

How to Leverage Relationships between the Bar and Restaurant Industry and your Institution:

Partners in Prevention Toolkit

Part 1: Why is it important for college administration and local bars, restaurants, and liquor distributors to have a relationship?

Institutions of Higher Education (IHEs) exist within communities, and within those communities there are businesses operating that can, at times, hinder the principles of higher education - namely safety. Historically, college administrators and practitioners have often seen this hinderance as an “us vs. them” relationship, but the reality is that all involved want the same thing in the end - for the “consumer” (whether of higher education or of the business) to have fun and to be safe.

When the façade of competition between the two is lessened and instead, the relationships are leveraged, the benefits are mutual. Several of the most salient benefits for all parties can include:

- **Increased safety of all involved** (to include, employees, students, community members, etc.).
- **Opportunities for collaboration on programs** that could reduce negative outcomes stemming from the misuse of alcohol (i.e., designated driver incentives, training for bar/restaurant employees about liability, over-service, concerning signs to look for in relation to alcohol poisoning or overdose, de-escalation techniques, etc.).
- **Decreased crime**, noise disturbances, trash concerns, and other outward-facing community concerns.
- **Decreased reliance on often over-burdened police departments** as both the businesses and the college work in tandem to promote a safe, yet fun, environment.
- **Opportunities to increase and mesh school-spirit and establishment brand awareness.**
 - This could lead to a greater partnership between college programs that might focus on hospitality, business, communications, etc. and the ability for establishments to find reliable and knowledgeable employees.
 - Possibilities to promote student athletics through NIL opportunities.
 - Ability to leverage alumni support for both entities and create mutually beneficial events and/or support for fundraising drives.
- **Community understanding** that there is a working relationship and a readiness to engage each other in any issues that may arise without pointing of fingers back and forth.

Although the above in no way represents all the benefits that can come from the leveraging of relationships between colleges and businesses (specifically those that serve alcohol beverages), it does showcase some of the positive things that can come from working together as opposed to against each other.

Part 2: How do we (as an institution) make/foster a connection with the local establishments?

In many aspects of life, we understand that collaboration is key, and creating healthy communities cannot be a siloed goal. So, how can you, as an institution (or administrator in higher education) make and foster connections with local establishments?

1. Utilize your own connections and/or connections that other colleagues might have within the community. These could include:

- Connections on a personal level with owners of establishments or employees at those establishments.
- Service on boards/committees within the community related to the betterment/growth of the community, safety, harm reduction, youth coalitions focused on prevention, etc.

2. Gather information about establishments within your community (to include all entities with liquor licenses). Information about the variety of liquor licenses in the state of Missouri can be found here: <https://atc.dps.mo.gov/licensing/> - though keep in mind that each city/county might have additional requirements that you should be able to find by searching for your area city council code of ordinances.

- You should be able to request a full list of those establishments that have liquor licenses from your city/county health department, city/county business office, or whatever agency issues liquor licenses in the community.
- Separate out the different "types" of establishments - especially with a focus on those establishments that you believe your students are most likely to frequent and/or those that are nearby your campus.

3. Introduce yourself and your reason for wanting to connect to people in those establishments (especially the individuals who hold the license(s) as well as any managers you can find contact information for).

- Although emails, actual mailed postcards/letters, phone calls, etc. can be beneficial - it is often most beneficial to find time to visit the establishments so you can introduce yourself face-to-face (which can also aid in creating a mutually respectful relationship)
- Discuss your desire to host a gathering of establishment owners/managers to provide them with training opportunities, resources, and additional giveaways. If possible, ask for days, times, locations, etc. that they think might be good to have a gathering.

4. Plan your meeting with consideration of any information you were able to garner from conversations with establishment owners/managers. Other things to contemplate:

- Keep in mind the environment in which your attendees will be most comfortable (for example, establishment owners/managers are more likely to attend something that takes place in their element as opposed to in a room on campus).

