

Server Training in North Dakota: A Comparison and Assessment

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ABSTRACT

North Dakota is currently ranked first in the nation in percent of total traffic fatalities that are alcohol-related. Although not mandated in North Dakota, server training is one of the programs being implemented by North Dakota Safe Communities to aid in reducing impaired driving.

Server training or Responsible Beverage Service (RBS) programs are specifically designed to train alcohol servers, alcohol establishment managers and owners to identify underage and over-intoxicated patrons and aid them in refusing service, the outcome of which would be to prevent intoxication, and ultimately alcohol-impaired driving. The objective of this assessment was to evaluate server training in North Dakota, specifically the program offered by Safe Communities, and to compare/contrast that program with other training programs offered in the state, in addition to conducting a comparison with programs offered outside of North Dakota, including online classes.

Alcohol establishment owners/managers and alcohol servers were surveyed to determine current rates of RBS training in North Dakota, to assess the effectiveness of server training, and to determine current knowledge about server training in North Dakota. Safe Communities coordinators were also surveyed to gather information regarding their region's alcohol server training program, including, but not limited to, training curriculum, training methodologies, and instructor training. In addition, several additional integral pieces of data were collected including data from compliance checks in various North Dakota cities, alcohol crash statistics, and alcohol-related citations.

The results of the analysis reveal that the curriculum offered by Safe Communities is currently following the best practices expressed in the literature, as are other programs available to servers in North Dakota. However, alcohol servers and alcohol establishment managers are dubious as to how effective server training is at reducing impaired driving. In addition, a huge unknown is the effect the server training program is having on alcohol-related crashes, citations, and compliance check rates in the state. Further analysis is needed in this area.

TABLE OF CONTENTS

1. Introduction.....	1
2. Server Training	2
2.1 Select Server Training Programs Outside of North Dakota.....	3
2.1.1 State of Oregon (Mandated Training – Server and Manager).....	3
2.1.2 State of Washington (Mandated Training – Server and Manager)	4
2.1.3 State of Utah (Mandated Training – Server and Manager).....	5
2.1.4 State of Montana (Voluntary Server Training)	5
2.1.5 State of Texas (Voluntary Server Training).....	5
2.1.6 States without Server Training Requirements.....	6
2.1.6.1 Minnesota.....	6
2.1.6.2 West Virginia	6
2.1.6.3 Missouri	6
2.1.7 Online Server Training Programs	7
2.2 Server Training Program in North Dakota.....	7
2.2.1 Safe Communities	8
2.2.2 Other Training Programs	13
2.3 Comparison of Server Training Programs	13
2.3.1 Server Training Curriculum.....	13
2.3.2 Implementation	13
2.3.3 Renewal Frequency	13
2.3.4 Approved List of Providers.....	13
2.3.5 Provider Training Requirements.....	14
2.3.6 Central Location for Server Training Information.....	14
2.3.7 Central Server Status Database	14
2.3.8 Comparison Overview	14
2.4 Viability of Server Training Programs.....	14
2.5 Characteristics of Successful Server Training Programs	15
2.5.1 Target Audience	16
2.5.2 Curriculum/Intensity	16
2.5.3 Training Methods.....	16
2.5.4 Training and Enforcement	16
2.5.5 The Hospitality Industry	17
2.5.6 Voluntary vs. Mandatory Training.....	17
3. Survey Findings/Data.....	18
3.1 Alcohol Establishment Surveys: Managers/Servers	18
3.1.1 Methodology	18
3.1.2 Results.....	18
3.1.2.1 Manager/Owner Results.....	18
3.1.2.2 Server Results	22
3.1.3 Comparison of Manager/Owner and Server Results.....	26

3.2 Other Relevant Data.....	28
3.2.1 Compliance Checks.....	28
3.2.2 Crash Statistics.....	30
3.2.3 Alcohol-Related Citations.....	30
4. Summary and Recommendations.....	32
References.....	34
Appendix A – Owners/Manager Survey Cover Letter.....	39
Appendix B – Owner/Manager Survey.....	41
Appendix C – Alcohol Server Survey Cover Letter	46
Appendix D – Alcohol Server Survey	48
Appendix E – Safe Community Coordinator Survey Cover Letter	52
Appendix F – Safe Community Coordinator Survey	54
Appendix G – Manager/Owner Detailed Survey Results	59
Appendix H – Alcohol Server Detailed Survey Results	70

LIST OF TABLES

Table 2.1 Safe Community Survey Responses	11
Table 3.1 Specific Server Training Variables: Manager/Owner.....	20
Table 3.2 Importance of Server Training Class Topics: Manager/Owner	21
Table 3.3 Effectiveness of Server Training Presentation Techniques: Manager/Owner	21
Table 3.4 Effectiveness and Requirements of Server Training: Manager/Owner	22
Table 3.5 Specific Server Training Variables: Server/Bartender.....	23
Table 3.6 Importance of Server Training Class Topics: Server/Bartender	24
Table 3.7 Effectiveness of Server Training Presentation Techniques: Server/Bartender	24
Table 3.8 Level of Agreement with Statements Regarding Server Training	25
Table 3.9 Comparison of Management and Server Responses I	26
Table 3.10 Comparison of Management and Server Responses II	27
Table 3.11 Comparison of Management and Server Responses III	27

LIST OF FIGURES

Figure 2.1 Server Training Requirements by State (as of January 2010)	2
Figure 2.2 North Dakota Safe Community Regions	8
Figure 3.1 Compliance Check Passing Rates in Fargo, Moorhead, and West Fargo: FY2000-FY2009	28
Figure 3.2 Compliance Check Passing Rates in Grand Forks: 2000-2010YTD	29
Figure 3.3 Compliance Check Passing Rates in Bismarck: 2004-2010	29
Figure 3.4 Alcohol-Related Crashes per 100,000 Population: 2002-2009	30
Figure 3.5 Alcohol-Related Citations per 100,000 Population: 2009	31
Figure 4.1 Example of Organizational Matrix for Determining Server Training Strategy	33

1. INTRODUCTION

North Dakota is currently ranked first in the nation in the percent of total traffic fatalities that are alcohol-related (NHTSA 2009). In 2008, of the 104 fatal traffic crashes in North Dakota, half involved a driver with at least a 0.01 blood alcohol level, 46% involved a driver with at least a 0.08 blood alcohol level, and 35% of fatal traffic crashes involved a driver with at least a 0.15 blood alcohol level. Although not mandated statewide in North Dakota, one of the programs being implemented by North Dakota Safe Communities to reduce impaired driving is server training.

