

**TESTIMONY BEFORE THE PENNSYLVANIA HOUSE, TRANSPORTATION
AND JUDICIARY COMMITTEES AND JOINT TASK FORCE ON DUI.**

PRESENTED BY:

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SEPTEMBER 26, 1996.

I AM BEFORE YOU TODAY TO TESTIFY ON BEHALF OF THE PENNSYLVANIA LIQUOR CONTROL BOARD'S CHAIRMAN JOHN E. JONES, III AND THE PENNSYLVANIA LIQUOR CONTROL BOARD'S BUREAU OF ALCOHOL EDUCATION.

THE PENNSYLVANIA LIQUOR CONTROL BOARD THANKS THE TASK FORCE FOR THE OPPORTUNITY TO TESTIFY BEFORE YOU REGARDING AN ISSUE WHICH IS VERY IMPORTANT TO US - DRIVING UNDER THE INFLUENCE. SOME MAY SAY THAT THE SALES OF WINE AND SPIRITS IS INCONSISTENT WITH THE ROLE OF EDUCATING THE PUBLIC REGARDING DANGERS RELATED TO THE USE OF ALCOHOLIC BEVERAGES. HOWEVER, WE FEEL STRONGLY TO THE CONTRARY. IT IS A CONSISTENT AND A NECESSARY FUNCTION OF ANY CONTROL AGENCY TO BE AN ACTIVE FORCE IN PREVENTING SUCH PROBLEMS AS DRIVING UNDER THE INFLUENCE. TO THIS END, THE PENNSYLVANIA LIQUOR CONTROL BOARD HAS ESTABLISHED A BUREAU OF ALCOHOL EDUCATION WHICH HAS THREE PRIMARY STRATEGIC TARGETS:

1. YOUTH - PERSONS UNDER 21 YEARS OF AGE. THE PLCB PROMOTES AND DELIVERS A CLEAR NO USE MESSAGE.

2. LEGAL CONSUMERS OF ALCOHOL - PERSONS 21 AND OVER WHO CHOOSE TO CONSUME ALCOHOLIC BEVERAGES. WE PROVIDE A RESPONSIBLE USE MESSAGE WHICH PROMOTES THE PREVENTION OF IMPAIRED DRIVING, FETAL ALCOHOL SYNDROME, AND OTHER IRRESPONSIBLE USES OF BEVERAGE ALCOHOL.

3. LICENSEES - PERSONS AND ORGANIZATIONS THAT ARE LICENSED TO SELL ALCOHOLIC BEVERAGES IN PENNSYLVANIA. THE PENNSYLVANIA LIQUOR CONTROL BOARD PROVIDES TRAINING AND CONSULTATION ON THE RESPONSIBLE PRACTICES OF ALCOHOL SERVICE THROUGH OUR RESPONSIBLE ALCOHOL MANAGEMENT PROGRAM (R.A.M.P.).

THE PLCB BELIEVES THAT PROGRAMS AND MESSAGES TO REDUCE DRIVING UNDER THE INFLUENCE MUST BE TARGETED TO ALL THREE OF THESE STRATEGIC AUDIENCES. MY COMMENTS TODAY WILL HIGHLIGHT PROPOSED EFFORTS FOR THESE THREE STRATEGIC TARGETS AND

IDENTIFY POTENTIAL CHANGES TO THE LAW AND ACTIVITIES WHICH WILL FURTHER THE AIMS OF THIS TASK FORCE.

IN REGARDS TO THE STRATEGIC TARGET OF YOUTH, THOSE UNDER 21. THE PENNSYLVANIA LIQUOR CONTROL BOARD WAS PUBLICLY SUPPORTIVE AND PLEASED TO SEE THAT THE LEGISLATURE PASSED THE .02 OR ZERO TOLERANCE LAW. PRESENTLY WE ARE WORKING WITH THE CENTURY COUNCIL AND OTHER STATE PARTNERS TO PROVIDE PUBLIC INFORMATION AND EDUCATION REGARDING THIS NEW LAW TO YOUTH, PARENTS, TEACHERS AND ORGANIZATIONS INVOLVED WITH YOUTH.

