

Place of Last Drink (POLD)



What is POLD data?

- Place of Last Drink (POLD) data identifies where an intoxicated person was drinking prior to a crime, incident, or alcohol-related traffic crash.
- The person collecting POLD data asks a series of questions, including where the intoxicated person had been drinking, the amount consumed and the location of their last drink. Other information collected may include their Blood Alcohol Content and if they were arrested.

Over Service & Over Consumption

- The excessive service of alcohol by the licensed community and
- Excessive consumption by patrons of these facilities often create
- Significant problems for the community, the state, and the nation.



Over-Service & Over-Consumption

Even an officer with limited time and experience on the job understands many of their “calls for service” involve alcohol related issues.



Over Service & Over Consumption

“Research shows that alcohol sales to obviously intoxicated persons continues at a high rate at both on- and off-premise establishments.”

Source: Toomey, et al., 2004

47 States in the US have criminal statutes that prohibit sales to intoxicated persons.

(exceptions are Florida, Nevada, Wyoming)



Description of the Problem

Approximately 50 percent of the people arrested for driving under the influence consumed their last drink at an on-sale licensed establishment (NHTSA, 2005).

Drinking and driving is a significant cause of injuries and fatalities in the United States. Alcohol was involved in 31% of traffic crash fatalities in 2012, resulting in 10,322 fatalities.

Source: *NHTSA, 2013*

NTSB Issues Recommendations to Reduce Impaired Driving

NTSB Press Release, November 23, 2012

The NTSB announced several recommendations today as part of a continuing emphasis on the issue of substance-impaired driving, which is the biggest killer on our roadways. The recommendations focus on three areas: better alcohol testing, better drug testing and identifying the "place of last drink."

The collection of place of last drink (POLD) data could focus training and enforcement actions on establishments that are serving under-age or intoxicated patrons. By collecting information on POLD, law enforcement officers provide a way to target establishments for effective interventions.

"Better data leads to better interventions and results in more lives saved," said Deborah A.P. Hersman, chairman of the NTSB. "Collecting information on the "place of last drink" can serve as an incentive for alcohol-serving establishments to better train their employees in recognizing under-age or intoxicated patrons."

Why collect POLD Data?

- Help local law enforcement and planning agencies improve internal oversight of high-risk drinking settings.
- Promote improved serving practices and alcohol policies of retail alcohol establishments to reduce a variety of alcohol-related problems, including DUIs.
- Build broad public support for effective prevention and enforcement measures.

Usefulness of POLD Data

POLD data can be a useful tool to help law enforcement focus on steps they can take to lower incidents of impaired driving.

Additionally, this data can be used to to apply pressure on problematic outlets to change their serving patterns, provide proactive programs to patrons (i.e. a taxicab partnership), etc.

POLD Data Collection Points

- Sobriety checkpoints
- Roadside during motor vehicle stops
- Subsequent to arrest for DUI and/or other crimes
- At sentencing



Partnerships Required

- Collecting POLD data may require working in collaboration with State and local police officers, medical personnel, treatment and prevention centers, Department of Transportation, District Attorneys, or other agencies to collect the information and share it.
- A collection mechanism, such as a POLD form or database, may be needed to share POLD data once they are collected.

Items to consider in POLD data collection

- Who will collect the data
- When data are collected
- How the data will be collected
- Specific data to be collected
- How data will be used
- Level of collaboration / interest across agencies (enforcement, prevention, treatment, judicial, etc.)
- Who is responsible for data
- Quality of data collected
- Cost to Administer / Maintain system / Analyze data
- Time lag between DUI stop and collecting data

Sample POLD data form

Place of Last Drink Survey

DATE OF STOP: _____ TIME OF STOP: _____

NAME: _____ D.O.B. ____/____/____

STREET ADDRESS: _____ CITY: _____

OF DRINKS: _____ TYPE OF DRINKS: _____

TIME OF LAST DRINK: _____ DURATION: _____

LOCATION OF LAST DRINK: _____

OFFICER: _____ AGENCY: _____

LOCATION OF STOP: _____

BLOOD ALCOHOL CONTENT: _____ ARREST: YES NO

Utilizing POLD data

POLD data can be used to help identify problem establishments for future alcohol law enforcement investigations.

Follow-up could be in the form of:

- Covert sales to intoxicated patron (SIP) investigations;
- Inspections of Licensed Establishments;
- Source Investigations;
- Compliance Checks; and/or
- Retailer and Server Training.

Reporting POLD back to ABC

Whether POLD data is collected at a roadside DUI stop or during sentencing in a court case, a system needs to be established to report the data back to the State's Alcohol Enforcement Agency or division, to ensure follow-up with the identified licensed establishments and to identify repeat offenders.



