

Using the Advertising Rules Changes

What You Need to Know and What to Do

Members of the prevention community have long recognized the need to reduce the amount of alcohol advertising to which children and youth are exposed. Last year the Washington State Liquor Control Board (WSLCB) put forth revisions to the advertising rules (Washington Administrative Codes, or WACs) that would place limits on outdoor advertising. Over the past year, feedback was solicited and hearings were held regarding the changes, with the prevention community and the WA State Coalition to Reduce Underage Drinking responding. Based on the feedback and the hearings, modifications were made, and the final rules were adopted on March 3rd and go into effect on April 3rd.

Keep in mind that these are recent changes, and many licensees may not yet know or understand all the changes.

It is important to give licensees the opportunity to get all the pertinent information from the WSLCB and to make the changes needed to comply with the new regulations. **There will be an education period established** to give licensees time to make changes. Take a few minutes to understand the timelines given to the licensees to comply with the change in regulations. The timeline will be made available on www.StartTalkingNow.org website as soon as it is established.

I. Begin by Informing Your Community – Getting Community Buy-In

Following are suggestions on how to work most effectively with your community to implement these WAC changes:

- Inform the broader community about the changes. Meeting with Chambers of Commerce, city councils, county commissioners and local service clubs are good ways to get the word out about these changes and why they are important to the health and safety of our children and youth. Make these part of a broader presentation on preventing underage drinking.
- Let these groups know that the advertising rule changes are in response to requests by the prevention community to help make our communities a better place for kids. Work to get broad community support.
- Talk about the different components of the changes – outdoor signs on retail outlets, inflatables, billboards in proximity to churches, schools, playgrounds, etc., and community event sponsorship regulations.

II. Addressing Outdoor Advertising at Retail Outlets and Restaurants

Retail premises are restricted to no more than four signs advertising alcohol, brand names, and manufacturers visible from the outside of the premises and they can be no more than 1600 square inches (32" x 50"). Licensees will be notified by the Liquor Control Board about these rules.

If you find locations that have not complied within a reasonable time period, you may file a complaint with the WSLCB (see "How to" below.)

III. Alcohol Advertising Signs near Schools, Churches, Playgrounds

No outdoor advertising of liquor is to be placed within 500' of the property line of schools, places of worship, public playground, or athletic fields used primarily by minors, where the administrative body of the school, place of worship, or playfield objects to such placement.

If you believe a sign is in violation:

- Meet with the official or governing body of the school, place of worship, playground or athletic field ask him/her to send a letter to the WA State Liquor Control Board asking that the sign be removed. (This does not include alcohol signs on retail establishments.)
- Follow up with the official to determine if the request was sent to the WSLCB.

IV. Alcohol Displays Appealing to Children

Inflatables or costumed individuals are not to target or appeal to children and can only be used inside a licensed premise. Novelty items (e.g. coasters, t-shirts, napkins, clocks, etc., on which the logo, liquor brand name, or name of a manufacturer of an alcoholic beverage has been imprinted) may not be provided by manufacturers, importers or distributors and given to customers.

If you believe there is a violation, refer the complaint to the WSLCB.

How to . . .

Contact your local WSLCB Enforcement Officer:

Call the WSLCB Customer Service Line at 360-664-9878.

File a Complaint with the WA State Liquor Control Board

Go to www.liq.wa.gov, click on "Enforcement and Education," and then "How to report a liquor or tobacco violation;" or call 360-664-9878.