

COMMUNITY EVENTS & FESTIVALS

PREVENT

Availability Of Alcohol To Minors

When planning an event, consider the target audience:

Will your attendees be youth, families, adults, or the general community?

Knowing your audience and tailoring procedures to that audience will help ensure a fun and safe event for all!

For youth, family, and community-focused events, consider the following practices:

- Post alcohol advertising at or above 36" from the ground
- Provide a designated area for alcohol sales away from all family and youth-oriented activities
- Keep child event areas alcohol-free and post signage "Alcohol Free Zone" or "Alcohol Prohibited Beyond this Point"
- Offer non-alcoholic drinks without alcoholic names (ex: Strawberry Surprise instead of Strawberry Margarita)
- Restrict or prohibit an alcohol industry name from being associated with or displayed at the event
- Reduce or avoid using alcohol logos on ads in partnership with community events
- Sell alcohol in a separate line from food and non-alcoholic beverages
- Sell only non-alcoholic beverages at youth-oriented events (ex: children's holiday event, youth athletics)
- Have alcohol-free events or days/nights where no alcohol is served or permitted

Preventing Underage Drinking

- Restrict alcohol sales to a designated location where underage patrons are not allowed
- Check identification for all customers who plan to purchase or possess alcohol and use wristbands to identify people who are 21 and older (ID's are checked on all adults for consistency)
- Post signage regarding the purchase, possession and consumption of alcohol policies
- Have ID verification area separate from alcohol sales vendors, including applying wristbands
- Deny service to anyone under the age of 21, even when accompanied by a parent, guardian, or spouse of legal drinking age and post signage in alcohol areas regarding this practice
- Use clear, plastic, distinguishable containers for alcoholic beverages, and serve soda and water in original bottles

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BINGE DRINKING & INTOXICATION

When alcohol is a major part of the celebration, community events often experience alcohol-related public disturbances, injuries, violence, vandalism or traffic fatalities. This puts a negative reflection on the event.

Practices that decrease binge drinking and intoxication are the following:

- Limit the number of alcoholic beverages that can be purchased at one time
- Avoid drink promotions, such as “2 for 1”, “all you can drink” or “happy hour”
- Price non-alcoholic drinks less than alcoholic drinks
- Limit cup size to 12-16 oz. for beer and wine coolers and 5 oz. for wine, no alcohol served in pitchers
- Remove lids/caps and open cans of alcoholic beverage before serving to consumer
- Offer food & non-alcoholic beverages, including non-alcoholic beer
- Limit the hours of alcohol sales (example: not before 12pm) and discontinue alcohol sales 30 to 60 minutes before the end of the event
- Require servers to notify supervisor or security when they observe a person who is impaired or intoxicated
- Develop written, consistent procedures for handling anyone who appears to be intoxicated, including absolutely no sales to intoxicated individuals
- Post signage “Intoxicated persons will not be served”
- Be courteous, discreet, and tactful when ceasing alcohol service to intoxicated individuals
- Provide options for alternative transportation— do not allow intoxicated individuals to drive
- Eliminate drinking games or contests, and do not provide alcoholic beverage as prizes

Behavioral cues of intoxication:

- Exhibiting changes of inhibitions or notable changes in behavior, becoming loud, talkative, or mood swings
- Exhibiting signs of poor judgment, inappropriate behavior, gestures, language or becoming overly friendly
- Exhibiting changes in reaction, unfocused eyes, slurred or slowed speech or losing train of thought
- Exhibiting changes in coordination, stumbling, dropping belongings or difficulty picking up items