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Beginning on Feb. 1, 2007, the Pennsylvania Liquor Control Board (PLCB) has been required to prepare a biennial report on underage alcohol drinking and high-risk college alcohol drinking in this commonwealth. The report is presented to the House Liquor Control Committee and the Senate Law and Justice Committee. Details of the report include current levels and trends related to underage and high-risk drinking, current state preventative programs, and current science that better defines the problems and suggests proven prevention strategies.

EXECUTIVE SUMMARY

This report, prepared by the PLCB as mandated by Act 85 of 2006, is a resource regarding the status of underage and high-risk drinking of alcohol within the commonwealth.

Research has shown that the human brain does not finish developing until the mid-20s, and use of alcohol by teens could mean they never reach their full potential. When drinking starts before age 15, youth are more likely to become dependent on alcohol, and indirect dangers of alcohol use are numerous – car crashes, assaults, risky sexual activity, drug use, and other dangerous behaviors. High-risk drinking alone can cause death by alcohol poisoning.

The PLCB has been addressing underage and dangerous drinking since its formation, and the mission of the Bureau of Alcohol Education is to provide leadership and resources that will reduce alcohol misuse in Pennsylvania. As problem drinking has evolved over time, so too have the programs and partnerships developed by the PLCB in the interest of social responsibility and public health and well-being.

Today, for example:

• As a responsible retailer of alcohol, Fine Wine & Good Spirits store associates are the first line of defense against underage drinking. Store personnel are trained to verify the age of those purchasing alcohol, and they conduct more than 1 million age checks annually.

• The PLCB’s Responsible Alcohol Management Program (RAMP) provides training and resources to licensees and their employees, so they may understand and employ responsible alcohol management practices. Training for servers and sellers, as well as owners and managers, addresses how to detect fraudulent identification and visibly intoxicated persons and provides guidance on establishing policies governing safe and responsible alcohol service. The Bureau of Alcohol Education also provides posters and training materials to licensees to address the issues of underage and high-risk drinking.

• The PLCB awards more than $1 million annually in grants that fund programs that focus on proven strategies to discourage and reduce both underage and dangerous drinking. Grants are awarded to schools, community organizations, municipalities, law enforcement organizations, nonprofit organizations, institutions of higher education, and for-profit institutions, and grant-funded initiatives have included increased police patrols, social norms campaigns, “Parents Who Host, Lose the Most” campaigns, college alcohol assessment surveys, online alcohol education programs, peer training, and more.

• Each spring, the PLCB hosts an annual two-day conference – free of charge to attendees thanks to grant funding from the National Alcohol Beverage Control Association (NABCA) – showcasing renowned experts in alcohol education who...
share their experience and knowledge with professionals, counselors, law enforcement officers, businesses, activists and educators interested in reducing underage drinking and promoting responsible drinking among those of age.

- The annual PLCB Alcohol Awareness Poster Contest encourages students in kindergarten through grade 12 to convey to their peers positive, no-use messages depicting healthy alternatives to drinking, or reasons why young people should choose not to drink alcohol.

- The PLCB’s award-winning Resident Assistant (RA) Training program is customized for each campus to provide RAs – those on the front lines as new college freshmen encounter the unique challenges of campus life – the tools they need to effectively guide and help other students.

- The PLCB is in the research stages of a new campaign that will be developed to help parents of elementary- and middle-school-aged children address underage drinking with their kids in a timely and effective way.

With the passage of Acts 39, 85, and 166 of 2016, the beverage alcohol landscape in Pennsylvania is beginning to transform. While increased convenience and access are long-sought modernizations that many residents applaud, increased access to beer, wine, and liquor can also change communities and increase public health risks.

A November 2016 study in Los Angeles, California, examined concentrations of alcohol retailers and problems including car crashes, admissions to hospital emergency rooms, and incidents of violent crime, demonstrating a strong correlation between the density of alcohol retailers and community problems.\(^3\)

Closer to home, a January 2017 study by the Urban Health Collaborative of Drexel University’s Dornsife School of Public Health, in partnership with the Philadelphia Department of Public Health, concluded that the neighborhoods in Philadelphia with the most stores selling carry-out alcohol also have the highest rates of poverty and violence.\(^4\)

While these societal challenges are not likely linked exclusively to underage drinking, comprehensively decreasing the negative impacts of alcohol requires awareness of risks and concerted efforts to minimize risks on a multitude of fronts.

Underage drinking and the negative consequences it creates for youth, families, communities, and society remain problems, despite decades of efforts to combat them. This report intends to frame underage and high-risk drinking within the context of research identifying the problems, provide an examination of the agencies and programs across the commonwealth actively engaged in the prevention of underage and high-risk drinking, and review emerging prevention techniques to better address the unique challenges posed by this critical public health issue.

Because prevention of underage and dangerous use of alcohol is a priority for many organizations, the PLCB’s development of this report relied on cooperation with and contributions from several partners, including other state agencies. The PLCB gratefully acknowledges the following organizations and their collaborative efforts.

**Pennsylvania State Police Bureau of Liquor Control Enforcement (BLCE):** The BLCE’s mission is to maintain or improve the quality of life for the citizens of the commonwealth through education and ensuring compliance with the provisions of the Liquor Code, Title 40, and related statutes. The BLCE’s purpose is to enforce the commonwealth’s liquor laws. To effectively achieve State Police goals and objectives, the BLCE must assist individual licensees, as well as the general public, in understanding the laws and regulations governing the proper and lawful operation of a licensed liquor establishment.

**Pennsylvania Department of Drug and Alcohol Programs (DDAP):** DDAP furthers the advancement and implementation of substance abuse prevention policies and practices throughout the commonwealth based on the latest research in the substance abuse field. This work is implemented locally in conjunction with Single County Authorities (SCAs) and their contracted prevention providers. SCAs plan and deliver underage and dangerous drinking prevention services by identifying risk factors influencing alcohol use and addressing patterns of and attitudes toward alcohol use.

**Pennsylvania Department of Education (PDE):** PDE’s Office for Safe Schools is the primary source of technical assistance and guidance to public and nonpublic schools on alcohol, tobacco, other drug use, and violence prevention activities. PDE is the administrative body for Student Assistance Programs (SAP) that provide assessment and intervention for students demonstrating behaviors potentially indicative of needing additional attention and/or services.

**Pennsylvania Department of Transportation (PennDOT):** Reducing impaired driving has been identified as one of the seven vital focus areas in PennDOT’s Strategic Highway Safety Plan. Strategies within this focus area range from high-visibility, more frequent DUI enforcement to higher fines and penalties for impaired driving, and from streamlining DUI case processing through the courts to countermeasures addressing drinking and impaired driving by those under 21.

**Pennsylvania Commission on Crime and Delinquency (PCCD):** PCCD’s mission is to enhance the quality, coordination, and planning within the criminal and juvenile justice systems, to facilitate delivery of services to victims of crime, and to increase the safety of our communities. PCCD also has a responsibility to the victims of crimes and to reduce the impact of crime on those victims.

**Municipal Police Officers’ Education & Training Commission (MPOETC):** Administered by the State Police and established in 1974, MPOETC sets certification and training standards for police officers employed by municipalities in the Commonwealth of Pennsylvania. The commission oversees certification of schools and instructors for statewide training on a variety of enforcement-related topics, as well as certification of lethal weapons agents and certified firearms instructors.
No substance is more widely abused in America by persons under the age of 21 than alcohol. According to the 2015 Report to Congress on the Prevention and Reduction of Underage Drinking, youth aged 12 to 20 in the U.S. have shifted preference in alcohol type from beer to distilled spirits. Male preference for distilled spirits is now virtually equal to that of beer, and females prefer distilled spirits over beer. The gap in binge drinking rates between females and males is shrinking, though the data shows that male binge drinking rates have been declining more rapidly than female rates. This report discusses some of the initiatives taken in Pennsylvania to address this increase in heavy, episodic drinking – or binge drinking – among the underage population.

Levels and Trends of Alcohol Use According to the Pennsylvania Youth Survey

The 2015 Pennsylvania Youth Survey (PAYS) measures the need for prevention services among youth in grades six, eight, 10, and 12 in the areas of substance abuse, delinquency, antisocial behavior, violence, and mental health issues. The survey questions ask youth about the factors that place them at risk for substance use and other problem behaviors, along with the factors that offer them protection from problem behaviors.

The PAYS is conducted in the fall of odd-numbered years. Beginning in 2013, the PAYS was offered at no charge to any district or school (public, private, charter, and parochial), courtesy of funding provided by the Pennsylvania Departments of Education and Drug and Alcohol Programs and the Pennsylvania Commission on Crime and Delinquency.

The PAYS is administered in individual school buildings and is voluntary – youth may skip any questions they do not wish to answer or opt out of the survey entirely. Students are advised that their responses will remain anonymous and confidential. No individual student-level data can be obtained from the data set, and the results are only reported in aggregate at the local, county, and state levels.

A total of 229,845 students in 960 public and private schools throughout the state participated in the 2015 PAYS. After invalid/dishonest surveys were removed, 216,916 surveys were represented in local-level reports. Results featured herein stem from the PAYS statewide sample, which is designed to gather data most representative of the state as a whole. Community-level summary reports were issued to nearly 400 school districts and counties.

Nearly an equal number of males and females in all grades took the PAYS (49.7% female, 50.3% male). Respondents were white (72.8%), African-American (8.3%), or other race groups (11.2%), or they did not indicate a race (7.6%).