The main objective of this assessment is to evaluate server training in North Dakota conducted through Safe Communities programs and to compare/contrast that training with other server training programs operating in the state. In addition, North Dakota's program will be compared with out-of-state programs, including online classes. The assessment also is to determine if the Safe Communities server training program is addressing the proper audience, if the program is covering relevant content areas, if the program is making use of behavioral change techniques, and if the program is using appropriate communication methods.

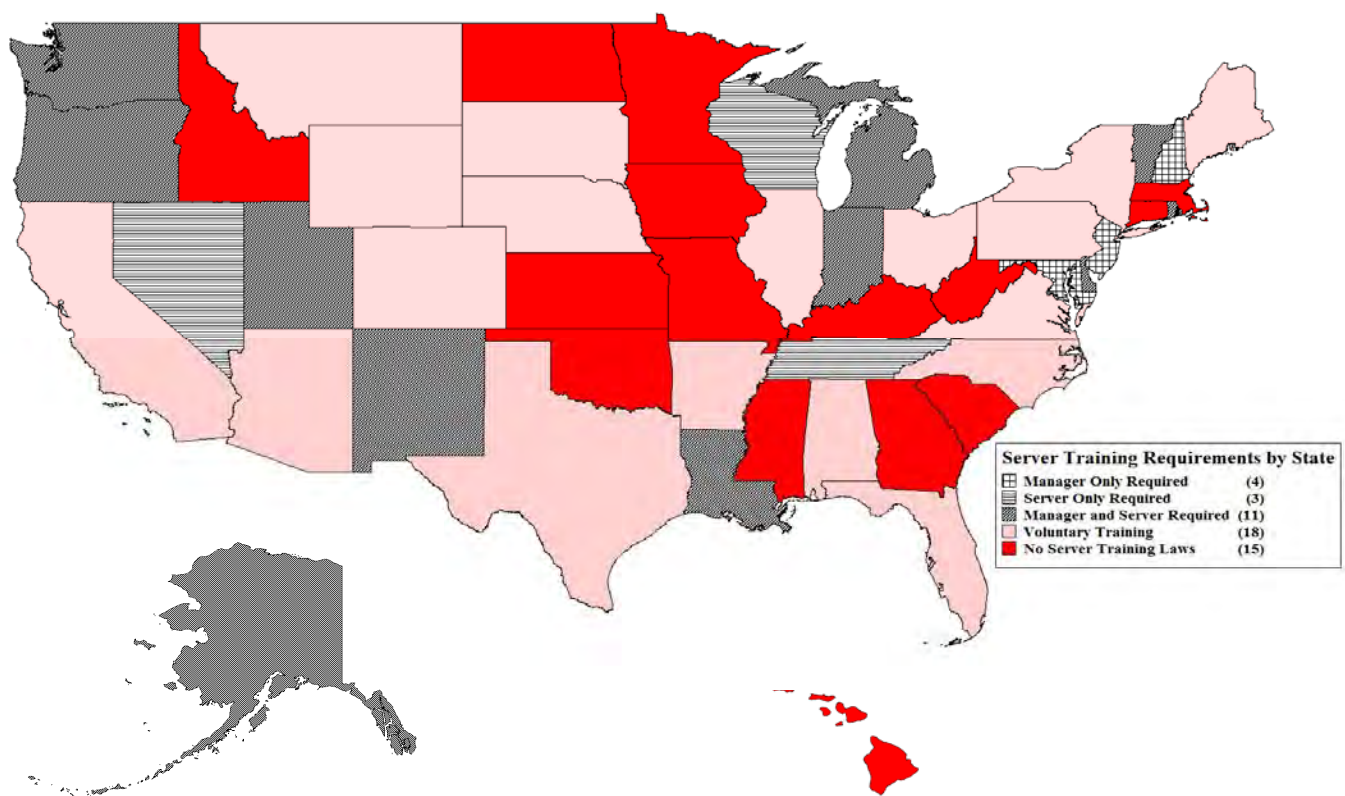
The following sections include a literature review on server training in the United States, comparisons of server training programs outside of North Dakota, server training programs offered within North Dakota, the results of alcohol establishment surveys conducted for this assessment, additional information relevant to server training in North Dakota, and recommendations regarding server training in North Dakota.

2. SERVER TRAINING

Responsible beverage service (RBS) or server training programs are specifically designed to train alcohol servers, alcohol establishment managers and owners to identify underage and over-intoxicated patrons and aid them in refusing service (Mosher et. al 2002). The outcome of the training would be to prevent intoxication and ultimately alcohol-impaired driving (Shults et. al 2001).

RBS programs first made their appearance in the United States in the early 1980's (Mosher et. al 2002). New Hampshire, Michigan and Rhode Island implemented the first permissive server training laws providing liability protection to licensed establishments who voluntarily implemented server training (Wagenaar 2000). Oregon implemented the first mandatory server training law in 1987, requiring establishments to implement server training as a condition of licensure. As of January 2010, 18 states have enacted RBS laws – 11 requiring training for servers and managers, four requiring training for managers only, and three requiring training for servers only (ServSafe.com) (Figure 2.1).

