

**2007 Innovations Awards Program  
APPLICATION**

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ID # (assigned by CSG): 07-S-42LARVLAATC

**Please provide the following information, adding space as necessary:**

State: Louisiana

Assign Program Category (applicant): Public Safety / Corrections (Use list at end of application)

1. Program Name:

**Louisiana Responsible Vendor Program**

2. Administering Agency

**Louisiana Office of Alcohol and Tobacco Control**

3. Contact Person (Name and Title)

**Murphy J. Painter, Commissioner**

4. Address

**8549 United Plaza Blvd. Ste 220  
Baton Rouge, LA 70809**

5. Telephone Number

**225-925-4054**

6. FAX Number

**225-925-3950**

7. E-mail Address

**[murphy.painter@la.gov](mailto:murphy.painter@la.gov)**

8. Web site Address

**<http://www.atc.rev.state.la.us/>**

9. Please provide a two-sentence description of the program.

**The Louisiana Responsible Vendor Program educates vendors and servers about selling serving and consuming alcoholic beverages in a responsible and legal manner. This program has resulted in dramatic, documented reductions of sales to underage persons.**

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on April 2, 2007, to be considered.

**The Louisiana Responsible Vendor Program reached complete operational performance in July 2003 with the addition of tobacco as the final building block of the program. The program has displayed exceptional performance in the three years, nine months since completion.**

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

**The objectives of the Louisiana Responsible Vendor Program are to (1) educate vendors, their employees and customers about selling, serving, and consuming beverage alcohol in a responsible manner; (2) educate vendors and their employees about selling and serving tobacco products; (3) engage vendors, servers, and consumers in promoting responsible use of beverage alcohol; and (4) prevent, where possible, the misuse, illegal use and abuse of beverage alcohol and the illegal use and sale of tobacco.**

**There is an alarming lack of knowledge on the part of licensees of their duties to sell and serve alcoholic beverages responsibly. The most viable outcome of irresponsible alcoholic beverage service is drinking and driving. In some states as many as fifty percent of all drunk driving arrestees had their last drink at a licensed outlet. Impaired driving remains one of our nation's most serious social, public health, and economic problems.**

**Additionally, the National Institute on Drug Abuse has found that eighty-seven percent of high school seniors have used alcohol. Approximately two thirds of teenagers who drink report they can buy their own alcoholic beverages. Persons between sixteen and twenty years of age are killed in traffic crashes at about twice the rate of the general population.**

**In addition to its impact on traffic safety, the immense swell in this already at-risk youth population has a high potential for increasing crime and violence at the point of alcohol sale. The American Psychological Association reports that alcohol is a major factor in youth violence because alcohol lowers inhibitions against violent behavior.**

12. Describe the specific activities and operations of the program in chronological order.

**The objectives of the Louisiana Responsible Vendor Program are to (1) educate vendors, their employees and customers about selling, serving, and consuming beverage alcohol in a responsible manner; (2) educate vendors and their employees about selling and serving tobacco products; (3) engage vendors, servers, and consumers in promoting responsible use of beverage alcohol; and (4) prevent, where possible, the misuse, illegal use and abuse of beverage alcohol and the illegal use and sale of tobacco.**

**The Legislature mandated that all server training courses include subject areas such as the classification of alcohol as a depressant and its effect on the human body, particularly on the ability to drive a motor vehicle; effects of alcohol when taken with commonly used prescription**

**and nonprescription drugs; absorption rate, as well as the rate at which the human body can dispose of alcohol and how food affects the absorption rate; methods of identifying and dealing with underage and intoxicated persons, including strategies for delaying and denying sales and service to intoxicated and underage persons; and state and federal laws and regulations related to the lawful age to purchase tobacco products and age verification requirements.**

**In 2003 the Louisiana Legislature extended to Responsible Vendor provisions to cover sellers of tobacco products**

**Any employee of a vendor who is authorized to sell or serve beverage alcohol in the normal course of his or her employment or deals with customers who purchase or consume beverage alcohol must successfully attend and pass a Responsible Vendor training course and obtain a Responsible Vendor Server Permit from an approved Responsible Vendor Provider within 45 days of the first day of employment.**

**Server permits are valid for a period of two years from the completion of an approved alcohol training course. Every server permit shall expire on the last day of the month, two years after the month that the server successfully completed the alcohol server education course.**

**To be eligible for renewal of a server permit, the server shall again attend and successfully pass an alcohol server's education course and examination given by an approved provider. Servers must attend an approved alcohol training course every two years.**

13. Why is the program a new and creative approach or method?

**For the first time in Louisiana history, collaboration existed among alcohol- industry members and non-industry members to enact and lobby for such an alcohol-training program. A program administrator was legislatively appointed to include members from nine separate groups and associations: The Louisiana Restaurant Association, Louisiana Retailer's Association, Louisiana Association of Alcoholic Beverage Licensees, Louisiana Oil Marketers and Convenience Stores Association, Council on Alcohol and Drug Abuse, Louisiana Hotel/Motel Association, Louisiana Highway Safety Council, Mothers Against Drunk Driving, and the Office of Alcohol and Tobacco Control**

