



REPORT ON UNDERAGE AND HIGH-RISK DRINKING

AS PRESCRIBED BY ACT 85 OF 2006



MAY 2021

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GENERAL REQUIREMENTS OF ACT 85 OF 2006

Since Feb. 1, 2007, the Pennsylvania Liquor Control Board (PLCB) has been required to prepare a biennial report on underage alcohol drinking and high-risk college alcohol drinking in this commonwealth. The report is presented to the House Liquor Control Committee and the Senate Law and Justice Committee. Details of the report include current levels and trends related to underage and high-risk drinking, current state preventative programs and current science that better defines the problems and suggests proven prevention strategies.

EXECUTIVE SUMMARY

This report, prepared by the PLCB as mandated by Act 85 of 2006, is a resource regarding the status of underage and high-risk drinking of alcohol within the commonwealth.

Research has shown that the human brain is not fully developed until a person enters his/her mid- to late-20s.¹ Because the area responsible for planning and controlling impulses, the prefrontal cortex, isn't fully developed, teens are more likely to engage in risky behaviors without considering the consequences of their actions.² When drinking starts at a young age, youth are more likely to become dependent on alcohol,³ and misuse can be accompanied by the indirect dangers of alcohol use, including alcohol poisoning, car crashes, assaults, risky sexual activity, drug use and other dangerous behaviors. The 2018 Report to Congress on the Prevention and Reduction of Underage Drinking states that alcohol is the most frequently used substance among Americans under age 21. Alcohol is used more often than tobacco, marijuana or other illicit drugs, with 19% of 12- to 20-year-olds reportedly using alcohol in the previous 30-days.⁴

The PLCB has been addressing underage and dangerous drinking since its formation; specifically, the mission of the Bureau of Alcohol Education is to provide leadership and resources that will reduce alcohol misuse in Pennsylvania. As problem drinking has evolved over time, so too have the programs and partnerships developed by the PLCB in the interest of social responsibility and public health and well-being.

The PLCB understands the importance of alcohol education, especially amidst the unique challenges the commonwealth faces during the COVID-19 pandemic.

Today, for example:

- Since the PLCB is a responsible retailer of alcohol, its Fine Wine & Good Spirits (FW&GS) store associates are the first line of defense against underage drinking. FW&GS personnel are trained to verify the age of those purchasing alcohol, conducting about 1 million age checks annually, and look for signs of visible impairment.
- The PLCB's Responsible Alcohol Management Program (RAMP) provides training and resources to liquor licensees and their employees so they may understand and employ responsible alcohol management practices. Training for servers and sellers, as well as owners and managers, addresses how to detect fraudulent identification and visibly intoxicated persons and provides guidance on establishing policies governing safe and responsible alcohol service. The PLCB also provides posters and training materials to licensees to address the issues of underage and high-risk drinking.

¹ "The Teen Brain: 7 Things to Know," *U.S. Department of Health & Human Services, National Institute of Mental Health*, 2020, Accessed 3 February 2021 via https://www.nimh.nih.gov/health/publications/the-teen-brain-7-things-to-know/20-mh-8078_teenbrain_508_159672.pdf.

² Ibid.

³ "Underage Drinking," *U.S. Department of Health & Human Services, National Institute on Alcohol Abuse and Alcoholism*, October 2020, Accessed 3 February 2021 via <https://pubs.niaaa.nih.gov/publications/UnderageDrinking/UnderageFact.htm>.

⁴ "Report to Congress on the Prevention and Reduction of Underage Drinking," *U.S. Department of Health & Human Services, Substance Abuse and Mental Health Services Administration*, 2018, Accessed 17 December 2020 via https://www.stopalcoholabuse.gov/media/ReportToCongress/2018/report_main/stop_act_rtc.pdf.

- The PLCB awards Reducing Underage and Dangerous Drinking Grants to schools, community organizations, municipalities, law enforcement organizations, nonprofit organizations, for-profit organizations and institutions of higher education to fund programs that focus on strategies to discourage and reduce both underage and dangerous drinking. Grant projects include increased police patrols, social norms campaigns, college alcohol assessment surveys, online alcohol education programs and peer training, to name a few.
- The PLCB uses grant funding from the National Alcohol Beverage Control Association (NABCA) to further its mission by providing learning opportunities for staff and community partners. Initiatives include hosting a free conference, attending statewide trainings and events, partnering with like-minded organizations to develop needs assessments and sponsoring in-state conferences.
- Since 1992, the PLCB's annual Alcohol Awareness Poster Contest has encouraged students in kindergarten through 12th grade to develop posters with positive messages about alternatives to underage drinking. The contest has provided students with an opportunity to learn about the dangers of underage drinking and identify healthy, fun and alcohol-free activities.
- The PLCB's award-winning Alcohol Awareness for Student Leaders and Influencers Training, formerly the Resident Assistant Training Program, is customized for each college campus to provide resident assistants and student leaders – those on the front lines as new college students encounter the unique challenges of campus life – the tools they need to effectively guide and help other students through experiences with alcohol.
- The PLCB's award-winning media campaign, *Know When. Know How.*SM, is a statewide, research-based education and prevention effort that empowers Pennsylvania parents of children ages 8 to 12 with the tools, resources and confidence needed to engage in meaningful conversations with their kids about the dangers of alcohol from an early age, before trial or use of alcohol begins.

With the passage of laws in 2016 that increased convenience and access relative to alcohol, the beverage alcohol landscape in Pennsylvania continues to transform. Today, more than 1,300 private retailers have the ability to sell limited quantities of both beer and wine to go, including more than 1,000 grocery and convenience stores. Increased visibility of alcohol in these places can present teachable moments for parents, providing a natural opportunity for parents to open the conversation about alcohol and make clear that alcohol use by their children and other minors is not allowed by law, nor is it acceptable.

It is widely understood and scientifically accepted that the earlier in life a person begins drinking alcohol, the more likely the person is to experience alcohol problems throughout life. It is central to the reduction of underage and dangerous drinking to acknowledge that parents and guardians have significant and unique influence over their children's decisions regarding alcohol. Prevention must be a joint effort, not only from various state agencies, but also from schools, student leaders, law enforcement, parents, guardians and other influencers.

Underage drinking and its negative consequences experienced by youth, families, communities and society remain problems, despite decades of efforts to combat them. This report intends to present underage and high-risk drinking information within the context of research identifying the problems, review the agencies and programs across the commonwealth actively engaged in the prevention of underage and high-risk drinking and review emerging prevention techniques to better address the unique challenges posed by this critical public health issue.

A MULTI-AGENCY PUBLIC HEALTH EFFORT

Many state agencies and organizations provided the PLCB with information and assistance in the coordination of this report. These organizations and agencies play an active role in researching, identifying and addressing issues of underage and dangerous drinking within the Commonwealth of Pennsylvania. The PLCB gratefully acknowledges the information and efforts provided by the following:

- Pennsylvania State Police Bureau of Liquor Control Enforcement (BLCE)
- Pennsylvania Department of Drug and Alcohol Programs (DDAP)
- Pennsylvania Department of Education (PDE)
- Pennsylvania Department of Transportation (PennDOT)
- Pennsylvania Commission on Crime and Delinquency (PCCD)
- Municipal Police Officers' Education & Training Commission (MPOETC)
- Institute for Law Enforcement Education (ILEE)
- Students Against Destructive Decisions (SADD)
- Pennsylvania's State System of Higher Education (PASSHE)
- Commonwealth Prevention Alliance (CPA)

Additionally, the following national organizations play a key role in assisting state initiatives:



National Alcohol Beverage Control Association (NABCA):

Founded in 1938, NABCA is the national association representing states that directly control the distribution and sale of beverage alcohol. NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and ensure responsible and efficient systems for beverage alcohol distribution and sales. NABCA provides research, analytics and regulatory information related to alcohol policy.



National Liquor Law Enforcement Association (NLLEA):

Established in 1988, NLLEA is a national association of law enforcement personnel dedicated to the enforcement of liquor laws and regulations. The NLLEA is committed to improving the standards and practices of liquor law enforcement, the professional development of its members and recognition of the role and achievements of liquor law enforcement in protecting and promoting public safety.

STATUS OF UNDERAGE AND DANGEROUS DRINKING

Underage alcohol consumption results in thousands of deaths annually through results of motor vehicle crashes, violence, suicide and alcohol poisoning, to name a few. Underage drinking can also lead to impaired brain function and decreased academic performance, as well as increase the chances of developing an alcohol use disorder as an adult. By age 20, one-third of young people reported binge drinking, defined as four drinks for a female or five for a male in a single drinking session, at least once in the past month.⁵ Research indicates that efforts are most effective when youth receive consistent messages regarding the consequences of underage drinking from parents and families, law enforcement, healthcare providers, community organizations, schools and universities and governments.⁶ This report discusses initiatives taken in Pennsylvania to address alcohol use among the underage and college population in Pennsylvania.

