

**FOR IMMEDIATE RELEASE:**

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## The Liability and Dangers of Over Serving Alcohol

Over serving patrons while on-premises is illegal and is a serious problem. Oklahoma realizes it is critical to address the over service of alcohol and will hold businesses accountable for over-serving patrons. Oklahoma's dram shop laws hold bars/restaurants accountable for over-serving alcohol. A conviction for charges of further serving an intoxicated person is a felony and could result in a fine of \$500 to \$1,000 and up to one year in jail.

A recent study conducted by researchers from the Centers for Disease Control and Prevention (CDC) suggests that dram shop liability laws help prevent alcohol-related crashes. Studies also show that where Dram Shop laws exist, publicity about the dangers and consequences of over-serving increase and more establishments abide.

In effort to educate retailers on the liability and dangers of over serving, Red Rock RPC offers a FREE Responsible Beverage Service and Sales (RBSS) training to alcohol retailers in Canadian County quarterly. The training educates store owners and clerks about laws regarding alcohol sales to minors as well as how to properly check an i.d.

For more information regarding the liability and laws of over-serving and the **Responsible Beverage Service & Sales Training (RBSS)** contact the Red Rock RPC!

Red Rock Regional Prevention Coordinator's (RPC) primary focus is to serve as a prevention community liaison. Red Rock RPC educates and informs communities through multiple strategies including community based services, environmental strategies, early recognition, and referral. We take a proactive approach in reducing substance abuse among communities. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information about the Regional Prevention Coordinator please visit [www.redrockrpc.com](http://www.redrockrpc.com) or contact the Red Rock RPC at (405)-354-1928.