

Retailer's Guide to Place of Last Drink (POLD)

WHAT IS POLD?

POLD refers to information about where an individual last consumed or purchased alcohol that is collected during law enforcement contacts—such as OWI arrests, assault, battery, disorderly conduct, etc.

POLD data helps identify establishments where overserving or other alcohol-related issues may be occurring.

WHY COLLECT POLD DATA?

- Supports collaboration among law enforcement, public health, prevention coalitions, retailers, and community partners
- Provides opportunities for education on preventing overservice of alcohol
- Helps identify patterns and trends related to alcohol-related violations at licensed establishments

HOW DOES POLD BENEFIT RETAILERS?

- Reduce alcohol-related incidents in and around their establishment
- Decrease the risk of violence, assaults, and disturbances
- Maintain a safe, welcoming atmosphere for patrons and staff
- Reduce financial losses associated with overpouring or liability related to overserving

HOW CAN RETAILERS SUPPORT SAFE ALCOHOL SERVICE?

- Encourage and support staff who refuse service to intoxicated patrons
- Maintain clear, written procedures for:
 - Refusing service
 - Recognizing signs of intoxication
 - Managing difficult or disruptive situations
- Work collaboratively with law enforcement, public health partners, prevention coalitions, and community members to improve public safety
- Participate in Responsible Beverage Server Training (RBST)

Partner with us!

E-mail the Wisconsin Alcohol Policy Project at wisapp@mcw.edu to learn more about POLD and how to participate.

EXAMPLES OF WHEN A POLD FORM WOULD BE COMPLETED

- Officers stop a person suspected of an OWI
- Officers respond to a fight or burglary and discover the individual is heavily intoxicated and had just left a bar
- An officer checks on a person stumbling along a roadway who has alcohol that was just purchased
- Officers encounter an underage person who was served at a licensed establishment

POLD FORM COMPLETED WITH CONSIDERATIONS

A POLD form would be completed, but intervention decisions would consider all factors involved, such as:

- Officers stop a person suspected of OWI

A POLD form would NOT be completed when:

- Officers respond to a residence and there is no indication alcohol was purchased after drinking began
- A bouncer confiscates a fake ID and contacts law enforcement

FOR MORE INFORMATION, CONTACT

- [Insert name of local law enforcement agency]
- [Insert name of Local Public Health]
- [Insert name of local Substance Use Coalition]
- Wisconsin Alcohol Policy Project at wisapp@mcw.edu or visit mcw.edu/wisapp