

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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December 29, 2006
PR 06- 137

ABC Launches Grant Program to Reduce Drunken Driving Through Training *Coalition is Formed to Update Beverage Service Training Standards for ABC Licensees*

(Sacramento) - The California Department of Alcoholic Beverage Control has launched a new grant program to update standards for Responsible Beverage Service (RBS) programs use to train people who sell or serve alcoholic beverages in California. The Department announced today that a coalition including representatives from non-profit agencies, the hospitality industry, education and ABC have begun the work of updating training standards that can help reduce alcohol-related injuries and deaths in the State of California.

“This grant program increases our efforts to help protect the safety of California’s youth and reduce the number of deaths and injuries that are taking place as a result of alcohol-related crashes on California highways, streets and roads,” said ABC acting Director David Goss. In 2005, over 1500 persons died in alcohol-related crashes on California highways, over 200 of those victims were under the age of 21.

In order to increase safety and reduce tragedies, the two-year grant pulls together experts who will review and update standards for Responsible Beverage Service (RBS) curriculum and trainers. The trainers will then have consistent guidelines to teach the proper way for businesses to sell alcohol in the State of California. The guidelines will be based on research findings and model RBS training programs with demonstrated effectiveness. There will be a focus to reduce the availability of alcohol to minors and prevent the service of alcoholic beverages to obviously intoxicated persons.

The standards created by this grant will be used by the Department’s Licensee Education on Alcohol and Drugs Program (LEAD) and private vendors who provide RBS training. The LEAD Program educates businesses on laws involving the sale and service of alcoholic beverages, free of charge. Last year, over 19,000 alcohol industry employees were trained in this program.

The Department believes this type of training not only helps businesses better understand their responsibilities, but also provides them with the tools and knowledge they need to promote reasonable consumption and contribute to making communities safer.

Funding for this project was provided by the California Office of Traffic Safety (OTS) through the Business, Transportation and Housing Agency. ABC is a department of the Business, Transportation and Housing Agency.

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