



IN MARYLAND

**MALA's
Checking in
on Under-21
Alcohol Use**

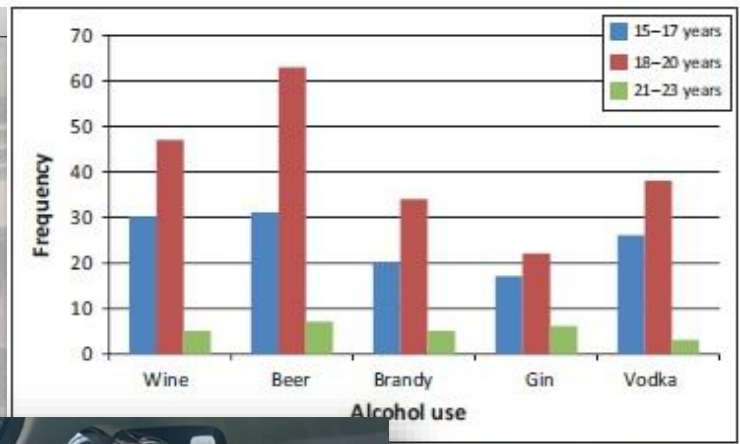
Friday, December 4, 2020

12:00noon – 1:00 pm

Who's in the Room?

**Please write your name and
affiliation in the chat box.**

MALA'S GALLERY OF COMPLIANCE CHALLENGES



NOTICE

**YOU MAY BE
ASKED TO
REMOVE YOUR
MASK TO
CHECK ID**

We are doing our best to protect the health and safety of our employees and customers during this time. We are also legally responsible for ensuring that minors are not served liquor. You may be asked to temporarily remove your mask so we can verify your identification.

For more information please speak with a manager.