Figure 2.1. Server Training Requirements by State (as of January 2010)



Implementation of server training programs came about for several reasons. Primarily, the concern about alcohol-related traffic crashes was an impetus for the creation of these programs. Alcohol is a factor in a high proportion of motor vehicle crashes in the United States. In 2008, alcohol-impaired-driving fatalities accounted for 32% of the total motor vehicle traffic fatalities in the United States and 50% of the total motor vehicle traffic fatalities in North Dakota (NHTSA 2009). In addition, the locations where a large

percent of the population were obtaining their “last drink” prior to driving were also a stimulus for the creation of RBS training programs. Several studies have found that a large percent (30% to 75%) of drinking drivers stated they had their last drink at a bar or restaurant (O’Donnell 1985, Wood et. al 1995; Lang and Stockwell 1991; Donnelly and Briscoe 2003; Foss, Beirness, and Sprattler 1994), thus requiring them to drive intoxicated.

Thirdly, literature indicates that servers at alcohol establishments infrequently intercede to prevent patron intoxication or service refusal, with several studies finding that 60% to 85% of servers and establishments sold alcohol to patrons who appeared to be intoxicated (Toomey et. al 2004, Toomey et. al 1999, McKnight 1989, Freisthler et. al 2003). One final reason RBS programs were established in the 1980s and 1990’s was due to a large influx of lawsuits that were brought against alcohol establishments due to drivers being served alcohol beyond intoxication before driving and seriously injuring or killing a third party (Stockwell 2001).

The following sections will touch upon several examples of server training programs offered in the United States.

2.1 Select Server Training Programs Outside of North Dakota

Many different versions of server training programs exist in the United States and no two seem to be exactly the same. In this section, several programs offered outside of North Dakota will be discussed, including those offered in states which mandate both servers and managers to participate in training, those offered in states which mandate only servers to participate in training, those offered in voluntary states, and those programs offered exclusively online.

2.1.1 State of Oregon (Mandated Training – Server and Manager)

As has been previously stated, Oregon was the first state to mandate server training statewide. According to the Oregon Liquor and Control Commission (OLCC) website, Oregon has trained more than 430,000 students since its implementation in 1987. Approximately 29,000 students participate in OLCC server education annually, and more than 128,000 servers and 6,000 alcohol establishments are licensed by the OLCC. There are 24 server training education providers across the state, employing 38 instructors, offering more than 2,300 classes per year. In addition to English, classes are also offered in Chinese and Spanish. Oregon requires its servers to take and pass a class on responsible beverage service every five years.

After each class, students are required to take a test and must score at least 70% to pass. According to the OLCC, more than 98% of students pass the test the first time they take it.

The OLCC certifies community colleges and private trainers to teach the server education classes. Trainers are required to have either four years of full-time employment or two years of post-secondary education in one of the following areas: training, education, law, law enforcement, substance abuse rehabilitation or the hospitality industry. The OLCC has total control over the design, review, and update of the curriculum and also grades each of the tests. Instructors are evaluated on an annual basis to assure

quality instruction. By law, providers are required to cover the following topics in their courses: the effects of alcohol on the body and behavior, including the interaction of alcohol with other drugs, Oregon's alcohol sale and service laws; including drunk driving laws; intervention techniques for dealing with intoxicated and underage customers; and responsible advertising, marketing, and management procedures. Providers may set the price to take the class. On average, classes cost between \$25 and \$40 per class. Oregon posts a list of approved providers on the state server training website.

There are different classes offered for server training renewal. Students need not sit through the full course once again. A shorter renewal course may be taken if a server has passed a server education class in the past seven years. However, the passing score for the renewal class is 80% instead of the 70% required for the initial longer course. Also, out of the 24 server training providers in the state, only four are certified to teach the renewal courses.

Oregon does not have a central server status database to track licensure of servers, but does have a central site online to house all of its server training information.

2.1.2 State of Washington (Mandated Training – Server and Manager)

In 1995, the state of Washington passed a law requiring server training for managers, bartenders and other employees who serve alcohol or supervise the sale of alcohol for on-site consumption. Their server training program is entitled MAST for Mandatory Alcohol Server Training. According to their website, servers/managers must complete a MAST class to get their MAST permit, and this class must be taught by a Washington State Liquor Control Board certified trainer.

All classes run about three hours, and they state that class formats differ by instructor – so no uniform delivery methodology exists. Classes are offered statewide and it is interesting to note that Washington has not approved the use of online courses to obtain a permit. Washington includes a listing of all approved MAST providers and the counties in which the classes are available. The MAST courses must meet stringent standards to be authorized as a provider. Providers are required to cover the following in their classes with any changes to the curriculum to be brought to the MAST Coordinator before implementation: alcohol server training law; alcohol and its effects on the body; alcohol and drugs; driving under the influence; liability; Washington state liquor laws; possible sanctions for violations of Mandatory Server Training laws and liquor laws; and intervention with problem customers. MAST trainers must meet the following requirements: work under an approved provider; have a minimum of two years post-secondary education in training; education; law; law enforcement; substance abuse rehabilitation; and/or hospitality industry; hold an active Class 12 Mixologist permit; have a criminal background check; complete a Washington State Liquor Control Board provided briefing; and submit completed Trainer Registration, Acknowledgement of Understanding, and MAST Trainer Briefing.

Permits are required to be renewed every five years. Costs to obtain a permit range from \$30 to \$45. Servers are required to have their MAST permit physically with them while working. Washington also provides a state database that keeps track of server training status and a central online location for all server training information.

