



# 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 responsability
  - Community mobilization
- Some aspects about selling and serving in portuguese national alcohol policy
- Overview of forum commitments under the topic "Responsible Selling and Serving"



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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
- OPrevents clients from approaching their limit
- ODeals with already intoxicated customers





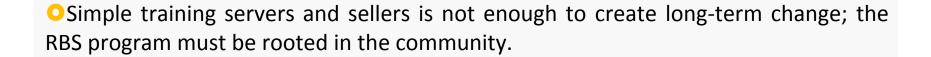
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#### TRAINING SELLERS AND SERVERS



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

#### TRAINING SELLERS AND SERVERS



• 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



#### 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 potencially 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
- OHygienic conditions in bathrooms
- OPatrons not allowed to take glasses and bottles onto the dance floor
- Chill out areas
- Door supervisor registration
- Independent research and monitoring

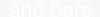
Adaptation of KAReN: www.irefrea.org



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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
- ODon't sell alcoholic beverages 24 hours a day

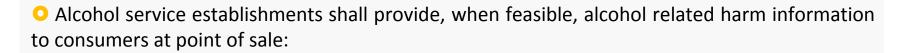






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# POINT OF SALE



OBehavioural 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
- Orink 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

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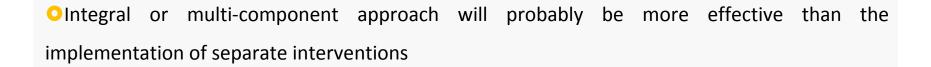
#### Examples:

- 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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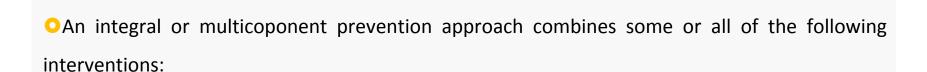
#### **COMMUNITY MOBILIZATION**



- The most effective community model should combine:
  - Education
  - Coordination
  - Enforcement
- ONeed for monitoring and evaluation: attempts to buy alcoholic beverages by mystery shoppers

Adaptation of Amador Calafat EMCDDA Conference. Lisbon, 2009

#### **COMMUNITY MOBILIZATION**



- O 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;
- o drink & driving;
- adults & workplace;
- oprevention, education & communication;
- o 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

oin 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).
  - OStatutory codes to regulate advertising and marketing of alcoholic products to children and young people. (National Youth Council of Ireland)



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

- 64 commitments in this area. Some examples are:
  - OMonitor achievements for compliance with national legislation (Association Nationale de Prévention en Alcoologie et Addictologie ANPAA).
  - OImplementation 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).

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

• 64 commitments in this area.

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



# Thank you for your attention

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#### **SERVIÇOS CENTRAIS**

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