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ABC's LEAD Program Celebrates 25th Year

Over 325,000 Alcoholic Beverage Industry Employees Have Been Trained in the Program

(Sacramento) – The California Department of Alcoholic Beverage Control's (ABC) LEAD training program is celebrating its 25th year. LEAD stands for Licensee Education on Alcohol and Drugs. The award-winning program has now trained over 325,000 California alcoholic beverage industry members since the program was created back in 1991. In the last fiscal year, over 11,000 alcoholic beverage industry members in California were trained in this program.

The LEAD program began on January 1, 1991 with a grant from the California Office of Traffic Safety (OTS). Since February 1995, ABC has funded the program through (OTS) grants or the department's resources. The curriculum is designed for licensees, managers, employees, and applicants for alcoholic beverage licenses. The LEAD program continues to add information and make improvements to better serve California's diverse communities.

The program provides attendees with practical information on serving alcoholic beverages safely, responsibly, and legally, with emphasis on preventing sales to minors, sales to obviously intoxicated persons, and illicit drug activity at the licensed establishment. ABC dedicates five employees to the LEAD program. These employees have worked many years as Department Agents, and are able to share their extensive knowledge and experience to educate businesses on the special responsibilities associated with selling and serving alcoholic beverages.

“This type of training not only helps businesses better understand their responsibilities, but also provides them with the tools and knowledge they need to promote reasonable consumption and contribute to making communities safer,” said ABC Acting Director Ramona Prieto.

ABC licensed businesses and their employees who are interested in attending the training program can learn more about the program and find out where and when training sessions are held by visiting ABC's website @ <http://www.abc.ca.gov/programs/Lead%20webpage.html>.

ABC is a department of the Business, Consumer Services and Housing Agency.