

Responsible Beverage Service Training From Theory to Practice

Overview of the Science

**Michael Sparks, M.A.
President, SparksInitiatives**

Acknowledgements

- **CADCA Webinar on RBS – 9/30/2010**
 - **Traci Toomey, Ph.D., Professor, School of Public Health, University of Minnesota & Michael Sparks**
- **Jim Mosher, Alcohol Policy Consultations**
 - **Presentation at Alcohol Policy XIII Conference, March 14, 2013**
- **CADCA Presentation—*Using Law Enforcement to Reduce Underage Drinking***
 - **Robert Saltz, PIRE, & Michael Sparks**
- **SAMHSA's Report to Congress, 2013—RBS Policy Summary**

Environmental Approaches

- Address the ***context*** of alcohol, tobacco, and other drug-related (ATOD) community problems
- ***“Context”*** means places, settings, occasions, and circumstances in which alcohol, tobacco, and other drug use and/or sales occur

Environmental Approach

Where ? is the question!

- **Sales Environments**
- Social Environments
- Public Environments



'Well I don't care if your combined age is around 50...I'm not selling you alcohol.'



HOUSE
PARTY
WEEKEND

The logo features the word 'HOUSE' in large blue letters, 'PARTY' in smaller blue letters, and 'WEEKEND' in green letters. A blue house silhouette is above the text, and red and orange confetti is scattered around it.



Problem Setting: Alcohol Outlets

TUESDAY

SIX SHOOTER NIGHT

2 FOR 1 DRINKS + 2\$ SIX SHOOTER MENU

PATIO FLIPCUP + 6\$ 50oz BEER PITCHERS

= BANG BANG
NATIVE shot you down
bang bang, drinks all around
bang bang, rock is the sound
bang bang, best night in town

NATIVE LOUNGE



LOOK AT OUR incredible
- Happy Hour -
2pm - 9pm

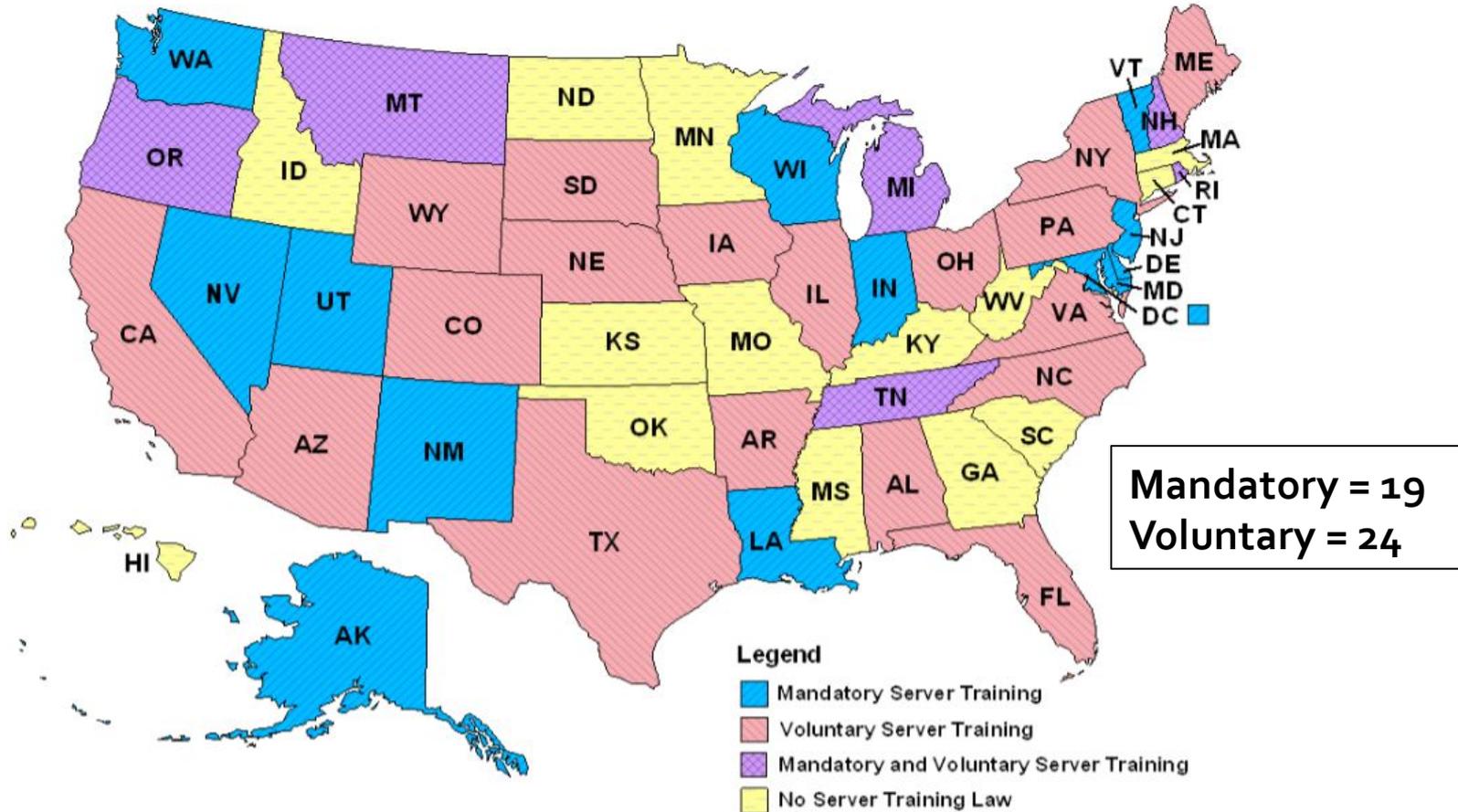
- \$2.00 Wells
- \$2.50 Calls
- \$2.75 Super Calls
- \$2.00 Domestic Drafts
- \$2.50 Premium Drafts
- \$2.25 Any House Wine

