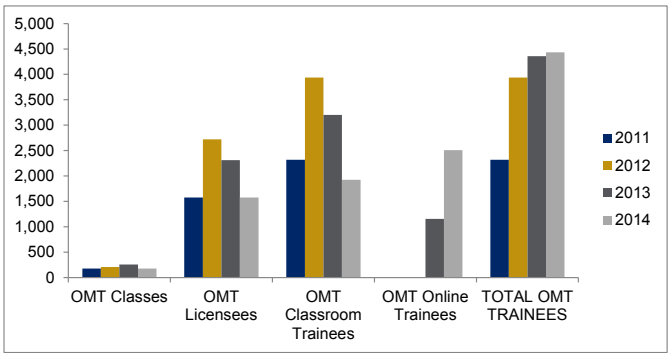
Each year, the PLCB BAE holds a spring alcohol education conference. Law enforcement, collegiate, school and community prevention professionals from across the state learn about the newest trends and information about reducing underage and dangerous drinking. The conference is free to those attending.

The PLCB, through its Responsible Alcohol Management Program (RAMP), offers two professional trainings: RAMP Owner/Manager Training and RAMP Server/Seller Training.

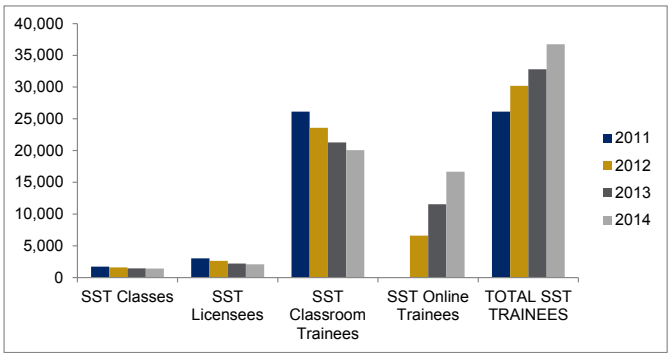
Both trainings present practical information on how to effectively handle refusing service to visibly intoxicated patrons and minors, as well as other aspects of responsible alcohol service.The PLCB alcohol education specialists facilitate RAMP owner/manager classroom training throughout the Commonwealth. The BAE approves independent trainers to present the RAMP server/seller curriculum in classroom training.

Over the past several years, due to the availability of online training, there has been a significant increase in the number of people completing training. Online providers must use the PLCB-approved curriculum to create their online training and submit it to the PLCB for approval. Online RAMP Server/Seller training became available in November 2011. As of the end of 2012, there were five approved online providers. Two additional providers were approved in 2013, bringing the total number of online RAMP Server/Seller providers to its current complement of seven. The PLCB created and maintains the online RAMP Owner/Manager Training, which went live in June 2013.

OWNER/MANAGER TRAINING BY TYPE



SERVER/SELLER TRAINING BY TYPE



Additionally, the BAE coordinated with the Mothers Against Drunk Driving (MADD) national office to have its instructors conduct two Train-the-Trainer workshops in Harrisburg and one in Pittsburgh, thereby training 78 people to facilitate the MADD Power of Parents® program. Each of these people are now qualified to present the MADD Power of Parents® workshop to parents and other interested adults so they will be prepared to discuss alcohol use and underage drinking with the teenagers in their lives. The facilitators are also able to conduct their own Train-the-Trainer workshops.

PLCB staff provides other valuable training at no cost to groups throughout the state. Strategic planning workshops are designed to assist institutions of higher education in developing evidence-informed practices to most effectively negate dangerous and underage drinking practices and patterns by college students. Institutions such as Kutztown University, Franklin and Marshall College and Mercyhurst College have availed themselves of this opportunity. Another workshop, "Working with Law Enforcement," instructs community organizations on how to collaborate with law enforcement. There is often some friction between these groups, even though their goals are similar. This workshop helps break through those barriers to form strong working relationships.

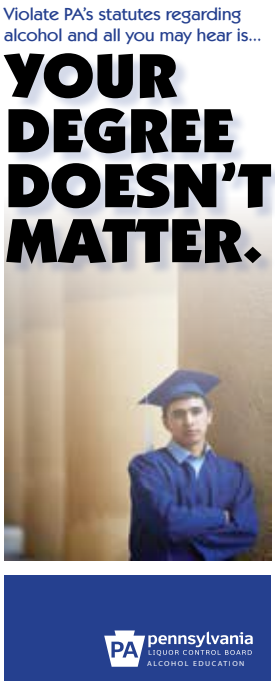
The Pennsylvania State System of Higher Education (PASSHE) provides standardized training in Brief Alcohol Screening and Intervention for College Students (BASICS) to college and university staff in its ongoing standardization of practices for the state system. This standardization originally started with a PLCB grant in 2005. That grant allowed the PASSHE system to apply for and receive a U.S. Department of Education grant in 2009 of $500,000 to continue this work.

Pennsylvania could not achieve its highway safety goals without law enforcement officers trained in the areas of standardized field sobriety testing, sobriety checkpoints, evidentiary breath testing and other pertinent focus areas. Training allows officers to implement enforcement strategies aimed at reducing impaired driving. More than 5,000 law enforcement personnel received training from the Institute of Law Enforcement Education at the PA Department of Education through funding from PennDOT.

The DDAP, through the single county authorities, provides student assistance program training for educators, counselors, substance abuse liaisons and other related professionals. This training aids in the identification of students in need of intervention/treatment services, as well as assisting in the coordination and collaboration necessary to effectively implement these services.

Youth Training provides young people specific skills to address concerns related to making and acting upon healthy decisions related to alcohol. Some youth training teaches skills to encourage others to make good decisions.

The resident assistant (RA) training offered by the PLCB presents various issues surrounding dangerous and underage use of alcohol, including high-risk drinking, alcohol poisoning, effects of alcohol in the body and brain and state and local laws. The presentation provides resident assistants the tools they need to address these issues with dormitory residents (usually underclassmen and therefore underage). Each presentation is customized to the individual campus to cover their specific policies and sanctions, as well as any local laws. As part of the training, RAs are given relevant materials available from the PLCB. The "Goodnight or Goodbye" card describes the signs of alcohol poisoning and what to do, while the medical amnesty card explains how someone underage may not be prosecuted if they come to another's aid. "Your Degree Doesn't Matter" lists the possible consequences an alcohol violation can have on one's career.



PLCB grantees used funds for several youth training initiatives, such as peer meetings in residence halls, bystander intervention programs and student leadership and team-building activities. Many other institutions of higher education are also conducting bystander intervention training on their own to address the risks associated with overconsumption.

The DDAP supports two youth training programs. "Lead and Seed" helps participants identify problem priorities in their schools or communities, discuss the origin of these issues and identify a theory of change that will dictate the appropriate course of action to affect the physical, economic, legal or sociocultural environment. In state fiscal years 2012-13 and 2013-14, almost 1,300 youth and adults were trained. DDAP also supports Students Against Destructive Decisions (SADD), a peer leadership organization dedicated to helping teens make good choices. SADD provides students with the best prevention and intervention tools possible to deal with the issues of underage drinking, impaired driving and other harmful behaviors. SCAs and their prevention providers offer technical assistance and training to support SADD chapters in 10 counties.

Community-Based Initiatives include information presented to the community to increase awareness of alcohol-related issues, as well as programs and processes generated from the community in response to alcohol-related issues.

