

Program Description

The LEAD Program is a free, voluntary prevention and education program for retail licensees, their employees, and applicants. It began on January 1, 1991 with a grant from the California Office of Traffic Safety.

Since February 1995, the Department of Alcoholic Beverage Control has funded the LEAD program and has trained over 250,000 people.

The curriculum is designed for licensees, managers, and employees. Program length is 3-1/2 hours, except for Fairs/Special Events Training, which is 2 hours.

Participation is limited to 50 persons per class.

To view the LEAD Schedule (ABC-602) please visit our website at www.abc.ca.gov.

Mission

The mission of the LEAD Program is to provide high quality, effective and educationally sound training on alcohol responsibility and the law to California retail licensees and their employees.

The Department of Alcoholic Beverage Control expects and encourages licensees to act responsibly relative to their alcoholic beverage license privileges. The LEAD Program provides the licensee and applicant with practical information on serving alcoholic beverages safely, responsibly, and legally, and preventing illicit drug activity at the licensed establishment.



National Awards

The LEAD Program has received two national awards and is certified by the California Coordinating Council on Responsible Beverage Service.

Program Topics

- Community Relations
- Laws and Liability
- Checking Identification
- Alcohol Facts
- Intoxication
- Illicit Drugs
- Minors

Benefits of Training

- Increased confidence in checking identifications and detecting minors
- Ability to detect signs of patron alcohol overconsumption and illegal drug activity
- Reduces risk of liability, including criminal (court action), civil (lawsuit) and administrative (ABC accusation).
- Possible reduced insurance premiums
- Provides ways to deal with difficult situations

Other Training Offered

- In addition to the Department's LEAD training, there are several private fee-based responsible beverage service training companies throughout California. For a list of those organizations please visit our website at www.abc.ca.gov.