COVID-19 Pandemic and Alcohol Consumption

The COVID-19 pandemic forced colleges and universities across the country to close and transition to remote learning. To determine how this unique event affected students, researchers at a public university in northeast Ohio asked students about their past 30-day use of alcohol. Responses from 1,958 students showed an increase in the frequency and amount of alcohol consumed. Students with greater levels of depression and anxiety reported more alcohol consumption compared to their peers with fewer mental health symptoms.⁷

In another study, researchers from The Center of Alcohol and Substance Use Studies at Rutgers University found that drinking behaviors following campus closures varied for students based on residency. Students who went from living with peers (on or off campus) back to their parents' houses drank fewer days per week, consumed fewer drinks per week and had fewer drinks per day compared to students continuing to live with peers or parents. The study also noted that students continuing to reside with peers or parents' post-campus closure consumed alcohol more frequently and in greater quantity.⁸

Nielsen reported alcohol sales were up 54% in late March 2020 compared to the previous year.⁹ Among 2,200 U.S. adults polled in early April 2020, 16% reported drinking more during the pandemic. Of these individuals, nearly one in five GenXers, those born between 1965 and 1980, were drinking more; whereas one in four Millennials, those born between 1981 and 1996, said their alcohol consumption increased.¹⁰ Feelings of boredom, loneliness and anxiety generally prompted excessive drinking during lockdowns. To stay connected while remaining at home, friends and coworkers held cocktail parties via social media chat rooms, again leading to their drinking more alcohol than usual and potentially binge drinking and/or alcohol abuse.¹¹ Dr. George F. Koob, director of the National Institute on Alcohol Abuse and Alcoholism, says that "using alcohol to dampen emotional misery tends to make people more miserable and motivates them to drink again. It is not a safe or lasting solution for the emotional strain many people are experiencing during the pandemic."¹²

⁵"Report to Congress on the Prevention and Reduction of Underage Drinking," *U.S. Department of Health & Human Services, Substance Abuse and Mental Health Services Administration*, 2018, Accessed 17 December 2020 via https://www.stopalcoholabuse.gov/media/ReportToCongress/2018/report_main/stop_act_rtc.pdf.

⁶"2019 Pennsylvania Youth Survey State Report," May 2020, Accessed 08 December 2020 via [https://www.pccd.pa.gov/Juvenile-Justice/Pages/Pennsylvania-Youth-Survey-\(PAYS\)-2019.aspx](https://www.pccd.pa.gov/Juvenile-Justice/Pages/Pennsylvania-Youth-Survey-(PAYS)-2019.aspx).

⁷Lechner, W. V., Laurene, K. R., Patel, S., Anderson, M., Grega, C., & Kenne, D. R. (2020). Changes in alcohol use as a function of psychological distress and social support following COVID-19 related University closings. *Addictive Behaviors*, 110. Accessed July 17, 2020, via <https://www.sciencedirect.com/science/article/pii/S0306460320306572>.

⁸White, H. R., Stevens, A. K., Hayes, K., Jackson, K. M. (2020). Changes in alcohol consumption among college students due to COVID-19: Effects on campus closure and residential change. *Journal of Studies on Alcohol and Drugs*, 81. Accessed 16 December 2020 via <https://doi.org/10.15288/jsad.2020.81.725>.

⁹American Heart Association News. (2020, July 1). COVID-19 pandemic brings new concerns about excessive drinking. Accessed 16 July 2020, via <https://www.heart.org/en/news/2020/07/01/COVID-19-pandemic-brings-new-concerns-about-excessive-drinking>.

¹⁰Piacenza, J. (2020, April 6). Cooped up at home, millennials most likely among all adults to turn to food, alcohol. *Morning Consult*. Accessed 16 July 2020, via <https://morningconsult.com/2020/04/06/coronavirus-social-distancing-millennials-eating-drinking>.

¹¹Polakovic, G. (2020, April 14). Pandemic drives alcohol sales — and raises concerns about substance abuse. *USC News*, Accessed 16 July 2020, via <https://news.usc.edu/168549/COVID-19-alcohol-sales-abuse-stress-relapse-usc-experts/>.

¹²Bote, J. (2020, August 14). Americans are drinking more amid the COVID-19 pandemic, but experts warn any relief is temporary. *USA Today*, Accessed 26 August 2020 via <https://usatoday.com/story/news/health/2020/08/14/how-much-alcohol-beer-wine-too-much-during-COVID-pandemic/3373800001/>.

Additionally, job loss, uncertainty and fear are triggers for substance use and a driving force for suicide and domestic violence. Stay-at-home orders disrupted access to social supports like therapists, churches and recovery groups, increasing the potential for relapse.¹³

Home delivery of alcohol – whether through direct shipping, third-party delivery drivers or deliveries made directly from the retail license holder – has the potential to increase access and availability for those under the legal drinking age of 21.¹⁴ With more than half of states permitting home deliveries of at least one type of beverage alcohol and more than 40 permitting the direct shipment of at least one beverage type, concerns over youth access to alcohol is on the rise, requiring alcohol regulatory authorities and law enforcement to come up with new and innovative ways to monitor these sales to prevent youth access.¹⁵

To address alcohol sales and deliveries, NLLEA has established a direct-to-consumer workgroup comprised of content experts from law enforcement, alcohol regulators and public health officials from across the nation. The workgroup has been gathering data in an effort to develop best practice guidance and protocols for home delivery of alcohol.

Levels and Trends of Alcohol Use According to the Pennsylvania Youth Survey

Since 1989, the Pennsylvania Youth Survey (PAYS) has been conducted every other year in the commonwealth. The survey is designed to gather information about youth knowledge, attitudes and behaviors towards alcohol, tobacco and other drug use. The survey focuses on students in grades 6, 8, 10 and 12. Since 2013, three Pennsylvania organizations, PDE, DDAP and PCCD, support the administration of PAYS by providing funding to eliminate the cost to any school or district.¹⁶

PAYS is administered in students everyday learning environment, in a method determined by each school. The completion of the survey is voluntary; students may skip any question they do not wish to answer or opt out of the survey entirely. Students are made aware that their responses will remain anonymous and confidential, and that the individual information they provide cannot be obtained. The results of the survey are reported in aggregate at the local, county and state levels.

The 2019 PAYS was administered to 294,340 public and private school students in Fall 2019, resulting in 280,944 valid local-level reports for the PAYS statewide sample. Beyond that, 470 public, charter and private schools received community-level summary reports.

The 2019 PAYS results are available online at [pccd.pa.gov](https://www.pccd.pa.gov).

- PAYS County Reports – County level PAYS summary reports.
- PAYS Statewide Profile Report – State summary results.
- PAYS Full Detailed Report – Detailed analysis of the results for the state.

¹³ Polakovic, G. (2020, April 14). Pandemic drives alcohol sales — and raises concerns about substance abuse. *USC News*, Accessed 16 July 2020, via <https://news.usc.edu/168549/COVID-19-alcohol-sales-abuse-stress-relapse-usc-experts/>.

¹⁴ The Associated Press, Durbin, D. (2020, August 24). Number of states allowing to-go cocktails has surged from 2 to 33 during coronavirus. *Fortune*, Accessed 23 March 2021 via <https://fortune.com/2020/08/24/states-allowing-to-go-cocktails-surges-liquor-laws-coronavirus/>.

¹⁵ Morton, H. (2020, July 22). Direct shipment of alcohol state statutes. *National Conference of State Legislatures*. Accessed 24 March 2020 via <https://www.ncsl.org/research/financial-services-and-commerce/direct-shipment-of-alcohol-state-statutes.aspx>.

¹⁶ “2019 Pennsylvania Youth Survey State Report,” May 2020, Accessed 08 December 2020 via [https://www.pccd.pa.gov/Juvenile-Justice/Pages/Pennsylvania-Youth-Survey-\(PAYS\)-2019.aspx](https://www.pccd.pa.gov/Juvenile-Justice/Pages/Pennsylvania-Youth-Survey-(PAYS)-2019.aspx).

PennDOT Crash Statistics

Alcohol-related crashes in Pennsylvania decreased to 9,380 in 2019 from 9,811 in 2018 – the lowest total in the last five years. In 2019, alcohol-related fatalities also decreased to 299 from 331 in 2018 and were the third-lowest total in the last five years.¹⁷

Although alcohol-related crashes accounted for approximately 8% of the total crashes in 2019, they resulted in 28% of all fatal crashes. Alcohol-related crashes were 4.9 times more likely to result in fatal injury than those not related to alcohol (3% of the alcohol-related crashes resulted in fatal injury, compared to 0.6% of crashes that were not alcohol-related).

