

ADAP Strategy/Activity Planning Tool

STRATEGY	SUPPORT RESPONSIBLE BEVERAGE SERVICE TRAININGS PROVIDED BY DLC
Goal	Reduce underage and binge drinking among person aged 12 to 20
Evidence based?	No – supporting activity
IOM Category	N/A
CSAP Strategy type	N/A

STEPS IN WORK PLAN COULD INCLUDE (BUT ARE NOT LIMITED TO):

- Contact the Division of Liquor Control (DLC) to introduce your organization and how you can help support Responsible Beverage Seller/Server in-person and online seminars
- Secure a list of current alcohol licensees in region from DLC
- Secure a location for upcoming in-person seminars
- Provide light refreshments for in-person seminars
- Promote seminars with local merchants/licensees, including online training seminar
- Acknowledge participating merchants in local media through paid ads or press releases
- Provide education during in-person seminars on the role of sellers and servers in the prevention of underage drinking and the work of your organization
- Provide educational materials to merchants during in-person seminars
- Collect and compile participant satisfaction surveys from in-person seminar participants

Additional indicators to be reported to ADAP:

- a. Did you assist the DLC with any Merchant Education In-person Seminars during the past quarter?
- b. [if yes to above] How many seminars did you assist with?
- c. What type of support did you provide? (please check all that apply)
 - Secured/provided location
 - Promoted the seminar with local merchants
 - Provided light refreshments to participants
 - Collected and compiled participant satisfaction survey
 - Provided acknowledgement to participating merchants
 - Other (please describe)
- d. Did you promote the DLC Online Seminar with area merchants during the past quarter?
- e. [if yes to above] Please describe how you promoted the Online Seminar.