WE HAVE ALSO TAKEN THE LEAD IN FORMING THE PENNSYLVANIA UNDERAGE DRINKING COALITION, WHICH IS A GROUP OF APPROXIMATELY FORTY PERSONS FROM STATE AND LOCAL ORGANIZATIONS COMMITTED TO TAKING A COMPREHENSIVE AND AGGRESSIVE APPROACH TO REDUCE UNDERAGE DRINKING, WHICH OBVIOUSLY IS AN ELEMENT OF IMPAIRED DRIVING FOR PERSONS UNDER 21.

THE PENNSYLVANIA LIQUOR CONTROL BOARD BELIEVES THAT THE .02 LAW FOR PERSONS UNDER 21 AND THE GENERAL DRIVING UNDER THE INFLUENCE STATUE WOULD BE STRENGTHENED IF THE LICENSE

SUSPENSION FOR THESE OFFENSES WAS AN ADMINISTRATIVE ONE. THE EXISTING ADMINISTRATIVE LICENSE SUSPENSION PROPOSALS WOULD PROVIDE FOR SWIFT AND CERTAIN SUSPENSION OF A PERSONS' DRIVERS' LICENSE WHO HAS TESTED .10 OR IN THE CASE OF SOMEONE UNDER 21 .02 AND/OR HAS REFUSED A CHEMICAL TEST. WE BELIEVE THAT SUCH A SWIFT AND CONSISTENT APPLICATION OF THE LICENSE SUSPENSION SANCTION WOULD SERVE NOT ONLY TO GET POTENTIAL DANGEROUS DRIVERS OFF THE ROAD BUT ALSO SEND A CLEAR MESSAGE TO THE GENERAL PUBLIC REGARDING THE SERIOUSNESS OF THIS OFFENSE.

AS I STATED EARLIER, THE THIRD STRATEGIC TARGET THAT WE IDENTIFY REGARDING THE REDUCTION OF ALCOHOL RELATED PROBLEMS IN PENNSYLVANIA IS THE LICENSEE OR RETAIL SERVICE INDUSTRY. TO THOSE ENDS WE HAVE DEVELOPED THE RESPONSIBLE ALCOHOL MANAGEMENT PROGRAM (R.A.M.P.) WHICH HAS TRAINED OVER 26,000 SERVERS OF ALCOHOL SINCE 1993. THERE ARE PROPOSALS PRESENTLY BEFORE THE HOUSE AND SENATE OF PENNSYLVANIA TO MANDATE SERVER TRAINING. THE PENNSYLVANIA LIQUOR CONTROL BOARD AGREES WHOLE HEARTEDLY THAT SERVER TRAINING IS A VALUABLE AND NEEDED APPROACH FOR REDUCING IMPAIRED DRIVING AND OTHER ALCOHOL RELATED PROBLEMS, BUT WE BELIEVE FURTHER INVESTIGATION SHOULD BE DONE TO ENSURE THAT A MANDATE IS

FEASIBLE AND PRACTICAL IN PENNSYLVANIA.. AS A RESULT WE ARE PRESENTLY INVESTIGATING WHAT INCENTIVES AND DISINCENTIVES MAY EXIST TO EXPAND SERVER TRAINING IN PENNSYLVANIA. AS A RESULT OF OUR RESEARCH AND EXPERIENCE OVER THE LAST THREE YEARS WITH THE RESPONSIBLE ALCOHOL MANAGEMENT PROGRAM WE FEEL THAT TRAINING SPECIFICALLY FOR THE ACTUAL SERVER OF ALCOHOL IS IMPORTANT, BUT MORE IMPORTANTLY, THE TRAINING FOR MANAGERS AND OWNERS MAY BE MORE CRITICAL. IT IS THE MANAGERS AND OWNERS THAT SET POLICY, SUPERVISE, AND GENERALLY DIRECT THE OPERATIONS OF A RETAIL ESTABLISHMENT. THEY WOULD THEN BE ABLE TO SEE THAT THEIR EMPLOYEES ARE TRAINED APPROPRIATELY AND FOLLOW THROUGH WITH APPROPRIATE RESPONSIBLE POLICES AND PROCEDURES. WE BELIEVE THAT THERE MAY BE SEVERAL OPTIONS TO PROVIDE SIGNIFICANT INCENTIVES TO LICENSEES TO BECOME MORE INVOLVED IN SERVER TRAINING RATHER THAN A STATUTE MANDATING SUCH TRAINING..