Not all school districts participated in the PAYS surveys; most notably, the Pittsburgh and Philadelphia public school districts did not participate. The following map shows the percentage of students in participating counties who reported engaging in binge drinking in the last two weeks compared to the state average (7.8%). Elk (23.2%), Allegheny (13.1%), and Venango (12.8%) counties had the highest percentage of reported binge drinking.

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4 Ibid.
5 Ibid.
The following map shows the percentage of students in participating counties who reported their willingness to try alcohol compared to the state average (27.3%). Elk (53.3%), Allegheny (36.0%), and Armstrong (33.4%) counties had the highest percentage of reported willingness to try alcohol.

Reports for the following counties are not available because the counties did not have at least two public school districts participating or contained only one school district, and release of data would therefore risk identification of individual students: Cameron, Clinton, Forest, Juniata, Mifflin, Monroe, Northumberland, and Warren. Sullivan, Union, Wayne, and Wyoming counties did not have any districts participate in 2015.

Alcohol Use Rates According to the Pennsylvania Youth Survey and the Monitoring the Future Survey

The following tables display data for lifetime and binge drinking obtained through the PAYS. This survey defines “binge drinking” as consuming five or more drinks in a row at least once in the past two weeks.

When possible, the PAYS compares its Pennsylvania results to the 2015 Monitoring the Future (MTF) survey, a national survey conducted each year by the University of Michigan. MTF only surveys students in the eighth, 10th, and 12th grades.

When looking at the PAYS and MTF lifetime survey results, lifetime alcohol use was higher in Pennsylvania for eighth grade (7.8 points higher in Pennsylvania compared to the national MTF rates), 10th grade (7.1 points higher in Pennsylvania compared to the nation), and 12th grade (7.9 points higher in Pennsylvania).

These use rates suggest the need to focus prevention efforts on younger students to educate them about the risks of underage drinking before they have opportunity to try alcohol. If more than half of 10th grade students have already tried alcohol within their lifetimes, resources may be best focused on elementary and middle school students to affect change in behavior.
Pennsylvania continued to stay below the national average for reported binge drinking by eighth and 10th grade students, and reduced the percentage of binge drinking from the 2013 PAYS to the 2015 survey for 10th grade (11.7% to 8.4%) and 12th grade (21.8% to 18.0%).

2015 Core Alcohol and Drug Survey

The Core Alcohol and Drug Survey, developed with funding from the U.S. Department of Education, measures alcohol and other drug usage as well as attitudes and perceptions among college students at two- and four-year institutions. The survey includes many questions about drugs and alcohol. Some deal with students’ attitudes, perceptions, and opinions about alcohol and other drugs, and others deal with students’ own use and consequences of use. Questions also explore students’ demographic and background characteristics, as well as their perceptions of campus climate issues and policy.

Following are some key findings from the Core Alcohol and Drug Survey regarding opinions of students.

National Highway Traffic Safety Administration Data

The National Highway Traffic Safety Administration and the Governors Highway Safety Association compile data regarding crash fatalities and the prevalence of alcohol impairment among fatal crashes. The table above provides data for Pennsylvania and the U.S., as compared to the state with the lowest percentage of alcohol-impaired driving fatalities for each year.10 With the implementation of ignition interlock for first offenders starting in August 2017, further reductions in alcohol-impaired driving fatalities are anticipated in Pennsylvania in the future.

Several laws that have been enacted in other states have had a positive impact in reducing such fatalities:

• Administrative license revocation, which allows police to confiscate the driver’s license of a person upon failure or refusal of a chemical test for impairment;
• A 24/7 sobriety program, where DUI offenders are on alcohol monitoring for a period of time after arrest and are sent to jail for non-compliance; and
• Radar for local police, since speed enforcement is an opportunity to detect and arrest impaired drivers and Pennsylvania is the only state that doesn’t allow this.

<table>
<thead>
<tr>
<th>Core Alcohol and Drug Survey Results</th>
<th>State %</th>
<th>National %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are aware their campus has alcohol and drug policies</td>
<td>95.3</td>
<td>92.9</td>
</tr>
<tr>
<td>Said they “don’t know”</td>
<td>4.0</td>
<td>6.3</td>
</tr>
<tr>
<td>Said there wasn’t a policy</td>
<td>0.6</td>
<td>0.8</td>
</tr>
</tbody>
</table>

| See drinking as a central part of social life |
|---------------------------------|--------|--------|
| Male students | 82.1 | 82.0 |
| Female students | 73.5 | 74.4 |
| Faculty/staff | 15.7 | 19.1 |
| Alumni | 40.0 | 45.9 |
| Athletes | 70.0 | 63.3 |
| Fraternities | 82.9 | 71.4 |
| Sororities | 76.5 | 65.0 |
| The social atmosphere promotes alcohol use | 45.8 | 51.3 |

| Good news: |
|------------------|--------|
| Say they have never driven a car while under the influence | 89.1 | 85.5 |
| Say they have never done something they later regretted due to alcohol consumption | 68.6 | 67.1 |

Underage and dangerous use of alcohol are issues addressed by many state and local agencies, as well as community groups, nonprofits, and for-profit organizations. Typically, evidence-informed practices are most successful in combating the problem. Organizations often cooperate or collaborate to ensure programs successfully reach the target populations. Thus, programs and initiatives addressing underage and high-risk drinking fall into these broad categories: enforcement programs, professional training, youth training, community-based initiatives, family-based programs, school-based initiatives, and advertising and media.

**Enforcement Programs**

Enforcement programs are conducted by state, local, and campus police departments to enforce laws and policies related to the sale, purchase, possession, and use of alcohol by minors, as well as the dangerous use of alcohol by adults. With increased access to alcohol comes increased need for vigilance.

**PLCB-Funded Enforcement Programs**

In fiscal years 2014-15 and 2015-16, the PLCB provided $51.8 million in funding to the BLCE, the organization primarily responsible for enforcement of liquor laws.

In the 2015-17 grant cycle, PLCB grants enabled 23 law enforcement organizations to enhance their enforcement efforts through one or more of the following:

- Added police presence
- Targeted details
- Underage drinking patrols
- Source investigations
- ID validity checks
- The purchase of equipment such as Westlaw books; video surveillance and body cameras; preliminary breath testers; handheld ID scanners; night vision optics and binoculars; and police-equipped mountain bikes.

Additionally, 13 educational institutions received grants to aid in enforcement efforts, either through their campus police or in coordination with local police. Two community organizations used grant money to collaborate with university and local law enforcement to assist in educational programs and to address issues such as large house parties, business district block parties, and DUI checkpoints during homecoming, prom, and graduation.

**PennDOT Enforcement Programs**

One of the most effective measures in reducing highway traffic fatalities is creating general deterrence through high-visibility enforcement (HVE). As the perceived risk of being caught by law enforcement increases, the likelihood that people will engage in unsafe driving decreases. Given this, PennDOT asserts that grant-funded HVE programs have been a most effective strategy in combating impaired driving, including reducing crashes involving underage drivers who have been drinking.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Fatalities in all Crashes</th>
<th>Alcohol-Impaired Driving Fatalities (BAC = .08+)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>2011</td>
<td>Pennsylvania</td>
<td>1,286</td>
</tr>
<tr>
<td></td>
<td>US</td>
<td>32,367</td>
</tr>
<tr>
<td></td>
<td>Maine</td>
<td>136</td>
</tr>
<tr>
<td>2012</td>
<td>Pennsylvania</td>
<td>1,310</td>
</tr>
<tr>
<td></td>
<td>US</td>
<td>33,561</td>
</tr>
<tr>
<td></td>
<td>Utah</td>
<td>217</td>
</tr>
<tr>
<td>2013</td>
<td>Pennsylvania</td>
<td>1,208</td>
</tr>
<tr>
<td></td>
<td>US</td>
<td>32,719</td>
</tr>
<tr>
<td></td>
<td>Utah</td>
<td>220</td>
</tr>
<tr>
<td>2014</td>
<td>Pennsylvania</td>
<td>1,195</td>
</tr>
<tr>
<td></td>
<td>US</td>
<td>32,675</td>
</tr>
<tr>
<td></td>
<td>Vermont</td>
<td>44</td>
</tr>
<tr>
<td>2015</td>
<td>Pennsylvania</td>
<td>1,200</td>
</tr>
<tr>
<td></td>
<td>US</td>
<td>35,092</td>
</tr>
<tr>
<td></td>
<td>Utah</td>
<td>276</td>
</tr>
</tbody>
</table>

The number of crashes involving an underage drinking driver has declined nearly 38 percent over the past five years. In addition, the number of minors charged with driving under the influence has declined nearly 45 percent over the past five years.13

The HVE program includes a strong media component alerting the public to the dangers of impaired driving and reminding residents that police are out enforcing DUI laws. This is supported by enforcement mobilization events, including DUI checkpoints and roving patrols, and publicizing the results of the enforcement efforts. Notable impaired driving enforcement efforts include two campaigns the Pennsylvania State Police conduct with local police departments: The “Drive Sober or Get Pulled Over” campaign, which runs from mid-August through Labor Day weekend, and the “Operation Safe Holiday” campaign, which runs from the week of Thanksgiving to New Year’s Day. Although these enforcement activities are not specifically aimed at minors, they are still a deterrent to that group.

