

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC's LEAD Program to be translated in Punjabi

Department reaches out after hearing Citizen Concerns

(Sacramento) - For the first time ever ABC's Licensee Education on Alcohol and Drugs (LEAD) program will be translated in Punjabi during a live training session for ABC licensees. ABC Acting Director Ramona Prieto announced today that an ABC employee will translate a LEAD class that teaches the basics of the safe and responsible service of alcoholic beverages at retail locations. The goal is to help ABC licensees better understand the alcoholic beverage laws and improve public safety in the community.

The idea to translate the class came from a community meeting held months ago by the Global South Asian Professional Network. After hearing citizen concerns regarding potential language barriers, ABC began developing a plan to translate a LEAD class in Punjabi. The translation will be done by ABC Licensing Representative Manjeet McCarthy who is fluent in English, Punjabi and Hindi.

The LEAD training program turned 25 years old last year. Over 325,000 California alcoholic beverage industry members have been trained since the program was created in 1991. In the last fiscal year, over 11,000 alcoholic beverage industry members in California were trained. The curriculum is designed for licensees, managers, employees, and applicants for alcoholic beverage licenses. LEAD continues to add information and make improvements to better serve California's diverse communities.

ABC's LEAD Program is funded through a grant 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 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.

"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's mission is to provide the highest level of service and public safety through licensing, education and enforcement. To learn more about ABC programs that help protect communities, prevent alcohol-

related harm and potentially save lives visit https://www.abc.ca.gov/programs/programs_PE.html.
ABC is a Department of the Business, Consumer Services and Housing Agency.
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