Our Agenda

1. Under-21 Alcohol Use in Maryland
2. Compliance Checks
3. Fake IDs – Challenges & Strategies
4. Q & A



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POLLING

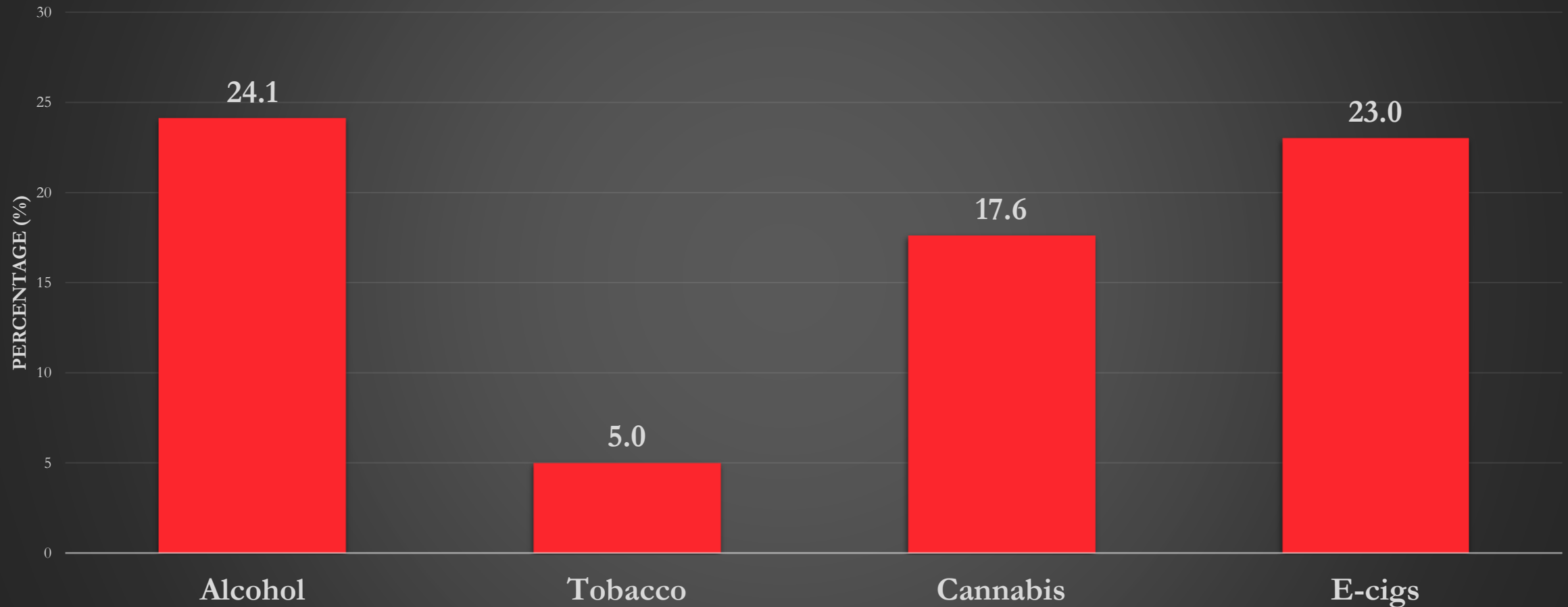
Under-21 Alcohol Use in Maryland



Under-21 Alcohol Use In Maryland

The Big Picture

Past Month HS Substance Use, MD, 2019, YRBS



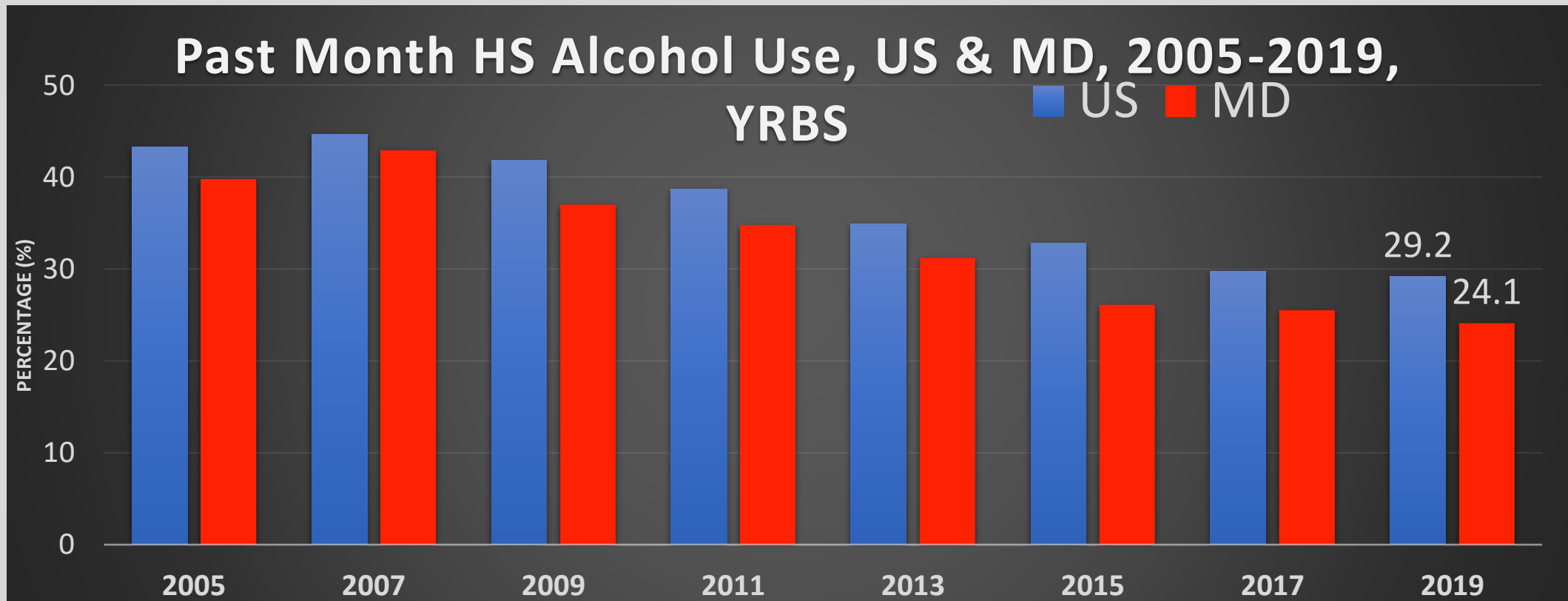
What are the effects on youth of alcohol use?

