

Boone County Alliance: Highlights of Community Change



**ABBY BEAUSIR, MANAGER
OF COMMUNITY
OUTREACH,
PREVENTIONFIRST!**



Boone County Alliance

Background



- Online grocery pick up or delivery services have begun in communities (i.e. Kroger Pickup, formerly Click List; Walmart Pickup, Instacart, Shipt for Meijer, Amazon Prime Now, etc.)
- Alcohol can be purchased but compliance policies range from corporate entity
- Risk for youth access to alcohol

Liquor Laws Vary Across the Tri-State



- Kentucky
 - Beer, liquor and wine purchased at grocery stores but separate entrance to wine and liquor; beer sold in main store
 - Associate must be 20 years of age to sell
- Ohio
 - Beer and wine purchased at grocery stores; no separate entrance; liquor sold at state-run liquor stores or separate entrances in grocery stores
 - Associate must be 18 years of age to sell
 - An Ohio licensed company, winery or brewery may deliver wine or beer to residents
- Indiana
 - Beer, liquor and wine purchased at grocery stores; cold beer only sold at liquor stores
 - Associate can be 19 to sell but must have another employee 21+ supervise transaction
 - Allows delivery

Activity



- Get into a group of 2-4
- Discuss the current online grocery pick up service(s) in your community for about 5-10 minutes

Discussion Topics:

- What is offered in your community?
- If you've used one or more of the services, was alcohol purchased?
- If so, was your ID checked upon pickup?

Click List/Kroger Pickup Policy Project



- Contacted Kroger's corporate affairs office in May 2018
- Their current click list/pickup policy:
 1. Sticker on the bin indicating alcohol was part of order
 2. Associates delivering alcohol check ID to verify age of purchaser
 3. Alcohol highlighted on purchase receipt
- Procedure audited by HR managers quarterly, store managers check compliance daily & e-commerce team reviews click list/pickup procedure
- High-proof liquor not available for purchase through click list/pickup

Click List/Kroger Pickup Policy Project: Methodology



The survey was conducted from May 2018-September 30, 2018 and repeated starting December 1, 2018-present.

1. Did you purchase alcohol as part of your order and which type?
2. Was there a sticker on the tote indicating alcohol was part of your order?
3. Did the associate check your identification?
4. Did your receipt/order summary highlight that alcohol was part of your purchase i.e. bolded, highlighted, larger letters etc.?
5. Approximate age of associate who provided you the order.
6. Your Age? (added 12/01/2018)

Click List/Kroger Pickup Policy Project: Intervention



- Met with 2 Kroger employees in October 2018

Concerns

- Stated policies are not consistently followed
- Age of sellers in Kentucky stores may not comply with the laws of the Commonwealth of Kentucky
- Associates not following store policies related to carding
- Associates do not know how to spot a real identification or where to find the birthdate
- Potential dram shop liability for sales to a minor or an intoxicated person

