**High Visibility Enforcement (HVE)**

**Checklist:**

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| **Compliance Checks (Minor Decoy)**  **Date**: | | |
|  | **Pre- Operation Media / Visibility** | **Action Steps** |
|  | 1. News release announcing ABC grant or other funding to conduct compliance checks |  |
|  | 1. Letter from the police chief to alcohol licenses promoting compliance with ABC laws |  |
|  | 1. RBS training offered to all alcohol licenses |  |
|  | 1. Responsible Retailer program |  |
|  | **Post – Operation Media / Visibility** |  |
|  | 1. News advisory with results and citations from “minor decoy” undercover operations |  |
|  | 1. Police newsletters / website - Post compliance check results and citations |  |
|  | 1. Social media – results and citations on Facebook, Twitter |  |
|  | 1. Presentations to HS and college students on retail access enforcement |  |
|  | 1. Paid ads in local newspapers |  |
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