**The Responsible Vendor program is a unique collaboration because it has the support of the retail alcohol industry. Alcohol vendors agreed to the assessment of a fifty-dollar annual fee upon themselves to fund the program. The retail permit holders are responsible for having all of their employees who sell or serve alcoholic beverages trained within 45 days of being hired. When the retailer complies with this law, they receive the benefit of a warning on a first violation offense of alcohol sale to an underage or intoxicated person. That violation is given to the illegal server directly, instead of the owner of the alcohol beverage outlet.**

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

**The Louisiana Responsible Vendor Program operates with 6 positions within the agency. Initial equipment purchases were budgeted at \$320,000. This amount covered initial increase in office space, office equipment to include desks and 6 computers, 3 FAX machines, copier, and related equipment. Also included were vehicles.**

15. What are the program's annual operational costs?

**The Louisiana Responsible Vendor Program operates on the self generated funds budgeted each year in the amount of \$602,389.20. This budget covers personnel, equipment, and operational costs such as fuel, travel, telecommunications, postage, office supplies, and office space.**

16. How is the program funded?

**Currently, one hundred percent of the necessary funds to run the Louisiana Responsible Vendor Program are agency self-generated by the Office of Alcohol and Tobacco Control. The responsible vendor legislation provides that the vendor shall pay a fee not to exceed fifty dollars, with the added provision that the fee charged shall not generate revenue in excess of administrative expenses. There are currently approximately fifteen thousand permits for retail establishments that meet the definition of a vendor. There are no other alternative sources for funds, other than those generated by the Office of Alcohol and Tobacco Control.**

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

**the Louisiana Legislature enacted ACT 1054 establishing the Louisiana Responsible Vendor Program. The program requires all sellers and servers of alcoholic beverages to receive training and be certified.**

18. What equipment, technology and software are used to operate and administer this program?

**ATC utilizes the CAVU computer system Responsible Vendor has been incorporated into the CAVU system.**

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

**Louisiana believes that we were the first to incorporate a mandatory, statewide program of this type. ATC Commissioner Murphy J. Painter, steered the development and implementation of this program in Louisiana as head of the Office of Alcohol and Tobacco Control and as Chairman of the the Responsible Vendor Program Administrator.**

**Murphy J. Painter  
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[murphypainter@la.gov](mailto:murphypainter@la.gov)**

**Louisiana Representative Joseph F. Toomy drafted the Responsible Vendor Legislation.  
POB 157  
Gretna, La 70054  
504-361-6013**

20. Are you aware of similar programs in other states? If YES, which ones and how does this

program differ?

**Law in very few states in this country has mandated responsible server training. The mandatory status of the Louisiana Responsible Vendor Program can be easily replicated in other states, counties, or cities. Recent studies, as well as anecdotal data, show that server training works if done properly. However, many of the voluntary national training programs that are currently in use, while generically worthwhile, are seriously deficient in teaching state-specific information in the areas of underage sales. Subject matter lacks the importance of checking identification, acceptable forms of identification, and techniques for spotting false identification, and the legal sanctions for not checking identification properly. Moreover, few if any server-training programs provide instruction on creating and implementing risk-based company policies and retail operating standards, which create safer communities and promote a favorable image of the industry.**

21. Has the program been fully implemented? If NO, what actions remain to be taken?

**Yes, however ATC continually seeks ways to improve the productivity of the program**

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

**In 2005 the ATC Alcohol Baseline study showed the alcohol non-compliance rate had been further reduced to 8.23% for on-premise outlets and 8.93% for off premise outlets, with an overall alcohol non-compliance rate of 8.6%. Due to the education of sellers and servers and the additional awareness the program provides ATC has been able to hold the alcohol non-compliance rate below 10% since 2004. These rates are consistently among the best in the nation.**

**In 2003 the Louisiana Legislature extended to Responsible Vendor provisions to cover sellers of tobacco products. By the end of 2005 tobacco non-compliance had been reduced to below 6%. This level is also among the best nationally.**

**More than seventy-five independent training providers have been approved by the state program administrator to teach responsible vendor courses in Louisiana. Additionally, hundreds of thousands of servers have been trained through these courses to date.**

23. How has the program grown and/or changed since its inception?

**The program was completed in July 2003 with the addition of tobacco to the program. ATC continually seeks ways to improve the productivity of the program.**

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

**Other states would merely need to conform their server training programs to include the specific laws or ordinances of their jurisdiction. The basic subject areas, penalties, and violations for non-compliance could be universal and replicated in any jurisdiction. The Louisiana Responsible Vendor Program could be used as the basis for curriculum standards in other states and could even be used to help develop national standards for server training programs.**

## 2007 Innovations Awards Program

### Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

#### *Infrastructure and Economic Development*

- Business/Commerce
- Economic Development
- Transportation

#### *Government Operations*

- Administration
- Elections
- Public Information
- Revenue

#### *Health & Human Services*

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

#### *Human Resources/Education*

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

#### *Natural Resources*

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

#### *Public Safety/Corrections*

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

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CSG Innovations Awards 2007  
The Council of State Governments  
2760 Research Park Drive, P.O. Box 11910  
Lexington, KY 40578-1910

#### **Contact:**

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This application is also available at [www.csg.org](http://www.csg.org), in the Programs section.

**Deadline: April 2, 2007**