2.1.3 State of Utah (Mandated Training – Server and Manager)

Utah does not offer a server training program through a government agency, but instead authorizes programs for use within the state (Watson 2010). A standard curriculum for providers to use does not exist, however every program offered by providers must contain certain elements, including, but not limited to, the following: alcohol as a drug and its effect on the body and behavior; factors influencing the effect of alcohol; recognizing the problem drinker and techniques for servers to help; techniques for dealing with the problem customer including rehearsal (face to face) or practice of these techniques; and intervention techniques. To become an approved provider, the provider must fill out an application form and submit all training materials and curriculum to the Division of Substance Abuse and Mental Health for review and approval. Providers must also agree to follow all Utah State Alcohol Training and Education Rules, agree that they will have prior approval to make any curriculum changes, and will provide a card or a certificate to each person who completes the training and send this information to the State Division of Substance Abuse and Mental Health.

The programs can be classroom-based or online and must last a minimum of three hours. Providers authorized to teach within the state of Utah are required to recertify every three years, with additional review of their curriculum. Utah does not advertise any of the server training programs, instead the providers advertise themselves. The state does provide a list of authorized providers on its website. Utah also provides a database of servers and their server training status and a central location for server training information.

2.1.4 State of Montana (Voluntary Server Training)

Although Montana is a voluntary server training state, it has a central site for server training information, including a list of approved trainers and approved providers. The Montana Department of Revenue designs, reviews, and updates the server training curriculum in addition to providing certificates of completion and maintains training records. To maintain quality instruction, the Department of Revenue regularly monitors class evaluations and each trainer is required to attend an eight-hour-train-the-trainer session, pass a certification exam and recertify every two years. Curriculum topics include: why training is important, responsibility of servers and sellers, effects of underage alcohol use, effects of underage tobacco use, hours of operation, forms of liability, reasonable effort, developing company policy, how to identify minors, and acceptable forms of identification. Fees range from no cost up to \$15 for materials – depending on the county offering training.

2.1.5 State of Texas (Voluntary Server Training)

Texas is also a voluntary server training state, but also has a central site for server training information, including a list of approved providers, and a location for servers to track their server training status. Texas also has a server training newsletter entitled “Training Together” that it puts out twice a year to all seller/server training schools/programs. New trainers must be affiliated with an existing server training school/program and complete 36 hours of training including 12 hours of studying the approved curriculum, 12 hours of watching a certified trainer teach the curriculum, and 12 hours of practice

teaching the curriculum with a certified teacher present. In addition, new trainers must pass an examination with a minimum score of 80%.

Programs are constantly being monitored by the Texas Alcoholic Beverage Commission to determine if the schools are presenting the approved curriculum. Compliance officers may show up at schools unannounced to provide this monitoring. The officers observe the courses to ensure that instructional quality is high and that the information being given to trainees is accurate and consistent with the state-approved curriculum.

Server training curriculum must cover the following: laws pertaining to intoxicated persons, laws pertaining to minors, laws pertaining to proper identification, how to detect signs of intoxication, monitoring customer behavior, how the body reacts to alcohol, detection of minors, intervention pertaining to minors, intervention pertaining to intoxication, and sanctions for employee violations.

2.1.6 States without Server Training Requirements

2.1.6.1 Minnesota Minnesota has no central location for its server training information (Jaffee 2010). However, the Minnesota Licensed Beverage Association designed and currently offers the S.A.L.E.S. training program – Selling Alcohol Legally Effectively Safely (MLBA 2010). This training is available either in the classroom or online. Establishments requiring their employees to participate in this training receive a 15% discount on their dram shop premium. The training itself takes from 1.5 to 2 hours. The online training consists of a series of 10 video presentations, followed by a series of questions, which have to be answered correctly to move on to the next topic. The topics covered include: underage consumption and purchasing, carding, valid IDs, checking IDs, profiling customers, intoxication factors, customer management, serving strategies, and dealing with intoxicated patrons. Upon completion of the 10 video segments, the server receives a certificate of completion. While the classroom course takes from 1.5 to 2 hours, the online course can be completed in as little as 45 minutes.

A program offered through the Minnesota Municipal Beverage Association is Beverage Alcohol Training (BAT) (MMBA 2010). It is an alcohol awareness program offered to all sellers and servers of alcohol. The programs covers such topics as the laws of selling alcohol, legal and illegal sales, information about IDs, compliance checks and incident reports.

2.1.6.2 West Virginia West Virginia gives no information regarding any type of server training being offered on the West Virginia Alcohol Beverage Control Administration website. The only information given for alcohol education are the following topics: Alcohol Dietary Information, “Talk to your child about alcohol,” and “Stop talking before they start drinking” (WVABCA 2010).

2.1.6.3 Missouri Missouri’s SMART program (State of Missouri Alcohol Responsibility Training) is an online server training course made available free of charge to alcohol establishments in the state. Topics covered include: recognition of fake IDs, acceptable forms of identification, prevention of service to minors, typical signs of intoxication, advice on how to handle disorderly, intoxicated customers, and laws and liability concerns related to serving underage or intoxicated customers. SMART is fully customizable to the individual alcohol establishment – managers can modify the curriculum to their

specifications. SMART is available 24 hours a day 7 days a week with an Internet connection. The site states that the training is ideal for training staff in high-turnover conditions. Establishments are given an annual credit on liquor liability insurance with 100% employee certification.