National Highway Traffic Safety Administration Data

The National Highway Traffic Safety Administration (NHTSA) compiles data regarding crash fatalities and the prevalence of alcohol impairment among fatal crashes. The following table provides data for Pennsylvania and the U.S., as compared to the state with the lowest percentage of alcohol-impaired driving fatalities for each year. While Utah has been one of the best states for several years, it is worth noting that Pennsylvania had 41 fewer alcohol-related fatalities – a 12.1% reduction – from 2018 to 2019.¹⁸

Alcohol-Impaired Driving Fatalities: Pennsylvania, US and *Best State				
Year	Location	Total Fatalities in all Crashes	Alcohol-Impaired Fatalities: (BAC = .08+)	
			Number	Percent (%)
2012	Pennsylvania	1,310	408	31
	US	33,561	10,322	31
	*Utah	217	34	16
2013	Pennsylvania	1,208	368	30
	US	32,719	10,076	31
	*Utah	220	38	23
2014	Pennsylvania	1,195	345	29
	US	32,675	9,967	31
	*Vermont	44	9	20
2015	Pennsylvania	1,200	364	30
	US	35,092	10,265	29
	*Utah	276	43	16
2016	Pennsylvania	1,188	327	28
	US	37,461	10,497	28
	*Utah/Mississippi	281/690	52/128	19/19
2017	Pennsylvania	1,137	314	28
	US	37,133	10,874	29
	*Utah	273	53	19
2018	Pennsylvania	1,190	339	28
	US	36,835	9,557	28
	*Kentucky	724	136	19
2019	Pennsylvania	1,059	298	28
	US	36,096	10,142	28
	*Utah	248	39	16

¹⁷ "Pennsylvania Crash Facts and Statistics," *Pennsylvania Department of Transportation*, 2019, Accessed 01 December 2020 via https://www.penndot.gov/TravelInPA/Safety/Documents/2019_CFB_linked.pdf.

¹⁸ "Overview of Motor Vehicle Crashes in 2019," *U.S. Department of Transportation, National Highway Traffic Safety Administration*, December 2020, Accessed 06 January 2021 via <https://crashstats.nhtsa.dot.gov/Api/Public/Publication/813060>.

PROGRAMS AND STRATEGIES ADDRESSING UNDERAGE AND HIGH-RISK DRINKING

Underage and dangerous use of alcohol are issues addressed by many state and local agencies, as well as community groups and nonprofit and for-profit organizations. Often, evidence-informed practices are most successful in combating the problem. Organizations often cooperate or collaborate to ensure programs successfully reach target populations. Thus, programs and initiatives addressing underage and high-risk drinking fall into these broad categories: enforcement programs, professional training, youth training, community-based programs, family-based initiatives, school-based initiatives and advertising and media.



Pennsylvania Liquor Control Board (PLCB):

Through its Bureau of Alcohol Education, the PLCB is committed to providing information about responsible alcohol consumption. The bureau's mission is to deliver no-use and zero-tolerance messages to those under the age of 21, encourage responsibility and moderation for any adult age 21 and over who chooses to drink alcohol and promote responsible alcohol service and practice among licensees and those who serve beverage alcohol in Pennsylvania.

Programs and Strategies

PLCB-Funded Enforcement

In fiscal years 2018-19 and 2019-20, the PLCB provided a total of \$62.1 million in funding to the BLCE, the organization primarily responsible for enforcement of liquor laws.

Reducing Underage and Dangerous Drinking (RUDD) Grant

The PLCB offered a one-year grant for the 2019-20 RUDD Grant cycle, awarding \$816,630 to 50 grant recipients.

For the two-year 2020-22 RUDD grant cycle, the PLCB awarded a record \$2.8 million to 84 recipients. Grants are awarded to schools, community organizations, municipalities, law enforcement organizations, nonprofit organizations, institutions of higher education and for-profit institutions to fund programs that focus on strategies to discourage and reduce both underage and dangerous drinking.

- Community law-enforcement organizations use funding for targeted underage patrols, training, outreach and equipment.
- Community and nonprofit organizations fund initiatives such as MADD's Power of Parents® and Parents Who Host Lose the Most®, Project Northland, public service announcements and enforcement efforts.
- Primary and secondary schools fund various programs aimed at reaching students, such as social norms media campaigns, guest speakers and impaired driving simulation activities.
- College and university recipients enable schools to develop strategies to reduce underage and dangerous drinking through surveys and assessments, enforcement efforts, attendance at alcohol education conferences, training for resident assistants, peer education programs and evidence-informed programs like EVERFI AlcoholEdu® and SafeColleges.
- For-profit organizations focus on peer-to-peer outreach and public service announcements.

The complete list of 2020-22 grant recipients and projects is available at lcb.pa.gov.

Training Programs

The Bureau of Alcohol Education offers training opportunities to institutions of higher education, law enforcement organizations and liquor license holders.

The “*Alcohol Awareness for Student Leaders and Influencers Training*,” formerly known as the Resident Assistant Training Program, is offered to colleges and universities, free of charge, at their request, for all student leaders, including but not limited to Greek Life chapter leaders, team captains, resident assistants, tutors and club leaders. This comprehensive training is designed to provide student leaders with the resources and knowledge to educate and influence their peers to abstain from underage drinking and to inform responsible consumption for those over 21. Topics include alcohol’s effects on the human body; the unique challenges of the college environment related to drinking, binge drinking and alcohol poisoning; liquor laws and medical amnesty; and responsible drinking for those over 21.

“*Understanding the Liquor Laws and Alcohol Related Offenses in Pennsylvania Training*” provides an overview of the commonwealth’s laws and immunities regarding underage drinking, the current environment of the liquor laws and the resources and authorities of the PLCB and BLCE. Since 2019, this training is required for all RUDD law enforcement grantees.

The *Responsible Alcohol Management Program* (RAMP) gives licensees the tools they need to serve alcohol responsibly. In 2000, RAMP was established as a voluntary program. In 2006, Act 26 mandated RAMP certification for licensees found guilty of sales to minors or visibly intoxicated persons (VIPs). RAMP may also be required as part of a conditional licensing agreement. Additionally, wine expanded permit holders must comply with all aspects of RAMP.

The following five steps must be completed for certification of the premises to be granted:

Owner/Manager Training – This training is offered free to license owners and PLCB-approved managers and covers topics such as liability, how to develop and implement house policies, responsibilities of licensees and information covered in server/seller training. The Owner/Manager Training, whether online or in-class, is facilitated by the PLCB. *This training is required for newly approved managers of certain license types.*

Server/Seller Training – At least 50% of the licensee’s alcohol service staff must be trained as part of certification. This includes anyone who serves alcohol and/or checks IDs. Training includes tips on carding and spotting fake IDs, how to spot and deal with VIPs and how to slow down or stop service. RAMP Server/Seller Training, whether online or in-class, is facilitated by PLCB-approved independent providers who are observed and monitored by the Bureau of Alcohol Education to ensure quality and consistency of training. *This training is required within six months of hire for anyone hired on or after Aug. 8, 2016, who serves or sells alcoholic beverages and/or checks IDs, unless the person successfully completed the training within the previous two years.*