SHINER BEERS

State RBS Systems Involve at Least Five Elements

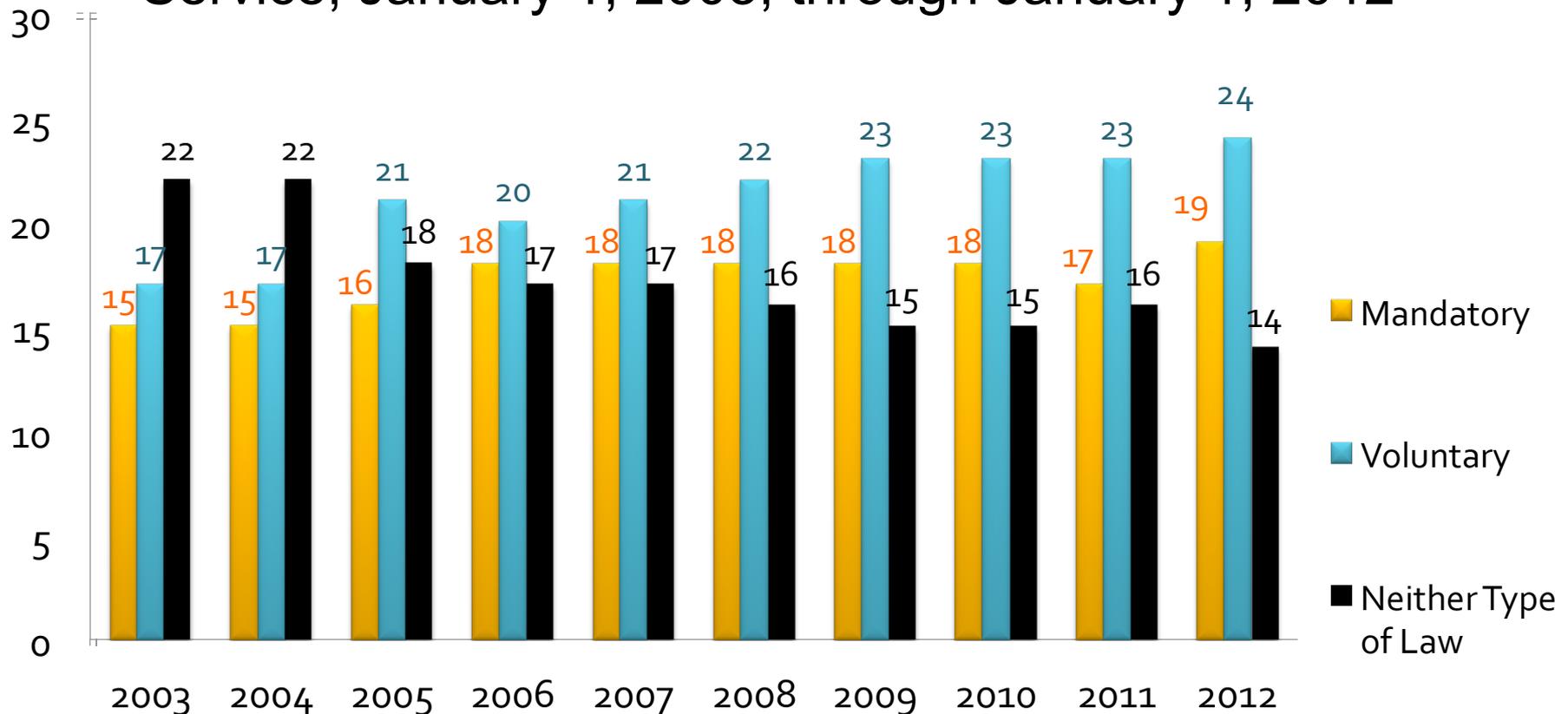
- 1. Program Requirements**
- 2. Administrative System Requirements**
- 3. Penalty Provisions (Mandatory States)**
- 4. Benefit Provisions (Incentive States)**
- 5. Enforcement Resources**

National Status of RBS Training (2012)



Current National Trends

Number of States with Responsible Beverage Service, January 1, 2003, through January 1, 2012