On the Missouri Division of Alcohol and Tobacco Control (MDATC) website, no information or contact information is given regarding server training. However, the following statement is displayed: “In recent years, the Division has taken a more proactive stance by providing an industry education program and a law enforcement education program. Seminars to thousands of retail businesses across the state have been conducted to reduce incidences of underage drinking and over-serving of intoxicating liquors to customers. Informational pamphlets are also provided to assist liquor licensees with compliance of liquor control laws and regulations. The Division also provides liquor control law training to local law enforcement personnel. Training includes providing booklets that present the liquor control laws and elements of making cases on various violations of liquor control laws and regulations” (MDATC 2010a). The MDATC lists a news release detailing two server training classes that were offered in May of 2010, where more than 100 people were trained (MDATC 2010b).

2.1.7 Online Server Training Programs

Online server training appears to be very popular, as there are many different programs from which to choose.

Based on a small sample of online server training programs, cost for these classes ranged anywhere from \$8 to \$40. In all likelihood, the information included in each of the online courses is very similar, as much of the same information has been included in most other server training programs (local laws, state laws, alcohol effects, IDs, etc).

As was shown above, many states have their own online server training courses which they developed in-house, and many also accept other out-of-state online server training programs, whose curricula have been reviewed and approved (i.e. Utah, Wisconsin). There are two obvious advantages to taking these courses online: geography and time. Students can take the course from any location, as long as they have an Internet connection, and classes are available to them 24 hours a day 7 days a week.

No studies have been conducted comparing the effectiveness of online server training programs to classroom-based programs and there are no statistics available that outline state origin of those servers who choose to complete their server training online. It is unknown how popular the online courses have become, as several server training programs were contacted and were hesitant to reveal any specific information regarding trends.

2.2 Server Training Programs within North Dakota

While North Dakota does not have a statewide law regarding server training, several cities do mandate server training within their city limits, and various server training programs are offered within the state of North Dakota. However, North Dakota lacks a central online location which houses information regarding these programs. In addition, a listing of communities within North Dakota which require server

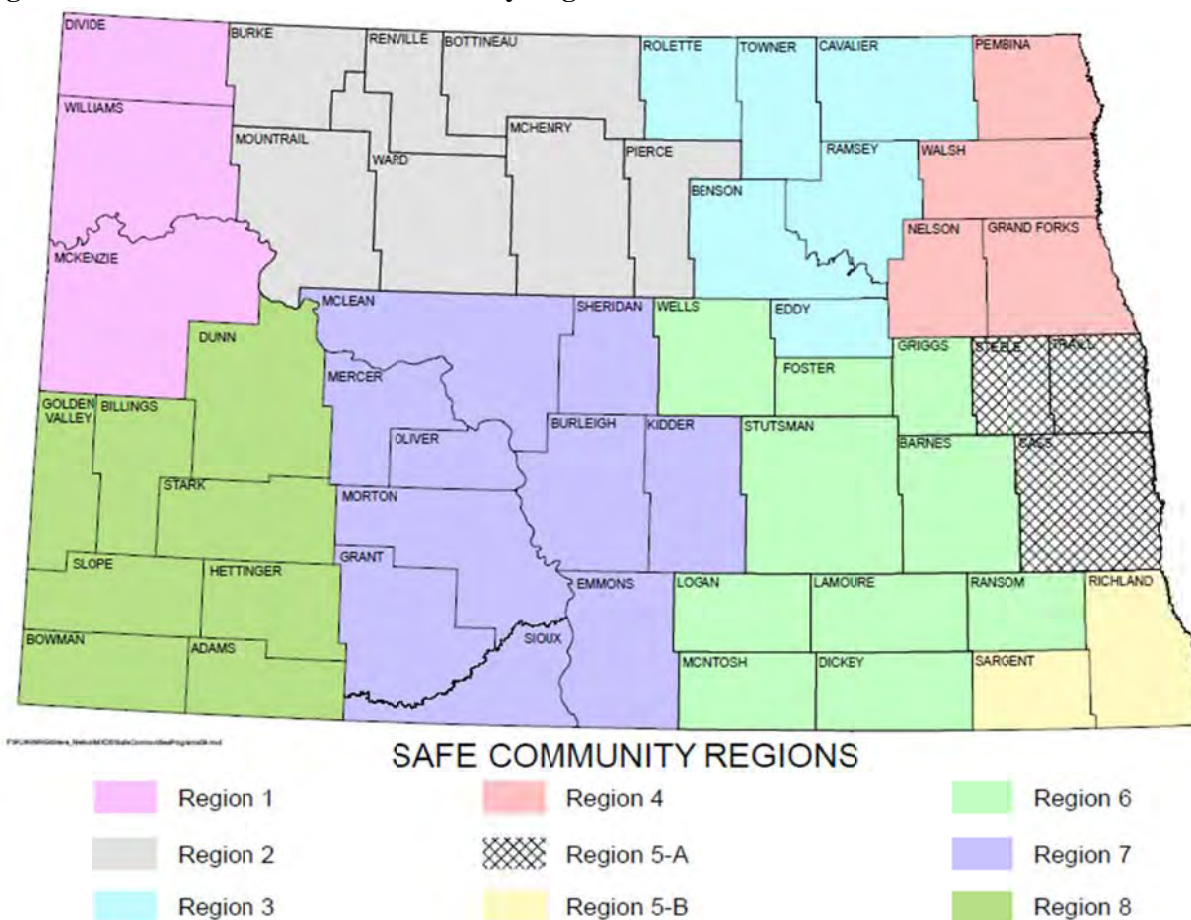
training does not exist. The following sections will touch briefly on the known server training options offered within the state of North Dakota.

2.2.1 Safe Communities

In 2008, the North Dakota Traffic Safety Office contracted with a consulting firm to produce standardized curriculum for server training programs to be used by Safe Communities and law enforcement in the state (NDDOT 2008). In addition, a toolkit was developed to market the new program to alcohol establishments and to gain support from local entities. The metric for success in this endeavor was to increase the number of alcohol establishments who participate in server training by 10% annually – starting with a baseline of 450 in 2008. According to the Traffic Safety Office (2009) statewide training is not available due to “various degrees of support from political subdivisions.” This is further illustrated in some of the responses from the Safe Communities coordinators discussed later in this section.