During this report period, the PLCB participated in more than 100 events, including National Night Out events, conferences and health fairs. Some grantees participated in community-based initiatives including "Project Sticker Shock" events to educate those 21 years of age or older who might purchase alcohol and illegally provide it to minors, and good neighbor programs that are designed to create partnerships with community members, students, business owners, law enforcement, and university administrators to foster a stronger/safer community.

Other community organizations delivered information about underage and dangerous drinking to target populations to encourage positive decision-making. Also used were public awareness campaigns regarding the dangers of underage drinking and the risks of purchasing alcohol for underage youth.

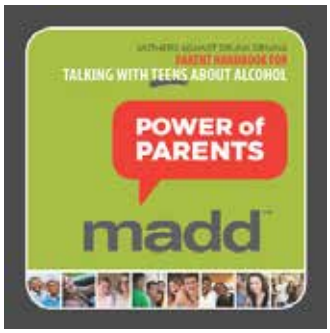
The PLCB assigns staff to attend regional and statewide meetings to be a liaison and consultant providing up-to-date information to organizations that also focus on underage and high-risk drinking. The PLCB is included on the meeting agendas for regional Communities That Care (CTC) groups, which coordinate local community coalitions and the Commonwealth Prevention Alliance (CPA) Board of Directors. Attendance at these meetings provides the opportunity for an exchange of information regarding current strategies being used at the state and local levels, as well as the ability to share that information with others across the state. Additionally, representatives from all of the agencies involved participate in community-based initiatives by attending meetings, forums, town hall events and roundtable discussions at the request of community organizations and local government agencies to provide data and information that guide decision-making.

A community initiative that benefits the entire state is the 1-888-UNDER-21 hotline. Administered in partnership with the Pennsylvania State Police, with funding from the PLCB, PCCD's Office of Juvenile Justice and Delinquency Prevention and the PA DUI Association, the hotline provides an opportunity to report planned or current underage drinking activities. The BLCE in Harrisburg receives the information during normal business hours and the Pennsylvania State Police Department Watch Center receives information after hours. Calls that require immediate attention are directed to the proper law

enforcement agency. Callers, who can be anonymous, are encouraged to provide tips about planned events involving underage drinkers or about parties already underway. The hotline received 152 calls in 2012 and 144 calls in 2013 about drinking parties and minors being served alcohol. As of Sept. 30, 2014, the hotline received 106 calls about drinking parties and minors being served alcohol.

Communities Mobilizing for Change on Alcohol, a community-organizing program designed to reduce adolescent (13 to 20 years old) access to alcohol by changing community policies and practices, seeks both to limit youths' access to alcohol and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable. The program, funded through DDAP, involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youths' access to alcohol.

Family-Based Programs seek to engage parents and other family members in educating youth regarding the dangers of alcohol use.



The Pennsylvania MADD Power of Parents® trainers, trained through a PLCB initiative, conducted 19 programs in 2013-14 for 331 participants. The main objective of the Power of Parents® program is to equip parents with the information and language to talk to their children about alcohol. Topics discussed in the workshop and contained in the booklet include the problems of underage drinking, parenting styles, talking about alcohol, helping a teen make good choices and promoting a safer community.

Many institutions of higher education have seen the importance of family support and have thus begun to make more information on alcohol issues a part of parental orientation programs. The PASSHE is developing this component for use in all its member schools.

The SCAs and their contracted providers, through funding and resources from DDAP, implemented two parenting programs. The "Strengthening Families Program", for parents and youth ages 10 to 14, is a seven-week evidence-based parent, youth and family skills-building curriculum that enhances school success and reduces youth substance use and aggression. Parent sessions address understanding the risk factors for substance use, enhancing parent-child bonding, monitoring compliance with parental guidelines and imposing appropriate consequences, managing anger and family conflict and fostering positive child involvement in family tasks. Children receive instruction on resisting peer influences to use substances. Ten SCAs served 3,080 participants with this program during state fiscal years 2012-13 and 2013-14.

STRENGTHENING FAMILIES PROGRAM by Dr. Karol Kumpfer

DDAP and PCCD support "Guiding Good Choices", a drug and underage drinking prevention program that provides parents of children ages nine to 14 with the knowledge and skills needed to guide their children through early adolescence. It seeks to strengthen and clarify family expectations for behavior, enhance the conditions that promote bonding within the family and teach skills that allow children to resist drug and alcohol use successfully. During state fiscal years 2012-13 and 2013-14, five SCAs served 66 participants with Guiding Good Choices.

Guiding Good Choices

School-Based Initiatives are programs offered in the school setting or information infused into existing curricula to provide information regarding alcohol-related issues and risks.

The PLCB's annual Alcohol Awareness Poster Contest has been held for more than 20 years. Students in grades K-12 are encouraged to submit posters with positive messages about alternatives to underage drinking. The contest is a valuable educational tool that provides students with an opportunity to learn about the dangers of underage drinking and identify healthy, fun and alcohol-free activities. Through their posters, students send an important message to their peers – there are many alternatives to underage drinking.

In 2013-14, the PLCB's Bureau of Alcohol Education, with funding from the National Alcohol Beverage Control Association (NABCA), conducted a High School/Middle School PSA Contest. The goal was similar to the poster contest, but in this case, students submitted short videos encouraging their peers not to drink alcohol. The winners have been posted on the PA Alcohol Education Facebook page and will be used in small media buys. Plans are being developed to use these videos on Channel 1, the station used to broadcast information to school students during homeroom.

PLCB grantees use funding for a variety of school-based initiatives. One grantee offers Positive Action Project to at-risk students in grades six to eight at partnering school districts. Positive Action is an evidence-based, comprehensive curriculum that reduces risk factors for alcohol use and provides multiple intervention strategies in order to increase positive student self-perception and knowledge of the dangers of alcohol while decreasing youth alcohol use. Another grantee implements AlcoholEdu® for High School, an online program, in three schools. High schools use it to reach all students with a consistent message and empower them with the necessary skills to make safer and healthier decisions about alcohol. Other grantees' efforts include facilitating the evidence-based alcohol prevention program, "Alcohol: True Stories Hosted by Matt Damon," an underage drinking forum for recipients of the "Project Alert" program and conducting an underage drinking and teen drivers' safety program in all of the county's school districts and two private schools to educate youth on the dangers and consequences of underage drinking.

Colleges and universities are focusing on "traditional" events and either changing or eliminating them from the school's programming. Examples include Bucknell University and University of Pennsylvania discontinuing Spring Week because of the associated alcohol issues. Other schools, including Lehigh University, Lafayette College, Indiana University of Pennsylvania and Shippensburg University, are developing programming to address dangerous drinking on homecoming weekends. These schools, as well as others, seek out evidence-informed practices identified in the National Institute of Alcohol Abuse and Alcoholism's (NIAAA) Tiers of Effectiveness.

A collegiate grantee offers Realize Alcohol Influences Decision-making (RAID), with education programs conducted at specific times during the school year when alcohol activities are prevalent. Another grantee fosters underage and dangerous drinking prevention initiatives on campus by providing educational programs for students living in college-approved housing, engaging the parents of students in the prevention of alcohol abuse, conducting alcohol use-related surveys and underwriting a social norms campaign on campus. Others use AlcoholEdu®, which incorporates the latest evidence-based prevention methods to create a highly personalized user experience. The "Thirsty for Knowledge Thursdays" program (a play on the students' characterization of Thursday nights as "Thirsty Thursdays," during which they drink to excess) raises awareness of drinking dangerously, underage drinking and drunk driving, and targets freshmen and sophomores. Several campuses use curriculum infusion to integrate alcohol use prevention messages into classroom activities.

