

The Evolution of Responsible Beverage Service as a Preventive Intervention

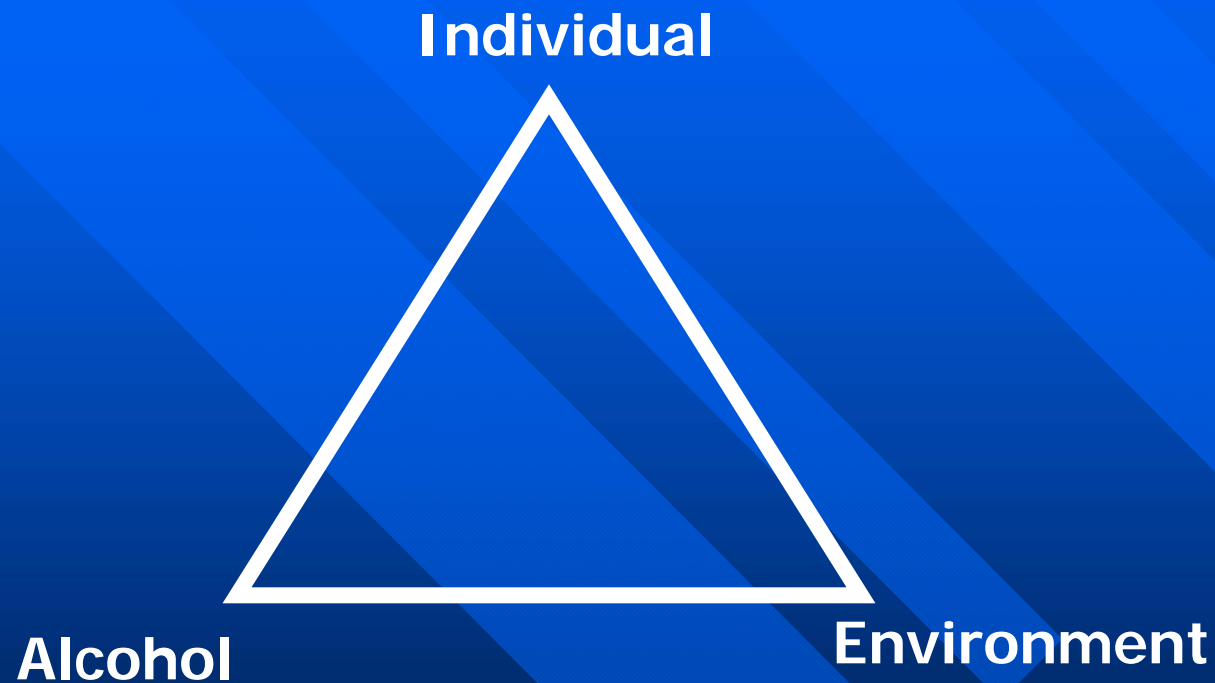
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PRC Prevention Research Center

