MAINE STATE LEGISLATURE

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Legis	lative Docu	ument					No. 222
S.P. 8	30				I	n Senate,	March 13, 198
A Rule 2		r introducti	on by th	ne Legislat	tive Co	uncil pur	suant to Joint
R	eferred to the for concurrence of the formula of th		rdered p	rinted.			rvices. Sent ary of the Sena
C	osponsors: Standard Representation (1997)	Senator Gi	of Kenr ll of Cui	nebec. mberland,	Repres	,	Diamond of
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	AN ACT	Relatir	-	Alcohol ects.	l-rela	ated B:	irth
Be i foll		d by the	e Peop	le of t	the St	tate of	f Maine as
	28 MRSA	§206 is	enact	ed to 1	read:		
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- 1 mental delays in the central nervous system, kidney
 2 problems, cardiac and growth abnormalities and severe
 3 mental and physical retardation.
- Both the American Medical Association and the United States Surgeon General have recommended abstinence from alcohol during pregnancy. Whereas fetal alcohol syndrome and fetal alcohol effects are 100% preventable, the Legislature finds that it is in the public interest to provide warnings about alcohol-related birth defects at places where alcoholic beverages are consumed or sold.
- 2. Sign; requirements. All establishments licensed to sell alcoholic beverages under this chapter, shall be required to display a warning sign concerning alcohol-related birth defects. The sign
 shall bear the message "WARNING: DRINKING ALCOHOLIC
 BEVERAGES DURING PREGNANCY CAN CAUSE BIRTH DEFECTS."
- 3. Sign; dimensions. The sign shall be of block, capital letters printed in black on white paper, minimum weight 110 pound index. The letters shall consume a space of no less than 6 by 9 inches. The "WARNING" letters shall be 3/4 inches high and all other letters 9/16 inches high. The sign may be larger, but not smaller, than provided in this subsection.
- 26 4. Sign; placement. All signs shall be placed 27 in an area that is easily and readily visible to the 28 purchasing public.
- A. In retail beer and wine stores, the sign shall be displayed over each display area, such as an individual cooler or a section of shelving.
- B. In retail liquor stores the sign shall be displayed at each cash register.
- 34 <u>C. In restaurants and bars the sign shall be</u> 35 <u>displayed below the liquor license sign.</u>
- Nothing in this section may prevent display of more than one sign or in locations in addition to those described in this subsection.

- 1 4. Sign; availability. The availability of signs shall be as follows.
- A. The Bureau of Liquor Enforcement shall distribute the signs to licensed establishments prior to the effective date of this Act, and thereafter whenever an establishment is licensed or when it requests additional signs.
- 8 B. Signs shall be prepared by the Alcohol and 9 Drug Abuse Planning Committee and furnished to 10 the Bureau of Liquor Enforcement for their distribution.
- 6. Enforcement; penalty. The Bureau of Liquor Enforcement shall, as part of their regular enforcement duties, check for the display of the sign relating to alcohol-related birth defects. They shall also respond to reports of noncompliance. The fine for violation of this section shall be \$250 for each day of violation.

19 STATEMENT OF FACT

 This bill addresses the serious public health problem of fetal alcohol-related birth defects, alcohol syndrome and fetal alcohol effects and the need for public awareness of this preventable health problem. It requires establishments which sell alcoholic beverages for consumption on or off the premises, retail liquor stores, bars, restaurants and other stores, etc., to display a sign warning the public of the dangers of alcohol consumption during pregnancy.

A Congressional resolution, HF Res. 324, signed by President Regan declared the week of January 15, 1984, National Fetal Alcohol Syndrome Awareness Week. The resolution puts Congress on record as supporting public awareness and abstinence from alcohol during pregnancy as the method of addressing this preventable public health issue.

There are approximately 3,812 licenses in the State and therefore it is suggested that the initial production be 6,000 signs. The printing of each sign will cost approximately .036¢, or \$216 for the 6,000

1	signs.	An additional cost of	\$2,34	45 includes	s the
2	costs	of printing and mailing	, just \	under 4,000	signs
3	and an	informational letter.			

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