"The Choices Program" is a culturally diverse alcohol awareness program presented by the BLCE that addresses the consequences of underage drinking. This program acknowledges that alcohol and other drugs are part of school life for many students and encourages them to educate themselves regarding the effects of alcohol and other substances on their mental, physical and emotional well-being. The program encourages students to make intelligent decisions and to consider a wide range of healthy alternatives. Instructors are Pennsylvania State Police liquor enforcement officers who discuss the law, penalties, peer pressure and the consequences of choosing to engage in underage drinking. Additionally, the officers are well-versed in alcoholic beverage consumption trends and issues related to educating youth.

The BLCE presents this program to students at the middle and high school levels and the college and university level, throughout the Commonwealth's seven Catholic dioceses, at health fairs and during Camp Cadet weeks. "The Choices Program" at the college level provides a valuable opportunity for the BLCE to participate in campus-community alliances. The program not only seeks to motivate the college-age students to make good choices, but it also provides an opportunity for bureau representatives to explain the laws and consequences if poor choices are made. In 2012, 50 presentations reached 5,187 students. In 2013, 95 presentations addressed 9,043 students. As of Sept. 30, 2014, 32 presentations reached 3,517 students.

Through funding and resources from DDAP, the SCAs and their contracted providers implement the following school-based prevention programs:

- Project Northland – a multilevel, multiyear program proven to delay the age at which young people begin drinking, reduce alcohol use among those who have already tried drinking and limit the number of alcohol-related problems of young drinkers. Designed for sixth, seventh and eighth grade students (10 to 14 years old), Project Northland addresses both individual behavioral change and environmental change. Two SCAs implemented Project Northland and served 2,046 participants during state fiscal years 2012-13 and 2013-14.

- Class Action – the second phase of the Project Northland alcohol-use prevention curriculum series. Designed for youth in grades nine through 12, the curriculum consists of 8-10 group sessions in which students divide into teams to research, prepare and present mock civil cases involving hypothetical people harmed as a result of underage drinking. During state fiscal years 2012-13 and 2013-14, Class Action served 264 participants through six SCAs.

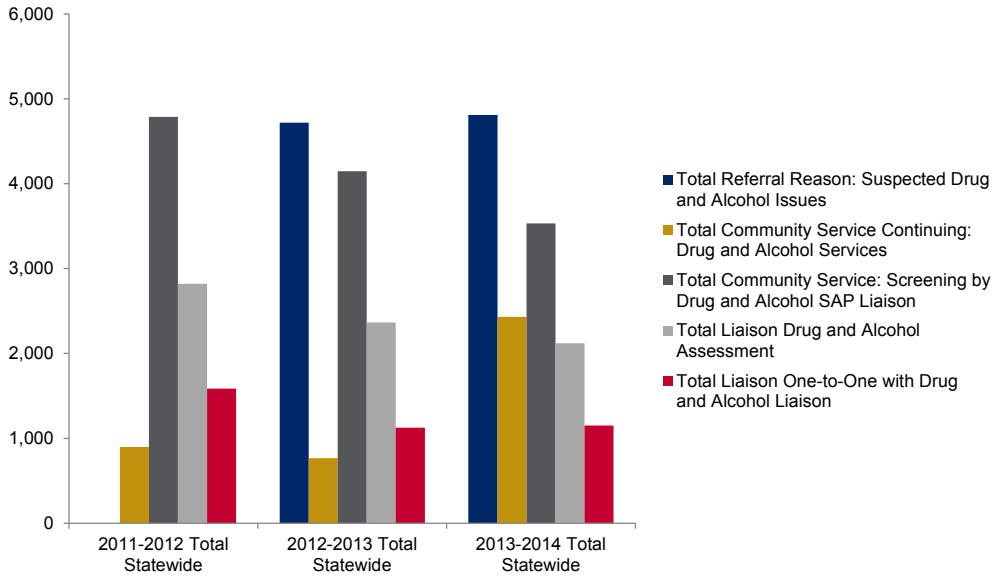
- Project Alert – a drug prevention curriculum for middle-school students (11 to 14 years old) designed to reduce both the onset and regular use of substances. The two-year, 14-lesson program focuses on the substances that adolescents are most likely to use: alcohol, tobacco, marijuana and inhalants. Eight SCAs provided Project Alert to 23,303 participants during state fiscal years 2012-13 and 2013-14.

- Too Good For Drugs – a school-based prevention program for kindergarten through 12th grade builds on students' resiliency by teaching them how to be socially competent and autonomous problem-solvers. The program reduces the intention to use alcohol, tobacco and illegal drugs. Too Good for Drugs served 63,346 participants during state fiscal years 2012-13 and 2013-14 through 29 SCAs. Eight SCAs implemented the high school version of the program and served 3,891 participants.

- The Media Straight Up! Program – a middle-school curriculum designed to assist educators and prevention specialists in guiding kids to make more informed decisions and to avoid risky drug- and alcohol-related behaviors while learning how traditional and online media influence society. The Media Straight Up! Program was implemented in three SCAs and served 1,027 participants during state fiscal years 2012-13 and 2013-14.

- Student Assistance Program (SAP) – Intervention service provided within the school setting intended to identify and address problems such as underage drinking that negatively impact student academic and social growth. Services include assessment, consultation, referral and/or small group education for SAP-identified youth. Cross-disciplinary staff, including substance abuse and mental health professionals, provide these services.

SAP END OF YEAR DATA 2011–2014



Media Campaigns use print and broadcast media – from brochures and billboards to radio and television PSAs – to deliver messages about underage and dangerous drinking.

The BAE continues its "Call the Shots" campaign to reach young adults of legal drinking age with the message of moderation. Posters, web ads and a public service announcement have been developed to drive viewers to a website,[14] where they will encounter scenarios of bad outcomes from overindulgence, as well as a field guide with tips on how to avoid drinking too much.

Each year, the BAE buys advertising at smaller venues such as minor league sports arenas that may consist of program ads or signage in the stadiums. These may also be used to address specific issues within communities, such as State Patty's Day in State College.

The John R. Elliott HERO Campaign for Designated Drivers® (HERO Campaign) encourages people to be designated drivers. The PLCB, PennDOT and PSP are collaborating with Red Robin® restaurants (Lehigh Valley Restaurant Group) to assist them with this goal. The PLCB provides posters, stickers and window decals regarding this initiative to liquor licensees during its licensing seminars and RAMP owner/manager trainings.The PSP distributes information, and PennDOT has advertises the campaign on its signboards. In 2015, the HERO Campaign intends to provide outreach to 100,000 heroes in Pennsylvania.

Several PLCB grantees participate in media campaigns. These include marketing material, newspaper advertisement and billboards with social norms messages; countywide media campaign targeting youth ages 16-20; PSAs; and a poster contest with the winning poster becoming a print advertisement. Several grantees continued prior campaigns.

Some Pennsylvania colleges and universities are taking their social norms campaigns to media outlets such as campus and community radio stations, campus TV, collegiate newspapers and other outlets. Universities such as Clarion and its Good Neighbor Program and Duquesne and its social norms campaign are just two examples. Schools are also using social media outlets such as Twitter, Facebook and Instagram to convey the messages. Through surveys, focus groups and interviews, the campuses are constantly seeking the best way to get information to students from the students themselves. Schools use various media outlets to get information to students regarding policy changes, enforcement practices and participation in events that are not alcohol-related. Lafayette College has been very successful in disseminating information on policy changes, enforcement and events to its students. In the past two years, Lafayette has seen a significant decrease in alcohol-related incidents in and around campus, arguably because of the use of social media outlets to reach students.