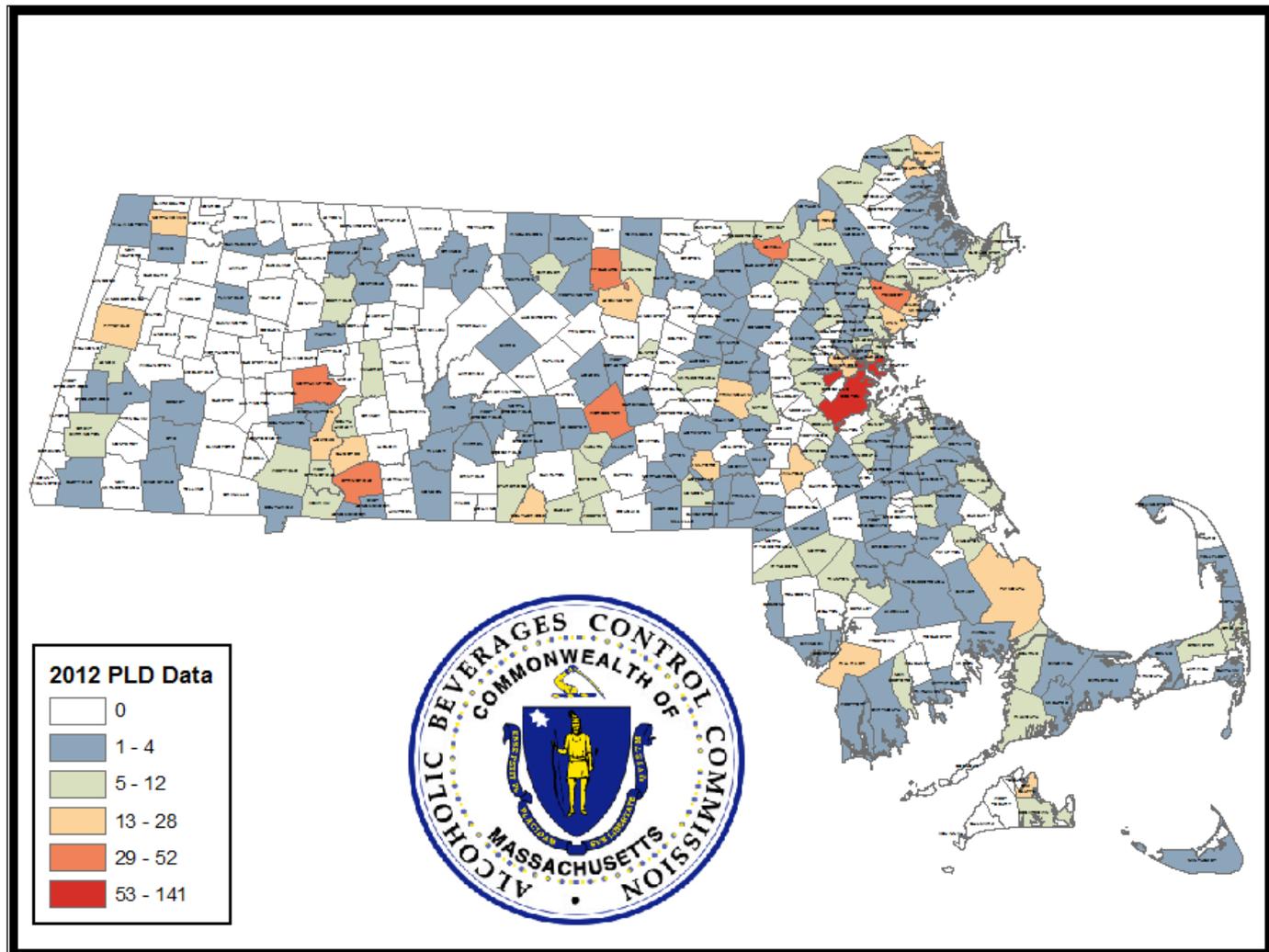
POLD at work – New Mexico example

In New Mexico, when POLD is recorded, it helps establish where alcohol is being purchased and the establishment can be cited for over-service. If a patron is found to have a BAC of ≥ 0.14 g/dL within 90 minutes of consuming his/her last drink at a retail alcohol establishment, the BAC can be used as presumptive evidence of intoxication at time of sale, and the licensee can be cited for over-service.

License may be revoked after 3 violations in one year.