Effect on youth

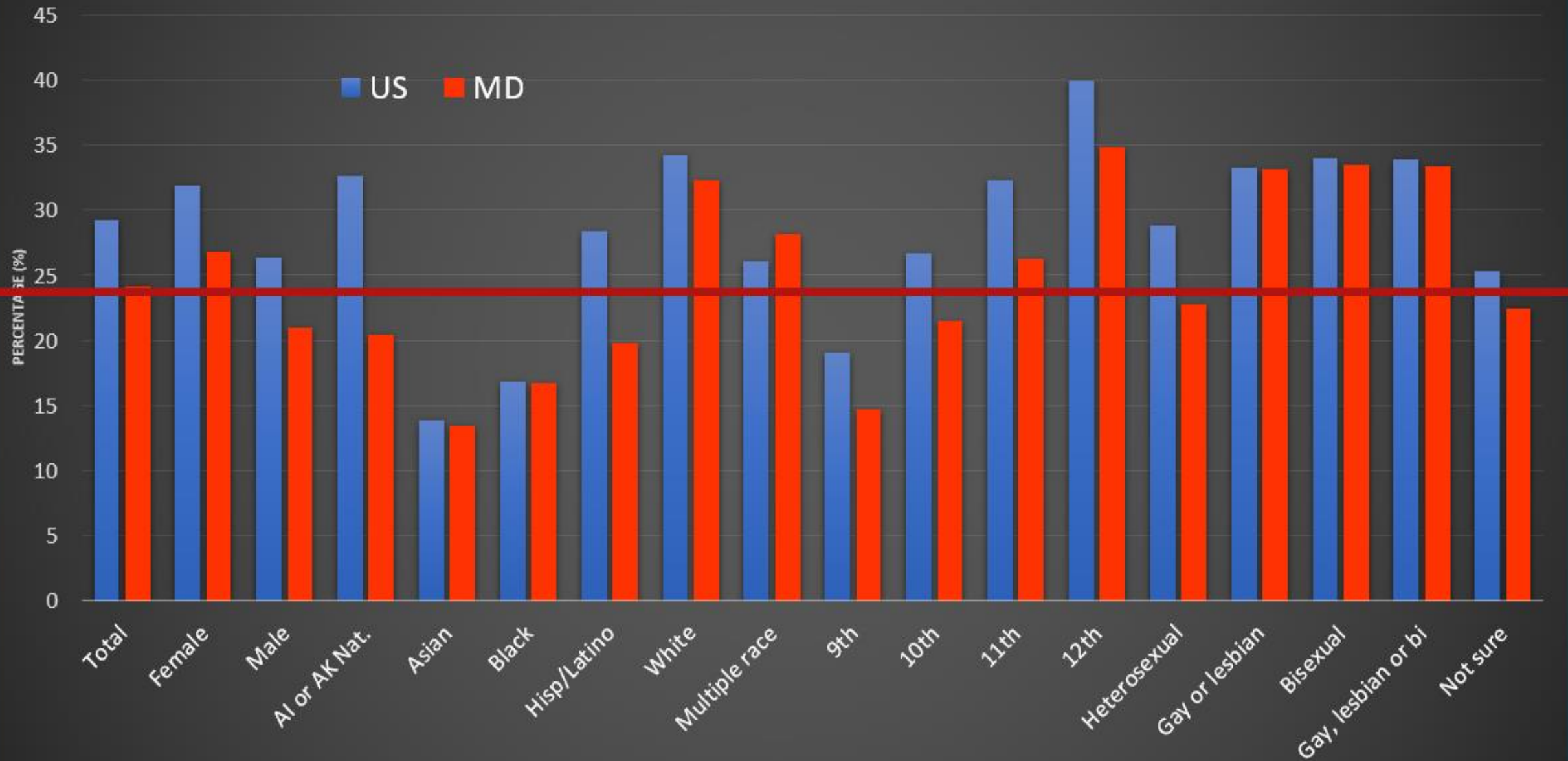
- ▶ 3,500 youth under 21 die from alcohol use each year; 66 in Maryland
- ▶ Top causes of death in youth: homicide, suicide, MVCs
- ▶ Acute health effects (poisoning, pancreatitis)
- ▶ Societal effects (crime including assault, lost work productivity)
- ▶ Harms to others (child maltreatment, domestic violence)
- ▶ Chronic health effects (liver disease, cancer)