In FY 2013, PennDOT used state funds to support paid advertising activities on DUI, "Click it or Ticket" and distracted driving. They purchased "Just Drive – Safe and Sober" paid media messages to prevent DUI during the Independence Day and Labor Day enforcement operations. Approximately $275,000 was spent on the Independence Day campaign and $300,000 was spent on the Labor Day campaign. The media buys included online advertising, radio and lifestyle advertising at convenience stores/gas stations.

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[14] *Call the Shots.* Pennsylvania Liquor Control Board, n.d. Web. 01 Jan. 2015.

PennDOT's Bureau of Maintenance and Operations updated several brochures and educational pieces and provided them to the public. The brochures covered DUI prevention and other highway safety issues. This project also provided funding to pay for printing done by the PennDOT graphic services center, Commonwealth Media Services and the creative development of materials. PennDOT also purchased professionally created videos and other materials as part of its educational program activities.

PennDOT's central press office, regional safety press officers and various safety partners continued to share the safety messaging through the year. Using the National Highway Traffic Safety Administration communications calendar as a guide, the offices issued press releases promoting enforcement activities, law-enforcement training, community events and more.

"Parents Who Host Lose The Most", a public awareness program developed by the Drug-Free Action Alliance, supported by DDAP and PLCB grants, educates communities and parents about the financial as well as health and safety risks of serving alcohol at teen parties. The program takes place at state and local levels, concentrating on celebratory times for youth, such as homecoming, holidays, prom, graduation and other times when underage drinking parties are prevalent. This program encourages parents and the entire community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.

DDAP, along with support and assistance from members of the PLCB, the Penn State Evidence Based Prevention & Intervention Support Center (EPIS Center), the Parent Panel Advisory Council, the Dauphin County SCA and the Miracle Group at the Hope Station created two "Talk To Them At Every Age – They're Listening" public service announcements. This coincided with the Substance Abuse and Mental Health Services (SAMHSA) "Talk, They Hear You" campaign, which encourages parents and caregivers to talk to their children early – as early as 9 years old – about the dangers of alcohol. These are available to the SCAs and other interested parties upon request at no charge.

Social Media refers to forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.

The PLCB BAE staff maintains and updates the PA Alcohol Education Facebook page. The page features information about events and contests, shares links to articles related to underage and dangerous drinking, posts images from events attended by bureau staff, provides tips about combating underage and dangerous drinking and showcases images of student-created alcohol education posters from previous years. Additionally, grantees with their own Facebook pages may have posts shared by the PA Alcohol Education Facebook page to broadcast achievements and to display their material to a wider audience. The BAE also works with many of its grantees that have their own social media sites focused on the prevention of underage and dangerous drinking. These grantees post location-specific information for their communities and share information posted from the alcohol education Facebook page.

The BAE is currently considering expanding to other social media – Twitter, Instagram, Pinterest, YouTube and LinkedIn are among those being considered. The bureau is also looking at the possibility of developing another Facebook page, one specifically targeted to alcohol licensees, to give them information about responsible service and RAMP training and also to feature those who do an examplary job of providing responsible service.

Since 2010, PennDOT has maintained a Twitter account, PennDOTNews. Safety messages are pushed continually during enforcement waves. Safety tidbits are also tweeted and messages from safety partners like @NHTSAgov and @AAAnews are shared. The PennDOT press office also maintains a Facebook and YouTube account.

EMERGING EFFORTS COMBATTING UNDERAGE AND HIGH-RISK DRINKING

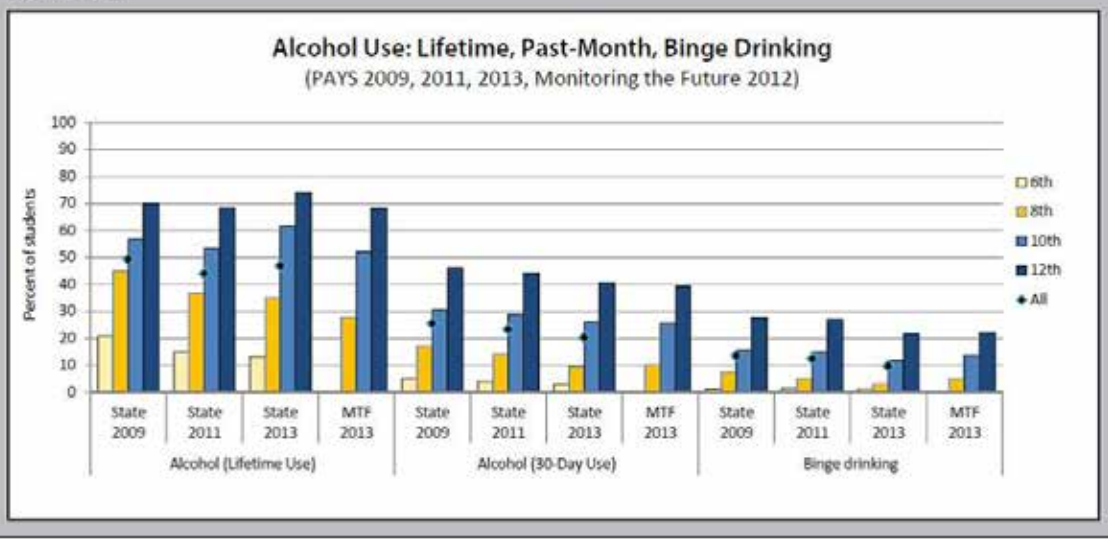
The PAYS data on page 21 clearly indicates the efforts to delay the onset of alcohol use have been successful and that overall use continues to decrease. Determining which efforts lead to the greatest success and how to best use our human and financial resources requires understanding of today's adolescents.[15]

[15] "2013 Pennsylvania Annual Youth Survey State Report." n.p., June 2014. 3.1-2. 6 Jan. 2015.

Table 3.1-1
Alcohol Use: Lifetime, Past-Month, Binge Drinking

Grade	Alcohol (Lifetime Use)				Alcohol (30-Day Use)				Binge drinking			
	State 2009	State 2011	State 2013	MTF 2013	State 2009	State 2011	State 2013	MTF 2013	State 2009	State 2011	State 2013	MTF 2013
6th	20.8	14.9	13.3	n/a	5.1	4.0	3.0	n/a	1.2	1.5	1.3	n/a
8th	45.0	36.7	35.1	27.8	17.2	14.1	9.6	10.2	7.5	5.1	3.1	5.1
10th	56.7	53.2	61.5	52.1	30.5	28.9	26.2	25.7	15.7	150	11.7	13.7
12th	70.0	68.4	74.2	68.2	46.0	44.2	40.6	39.2	27.6	26.9	21.8	22.1
All	49.3	44.0	46.9	n/a	25.5	23.3	20.3	n/a	13.6	12.4	9.7	n/a

Figure 3.1-1



In 2013, this report identified social media and targeting parents as emerging trends. Those trends continue to be "emerging" in Pennsylvania, because they need greater focus.

Better coordination to utilize Strategic Prevention Framework (SPF) The traditional African proverb "It takes a village to raise a child," often quoted when examining the partnerships and collaborative efforts required in child-rearing, may be more apropos today than ever before. However, we must define and redefine that "village." That "village" must include all state agencies and local organizations that provide prevention efforts as well as families, schools and the local community.

