

IT'S GOOD FOR BUSINESS

Alcohol-licensed retail establishments have the power to reduce underage drinking and minimize their liability preventing sales to minors and intoxicated customers.

In Cobb County where RASS began, the Georgia Department of Revenue (DOR) is finding far fewer violations by retailers for selling alcohol to underage youth

Cobb County DOR Violation Rates	
2006	29%
2007	23%
2008	18%
2009	14%
2010	10%

The Georgia RASS Program is made possible by a grant from the Georgia Governor's Office of Highway Safety.



The Georgia RASS Program

For more
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Georgia RASS Program



Let's Bring
Responsible Alcohol
Sales and Service
Workshops



GEORGIA RASS PROGRAM – Responsible Alcohol Sales & Service

What are RASS Workshops?

RASS (Responsible Alcohol Sales and Service) Workshops provide valuable instruction to owners and licensees of alcohol retail establishments which assists them in preventing illegal alcohol sales to underage youth and intoxicated persons.

RASS Workshops Help Everyone!



Providing Training alcohol-retailers with the tools they need to NOT sell-or-serve to underage-youth protects everyone .

RASS Workshops helps retailers avoid costly liability-suits and possible loss-of-license.

Alcohol is the most commonly used drug among Georgia's young people, surpassing tobacco and illegal drugs

But most important it helps save lives, by reducing teenage-access to alcohol .. And by reducing teen drunk-driving crashes.

RASS Workshop Participant Feedback¹

Survey Question	% who agree or strongly agree
The information presented will benefit my business	99.2%
The materials will be helpful to me	99.2%
I would recommend this workshop to others	98.3%

Did You Know...?

- ◆ In Spalding County, **31.5%** of 10th graders and **45.5%** of 12th graders strongly agree that it is **EASY to get alcohol**.²
- ◆ In Spalding County, **23.5%** of 10th graders and **32.4%** of 12th graders have **tried alcohol in the past 30 days**.³
- ◆ Underage drinking cost the citizens of Georgia **1.7 Billion** in 2007.⁴

¹ Statistics are from the 2009/2010 Annual Evaluation Report for the Cobb and Douglas Alcohol Policy Program from Kennesaw State University.

²⁻³ 2007 Georgia Student Health Survey, Georgia Department of Education

⁴ Pacific Institute for Research and Evaluation (PIRE) with funding from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), November 2009

RASS WORKSHOPS ARE

provided by Michele Stumpe, the Attorney who designed the RASS Workshop and has been facilitating them for 10 years.

If you want to see RASS Workshops in Spalding County please check one or more of the following:

- _____ Contact me
- _____ Put me on your mailing list
- _____ Put me on your email list

Name: _____

Company/Organization: _____

Address: _____

Email Address: _____

Phone: _____

Fax to the number or mail to address on back panel.