

The enigma of responsible beverage service as a prevention strategy

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As required by the Alcohol Policy 19 Conference,
I/we have signed a disclosure statement and note the
following conflict(s) of interest:

No Conflict of Interest

Definition

- **Responsible beverage service refers to steps that servers of alcoholic beverages can take to reduce the risk of their patrons becoming intoxicated, or failing that, to intervene to prevent subsequent harm to the patron or others**

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

RBS Should Work

- **Occurs when risk arises**
- **Does not depend on drinker's judgement**

but...

Systematic Reviews

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

So why bother?

- **Great heterogeneity in implementation**
- **Key differences in theory of change**
- **Some evaluations have shown large effects**

Let's quickly review some....

Responsible Beverage Service Approaches

May typically include:

- Server training
- Manager training
- Management consultation

Less often (overtly):

- Liquor liability
- Enforcing serving laws
- Comprehensive community prevention

Training/Consultation Only

Project	Outcomes
TIPS Evaluation	+
Thunder Bay	+
NHTSA Study (McKnight)	-
Freeo Respects You	-
University of Minnesota ARM RCT	-
New Mexico RCT	+

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)

Thunder Bay, Ontario

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

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%**

Freeo 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**

University of Minnesota Alcohol Risk Management

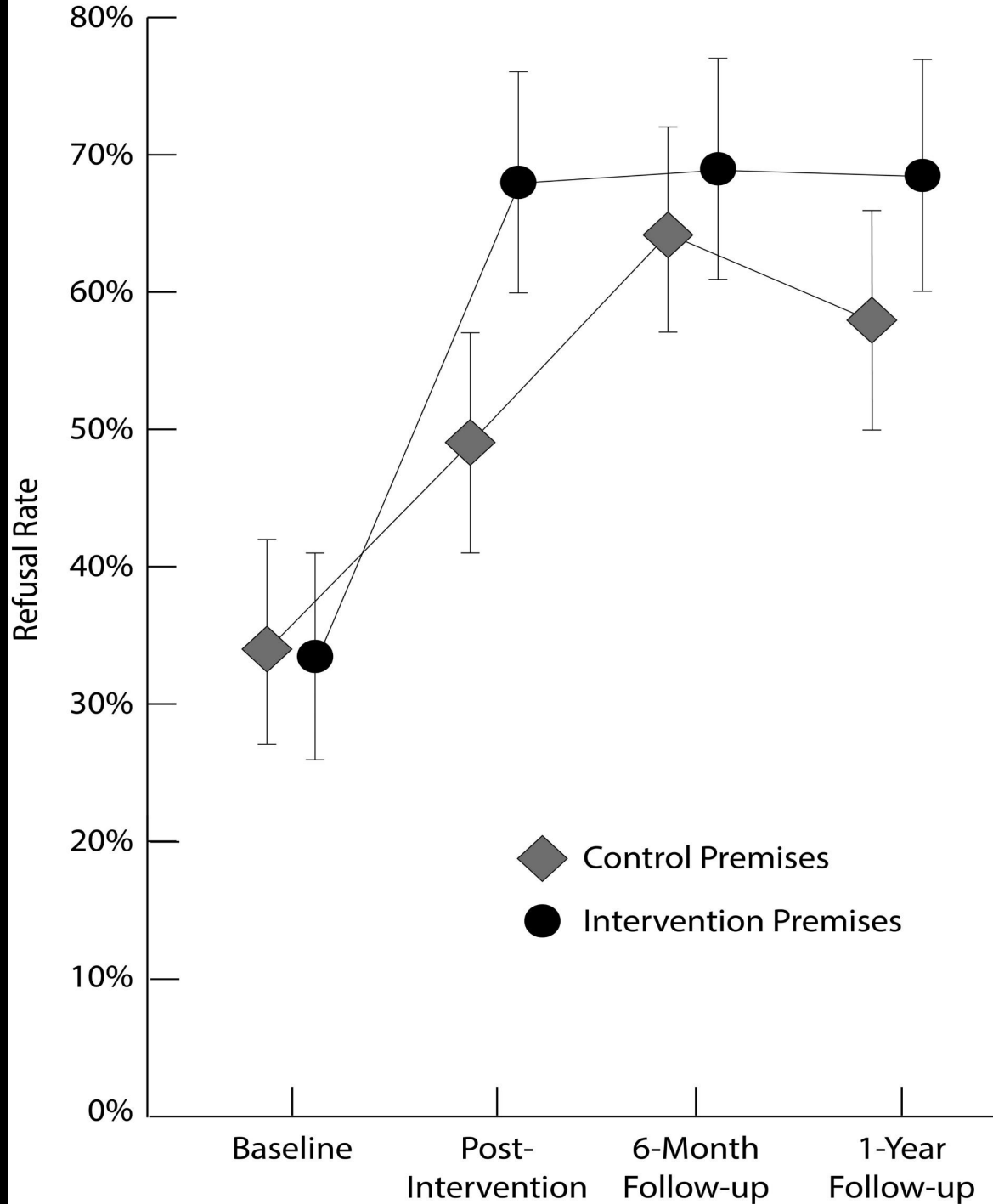
- **Focus on managers**
- **On-line and in-person components**
- **Six modules**
- **Tasks e.g., writing house policies**
- **RCT 171 intervention, 163 controls**
- **Outcome = refusal to server
pseudopatron**

