



Server Training in North Dakota

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Literature Review

- Studies vary in terms of effectiveness of server training
- “Intensive, high-quality, face-to-face server training, when accompanied by strong and active management support, is effective in reducing the level of intoxication in patrons.”
- Few studies have examined direct correlation to impaired driving



Baseline

- Limited standardization of server training efforts
 - Local ordinances
 - Fees
 - Law enforcement involvement
 - Varied curricula
- About 30 percent (425 of 1,427) of licensed alcohol establishments were participating



Process Improvement

- Advisory group
 - Law enforcement
 - Representation from retail alcohol establishments
 - Safe Communities coordinators
 - Traffic Safety Resource Prosecutor
 - Traffic Safety Office staff
 - Consulting firm

Program Logo/Brand



Materials

- Promotional materials
 - Posters, table tent, fliers, pen lights
- Standardized curriculum
 - Pre- and post-tests
 - PowerPoint
 - Audiovisual materials
 - Certificate of completion



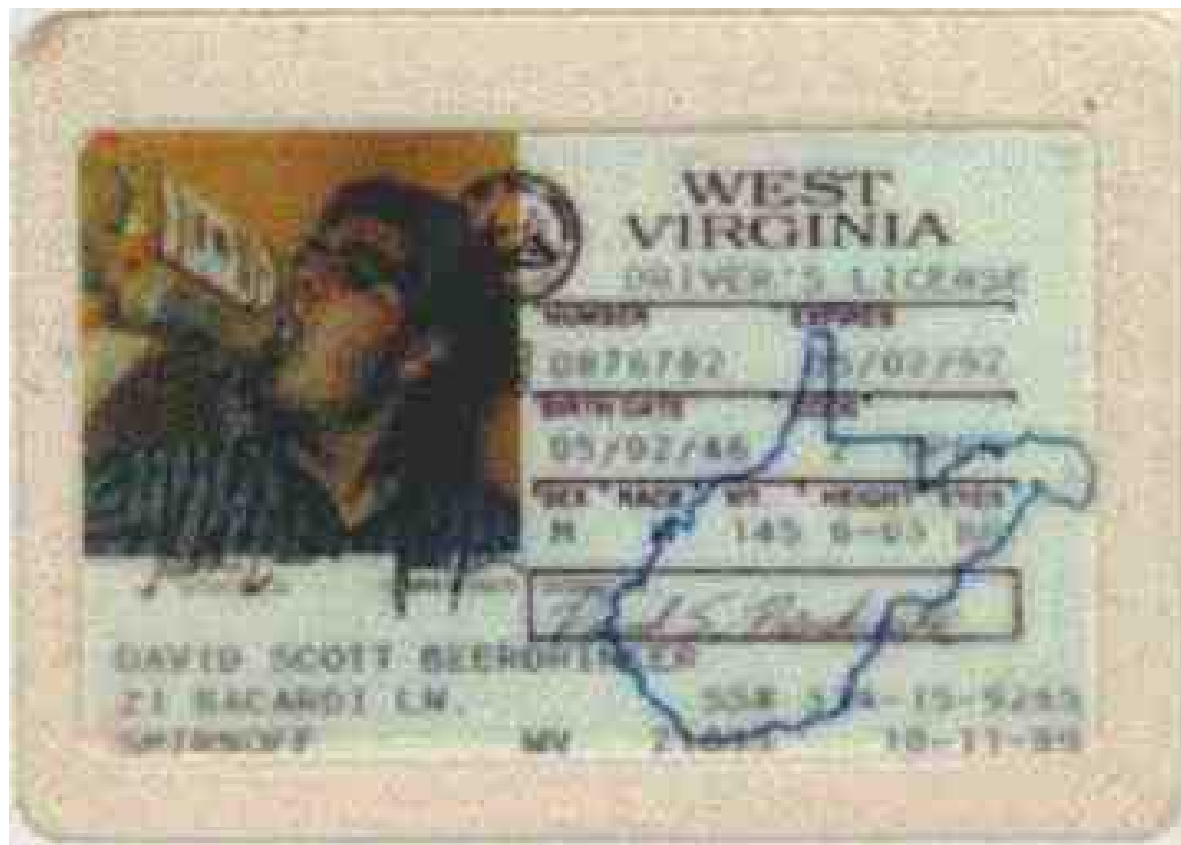
Course Outline

- Understand the law
- Detect and deter underage alcohol use
- Heighten awareness of the use of fake or false IDs
- Learn procedures for dealing with attempts by underage persons to purchase alcohol
- Recognize and detect intoxication