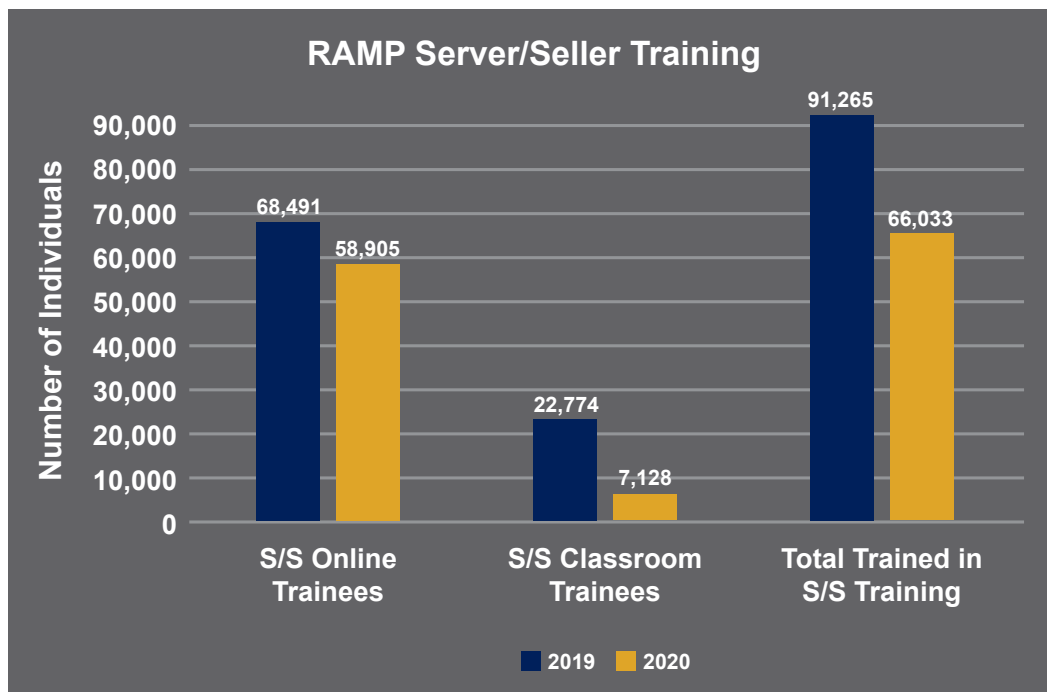
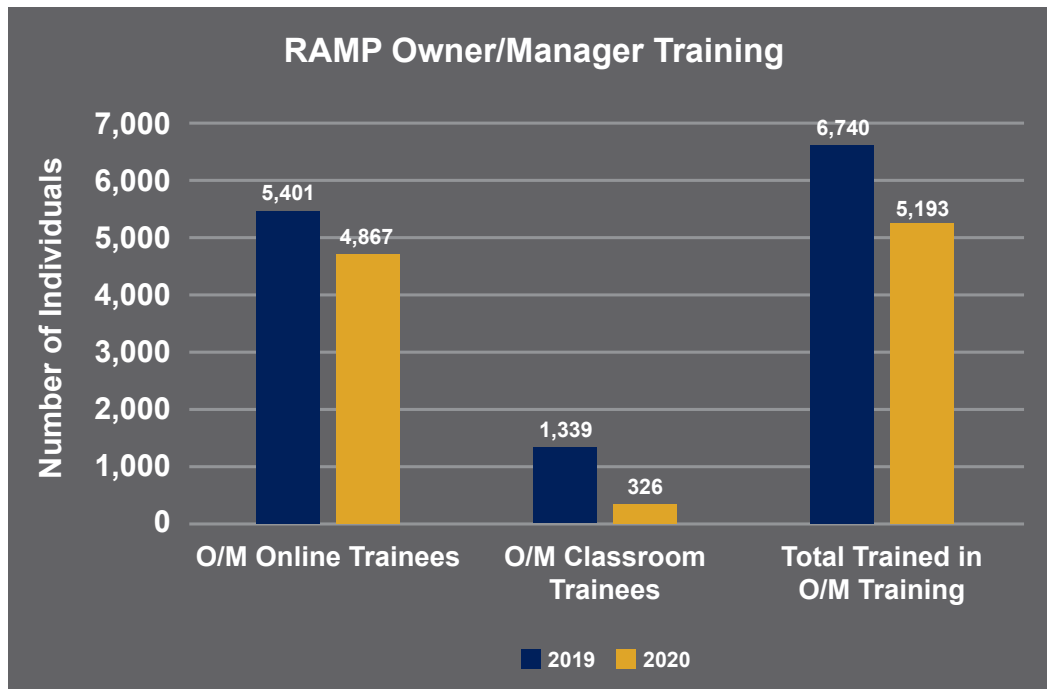
New Employee Orientation – An owner or manager is responsible for reviewing the new employee orientation checklist, supplied by the PLCB, with every new employee. The list includes legal information about the penalties for serving minors and VIPs, acceptable forms of ID, carding practices and preventing criminal activity on the premises.

Signage – Posters or signs about acceptable forms of ID and the refusal of alcohol service to minors and VIPs must be displayed at the licensed establishment.

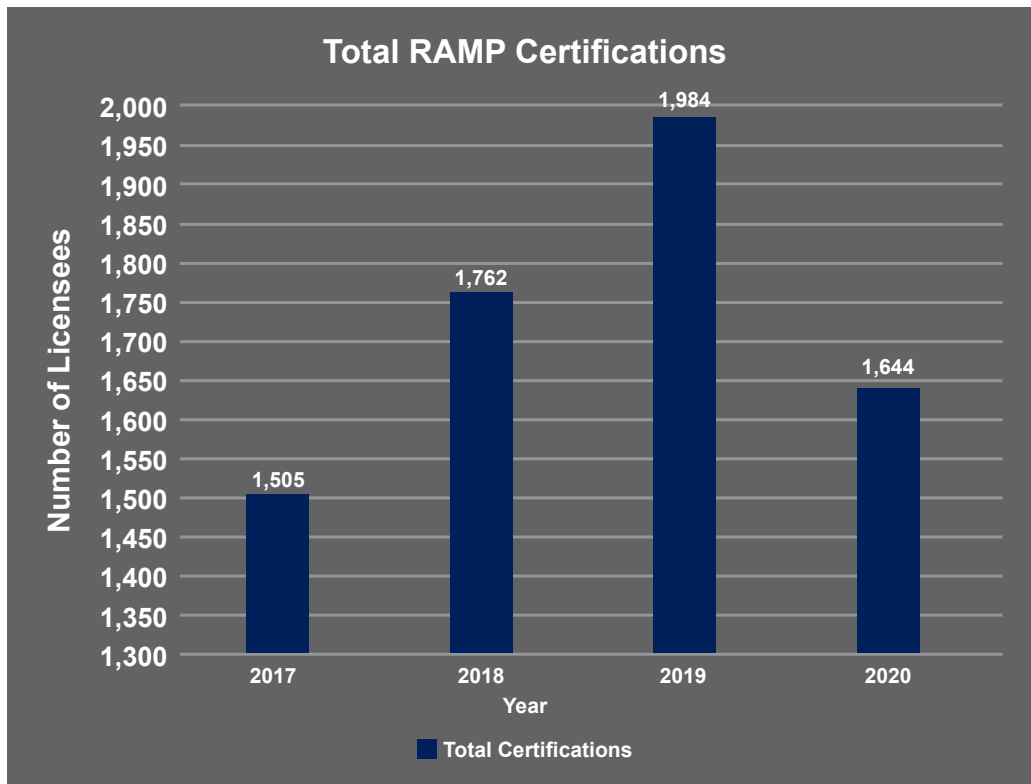
Request for RAMP Certification – Upon completion of the previous requirements, the licensee must submit an application request for certification in PLCB+. If all requirements are met, the licensee will receive certification valid for two years.

RAMP training completions continued to be on the rise annually prior to the COVID-19 pandemic that began in March 2020. COVID-19 mitigation efforts impacted liquor licensees tremendously, which caused a decrease in training.





RAMP certification is typically voluntary; however, some licensees may be required by the Office of Administrative Law Judge to complete certification following service to minors or visibly intoxicated patrons, and the PLCB may require RAMP certification as part of a conditional licensing agreement. Additionally, Act 39 of 2016 made RAMP certification a prerequisite for all licensees seeking wine expanded permits, which authorize the sale of limited quantities of wine to go. As a result, an increased number of licensees are seeking RAMP certification, as illustrated by the following chart. As with RAMP training, COVID-19 mitigation efforts have negatively impacted the number of licensees seeking RAMP certification.



The benefits of RAMP certification include:

- Knowledgeable, well-trained alcohol service staff and management
- Recognition as a responsible licensee in the community
- Less likelihood of dram shop liability
- Possible discount on liquor liability insurance
- Possible reduction in fines and penalties issued by an Administrative Law Judge for serving a minor or a visibly intoxicated patron, as long as the licensee was RAMP-certified at the time of the violation and had no citations for either of those two violations in the previous four years

Community Initiatives

Since 1992, the PLCB's annual Alcohol Awareness Poster Contest has encouraged students in kindergarten through grade 12 to develop posters with positive messages about alternatives to underage drinking. The contest has provided students with an opportunity to learn about the dangers of underage drinking and identify healthy, fun and alcohol-free activities. Through their posters, students explore the many alternatives to underage drinking. Nearly 800 posters were submitted during the 2018-19 and 2019-20 poster contests.

The PLCB also develops and distributes various educational materials to licensees and the public to address the issues of underage and high-risk drinking, free of charge. All materials promote the safe and responsible use of alcohol for those 21 years of age or older and stress a "no use" message to those under 21. These materials come in many forms, including but not limited to pamphlets, children's activity books and information cards. Customers can order, view and download all materials online through PLCB+, a web-based platform. In 2019 and 2020, 1,218 orders were filled and mailed. Additionally, many items were disseminated at events staffed by bureau personnel. In all, more than 382,255 items were distributed in 2019 and more than 93,892 items were distributed in 2020. COVID-19 mitigation efforts decreased the number of events, resulting in a decrease in the number of material orders in 2020.

PLCB grants to community organizations also helped deliver information about underage and dangerous drinking to targeted populations to encourage positive decision making. Public awareness campaigns were also used to emphasize the dangers of underage drinking and the risks of purchasing alcohol for underage youth.

The PLCB supports a number of organizations focused on underage and high-risk drinking through attendance at their regional and statewide meetings. Regional Communities That Care (CTC) groups, which coordinate local community coalitions, invite the BAE to participate in meetings, as does the board of directors of the Commonwealth Prevention Alliance (CPA). Attendance at these meetings provides the opportunity for an exchange of information regarding strategies pursued at the state and local levels.

