

**FORM 7****ALLIANCE ACTION PLAN***(Complete one form for each intervention to be addressed by the Alliance.)***Alliance Name: Vineland****County: Cumberland****Last Updated: 1/3/2026****Organization: My Organization****Priority Problem: Please mark the box of the appropriate category/categories. (☒)**☒ **Alcohol/Underage Drinking**☐ **Marijuana (including cannabis misuse and underage cannabis/marijuana use)**☐ **Prescription Drugs**☐ **Tobacco/Vaping****Problem Statement (State or Regional Coalition): Alcohol Misuse****Root Cause: Availability/Access****Local Condition: Retail Availability: Serving**

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|-------------------------|--|---|---|
| Plan for Action         | <b>Intervention:</b><br>Specific name of activity/program  | Responsible Beverage Sales/Server Training (RBST)   |   |
|                         | <b>CADCA Strategy/ies:</b>   | Enhance Skills<br>Modify/ Change Policies<br>N/A  |   |
|                         | <b>Brief Description:</b><br>What is the main purpose of this activity? What will participants/target population learn? How will they benefit?                                       | RBST's will be offered on a regular basis for servers working in alcohol serving establishments. Local merchants will also be encouraged through ongoing outreach to create and enforce policy to mandate all servers be trained through RBST. Merchants will be contacted on a quarterly basis to review policy concerns and compliance.   |   |
|                         | <b>When, Where, and How:</b><br>When will this take place? What is the timeframe for this activity/program? How much? How often?   | Bi-monthly trainings will take place over the course of the year. Each training will be three hours in length, held at various merchant locations on a rotating basis. Alcohol serving establishments will require all new staff to attend a scheduled training, within 4 months of hiring. Local merchants enacting this policy will be honored at a township ceremony in conjunction with Drunk and Drugged Driving Awareness Month.  |   |
|                         | <b>Target Population:</b><br>How many people are being served?<br>Who is this impacting?   | <b>Estimated number of participants/recipients:</b> 180 servers and 20 local establishment owners and managers.   |   |
|                         |  | <b>Primary Population:</b> All<br><br><b>Other Populations Reached:</b> None  | <b>Primary Ethnicity:</b> All<br><br><b>Other Ethnicities Reached:</b> None |
|                         | <b>Community Partners:</b><br>Who else is collaborating on this project? List partners.  | Working with local merchants (yet to be identified) and the Chamber of Commerce   |   |
| Plan for Implementation | <b>Budget and Resources:</b><br><br>Cash Match: 25% of total award<br>In-Kind: 75% of total award<br><br>MUST PROVIDE BREAKDOWN WITH ESTIMATED DETAILS FOR DEDR AND CASH MATCH FUNDS | <b>Award Total \$5000</b><br>Personnel/City Employee—\$ _____<br>Consultant—\$ <b>2500</b><br>Other Direct Costs—Supplies/ Curriculum/ Etc.—\$ <b>2500</b><br>Plans for funds: \$2,000 for food at the ceremony \$500 for printing materials<br><b>Cash Match Total \$ 200</b><br>Cash Match—Personnel/City Employee—\$ _____<br>Cash Match—Consultant—\$ _____<br>Cash Match—Other Direct Cost—\$ <b>200</b><br>Plans for cash match funds: Printing materials for the training<br><b>In-Kind Total \$ 3750</b><br><b>INTERVENTION TOTAL \$ 8950</b> |   |

Governor's Council on Alcoholism and Drug Abuse

Fiscal Grant Cycle July 2026-June 2031

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|                     | <p><b>Responsible Members for Implementation:</b><br/>Who is implementing this program &amp; what are their credentials? Provide resume.</p> <p>If not identifying the exact person / provider, what are the qualifications you will be seeking for the position(s)? Provide job description.</p> | <p>Training, technical assistance and policy compliance will be provided by: Carmelo Anthony, CPS and RBST Certified Trainer 7 Hoops Way Knicks City, NJ 55555</p>   |
| Plan for Evaluation | <p><b>Measure Process and Outcome Indicators:</b><br/>Process goals: # of sessions, # of unduplicated people attending each session<br/>Short term goals: What would you learn/benefit?</p>   | <p><b>Process Goals:</b><br/>30 unduplicated people over 6 sessions for a total of 180 people trained</p> <p><b>Short Term Goals:</b><br/>Increase knowledge and skill regarding accepting proper ID, increase merchants understanding and compliance with adopting policy, increased public awareness and recognition for merchants that complete the training and effectively implement policy</p> |
|                     | <p><b>Tools/Instruments use to collect information:</b><br/>Process tools: Attendance sheets<br/>Short term tools: Pre/post test, survey, questionnaire</p>   | <p><b>Process Tools:</b><br/>Attendance sheets</p> <p><b>Short Term Tools:</b><br/>Pre/post test, survey, questionnaire, compliance feedback</p>   |