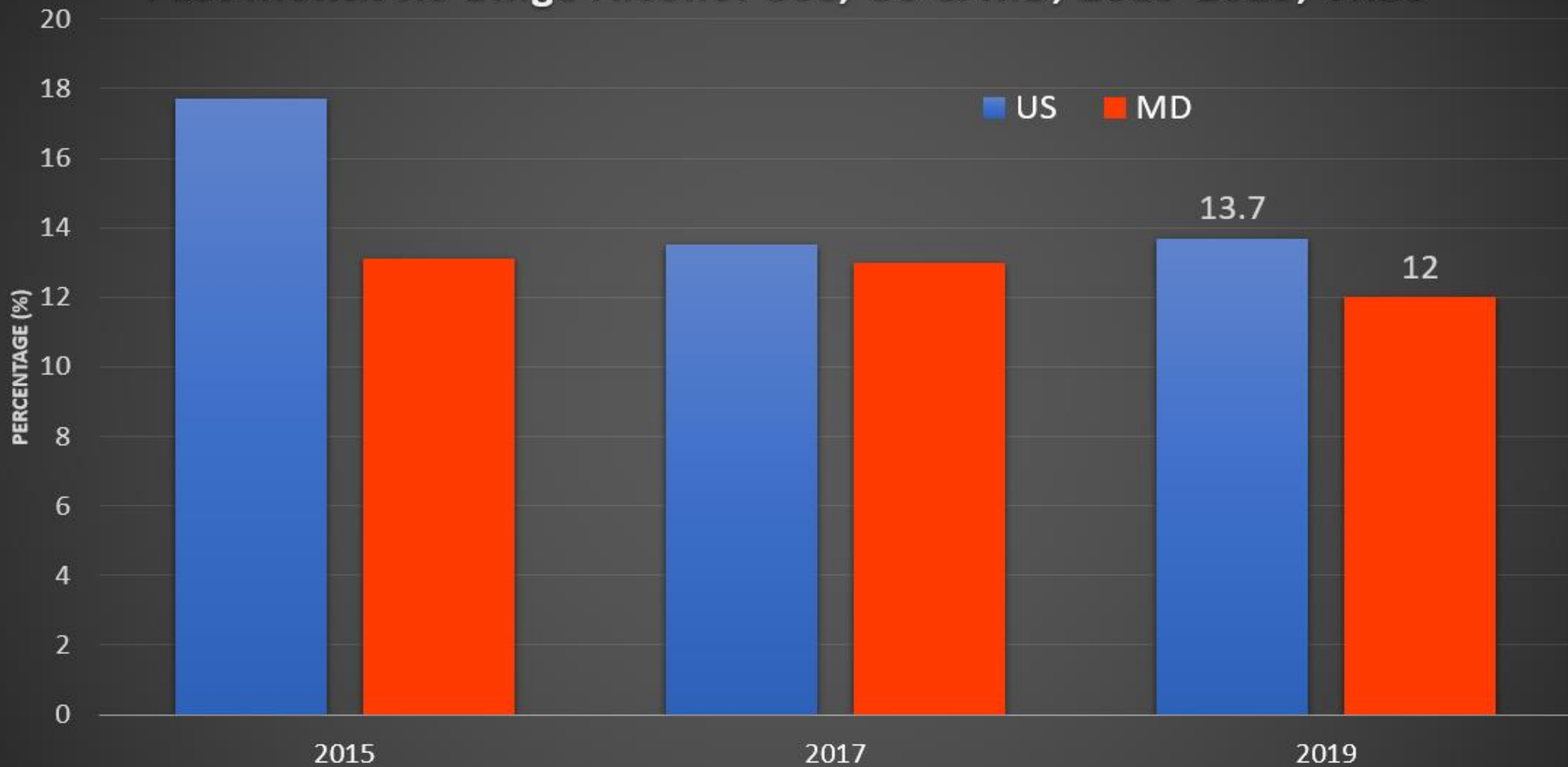
What are the trends in alcohol use in Maryland over time?



