

# Following Your Checks

## Follow-up Checklist

### Analyze compliance check data

- Add all data to Wisconsin Alcohol Inspector
- Determine list of sales and the sales rates for the round
- Create a results summary for dissemination
- Break down results by county and municipalities if applicable

### Follow-up with law enforcement to learn the outcomes of any law enforcement actions

- Determine how many citations were issued and to whom, and how many charges were referred to the district attorney's office
- Follow-up to learn how many citations or charges are paid, defaulted, or contested
- Track contested cases, and keep underage buyers aware of cases where they may be needed to testify as witnesses
- Create a list of final status of contested cases

### Send individual follow-up letters to each establishment

- Send Fail letters (with consequences if applicable)
- Send Pass Letters (with incentive if applicable)
- Follow-up with failed businesses to offer resources or training

### Notify collaborators of results

- Send results summary to law enforcement, health department, municipal partners
- Communicate results to your coalition

### Notify licensing decision-makers of results

- Send detailed results to body that makes licensing decisions (city council, village board, town board, licensing committee) and to municipal clerk
- Recommend that results be entered into licensees' files

### Conduct community outreach

- Write media release with results
- Pitch to media outlets (TV, radio, print)
- Outreach to retail associations with any relevant trends or issues
- Create social media graphics (if applicable)
- Communicate results to key local and state policymakers

*Following your checks, your collaboration should devote significant time to analyzing and sharing the results as indicators of the status and importance of alcohol policy. By incorporating effective community education with the implementation of compliance checks, communities can significantly and simultaneously raise community awareness among youth, parents, schools, retailers, and the general public about the impacts that underage alcohol access can have on a community, and more importantly the potential solutions that can be adopted to address it.*

*Be aware that you may have two levels of results - the number of failures that your team observed - and then the number of times that someone was found guilty as a result of the compliance checks, and what their penalties were. Sometimes a citation or charges will be contested. The last section of this manual will discuss how to handle a contested citation.*