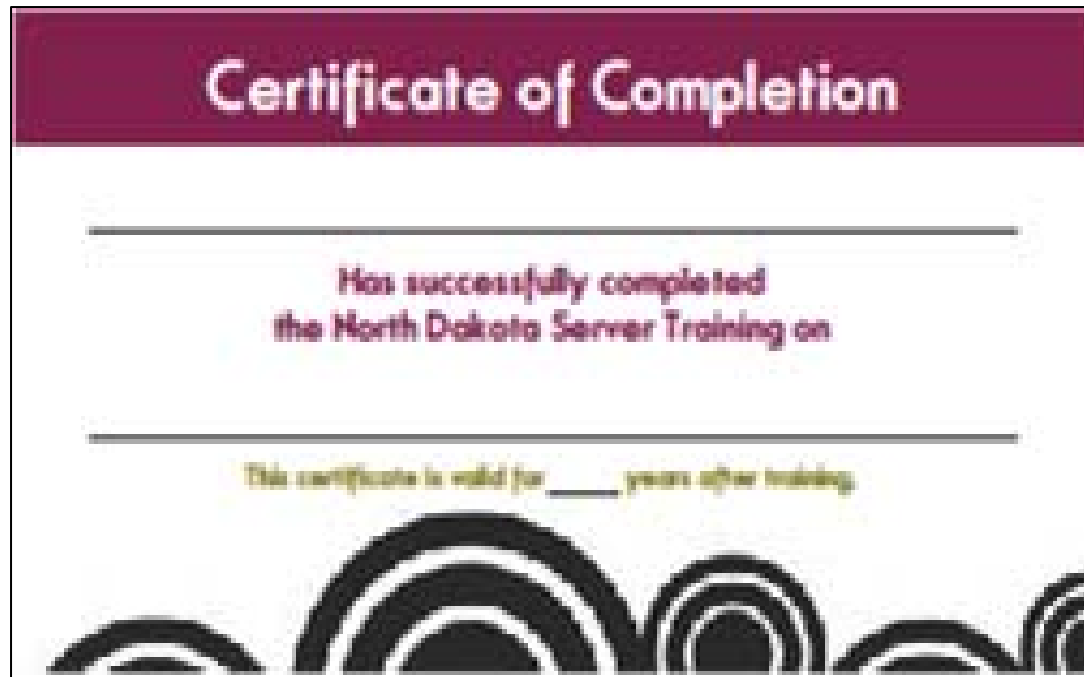


Curriculum Slide

Make sure
the ID
matches the
person and
that the
photo has
not been
replaced.



Certificate of Completion



Certificate of Completion

Has successfully completed
the North Dakota Server Training on

This certificate is valid for ____ years after training.

The form is a certificate template with a maroon header and footer. The main content area is white with a thin black border. It features a maroon header with the text 'Certificate of Completion' in white. Below the header is a horizontal line, followed by the text 'Has successfully completed the North Dakota Server Training on'. Another horizontal line follows, and then the text 'This certificate is valid for ____ years after training.' in a smaller, yellow-green font. The bottom of the form has a decorative border of black and white concentric circles.



Train-the-Trainer

- Developed a train-the-trainer course for law enforcement
 - POST certified
 - Ongoing POST credits for participating law enforcement



Results

- Increase participation in server training by licensed liquor establishments by at least 10 percent by the end of 2009
- Train-the-trainer resulted in 10 certified law enforcement trainers
- Monitor pre- and post-tests to establish curriculum quality