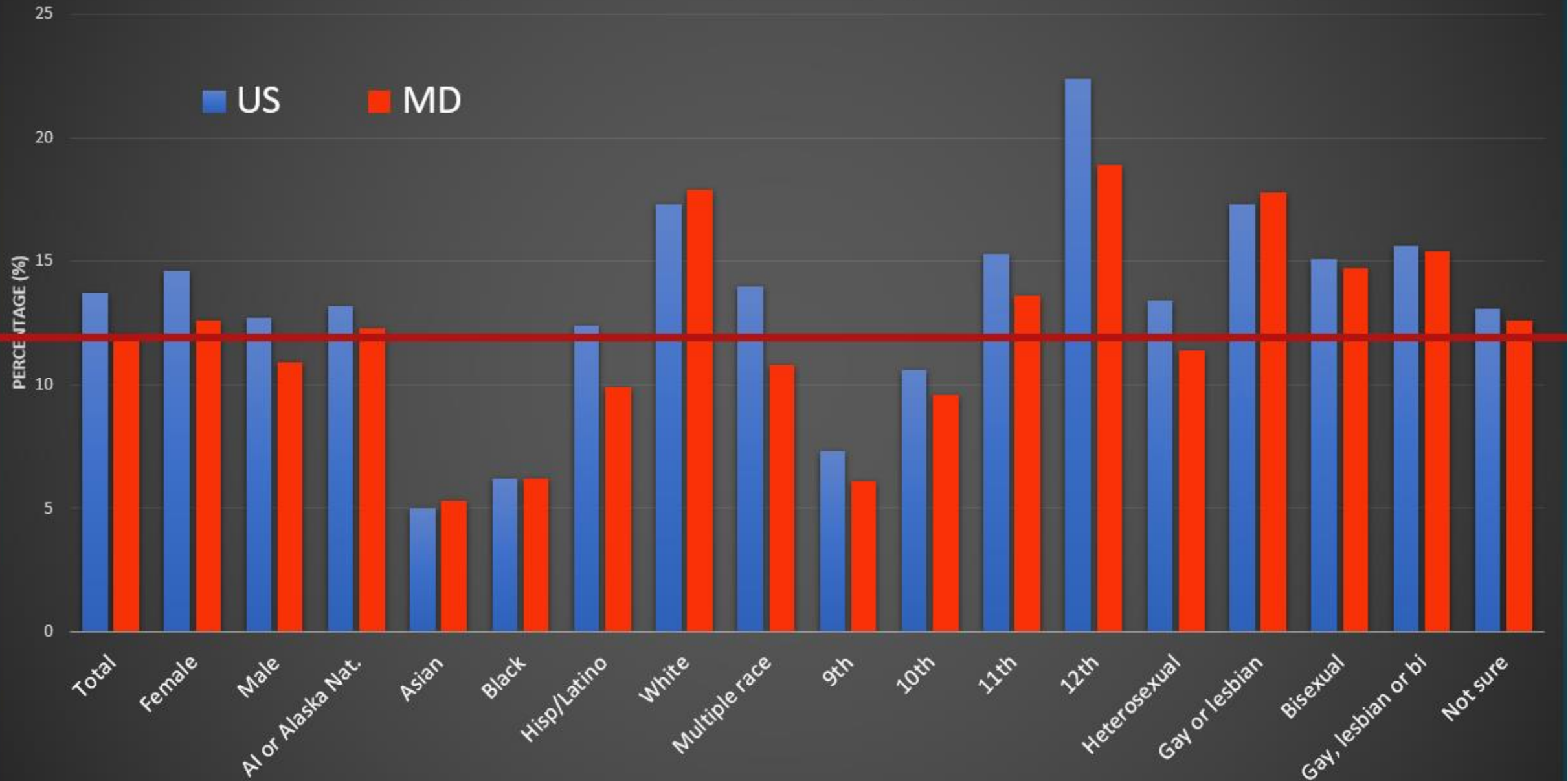
Past Month HS Alcohol Use by Demographics, US & MD, 2019, YRBS