Public Health Model

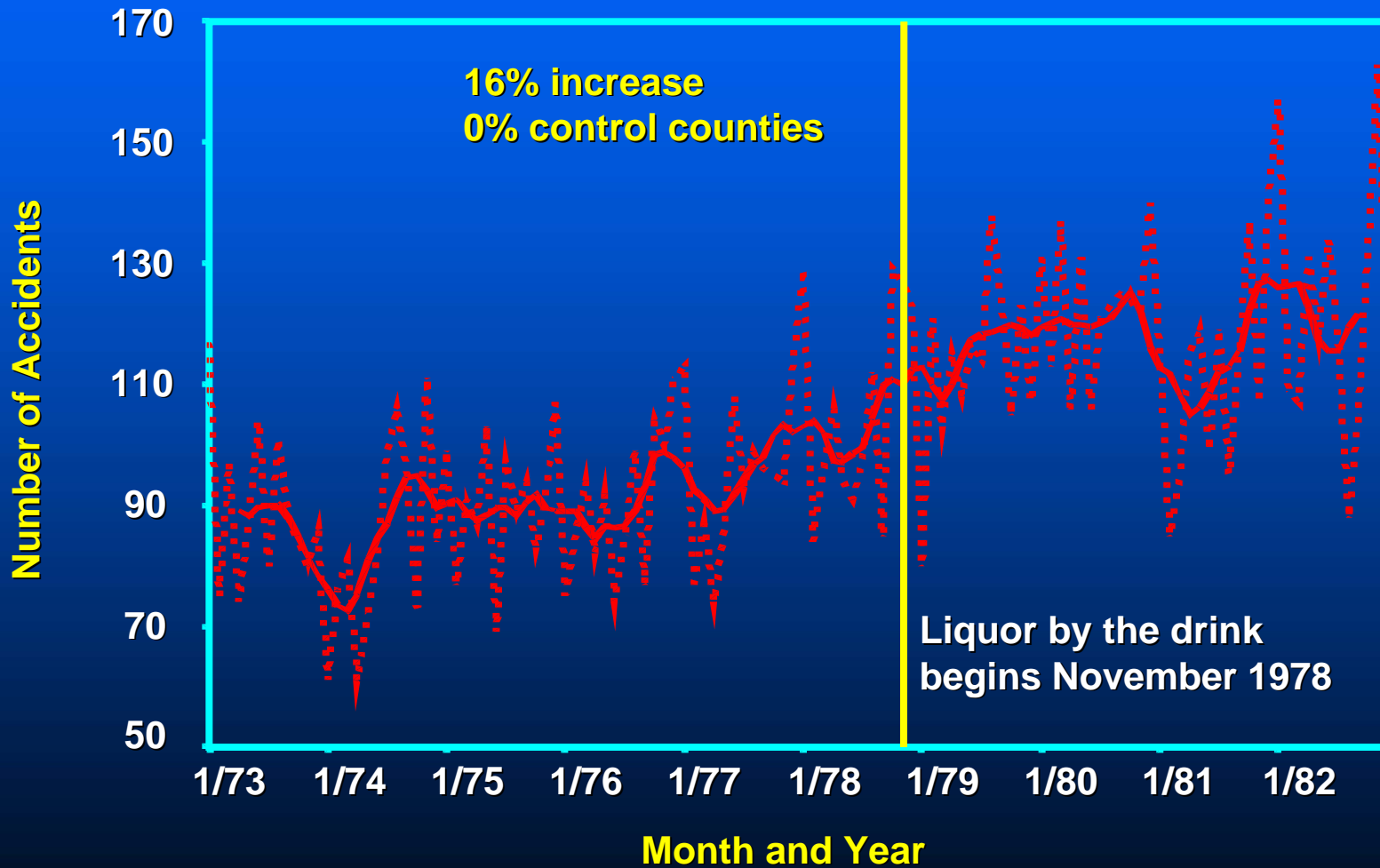


Alcohol-Related Problems

Evolving Concept

- **Server as referral agent – “Patron Care”**
- **Server Intervention - to reduce harm in case of intoxication**
- **Responsible Beverage Service (RBS)**
- to reduce sales to minors and reduce likelihood of intoxication and harm

Effect of Allowing Liquor by the Drink on Single Vehicle Nighttime Traffic Crashes Males 21 Years and Older in North Carolina



Early Efficacy Studies

Can RBS change server's behavior?

TIPS Evaluation

- **Commercial training program**
- **Six-hour training**
- **17 Servers from 2 businesses**
- **Pseudopatrons consume drink every 20 minutes**
- **Outcome = Number of Interventions plus BAC of pseudopatrons**

Findings

- **Trained servers intervened more frequently, 3.24 vs. .75 at baseline**
- **BAC for pseudopatrons was lower for trained servers (.059 vs. .10)**

Navy Server Study

- **Revision in House Policies**
- **Sixteen-hour manager & server training**
- **One intervention and one comparison site**
- **Outcome = Imputed BAC from self-reported and observed consumption data**

Findings

- **Proportion of intoxicated drinkers at experimental Navy bar cut in half (e.g., males dropped from 33% to 15%)**
- **No change at comparison site**
- **No change in overall sales (more drinks to 1 and 2 drink orders)**

Thunder Bay, Ontario

- **Manager and Server Training**
- **Four intervention & 4 comparison sites**
- **Expanded pseudopatron protocol with scenarios**
- **Outcome = Responsible Service Score**