BLCE Enforcement Programs

The College Enforcement Initiative is an effort to provide a more visible deterrent to students at select institutions of higher education in Pennsylvania. The BLCE initiated a cooperative program with local and university law enforcement agencies, and this initiative is undertaken as students begin the fall semester at colleges and universities across the commonwealth. Its intent is to preempt alcohol-related problems at identified locations during the first 30 days of classes. This program targets locations identified by each BLCE District Enforcement Office as a college or university town with a higher-than-average number of underage drinking incidents. Underage drinking, underage driving under the influence, disorderly conduct, and similar alcohol-related offenses are weighed when selecting locations to conduct this program. Also, specific requests for assistance from municipal police agencies are evaluated as received.

Tactics used by the BLCE include uniformed patrols in college dormitories to increase the awareness of the BLCE presence on campus; uniformed officers stationed outside licensed liquor establishments to provide investigative and arrest support to municipal police agencies conducting surveillance for minors; patrols for minors in and around popular locations for underage drinking; and undercover officers both inside and outside licensed liquor establishments. In addition, meetings are scheduled with licensees located close to campuses to educate them about this program and to increase awareness of underage drinking. Finally, contact is made with State Police installations statewide to provide a coordinated response regarding this program and any enforcement efforts being planned by the local State Police barracks.

Funded in part by PCCD, BLCE conducts patrols for minors at and around licensed establishments, colleges, universities, concerts, and sporting events where underage drinking is suspected. These minor patrols involve the assignment of more than one Liquor Enforcement Officer within a district enforcement office to investigate illegal sales to, consumption of alcoholic beverages by, and the purchase, consumption, possession, and transportation of alcohol by minors. The BLCE conducted 681 minor patrol details in 2014, 440 in 2015, and 469 in 2016.

The bureau’s enforcement activity numbers have decreased from 2014 to 2016 in the number of incidents investigated and violation letters, while criminal complaints and warning letters have risen. In 2014, the BLCE investigated 14,622 incidents resulting in 2,604 violation letters, 3,053 warning letters, 1,555 non-traffic citations, and 133 criminal complaints. In 2015, the BLCE investigated 13,751 incidents resulting in 2,260 violation letters, 2,980 warning letters, 1,092 non-traffic citations, and 155 criminal complaints. BLCE investigated 10,770 incidents resulting in 1,767 violation letters, 3,204 warning letters, 1,324 non-traffic citations, and 167 criminal complaints in 2016.

BLCE also works with volunteers between the ages of 18 and 20 who attempt to purchase alcoholic beverages in a controlled, regulated manner. This program was developed over a two-year period and implemented in January 2005. Underage buyers, mainly students from colleges and universities throughout Pennsylvania, work with and under the direct supervision of Liquor Enforcement Officers to enter licensed establishments and attempt to purchase alcoholic beverages.

If the establishment serves the underage buyer, a Liquor Enforcement Officer immediately notifies the establishment about the age compliance check and administrative action is taken against the licensee. In instances in which the underage buyer is declined service, a Liquor Enforcement Officer immediately notifies the establishment it has passed an age compliance check.

In 2014, 1,483 age compliance checks were conducted; 924 licensees were found to be in compliance and 559 licensees (37.69%) were not in compliance. In 2015, 1,663 compliance checks were conducted; 1,080 licensees were in compliance and 583 (35.05%) were not in compliance. In 2016, 955 compliance checks were conducted; 621 licensees were found in compliance and 335 (34.97%) were not in compliance.

The underage drinking hotline 1-888-UNDER 21 was established by BLCE in 1999 to combat underage drinking across Pennsylvania. Callers, who can remain anonymous, are encouraged to provide tips about planned events involving underage drinkers or about parties already underway. The State Police refers calls that require immediate attention directly to the proper police agency for response. The hotline received 145 calls about drinking parties and minors being served alcohol in 2014, 99 calls in 2015, and 107 calls in 2016. There were 45 arrests made in 2016.

Professional Training

These initiatives provide training to a variety of professionals including but not limited to law enforcement, teachers, alcohol service staff, and a variety of social service professionals.

PLCB Professional Training

Each spring, the PLCB’s Bureau of Alcohol Education holds a two-day alcohol education conference that is free of charge to attendees, thanks to grant funding from the National Alcohol Beverage Control Association (NABCA). Law enforcement personnel, collegiate leaders, school staff, community prevention professionals, and licensees from across the state learn about the newest trends and information related to reducing underage and dangerous drinking. Combined attendance for the 2015 and 2016 conferences totaled about 450 participants.

The Responsible Alcohol Management Program (RAMP) was established in 2000 and offers practical advice regarding responsible alcohol management practices for licensees operating restaurants, hotels, clubs, distributors, and special occasions.

RAMP teaches how to:
• Detect signs of impairment and intoxication and effectively cut off service to a customer who had too much to drink.
• Identify underage individuals.
• Detect altered, counterfeit, and borrowed identifications.
• Avoid unnecessary liability.
• Help reduce alcohol-related problems in the surrounding community.

RAMP provides two trainings: Owner/Manager and Server/Seller. The Owner/Manager training, whether online or in a classroom, is facilitated by the PLCB. RAMP Server/Seller training, whether online or in a classroom, is facilitated by PLCB-approved and monitored independent providers.

Due in part to the availability of online training, an increased number of alcohol service staff complete RAMP trainings yearly. Act 39 of 2016, which became effective Aug. 8, 2016, mandated that all alcohol service staff complete RAMP Server/Seller training within six months of their hiring if they have not completed it in the previous two years. As a result, even more people are expected to complete RAMP Server/Seller training in the future.

In addition to training, RAMP provides certification for licensees that complete all five steps within RAMP:
1. Owner/Manager training
2. Server/Seller training completed by at least 50 percent of the alcohol service staff
3. Employee orientation for all current employees and new hires
4. Visibly posting appropriate signage
5. Submission of an affidavit request for RAMP certification

RAMP certification is typically voluntary; however, some licensees may be required by the Office of Administrative Law Judge to complete certification following service to minors or visibly intoxicated patrons, and the PLCB may require RAMP certification as part of a conditional licensing agreement.

The following chart shows total RAMP certifications per year. The decline in 2016 is due, in part, to the implementation of PLCB+, a new online licensing platform introduced that year. As PLCB staff and licensees adjusted to and learned a new system, it is possible the number of certifications was negatively impacted.
The benefits of RAMP certification include:

- Knowledgeable, well-trained alcohol service staff and management
- Recognition as a responsible licensee in the community
- Less likelihood of dram shop liability
- Possible discount on liquor liability insurance
- Possible reduction in fines and penalties issued by an Administrative Law Judge for serving a minor or a visibly intoxicated patron, as long as the licensee was RAMP-certified at the time of the violation and had no citations for either of those two violations in the previous four years

Recent legislation has made RAMP training and certification mandatory for certain employees of licensees and has made RAMP certification a prerequisite for all licensees seeking wine expanded permits. In order to provide more opportunities for training and meet the growing demand, regulations were changed to allow third parties like Training for Intervention Procedures (TIPS) to create their own server/seller curriculums and submit them to the Bureau of Alcohol Education for approval. If a curriculum is equivalent to or exceeds RAMP curriculum, the bureau will certify the curriculum, the other entity may offer that training in Pennsylvania, and the training will be considered the same as RAMP training.

PLCB staff provide other valuable training at no cost to groups throughout the state. Strategic planning workshops are designed to assist institutions of higher education and communities to develop evidence-informed practices to most effectively address dangerous and underage drinking practices and patterns.

Another workshop, “Communities Working with Law Enforcement,” informs community organizations how to better collaborate with local law enforcement departments. Even though the goals of these organizations are similar, their methods for addressing problems may be at odds, and sometimes friction and misunderstanding exists between these groups. This workshop helps break through those barriers to form stronger working relationships.

**Department of Drug & Alcohol Programs (DDAP) Professional Training**

Professional trainings provided through DDAP’s 47 regionally established Single County Authorities (SCAs) include student assistance program trainings for educators, counselors, substance abuse liaisons, and other related professionals. This training aids in the identification of students in need of intervention/treatment services, and it assists in the coordination and collaboration necessary to effectively implement these services.

RAMP is also endorsed and promoted by DDAP’s SCAs. During fiscal years 2014-15 and 2015-16, seven SCAs assisted in coordinating RAMP trainings for licensees within their counties.

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Total Courses</th>
<th>Total Trained Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standardized Field Sobriety Testing</td>
<td>28</td>
<td>477</td>
</tr>
<tr>
<td>Evidentiary Breath Test Instrument Certification</td>
<td>34</td>
<td>235</td>
</tr>
<tr>
<td>Juvenile DUI Offenders and Underage Drinking</td>
<td>3</td>
<td>31</td>
</tr>
<tr>
<td>Interviewing Juveniles</td>
<td>5</td>
<td>90</td>
</tr>
</tbody>
</table>

Institute for Law Enforcement Education (ILEE) Professional Training

ILEE conducts a variety of professional trainings for law enforcement personnel regarding the skills and techniques used to detect, investigate, and participate in the prosecution of DUI and underage drinking offenses. Trainings address the use of the Standardized Field Sobriety Test, the most frequently used method of collecting and describing evidence of alcohol use/impairment. This training is especially significant because of the prohibition against the use of pre-arrest breath test instruments in court. ILEE training topics will be expanded to cover any new devices or techniques accepted by Pennsylvania courts as they develop.

