



# COMMONWEALTH of VIRGINIA

## *Department of Alcoholic Beverage Control*

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CHIEF OPERATING OFFICER/SECRETARY TO THE BOARD  
W. CURTIS COLEBURN, III

September 22, 2006

Honorable Timothy M. Kaine  
Governor of Virginia  
Office of the Governor  
Patrick Henry Building, 3<sup>rd</sup> Floor  
1111 East Broad Street  
Richmond, Virginia 23219

Dear Governor Kaine:

Attached you will find the Virginia Department of Alcoholic Beverage Control 's report in response to HB 110 concerning the aging population of Virginia. This document outlines current education prevention initiatives at the Department, an overview of the issues of the combined effects of alcohol and aging, and strategic initiatives the Department will implement, funding permitting, in the next year to address this issue.

We look forward to new initiatives in our education and prevention programming on this important issue thus fulfilling our public safety mission.

If you need further information from our Department, please contact Dorothy Hollahan, at 804-213-4458 or email at [Dorothy.Hollahan@abc.virginia.gov](mailto:Dorothy.Hollahan@abc.virginia.gov)

Sincerely,

W. Curtis Coleburn  
Chief Operating Officer

CC: Division Of Legislative Services

**Report to the Governor & General Assembly  
HB110 – Aging Population of Virginia**

**Virginia Department of Alcoholic Beverage Control  
September 22, 2006**

**PURPOSE OF THIS REPORT**

HB 110 (2006 Session) amended Va. Code § 2.2-5510 to require that each state agency include in its strategic plan *“an analysis of the impact that the aging of the population will have on its ability to deliver services and a description of how the agency is responding to these changes.”* The bill provides further that *“(b)ased on guidance from the Secretary of Health and Human Resources, each agency shall report by October 1 of each year to the Governor and to the General Assembly its progress for addressing the impact of the aging of the population in at least five specific actions.”*

The Virginia Department of Alcoholic Beverage Control (ABC) has a three-pronged mission, which is providing effective public safety, quality customer service, and a reliable source of revenue for the Commonwealth. While the retail store operations serve all citizens of legal drinking age, the area for the Department to address regarding senior issues is in the public safety, responsible consumption, education and prevention initiatives. All initiatives to date have primarily focused on underage, vulnerable ages, and social adult groups.

This document will outline current education prevention initiatives at the Department, an overview of the issues of the combined effects of alcohol and aging, and strategic initiatives the Department will implement in the next year to address this issue.

**ABC CURRENT EDUCATION INITIATIVES**

Addressing the impacts of alcohol on society is part of ABC’s mission and is considered a strategic priority. With a three-pronged mission of Service, Revenue and Control, significant emphasis is placed on responsibilities to the public.

ABC has a leadership role in the Commonwealth in alcohol prevention and community education initiatives. ABC Enforcement’s Education Section provides specialized training for retail licensees as to responsible sale and consumption of alcohol beverages. These trainings, RSVP (Responsible Seller Server Program Virginia) and MART (Manager’s Alcohol Responsibility Training) are provided in regional locations in the state for retail clerks, wait staff, bartenders, owners and managers and train approximately 3,000 individuals a year.

VA ABC develops and distributes annually over 250,000 pieces of educational literature aimed at improving compliance for underage alcohol and tobacco sales laws. Target markets include adults, K-12 children, college students, law enforcement officers, local governments and community groups. Adults receive extensive information about responsible consumption, parental responsibility and social host tips. Significant educational efforts are specifically aimed at informing those under 21 about the legal and health consequences of underage and high-risk drinking. This includes special emphasis on the college-age student because of the propensity for over-consumption and deadly consequences. The VA ABC website has numerous education and prevention resources and 16 different brochures that citizens may download for use and distribution.

## **SENIOR ISSUES & ALCOHOL**

Multiple national and state resources identify high risk for seniors' excessive use of alcohol. Because the aging process affects how the body handles alcohol, the same amount of alcohol can have a greater affect, as a person grows older. Decreased motor ability, decreased response time, falls resulting in serious injuries, and driving vehicles are all issues of concern.

Other issue that compounds the excessive use of alcohol by seniors includes various medical problems and conditions resulting in use of prescription drugs that often do not mix with alcohol. Seniors may also face social isolation, and loss of spouse and friends leading to depression.

## **ABC STRATEGIC INITIATIVES**

VA ABC will add the issue of alcohol and the aging population as a new focus in the public safety education objectives of the Department's strategic plan. The Department will partner with resources both state and nationally to address this issue. Initial contact with Bill Petersen at the VA Department of Aging and the VCU Virginia Center on Aging (Connie Coogle, Assistant Director for Research) indicate that ABC could be a partner in activities, education, and development and distribution of materials.

### **Specific steps that ABC will take in FY 2007 include:**

- Within six months the Department will participate in a meeting with stakeholders including VA Department on Aging, VCU Center on Aging, Virginia AARP, VA Department of Health, and the VA Department of Mental Health, Mental Retardation and Substance Abuse Services. Purpose of this meeting would be to understand what is currently available concerning senior alcohol services and prevention and identify gaps and points of collaboration.
- Using these resources to obtain current and accurate information on the issue of seniors and alcohol use, the Department will revise and update all training materials for licensees on responsible selling and serving including RSVP, MART and speakers bureau presentation.

- The Department will explore the possibilities of developing and distributing brochures and education materials targeted at both seniors and adult customers of ABC stores who have aging parents.
- The Department will utilize the quarterly ABC licensee newsletter sent to 15,000 retail establishments to communicate the issues of the combined effects of alcohol and aging.
- The Department will use its quarterly employee newsletter to inform employees on the issues of alcohol and aging.
- Collaborating with stakeholders the Department will add links to the existing VA ABC website on alcohol education. The website can be a source of distributing information and resources that exist on this issue from other Virginia state agencies and national resources.
- The Department will develop strategic objectives, strategies and action plans and update the Department strategic plan accordingly.

ABC in the next year will expand the strategic priority of addressing the impacts of alcohol on society to include the issue of alcohol use among seniors. The Department will work in collaboration with existing state and national resources to address this important issue through improved education and development of needed materials to fill the identified gaps.

For ABC information on this issue please contact:

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