Currently, DDAP incorporates SAMHSA's Strategic Prevention Framework (SPF) into the SCA planning process. The SPF uses a five-step planning process to guide the selection, implementation and evaluation of effective, culturally appropriate and sustainable prevention activities. The SPF process promotes youth development, reduces risk-taking behaviors, builds assets and resilience and prevents problem behaviors across the lifespan of the programs. The idea behind the SPF is to use findings from public health research along with evidence-based prevention programs to build capacity and sustainable prevention. This, in turn, promotes resilience and decreases risk factors in individuals, families and communities.

The SPF five steps are:

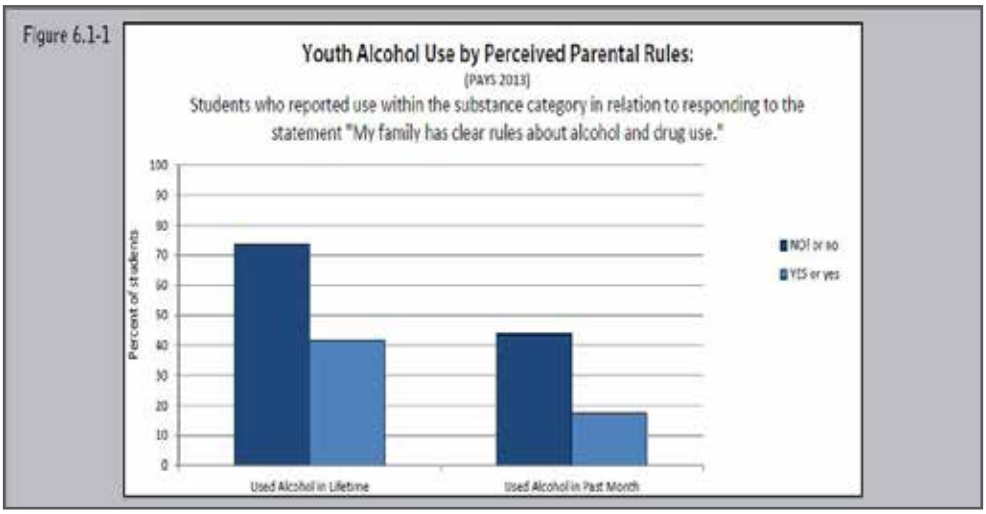
1. Assess prevention needs based on epidemiological data
2. Build prevention capacity
3. Develop a strategic plan
4. Implement effective community prevention programs, policies and practices
5. Evaluate efforts for outcomes

Data from PAYS supports the effectiveness of the implementation of the comprehensive plans created using the SPF model. In the 2013 PAYS, young people were asked to report if they had used alcohol in the past 30 days. They were also asked to report if they had consumed five or more drinks in a row in the past two weeks. PAYS reveals reductions in past-month alcohol use and binge drinking.

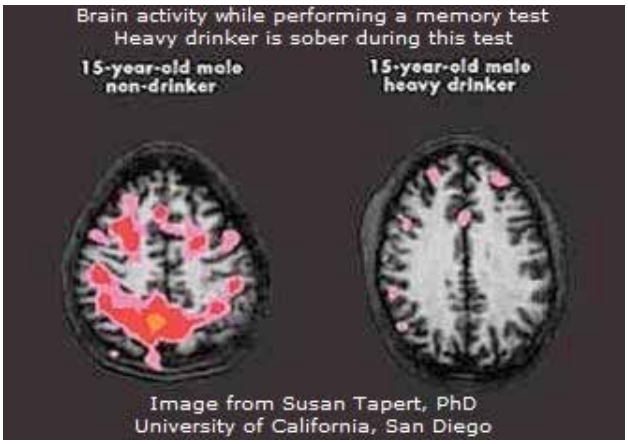
While the DDAP, through the SCAs, use the SPF model, the collaborative involvement of all state agencies involved in prevention efforts could yield greater success.

Parent- or family-based initiatives According to Charles Curie, former SAMHSA administrator, children say parental disapproval of underage drinking is the key reason they have chosen not to drink alcohol.[16] Because of this, prevention professionals are increasingly emphasizing how crucial it is for parents to remain involved, even though they may feel their son or daughter is beyond their influence.

The PAYS provided students with the following statement: “How wrong do your parents feel it would be for you to drink beer, wine, or hard liquor regularly?” and asked them to respond with either “Not Wrong at All,” “A Little Bit Wrong,” “Wrong” or “Very Wrong.” For all grades combined, 91.9% perceived their parents would feel it would be wrong or very wrong.



Additionally, as indicated in the graph above, less than half the students whose families had clear rules about alcohol use consumed alcohol.[17] This indicates that the more effectively parents convey a message regarding underage alcohol use, the more likely young people are to refrain from drinking. Therefore, it is imperative that parents, guardians and other concerned adults have access to the education, information, language and skills with which to have conversations with young people and establish clear family values around underage and dangerous drinking.



Often, parents are reluctant to talk to their children because they are uncertain what they should say, or they are clouded by their own adolescent drinking experience. However, there is increasing information available now that was not known when parents were young. As shown to the left, research conducted regarding alcohol’s effects on the teen brain provides us with even more evidence that the 21-year-old minimum age limit to drink alcohol is well-founded and should be enforced for the health and safety of current and future generations.[18]

16 http://parentsempowered.org/overview. 2013

17 "2013 Pennsylvania Annual Youth Survey State Report." n.p., June 2014. 6.1-1. 6 Jan. 2015.

18 Tapert, Susan F., Ph.D., Lisa Caldwell, and Christina Burke, M.A. "Alcohol and the Adolescent Brain - Human Studies." *National Institute on Alcohol Abuse and Alcoholism.* n.p., 2004. Web. 01 Jan. 2015.

Social Media Lee Rainie, director of the Pew Internet Project, said in a presentation to ACT College Enrollment Planners Conference in Chicago in July 2014 that teens have "tech-saturated lives":

- 95% use the Internet, 74% access Internet on a mobile device, 25% are "cell mostly" Internet users
- 78% have cell phones, 47% have smartphones
- 80% have desktop/laptop computers, 23% have tablet computers
- 81% use social networking sites: 76% use Facebook, 24% use Twitter, 25% use Instagram
- 1 in 7 use Pinterest, 1 in 10 use Tumblr[19]

Social media sites, cell phone apps, blogs and other forms of electronic communication are quickly becoming the best way to engage youth on a wide scale. Businesses and organizations across the country and world use these sites to interact with their consumers and to spread information related to their business. To keep youth interested, there are contests and prizes, open-discussion forums and the opportunity to convey one's thoughts to thousands by "sharing," "liking" or "retweeting." With close to an immediate response, social media all but guarantees instant gratification to the user.

In the future, successful use of social media will announce upcoming "live" events, engage youth and others in active learning experiences and provide opportunities to share relevant information thereby positively impacting all underage and dangerous drinking prevention initiatives. The BAE is developing a strategic plan to determine which social media sites to expand or develop to best reach their stakeholders.

Town-Gown Initiative The PLCB was approached to provide financial support for a consultant to lead a community-based planning process addressing the issues of alcohol use and abuse in a town-gown community ("town" referring to the community and "gown" metaphorically referring to the college or university within that community). The goal of the project includes the development of a collaborative, comprehensive strategic plan to reduce the negative impact of underage alcohol use and general irresponsible consumption. Upon review of the proposal and, in coordination with other key stakeholders, the PLCB approved the concept of developing a town-gown pilot project to address these issues.