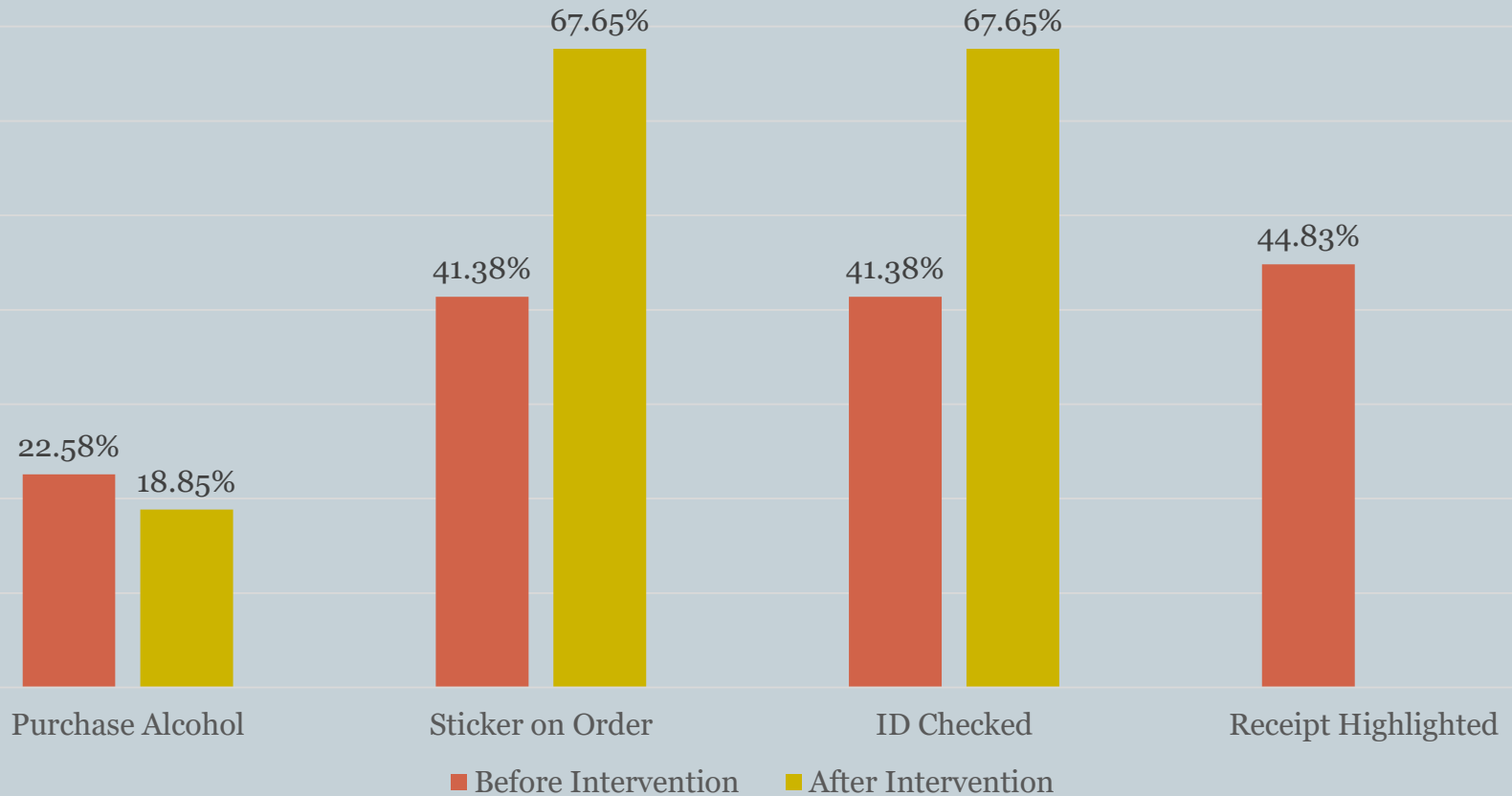
Click List/Kroger Pickup Policy Project: Intervention



