

LCBO EMPLOYEES ARE WORKING SMAART



To the LCBO, being socially responsible goes hand in hand with being the largest retailer of beverage alcohol in Ontario.

Social responsibility has special importance for all LCBO employees because selling beverage alcohol is not like selling other products. Under Ontario's *Liquor Licence Act*, LCBO staff have a legal responsibility to challenge and refuse minors (those under 19), intoxicated individuals and those attempting to buy for either group. LCBO employees are also committed to educating the public about safe and responsible drinking.

To help its Retail employees serve the public responsibly, in 1987 the LCBO developed the SMAART (Strategies for Managing Age- and Alcohol-Related Troubles) video-based training program.

All full-time and part-time LCBO Retail employees complete this mandatory comprehensive training. Staff learn how to deal with customers who appear intoxicated or underage, second-party purchasers (those buying alcohol for someone who is not legally entitled to purchase it), and difficult refusals at the checkout counter.

Seminars, instructional workbooks and videos help employees identify potential problems and handle them tactfully. They also learn to distinguish between characteristics related to health conditions, disabilities, and impairment resulting from intoxication.

The SMAART program was updated in 2004. It has been so successful that many other liquor jurisdictions have adopted it (Newfoundland, New Brunswick, Quebec, Manitoba, Saskatchewan, British Columbia, Yukon, Pennsylvania and Maine). Several companies have also bought the program (Molson, Wine Rack and Norfolk Estate Winery). The LCBO also won an international award for the revised Working SMAART video.

In 2000, the LCBO launched its *Working SMAART Quick Check ID Guide* to help employees determine if customers have valid identification. The 13-page guide features full-colour images of the types of proof-of-age identification prescribed under the Act. These are: the LCBO's BYID (Bring Your Identification) photo card; Ontario driver's licence; Canadian citizenship card; Canadian passport; and Canadian armed forces identification card. The guide is also offered to other beverage alcohol servers, including bars and restaurants.

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