A grant proposal was submitted to the NABCA and in January 2014 the BAE was awarded $15,000 to pursue a multipronged effort to address town-gown issues. The majority of the funding was used to hire a consultant to facilitate the strategic planning part of the project. Three PASSHE universities – West Chester University, Kutztown University and Indiana University of Pennsylvania – were selected to participate. These three universities were selected because the BAE is currently providing at least two grants to them, their community and/or local law enforcement. This shows that these sites are already committed to reducing underage and dangerous drinking and already collaborating with each other. The three sites also reflect three different geographical areas of the Commonwealth.

Caron Treatment Centers (Caron) Higher Education Outreach Coordinator was contracted to lead the development and implementation of the strategic planning process. Caron, a nationally recognized nonprofit provider of alcohol and drug addiction treatment, will provide additional staff assistance with student assistance programs and collegiate recovery as needed. Additionally, Caron offered to cover the administrative costs to include Alvernia University in addition to the three PASSHE universities proposed due to an existing working relationship.

Future plans may include securing a grant to continue this project with these four universities and/or expanding it to cover additional sites.

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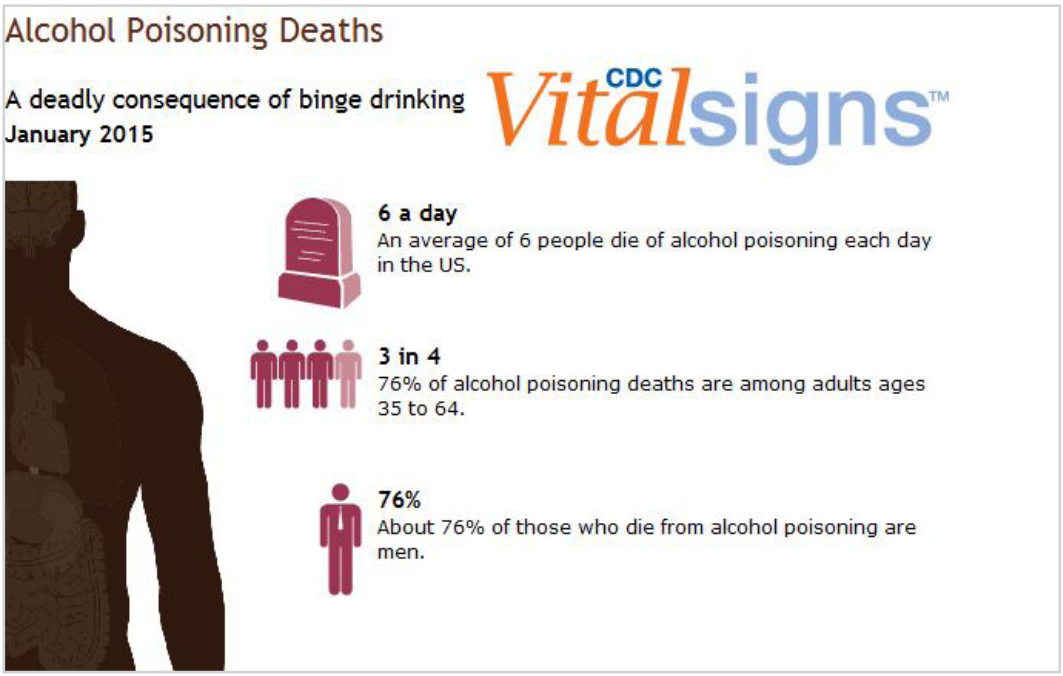
[19] *Rainie, Lee. "Teens and Libraries in Today's Digital World." Pew Research Center. Texas Library Association, 9 Apr. 2014. Web. 01 Jan. 2015.*

The BAE is constantly reviewing current literature and research to keep abreast of new trends. On the radar at the time of this report are "smoking" alcohol, powdered alcohol (Palcohol)[20] and the use of alcohol with edible marijuana products. Alcohol mixed with energy or caffeine drinks also continues to be a problem with underage and high-risk drinkers.

Staggering new alcohol poisoning death statistics were recently released by the U.S. Centers for Disease Control and Prevention (CDC):[21]



To address these issues, the PLCB BAE needs to continue to provide resources to schools, colleges and universities, communities and law enforcement through the grant program, annual conference, development and dissemination of materials and technical assistance. Additionally, it is imperative that collaboration between state agencies continues and even increases, as we model coordination of efforts to Commonwealth communities. Collaboration between state agencies is also fiscally prudent because it reduces duplication of services and strengthens relationships as we provide improved services to residents of the Commonwealth.

Finally, one other collaborative effort that would greatly impact the sale of alcohol in Pennsylvania is mandating training. The legislature can continue to strengthen these efforts by passing legislation to require all servers and sellers of alcohol to be RAMP-trained and all liquor licensees to be RAMP-certified. Owners/managers and server/sellers are on the front lines, and they need to be knowledgeable about responsible alcohol service and their roles and responsibilities.

It takes many collective efforts to continue to make headway in the prevention of underage and high-risk drinking. The PLCB is committed to addressing these challenges with the support and assistance of our partners and colleagues.

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[20] *National Alcohol Beverage Control Association (NABCA)*. n.p., n.d. Web. 18 Dec. 2014.

[21] "Alcohol Poisoning Deaths." *Centers for Disease Control and Prevention*. National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health, 06 Jan. 2015. Web. 27 Jan. 2015.

Appendix

PRIOR PRINTER'S NOS. 3399, 3456, 3574, 4041, 4400 PRINTER'S NO. **4459**

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL

No. 2383 Session of 2006

INTRODUCED BY DONATUCCI, BELARDI, RAYMOND, BLACKWELL,CALTAGIRONE, CORRIGAN, CRAHALLA, CREIGHTON, DeWEESE, FABRIZIO, FRANKEL, GEIST, GOODMAN, W. KELLER, KOTIK, O'NEILL, SHANER, SIPTROTH, SOLOBAY, SONNEY, STABACK, TIGUE,YOUNGBLOOD, JOSEPHS, BEYER AND COSTA, JANUARY 24, 2006

AMENDMENTS TO SENATE AMENDMENTS, HOUSE OF REPRESENTATIVES, JUNE 30, 2006

AN ACT

Amending the act of April 12, 1951 (P.L.90, No.21), entitled, as reenacted, "An act relating to alcoholic liquors, alcohol and malt and brewed beverages; amending, revising, consolidating and changing the laws relating thereto; regulating and restricting the manufacture, purchase, sale, possession,consumption, importation, transportation, furnishing, holding in bond, holding in storage, traffic in and use of alcoholic liquors, alcohol and malt and brewed beverages and the persons engaged or employed therein; defining the powers and duties of the Pennsylvania Liquor Control Board; providing for the establishment and operation of State liquor stores, for the payment of certain license fees to the respective municipalities and townships, for the abatement of certain nuisances and, in certain cases, for search and seizure without warrant; prescribing penalties and forfeitures; providing for local option, and repealing existing laws,"FURTHER PROVIDING FOR DEFINITIONS; requiring the Bureau of Alcohol Education to make certain reports to the General Assembly; and further providing for special occasion permits AND FOR LIMITING THE NUMBER OF SPECIAL OCCASION PERMITS.

The General Assembly of the Commonwealth of Pennsylvania hereby enacts as follows:
Section 1. The act of April 12, 1951 (P.L.90, No.21), known as the Liquor Code, reenacted and amended June 29, 1987 (P.L.32, No.14), is amended by adding a section to read:

SECTION 1. SECTION 102 OF THE ACT OF APRIL 12, 1951 (P.L.90, NO.21), KNOWN AS THE LIQUOR CODE, REENACTED AND AMENDED JUNE 29, 1987 (P.L.32, NO.14), IS AMENDED BY ADDING DEFINITIONS TO READ:

SECTION 102. DEFINITIONS.--THE FOLLOWING WORDS OR PHRASES, UNLESS THE CONTEXT CLEARLY INDICATES OTHERWISE, SHALL HAVE THE MEANINGS ASCRIBED TO THEM IN THIS SECTION:

"PUBLIC HEARING" SHALL MEAN A HEARING HELD PURSUANT TO PUBLIC NOTICE.