In April of 2010 North Dakota Safe Communities coordinators were each sent a survey requesting a variety of information regarding their region’s alcohol server training program, including, but not limited to training curriculum, training methodologies, and instructor training. The breakout of Safe Community regions is illustrated in Figure 2.2.

Figure 2.2. North Dakota Safe Community Regions



Of the nine Safe Communities (SC) coordinators who were sent a survey in April of 2010, eight surveys were ultimately received. However, one coordinator had moved on to other employment around the time the survey was disseminated, so the survey response rate was 100% (8 out of 8 possible). It should be noted that two of the eight completed surveys was completed by members of the law enforcement agency that provides the training in specific cities within two of the SC regions, and the responses given applied only to those cities, not the entire SC region.

Six of the eight respondents stated that they offer server training in their region. One respondent who did not offer the training stated that there were issues with law enforcement in their region. She stated that classes were held in partnership with a local college and no one attended the classes. The other respondent was a law enforcement member who stated they offered the training, and they “just invite the Safe Communities.”

All respondents stated that server training classes have been provided in their region for a minimum of three years, with five respondents stating that training classes have been provided for more than five years in their region. When asked how often server training classes are held in their region, responses were varied: anywhere from 2-3 times a week to quarterly, to not at all.

All server training courses offered by the respondents were offered at no cost to participants. A typical training class offered by the respondents lasted anywhere from a minimum of two hours up to four hours and had less than 10 people to up to more than 30 people in attendance. Two respondents stated they often had a backlog of students waiting to take the class, while three stated they sometimes had a backlog, and two said they never have a backlog. All respondents stated that their target audiences were alcohol establishment managers, owners, servers, bartenders and bouncers. One respondent stated they also train fair board members and one said they train security officers. None of the respondents offered separate classes for servers/bartenders and managers/owners.

Only three of the eight respondents stated they participate in teaching the server training courses. Seven of the eight stated that law enforcement teaches their server training classes. Seven of the eight respondents said they recruit instructors for the server classes by contacting law enforcement personnel directly. When asked to describe the type of training that is provided for instructors of their server classes, a number of responses were given including:

1. We train instructors by having them participate in the class and provide all required material to teach/instruct the class.
2. DOT provided training when the new materials were provided more than a year ago. One of our MOI trained officers did a regional training in Dickinson. He also teaches the class.
3. Law enforcement took training from the developer during the launch of the statewide program.
4. We go through the program like we initially trained – post credit is available.
5. The instructor candidate should participate in a server training class and be familiar with state statutes, city ordinances, compliance checks, and IDs.
6. Meet with someone who helped create the course in 1999 to learn history. Observation of a couple instructors’ classes (or more if desired)

7. Training offered by the Department of Transportation and the NDPOA Committees

When asked to describe the requirements for a server class instructor, including any prior training experience, education level, driving record, again a number of responses were given including:

1. Must complete a train the trainer course.
2. Usually a law enforcement officer or SC coordinator who have been training – a 4 year degree.
3. Law enforcement that has had the AST instructor course.
4. In Grand Forks, the instructor must be a member of the GFPD or authorized by the GFPD. In North Dakota, the instructor must attend training.
5. Licensed peace officer currently employed at a law enforcement agency within the region.

Five of the eight respondents use the state curriculum manufactured and offered by the DOT. The state curriculum includes, but is not limited to, the following topics: alcohol use by minors, detecting fake IDs, liquor establishment laws, local ordinances, state ordinances, laws regarding minors, physiological effects of alcohol, and intervention steps. One respondent listed the topics covered during a training session, which were topics covered in the state curriculum. All respondents stated they used a variety of methods in their training classes including videos, reading materials, instructor-led discussion and hands on exercises. Only one person stated their training course uses role-playing methodology. None of the respondents stated they offer shorter ‘booster’ courses to those who are renewing their server training permits. Only four of the eight respondents were familiar with online server training courses, and four were familiar with TIPS training.

As has been shown, even within North Dakota, with a state-sponsored server training curriculum, server training varies between Safe Communities regions. These differences could be the result of the local culture, as was noted with the lack of cooperation from local law enforcement in one region, or an abundance of cooperation from local law enforcement, or the result of a lack of cooperation from the local alcohol establishments themselves.

A recent development in server training in North Dakota is the possibility that Fargo servers might have to pay a fee to take a server training class required by the city, which is offered through Safe Communities. This is due to a budget shortfall in the program that paid for server training classes, and is causing some concerns among the alcohol establishment owners. The fee would be \$15 per server, and would certify a server for three years (Shaffer 2010). This might have ramifications statewide for server training offered by Safe Communities. Would other Safe Communities coordinators be required to charge a fee for server training? If so, would this result in a drop in training participation in the cities that do not require server training, but which have several alcohol establishments which require their employees to participate?