Conferences

In 2019, the PLCB used funding from NABCA to sponsor and offset conference attendance to the International Town & Gown Association™ (ITGA) City and University Relations Conference in State College. This was the first time the conference was held in Pennsylvania. ITGA strengthens town/gown partnerships by providing a network of professionals and resources and identifying and sharing promising practices, innovative solutions and professional development opportunities for municipal and university communities. Accordingly, the PLCB partnered to help plan conference activities specifically related to responsible alcohol use. Additionally, through a \$25,000 award from NABCA, the PLCB provided a \$15,000 sponsorship to enhance the ITGA conference and \$10,000 in mini-grants to Pennsylvania organizations to cover costs associated with attending the conference.

NABCA funding also enabled the PLCB's 2019 Alcohol Education conference showcasing prominent experts in alcohol education, prevention and enforcement who shared their experience and knowledge with professionals, counselors, law enforcement officers, businesses, activists and educators interested in reducing underage drinking and promoting responsible drinking among those of age.

The COVID-19 pandemic caused the 2020 conference to be cancelled.

Advertising and Media

In January 2018, after a year of Pennsylvania-based research and campaign development, the PLCB introduced *Know When. Know How.*SM, a statewide education and prevention effort targeting Pennsylvania parents of children ages 8 through 12. In line with the agency's mission of promoting no-use and zero-tolerance alcohol messages for those under the age of 21, the goal of the campaign is to prevent underage drinking by arming parents with the information, tools and confidence they need to begin having meaningful and effective conversations about alcohol with their children at an early age, before trial or use of alcohol begins. With an intensive research focus and a target of parents of young children, this alcohol education campaign is a new approach for the PLCB.

According to research in the *Journal of Adolescent Health*, one in three children has tried alcohol by age 8; by age 12, that number jumps to two out of three.¹⁹ And according to the *Journal of Substance Abuse*, kids who begin drinking by age 13 are four times more likely to become alcohol-dependent later in life.²⁰

¹⁹ Donovan, J. E. and Molina, B. S. (2013). Types of alcohol use experience from childhood through adolescence. *The Journal of Adolescent Health*: official publication of the Society for Adolescent Medicine, 53(4), 453-9.

²⁰ Grant, BF and DA Dawson. (1998). Age at Onset of Drug Use and its Association with DSM-IV Drug Abuse and Dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey. *Journal of Substance Abuse*, 10(2), 163-173.

Since kids ages 8 to 11 are most receptive to parents' feedback, the PLCB, in conjunction with advertising firm the Partnership of Packer Oesterling & Smith, designed a campaign to give parents the tools they need to start talking to their kids earlier than they may have thought necessary. The campaign stresses that underage drinking doesn't have to be one big, intimidating "talk." Instead, a series of brief, age-appropriate conversations that spring out of everyday experiences and grow as children mature over time are more effective.

With a heavy digital focus, while also including traditional television and radio commercials, the campaign features advertisements and messages that highlight facts and statistics, emphasize the role of parental responsibility as it relates to prevention, offers tips and resources for parents on how to start the conversation with their kids about alcohol and drives consumers to the campaign's mobile-friendly website, KnowWhenKnowHow.org, for more information.

KnowWhenKnowHow.org presents information about alcohol in digestible bits and pieces so parents can become comfortable discussing the topic without being overwhelmed. The campaign website provides scenarios and tips on how parents can spark conversations about alcohol with their kids, and also features campaign advertisements, downloadable materials and suggestions for community partners in prevention to help promote the campaign.

From its January 2018 launch through Dec. 31, 2020, the campaign totaled 73.5 million digital impressions, resulting in more than 161,000 link clicks and 126,160 Pennsylvania-based visitors to the *Know When. Know How.*SM website.

With regards to social media, the PA Alcohol Education Facebook page had more than 2,200 likes as of December 2020. The page features information about PLCB events and contests, grant projects and RAMP Owner/Manager Trainings; articles related to underage and dangerous drinking and tips for combating such behavior; photographs from events; and student-created alcohol education artwork submitted for poster contests.



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 and ensuring compliance with the provisions of the Liquor Code, Title 40 and related statutes. This mission is accomplished through an organized, professional and effective enforcement strategy focused on practical alliances with licensees and the surrounding communities. The BLCE is the primary agency charged with liquor law enforcement throughout the commonwealth.

Programs and Strategies

Enforcement Programs

The BLCE employs various tactics to increase visibility of enforcement activities. Both uniformed and undercover officers are used in these efforts and investigations are conducted inside licensed establishments, as well as in the surrounding communities. In addition to efforts in and around Pennsylvania's many colleges and universities, the BLCE conducts minor patrols at venues and events where it is likely that alcohol-related offenses may occur. These patrols are convened to investigate illegal sales to minors, and the purchase, consumption, possession and transportation of alcohol by minors. The BLCE conducted 659 minor patrol details in 2019 and 226 in 2020.

The College Enforcement and Public Awareness Initiative is specifically intended to provide a visible enforcement presence at institutions of higher education as well as licensed establishments across the commonwealth. Enforcement efforts are aimed at preventing underage drinking and sales to minors. The majority of enforcement activities are a collaborative effort with campus authorities and local law enforcement agencies. Each year, district office personnel are tasked with identifying colleges and/or universities within their respective districts consistent with established criteria. Incidents of underage drinking, underage driving under the influence, disorderly conduct and similar alcohol-related offenses are prioritized.

Although emphasis is placed on the fall semester with the return of students to campuses each year, enforcement efforts continue throughout the school year. Awareness and education are key components of this initiative. Public information releases are prepared prior to commencement of each school year to identify commonly seen violations, along with explanations of the associated penalties. Visits are made to licensees surrounding identified colleges and universities in an effort to educate licensees on methods to prevent the sale of alcohol to minors.

In 2019, the BLCE investigated 14,297 incidents; of these, 2,314 were alleged incidents involving minors. The following year, the BLCE investigated 13,349 incidents; of these, 856 were alleged incidents involving minors.

The BLCE is committed to limiting youth access to alcohol, and to that end has been authorized by law to conduct age compliance checks at licensed establishments. This program permits the BLCE to recruit and train people between the ages of 18 and 20 to enter a licensed establishment and attempt to purchase an alcoholic beverage. These “underage buyers” are under the direction and supervision of Law Enforcement Officers (LEO) at all times. Licensees who comply with the law by refusing the service of alcohol to the underage buyer are notified immediately and in writing within 10 days, receiving a letter commending them for their adherence to the law. Licensees who serve alcoholic beverages to the underage buyer are notified in a face-to-face meeting with the LEO supervising the underage buyer immediately after the purchase of alcohol is completed.

In 2019, 1,787 age compliance checks were conducted; 1,273 licensees were found in compliance and 514 licensees were not in compliance. In 2020, 306 compliance checks were conducted; 235 licensees were found in compliance and 71 were not in compliance. Age compliance details were suspended immediately with the onset of COVID-19 to protect the health and welfare of “underage” volunteers as well as BLCE personnel. Below are some statistics of age compliance checks conducted. Many colleges/universities within the commonwealth transitioned to a virtual learning environment since the onset of the COVID-19 pandemic. With fewer students in and around college campuses, alcohol-related incidents involving minors substantially decreased.

Licensed establishments failing two consecutive age compliance checks:

- 2018 – 152 (35%)
- 2019 – 198 (36%)
- 2020 – 54 (43%)

Compliance checks where the underage buyer was carded and still served/non-compliant:

- 2018 – 297 (58%)
- 2019 – 303 (59%)
- 2020 – 38 (54%)

Compliance checks where the underage buyer was not carded and still served/non-compliant:

- 2018 – 219 (42%)
- 2019 – 211 (41%)
- 2020 – 33 (46%)

Compliance checks involving a RAMP trained server and/or RAMP-certified establishment that were non-compliant:

- 2018 – 252 (49%)
- 2019 – 261 (51%)
- 2020 – 42 (59%)

Compliance checks involving a RAMP trained server and/or RAMP-certified establishment that were compliant:

- 2018 – 872 (70%)
- 2019 – 893 (70%)
- 2020 – 167 (71%)

The underage drinking hotline 1-888-UNDER21 was established by BLCE in 1999 to help combat underage drinking across Pennsylvania. Callers, who can remain anonymous, are encouraged to provide tips about planned events alleged to involve underage drinking or about parties already underway. The State Police refers calls that require immediate attention directly to the proper police agency for response. The hotline received 80 calls about drinking parties and minors being served alcohol in 2019 and 82 calls in 2020.

School-Based Initiatives

The CHOICES Program is a culturally diverse alcohol awareness program presented by trained personnel from BLCE to exemplify the multitude of risks associated with underage drinking. Instructors for the CHOICES Program are Pennsylvania State Police Liquor Enforcement Officers who discuss laws, penalties, peer pressure and consequences of engaging in underage drinking. The goal of the CHOICES Program is to encourage students to make informed decisions about alcohol use and consider the wide range of healthy alternatives. This program is tailored toward students in middle school, high school and college. The objective is to educate students on the dangers of alcohol and the destructive consequences that may result from its use and/or abuse. The program fully acknowledges that alcohol and other drugs are part of life both in and outside of the school setting for many students and encourages them to recognize the effects of alcohol and other substances on their mental, physical and emotional well-being.