**Municipal Police Officers Education & Training Commission (MPOETC) Professional Training**

MPOETC’s basic program includes an optional training devoted to liquor laws. MPOETC has approved the following courses for Continuing Law Enforcement Education (CLEE) credit toward the mandatory 12 hours of in-service training each officer must receive annually. Officers are permitted to take any of the following courses once during any two-year certification cycle in lieu of the elective MPOETC courses:

- Alcohol Breath Analysis Instrument Operator Certification
- Alcohol Breath Analysis Instrument Operator Changeover
- Alcohol Breath Test Instrument Supervisor
- Alcohol Breath Analysis Device Operator Refresher
- Alcohol Breath Test Instructor Re-certification
- BAC’s of Alcohol
- Breath Test Instructor
- Standardized Field Sobriety Testing Practitioner
- Standardized Field Sobriety Testing Practitioner Refresher
- Standardized Field Sobriety Testing Instructor
- Standardized Field Sobriety Testing Re-certification
- Sobriety Checkpoint/Refresher
- Juvenile DUI Offenders and Underage Drinking
- Handling Anger in the Alcohol/Drug Impaired Subject
- Interviewing the Alcohol/Drug Impaired Subject
- Myths of Alcohol
- High in Plain Sight: Alcohol and Drug Concealment Trends and Identifiers

Although much of the alcohol-related enforcement training focuses on impaired driving, some of the courses address other “alcohol-fueled” crimes and violations such as criminal mischief, destruction of property, domestic violence, assaults, sexual assaults, etc.

**Youth Training**

Youth training provides young people specific skills to help them address alcohol-related concerns and make and act upon healthy decisions. Some youth training also teaches skills for mentoring and encouraging others to make good decisions.

**PLCB Youth Training**

As part of the PLCB’s ongoing efforts to curb underage and dangerous drinking on college and university campuses, the
Bureau of Alcohol Education offers a training program for resident assistants (RAs) in college and university residence halls. RAs are often the first line of defense when it comes to addressing underage and dangerous drinking, especially for incoming freshmen struggling to navigate the unique challenges of campus living. The training, which was awarded the first-ever Best Responsible Consumption Program honor in December 2015 from StateWays magazine, is customized to each college and community and delivered on campus. The training addresses issues including:

- Adolescent brain development and its role in decision-making and impulse control
- Criminal, academic, social, health, and safety consequences of underage and high-risk drinking
- The alcohol content of different drinks and how many drinks it takes, on average, to reach different blood alcohol content levels
- Signs and symptoms of alcohol poisoning
- Pennsylvania’s medical amnesty law and the legal protections it offers anyone under 21 who was drinking but contacts authorities to seek medical attention for someone in danger of suffering alcohol poisoning

As part of the training, RAs are provided materials produced by the PLCB that aid in understanding of the issues and risks presented by underage and dangerous drinking. The “Goodnight or Goodbye” card shows the signs of alcohol poisoning and information regarding what to do when alcohol poisoning is suspected, while the medical amnesty card explains how someone underage may not be prosecuted if they come to another’s aid. “Your Degree Doesn’t Matter” lists the possible consequences an alcohol violation might have on one’s career.

More than 30 RA trainings for 734 attendees were conducted in fiscal years 2014-15 and 2015-16 across the commonwealth.

**DDAP Youth Training**

DDAP supports two youth training programs, Lead and Seed and Students Against Destructive Decisions.

Lead and Seed is a 12-hour, youth-empowered, community or school training for a maximum of 24 participants, at least half of whom must be middle school and high school age youth leaders. The remaining participants are adults prepared to help and support the youth leaders and their efforts. The training is designed to help participants identify problem priorities in their school or community, which can include prescription drug misuse, underage drinking, drunk driving, illicit drug use, or teen tobacco use. The groups then discuss the origin of these problems and identify a theory of change that will dictate an appropriate course of action to affect the physical, economic, legal, or sociocultural environment. In fiscal years 2014-15 and 2015-16, 3,372 youth and adults were trained through Lead and Seed.

**SADD Youth Training**

In 2015-2016, PA Students Against Destructive Decisions (SADD) sponsored four statewide conferences with more than 2,000 students attending and 100 school districts represented. PA SADD also served as a pilot state for a SADD National and National Highway Traffic Safety Administration pilot project “UR the Key,” a comprehensive community approach program that includes teen-led, peer-to-peer prevention programming in schools and public awareness events.

PA SADD sponsors a Student of the Year program and works in partnership with SADD National to engage Pennsylvania students to serve on the National Student Leadership Council. Additionally, the efforts of PA SADD and the PA DUI Association led to implementation of the PA Youth Summit in 2016 focusing efforts on teen leaders advocating for stronger teen driving programs including impaired driving. In 2016, PA SADD served as the host state for the SADD National Conference held in Pittsburgh bringing more than 500 students from across the country together for four days of training and program building.

DDAP also supports SADD projects as the SCAs and their prevention providers have provided technical assistance and training to support SADD chapters in seven counties.

**Community-Based Initiatives**

Community-based initiatives increase awareness of alcohol-related issues, as well as programs and processes generated from the community in response to alcohol-related issues.

In calendar years 2015 and 2016, the PLCB participated in more than 100 community events, including National Night Out events, the Pennsylvania Farm Show, conferences, and health fairs.

The PLCB also develops and distributes more than 80 different educational materials that can be ordered at no charge, and more items can be downloaded online. All materials promote the safe and responsible use of alcohol for those 21 years of age or older and stress a “no use” message to those under 21. These materials come in many forms—pamphlets, booklets, posters, wallet cards, stickers, bottle hangers, window clings, bookmarks, and coloring pages—to name a few. Many posters, bookmarks, and coloring pages are reproductions of winning entries from the annual agency’s Alcohol Awareness Poster Contest. PLCB materials appeal to diverse audiences including elementary, middle, high school, and college/university students, as well as parents, teachers, professors, law enforcement personnel, and public health professionals. There are also numerous items for use by licensees.

Customers can order, view, and download all materials online by visiting the PLCB website or by calling a toll-free number. Bureau staff filled and mailed 2,249 orders in 2015-16. Additionally, many items were handed out at events staffed by bureau personnel. In all, just shy of a half-million items were distributed in 2016.

PLCB grantees participated in community-based initiatives including “Project Sticker Shock” events and good neighbor programs. The former educates those 21 and older about the risks of purchasing alcohol and illegally providing it to minors, while the latter are designed to create partnerships among community members, students, business owners, law enforcement, and college administrators to foster a stronger and safer community.

PLCB grants to community organizations also helped deliver information about underage and dangerous drinking to targeted populations to encourage positive decision-making. Public awareness campaigns were used to emphasize the dangers of underage drinking and the risks of purchasing alcohol for underage youth.
Additionally, the PLCB supports a number of organizations focused on underage and high-risk drinking through attendance at regional and statewide meetings. Regional Communities That Care (CTC) groups, which coordinate local community coalitions, include the Bureau of Alcohol Education on their meeting agendas, as does the board of directors of the Commonwealth Prevention Alliance (CPA). Attendance at these meetings provides the opportunity for an exchange of information regarding strategies pursued at the state and local levels.

Through funding and resources from DDAP, Communities Mobilizing for Change on Alcohol seeks to limit youth access to alcohol and communicate a clear message to the community that underage drinking is inappropriate and unacceptable. The program involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youth access to alcohol.

The PLCB is proud to participate in the John R. Elliott HERO Campaign for Designated Drivers®, which promotes the use of sober drivers to prevent drunk driving tragedies. The HERO Campaign seeks to register a million designated drivers nationally through its website, www.herocampaign.org, and to make the use of designated drivers as automatic as wearing a seatbelt. Through the HERO Keystone State Bar and Tavern Coalition, PLCB licensees encourage patrons to be or use sober designated drivers and offer free soft drinks, coffee, or other non-alcoholic beverages to non-drinking designated drivers. Pennsylvanians are encouraged to inquire if their favorite bar or tavern participates in the HERO Campaign, and urge that bar or tavern to contact the PLCB Bureau of Alcohol Education for information and materials to get started.

**Family-Based Programs**

Family-based programs seek to engage parents and other family members in educating youth regarding the dangers of alcohol use. SCAs and their contracted providers, through funding and resources from DDAP, offer two parenting programs. The Strengthening Families Program is a seven-week, evidence-based parent, youth, and family skills-building curriculum designed to enhance school success and reduce youth substance use and aggression among 10- to 14-year-olds. Sessions provide instruction for parents on understanding the risk factors for substance use; enhancing parent-child bonding; monitoring compliance with parental guidelines and imposing appropriate consequences; managing anger and family conflict; and fostering positive child involvement in family tasks. Children receive instruction on resisting peer influences to use substances. The Strengthening Families Program served 2,788 participants in 12 SCAs during fiscal years 2014-15 and 2015-16.

**School-Based Initiatives**

Programs offered in the school setting and information infused into existing curricula can effectively provide information to students regarding alcohol-related issues and risks. Since 1992, the PLCB’s annual Alcohol Awareness Poster Contest has encouraged students in kindergarten through grade 12 to develop posters with positive messages about alternatives to underage drinking. The contest is a valuable educational tool that provides students with an opportunity to learn about the dangers of underage drinking and identify healthy, fun and alcohol-free activities. Through their posters, students send an important message to their peers – there are many alternatives to underage drinking. More than 2,000 posters designs were submitted in fiscal years 2014-15 and 2015-16.