Table 2.1 Safe Communities Survey Responses

	Does your regional Safe Communities organization offer server training?	How long has it been provided in your region?	How often are server training classes held?	What is the cost for server training?	What is the length of a typical server training class?	What is the size of a typical server training class?	How frequently do you have a class backlog (people on a waiting list to take the class)?	Who is the target audience of this training?	Do you offer separate classes for servers/bartenders and managers/owners?	Who teaches the server training classes?	How are the instructors for the server training classes recruited?
Region 1	Yes	More than 5 years	Every other month	no cost	4 hours	11-20 people	Never	Owners, managers, servers, bartenders, bouncers, fair board	No	SC coordinator and law enforcement	Contacting law enforcement personnel directly
Region 2***	No (offered by Minot PD)	More than 5 years	Once every 18 months	no cost	2 hours	11-20 people	Sometimes	Owners, managers, servers, bartenders	No	Law enforcement	Just instructed by law enforcement (Crime Prevention Unit)
Region 3	No*	No response	No response	No response	No response	No response	No response	No response	No response	No response	No response
Region 4	Yes	More than 5 years	2-3 times a month	no cost	2 hours	21-30 people	Often	Owners, managers, servers, bartenders, bouncers	No	SC coordinator and law enforcement	Contacting law enforcement personnel directly
Region 5	Yes	More than 5 years	5-6 times per month	no cost	2 hours	More than 30 people	Often	Managers, servers, bartenders, bouncers	No	Law enforcement	Word of mouth/Contacting law enforcement personnel directly
Region 6**	Yes	3-5 years	Once a month	no cost	2.5 hours	Less than 10 people	Sometimes	Owners, managers, servers, bartenders	No	Law enforcement	Contacting law enforcement personnel directly
Region 7	Yes	3-5 years	Quarterly	no cost	2.5 hours	11-20 people	Never	Owners, managers, servers, bartenders, bouncers	No response	Law enforcement	Contacting law enforcement personnel directly
Region 8	Yes	More than 5 years	At least 6 or more times/year	no cost	3 hours	21-30 people	Sometimes	Owners, managers, servers, bartenders, bouncers	No	SC coordinator and law enforcement	Contacting law enforcement personnel directly

*"Have not tried one this year. In past, LE was not in favor of it. Held classes in partnership with LRSC and no one came to class. Still cost to my program for trainer."

**Survey filled out and returned by Jamestown law enforcement. Responses valid only for Jamestown server training program.

***Survey filled out and returned by Minot law enforcement. Responses valid only for Minot server training program.

Table 2.1 continued

	What types of methods are used for teaching the server class?	Are 'refresher courses' offered to those who have attended classes in the past?	Do you know of any other training programs in your area?	Do you know of any other training programs in North Dakota?	Are you familiar with online server training courses?	Are you familiar with TIPS training?
Region 1	Videos, instructor-led discussion, hands-on	No	No	No	Yes	No
Region 2***	Videos, reading materials, instructor-led discussion	No	No	Mike Argall - Cass County	Yes	Yes
Region 3	No response	No response	LRSC may off the TIPS program.	Yes - Safe Communities	No	Yes
Region 4	Videos, reading materials, instructor-led discussion, hands-on ID exercise	No	TIPS, TEAM	TIPS, TEAM	Yes	Yes
Region 5	Videos, instructor-led discussion, PPT presentation, props (fatal vision goggles, fake IDs)	No	Corporate programs required by chain restaurants, TIPS	TIPS	Yes	Yes
Region 6**	Powerpoint and hands-on training	No	No	No	No	Yes
Region 7	Videos, role-playing, reading materials, instructor-led discussion	No	No response	No response	No	Yes
Region 8	Videos, reading materials, instructor-led discussion, powerpoint	No	No	Yes Tribal	No	No

*"Have not tried one this year. In past, LE was not in favor of it. Held classes in partership with LRSC and no one came to class. Still cost to my program for trainer."

**Survey filled out and returned by Jamestown law enforcement. Responses valid only for Jamestown server training program.

***Survey filled out and returned by Minot law enforcement. Responses valid only for Minot server training program.

2.2.2 Other Training Programs

In addition to the Safe Community server training program, other server training programs are offered within the state of North Dakota, as survey data seem to convey (see Section 3.2.2). However, little information is available regarding their existence.

2.3 Comparison of Server Training Programs

2.3.1 Server Training Curriculum

The curriculum currently used by Safe Communities is consistent with content offered in other states and other online programs. In fact, all of the other programs investigated for this assessment included most of the same topic areas: local alcohol laws, state alcohol laws, how alcohol affects the body, techniques for intervening in cases of intoxication, how to identify minors (fake IDs), and consequences for not following the law. Although all of the topics listed were covered in the Safe Communities curriculum, more than half of the server training PowerPoint presentation provided by Safe Communities deals specifically with minors, selling to minors, laws against selling to minors, and how to check identification. This could be one reason why, later in this evaluation, managers and servers feel that the server training program offered in North Dakota is more effective at teaching how to identify minors than it is in reducing impaired driving (see Section 3.1.2).

2.3.2 Implementation

Upon a cursory review of Safe Communities programs and server training programs, it appears that North Dakota is unique in implementing server training in conjunction with its Safe Communities program. Other states allow outside entities/programs to become “certified” to provide server training, and servers then have the option of attending server training through any of the pre-approved independent programs/classes. Online server courses are often part of the group of pre-approved providers.

2.3.3 Renewal Frequency

Most states require server permit renewal within two to five years of obtaining an initial certification.

2.3.4 Approved List of Providers

With the exception of the non-required server training states (including North Dakota), each of the state programs listed for the assessment supplied a list of pre-approved server training providers within their respective states. The curriculum provided by the states had to be pre-approved by a state agency, and any changes made to the curriculum had to be approved before being implemented. Because online courses tend to cater to states’ training needs, it is assumed that online providers alter and update their curriculum based upon changes in respective states’ training requirements.

2.3.5 Provider Training Requirements

With the exception of the non-required server training states (including North Dakota), each of the state programs listed had minimum training requirements for the providers/trainings of their server training programs. While some states' requirements were more stringent than others, most of the training revolved around a "train the trainer" course, or participating in a training session prior to conducting actual training.

2.3.6 Central Location for Server Training Information

Also, with the exception of the non-required server training states (including North Dakota), each of the state programs listed had a central online location which included server training information.

2.3.7 Central Server Status Database

Most of the states which have required or voluntary server training programs have an online database for information related to server training status and expirations.

