



SANTA FE PREVENTION ALLIANCE

Protecting Our Community, Building A Positive Future

ALCOHOL SALES AND SERVICE AND RBS (RESPONSIBLE BEVERAGE SERVICE)

This initiative seeks to ensure that businesses that sell and serve alcohol in Santa Fe County adopt and implement best practices to ensure that minors and intoxicated persons are not sold or served alcohol. Under the auspices of the Santa Fe Retail Project, local alcohol licensees receive education and technical assistance along with Mystery Shopper visits to help improve their alcohol practices.

Project objectives:

1. Decrease sales to minors.
2. Decrease sales of alcohol to intoxicated persons.
3. Ensure that alcohol establishments follow best practices for alcohol sales and service.

New Mexico law prohibits alcohol establishments from selling or serving alcohol to minors to reduce youth access. The law also bans sale or service to intoxicated persons to reduce DWI, violence, and other harms associated with excessive drinking. Retail establishments, both on-premise and off-premise, have a unique responsibility to help reduce alcohol abuse and underage drinking. Through policies, training and management practices, risks associated with alcohol can be reduced.

The Prevention Alliance is developing a RBS Toolkit, helping licensees address sales to minors and sales to intoxicated persons. Alcohol sales require careful attention to customer age and identification as well as an assessment of intoxication. Owners and managers will be encouraged to adopt effective policies, post clear signage, ensure adequate staff hiring and training practices and monitor and reinforce daily routines to reduce errors and violations. Our RBS Initiative will expand to include education and technical assistance for on-premise establishments such as bars and restaurants.

An important component of this Initiative is the Santa Fe Retail Project's Mystery Shopper Program. This program sends trained Mystery Shoppers into on and off-premise alcohol establishments to find out whether the establishment is compliant with the law. Two types of Mystery Shoppers are employed: minors or pseudo-intoxicated persons. In the case of minors, Mystery Shoppers are aged 18-20 with their real legal identification showing their current age. To test sales to intoxicated persons, the program uses trained actors who appear intoxicated through their behavior and their verbal explanations. Following the Mystery Shopper visits, stores are either thanked for following our laws or given feedback about their mistake and education to help them improve their practices.

PROJECT PARTNERS

- Santa Fe County DWI Program
- Special Investigations Division (SID), New Mexico State Police

RESULTS

- 40 Mystery Shopper visits to determine compliance with Sales to Minors laws by off-premise establishments were conducted in Fall 2014; 10% of visits resulted in a willingness to sell alcohol to a minor.

OUR VISION: *Santa Fe County where no one drinks alcohol before the age of 21, where adults model low risk use, no one drives while impaired and no one abuses drugs.*



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- Santa Fe Retailing Project RBS Mystery Shopper Program Outcomes:

Outcomes	FY08		FY09		FY10		FY11		FY12	
	#	%	#	%	#	%	#	%	#	%
Total # of Sites Visited	42	-	46	-	49	-	48	-	52	-
Total # of Visits	135	-	161	-	194	-	48	-	104	-
Sites that refused to sell every visit	11	26%	24	52%	24	49%	41	85%	33	63%
Sites that sold at least once	31	74%	22	48%	25	51%	7	15%	19	37%
Sites that sold more than once	18	43%	7	15%	9	18%	-		5	10%
Total sales per total # of visits	53	39%	34	21%	34	17%	7	15%	19	18%
Average # of visits per year	3		4		4		1		2	
Average number of sales/visit	17	39%	10	21%	9	18%	7	15%	10	18%

The percent of establishments that agreed to sell alcohol to a person who appeared to be intoxicated decreased from 39% in Fiscal Year 2008 to 18% in Fiscal Year 2012.