

PLACE OF LAST DRINK (POLD)



WHAT IS IT?

Place of Last Drink (**POLD**) is a strategy to reduce overservice of alcohol to customers at bars and restaurants and other places that sell alcohol for consumption on their premises.

It is the last place that a person drank alcohol before being issued a citation by a law enforcement officer for an alcohol-related incident.

Collected information helps to identify alcohol on-premises establishments that have a pattern of overserving.

Since many arrested for operating while intoxicated (OWI) came from licensed premises, reducing over-serving at establishments licensed to serve alcohol on-premises (such as restaurants, bars, and taverns) could substantially reduce drunk driving and other harms caused by excessive alcohol use.

WHY COLLECT POLD DATA?

- Compiling *POLD* information is an effective, low-cost method to identify local licensees that demonstrate a pattern of over-serving alcohol to its customers.
- Knowing which licensees consistently serve alcohol to intoxicated customers allows communities to focus resources on establishments with a documented over-serving problem.
- When patterns of over-serving are identified, licensees and local resources can work together to reduce over-serving without imposing extra restrictions on compliant licensees.
- Supports efforts that address reckless driving in the City.

WHO COLLECTS POLD DATA?

- Local law enforcement agencies are able to collect Place of Last Drink information.
 - West Allis Police has started to collect
- Data is shared with prevention professionals (public health, human services, and/or community coalitions).
 - Data-driven decision making

HOW SHOULD POLD DATA BE USED?

A pattern of over-serving is sufficient cause for a discussion with a licensee or to initiate an investigation.

Local law enforcement and/or other local partners can use *POLD* data to initiate remediation efforts (i.e., education, training) with the over-serving licensee.

If the licensee does not cooperate to reduce its over-serving pattern, the data can be shared with the licensing authorities within the City for possible enforcement action.