Past Month HS Binge Alcohol Use, US & MD, 2015-2019, YRBS



Past Month HS Binge Alcohol Use by Demographics, US and MD, 2019, YRBS

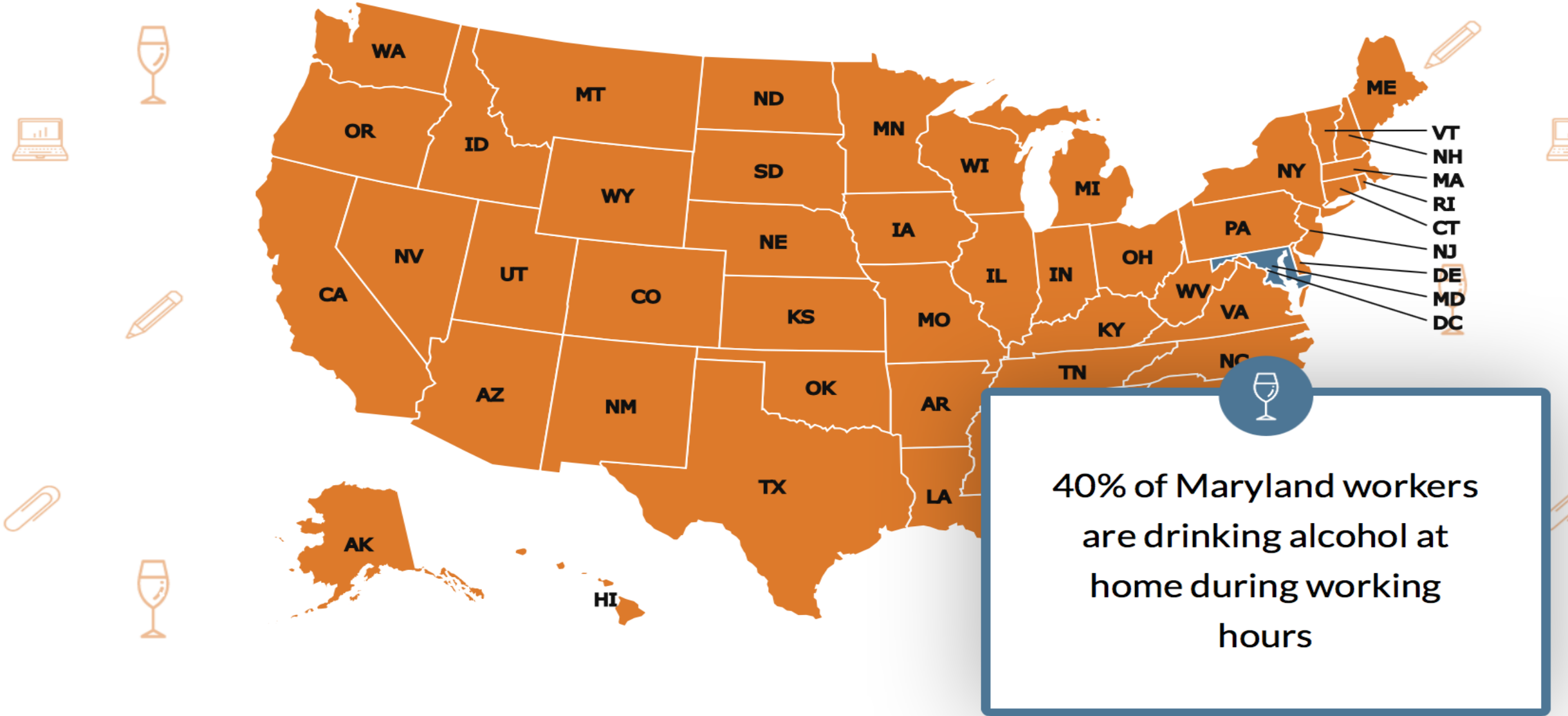


What do we know about the impact of alcohol during this pandemic?

COVID experience with alcohol

- ▶ Research from previous epidemics—swine flu, SARS
- ▶ Stress, isolation, boredom—triggers for alcohol use
- ▶ More leisure time, fewer alternative activities may lead to increased use
- ▶ Alcohol weakens the immune system response
- ▶ Alcohol sales 10-20% higher in March and April 2020 than 2019 (NIAAA, 2020)
- ▶ Relaxation of regulation—home delivery, cocktails to go
- ▶ Relaxation of enforcement—not checking IDs for curbside pickup, suspension of inspections

Drinking Alcohol When Working from Home



COVID and Alcohol: Research

- ▶ 1/3 of Americans drinking more now than before the pandemic
 - ▶ 1/3 working from home reported drinking during working hours
- ▶ Parents who feel stressed about distance learning drank 7 more drinks a month than those who did not feel stressed
 - ▶ These parents are also twice as likely to report binge drinking
- ▶ Average # of drinks/day and binge drinking rose 26-27% between Feb and April
 - ▶ Largest rise was in households with kids at home
- ▶ 14% increase in alcohol use; 41% increase in heavy drinking in women

Overall effects

▶ Short term effects

- ▶ Impact on youth at home through domestic violence, child maltreatment
- ▶ Impact of alcohol on the immune system in responding to COVID-19
- ▶ Additional risk factor for depression, suicide

▶ Long term effects

- ▶ For those who are drinking moderately, could lead to escalation into alcohol abuse or dependence
- ▶ Longer term health effects from increase in consumption
- ▶ Modeling of unhealthy drinking behaviors?