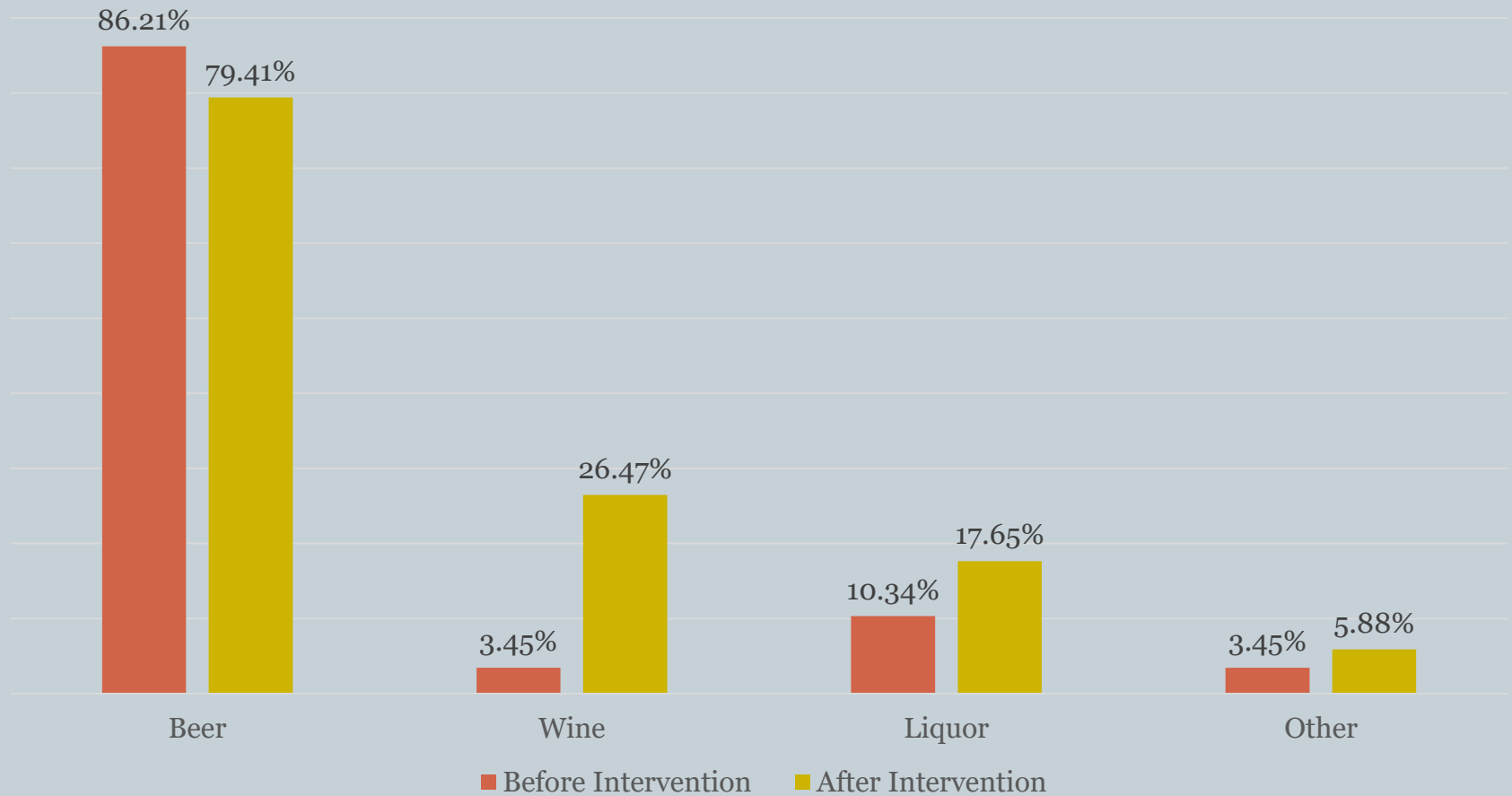
Potential Refinements

- Reinforcement of training for all employees who work the Grocery Pick Up Service
- Scheduling of employees working the Grocery Service who are of legal age to handle alcohol in the Commonwealth of Kentucky
- “Secret Shopping” Grocery Pick Up Service to ensure compliance.
- Potential Refinements
- Incorporate best practices of sales and services of alcohol into employee orientation and training
- Provide quick reference books of valid identifications by state
- Discourage and monitor “bypasses” of the existing age verification systems
- Utilize age verification technology in areas where buying population consists of younger populations, i.e., by a college/university campus