Responsible Beverage Service: Key Components

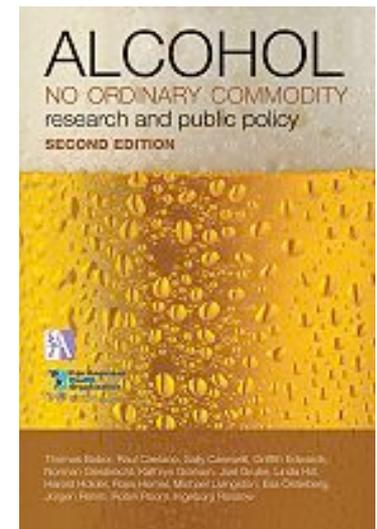
- **On-premise settings – Focus on preventing over-consumption and underage use of alcohol:**
 - **Establish management/server policies;**
 - **Decrease promotion of alcohol-free beverages and food rather than alcohol;**
 - **Strengthen ID checking; and**
 - **Reduce sales to intoxicated patrons through service interventions.**

Responsible Beverage Service: Key Components

- **Off-premise settings – Focus on:**
 - **Not selling to individuals under age 21;**
 - **Not selling to obviously intoxicated patrons;**
 - **Establishment of management/server policies;**
 - **Local ordinances and laws; and**
 - **Management of spaces near outlets.**

Review of Server Training Literature

- Limited effectiveness in preventing sales to underage buyers
- Increased knowledge
- Change in attitudes
- Increase in mild intervention with intoxicated customers
- May decrease intoxication levels
- No sustained increase in refusals to intoxicated patrons
- Change in management policies essential



RBS Program Implementation: Voluntary or Mandatory?

- **Mandatory programs are more effective in:**
 - **Promoting uniform, responsible service practices; and**
 - **Reducing alcohol problems.**
- **Voluntary (incentive-based) programs:**
 - **Easier to implement;**
 - **Provide basis for evaluating and improving program content; and**
 - **Support phased-in implementation of mandatory programs.**



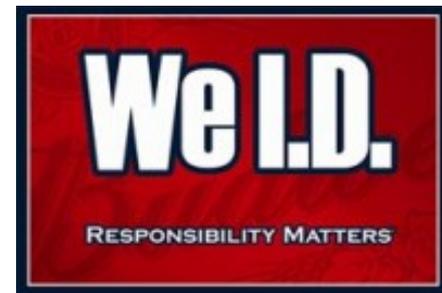
Recommendations for RBS Penalties

1. Graduated administrative penalties.
2. Penalties targeting training programs, licensees, and—to a lesser extent—servers.



Recommendations for RBS Programs

1. **Mandatory training in all information relevant to servers:**
 - **Association with social problems; and**
 - **Coverage of legal requirements.**
2. **Training in behavioral change/communication techniques—practice component**
3. **Training for all who serve alcohol**
4. **Training for managers, servers (handlers)**
5. **Development of management policies supportive of server practice**
6. **Four-hour minimum duration**



Enforcement...

**is critical to
effective
implementation of
community RBS
programs**



Deterrence Theory

- Legal threat of punishment encourages or prevents behavior.
- Punishment must be perceived as:
 - **Certain;**
 - **Swift; and**
 - **Continuous.**



Laws Are Effective When They Are Perceived As...

- Legitimate;
- Practical;
- Effective; and
- Proportional to the problem.

Compliance Checks

- Also called **“stings”**
 - Underage youth attempts to purchase alcohol
 - Supervised by law enforcement
 - Warning letter sometimes sent
 - Penalties: Server and/or license holder



Enforcement Compliance Checks

- **Deterrence-based intervention**
 - **Specific deterrence**



Compliance Check Effectiveness

Task Force Finding

“The Community Preventive Services Task Force **recommends** enhanced enforcement of laws prohibiting sale of alcohol to minors, on the basis of sufficient evidence of effectiveness in limiting underage alcohol purchases. Further research will be required to assess the degree to which these changes in retailer behavior affect underage drinking.”

Source: Elder, Lawrence, Janes, et al. (2007). Enhanced enforcement of laws prohibiting sale of alcohol to minors: Systematic review of effectiveness for reducing sales and underage drinking. *Transportation Research E-Circular E-C123:181-8.*

Recommendations: Compliance Checks

- Growing research literature that compliance checks are effective
- CDC conducted a review of studies that examined “enhanced enforcement”— programs that increased or intended to increase frequency of compliance checks
- 8 studies from 1994-2005
 - All 8 studies examined sales to a decoy
 - Average 42% reduction

Recommendations: Compliance Checks

- **Check all establishments in a community**
- **3 to 4 checks per year**

When Implementing RBS: Some Lessons Learned....

- **Be strategic in moving the coalition toward seeking a mandatory RBS policy at the local level.**
- **Be thoughtful about if/how you include alcohol retailers or wholesalers in the deliberations about an RBS policy.**
- **Remember—At the community level, voluntary RBS training is unlikely to move the needle.**
- **Compliance checks are a more powerful strategy than RBS, and they need to happen fairly frequently.**
- **Other non-alcohol businesses may be allies in your efforts.**

Contact Information

“Questions?

Contact:

michael@sparksinitivres.com