

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

3927 Lennane Drive, Suite 100
Sacramento, CA 95834

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CONTACT: John Carr
(916) 419-2525

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ABC Promotes Education and Prevention Efforts for the Holiday Season

Agents will also be enforcing alcoholic beverage laws to increase safety

SACRAMENTO—The California Department of Alcoholic Beverage Control (ABC) announced today that agents will be utilizing education and prevention programs and enforcement operations in collaboration with local law enforcement, licensed establishments, and community stakeholders to help make the holiday season as safe as possible.

“Before leaving for a party designate a driver, consider public transportation or an alternative method of arriving home safely. Developing a good transportation plan prior to celebrations can reduce tragic incidents,” said ABC Director Jacob Appelsmith.

ABC uses programs such as Informed Merchants Preventing Alcohol Crime Tendencies (IMPACT) inspections to increase compliance with alcoholic beverage laws that enhance safety efforts in the State. ABC licensed establishments play a significant role in the effort to improve overall safety. They can do their part by checking ID’s, not serving obviously intoxicated patrons and reminding everyone of alternative transportation options to get home safely. IMPACT inspections give licensees the opportunity to achieve compliance and proactively prevent youth access to alcohol.

ABC also continues to emphasize programs that promote safety for California’s youth. Minor Decoy and Decoy Shoulder Tap operations will be conducted in the effort to prevent underage drinking. A Minor Decoy operation involves minors under the direct supervision of the agents, who attempt to purchase alcohol from retail businesses. Decoy Shoulder Tap operations address the problem of adults who buy alcohol for persons who are younger than 21. Penalties for violators can range from a fine to a suspension. Many holiday season operations are funded by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA). For more information on ABC programs that help increase public safety visit <http://www.abc.ca.gov/>.

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