

Links to help...

Local businesses report that techniques such as wearing "no sale under 21" buttons, displaying posters regarding underage drinking dangers, and using automated cash register programs are helpful techniques for minimizing attempts by minors to purchase alcohol. If a young person knows that their ID will be looked at with scrutiny and knows that underage sales are not tolerated in your establishment, he or she is less likely to try and purchase alcohol from you.

In addition, organizations like the Century Council (www.centurycouncil.org) have lists of prevention and education programs designed to help liquor licensees and their staff become familiar with dangers, cues and laws related to alcohol.

Michigan Coalition to Reduce Underage Drinking
www.mcrud.org

WE I.D.



PREVENTING ALCOHOL SALES TO MINORS

Michigan Liquor Control Commission

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Statistics

Try as we may to prevent underage alcohol possession and consumption, illegal alcohol sales to minors still get made.

- In calendar year 2011, 249 violations for sales, furnishing or allowing persons under 21 to consume alcohol were written.
- Calendar year 2011 numbers showed that 59% of those violations were AFTER the ID was checked.
- Under Michigan Law, all licensees have a chance of being randomly selected for a minor decoy compliance check. A business can also be selected for a compliance check if there is a documented complaint of sales to minors. The Commission and law enforcement agencies perform the minor sales checks in an effort to reduce drinking by minors. The MLCC tests about 2,000 licensed establishments each year.

After the Fact

The sale of alcohol to a minor is a significant violation. Fines for this type of violation can be as high as \$1,000 and multiple offenses will jeopardize the liquor license for an establishment. In 2011, 50 licenses were revoked based on violation history and other factors. Licensees who lose their license due to repeated sales to minors are not allowed to own or have any part in another liquor license for a minimum period of two years .

If your licensed establishment is cited for selling alcohol to a minor you will be issued a formal violation complaint prepared by the Office of the Attorney General. You can then either acknowledge the violation and pay the fine or complete a suspension of the license period, or you may request a hearing regarding the violation .

After the Fact Cont.

At the hearing your evidence will be heard as well as the testimony of the minor and enforcement officers who were present at the scene. The MLCC Commissioner will then determine responsibility and impose the appropriate penalty according to the Michigan Liquor Control Code.

Following a violation you should take immediate action to prevent any further infractions.

Tricks of the Trade

Prevention is the key! The following ID tips have been offered by local police officers:

Fake ID:

- Check the size, thickness and color of the ID for anything unusual.
- Check the placement, size and typeface of the letters and numbers, nothing on the ID should be blurry.
- Look closely at the state seal to make sure it is correct and exact.

Altered ID:

- Check for numbers that have been scratched or bleached out and inked over, or cut out and reinserted.
- Look for rough spots around the edges and over the photo where laminate may have been altered.

Borrowed ID:

- Compare the photo with the person presenting the ID.
- Ask the presenter to sign his/her name on a sheet of paper and compare the signature on the ID.
- Ask the presenter to verify personal data on the ID.
- Request alternate pieces of identification.

Tricks of the Trade Cont.

Training staff members is a very important part of preventing sales to minors. Anyone who sells or serves alcohol can benefit from attending one of the quality programs offered around the state of Michigan. Five programs that have been evaluated by, and approved by the Michigan Liquor Control Commission (MLCC) are:

AIM—Alcohol Intervention Management

248-705-4721 or underthetableevaluations.com

C.A.R.E.—Controlling Alcohol Risks Effectively

1-800-344-3320 or www.ahlei.org/Alcohol-Awareness/

ServSafe Alcohol Responsible Alcohol Service

1-800-968-9668 or www.michiganrestaurant.org

TAM—Techniques for Alcohol Management

1-800-292-2896 or www.mlba.org **TIPS—**

Training for Intervention Procedures 1-800-

438-8477 or www.gettips.com

Under any of these approved training programs servers should learn to identify visible signs of intoxication, factors that impact intoxication (rate of drinking, gender, food consumption, etc.), basic alcohol content among different types of drinks, legal hours for sales and service, penalties related to minor sales and consumption and the various acceptable forms of personal identification as well as several other important server techniques.



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