PLCB grants for reducing underage and dangerous drinking also assist school-based initiatives. In 2015, the PLCB awarded two-year grants to 65 organizations, 26 of which are institutes of higher education. The University of Pittsburgh, Saint Francis University, Robert Morris University, Lafayette College, Gannon University, and Duquesne University have all used the Core Survey in their grant projects to assess alcohol and other drug usage, evaluate attitudes and perceptions among students, and better address underage and dangerous drinking. In 2016, Penn State University at University Park created a Smart and Safe at State guide for 40,500 incoming and returning undergraduates. An additional 1,000 guides were shared with the local police department to distribute as enforcement encounters are made. Other collegiate grantees have created brochures, posters, table tents, or other materials to educate and motivate students. One example is the magnet pictured below.

The Choices Program is a culturally diverse alcohol awareness program presented by the BLCE that addresses the consequences of underage drinking. This program acknowledges that alcohol and other drugs are part of school life for many students and encourages students to educate themselves regarding the effects of alcohol and other substances on their mental, physical, and emotional well-being. The program’s goals are to encourage students to make intelligent decisions and consider a wide range of healthy alternatives. The program is presented to students at the middle school, high school, and college and university levels, and throughout the commonwealth’s seven Catholic dioceses. It is also presented at health fairs and during the Pennsylvania State Police Camp Cadet summer program, which introduces participants to the criminal justice system and establishes positive relationships with law enforcement personnel. For the Choices Program are Pennsylvania State Police Liquor Enforcement Officers who discuss the law, penalties, peer pressure, and the consequences of choosing to engage in underage drinking. Additionally, the officers are well-versed in alcohol consumption trends and issues related to educating youth.

At the college level, the Choices Program provides a valuable opportunity for the BLCE to participate in campus-community alliances. The program tries to motivate college-age students to make good choices, and also provides an opportunity for BLCE representatives to explain the laws and consequences in the event students make poor choices. In 2014, 154 presentations reached 6,974 students. In 2015, 115 presentations reached 2,697 students. In 2016, 85 presentations reached 2,036 students.

Through funding and resources from DDAP, SCAs and their contracted providers offer the following school-based prevention programs:

- **Project Northland** – Multilevel, multiyear program proven to delay the age young people begin drinking, reduce alcohol use among those who have already tried drinking, and limit the number of alcohol-related problems of young drinkers. Designed for sixth, seventh, and eighth grade students, Project Northland addresses both individual behavioral change and environmental change. Project Northland served 2,013 participants in two SCAs and during fiscal years 2014-15 and 2015-16.

- **Class Action** – Second phase of the Project Northland alcohol-use prevention curriculum series. Designed for youth in grades nine through 12, the curriculum consists of eight to 10 group sessions in which students divide into teams to research,
prepare, and present mock civil cases involving hypothetical persons harmed because of underage drinking. Class Action served 1,068 participants in eight SCAs during fiscal years 2014-15 and 2015-16.

**Project Alert** – Drug prevention curriculum for middle school students designed to reduce both the onset and regular use of substances. The two-year, 14-lesson program focuses on the substances that adolescents are most likely to use: alcohol, tobacco, marijuana, and inhalants. Project Alert served 19,896 participants in seven SCAs during fiscal years 2014-15 and 2015-16.

**Too Good For Drugs** – School-based prevention program for kindergarten through 12th grade that builds on students’ resiliency by teaching them how to be socially competent and autonomous problem-solvers. The program is designed to reduce the intention to use alcohol, tobacco, and illegal drugs. Too Good for Drugs served 58,395 elementary and middle school participants in 31 SCAs during fiscal years 2014-15 and 2015-16. The high school version of the program served another 4,999 participants in nine SCAs.

**The Media Straight Up!** – Middle school curriculum designed to assist educators and prevention specialists in guiding kids to make more informed decisions, such as avoiding risky drug- and alcohol-related behaviors, while learning how traditional and online media influence society. The Media Straight Up! served 738 participants in three SCAs during fiscal years 2014-15 and 2015-16.

**Student Assistance Program (SAP)** – An intervention service provided within the school setting intended to identify and address problems such as underage drinking that negatively impact student academic and social growth. Services include assessment, consultation, referral, and/or small group education for SAP-identified youth. The services are provided by cross-disciplinary staff including substance abuse and mental health professionals. In the 2015-16 school year, 6914 students were referred to SAP due to a violation of the school’s drug and alcohol policies or suspected drug and alcohol-related issues. While most referrals were for students in high school, 111 were in grades one through six. Another 1,475 were in grades seven and eight.

DDAP also incorporates the Strategic Prevention Framework (SPF) into the SCA planning process. The SPF uses a five-step planning process to guide the selection, implementation, and evaluation of effective, culturally appropriate, and sustainable prevention activities. The SPF process promotes youth development, reduces risk-taking behaviors, builds assets and resilience, and prevents problem behaviors across the life span of the programs. The idea behind the SPF is to use findings from public health research along with evidence-based prevention programs to build capacity and sustainable prevention. This, in turn, promotes resilience and decreases risk factors in individuals, families, and communities.

The five steps of SPF are:

1. Assess prevention needs based on epidemiological data
2. Build prevention capacity
3. Develop a strategic plan
4. Implement effective community prevention programs, policies, and practices
5. Evaluate efforts for outcomes

In 2013, DDAP received a Strategic Prevention Framework – Partnerships for Success grant from the Substance Abuse and Mental Health Services Administration to further the implementation of the SPF model. One of the priorities of the grant is to prevent underage drinking among persons aged 12 to 20. This grant has been implemented in five counties: Blair, Bucks, Delaware, Lackawanna, and Westmoreland. SCAs have been diligently working to implement the SPF model with a focus on data-driven decision making, strengthening capacity, and developing evaluation measures. These grants are still in progress. Results are not conclusive at this time, but are expected after implementation of the 2017 PAYS. Projects and campaigns vary from county to county. Projects include life skills training, peer education, cross-age training, and Nurse-Family Partnership; and campaigns include “Power of Parents”, “Parents Who Host, Lost the Most”, “Project Sticker Shock”, and “Talk. They Hear You.”

### Advertising and Media

Through print, outdoor, online, broadcast, and digital media and advertising – from brochures and billboards to social media and radio and television commercials – messages about underage and dangerous drinking are delivered to audiences throughout the commonwealth.

Many are familiar with the PLCB’s Call the Shots/Control Tonight advertising campaign that debuted in 2011 and ran through 2016. This campaign targeted 21-29 year-olds and illustrated the negative effects of binge-drinking through radio ads, television commercials, and digital media including websites and digital radio. Media buys for this campaign have ranged from about $300,000 to $500,000 in recent years to promote the campaign through the November and December holiday season.

Additionally, each year the Bureau of Alcohol Education secures small media buys, generally at minor league sports venues, that provide opportunities in and around stadiums across Pennsylvania to promote messages aimed at reducing underage and dangerous drinking. Small media buys may also be used to address specific issues within communities, such as State Patty’s Day in State College.

In 2015, the PLCB led a partnership with the State Police and PennDOT to promote the SaferRIDE app. The app, developed by the National Highway Traffic Safety Administration (NHTSA), is free to download on Android and Apple devices and is a great option to facilitate a safe ride home after drinking. The SaferRIDE app spread the word about the app on its websites, at Fine Wine & Good Spirits stores, at licensed locations throughout Pennsylvania, and through social media. Printed materials were distributed from Fine Wine & Good Spirits stores, and posters were made available to licensed bars, restaurants, hotels, taverns, and other social settings. Posters and Fine Wine & Good Spirits store bag stuffers featured a QR code that customers could scan using smartphones for direct access to a PLCB website with information about the app and direct links to download the app. The PLCB also made a toolkit of promotional materials available on its website, including social media ads and web banners. Individuals and organizations interested in promoting the SaferRIDE app were encouraged to download these resources and spread awareness through their own networks of partners, fans, and followers. In addition to increasing awareness of the SaferRIDE app and inspiring demonstrable impact through significantly increased downloads during the campaign, the 2015 SaferRIDE campaign also drew the most activity to the Alcohol Education Facebook page it has ever experienced and allowed the PLCB to make valuable connections through other state agencies. The PLCB developed new social media content to continue the campaign in 2016, posting eight new messages between September 2016 and February 2017.

With regard to social media, the Bureau of Alcohol Education maintains the PA Alcohol Education Facebook page, which had more than 920 likes as of February 2017. The page features information about events and contests, grant projects, articles related to underage and dangerous drinking, photographs from events attended by bureau staff, tips about combating underage and dangerous drinking, and student-created alcohol education artwork submitted for poster contests.
Several PLCB grantees ran media campaigns in conjunction with their 2015-17 projects. Most often these included social norms campaigns targeted to college audiences, but grantees also did social media campaigns, purchased targeted media buys, promoted enforcement efforts in local and university papers, and produced public service announcements for local stations.

In 2016, PennDOT used paid media advertising to promote messages related to impaired driving during Independence Day and Labor Day enforcement operations. Approximately $136,000 was spent on the Independence Day campaign, and $200,000 was spent on the Labor Day campaign. Each media buy included online and radio messages.

PennDOT’s central press office, regional safety press officers, and various safety partners continued to share safety messaging throughout the year. Using the NHTSA communications calendar as a guide, the offices issued press releases promoting enforcement activities, law-enforcement training, community events, and more.