Findings

- **No statistically significant difference in refusal rates**
- **Self-reported increase in written house policies**

New Mexico RCT

- **309 on-premise outlets in 4 NM cities**
- **Half participated in on-line training**
- **Comparison outlets under state mandated training law**
- **Primary outcome = refusal to serve an obviously-intoxicated pseudopatron**



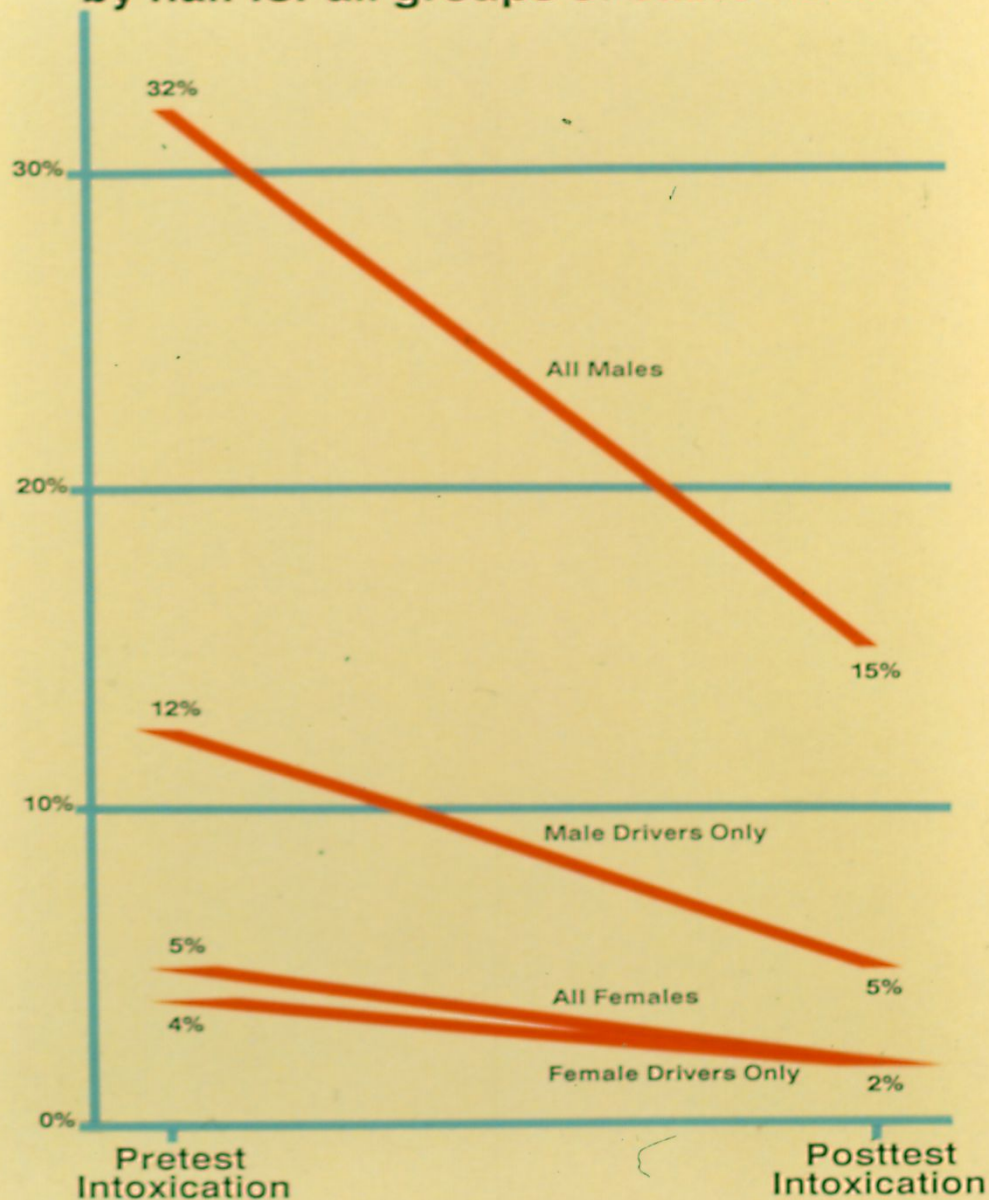
But also these....

