



SMART

State of Missouri Alcohol Responsibility Training



&



CHEERS

TO THE DESIGNATED DRIVER

If you have questions about SMART or
CHEERS please contact us at:

smart@missouri.edu
cheers@missouri.edu

(573) 882-9335

Support for these campaigns are provided with federal highway safety
grant funds from the Missouri Department of Transportation.



 Partners in
Prevention

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Learn more!

smart.missouri.edu

cheers.missouri.edu



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.

Two separate trainings are available; one for individuals who sell alcohol at retail outlets such as liquor stores, gas stations, grocery stores, etc. and one for individuals who serve alcohol at by the drink establishments such as bars, restaurants, and nightclubs.

SMART will educate you and your employees about:

- Recognition of fake IDs
- Acceptable forms of identification
- Prevention of service to minors
- Laws and liability concerns related to selling to underage or intoxicated customers

Benefits:

- Free to all participants
- Available 24 hours a day, 7 days a week with an internet connection
- Excellent for training staff quickly in high-turnover environments
- The Division of Alcohol and Tobacco fully supports the SMART program, and participation in this program will be considered when determining the extent of the retailer's efforts to prevent violations

Visit smart.missouri.edu to learn more and access the training.



CHEERS is a state-wide designated driver program that work with bars, restaurants, and nightclubs to reward designated drivers by providing them with FREE non-alcoholic drinks!

This program was designed to increase the amount of designated drivers throughout Missouri. Consider participating in this great program completely sponsored by MoDOT's division of Highway Safety and Traffic. Approximately 300 establishments across the state participate in CHEERS.

In return for your participation, you will receive FREE promotional items such as:

- Cups
- Napkins
- Notepads
- Posters
- Table stands
- And more!

This is a great opportunity to help increase awareness about using a designated driver. If you would like to become a member of CHEERS, complete the **establishment information form** and item order form at cheers.missouri.edu under "Establishment Resources".