POLD at work – Massachusetts example

2012 data



MA Top 25 Worst Offenders

City	Licensee	Address	#
Boston	TD Garden	100 Legends Way	51
Springfield	MARDI GRAS	91 TAYLOR STREET	48
Greenfield	Taylor's Tavern	238 Main Street	45
Foxboro	Gillette Stadium	Route 1	45
Ayer	Carlins Restaurant	7 Depot Square	44
Salisbury	Ten's Club	11 North End Blvd	40
Newburyport	Michael's Harborside	Tournament Wharf	40
Newburyport	Thirsty Whale	State Street	38
Webster	Mario's Showplace	Thompson Rd.	35
Peabody	Sylvan Street Grille	12 Sylvan Street	35
Newburyport	The Grog	13 Middle Street	35
Fitchburg	Partner's Pub	970 South Street	33
Worcester	Irish Times	244 Main Street	32
Oak Bluffs	Season's	19 Circuit Ave	30
Great Barrington	Bogies Pub	935 S. MAIN ST	30
Amherst	Monkey Bar & Grille	63 N. Pleasant Street	28
Whately	Castaway's	Route 5	25
Springfield	Salty Dog	280 Bridge Street	25
Salem	O'Neal's	Washington Street	25
Peabody	Paddy's Kellys	154 Washington St	25
Oxford	CENTERFOLDS 2000	SOUTHBRIDGE ROAD	25
Fitchburg	Center Ice	Airport Rd	25
Chicopee	Maximum Capacity	School Street	25
Ipswich	Majestic Dragan	81 Turnpike, Rte.1	22
Cambridge	Middle East Restuarant	472-480 Massachusetts Ave	22

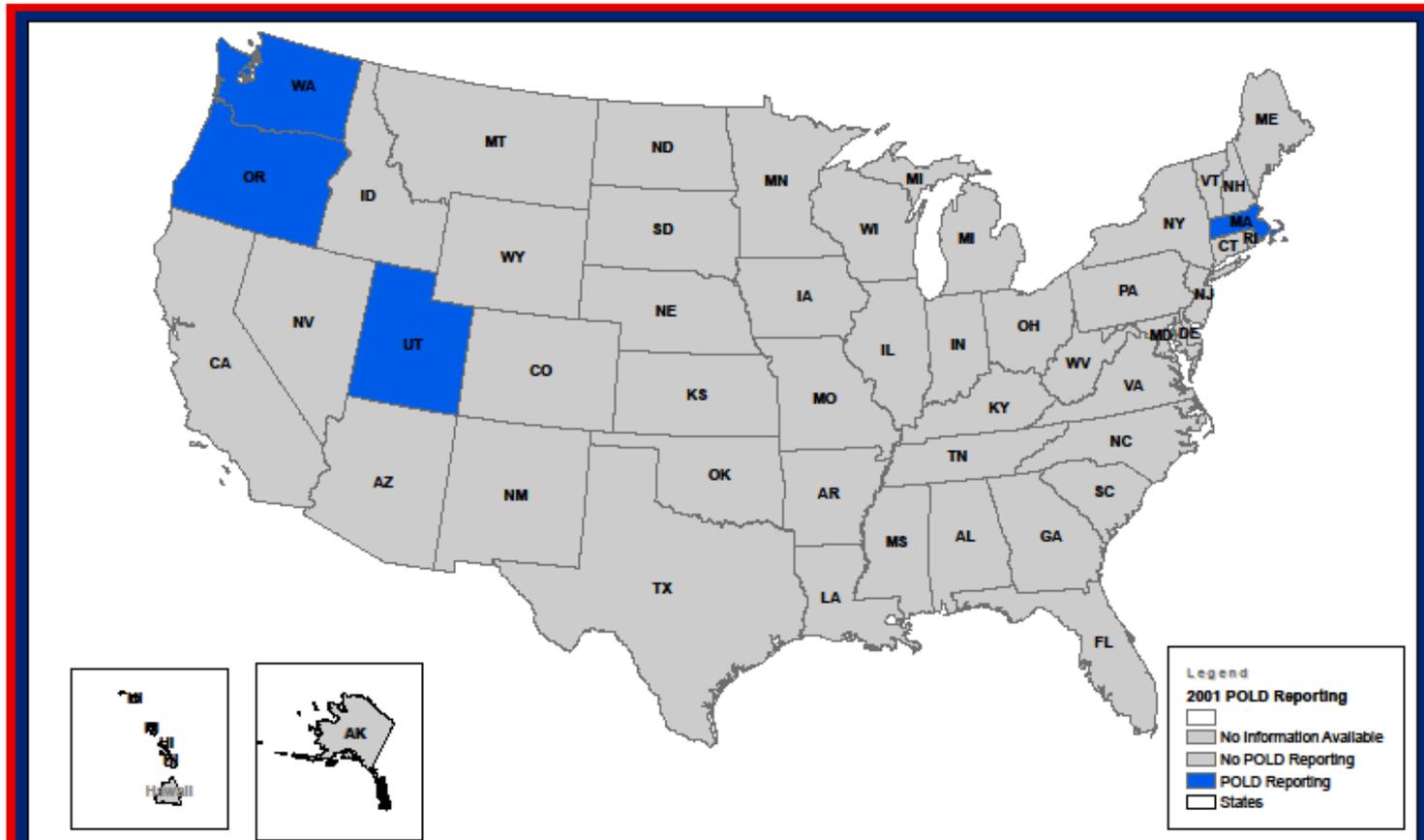
Massachusetts SIP Enforcement

The ABCC developed a report on the 30 “worst offenders”, and conducted proactive enforcement; 24 of these bars were charged.

