



RESPONSIBLE SELLING AND SERVING: Training in alcohol related problems

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SUMMARY

- Framework: what does responsible selling and serving mean?
- Training sellers and servers
 - Encouraging a safe drinking environment
 - Responsible marketing and pricing approaches
 - Information to consumers at point of sale
 - Practical skills to enhance awareness and responsibility
 - Community mobilization
- Some aspects about selling and serving in portuguese national alcohol policy
- Overview of forum commitments under the topic "Responsible Selling and Serving"





○ Framework: what does responsible selling and serving mean?

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- Service refusal

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FRAMEWORK: WHAT DOES RESPONSIBLE SELLING AND SERVING MEAN?

- Compliance with legal obligations
- Voluntary initiatives



FRAMEWORK: WHAT DOES RESPONSIBLE SELLING AND SERVING MEAN?

- Protects customers
- Protects staff
- Protects community
- Inhibits overindulgence
- Prevents clients from approaching their limit
- Deals with already intoxicated customers





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TRAINING SELLERS AND SERVERS

- Training programs focus on attitudes, knowledge, skills, and practices of people involved in serving alcoholic beverages on licensed premises.
 - increases servers' knowledge and improves attitudes toward responsible beverage service;
 - may increase servers promotion of food and non-alcoholic beverages;
 - may reduce the risk of patron intoxication and may decrease alcohol related traffic crashes.
- Sellers and servers training must be connected to house rules that clearly define how alcohol is sold.
- Key management personnel must endorse these policies and everyone, from the doorman to the owner, must comply with national laws.



TRAINING SELLERS AND SERVERS

- Simple training servers and sellers is not enough to create long-term change; the RBS program must be rooted in the community.
- Training can reduce heavy consumption and high risk drinking (Howard-Pitney et al., 1991; Lang et al., 1998).
- Community mobilization has been used to raise public awareness



TRAINING SELLERS AND SERVERS

○ Responsible Beverage Service (RBS)

Typical purposes are:

- Learn to identify and refuse service to obviously intoxicated persons
- Learn to identify and refuse service to underage
- Contribute to a harm reduction strategy related to alcohol:
 - Cleanliness and maintenance of premises
 - Removal of potentially harmful objects
 - Sufficient but subtle lighting and moderate noise level
 - Availability of food and non-alcoholic beverage choices

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ENCOURAGING A SAFE DRINKING ENVIRONMENT

- Enough staff available, specifically at busy periods
- Secure conditions as normative require
- Adequate air conditioning/ventilation
- Hygienic conditions in bathrooms
- Patrons not allowed to take glasses and bottles onto the dance floor
- Chill out areas
- Door supervisor registration
- Independent research and monitoring

Adaptation of KAREn: www.irefrea.org

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RESPONSIBLE MARKETING AND PRICING APPROACHES

- Make alcoholic beverages more expensive and avoid “happy hours”
- Make sure that alcoholic drinks are not cheaper than non alcoholic drinks
- Make sure that non-alcoholic drinks are easily available at parties
- Don't sell alcoholic beverages 24 hours a day

and bars



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INFORMATION TO CONSUMERS AT POINT OF SALE

- Alcohol service establishments shall provide, when feasible, alcohol related harm information to consumers at point of sale:
 - Behavioural and physiological cues associated with alcohol's effects on the body, including lowered inhibitions, diminished judgment, slowed reactions, and impaired coordination.
 - Harm reduction information:
 - Recommended amounts to low risk alcoholic beverages consumption
 - Drinking and driving
 - Ways to drink safely
 - Drink spiking recommendations
 - Caring for a drunk mate



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PRACTICAL SKILLS TO ENHANCE AWARENESS AND RESPONSABILITY

- Accurate definition of training target groups (bar-staff, managers, waiters, kitchen-staff, barmen)
- Accurate definition of contexts (clubs, bars, hotels, cafeterias):
 - Off-sale (stores)
 - On-sale (bars, clubs, restaurants)
 - Special events (fairs, festivals, sportin-event competition)



PRACTICAL SKILLS TO ENHANCE AWARENESS AND RESPONSABILITY

Intervention Levels

- **Level One: special events servers training standards:** Individuals involved in direct service of alcoholic beverages for temporary or special occasion events such as fairs, festivals and other occasions where a one-day permit or temporary license is issued.
- **Level Two: professional servers training standards:** Individuals involved in direct service or sales of alcoholic beverages, including cashiers, servers, bartenders, doormen, bouncers, etc., within a licensed establishment (either on- or off-sale).
- **Level Three: supervisor/manager of servers training standards:** Individuals employed by licensed premises with the responsibility of supervising or managing sellers or servers of alcoholic beverages to the public.



PRACTICAL SKILLS TO ENHANCE AWARENESS AND RESPONSABILITY

Examples:

- Early recognition
- Spot underaged drinkers
- Offering food
- Non-alcoholic beverages
- Slowing service
- Minimum purchase age laws
- Refuse to sell to minors or intoxicated patrons



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COMMUNITY MOBILIZATION

- Integral or multi-component approach will probably be more effective than the implementation of separate interventions
- The most effective community model should combine:
 - Education
 - Coordination
 - Enforcement
- Need for monitoring and evaluation: attempts to buy alcoholic beverages by mystery shoppers

Adaptation of Amador Calafat EMCDDA Conference. Lisbon, 2009

COMMUNITY MOBILIZATION

● An integral or multicomponent prevention approach combines some or all of the following interventions:

- Community awareness and community mobilization
- Training RBS
- House policies
- Safety and health of venues
- Education for nightlife visitors
- Law enforcement



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National Plan to Reduce Alcohol Related Problems

Coordination

Clear Targets

Referral Network

National Fórum

Data Base



NATIONAL PLAN TO REDUCE ALCOHOL RELATED PROBLEMS [2010-2012]

Priority Areas:

- young people & the unborn child;
- drink & driving;
- adults & workplace;
- prevention, education & communication;
- information systems & data base;
- treatment;
- rehabilitation;



SOME ASPECTS ABOUT SELLING AND SERVING IN PORTUGUESE NATIONAL ALCOHOL POLICY

- Introduction of training programs for professionals of several society sectors to increase ability to deal with alcohol related problems



ASAE, 2010

Make sure that age limits are followed by sellers and servers

- 1058 establishments didn't comply with the law age limits

DECO, 2010

Mystery Shoppers

- 97 visits
- in 54 venues was easy to buy alcoholic beverages for under 16 year old youngsters





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OVERVIEW OF FORUM COMMITMENTS UNDER THE TOPIC "RESPONSIBLE SELLING AND SERVING"

- 64 commitments in this area. Some examples are:
 - Good practice in seeking proof of age to prevent the sale of alcoholic drinks to under-age people (British Beer and Pub Association).
 - Statutory codes to regulate advertising and marketing of alcoholic products to children and young people. (National Youth Council of Ireland)



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 - Monitor achievements for compliance with national legislation (Association Nationale de Prévention en Alcoologie et Addictologie – ANPAA).
 - Implementation of the 7 operational standards on commercial communication for beer. (Czech Beer and Malt Association, Association of Hungarian Brewers, Cyprus Brewers Association, Irish Brewers Association, The Brewers of Spain, The Brewers of Romania Association, Brewers of Sweden, The Polish Brewers, The Portuguese Brewers, The Slovak Beer and Malt Association, The Danish Brewers Association, Union of Brewers in Bulgaria).



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<http://ec.europa.eu/eahf/index.jsp>





Thank you for your attention

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