

Enforcement Action Plan

Retail Access

Strategies

Immediate outcomes

Intermediate outcomes

Intervening Variables

- Retail Access

Contributing Factors

Retail Access

- Retailers (package and convenience stores) don't know the law/sell to minors
- Servers don't know the law/sell to minors
- Establishments don't have policies requiring clerks/servers be trained in responsible sales/service practices

Strategies

Retail Access

- Culturally competent Merchant education regarding the laws, properly checking ID's, identifying fake ID's, etc. Server training.
- Server licensing. CH2
- Age identification.
- Warning posters/fliers.
- Incentives for checking age identification.

Slide 4

CH2

There can only be licensing if there is an ordinance requiring it. This would be under Laws/Policies and not really the subject here.

May want to include Establishment policies regarding employee training

Carol Hays, 8/25/2008

Immediate Outcomes

Retail Access

- # Merchant education trainings /# Server trainings
 - Who
 - How many establishments and % employees per establishment trained
 - Of those who participated, extent knowledge gained between pretest and posttest
- Number of establishments with clerk/server training policy
- Age identification CH1
- Number of establishments posting warning posters/fliers

Slide 5

CH1

What is meant by age identification here?

Carol Hays, 8/25/2008

Intermediate Outcomes

Retail Access

- #/% of licenses with sales to minors citations
- #/% of compliance failures
- # of arrests for selling to minors
- Use of fake ID's/failure of retailers to properly check ID's CH3

Slide 6

CH3

Is this the number that failed to check for fake IDs?

Carol Hays, 8/25/2008

