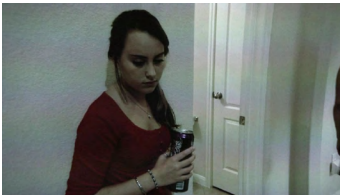


CURRENT PROJECTS

ALCOHOL BY VOLUME

Parents may not understand how common over-consumption is and just how dangerous underage drinking can be. To help people understand exactly how much alcohol is in every drink and why underage drinking is so dangerous today, TABC has created three Public Service Announcements. For copies, email education@tabc.state.tx.us.



“Hey Becky” is a 30 second PSA that walks you through an underage drinking party from the perspective of a youth. It targets parents and community members and discusses how today’s underage drinking

parties are very different and potentially much more dangerous than they were in the past. This is a direct result of the type of alcohol that is now being consumed at these parties.

“Alcohol By Volume” is a 2:40 minute video that targets parents and community members and explains “Alcohol By Volume” and how it relates to a standard drink (beer, malt beverage, wine and spirits). It also discusses how today’s underage drinking parties are very different and potentially much more dangerous than they were in the past. Parents and community members are urged to prevent underage drinking.



“Bulletin Board” is a 1 minute video that is part of the Party Dispersal Training for law enforcement. It targets law enforcement and emergency medical personnel. This video instructs emergency personnel to focus on the type of alcohol available and alcohol by volume when entering an underage drinking party or emergency situation. The type of alcohol that is present can



change the focus from just dealing with slightly intoxicated party goers to a possible medical emergency.

The PSAs are available for viewing and/or downloading on our website at www.2young2drink.com or at www.youtube.com/tabchannel.

SPRING BREAK 2012-2013

TABC was awarded a \$430,000.00 two-year grant funded by the State Criminal Justice Planning (421) Fund through the Office of the Governor’s Criminal Justice Division. The funds will be used to provide a strong public alcohol enforcement and educational effort to reduce alcohol related violations and prevent underage drinking violations at popular Spring Break destinations in Texas. The goal is to limit access to alcohol by underage youth who participate in Spring Break activities and thereby, reduce the dangers and risks of underage drinking or over-consumption such as alcohol poisoning, injuries and assaults.



Prior to Spring Break, TABC will provide alcohol retailers information such as the laws and consequences of providing alcohol to a minor as well as over serving patrons who are of age. TABC agents will then follow up with compliance check operations also known as minor stings .

During Spring Break, TABC agents will assist local law enforcement agencies at Spring Break destinations in maintaining the peace as well as enforcing the underage drinking laws and the Texas Alcoholic Beverage Code. Public information and educational materials on the laws and consequences of underage drinking as well as the laws and consequences of over serving patrons will be available prior to and during Spring Break for youth, the general public and retailers. (continued on pg. 2)

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CURRENT PROJECTS CON'T....

www.2young2drink.com

512-206-3420

www.tabc.state.tx.us

SPRING BREAK 2012-2013 CON'T...

Funds will also be used to create a multi-media campaign that will help educate retailers and community members about the dangers of a high Blood Alcohol Content (BAC), the signs of intoxication and alcohol poisoning. Components of the campaign will include:

- **A 30-second PSA focusing on binge drinking and over consumption, alcohol poisoning and the importance of getting help for friends;**
- **An interactive web page that mirrors the PSA;**
- **Two mobile apps for Apple and Android devices; and**
- **Books, postcards and posters.**

OTHER GRANTS

Communications Grant and Radio Grant

The Office of the Governor's Criminal Justice Division recently awarded the TABC \$800,000.00 in grant funding for its Communications Project and Radio Project. These projects will support the TABC Enforcement Division's statewide inter-jurisdictional communications plan. The most up-to-date radio equipment will be purchased for TABC agents to communicate with local law enforcement agencies in the State of Texas. Agents will also be provided with improved access to information to effectively analyze criminal data while also promoting data sharing amongst TABC personnel and other Texas law enforcement agencies.



TABC SOCIAL MEDIA

TABC has launched a new Facebook page. We will be posting information about all areas of TABC that may be of interest to employees and the general public.

www.facebook.com/txabc

Over the last couple of years, the Texas Alcoholic Beverage Commission have been creating informative and educational videos to help teenagers, parents, community members, retailers and law enforcement better understand the consequences of providing alcohol to minors, dangers of underage drinking and/or the dangers of over consumption. The videos now have their own channel on You Tube.

www.youtube.com/tabccchannel

RETAILER AT-RISK GRANT

Funded by the Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grants through the Texas Department of Transportation's Traffic Safety Section, the goal of this project is to reduce DUI crashes, DUI fatalities and other alcohol related offenses with an emphasis on reducing underage alcohol violations. The At-Risk Project will focus on three areas:

RISK MANAGEMENT



Understanding Your Risks

- **encouraging voluntary compliance from retailers;**
- **empowering local law enforcement agencies; and**
- **educating the general public.**

Retailers - TABC created the "Risk Management" training program that will give retailers a more in-depth look at the benefits to having trained security staff and how they can assist in de-escalating a potentially dangerous situation to provide a safe, friendly and reputable environment for its patrons. TABC also plans to develop a database which will pull information on retailers and analyze their risk for committing an alcohol related violation. This information will be readily available to TABC agents and auditors in an effort to prevent future alcohol related violations.

