

# Alcohol Risk-Management Practices

If you decide that alcohol will be a part of your event, here are some guidelines that will help reduce your risk.



Items with a ★ are required by Maine Law.

## Planning

- Set policy.** Establish procedures for handling intoxicated drinkers
- Make an enforcement plan.** Your good policies won't help unless you can enforce them!
- Have alcohol-free days/nights.** This will make a safe space for families, youth, non-drinkers, and those in recovery from substance abuse.
- Ban personal alcohol beverages.** Be sure to state in your pre-event advertising that no coolers, bottles, cans, or thermoses will be permitted.
- ★Control access.** Sell alcohol from one location. For example, if you're hosting a sporting event, do not sell alcohol in the stands—only at concession booths. Areas of consumption are regulated by Liquor Licensing. (MRSA 28A §1051)
- Be clear.** Tag a message to all of your advertising and press releases, letting people know that underage drinking and overconsumption will not be allowed.

## Security

- Get help.** Depending on how big your event is, you may want to get help from professional security, promoters, or event planners. If you decide to go this route, don't assume that they will be considering these issues: ask what their alcohol risk management plan is, and speak up for what you think needs to be done!
- Staff well.** Place security people who are checking IDs by all entrances to the adults-only or concessions area. Make sure to block off any unattended entrances. Require that security staff be adequately trained
- ★Prohibit tailgating.** Ban alcohol consumption in parking lots and monitor the lots. Post signage prohibiting public drinking (MRSA 17 §2003-A).

## Set-up and physical design

- Include a family area.** Establish non-drinking areas for families and youth that are integrated into the main event.
- Post signs.** Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.
- ★Set up an enclosed area.** Establish designated drinking areas where underage youth aren't allowed; prohibit people from leaving these areas with alcoholic beverages. Areas of consumption are regulated by Liquor Licensing. (MRSA 28-A § 709)
- Review event priorities.** Set up the alcohol sales so that they are not the focal point of the event, and distanced from children and youth activities.
- Limit or eliminate alcohol sponsorship.** Alcohol sponsorship of community events creates the impression that alcohol is a central part of your event.
- Check licensing requirements** around sponsorship. If alcohol sponsorship is necessary, try to make sure that their logos and advertising are not the primary focus, or visible to children. There are a host of technical violations that can arise from alcohol industry sponsorship. To make sure that you are in compliance, all alcohol industry sponsorship should be reviewed and approved by Liquor Licensing (<http://www.maine.gov/dps/liqr/> or (207) 624-7220)
- Post consequences.** Post signs that warn of the legal consequences of underage alcohol use and of the health consequences of binge drinking.



## Alcohol providers and sellers

- ★Check identification.** Require checking ID for all adults who appear under the age of 27. (MRSA 28-A §706-2)
- Identify legal drinkers.** Identify adults of legal drinking age by requiring them to wear a non-transferable wristband. These may be available for free through your distributor.
- Require insurance.** Alcohol license holders should have liability insurance. Make sure it lists you or your event as additionally insured.
- ★Ensure sober servers.** Prohibit drinking by servers. (State Liquor Rules & Regulations, Chapter 1)
- Create server requirements.** Require alcohol sellers to be at least 21 years old.
- Require training.** Responsible beverage service training is available for alcohol sellers and event coordinators—and beginning in September 2010 any town can require this training. Your local prevention organization may be able to help with free or low-cost training.
- Create a clear chain of command.** Require a manager to be on duty at the alcohol booth at all times so that staff feel supported in their efforts to keep alcohol use safe and legal.
- Establish ID procedures.** Provide an ID-checking booklet for all servers. These can often be ordered at RBS trainings, or directly from a company that prints them, such as [www.idcheckingguide.com](http://www.idcheckingguide.com).

## Food/Beverage

- Limit size.** Limit cup size for alcoholic beverages to 12 ounces of beer, 4-5 oz. of wine, or 1 oz. of hard liquor. **★** Serving size is regulated by Liquor Licensing. (MRSA 28-A §709)
- Make alcohol identifiable.** Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
- Stop early.** Stop serving alcohol at least one hour before closing.
- Provide alternatives.** Sell food and non-alcoholic drinks and provide free water
- Limit servings.** Keep the number of servings per person per purchase to one or two at a time. Number of servings is regulated by MRSA 28-A §709.
- Encourage responsibility.** Avoid cheap drink specials that might encourage overconsumption.
- ★No freebies.** Licensees are not allowed to provide free alcohol at a public event unless it is part of a meal package. (MRSA 28-A §709)



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