"PUBLIC NOTICE" SHALL MEAN NOTICE PUBLISHED ONCE EACH WEEK FOR TWO SUCCESSIVE WEEKS IN A NEWSPAPER OF GENERAL CIRCULATION IN THE MUNICIPALITY. SUCH NOTICE SHALL STATE THE TIME AND THE PLACE OF THE HEARING AND THE PARTICULAR MATTER TO BE CONSIDERED AT THE HEARING. THE FIRST PUBLICATION SHALL NOT BE MORE THAN 30 DAYS AND THE SECOND PUBLICATION SHALL NOT BE LESS THAN SEVEN DAYS FROM THE DATE OF THE HEARING.

SECTION 2. THE ACT IS AMENDED BY ADDING A SECTION TO READ:

Section 217. Biennial Reports.--(a) The board's Bureau of Alcohol Education shall prepare a report on underage alcohol drinking and high risk college alcohol drinking in this Commonwealth.

b) A report shall be prepared biennially and shall address the following:

(1) Current levels and trends of underage alcohol drinking and high risk college alcohol drinking in this Commonwealth.

(2) Current programs conducted by State agencies to prevent underage alcohol drinking and high risk college alcohol drinking.

(3) Current science that better defines and suggests proven prevention strategies for underage alcohol drinking and high risk college alcohol drinking.

(c) The first report to the General Assembly shall be presented prior to February 1, 2007. Additional reports shall be presented every two years thereafter. A copy of the report shall be sent to the chairman and the minority chairman of the Law and Justice Committee of the Senate and the chairman and the minority chairman of the Liquor Control Committee of the House of Representatives.

Section 3. Section 408.4 of the act is amended by adding a subsection to read:

Section 408.4. Special Occasion Permits.--

(q) Notwithstanding any provision of law to the contrary, the board may issue a special occasion permit to an eligible

entity located in a dry municipality if the board is provided with a copy of a resolution adopted by the municipality's governing body confirming support for the issuance of the special occasion permit. This subsection shall expire on January 1, 2007.

SECTION 4. SECTION 461(B.1) AND (B.3) OF THE ACT, AMENDED FEBRUARY 21, 2002 (P.L.103, NO.10) AND DECEMBER 8, 2004 (P.L.1810, NO.239), ARE AMENDED TO READ:

SECTION 461. LIMITING NUMBER OF RETAIL LICENSES TO BE ISSUED IN EACH COUNTY.

(B.1) THE BOARD MAY ISSUE RESTAURANT AND EATING PLACE RETAIL DISPENSER LICENSES AND RENEW LICENSES ISSUED UNDER THIS SUBSECTION WITHOUT REGARD TO THE QUOTA RESTRICTIONS SET FORTH IN SUBSECTION (A) FOR THE PURPOSE OF ECONOMIC DEVELOPMENT IN A MUNICIPALITY UNDER THE FOLLOWING CONDITIONS:

(1) A LICENSE MAY ONLY BE ISSUED UNDER THIS SUBSECTION IF THE APPLICANT HAS EXHAUSTED REASONABLE MEANS FOR OBTAINING A SUITABLE LICENSE WITHIN THE COUNTY.

(2) THE PROPOSED LICENSED PREMISES MUST BE LOCATED WITHIN EITHER OF THE FOLLOWING:

(I) A KEYSTONE OPPORTUNITY ZONE ESTABLISHED UNDER THE AUTHORITY OF THE ACT OF OCTOBER 6, 1998 (P.L.705, NO.92), KNOWN AS THE "KEYSTONE OPPORTUNITY ZONE AND KEYSTONE OPPORTUNITY EXPANSION ZONE ACT," OR AN AREA DESIGNATED AS AN ENTERPRISE ZONE BY THE DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT.

(II) A MUNICIPALITY IN WHICH THE ISSUANCE OF A RESTAURANT OR EATING PLACE RETAIL DISPENSER LICENSE HAS BEEN APPROVED BY THE GOVERNING BODY OF THE MUNICIPALITY FOR THE PURPOSE OF LOCAL ECONOMIC DEVELOPMENT. UPON REQUEST FOR APPROVAL OF AN ECONOMIC DEVELOPMENT LICENSE BY AN APPLICANT, AT LEAST ONE PUBLIC HEARING SHALL BE HELD BY THE MUNICIPAL GOVERNING BODY FOR THE PURPOSE OF RECEIVING COMMENTS AND RECOMMENDATIONS OF INTERESTED INDIVIDUALS RESIDING WITHIN THE MUNICIPALITY CONCERNING THE APPLICANT'S INTENT TO ACQUIRE AN ECONOMIC DEVELOPMENT LICENSE FROM THE PENNSYLVANIA LIQUOR CONTROL BOARD. THE GOVERNING BODY SHALL, WITHIN FORTY-FIVE DAYS OF A REQUEST FOR APPROVAL, RENDER A DECISION BY ORDINANCE OR RESOLUTION TO APPROVE OR DISAPPROVE THE APPLICANT'S REQUEST FOR AN ECONOMIC DEVELOPMENT LICENSE. IF THE MUNICIPALITY FINDS THAT THE ISSUANCE OF THE LICENSE WOULD PROMOTE ECONOMIC DEVELOPMENT, IT MAY APPROVE THE REQUEST; HOWEVER, IT MUST REFUSE THE REQUEST IF IT FINDS THAT APPROVAL OF THE REQUEST WOULD ADVERSELY AFFECT THE WELFARE, HEALTH, PEACE AND MORALS OF THE MUNICIPALITY OR ITS RESIDENTS. A DECISION BY THE GOVERNING BODY OF THE MUNICIPALITY TO DENY THE REQUEST MAY BE APPEALED TO THE COURT OF COMMON PLEAS IN THE COUNTY IN WHICH THE MUNICIPALITY IS LOCATED. A COPY OF THE APPROVAL MUST BE SUBMITTED WITH THE LICENSE APPLICATION. FAILURE BY THE GOVERNING BODY OF THE MUNICIPALITY TO RENDER A DECISION WITHIN FORTY-FIVE DAYS OF THE APPLICANT'S REQUEST FOR APPROVAL SHALL BE DEEMED AN APPROVAL OF THE APPLICATION IN TERMS AS PRESENTED UNLESS THE

GOVERNING BODY HAS NOTIFIED THE APPLICANT IN WRITING OF THEIR ELECTION FOR AN EXTENSION OF TIME NOT TO EXCEED SIXTY DAYS. FAILURE BY THE GOVERNING BODY OF THE MUNICIPALITY TO RENDER A DECISION WITHIN THE EXTENDED TIME PERIOD SHALL BE DEEMED AN APPROVAL OF THE APPLICATION IN TERMS AS PRESENTED.

(3) THE BOARD MAY ISSUE NO MORE THAN TWO LICENSES TOTAL IN EACH COUNTY OF THE FIRST THROUGH FOURTH CLASS AND NO MORE THAN ONE LICENSE TOTAL IN EACH COUNTY OF THE FIFTH THROUGH EIGHTH CLASS PER CALENDAR YEAR.

