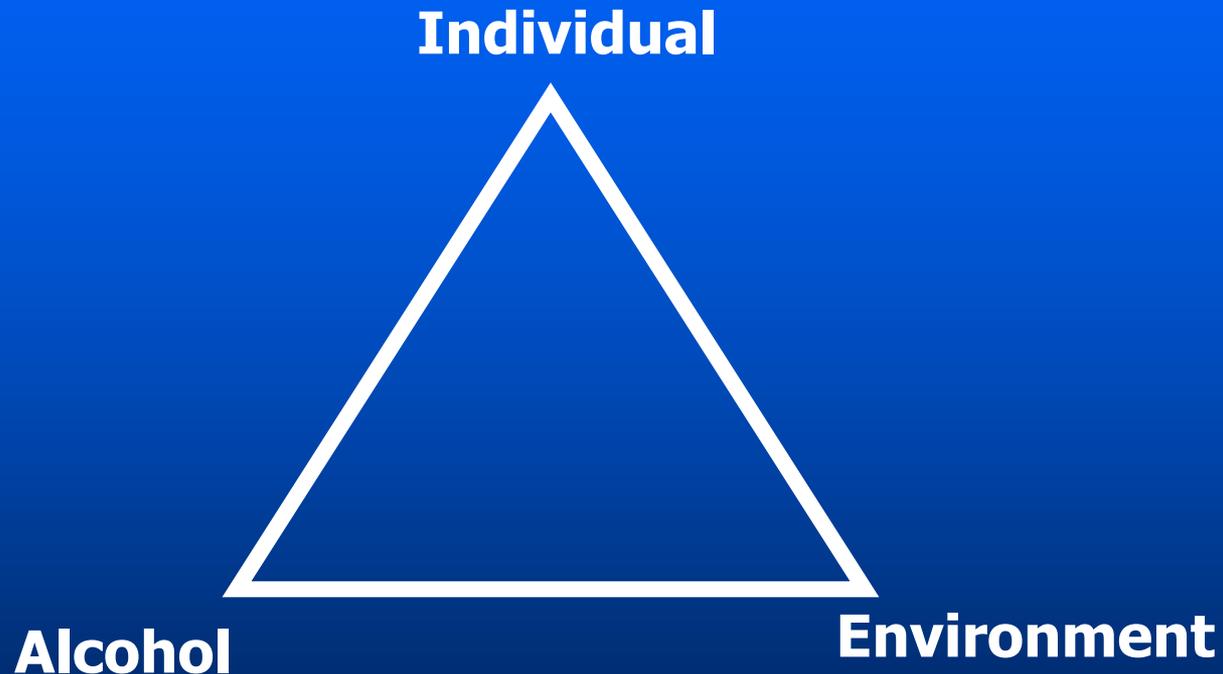


The Evolution of Research into Responsible Beverage Service as a Preventive Intervention

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Public Health Model



Alcohol-Related Problems

Evolving Concept

- **Early Dram Shop law**

[Dram Shop = colonial period tavern]

- **Server as referral agent – “Patron Care”**

- **Server Intervention - to reduce harm in case of intoxication**

- **Responsible Beverage Service (RBS)**
- to reduce likelihood of intoxication and harm

Responsible Beverage Service Approaches

May typically include:

- Server training
- Manager training
- Management consultation

Less often (overtly):

- Liquor liability
- Enforcing serving laws
- Comprehensive community prevention

Rationale

- Historical & legal precedents
- Potential impact may be high
- Very proximal to danger of harm
- Minimizes reliance on drinker judgment

