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

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

Michigan Coalition to Reduce Underage Drinking
www.mcrud.org

Michigan Liquor Control Commission
525 W. Allegan, PO Box 30005
Lansing, MI 48909
Phone: 866-813-0011
E-mail: mlccinfo2@michigan.gov

Toll Free Hotline:
(866) 893-2121
Statistics

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

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

After the Fact Cont.

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

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

Tricks of the Trade Cont.

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

- **AIM**—Alcohol Intervention Management
  248-705-4721 or underthetableevaluations.com

- **C.A.R.E.**—Controlling Alcohol Risks Effectively
  1-800-344-3320 or www.ahlei.org/Alcohol-Awareness/

- **ServSafe Alcohol Responsible Alcohol Service**
  1-800-968-9668 or www.michiganrestaurant.org

- **TAM**—Techniques for Alcohol Management
  1-800-292-2896 or www.mlba.org TIPS—

- **Training for Intervention Procedures** 1-800-438-8477 or www.gettips.com

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

**Phone:** 866-813-0011

**E-mail:** mlccinfo2@michigan.gov