Findings

- **Trained servers scored higher in the post-test while comparison sites did not change significantly**

From Efficacy to Effectiveness

**What might effect adoption of
RBS practices?**

McKnight NHTSA Study

- 100 Establishments in 8 cities
- Three-hour training
- 135 Comparison sites
- Pseudopatron protocol
- Outcome = Server intervention

Findings

- **Trained servers more likely to intervene in some way, 27% vs. 14% at baseline**
- **Outright refusal unchanged at 5%**

Central California RBS

- **Two Communities (Santa Cruz & Monterey, CA)**
- **Three commercial businesses in each community**
- **Compared 2 trainings with 1 comparison**
- **Outcome = Observed consumption**

Findings

- **RBS programs reduced likelihood of impairment and intoxication in one of two communities**
- **No difference between RBS programs**

Oregon Server Training Law

- Training mandated for all servers of alcoholic beverages
- Outcome = Single-vehicle night-time crashes
- ARIMA model to control for other influences

Findings

- **23% reduction in crashes net of other influences**

Freo Respects You

- **50 Establishments in Freemantle, WA**
- **Comparison community**
- **Training supported by media campaign**
- **Included risk assessment**
- **Outcomes included service to pseudopatrons and BAC of patrons**

Findings

- **Low participation and challenges to program fidelity**
- **Outright refusal low (10%) with no difference across communities**
- **Lower patron BACs in intervention community**

**Training Is Not the
Only Option**

Texas Liability Law

- Established through case law
- Court ruling heavily publicized
- Time series analysis over 10 yr period
- Outcome = SVN crashes

Findings

- **First case produced a reduction in SVN crashes of 6.5% net of other influences**
- **Second case reduced crashes an additional 5.3% net of other influences**

Enforcement of Serving Laws

- **Washtenaw County, MI**
- **Warning notices to employees observed (by plainclothes officers) serving to obviously intoxicated customers**
- **Comparison site**
- **Outcomes = refusal to serve pseudopatrons, and proportion of arrested DUI cases that drove from a licensed premise**

Findings

- **Outright refusals increased from 16% to 53%**
- **Proportion of DUI from businesses dropped from 32% to 23%**

Surfer's Paradise

- **Case study – pre/post comparison**
- **Australia's Gold Coast**
- **Targeted alcohol-related violence and general disorder**
- **Community mobilization**
 - Risk assessments**
 - Enforcement of license laws**
 - Staff training**
 - Eliminated price promotions**
- **Outcome = observed assaults & intoxication**

Findings

- **Note: weak design...**
- **Assaults dropped from 9.8 per 100 hrs. of observation to 4.7**
- **Lower frequency of observed intoxication**

Experiences from the Swedish STAD*-project

- **2-day training in Responsible Beverage Service**
- **Encourage licensed premises to develop house policies**
- **Increase enforcement of alcohol service laws at licensed premises**

*Stockholm Prevents Alcohol
and Drug Problems

Findings

Refused service to Intoxicated Patron

| | |
|-------------|------------|
| 1997 | 5% |
| 1999 | 47% |
| 2001 | 70% |

Findings

Refused service to Minors

| | |
|-------------|------------|
| 1996 | 55% |
| 1998 | 59% |
| 2001 | 68% |

Primary Conclusions

- RBS can significantly reduce alcohol impairment and intoxication
- Training alone may not be sufficient, but Oregon results argue otherwise

Taking a “Best Practices” Approach

RBS Programs Require at Least Five Components to be Effective

1. Training in all information relevant to servers
 - physiological effects of alcohol,
 - association with social problems, and
 - coverage of legal requirements.
2. Training in behavioral change/communication techniques.

RBS Programs Require at Least Five Components to be Effective

3. Training for managers as well as servers.
4. Development of management policies supportive of server practice.
5. Four hour minimum duration.

Effective RBS Enforcement is Best Achieved With

1. Active surveillance of training programs (random checks).
2. (Mandatory states only) Active surveillance of licensees (random checks)
3. Adequate enforcement staff to achieve (1) and (2).

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END