- Think about parking, location, and accessibility for attendees, etc.
- In terms of timing, it's important to keep the following in mind to reach the greatest amount of establishment owners/managers:
 - Recommendations from those you were able to talk to about the concept.
 - Determine if it's best to hold a meeting before the start of the academic year or after the academic year has started (note that often establishments might be making hiring decisions following the beginning of the academic year).
 - Know the days/times during which the establishments in your community are busiest (typically we see that the busiest times are Thursday - Sunday, so it might be best to aim for scheduling a meeting during the early afternoon hours on Monday - Wednesday).
- Connect with others in the community that might be beneficial to have in on the conversation (i.e., someone from the health department, a member of the local police or campus police/campus safety, policy makers, etc.) and see if they are willing to either provide resources or attend the meeting.

5. Do the thing!

- Send out information about the finalized date, time, location, etc. to the establishments. Try and reach out via multiple methods (email, phone call, mailed postcards, face-to-face) to invite individuals to the meeting. Try to get a solid RSVP so you can plan for the number of attendees and how many resources you need to have on hand.
- Follow up with a reminder sometime between 3-7 days out from the meeting.
- Gather materials for use at the meeting to include:
 - Snacks and refreshments.
 - ID checking guide and/or information on Missouri's free app that can assist in identifying fake Missouri IDs.
 - Any available pens, note pads, etc. available via the Partners in Prevention website: mopip.wufoo.com/forms/cheers-establishment-order-form
 - Information about SMART (smartmo.education).
 - Information about the CHEERS Program (mopip.org/CHEERS).
- Create an inviting environment when the meeting occurs - have music playing, greet individuals as they arrive, express your thankfulness for their attendance, etc.

Remember: Colleges exist within communities, and within those communities there are businesses operating that can, at times, hinder the principles of higher education - namely safety. Although historically, college administrators and practitioners have often seen this hinderance as an "us vs. them" relationship, but the reality is that all involved want the same thing in the end - for the "consumer" (whether of higher education or of the business) to have fun and to be safe. Communication, collaboration, and mutual respect are essential for all involved and in order to provide the best outcomes for the community as a whole.

Part 3: Resources and contact information

This is a toolkit provided by Missouri Partners in Prevention (PIP) and is meant to be a resource to assist college administrators in creating connections with establishments who hold liquor licenses and serve students within the community.

What is PIP?

Partners in Prevention is Missouri's higher education substance misuse consortium dedicated to creating healthy and safe college campuses. The coalition is comprised of 25 public and private college and university campuses across the state. The unique composition brings together different perspectives on health promotion and prevention efforts.

How can I contact the PIP staff?

You can contact any member of PIP's staff at this link: https://www.mopip.org/contact_staff.html

Where can I find out more about PIP?

You can look at our array of trainings, toolkits, factoids, and research publications at mopip.org

What is CHEERS?

CHEERS was designed to increase the number of designated drivers throughout the state of Missouri. Bars, restaurants, and nightclubs participating in CHEERS provide FREE non-alcoholic beverages to the acknowledged designated driver in a group of two or more. It's a way of saying thanks for caring about the safety of your friends and community! Establishment owners across the state have been invited to join CHEERS and to play an active role in ensuring the health and safety of their patrons. Please support bars, restaurants and nightclubs that participate in CHEERS, and if your favorite place is not a member, encourage them to adopt the program.

How can I contact the program coordinator of CHEERS?

Call or email us at 573-882-9335, cheers@missouri.edu, or kk3h9@umsystem.edu

How can I get more information about CHEERS?

Visit our website at mopip.org/CHEERS/about.html

What is the SMART training?

The State of Missouri Alcohol Responsibility Training (SMART) program is an interactive, web-based course available free of charge to those who own or work for any Missouri establishment licensed to sell alcohol.

How can I contact the program coordinator of SMART?

Call or email us at 573-882-9335, or smart@missouri.edu, or kk3h9@umsystem.edu

How can I get more information about SMART?

You can explore the SMART website, or make an account at smartmo.education. If you have any other questions, feel free to shoot us an email!

Missouri Partners in Prevention serves as a technical assistance provider for colleges and universities in Missouri on issues such as substance use, violence prevention, and mental health. The purpose of this document is to provide higher education professionals, specifically in the areas of public health and prevention, insight into forming relationships with establishments that hold liquor licenses and should not be construed as legal advice. The information provided on this document does not, and is not intended to, constitute legal advice; instead, all information, content, and materials available on this document are for general informational purposes only. Information on this document may not constitute the most up-to-date legal or other information.