**Optional SPF SIG Enhancement for the Holidays**

This time of year has always been a focus for enforcement of DUI/DWI laws and many communities are already geared up to conduct those operations. Less attention has been given to the role of licensed bars and restaurants and their potential for reducing intoxication and alcohol-impaired driving. The suggested activity here is only offered as an option to bolster our efforts to improve server behavior.

Given the short time available for any planning and gathering of resources, we thought that some communities might nevertheless be able and interested in getting the attention and cooperation of licensees and their staff. It doesn’t have to be labor-intensive or burdensome. As always, the key to effectiveness is gaining visibility. Again, this is about emphasizing over-service operations that are already taking place in your community – not implementing new strategies.

The key is to have an activity that involves observing server behavior, accompanied by advance notification and then a follow up so managers know that someone is paying attention.  We recommend the following three activities. You can choose to do any one of these activities in combination or by itself.

1. Law enforcement officers would visit a bar or restaurant in civilian clothes (undercover) if only for a few minutes.  They can watch for any service to intoxicated customers in case there is a need to cite a server, but most likely, they will not see any illegal behavior in only a few minutes.  The point is to be able to honestly say that an officer will and has visited a place that serves alcohol.
2. One easy, inexpensive and time efficient activity is to send letters to licensees. We have created a draft letter that police departments can send out to announce a special enforcement focus for the holidays.

If possible, we ask you to emphasize the strategy that you have already chosen for your community. We know not every community will have the time or ability to jump into these with short notice. This is just a suggestion for those who can and want to. We have also created a draft letter that police departments can send out to licensees to announce a special enforcement focus for the holidays. Feel free to edit as you wish.

Feel free to email or call any of us if you’d like to discuss this, or just reply to this email.

Thank you,
Peter, Rick, Bettina, MJ, Sharon, and Bob
Prevention Research Center