CHOICES Programs administered at colleges and universities across the commonwealth tend to serve a twofold purpose. The program serves as a valuable opportunity for the BLCE to strengthen campus-community alliances while providing an ideal platform to introduce students to law enforcement. The demographic represented at these institutions of higher learning are nearing or have reached the legal age for alcohol consumption. In addition to offering these students “choices” related to alcohol consumption, the program further features law enforcement as a career opportunity. In fact, many underage buyer participants in the BLCE Age Compliance Program are recruited during attendance at these presentations. In 2019, 34 presentations reached 2,552 youth; in 2020, nine presentations reached 84 youth. CHOICES presentations in 2020 were significantly reduced due to COVID-19. Limitations on in-person gatherings and the advent of virtual learning impacted the administration of this program.

In addition to offering presentations in schools, BLCE officers also provide the program to attendees of the numerous Pennsylvania State Police Camp Cadet summer programs throughout the commonwealth. Camp Cadet is a summer camp for boys and girls from Pennsylvania between the ages of 12 and 15. The goal of Camp Cadet is to introduce participants to the diverse criminal justice system and establish a positive relationship with law enforcement personnel. The camp focuses on discipline, self-esteem, teamwork, drug and alcohol education, violence prevention and many other issues facing today’s youth.



Pennsylvania Department of Drug and Alcohol Programs (DDAP):

DDAP furthers the advancement and implementation of substance misuse prevention policies and practices throughout the commonwealth. This work is implemented locally in conjunction with Single County Authorities (SCAs) and their contracted prevention providers. SCAs plan and deliver underage and high-risk alcohol consumption prevention services by identifying and addressing patterns of alcohol use and risk and protective factors influencing alcohol use. DDAP provides funding and support for the PA Youth Survey as an important tool to help identify needs and guide prevention work at the state and local level.

Programs and Strategies

Professional Trainings

Professional trainings provided through DDAP's 47 regionally established SCAs include Student Assistance Program (SAP) trainings for educators, counselors, SAP liaisons and other related professionals. This training aids in the effective implementation of SAP, which is designed to assist in identifying issues including alcohol, tobacco, other drugs and mental health issues that pose a barrier to a student's success and help students overcome these barriers. RAMP is also endorsed and promoted by DDAP's SCAs.

School-Based Programs

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

- *Alcohol Literacy Challenge™* – Brief classroom-based program designed to alter alcohol expectancies and reduce the quantity and frequency of alcohol use among middle, high school and college students. Alcohol expectancies are an individual's beliefs about the anticipated effects of alcohol use, including those that are positive (e.g. increased sociability, reduced tension) and negative (e.g. impairments to mental and behavioral functioning, increased aggressiveness or risk-taking). Alcohol Literacy Challenge™ served 265 participants in two SCAs during fiscal years 2018-19 and 2019-20.
- *EVERFI AlcoholEdu® for High School* – An online, interactive, alcohol education and prevention course designed to increase alcohol-related knowledge, discourage acceptance of underage drinking and prevent or decrease alcohol use and its related negative consequences. EVERFI AlcoholEdu® served 154 participants in one SCA during fiscal years 2018-19 and 2019-20.
- *Project Northland* – Multilevel, multiyear program proven to delay the age 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, Project Northland addresses both individual behavioral change and environmental change. Project Northland served 1,516 participants in two SCAs during fiscal years 2018-19 and 2019-20.
- *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 eight to 10 group sessions in which students divide into teams to research, prepare and present mock civil cases involving hypothetical persons harmed because of underage drinking. Class Action served 897 participants in one SCA during fiscal years 2018-19 and 2019-20.
- *LifeSkills Training (LST)* – Program providing elementary, middle school/junior high and high school students with the necessary skills to resist social pressure to smoke, drink and use drugs. LST helps students develop greater self-esteem, self-mastery and self-confidence; enables children to effectively cope with social anxiety; increases their knowledge of the immediate consequences of substance abuse; and enhances cognitive and behavioral competency to reduce and prevent a variety of health risk behaviors. LST served 34,237 participants in 23 SCAs during fiscal years 2018-19 and 2019-20.
- *Project Alert* – Drug prevention curriculum for middle school students 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. Project Alert served 11,509 participants in five SCAs during fiscal years 2018-19 and 2019-20.
- *Too Good for Drugs* – School-based prevention program for kindergarten through 12th grade that builds on students' resiliency by teaching them how to be socially competent and autonomous problem-solvers. The program is designed to reduce the intention to use alcohol, tobacco and illegal drugs. Too Good for Drugs served 88,498 participants in 41 SCAs during fiscal years 2018-19 and 2019-20.

- *Student Assistance Program (SAP)* – A systematic team process used to mobilize school resources to remove barriers to learning including problems like underage drinking that negatively impact student academic and social growth. Services include screening/assessment, consultation, referral and/or small group education for SAP-identified youth. The services are provided by cross-disciplinary staff including substance abuse and mental health professionals. In the 2018-19 and 2019-20 school years, 7,977 and 6,233 students, respectively, were referred to SAP due to either a violation of the school’s drug and alcohol policies or suspected drug and alcohol issues.

Family-Based Trainings

SCAs and their contracted providers, through funding and resources from DDAP, offer the following parent education programs/campaigns:

- *Strengthening Families Program: For Parents and Youth 10–14* is a seven-week, evidence-based parent, youth and family skills-building curriculum. The program uses realistic videos, role-playing, discussions, learning games and family projects to enhance parenting skills, build life skills in youth and strengthen family bonds and communication. The Strengthening Families Program served 2,231 participants in 22 SCAs during fiscal years 2018-19 and 2019-20.
- *Strong African American Families (SAAF)* is a seven-session, evidence-based program designed for youth aged 10-14 and their caregivers. The goal of SAAF is to build on the strengths of African American families and support parents and youth during the transition from early adolescence to the teen years with a specific emphasis on helping young people avoid risky and dangerous behaviors (e.g., substance use). SAAF served 110 participants in two SCAs during fiscal years 2018-19 and 2019-20.
- *The Incredible Years®* parenting programs focus on strengthening parenting competencies and fostering parent involvement in children’s school experiences to promote children’s academic, social and emotional skills and reduce conduct problems. Incredible Years® parenting programs served 554 participants in six SCAs during fiscal years 2018-19 and 2019-20.
- *Guiding Good Choices* is a prevention program that provides parents of children ages 9 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 successfully resist drug and alcohol use. Guiding Good Choices served 130 participants in five SCAs during fiscal years 2018-19 and 2019-20.
- *MADD’s Power of Parents®* empowers parents of middle school and high school students to have ongoing, intentional conversations about the dangers and consequences of underage drinking. Parent workshops provide an opportunity to talk to parents and provide them with the Parent Handbook, a resource for continuing the conversation with their children. Power of Parents® served 876 participants in seven SCAs during fiscal years 2018-19 and 2019-20.
- The Substance Abuse and Mental Health Services Administration’s *Talk. They Hear You.®* is a media campaign designed to help prevent underage drinking among children ages 9 to 15 by providing parents and caregivers with the resources they need to properly address this issue with children early. The campaign website offers customizable radio, television and print public service announcements, social media tools and fact sheets, talking points and other print materials to share with parents and caregivers in the community.
- *Parents Who Host Lose the Most®* is a campaign designed by Prevention Action Alliance to prevent underage drinking. Its key message reminds parents that it is unsafe, unhealthy and unacceptable – and, in many communities, illegal – to provide alcohol for underage youth.



Pennsylvania Department of Education (PDE):

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. PDE is the administrative body for Student Assistance Programs (SAP) that provide assessment and intervention for students demonstrating behaviors potentially indicative of needing additional attention and/or services.

Programs and Strategies

School-Based Initiatives

Over the last three years, the PDE Office for Safe Schools has been leading an initiative to update standards for pre-kindergarten through 12th grade health and physical education (HPE) curricula. PDE – in conjunction with the DOH, DHS, DDAP and State Police and in partnership with selected administration, certified higher education and K-12 HPE professionals – is in the process of creating and finalizing learning outcomes, an assessment toolkit, training modules and lesson plans for educators in the state. Areas covered include but are not limited to alcohol and other drugs, mental health, healthy eating and violence prevention. Topics covered in each grade are addressed in an age-appropriate manner. For example, core concepts at the pre-kindergarten level for drugs and alcohol include identification of household products that are harmful when intentionally inhaled or absorbed and identification of school and family rules about medicine use. At the 10th grade level, core concepts include defining socially appropriate ways to avoid or prevent use of alcohol and other drugs and long-term health benefits of abstaining from or discontinuing alcohol use. Each year of curriculum will build on the prior years and not only educate students on a topic, but also teach them skills needed to make healthy decisions. Upon completion, this initiative will provide a variety of resources for HPE professionals.