“As previously mentioned, PennDOT and the Pennsylvania State Police also maintain presences on various social media enforcement activities, law-enforcement training, community events, and more.

“Parents Who Host, Lose The Most” is a public awareness campaign educating communities and parents about the legal, health, and safety risks of serving alcohol at teen parties. The campaign concentrates on celebratory times for youth, such as homecoming, holidays, prom, graduation, and other times when underage drinking parties are prevalent. This program encourages parents and the entire community to send a unified message that teen alcohol consumption is unhealthy, unsafe, and illegal. Holcomb Inc. has used PLCB grant funds to purchase billboards, bus shelter signage, and other print materials in an extensive Hispanic version of the “Parents Who Host, Lose the Most” media campaign.

DDAP supports the Substance Abuse and Mental Health Services Administration’s “Talk. They Hear You” campaign, a media campaign designed to help prevent underage drinking among children ages nine to 15 by providing parents and caregivers with the resources they need to properly address this issue with children early. The campaign website offers customizable radio, television, and print public service announcements; social media tools; and fact sheets, talking points, and other print materials to share with parents and caregivers in the community.

As previously mentioned, PennDOT and the Pennsylvania State Police also maintain presences on various social media platforms through which they can promote messages to reduce underage and dangerous drinking.

Vaporizing and Inhaling Alcohol

Vaporizing or “vaping” alcohol has gained popularity as a way to quickly become intoxicated, but many don’t realize vaporing significantly increases a person’s chances of deadly overdose and addiction.12 Diffusion of alcohol vapor in the lungs is almost instantaneous. In bypassing the stomach and liver, the inhaled alcohol enters the brain in a much more potent concentration.13 Vaping is also much more likely to cause alcohol overdose (alcohol poisoning) because the body’s natural way to eliminate excess alcohol when it enters the stomach – vomiting – isn’t an option to expunge the alcohol from the system. The inability to effectively monitor how much alcohol is taken into the body through vaporing makes it a risky and dangerous way to consume alcohol. Also, because of the body’s more rapid and intense reaction to inhaled alcohol, the risk of becoming addicted becomes greater.14

The Vaportini is suggested for use with alcohol 80 proof or higher, and a kit available for less than $50 includes everything needed to inhale (rather than swallow) alcohol.

As of the time of this report, 21 states have banned alcohol vaporizer devices.15

Drunkorexia Among College Students

According to a 2016 University of Houston study, 80 percent of binge-drinking college students engage in “drunkorexia,” while almost a third of college kids engage in behaviors like limiting food; purging calories through vomiting, laxatives or diuretics; and exercising heavily to accommodate extra calories from alcohol and increase the buzz of inebriation.16

Alcohol is absorbed into the body more quickly when there is no food in the stomach, creating much more immediate feelings of relaxation and acceptance in social situations. This increased absorption also increases the potential for alcohol-related problems such as passing out, blacking out, assault, rape, alcohol poisoning, etc. Another major concern with drunkorexia is that the behavior can lead to vitamin deficiency; thiamine deficiency, for example, can lead to nerve and brain damage.17

Although this practice has been around for some time, it has recently become more pervasive, with men more likely than women in some cases to pursue calorie restrictions to accommodate alcohol.18 It is important to continue to monitor this trend and develop strategies to address it.

Marijuana Plus Alcohol

With the onset of more states legalizing the recreational use of marijuana, there are concerns about mixing it with alcohol. Different terms are used for the practice (getting “twisted” or “crossfaded,” for example), but the bottom line is that using the

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15 Ibid.
two together increases the odds of injury. Research shows that using any amount of alcohol in combination with marijuana increases the concentration of THC in the blood, which then increases impairment.21

The negative effect that alcohol has on driving is well documented. Cannabis use also affects a person’s ability to concentrate and react in driving situations. Even at low doses, the combination of alcohol and cannabis is dangerous and places the drivers, their passengers, and others on the road at serious risk. The combination of the two drugs may make a person less aware of his/her surroundings and less likely to be able to maintain control of other situations as well, for example, not being able to keep track of his/her belongings or to practice safe sex.

Marijuana is known to keep people from getting nauseous and vomiting, which is the body’s main defense mechanism to get rid of excess alcohol. Mixing alcohol and marijuana could therefore increase the likelihood of alcohol poisoning.

**Energy Drinks**

Alcohol mixed with energy or caffeine drinks also continues to be a problem with underage and high-risk drinkers. While the availability of pre-made alcohol energy drinks has declined in Pennsylvania, many people still mix their own combinations, such as Red Bull® and vodka.

The mixture of alcohol and energy drinks is dangerous for a number of reasons. The energy drink can mask signs of intoxication, which can create a “wide-awake” drunk who believes he or she can drive. However, his or her reaction time and senses have been affected by the alcohol. This masking effect may cause those who mix alcohol and energy drinks to be more likely to binge drink and more at risk for alcohol poisoning.

**Marketing to Women and Proliferation of Heavy Drinking as a Social Norm Among Adults**

There is no greater change in alcohol advertising than the full-court press on marketing to women. From brand names using “Mommy” and “Housewife” that appeal to female consumers to social media “memes” promoting alcohol use and abuse as an acceptable – even necessary – way to handle daily stresses, women drinking – heavily – is being normalized in today’s society.

Social media sites teem with witty slogans like, “The most expensive part of having kids is all the wine you have to drink,” “I wish my tolerance for my children would increase as much as my tolerance for wine,” and “I want my kids to be good at math, but not so good that they can count how many glasses of wine I’ve had.”

What the memes and ads showing fun-loving women hanging with the guys at the bar don’t portray is that drinking like men can be hazardous for women. Because women’s bodies are generally smaller than men’s and have less water and muscle mass, blood-alcohol levels rise faster for women and stay higher, longer.

In December 2016, The Washington Post published an article discussing the dangers of normalizing heavy drinking among women. “In this new strain of advertising, women’s liberation equaled heavy drinking, and alcohol researchers say it both heralded and promoted a profound cultural shift: Women in America are drinking far more, and far more frequently, than their mothers or grandmothers did, and alcohol consumption is killing them in record numbers,” wrote the article’s authors.22


22 Wine mom

Wine mom

Wine moms are like the ones for ducks if you always meet at parties, except now they’re all grown up! They know how to have fun and won’t let age get in their way of some drunken moments. They love the definition of Cheers and they’ve diluted those ladies at the black party getting drunk off too much pink wine.

“Hey ladies, I brought the white Zinfandel to the playdate.”

“Find it only 12 of cluck! This is too funny; we are so bad. Go wine moms private.”

by ThePostmodernWhereYouMarch 04, 2015

www.wurdanicity.com

The article was one of a series that explored why death rates among white women are rising so dramatically. Post analysis showed that among white women between 35 and 54 years of age, the rate of alcohol-related deaths more than doubled since 1999.23 Additionally, rates of alcohol and drug overdose among working-age Caucasian women have quadrupled, and suicides have risen as much as 50 percent.24

“It is a looming public health crisis,” alcohol researcher at Columbia University Katherine M. Keyes told The Post.25 And it’s not just “wine moms” who appear to be chasing the college binge-drinking party well into adulthood. According to a recent study, women 50 years of age and older are also binge drinking more and experiencing alcohol use disorder at growing rates, while older men have even higher rates of binge drinking use and alcohol use disorder than women.26

In December 2016, HBO and the National Institute on Alcohol Abuse and Alcoholism (NIAAA) debuted Risky Drinking, a documentary shedding light on what doctors and researchers are calling a national epidemic, with almost one-third of adult Americans engaging in problem drinking in their lifetimes.27 Addiction experts in the film caution that alcohol use disorders and the normalization of heavy drinking are a major public health crisis that must be addressed through greater awareness and treatment of Americans’ growing dependency on alcohol. “Alcohol is a bigger cost on society than all of the rest of the drugs combined,” said NIAAA director George Koob, Ph.D.28

So why does a report on underage and high-risk college alcohol drinking feature a section on older generations’ drinking habits? “Our children inherit not only our genes but also our behaviors,” noted addiction writer Molly England, cautioning that children of alcoholics are four times more likely to develop alcoholism than children whose parents are not alcoholics.29

Heavy alcohol consumption is no laughing matter, despite memes that encourage people to giggle at and excuse growing drinking among adults. Particularly in a changing beverage alcohol landscape like Pennsylvania – which has just recently been exposed to wine and beer in grocery stores before they see the fruits and vegetables – normalization of heavy drinking among adults perpetuates the problem and will certainly impact the next generation of drinkers and their alcohol use and abuse habits.


28 “I wish my tolerance for my children would increase as much as my tolerance for wine,” and “I want my kids to be good at math, but not so good that they can count how many glasses of wine I’ve had.”

Determining what efforts lead to the greatest success in reducing underage and dangerous drinking and how to best use our human and financial resources requires understanding of today’s adolescents. According to the National Institute on Alcohol Abuse and Alcoholism, parental disapproval of underage drinking is the key reason children choose not to drink alcohol.\textsuperscript{30} Because of this, prevention professionals are increasingly emphasizing how crucial it is for parents to remain involved, even though they may feel their son or daughter is beyond their influence.

PAYS provided students with the following question: “If you drank alcohol during the past 12 months, how did you usually get it?” One of the most common answers across ages, as illustrated by the following graph, was that parents or friends’ parents were the source of the alcohol.