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]

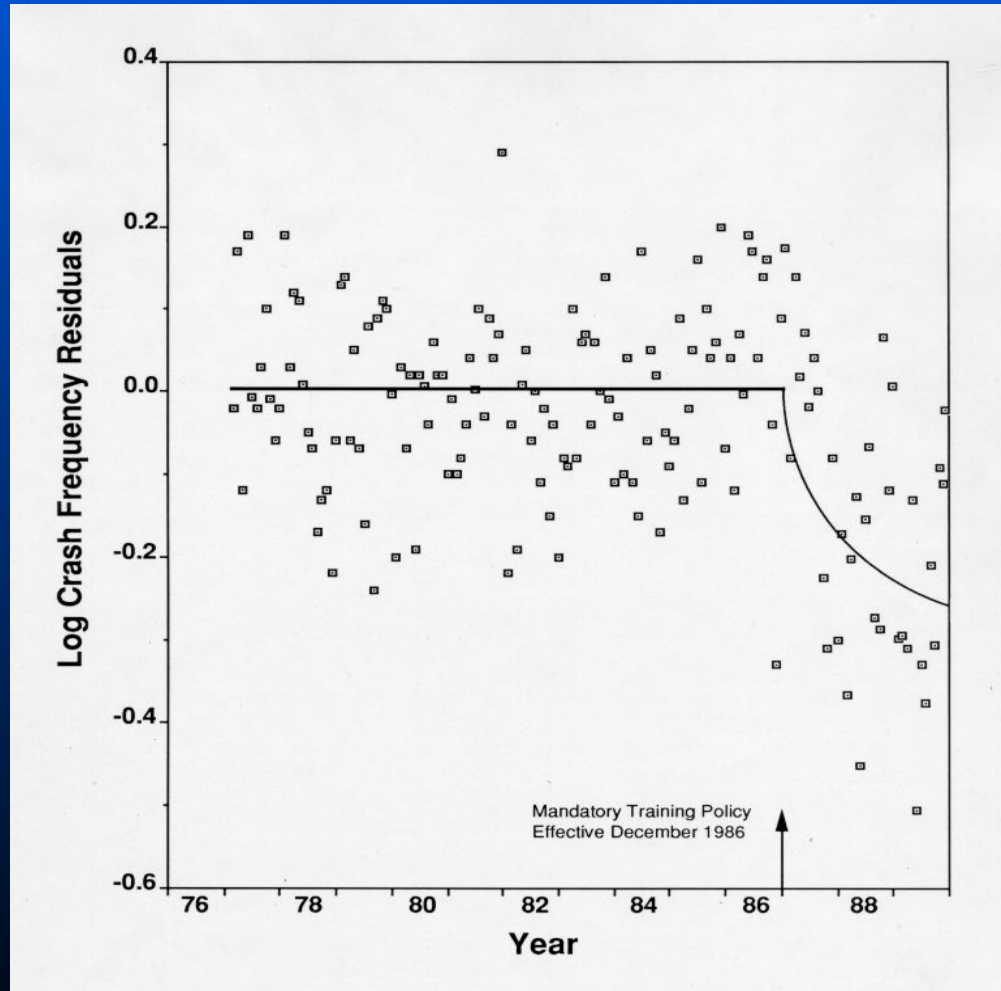
**-The Server Intervention Program
reduced the likelihood of intoxication
by half for all groups of customers.**



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



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

Moving from Business Level to Include Community and State Resources

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

Surfer's Paradise

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

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

...but Norway

No training at all...

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**

Michigan Enforcement (McKnight)

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

Texas Liability Law

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

Texas Liability Law

- **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**

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**

THE CALIFORNIA SERVER TRAINING ACT

A Natural Experiment

Evaluation Components

- Replicate Oregon crash analysis
- Conduct randomized trial of RBS training, but for benchmark
- Conduct implementation study

Thank You

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