

**FOR IMMEDIATE RELEASE:**

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**Yearly Recap of Alcohol Compliance Checks and Reward Reminder Visits**

Each fiscal year the RPC conducts 100 or more Alcohol Compliance Checks and over 100 Reward Reminder Visits throughout the cities of Blaine, Beckham, Caddo, Custer, Dewey, Greer, Kiowa, Roger-Mills, and Washita counties.

For Alcohol Compliance Checks, a strict protocol is followed. A staff member of the RPC enters a retail store to ensure safety before the minor enters. The minor enters the retail stores without acknowledging the RPC staff and attempts to purchase alcohol using their driver's license which clearly states their date of birth. The minor provides cash that has been tagged by local law enforcement to the retailer to purchase the alcohol. If a sale is denied the minor leaves the retail store immediately. However, if a sale is complete the minor exits the store and hands the alcohol to law enforcement. At that time the law enforcement officer educates the retailer about the law surrounding underage drinking and selling to minors. Alcohol Compliance Checks can be very useful in allocating scarce enforcement and prevention resources. This year the RPC along with local law enforcement and the ABLE Commission conducted 106 checks with 40 selling to a minor, showing 62% compliance.

Reward Reminder Visits target retailers in the community to assess whether they will sell tobacco products to those under the age 18. The RPC staff use minors to attempt to purchase these products. After the attempted purchase, the retailers are informed on the spot that they were just involved in a tobacco buy operation. If they do not sell to the minor, then they are given educational materials and a thank you card for not selling. However, if they did attempt to sell to the minor, they are warned that they could be fined through the ABLE Commission and are also given educational materials. The retail managers are sent informational

materials and a letter informing them of how their staff performed. This year the RPC conducted 101 Reward Reminders with 15 attempts to sell to a minor, showing 85% compliance.

Along with the Alcohol Compliance Checks and Reward Reminder Visits, Red Rock RPC offers a FREE Responsible Beverage Service and Sales (RBSS) training to alcohol retailers in Blaine, Beckham, Caddo, Custer, Dewey, Greer, Kiowa, Roger-Mills, and Washita counties. The training educates store owners and clerks about laws regarding alcohol sales to minors as well as how to properly check an i.d.

The RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services and are required to conduct a specific number of these visits each fiscal year. For more information regarding the RPC, please contact Lauren Greenfield at (580)323-9736.