**Checklist:**

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| **Recognition and Reminder Program (R & R)**  **Date**: | | |
|  | **Pre- R & R Communication** | **Action Steps** |
|  | 1. Letters to retail alcohol licenses owners describing the R & R |  |
|  | 1. Site visits to licensees to discuss alcohol placement issues (optional) |  |
|  | 1. RBS training offered to all off-site alcohol licenses |  |
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|  | **Post – R & R Media / Visibility** |  |
|  | 1. News advisory describing the results of the R & R program phase |  |
|  | 1. News release – story with photos describing the R & R program and results |  |
|  | 1. Social media – Describe R & R and results on Facebook, Twitter |  |
|  | 1. Presentations to HS students on retail access issues and results of R & R |  |
|  | 1. Newsletters to parents and local groups about the R and R program and results |  |
|  | 1. Paid ads outlining results of R & R in local newspapers |  |
|  | 1. Publicize the acknowledgement of businesses for compliance with ABC laws |  |
|  | 1. Signs, posters provided to licensees with a “we card everyone <30” type of message |  |
|  | \*Note: Repeat after each R & R phase |  |
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