Pennsylvania Department of Transportation (PennDOT):

Reducing impaired driving has been identified as one of the 16 key emphasis areas in PennDOT's Strategic Highway Safety Plan. Strategies within this focus area range from high-visibility, more frequent DUI enforcement to higher fines and penalties for impaired driving, and from streamlining DUI case processing through the courts to counter measures addressing drinking and impaired driving by those under 21.

Programs and Strategies

Enforcement Program

An effective method of reducing crashes, injuries and 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.²¹ Given this, the NHTSA asserts that HVE programs have been an effective strategy in combating impaired driving, including reducing crashes involving underage drivers who have been drinking.²²

The HVE program includes a strong media component alerting the public to the dangers of impaired driving and reminding residents that police are out enforcing DUI laws. This is supported by enforcement mobilization events, including DUI checkpoints and roving patrols, and publicizing the results of the enforcement efforts. Notable impaired driving enforcement efforts include two campaigns the State Police conduct with local police departments: the "Drive Sober or Get Pulled Over" campaign, which runs from mid-August through Labor Day weekend, and the "Operation Safe Holiday" campaign, which runs from the week of Thanksgiving to New Year's Day. Although these enforcement activities are not specifically aimed at minors, they are a deterrent to that group.

²¹ "High Visibility Enforcement Implementation," *National Highway Traffic Safety Administration*, Accessed 01 December 2018 via <https://one.nhtsa.gov/Driving-Safety/Enforcement-&-Justice-Services>.

²² "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices," *National Highway Traffic Safety Administration*, 2017, Accessed 01 March 2019 via https://ttap-center.org/wp-content/uploads/2019/02/NHTSA_countermeasures-that-work-a-highway-safety-countermeasures-guide-.pdf.



Pennsylvania Commission on Crime and Delinquency (PCCD):

PCCD's mission is to enhance the quality, coordination and planning within the criminal and juvenile justice systems, to facilitate delivery of services to victims of crime and to increase the safety of our communities. PCCD also has a responsibility to the victims of crimes and to reduce the impact of crime on those victims.

Programs and Strategies

Family-Based Programs

PCCD is provided funding through its Violence and Delinquency Prevention Programs (VDPP) line item to support the implementation of evidence-based programs across the commonwealth. These programs are proven effective in addressing youth problem behaviors including substance use and abuse.

PCCD oversees the biennial administration of the Pennsylvania Youth Survey (PAYS), in partnership with the Department of Education and the Department of Alcohol Programs. PAYS data helps communities identify where to target programs that help prevent experimentation by youth with substances such as alcohol (by looking at lifetime use) and abuse of substances (by looking at 30-day use rates).

PCCD also supports local coalitions in implementing programming through the use of the Communities That Care (CTC) model, bringing together key stakeholders to better coordinate efforts to focus scarce prevention dollars in ways that can benefit the greatest number of youth and their families.



Municipal Police Officers' Education & Training Commission (MPOETC):

Established in 1974 and administered by the State Police, MPOETC sets certification and training standards for police officers employed by municipalities in the Commonwealth of Pennsylvania. The commission oversees certification of schools and instructors for statewide training on a variety of enforcement-related topics, as well as certification of lethal weapons agents and certified firearms instructors.

Programs and Strategies

Professional Trainings

MPOETC's basic program includes an optional training devoted to liquor laws. MPOETC has approved the following courses for Continuing Law Enforcement Education (CLEE) credit toward the mandatory 12 hours of in-service training each officer must receive annually. Officers are permitted to take any of the following courses once in lieu of the elective MPOETC courses:

- Alcohol Breath Analysis Instrument Operator Certification
- Alcohol Breath Analysis Instrument Operator Changeover
- Alcohol Breath Test Instrument Supervisor
- Alcohol Breath Analysis Device Operator Refresher
- Alcohol Breath Test Instructor Re-Certification
- BACs of Alcohol
- Breath Test Instructor
- Standardized Field Sobriety Testing Practitioner

- Standardized Field Sobriety Testing Practitioner Refresher
- Standardized Field Sobriety Testing Instructor
- Standardized Field Sobriety Testing Re-Certification
- Sobriety Checkpoint/Refresher
- Juvenile DUI Offenders and Underage Drinking
- Handling Anger in the Alcohol/Drug Impaired Subject
- Interviewing the Alcohol/Drug Impaired Subject
- Myths of Alcohol
- High in Plain Sight: Alcohol and Drug Concealment Trends and Identifiers

Although much of the alcohol-related enforcement training focuses on impaired driving, some of the courses address other “alcohol-fueled” crimes and violations such as criminal mischief, destruction of property, domestic violence, assaults, sexual assaults, etc.

Effective Jan. 1, 2020, MPOETC’s required basic training program now includes instruction on the National Highway Traffic Safety Administration’s DWI Detection and Standardized Field Sobriety Testing course. All cadets attending basic training after Jan. 1, 2020 will have an opportunity to be trained in Standard Field Sobriety Testing (SFST) while at the basic police training academy rather than waiting to arrive at their department to take this training.



Institute for Law Enforcement Education (ILEE):

The ILEE serves the commonwealth as a research and delivery system for selected advanced law enforcement training. It is responsible for administering alcohol-related training and research programs in Pennsylvania, and about 4,000 students benefit from ILEE classes annually.

Programs and Strategies

Professional Trainings

ILEE conducts a variety of professional trainings for law enforcement personnel regarding the skills and techniques used to detect, investigate and participate in the prosecution of DUI and underage drinking offenses. Trainings address the use of the Standardized Field Sobriety Test, the most frequently used method of collecting and describing evidence of alcohol use/impairment. This training is especially significant because of the prohibition against the use of pre-arrest breath test instruments in court. ILEE training topics are expanded to cover any new devices or techniques accepted by Pennsylvania courts as they develop.

ILEE-trained Personnel (from 10/01/2018 to 9/30/2020)		
Year	Total Courses	Total Trained Personnel
Standardized Field Sobriety Testing	7	151
Evidentiary Breath Test Instrument Certification	62	370
Handling the Juvenile DUI Offenders	6	63
Underage Drinking/Fraudulent ID Enforcement	4	49
Interviewing Juveniles	2	66



Students Against Destructive Decisions (SADD):

SADD is Pennsylvania's premier youth health and safety organization. The PA DUI Association has served as the affiliate agency for SADD since 1989. The PA DUI Association supports the efforts of PA SADD by funding a State Affiliate Coordinator and providing support for technical assistance and programmatic support to more than 200 registered school-based chapters in Pennsylvania.

Pennsylvania Programs and Strategies

In 2019-20, PA SADD sponsored four statewide conferences and four regional conferences, with more than 3,000 students attending and more than 100 school districts represented. In Pennsylvania, the PA DUI Association is the organization recognized by SADD National to administer the SADD program and maintain brand standards, including a comprehensive community approach program that includes teen-led, peer-to-peer prevention programming in schools and public awareness events. PA SADD also served as a pilot state to implement the NHTSA funded "UR the Key to Roadway Safety" program focused on underage drinking and driving prevention and community collaboration.

SADD National has become a certifying agency for the President's Volunteer Service Award; in 2020, five PA SADD students earned the award and were recognized by former President Donald J. Trump. PA SADD sponsors a Student of the Year program and works in partnership with SADD National to engage Pennsylvania students to serve on the National Student Leadership Council. Additionally, PA SADD Sponsors a robust statewide Student Leadership Council, with students meeting bi-weekly to develop and implement programs in their schools.



Pennsylvania's State System of Higher Education (PASSHE):

PASSHE Alcohol and Other Drug (AOD) Coalition has been providing leadership to its 14 State System member universities since 2003. The coalition's vision is to collaborate to empower more than 90,000 PASSHE students to make healthy choices, and through its mission statement it provides leadership to Pennsylvania State System campuses to support comprehensive strategies that promote healthy choices, the quality of student life and success.

Programs and Strategies

Alcohol and Other Drug (AOD) Coalition

On a state level, the Coalition Coordinator represents collegiate prevention as a board member of the Commonwealth Prevention Alliance and Chair of the organization's Collegiate Committee. The AOD Coalition Coordinator was asked to serve as a consultant to the State Attorney General's Office in the writing of the drug and alcohol piece for his office's Campus Safety Report. On the national level, the Coalition Coordinator represents the state on the National Consortium of State Coalition Leaders. Along with leaders from 36 other states, PA shares emerging best practices and support toward prevention outcomes.

Today, the vision statement of the PASSHE AOD Coalition is to collaborate to empower PA State System of Higher Education students to make healthy choices, and through its mission statement it provides leadership to Pennsylvania State System campuses to support comprehensive strategies that promote healthy choices, the quality of student life, and success.