(4) AN APPLICANT UNDER THIS SUBSECTION SHALL BE REQUIRED TO SELL FOOD AND NONALCOHOLIC BEVERAGES EQUAL TO SEVENTY PER CENTUM (70%) OR MORE OF ITS COMBINED GROSS SALES OF FOOD AND ALCOHOLIC BEVERAGES.

(5) IN ADDITION TO RENEWAL AND LICENSE FEES PROVIDED UNDER EXISTING LAW FOR THE TYPE OF LICENSE ISSUED, AN APPLICANT SHALL BE REQUIRED TO PAY AN INITIAL APPLICATION SURCHARGE AS FOLLOWS:

(I) FIFTY THOUSAND DOLLARS ($50,000) IF THE LICENSED PREMISES IS LOCATED IN A COUNTY OF THE FIRST THROUGH FOURTH CLASS.

(II) TWENTY-FIVE THOUSAND DOLLARS ($25,000) IF THE LICENSED PREMISES IS LOCATED IN A COUNTY OF THE FIFTH THROUGH EIGHTH CLASS.

(III) THE INITIAL APPLICATION SURCHARGE MINUS A SEVEN HUNDRED DOLLAR ($700) PROCESSING FEE SHALL BE REFUNDED TO THE APPLICANT IF THE BOARD REFUSES TO ISSUE A PROVISIONAL LICENSE UNDER SUBSECTION (B.2). OTHERWISE, THE INITIAL APPLICATION SURCHARGE MINUS A SEVEN HUNDRED DOLLAR ($700) PROCESSING FEE SHALL BE CREDITED TO THE STATE STORES FUND. THE PROCESSING FEE SHALL BE TREATED AS AN APPLICATION FILING FEE AS PRESCRIBED IN SECTION 614-A(1)(I) OF THE ACT OF APRIL 9, 1929 (P.L.177, NO.175), KNOWN AS "THE ADMINISTRATIVE CODE OF 1929."

(6) A LICENSE ISSUED UNDER THIS SUBSECTION AND A PROVISIONAL LICENSE ISSUED UNDER SUBSECTION (B.2) SHALL BE NONTRANSFERABLE WITH REGARD TO OWNERSHIP OR LOCATION.

(7) AN APPEAL OF THE BOARD'S DECISION REFUSING TO GRANT OR RENEW A LICENSE UNDER THIS SUBSECTION SHALL NOT ACT AS A SUPERSEDEAS OF THE DECISION OF THE BOARD IF THE DECISION IS BASED, IN WHOLE OR IN PART, ON THE LICENSEE'S FAILURE TO DEMONSTRATE THAT ITS FOOD AND NONALCOHOLIC BEVERAGES WERE AT LEAST SEVENTY PER CENTUM (70%) OF ITS COMBINED GROSS SALES OF FOOD AND ALCOHOLIC BEVERAGES.

(8) A LICENSE ISSUED UNDER THIS SUBSECTION MAY NOT BE VALIDATED OR RENEWED UNLESS THE LICENSEE CAN ESTABLISH THAT ITS SALE OF FOOD AND NONALCOHOLIC BEVERAGES DURING THE LICENSE YEAR IMMEDIATELY PRECEDING APPLICATION FOR VALIDATION OR RENEWAL IS EQUAL TO SEVENTY PER CENTUM (70%) OR MORE OF ITS FOOD AND ALCOHOLIC BEVERAGE SALES.

(B.3) AN INTERMUNICIPAL TRANSFER OF A LICENSE OR ISSUANCE OF A LICENSE FOR ECONOMIC DEVELOPMENT UNDER SUBSECTION (B.1)(2)(I)MUST FIRST BE APPROVED BY THE GOVERNING BODY OF THE

RECEIVING MUNICIPALITY WHEN THE TOTAL NUMBER OF EXISTING RESTAURANT LIQUOR LICENSES AND EATING PLACE RETAIL DISPENSER LICENSES IN THE RECEIVING MUNICIPALITY EXCEED ONE LICENSE PER THREE THOUSAND INHABITANTS. UPON REQUEST FOR APPROVAL OF AN INTERMUNICIPAL TRANSFER OF A LICENSE OR ISSUANCE OF AN ECONOMIC DEVELOPMENT LICENSE BY AN APPLICANT, AT LEAST ONE PUBLIC HEARING SHALL BE HELD BY THE MUNICIPAL GOVERNING BODY FOR THE PURPOSE OF RECEIVING COMMENTS AND RECOMMENDATIONS OF INTERESTED INDIVIDUALS RESIDING WITHIN THE MUNICIPALITY CONCERNING THE APPLICANT'S INTENT TO TRANSFER A LICENSE INTO THE MUNICIPALITY OR ACQUIRE AN ECONOMIC DEVELOPMENT LICENSE FROM THE PENNSYLVANIA LIQUOR CONTROL BOARD. THE GOVERNING BODY SHALL, WITHIN FORTY-FIVE DAYS OF A REQUEST FOR APPROVAL, RENDER A DECISION BY ORDINANCE OR RESOLUTION TO APPROVE OR DISAPPROVE THE APPLICANT'S REQUEST FOR AN INTERMUNICIPAL TRANSFER OF A LICENSE OR ISSUANCE OF AN ECONOMIC DEVELOPMENT LICENSE. THE MUNICIPALITY MUST APPROVE THE REQUEST UNLESS IT FINDS THAT DOING SO WOULD ADVERSELY AFFECT THE WELFARE, HEALTH, PEACE AND MORALS OF THE MUNICIPALITY OR ITS RESIDENTS. A DECISION BY THE GOVERNING BODY OF THE MUNICIPALITY TO DENY THE REQUEST MAY BE APPEALED TO THE COURT OF COMMON PLEAS IN THE COUNTY IN WHICH THE MUNICIPALITY IS LOCATED. A COPY OF THE APPROVAL MUST BE SUBMITTED WITH THE LICENSE APPLICATION. THE APPROVAL REQUIREMENT SHALL NOT APPLY TO LICENSES TRANSFERRED INTO A TAX INCREMENT DISTRICT CREATED PURSUANT TO THE ACT OF JULY 11, 1990 (P.L.465, NO.113), KNOWN AS THE "TAX INCREMENT FINANCING ACT," LOCATED IN A TOWNSHIP OF THE SECOND CLASS THAT IS LOCATED WITHIN A COUNTY OF THE SECOND CLASS IF THE DISTRICT WAS CREATED PRIOR TO DECEMBER 31, 2002, AND THE GOVERNING BODY OF THE TOWNSHIP HAS ADOPTED AN AGREEMENT AT A PUBLIC MEETING THAT CONSENTS TO THE TRANSFER OF LICENSES INTO THE TAX INCREMENT DISTRICT. FAILURE BY THE GOVERNING BODY OF THE MUNICIPALITY TO RENDER A DECISION WITHIN FORTY-FIVE DAYS OF THE APPLICANT'S REQUEST FOR APPROVAL SHALL BE DEEMED AN APPROVAL OF THE APPLICATION IN TERMS AS PRESENTED UNLESS THE GOVERNING BODY HAS NOTIFIED THE APPLICANT IN WRITING OF THEIR ELECTION FOR AN EXTENSION OF TIME NOT TO EXCEED SIXTY DAYS. FAILURE BY THE GOVERNING BODY OF THE MUNICIPALITY TO RENDER A DECISION WITHIN THE EXTENDED TIME PERIOD SHALL BE DEEMED AN APPROVAL OF THE APPLICATION IN TERMS AS PRESENTED.

Section 3 5. This act shall take effect immediately.

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LIQUOR CONTROL BOARD

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