The resulting data clearly demonstrated a dramatic reduction in the number of impaired driving arrests originating from the bars that had been subject to intensive liquor enforcement and charged with SIP.

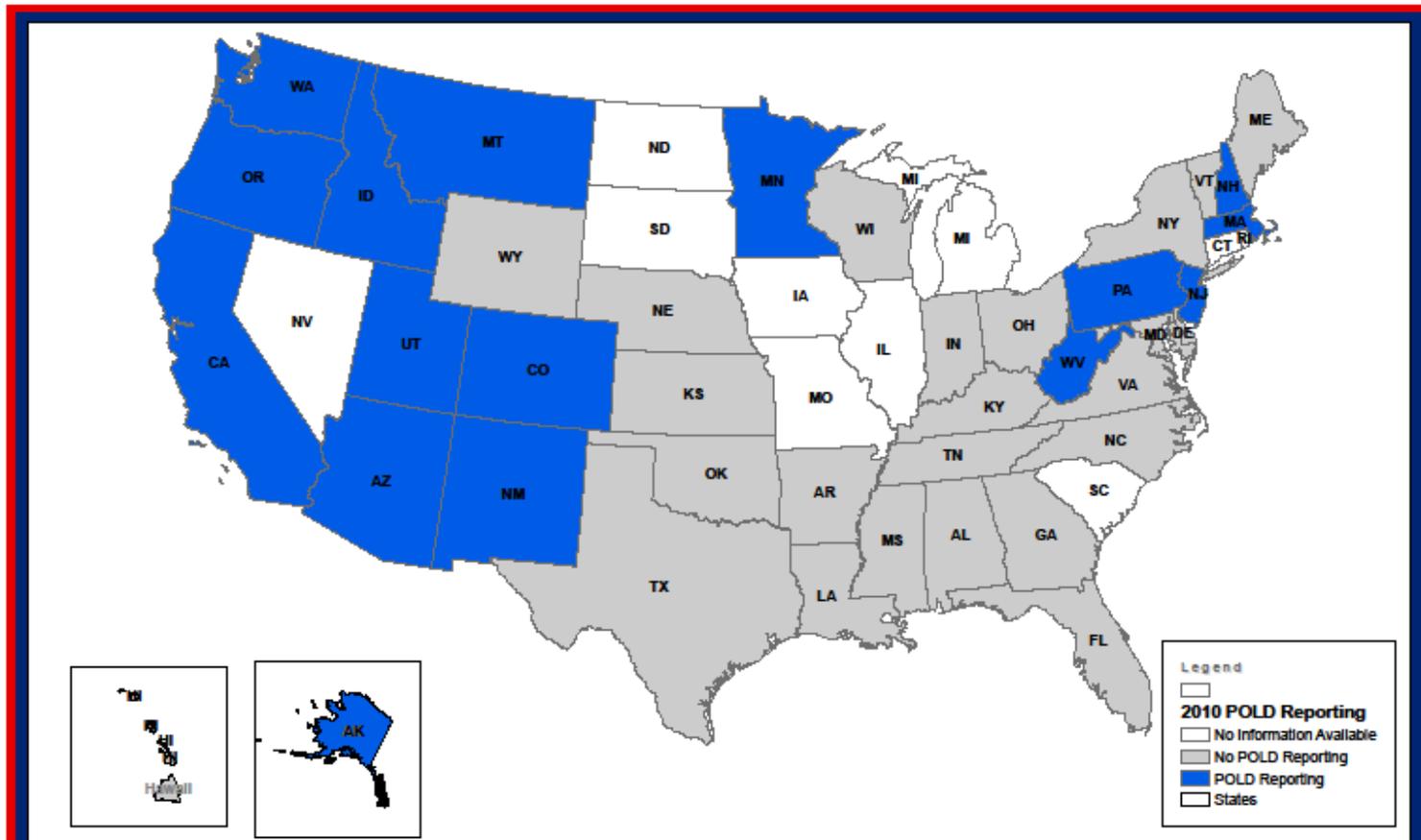
SIP enforcement known as “Operation Last Call” is conducted during strategic periods throughout the year.

Place of Last Drink Notices - 2001



National Liquor Law Enforcement Association
2001 Enforcement Data

Place of Last Drink Notices - 2010



National Liquor Law Enforcement Association
2010 Enforcement Data

For More Information :

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