Understanding both that parents are a principal source for alcohol and that children look to parents and caregivers as a primary source for guidance and influence, over the course of the next year and beyond, the PLCB will develop a new campaign aimed at parents and adult influencers of kids – perhaps parents of children as young as eight – that will arm adults with information and tools to address and prevent underage drinking with children.

To maximize the effectiveness of the new campaign, the PLCB’s advertising partner in this project, the Partnership of Packer, Oesterling & Smith (PPO&S), has engaged the Center for Opinion Research at Franklin & Marshall College to gain Pennsylvania-specific insight into what current practices, attitudes and perceptions exist among parents. For instance:

- What do parents know about the rates and risks of underage drinking?
- How often do they talk to their children about alcohol use and abuse, and at what ages?
- What would help them feel more comfortable discussing alcohol with their kids?
- How do adults’ own alcohol consumption practices influence how and when they address the issue with their children?

The results of the research conducted in early 2017 will inform an emotionally connecting, yet resource-rich comprehensive advertising campaign that will empower parents and other adult influencers to engage in meaningful, effective conversations about underage drinking with their children.
The Bureau of Alcohol Education has budgeted $1 million annually for the next four years for this campaign, and the PLCB will work collaboratively with DDAP, the Governor’s Administration and anyone else who will help grow the impact of the campaign.

The PLCB’s Town-Gown Program is a continuation of the agency’s long-standing work with institutions of higher education within the commonwealth. This project, funded by NABCA, aims to develop closer working relationships between campuses and the municipalities that host them. In addition, local school districts and other local organizations are partners within a hub-and-spoke model for this pilot program.

The program has been in existence for two years and has worked with the following universities: Alvernia University, Kutztown University, Indiana University, West Chester University, Millersville University, Bloomsburg University, and Gannon University.

Each campus president was asked to gather a team (the hub) of individuals, the key stakeholders for the implementation of the town-gown program. The teams went through two-day training on how to use the hub-and-spoke model. Each team provided PLCB project staff with data on dangerous and underage drinking on its campus and in its local area. During the training, the teams examined the data, developed plans for addressing issues of concern, and determined who would be “spokes,” or agencies or individuals they needed to support the work, based on the planned activities.

The spokes include groups such as tavern owners, landlords, property owners, municipal police forces outside where the school is located, local treatment centers, and the local chamber of commerce.

All teams agreed that the ability to network and discuss common issues was the key to success, and that the main concern was changing the culture surrounding alcohol. This is a complex issue requiring long-term commitment to working together in a strategic manner, while at the same time providing opportunities to address immediate short-term concerns.

The PLCB plans to expand the Town-Gown Program to other schools/communities and to continue to follow up with current program participants.
APPENDIX — HOUSE BILL 2383 OF 2006

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE BILL No. 2383 Session of 2006

INTRODUCED BY DONATUCCI, BELARDI, RAYMOND, BLACKWELL, CALTAGIRONE, CORRIGAN, CRAHALLA, CREIGHTON, DEWESE, FABRIZIO, FRANKEL, GEIST, GOODMAN, W. KELLER, KOTIK, O’NEILL, SHANER, SIEGEL, SOLOBAY, STABACK, TIGUE, YOUNGBLOOD, JOSEPHS, BEYER AND COSTA, JANUARY 24, 2006

AMENDMENTS TO SENATE AMENDMENTS, HOUSE OF REPRESENTATIVES, JUNE 30, 2006

AN ACT
1 Amending the act of April 12, 1951 (P.L.90, No.21), entitled, as reenacted, “An act relating to alcoholic liquors, alcohol and malt and brewed beverages; amending, revising, consolidating and changing the laws relating thereto; regulating and restricting the manufacture, purchase, sale, possession, consumption, importation, transportation, furnishing, holding in bond, holding in storage, traffic in and use of alcoholic liquors, alcohol and malt and brewed beverages and the persons engaged or employed therein; defining the powers and duties of the Pennsylvania Liquor Control Board; providing for the establishment and operation of State liquor stores, for the payment of certain license fees to the respective municipalities and townships, for the abatement of certain nuisances and, in certain cases, for search and seizure without warrant; prescribing penalties and forfeitures; providing for local option, and repealing existing laws,” FURTHER PROVIDING FOR DEFINITIONS; requiring the Bureau of Alcohol Education to make certain reports to the General Assembly; and further providing for special occasion permits and for limiting the number of special occasion permits.
2 The General Assembly of the Commonwealth of Pennsylvania hereby enacts as follows:
3 Section 1. The act of April 12, 1951 (P.L.90, No.21), known as the Liquor Code, reenacted and amended June 29, 1987 (P.L.32, No.14), is amended by adding a section to read:
4 SECTION 102. DEFINITIONS.--THE FOLLOWING WORDS OR PHRASES, UNLESS THE CONTEXT CLEARLY INDICATES OTHERWISE, SHALL HAVE THE MEANINGS ASCRIBED TO THEM IN THIS SECTION:
5 * * *
6 “PUBLIC HEARING” SHALL MEAN A HEARING HELD PURSUANT TO PUBLIC NOTICE.
8 * * *
9 SECTION 2. The act is amended by adding a section to read:
10 Section 217. Biennial Reports.--(a) The board’s Bureau of Alcohol Education shall prepare a report on underage alcohol drinking and high risk college alcohol drinking in this Commonwealth.
11 (b) A report shall be prepared biennially and shall address the following:
12 (1) Current levels and trends of underage alcohol drinking and high risk college alcohol drinking in this Commonwealth.
13 (2) Current programs conducted by State agencies to prevent underage alcohol drinking and high risk college alcohol drinking.

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(3) Current science that better defines and suggests proven prevention strategies for underage alcohol drinking and high risk college alcohol drinking.

(c) The first report to the General Assembly shall be presented prior to February 1, 2007. Additional reports shall be presented every two years thereafter. A copy of the report shall be sent to the chairman and the minority chairman of the Law and Justice Committee of the Senate and the chairman and the minority chairman of the Liquor Control Committee of the House of Representatives.

Section 2 3. Section 408.4 of the act is amended by adding subsection to read:

Section 408.4. Special Occasion Permits.--

(q) Notwithstanding any provision of law to the contrary, the board may issue a special occasion permit to an eligible entity located in a dry municipality if the board is provided with a copy of a resolution adopted by the municipality’s governing body confirming support for the issuance of the special occasion permit. This subsection shall expire on January 1, 2007.

SECTION 4. SECTION 461(B.1) AND (B.3) OF THE ACT, AMENDED FEBRUARY 21, 2002 (P.L.103, NO.10) AND DECEMBER 8, 2004 P.L.1810, NO.239), ARE AMENDED TO READ:

SECTION 461. LIMITING NUMBER OF RETAIL LICENSES TO BE ISSUED IN EACH COUNTY.--

(B.1) THE BOARD MAY ISSUE RESTAURANT AND EATING PLACE RETAIL DISPENSER LICENSES AND RENEW LICENSES ISSUED UNDER THIS SUBSECTION WITHOUT REGARD TO THE QUOTA RESTRICTIONS SET FORTH IN SUBSECTION (A) FOR THE PURPOSE OF ECONOMIC DEVELOPMENT IN A MUNICIPALITY UNDER THE FOLLOWING CONDITIONS:

(1) A LICENSE MAY ONLY BE ISSUED UNDER THIS SUBSECTION IF THE APPLICANT HAS EXHAUSTED REASONABLE MEANS FOR OBTAINING A SUITABLE LICENSE WITHIN THE COUNTY.

(2) THE PROPOSED LICENSED PREMISES MUST BE LOCATED WITHIN EITHER OF THE FOLLOWING:


(II) A MUNICIPALITY IN WHICH THE ISSUANCE OF A RESTAURANT OR EATING PLACE RETAIL DISPENSER LICENSE HAS BEEN APPROVED BY THE GOVERNING BODY OF THE MUNICIPALITY FOR THE PURPOSE OF ECONOMIC DEVELOPMENT. UPON REQUEST FOR APPROVAL OF AN ECONOMIC DEVELOPMENT LICENSE BY AN APPLICANT, AT LEAST ONE PUBLIC HEARING SHALL BE HELD BY THE MUNICIPAL GOVERNING BODY FOR THE PURPOSE OF RECEIVING COMMENTS AND RECOMMENDATIONS OF INTERESTED INDIVIDUALS RESIDING WITHIN THE MUNICIPALITY CONCERNING THE APPLICANT’S INTENT TO ACQUIRE AN ECONOMIC DEVELOPMENT LICENSE FROM THE PENNSYLVANIA LIQUOR CONTROL BOARD. THE GOVERNING BODY SHALL, WITHIN FORTY-FIVE DAYS OF A REQUEST FOR APPROVAL, RENDER A DECISION BY ORDINANCE OR RESOLUTION TO APPROVE OR DISAPPROVE THE APPLICANT’S REQUEST FOR AN ECONOMIC DEVELOPMENT LICENSE. IF THE MUNICIPALITY FINDS THAT THE ISSUANCE OF THE LICENSE WOULD PROMOTE ECONOMIC DEVELOPMENT, IT MAY APPROVE THE REQUEST; HOWEVER, IT MUST REFUSE THE REQUEST IF IT FINDS THAT APPROVAL OF THE REQUEST WOULD ADVERSELY AFFECT THE WELFARE, HEALTH, PEACE AND MORALES OF THE MUNICIPALITY OR ITS RESIDENTS. A DECISION BY THE GOVERNING BODY OF THE MUNICIPALITY TO DENY THE REQUEST MAY
BE APPEALED TO THE COURT OF COMMON PLEAS IN THE COUNTY IN WHICH
THE MUNICIPALITY IS LOCATED. A COPY OF THE APPROVAL MUST BE
SUBMITTED WITH THE LICENSE APPLICATION. FAILURE BY THE GOVERNING
BODY OF THE MUNICIPALITY TO RENDER A DECISION WITHIN FORTY-FIVE
DAYS OF THE APPLICANT’S REQUEST FOR APPROVAL SHALL BE DEEMED AN
APPROVAL OF THE APPLICATION IN TERMS AS PRESENTED UNLESS THE
GOVERNING BODY HAS NOTIFIED THE APPLICANT IN WRITING OF THEIR
ELECTION FOR AN EXTENSION OF TIME NOT TO EXCEED SIXTY DAYS.
FAILURE BY THE GOVERNING BODY OF THE MUNICIPALITY TO RENDER A
DECISION WITHIN THE EXTENDED TIME PERIOD SHALL BE DEEMED AN
APPROVAL OF THE APPLICATION IN TERMS AS PRESENTED.
(3) THE BOARD MAY ISSUE NO MORE THAN TWO LICENSES TOTAL IN
EACH COUNTY OF THE FIRST THROUGH FOURTH CLASS AND NO MORE THAN
ONE LICENSE TOTAL IN EACH COUNTY OF THE FIFTH THROUGH EIGHTH
CLASS PER CALENDAR YEAR.
(4) AN APPLICANT UNDER THIS SUBSECTION SHALL BE REQUIRED TO
SELL FOOD AND NONALCOHOLIC BEVERAGES EQUAL TO SEVENTY PER CENTUM
(70%) OR MORE OF ITS COMBINED GROSS SALES OF FOOD AND ALCOHOLIC
BEVERAGES.
(5) IN ADDITION TO RENEWAL AND LICENSE FEES PROVIDED UNDER
EXISTING LAW FOR THE TYPE OF LICENSE ISSUED, AN APPLICANT SHALL
BE REQUIRED TO PAY AN INITIAL APPLICATION SURCHARGE AS FOLLOWS:
(I) FIFTY THOUSAND DOLLARS ($50,000) IF THE LICENSED
PREMISES IS LOCATED IN A COUNTY OF THE FIRST THROUGH FOURTH
CLASS.
(II) TWENTY-FIVE THOUSAND DOLLARS ($25,000) IF THE LICENSED
PREMISES IS LOCATED IN A COUNTY OF THE FIFTH THROUGH EIGHTH
CLASS.
(III) THE INITIAL APPLICATION SURCHARGE MINUS A SEVEN
HUNDRED DOLLAR ($700) PROCESSING FEE SHALL BE REFUNDED TO THE
APPLICANT IF THE BOARD REFUSES TO ISSUE A PROVISIONAL LICENSE
UNDER SUBSECTION (B.2). OTHERWISE, THE INITIAL APPLICATION
SURCHARGE MINUS A SEVEN HUNDRED DOLLAR ($700) PROCESSING FEE
SHALL BE CREDITED TO THE STATE STORES FUND. THE PROCESSING FEE
SHALL BE TREATED AS AN APPLICATION FILING FEE AS PRESCRIBED IN
SECTION 614-A(1)(I) OF THE ACT OF APRIL 9, 1929 (P.L.177,
NO.175), KNOWN AS “THE ADMINISTRATIVE CODE OF 1929.”
(6) A LICENSE ISSUED UNDER THIS SUBSECTION AND A PROVISIONAL
LICENSE ISSUED UNDER SUBSECTION (B.2) SHALL BE NONTRANSFERABLE
WITH REGARD TO OWNERSHIP OR LOCATION.
(7) AN APPEAL OF THE BOARD’S DECISION REFUSING TO GRANT OR
RENEW A LICENSE UNDER THIS SUBSECTION SHALL NOT ACT AS A
SUPERSEDES OF THE DECISION OF THE BOARD IF THE DECISION IS
BASED, IN WHOLE OR IN PART, ON THE LICENSEE’S FAILURE TO
DEMONSTRATE THAT ITS FOOD AND NONALCOHOLIC BEVERAGES WERE AT
LEAST SEVENTY PER CENTUM (70%) OF ITS COMBINED GROSS SALES OF
FOOD AND ALCOHOLIC BEVERAGES.
(8) A LICENSE ISSUED UNDER THIS SUBSECTION MAY NOT BE
VALIDATED OR RENEWED UNLESS THE LICENSEE CAN ESTABLISH THAT ITS
SALE OF FOOD AND NONALCOHOLIC BEVERAGES DURING THE LICENSE YEAR
IMMEDIATELY PRECEDING APPLICATION FOR VALIDATION OR RENEWAL IS
EQUAL TO SEVENTY PER CENTUM (70%) OR MORE OF ITS FOOD AND
ALCOHOLIC BEVERAGE SALES.
* * *
(B.3) AN INTERMUNICIPAL TRANSFER OF A LICENSE OR ISSUANCE OF
A LICENSE FOR ECONOMIC DEVELOPMENT UNDER SUBSECTION (B.1)(2)(I)
MUST FIRST BE APPROVED BY THE GOVERNING BODY OF THE RECEIVING
MUNICIPALITY WHEN THE TOTAL NUMBER OF EXISTING RESTAURANT LIQUOR
LICENSES AND EATING PLACE RETAIL DISPENSER LICENSES IN THE
RECEIVING MUNICIPALITY EXCEED ONE LICENSE PER THREE THOUSAND
INHABITANTS. UPON REQUEST FOR APPROVAL OF AN INTERMUNICIPAL
TRANSFER OF A LICENSE OR ISSUANCE OF AN ECONOMIC DEVELOPMENT
LICENSE BY AN APPLICANT, AT LEAST ONE PUBLIC HEARING SHALL BE
HELD BY THE MUNICIPAL GOVERNING BODY FOR THE PURPOSE OF
RECEIVING COMMENTS AND RECOMMENDATIONS OF INTERESTED INDIVIDUALS
RESIDING WITHIN THE MUNICIPALITY CONCERNING THE APPLICANT’S
INTENT TO TRANSFER A LICENSE INTO THE MUNICIPALITY OR ACQUIRE AN
ECONOMIC DEVELOPMENT LICENSE FROM THE PENNSYLVANIA LIQUOR
CONTROL BOARD. THE GOVERNING BODY SHALL, WITHIN FORTY-FIVE DAYS
OF A REQUEST FOR APPROVAL, RENDER A DECISION BY ORDINANCE OR
RESOLUTION TO APPROVE OR DISAPPROVE THE APPLICANT’S REQUEST FOR
AN INTERMUNICIPAL TRANSFER OF A LICENSE OR ISSUANCE OF AN
ECONOMIC DEVELOPMENT LICENSE. THE MUNICIPALITY MUST APPROVE THE
REQUEST UNLESS IT FINDS THAT DOING SO WOULD ADVERSELY AFFECT THE
WELFARE, HEALTH, PEACE AND MORALS OF THE MUNICIPALITY OR ITS
RESIDENTS. A DECISION BY THE GOVERNING BODY OF THE MUNICIPALITY
TO DENY THE REQUEST MAY BE APPEALED TO THE COURT OF COMMON PLEAS
IN THE COUNTY IN WHICH THE MUNICIPALITY IS LOCATED. A COPY OF
THE APPROVAL MUST BE SUBMITTED WITH THE LICENSE APPLICATION. THE
APPROVAL REQUIREMENT SHALL NOT APPLY TO LICENSES TRANSFERRED
INTO A TAX INCREMENT DISTRICT CREATED PURSUANT TO THE ACT OF
JULY 11, 1990 (P.L.465, NO.113), KNOWN AS THE “TAX INCREMENT
FINANCING ACT,” LOCATED IN A TOWNSHIP OF THE SECOND CLASS THAT
IS LOCATED WITHIN A COUNTY OF THE SECOND CLASS IF THE DISTRICT
WAS CREATED PRIOR TO DECEMBER 31, 2002, AND THE GOVERNING BODY
OF THE TOWNSHIP HAS ADOPTED AN AGREEMENT AT A PUBLIC MEETING
THAT CONSENTS TO THE TRANSFER OF LICENSES INTO THE TAX INCREMENT
DISTRICT. FAILURE BY THE GOVERNING BODY OF THE MUNICIPALITY TO
RENDER A DECISION WITHIN FORTY-FIVE DAYS OF THE APPLICANT’S
REQUEST FOR APPROVAL SHALL BE DEEMED AN APPROVAL OF THE
APPLICATION IN TERMS AS PRESENTED UNLESS THE GOVERNING BODY HAS
NOTIFIED THE APPLICANT IN WRITING OF THEIR ELECTION FOR AN
EXTENSION OF TIME NOT TO EXCEED SIXTY DAYS. FAILURE BY THE
GOVERNING BODY OF THE MUNICIPALITY TO RENDER A DECISION WITHIN
THE EXTENDED TIME PERIOD SHALL BE DEEMED AN APPROVAL OF THE
APPLICATION IN TERMS AS PRESENTED.

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Section 3 5. This act shall take effect immediately.
In order to be fiscally and environmentally responsible, the Pennsylvania Liquor Control Board limits the printing of this document. This report can be accessed online at www.lcb.pa.gov.