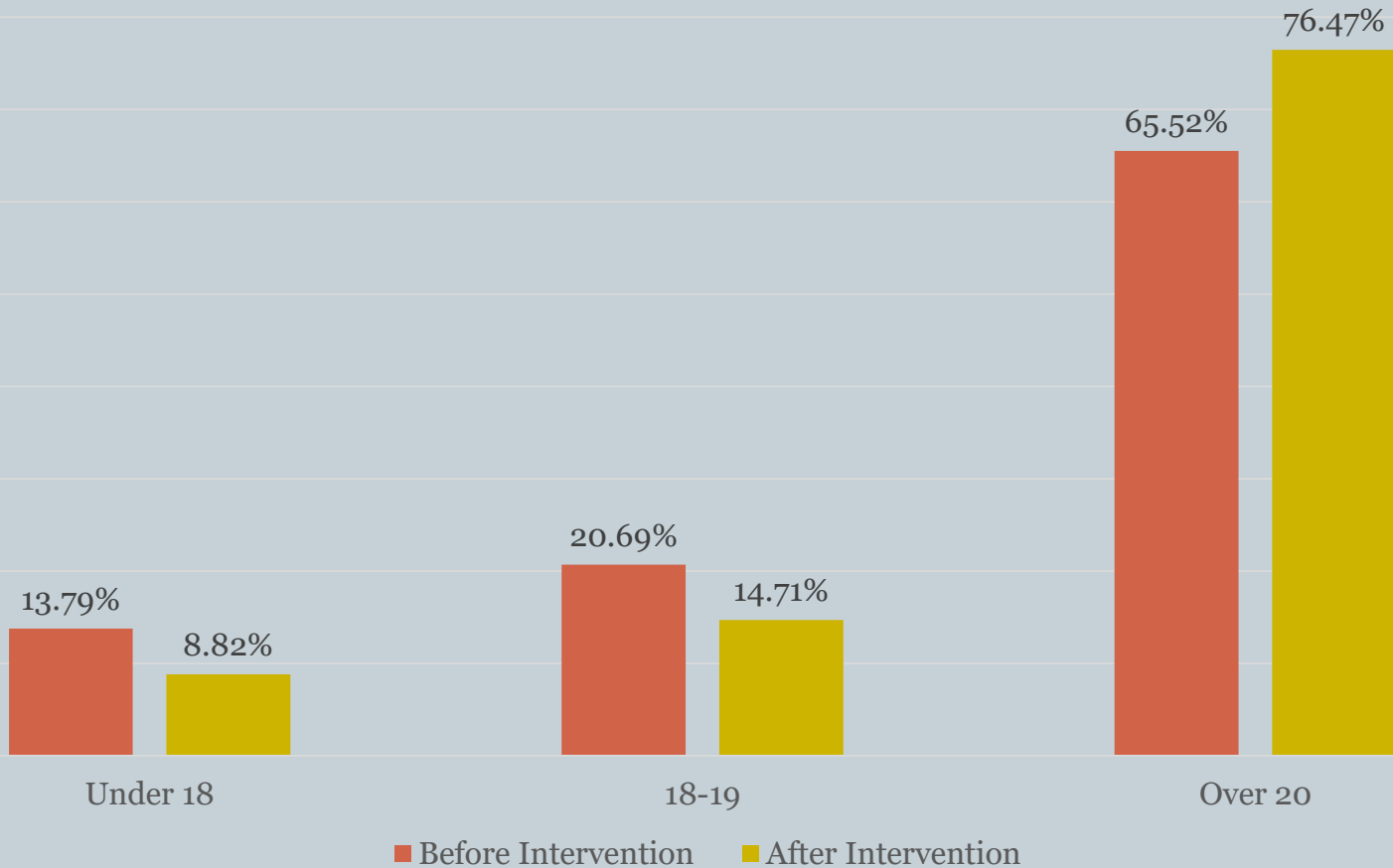
Click List/Kroger Pickup Policy Project Results:



Click List/Kroger Pickup Policy Project Results: Items Purchased



Click List/Kroger Pickup Policy Project Results: Age of Associate



Click List/Kroger Pickup Policy Project Results: Age of Purchaser



Conclusions



- Compliance increased by almost 30% after intervention
- Awaiting ABC compliance officers to determine how to check compliance through online grocery pick up services
- Data compiled quarterly and sent to Kroger's corporate office

Special Thanks to our Evaluation Team!



epiphany
community
services

Questions?



Contact Me:

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