

I Do Check

Waukesha
Member of **C.A.R.E.S.**
Be prepared to show ID

What is Waukesha C.A.R.E.S.?

Waukesha C.A.R.E.S. (Community Alcohol Resources for Establishments and Servers) is a program dedicated to recognizing local establishments who are actively working to decrease underage drinking and encourage healthy drinking habits among adults. It is a collaborative effort developed by Waukesha County Drug Free Communities Coalition with active participation from the Business Improvement District and the city of Waukesha Police Department.

Benefits of Participation

Waukesha C.A.R.E.S. members will receive the following:

- Responsible Alcohol Server Training, provided free by law enforcement and certified trainer
- Community-wide promotion
- Membership and educational materials to promote serving and selling policies and practices
- C.A.R.E.S. Member window clings
- Annual participation award

Join a community-wide effort to make Waukesha the best place to raise a family.



Vision:

Positive Action –
Positive Results

Mission:

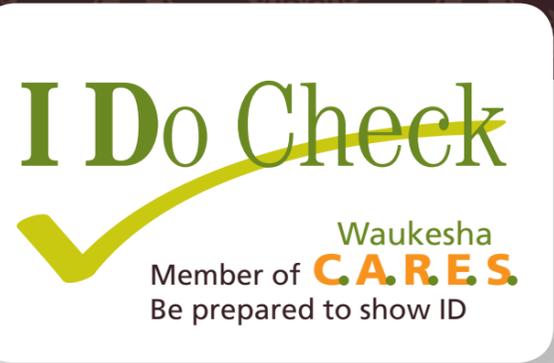
Working together to
prevent youth alcohol
and drug use.



Mandatory Policies

To participate in Waukesha C.A.R.E.S., members are required to follow the mandatory policies listed below:

- **ID Checks** – Check that the ID is authentic and unaltered, shows that the customer is 21 or older and belongs to the customer. Ask for a 2nd form of ID if you have doubts about the 1st ID. Ask for an ID even if you know the customer; this shows that the establishment always checks IDs. If the Driver's license does not appear to be authentic, or to belong to the customer, and no 2nd form of ID is presented, return the ID to the customer and politely explain, "I'm sorry, I'm not able to accept this ID."
- **No Sales to Anyone Under the Age of 21** – Refuse sales to individuals who are either under the age of 21 or outside of the requirements set forth by state laws. No 3rd Party Sales – if you believe the customer is purchasing on behalf of someone under age 21, refuse the sale. If a minor is with an adult who is not the parent, you should refuse the sale.
- **Participate in Responsible Alcohol Server Training**
- **No Sales to Impaired Customers** – Refuse to sell alcohol to anyone who appears visibly intoxicated already.
- **Establishment Policies** – Provide employees with a written copy of establishment policies.
- **Unusual Occurrence Log** - Write down in the Unusual Occurrence Log any unusual occurrence concerning the attempted purchase of alcohol products, including: date and time of day, name or description of customer, and details of the occurrence, including whether a sale was made.
- **Staff Meetings** – Hold regular staff meetings to enhance communication.



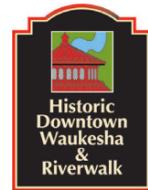
Program Overview & Application



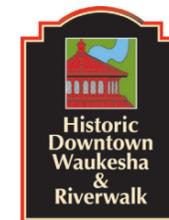
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 www.waukesha.wi.us/dfc



Waukesha Business Improvement District
 802 N. Grand, Waukesha, WI 53186
 (262) 549-6154
 msprager@ci.waukesha.wi.us
 www.downtownwaukesha.com



Waukesha Police Department
 1901 Delafield Street, Waukesha, WI 53188
 Non-Emergency (262) 524-3831
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