Early Efficacy Studies

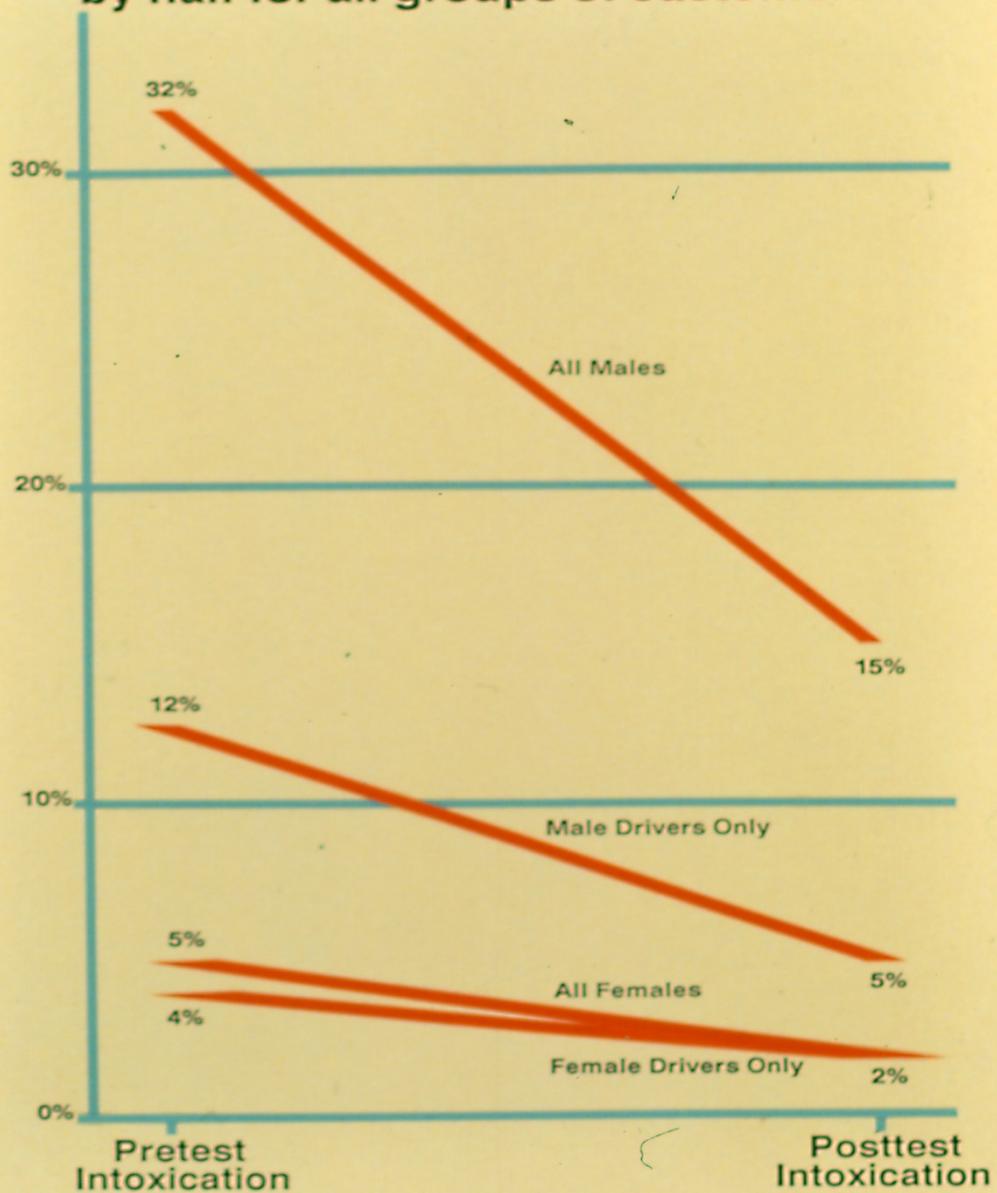
- TIPS Evaluation
- Navy Server Study
- Thunder Bay

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**

[imputed = calculated from estimated body size, time, and number of drinks]

-The Server Intervention Program reduced the likelihood of intoxication by half for all groups of customers.



From Efficacy to Effectiveness

- NHTSA (McKnight) Study
- Central California RBS
- Oregon Server Training
- Freo Respects You
- Stockholm STAD Project

