

MAINE STATE LEGISLATURE

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115th MAINE LEGISLATURE

FIRST REGULAR SESSION-1991

Legislative Document

No. 625

S.P. 234

In Senate, February 14, 1991

Reference to the Committee on Legal Affairs suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

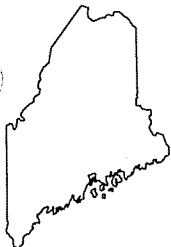
Presented by Senator BUSTIN of Kennebec

Cosponsored by Representative CLARK of Brunswick, Representative PENDLETON of Scarborough, Senator CARPENTER of York and Senator MATTHEWS of Kennebec.

STATE OF MAINE

IN THE YEAR OF OUR LORD
NINETEEN HUNDRED AND NINETY-ONE

An Act to Require Establishments That Sell Alcohol to Post Health Messages Concerning the Misuse of Alcohol.



Be it enacted by the People of the State of Maine as follows:

28-A MRSA §608 is enacted to read:

§608. Alcohol-related problems; health message

1. Licensees; sign requirements. All establishments licensed to sell alcoholic beverages under this chapter are required to display a health message sign concerning the possible negative consequences of the misuse of alcohol. The sign must bear the word "WARNING" and the following messages.

A. SURGEON GENERAL'S WARNING: Drinking during pregnancy may cause mental retardation and other birth defects. Avoid alcohol during pregnancy.

B. WARNING: Alcohol impairs your ability to drive a vehicle or operate machinery.

C. WARNING: Alcohol may be hazardous if you are using any other drugs such as over-the-counter, prescription or illicit drugs.

D. WARNING: Drinking alcohol may be addictive.

E. WARNING: It is against the law to purchase alcohol for persons under 21 years of age.

2. Sign; dimensions. The sign must be made of block, capital letters printed in black on white paper with a minimum weight of 110-pound index. The letters must consume a space of no less than 6 by 9 inches. The "WARNING" letters must be 3/4 inches high and all other letters must be 9/16 inches high. The sign may be larger, but not smaller, than provided in this subsection.

3. Sign; placement. All signs must be placed in an area that is readily visible to consumers.

A. In retail beer and wine stores, the sign must be displayed over each display area such as an individual cooler or a section of shelving.

B. In retail liquor stores, the sign must be displayed at each cash register.

C. In restaurants and bars, the sign must be displayed below the liquor license.

Nothing in this subsection prevents the display of more than one sign or the display of signs in locations in addition to those described in this subsection.

2 4. Signs; distribution. The Office of Substance Abuse
4 shall coordinate the preparation of the signs by the information
6 clearinghouse operated pursuant to Title 5, section 20022, and
8 furnish the signs to the Bureau of Alcoholic Beverages. The
10 Bureau of Alcoholic Beverages shall distribute the signs to all
12 licensed establishments at the time of issuance of any new or
 renewal retail liquor license or by July 1, 1992, whichever
 occurs first, and after July 1, 1992, at the time of licensing of
 any new establishment. Licensees must comply with subsection 3
 immediately upon receiving the signs from the Bureau of Alcoholic
 Beverages.

14 5. Enforcement; penalty. The Bureau of Liquor Enforcement
16 shall, as part of its regular enforcement duties, check for the
18 display of the health message sign. The Bureau of Liquor
20 Enforcement shall also respond to reports of noncompliance. The
22 Administrative Court may impose a fine against any establishment
24 licensed to sell alcoholic beverages under this chapter that is
26 found in violation of this section. The fine may not exceed \$250
28 for each day of violation.

STATEMENT OF FACT

26 This bill addresses the serious problems associated with the
28 misuse of alcohol and the need for public awareness of these
30 preventable health problems. It requires establishments that
32 sell alcoholic beverages for consumption on or off the premises
 to display a health message sign warning the public of the
 various dangers of alcohol misuse.