

STRATEGY	RETAILER RECOGNITION FOR PASSING COMPLIANCE CHECKS
Goal	Reduce underage and binge drinking among persons aged 12 to 20
Evidence based?	No – supporting activity
IOM Category	N/A
CSAP Strategy type	N/A

STEPS IN WORK PLAN COULD INCLUDE (BUT ARE NOT LIMITED TO):

- Check Department of Liquor Control website monthly to identify new compliance checks that have been completed in the region
- Send letter or certificate of appreciation to local businesses that have passed compliance checks
- Publicly recognize retailers that have passed compliance checks through social media, website, press releases, paid ads in local papers, etc.
- Make phone calls to clerks who passed and/or provide a small incentive (maximum of \$30 value) appreciating the role they play in preventing underage drinking

Additional indicators to be reported to ADAP:

- a. Did you recognize retailers for passing compliance checks during the past quarter?
- b. [if yes to above] How many businesses were recognized?
- c. How did you recognize them? (please check all that apply)
 - Sent a letter of appreciation to the businesses
 - Paid ad in local paper
 - Press release to local media resulting in coverage
 - Other (please describe)