To further enhance this endeavor, 22 agents and auditors will be trained to become Certified Fraud Examiners and will have the knowledge to prevent, detect and deter fraud.

Law Enforcement - TABC will continue to offer free Texas Commission on Law Enforcement Officers Standards & Education credit approved trainings to commissioned peace officers and implement a new "Partnership Training" statewide. The recently developed training encourages local law enforcement agencies to create or strengthen existing partnerships within the community to deter underage drinking and driving and other alcohol related violations. The training will also focus on informing the commissioned peace officers about the authority they have to enforce the Texas Alcoholic Beverage Code.

Communities - TABC will provide information for the general public that encourages them to be proactive and report suspicious criminal activity or other alcohol related violations at licensed alcohol retailers by filing formal complaints with TABC. Information will also be provided about the Texas Zero Tolerance laws and the consequences of providing alcohol to a minor with an emphasis on the consequences that could result if a minor is found to have been involved in an alcohol related crash.

MESSAGE FROM THE DIRECTOR OF EDUCATION & PREVENTION

Grants are one option available to fund projects and equipment that are not budgeted by the state for our agency. Federal grants are often the best resource for funding for state agencies due



to the large purses and the accessibility of funds. These funds can be requested directly from the Federal Government or requested through the pass-through state agency that receives the federal funding. Although TABC can apply for funds from other sources, additional research is required to ensure that the organization does not receive any funding from organizations that we regulate. Many

foundation grants receive funding from organizations like Wal-Mart and TABC is unable to request funding in those cases.

A well written Federal grant can take 60-90 days to complete. All Federal funds adhere to the same basic structure, but all include some differences. The following outlines some typical information requested in Federal funding:

Narrative – In a typical Federal grant the narrative page is 15-25 pages- often single spaced. In these pages, the writer must address each section of the RFP. If any section is not adequately addressed, points are lost in the grant. Even though the requesting division for the funding will provide us with documentation, additional research is always needed. Statistics and other information used cannot be more than 3-4 years old; therefore, each grant year requires updates. Research must also directly support the narrative or points are lost and the grant does not justify funding.

Budget - Federal Funds can be for one year, but can go as long as 5 years. The budget submitted must include information for each year – not one budget page for the entire life of the grant. This requires research and assistance from various divisions within the agency. Education must work closely with Business Services, Human Resources and the division requesting funding to look at each line item to account for changes over the lifespan of the grant. Any changes in pay or basic cost of materials could make the grant budget ineffective at reaching desired outcomes and goals.

Resumes – Resumes are often required for all pertinent staff or people who will be working on the grant funded project. Although many employees have basic resumes for TCLEOSE, the standard information required for the grant is typically not the same. Resumes are directly related to the points system and the resumes must reflect TABC's ability to reach desired outcomes and goals. Those involved in the project must have the required time to prepare their resumes to show that TABC is capable of

performing the necessary steps to reach the outcomes outlined in the narrative. Resumes are the only reference to ability that those scoring the grant will have related to TABC. Most scorers will not be familiar with the Texas Alcoholic Beverage Commission and will be selected from other states to prevent conflict of interest issues.

Letters of Commitment – If collaborative partners are required for the success of the grant project, a signed letter of commitment is required. Those documents must specify the responsibility of the partners and describe their contribution. Partnerships can be programmatic or financial in nature. Most of the partners TABC will work with require approval from their board of directors or overseeing management before approval can be granted. If the board only meets once a month, getting on the agenda for approval can be an issue.

Additional Documentation – All Federal grants now require additional documentation due to the technology of computers. Examples can include maps of areas for proposed projects, district or agency strategic plan, charts of demographic information, organizational charts. Information can also be requested for a partner's demographic areas, strategic plan and at times this data does not always exist so including it in the application becomes problematic. Strategic data to prove a need that is often transposed into GIS mapping has become a frequent requirement.

State grants are not typically as long to write, but can take 30-60 days to complete. They require the same information as above, but are typically written for 1-2 years and for fewer funds.

Mindy Carroll

Education & Prevention Press Packets

Education and Prevention has incorporated press packets into the activities to the Commission's education efforts. The Press Packets include:

- **Agency Highlights**
- **Multi-Media elements**
- **Statistics Page**
- **Contact Information; and**
- **Other Information**

The first Education and Prevention press packet was sent to field employees who requested a copy. If you attended the Public Information Officers Training and want to be included in the mailings, send a request to:

education@tabc.state.tx.us.