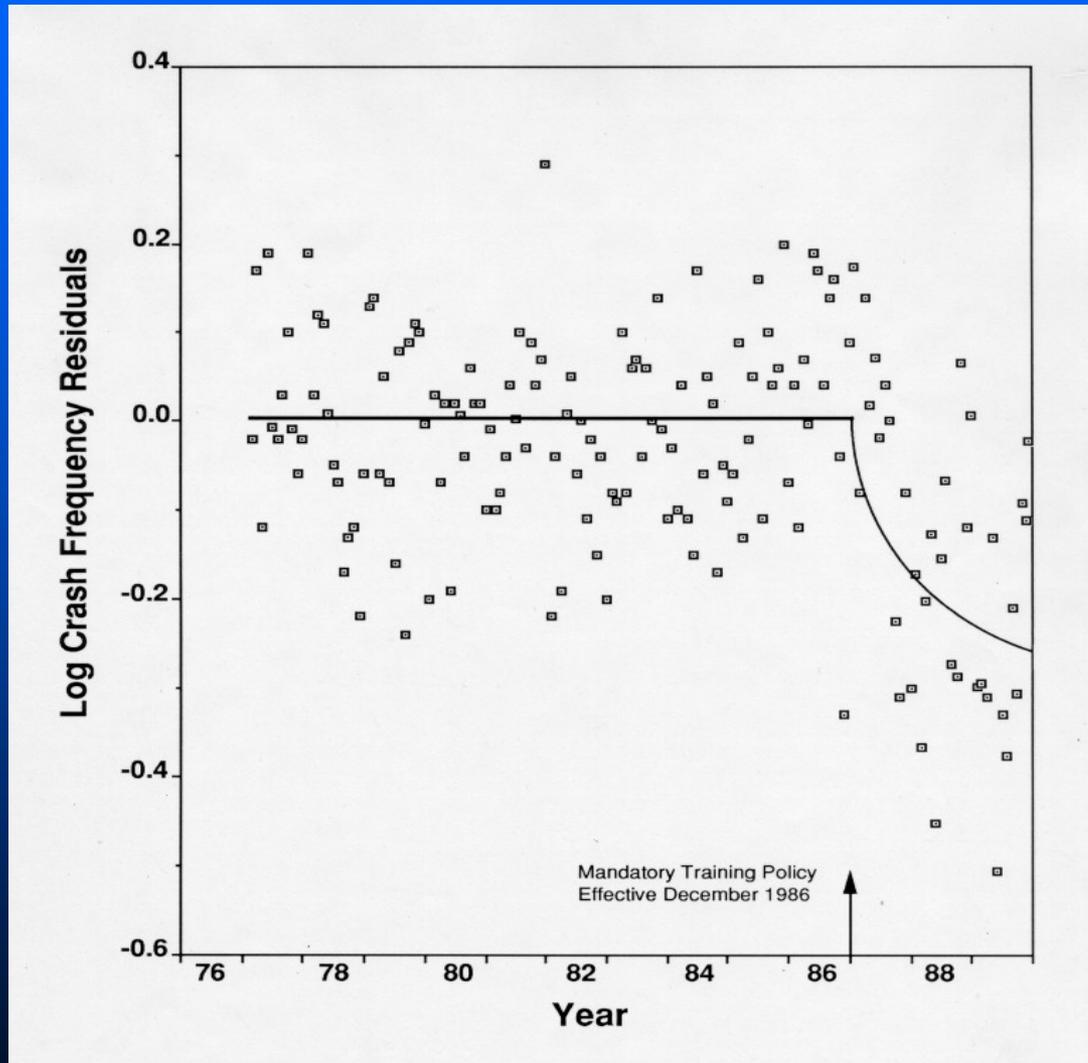
McKnight NHTSA Study

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

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

Alcohol-Involved Traffic Crashes Before and After Mandatory Server Training Policy in Oregon, USA



Stockholm STAD Project

- **Two-day server training**
- **Consultation on developing house policies**
- **Increased enforcement of serving laws**

Stockholm STAD Project

- Refusal to intoxicated patrons increased from 5% to 47% in 2 years, then to 70% in 4 years
- 29% fewer assaults and threats

Training is Not the Only Option

- Texas Liability Law
- Enforcement of Serving Laws
- Surfer's Paradise

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%**

Systematic Reviews

- Cochran Review
- Centers for Disease Control Review
- Jones, et.al. Review

Primary Conclusions

- RBS evaluations vary widely
- RBS can significantly reduce alcohol impairment and intoxication, but we don't know how to guarantee effectiveness
- Training alone seems unpromising, but Oregon results argue otherwise

What We Don't Know...

- What kinds of harm RBS can reduce
- What combination of incentives will reliably change serving practices
- What combination of incentives will reduce harm most cost-effectively

Toward an Effective Responsible Beverage Service Program

- Adopt model server liability law
- Develop efficient enforcement techniques
- Develop inexpensive RBS training
- Educate the public about serving laws and responsibilities



Thank You