

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL3927 Lennane Drive, Suite 100
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PR 16-21**ABC Awarded Grant to Increase Safety in California Communities**
Grant comes from the California Office of Traffic Safety for Multiple ABC Programs

SACRAMENTO –The California Department of Alcoholic Beverage Control (ABC) today announced it has been awarded a \$1.7 million grant which will help fund a number of departmental programs that increase public safety by combatting underage drinking and educating licensees about alcoholic beverage laws. Additionally, the grant resources will be utilized for holiday enforcement operations and place of last sale investigations throughout California. In an effort to maximize the public safety campaign relating to alcoholic beverage use and sale, this grant allows ABC to award grants to local law enforcement agencies. These local law enforcement grant dollar amounts vary from \$10,000 to \$25,000.

“Keeping alcohol out of the hands of youth is a priority for the ABC,” said Acting ABC Director Ramona Prieto. “This grant will help reduce youth access to alcohol and increase public safety in communities throughout California.”

The grant was awarded to the ABC by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA) and will run through the end of September 2017. The goal of the grant is to reduce the availability of alcohol to minors and reduce alcohol-related crime through multiple enforcement, educational, and prevention programs conducted by ABC Agents and local law enforcement officers.

A portion of the grant funds will be used for holiday enforcement efforts. ABC programs funded through the grant include Minor Decoy and Shoulder Tap Decoy operations, Informed Merchants Preventing Alcohol-Related Crime Tendency (IMPACT) inspections, and Target Responsibility for Alcohol-Connected Emergencies (TRACE) trainings.

Minor Decoy and Shoulder Tap Decoy operations are used to reduce youth access to alcohol. TRACE involves in-depth ABC investigations of serious incidents including: vehicle collisions, alcohol overdoses, poisonings and assaults involving minors, where alcohol is a contributing factor. IMPACT is a program used by ABC to educate licensees, increase compliance with alcoholic beverage laws, and help prevent underage drinking.

The mission of the Department of Alcoholic Beverage Control is to administer the provisions of the Alcoholic Beverage Control Act in a manner that fosters and protects the health, safety, welfare, and economic well-being of the people of the State.

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