

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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## **ABC Awarded Grant to Train Employees at Businesses that Sell Alcohol** *Grant comes from the California Office of Traffic Safety*

**SACRAMENTO**— The California Alcoholic Beverage Control (ABC) today announced that it has been awarded a \$200,000 Grant to help prevent alcohol-related problems at locations that sell alcohol. The money for this program is being provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. Funds will be used for five trainers in ABC's LEAD program. LEAD stands for Licensee Education on Alcohol and Drugs. Trainers will educate alcoholic beverage industry employers and employees about how to prevent such problems as service to obviously intoxicated patrons, underage drinking, and other violations of the alcoholic beverage laws in California.

The LEAD program was established in 1991 to educate businesses on laws involving the sale and service of alcoholic beverages. Thousands of alcoholic beverage industry employees in California are trained each year in this program. The LEAD program began on January 1, 1991 with a grant from the California Office of Traffic Safety. ABC has funded the program most years since 1995.

The curriculum is designed for licensees, managers, and employees. There is no separate management curriculum. The LEAD program provides practical information on serving alcoholic beverages safely, responsibly, and legally, and preventing illegal activity at the licensed establishment.

“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,” said ABC Director Steve Hardy.

ABC licensed businesses and their employees who are interested in attending the training program can sign up for training sessions by calling their closest ABC District Office. To learn more about the program and find out where and when training sessions will be held, log on to [www.abc.ca.gov](http://www.abc.ca.gov) and click on the Server Awareness (LEAD) link.

The LEAD program has been recognized nationally. Over 200,000 California alcoholic beverage industry employees have been trained since the program was created.

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Dale E. Bonner, a member of the Governor's Cabinet.

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