The PASSHE AOD Coalition collaboratively developed its new three-year strategic plan in Summer 2020. With the plan, the PASSHE AOD Coalition answers the recent call to action targeted to college presidents and put out by the American Council of Trustees and Alumni entitled "Addressing College Drinking and Drug Use". The guide spells out how alcohol and drug use can affect student achievement, revealing that a coordinated substance use prevention strategy will not only work to make the campus a safer and healthier environment, but also help students maximize their potential. It recommends a statewide approach of collaborating to magnify the impact.

University-based AOD strategic plans became a part of the State System culture during the Department of Education federal grant period when the Grant Director and PLCB made themselves available to campuses. Individual universities regularly develop new strategic plans reflecting the unique culture, differing constituent and resource bases and structural designs of each university. To facilitate this, the PASSHE AOD Coalition provides consultation starting with models such as SAMHSA's Strategic Prevention Framework to guide their process and arrive at a comprehensive approach including appropriate choices among a variety of prevention and intervention activities.

There is a high level of recognition within the PA State System that underage and excessive drinking among college students is a problem that adversely influences student health, safety and functioning. The problem is a complex one that can only be reduced by simultaneously implementing efforts to change individual behavior with strategies to modify the campus and community environments that heavily influence student decisions regarding drinking. The following gives an overview of many collegiate alcohol prevention efforts that are a part of State System universities' strategic plans:

Implementation of Strategies

- Campus task force
- Campus-community coalition
- Partnering with off-campus clinical health care providers and substance treatment providers
- Creation and/or maintenance of a campus website regarding alcohol prevention and intervention
- Offering training opportunities to campus partners, clinical professionals and community partners

Individual Levels of Intervention

- Educational approaches
 - Educating students about the risks of excessive drinking and related problems
 - Using computer-facilitated educational approaches
 - Using peer education
- Screenings
 - Both an electronic version (ScreenU) available to all PASSHE students and an in-person piloting of SBIRT (Screening, Brief Intervention and Referral to Treatment) have been implemented by the coalition
 - Utilizing counseling centers, graduate assistants conduct screenings and discussions
- Interventions
 - Using cognitive behavioral therapy
 - Using motivational interviewing
 - Challenging expectancies
 - Challenging norms
 - Using the BASICS program
 - Using Alcohol e-CHECKUP TO GO or the free internally created "Red Cup Survey"
- Collegiate Recovery Programs (CRPs)
 - Substance-free housing
 - Drop-in centers
 - Substance-free programming
- Connecting with parents as partners
 - Providing pre-matriculation educational materials to parents
 - Keeping parents involved during the first year of college
 - Parent-child communication during college
 - Parental notification of alcohol-related incidents

Environmental Levels of Intervention

- On-campus strategies
 - Prohibit alcohol use on campus
 - Restrict alcohol use at specific places or events
 - Ban alcohol sales at specific places or events
 - Establish a medical amnesty policy
 - Mass media campaigns to reduce drinking and driving
 - Friday morning classes
 - Social norms campaigns
 - Provide alcohol-free activities
- Off-campus strategies (strategies are listed that some campuses are involved with through their task force or coalition)
 - Project Sticker Shock events, sometimes in conjunction with local high schools
 - Restrict price promotions and discounts
 - Restrict alcohol marketing
 - Multi-component interventions with community mobilization
 - Sobriety checkpoint programs
 - Regulate free alcohol, samplings and tastings
 - Enforcement of laws prohibiting the possession and/or manufacturing of false IDs
 - Social hosting laws and ordinances
 - Restrict adults from supplying alcohol to underage persons
 - Noise/nuisance conditions in landlord leases
 - Mass media campaigns to reduce drinking and driving
 - Designated driver programs and safe ride programs



Commonwealth Prevention Alliance (CPA):

CPA is a statewide, nonprofit organization established in 1976 to support prevention professionals in eliminating substance misuse and risk-related behaviors. CPA's focus areas included professional development, emerging and

expanding partnerships, advocacy efforts and resource dissemination. CPA will continue to raise public awareness of prevention and provide prevention professionals in the field with current training and resources needed to continue to improve the public health of our communities. CPA is responsible for conducting a 2020 needs assessment on Pennsylvania university and college campuses regarding alcohol-related issues.

Programs and Strategies

CPA's focus areas include professional development, emerging and expanding partnerships, advocacy efforts and resource dissemination. These efforts include:

- Collaborating with the PLCB and NABCA to design and distribute a needs assessment to institutions of higher education to gauge alcohol use on campus.
- Advocacy against the deregulation of alcohol policies and efforts to expand the number of outlets that can sell spirits.
- Hosting Pennsylvania's first Prevention Week celebration, in coordination with SAMHSA's National Prevention Week initiative dedicated to increasing public awareness of, and action around, mental health and/or substance use disorders.

- Responding to COVID-19, hosting CPA’s 30th annual conference via a dynamic online platform, featuring 13 engaging and interactive presentations.
- Awarding of 16 mini-grants to prevention organizations and coalitions to plan and implement an effective outreach and education campaign with faith-based leaders.
- Awarding of a PA START Media Messaging grant from the PCCD to support prevention efforts around youth substance use, adult misuse and mental health issues.

Higher Education Alcohol Needs Assessment

Alcohol misuse and underage college drinking are public health problems that exact a toll on students, their families and communities. Recognizing the need for a better picture of alcohol-related issues and current practices of drinking among college students in Pennsylvania, the PLCB contracted with the CPA to conduct a needs assessment of alcohol-related issues experienced by institutions of higher education across the commonwealth.

The purpose of this initial study is to collaborate with Pennsylvania’s colleges and universities to open a discussion about student drinking on commonwealth campuses. The assessment results will also help define the current status of the problem, strategies used to address drinking and identify strengths and potential gaps with funding, programs and policies. In addition, assessment results will guide recommendations for future actions and the provision of resources and potential community partners to assist colleges and universities with their alcohol prevention initiatives.

CPA convened an advisory team to provide guidance and oversight for the project that included representation from NABCA, the PLCB and the state’s colleges and universities. Working with an independent consultant, the advisory team developed an online survey that was used to gather information about student alcohol use, current programs to address alcohol use on campus and other alcohol-related issues encountered by the state’s higher education institutions.

The assessment was conducted in Fall 2020. Resource limitations required prioritization of schools selected to participate in the online assessment. More than 270 Pennsylvania institutes of higher education were identified, and 143 of those were selected to receive an invitation to participate in the needs assessment. The advisory team identified 2- and 4-year schools (public and private) and excluded those that offered primary technical, vocational and religious training.

Key findings indicate higher education institutions in Pennsylvania generally acknowledge that alcohol use by students is an area of concern and share a commitment to prevent student alcohol use on campus. Approximately half of the survey respondents say most student alcohol use occurs off-campus in uncontrolled settings. Only about one third of the schools rely on a formally identified prevention framework to guide prevention efforts, and 43% use their “institutional experience” to guide their prevention approach.

All of the institutions responding to the survey have a policy in place addressing medical amnesty and Good Samaritan laws. Formal policies related to student alcohol use generally focus on issues of access and/or restrictions on the sale or advertising of alcohol on campus.

Brief Alcohol Screening and Intervention for College Students (BASICS) and EVERFI AlcoholEdu® are the most frequently used formal programs; however, many schools have limited prevention and education services and programs to meet alcohol-related student needs. Although a wide range of preventive and educational strategies are employed, most are locally designed workshops or presentations at residence halls, social norms marketing campaigns, and/or information dissemination through social media or internet-based educational approaches. The primary barriers to providing more alcohol prevention and education programs at many of the schools is a lack of trained staff and a lack of resources to increase staffing levels related to alcohol use prevention.

After reviewing the preliminary findings, CPA scheduled three virtual focus groups – one consisting of private school participants and the other two consisting of public-school participants. The individuals selected for the groups were involved in Alcohol, Tobacco and Other Drugs (ATOD) on their campus. The goal of the groups was to capture perceptions and experiences related to the implementation of ATOD efforts on campuses.

The final report will be released in Spring 2021 and will include the focus group data. The data collected in the needs assessment and focus groups will be used at the aggregate level only. Collective results may be outlined in a report that will be publicly available on the CPA website. In addition, there will be a news release and/or press conference about the report and findings. The information obtained in the study may be published in scientific journals or presented at conferences and scientific meetings. Within all of the above, individual university responses will be kept strictly confidential.

APPENDIX — ACT 85 OF 2006

LIQUOR CODE - BUREAU OF ALCOHOL EDUCATION REPORTS TO GENERAL ASSEMBLY AND SPECIAL OCCASION PERMITS

Act of Jul. 7, 2006, P.L. 591, No. 85

CL. 47

Session of 2006

No. 2006-85

HB 2383

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. 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:

REPORT ON UNDERAGE AND HIGH-RISK DRINKING

(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 5. This act shall take effect immediately.

APPROVED--The 7th day of July, A. D. 2006.

EDWARD G. RENDELL



In order to be fiscally and environmentally responsible, the Pennsylvania Liquor Control Board limits the printing of this document. This report can be accessed online at lcb.pa.gov.