ALTHOUGH THE FOLLOWING COMMENTS ARE NOT RELATED DIRECTLY TO ANY STATUARY CHANGE OR LEGISLATION THAT IS NEEDED WE FEEL IT'S IMPORTANT TO MAKE AN OBSERVATION THAT WE'RE SURE OTHERS DURING THIS DAY WILL MAKE AS WELL. OVER THE PAST SEVERAL YEARS, APPROXIMATELY 15, THE RATE OF ALCOHOL RELATED

CRASHES HAS DECREASED THROUGHOUT THE NATION AND IN PENNSYLVANIA. HOWEVER, THERE APPEARS TO BE ONE POPULATION WHICH THIS DECREASE HAS BEEN MUCH SMALLER THAN THE OTHERS. THAT POPULATION IS THE 21-34 YEAR OLD. WHAT WE KNOW ABOUT THIS POPULATION IS THAT THEY ARE GENERALLY MORE INVOLVED IN RISK TAKING BEHAVIOR. THIS POPULATION OFFERS SOME INTERESTING CHALLENGES FOR THOSE OF US INVOLVED IN PUBLIC HEALTH AND SAFETY FIRST. UNLIKE THE UNDER 21 POPULATION THEY ARE NOT NECESSARY ABLE TO BE CAPTURED IN ANY ONE SPECIFIC LOCATION, SUCH AS SCHOOL. HOWEVER WE ARE ABLE TO PROVIDE MESSAGES TO COLLEGES AND WORK PLACES TO TRY TO GET THE MESSAGE TO THIS POPULATION. SECOND, MANY OF THE TRADITIONAL MESSAGES WARNING OF THE DANGERS OF IMPAIRED DRIVING HAVE VERY LITTLE IF ANY EFFECT ON THIS POPULATION. THIS CHALLENGING POPULATION WILL REQUIRE CREATIVITY AND AN UNDERSTANDING OF THEIR ENVIRONMENT TO FORMULATE STRATEGIES THAT WILL IMPRESS THE IMPORTANCE OF THIS MESSAGE.

LASTLY, WE WOULD URGE THIS TASK FORCE TO SEIZE THIS OPPORTUNITY TO RECOMMEND A PERMANENT TASK FORCE OR COALITION BE ESTABLISHED TO ASSIST IN DEVELOPING COMPREHENSIVE STRATEGIES AND ACTIVITIES WHICH COULD REDUCE IMPAIRED DRIVING.

THIS TASK FORCE SHOULD BE MADE UP OF GOVERNMENT REPRESENTATION FROM THE EXECUTIVE, JUDICIAL, AND LEGISLATIVE BRANCHES AS WELL AS PRIVATE AND OTHER PUBLIC ORGANIZATIONS WHICH CAN HELP SOLVE THIS PROBLEM. THIS BODY COULD BE AN ASSISTANCE TO THE LEGISLATURE IN DETERMINING WHAT LEGISLATIVE PROPOSALS SHOULD BE UNDERTAKEN AND ASSIST IN THE DEVELOPMENT OF SAME.

IN CONCLUSION, CHAIRMAN JOHN JONES OF THE PA LIQUOR CONTROL BOARD HAS SAID ON MANY OCCASIONS AND ASKED THAT I EMPHASIZE AGAIN TODAY THAT THE HALLMARK OF HIS TENURE AS CHAIRMAN WILL BE ALCOHOL EDUCATION. TO THIS END THE PLCB, THROUGH ITS BUREAU OF ALCOHOL EDUCATION WILL SEEK TO COLLABORATE WITH OTHERS AND TAKE THE LEAD, WHEN APPROPRIATE, TO DESIGN AND CARRY OUT MESSAGES AND ACTIVITIES DESIGNED TO ELIMINATE DRIVING UNDER THE INFLUENCE IN PENNSYLVANIA. AGAIN THANK YOU FOR INVITING US TO TESTIFY AND FOR EXAMINING THIS IMPORTANT ISSUE.