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POLLING Compliance Checks



Compliance Checks

What are the protocols for compliance checks in Montgomery County?



What is Montgomery County's Mystery Shops Program?



How do you
define
success?



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POLLING

Fake IDs Challenges & Strategies

Fake IDs Challenges & Strategies

How do you address underage compliance checks from the law enforcement perspective?



What are the predominate issues you're seeing in terms of underage compliance?

Asking for the ID...

COMPLIANCE CHECKS

PHASE 1

JUST ASK FOR THE ID

REASONS GIVEN

- Forgot (2)
- Was busy
- Looked old enough
- Wearing college sweatshirt (old enough)
- Mistaken for known customer

Tested

13



5

SOLD W/OUT ID

COMPLIANCE CHECKS

PHASE 2 **JUST ASK QUESTIONS**

Asked for ID

8



8

ACCEPTED FAKE ID

REASONS GIVEN

- The date of birth made them old enough (4)
- Didn't even think it could be a fake
- He was a big guy, so I figured he was old enough
- His forehead matched
- Person looked similar to ID photo

Ignoring the
Facts

Can you provide some guidance on detecting fake IDs-
especially considering the current COVID environment?

Old ID/Old Enough

Is the ID expired? / Is the person 21 ?

Matching Photo

Does the photo match the presenter?

Genuine ID

Is the ID genuine?

OMG....

Verifying a Genuine ID in the New Normal

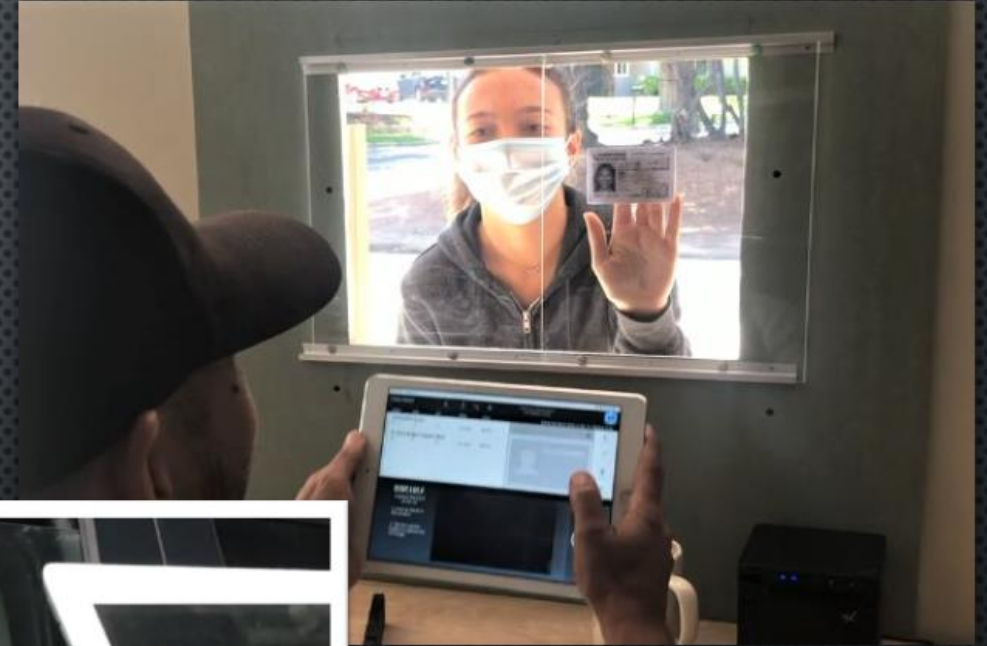
Key Techniques

1. **ASK** questions.
2. **INSPECT** the ID for lamination defects.
3. **EXAMINE** the signature font.
4. **COMPARE** signatures.

The New Normal

1. **ALWAYS** employ the Key Techniques.
2. **ADDRESS** the facemask challenge.
3. **ESTABLISH** guidelines on expired licenses.
4. **INTEGRATE** technology when possible.

CONTACTLESS TECHNOLOGY





Q & A

Learn More

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POLLING

Closing

THANK YOU!

