

## A Self-Assessment Tool for Alcohol Beverage Retailers

There are many alcohol retail stores that consistently check IDs, refuse alcohol sales to minors, and pass law enforcement compliance checks. *How do they achieve this success?* It's their ongoing commitment to what's called Responsible Retailing.

Being a Responsible Retailer means: (1) hiring and training staff who share your commitment to prevent sales to both underage and intoxicated customers; (2) developing well-defined alcohol sales policies and point-of-sale protocols, which are enforced through improved supervisory procedures; and (3) making sure your customers are aware of your store's commitment.

*Are you doing everything you can to be a Responsible Retailer?* Please use this brief assessment tool to evaluate your establishment's current practices.

### Part A: Hiring

(Check each of the following that applies)

**For all job applicants:**

**Yes      No**

Do you discuss with job applicants the importance of checking IDs and complying with laws related to underage sales?



Do you ask job applicants about past sales-to-minors violations, and then consider that information when making a hiring decision?



Do you ask job applicants to demonstrate basic math and reading skills as part of the hiring process?



Do you conduct background checks of all prospective employees?



### Part B: Training and Re-training

**For all employees:**

**Yes      No**

When hired, do new employees go through a *formal training program* on how to sell alcohol and other age-restricted products?



**If Yes:**

Do new employees go through this training program **before** they are permitted to sell alcohol products?



Do you have a written alcohol sales policy that you hand to new employees or post in a prominent place for all employees to read?



Do you require new employees to sign a form that says they have read and understand your store policy and all state and local laws related to sales of alcohol and other age-restricted products?



Do store managers provide refresher trainings to make sure that employees stay motivated and can follow the store's protocol for avoiding alcohol sales to

## Part C: Support Tools

(Check each of the following that applies)

### Signage:

**Yes**      **No**

Do you remind employees at the beginning of a shift—through a sign-in sheet, a cash register prompt, or other means—to perform proper ID checks?



Do you post all signage required by state and local law?



Do you post signage at each store entrance (facing out) to inform customers about your store's policy for checking IDs?



Do you post signage at cash register to inform customers about your store's policy for checking IDs?



Do you use a special calendar that identifies the date on or before which a customer must have been born in order to purchase alcohol legally?



### Cash Registers:

Do you program your store's cash registers to:

Require the clerk to enter the birthdate shown on the ID?



Require the clerk to scan the ID so it can be read electronically?



Inform the clerk whether or not the sale can proceed?



### Electronic Age Verification:

Does your store use an electronic ID-scanner to detect if a customer's ID is fraudulent?



### Unusual Occurrence Log:

Does your store maintain a log to record unusual encounters with customers that can be reviewed by managers and other clerks?

## Part D: Managerial Supervision and Accountability

(Check each of the following that applies)

	<b>Yes</b>	<b>No</b>
<u><i>Do you maintain a written record that:</i></u>		
Shows the date when a new employee completed a formal training program?	<input type="radio"/>	<input type="radio"/>
Shows the results of your employees' performance on mystery shops and compliance checks?	<input type="radio"/>	<input type="radio"/>
Are you having mystery shops conducted to provide feedback on whether employees are following your store's policy for checking IDs?	<input type="radio"/>	<input type="radio"/>
Do you provide a tangible reward to staff members who pass a mystery shop or a law enforcement compliance inspection?	<input type="radio"/>	<input type="radio"/>

## Part E: Communications with the Public

	<b>Yes</b>	<b>No</b>
Have you done any advertising that states your store's commitment to prevent alcohol sales to minors and underage drinking?	<input type="radio"/>	<input type="radio"/>
Have you established a working relationship with local law enforcement as part of your store's efforts to prevent alcohol sales to minors?	<input type="radio"/>	<input type="radio"/>
Are you involved in an <i>industry association</i> focused on preventing alcohol sales to minors and underage drinking?	<input type="radio"/>	<input type="radio"/>
Are you involved with a <i>community-based forum or group</i> focused on preventing alcohol sales to minors and underage drinking?	<input type="radio"/>	<input type="radio"/>

The list of *best practices* presented in this self-assessment tool was prepared by RRForum's Retailer Work Group, which includes representatives from national retail chains, business associations, state regulators, training organizations, and mystery shop vendors.