2.3.8 Comparison Overview

Overall, server training doesn't differ greatly by state or by method of delivery (online vs. classroom-based). The curriculum tends to be the same – the main things that differ among training options are the location of delivery (online/classroom), the length of the course, the level of training of the providers, and the costs associated with that training. Whether any of the aforementioned items have any effect on the efficacy of server training has yet to be proven. The next two sections will focus on the viability of server training programs and what characteristics define a successful program.

2.4 Viability of Server Training Programs

Preventing the purchase and service of alcohol to patrons who already appear substantially intoxicated through the training of alcohol servers is a logical step in reducing alcohol-related motor vehicle crashes. However, there are varied conclusions regarding the viability of RBS training. Numerous studies have been conducted to assess the feasibility of RBS training in reducing impaired driving and decreasing the proportion of intoxicated persons exiting a licensed alcohol establishment.

Early studies evaluating RBS programs found mixed results. Several studies showed improvements in the knowledge and beliefs of servers after participating in RBS training. Glicksman et. al (1993), after comparing knowledge and attitudes of servers at intervention sites and servers at control sites, found that servers who participated in 4.5 hours of RBS training increased their knowledge about alcohol, its effects, and appropriate and inappropriate serving practices, were more confident regarding their knowledge of alcohol, and had more positive attitudes about interceding in customers' behaviors. Coutts et. al (2000), following a 3-hour training program for servers, found that attitudes and knowledge of servers improved. Many other studies found improvements in these areas as well (Glickman and Single 1988, Howard-

Pitney et. al 1991, Lang et. al 1998, McKnight 1991, McKnight and Poley-Weinstein 1987, Molof and Kimball 1994, Simons-Morton and Cummings 1997).

Several studies found improvements in responsible beverage service (i.e. offering food, refusals, slowing service) (Buka and Birdthistle 1999, Glicksman et. al 1993, Glicksman and Single 1988, McKnight 1991, McKnight and Poley-Weinstein 1987). Most of the studies involved ‘pseudo-patrons’ who were brought in specifically to act intoxicated and test servers’ behaviors toward them.

Numerous studies found that RBS training resulted in fewer intoxicated patrons leaving an alcohol establishment (Glicksman et. al 1993, Lang et. al 1998, NHTSA 1986, Russ and Geller 1987). Saltz (1987) assessed an RBS program on a U.S. Naval base. The study compared an intervention site, where staff received 18 hours of intensive RBS training, to a control site, where staff received no training. Saltz found a 33% reduction in the proportion of patrons with a blood alcohol concentration (BAC) of greater than 0.10 at the intervention site, but little change at the control site. Toomey et. al (2001) conducted five 1-2 hour consultation sessions with establishment owners and managers, in addition to booster sessions. They found that sales to underage patrons decreased by nearly 12% and sales to pseudo-intoxicated patrons decreased by 46%.

However, many studies found no change in behavior or attitudes following RBS training (Howard-Pitney et. al 1991, Lang et. al 1996, Lang et. al 1998). Lang et. al conducted two studies – one focusing on underage drinking and one focusing on intoxication levels, both in Australia, which showed no changes in server behavior following completion of server training programs.

There have also been mixed results regarding the effects of RBS training on traffic crashes and motor vehicle fatalities. Molof and Kimball (1994) found no change in single-vehicle nighttime traffic fatalities in Oregon following adoption of RBS training requirements in the state, while Holder and Wagenaar (1994) found significant decreases in single vehicle nighttime traffic crashes (23%) after three years. In addition, Riccelli (1986) found a 54% to 64% decrease in traffic crashes in Amherst, Massachusetts, following a five-hour server training program for servers and managers.

While historical results have been mixed as to the success of server training programs, one cannot dismiss server training outright as a valid behavioral change conduit. Each of the previously discussed studies was conducted under varied circumstances, in different environments and different geographies, each with its own culture. What has been cultivated from the plethora of historical research has been a compendium of best practices – those program pieces which can make server training successful – which will be covered in the following section.

2.5 Characteristics of Successful Server Training Programs

Not all server training programs are successful, as evidenced by the review of previous RBS assessments. However, what leads to the success of particular RBS programs? While some standards exist for certain states with mandatory RBS requirements, as stated before, there are no nationwide standards for server training programs, and implementation varies in terms of curriculum, intensity, and methodology.

However, as inquiry into this area has played out in the past two decades, best practices regarding server training programs have emerged.

2.5.1 Target Audience

According to Mosher et. al (2002) RBS programs should target managers/owners and servers, not just servers. Many RBS programs focus solely on the servers. However, research has shown that managers/owners need to have an understanding of the issues servers will confront as they execute the techniques learned during RBS training, and having managers take part in RBS training will offer them the opportunity to learn this first-hand. In addition, RBS training should include some type of management policy development. Having management support of responsible server practices is important as some servers may not follow the server training techniques if management is not supportive of these practices. Toomey et. al (1998) states that even the best RBS program will not be effective without management support.

2.5.2 Curriculum/Intensity

Mosher et. al (2002) recommends reviewing all basic information relevant to servers, including focusing on the physical effects that alcohol elicits and the social problems associated with alcohol use, not just driving while intoxicated. Discussing the laws regarding serving alcohol, specifically regional laws, is also an important topic to cover. Many RBS training programs also include much more detailed skill requirements, including how to estimate blood alcohol level by drink counting, how to pace consumption, how to promote food and non-alcoholic beverages, how to refuse service, and how to control problematic situations (Saltz and Stanghetta 1997). However, Toomey et. al (1998) states that effective training programs should provide information but should not overwhelm the audience with too much information.

In regards to intensity of the training session(s), Mosher et. al (1991) states that most effective RBS programs last a minimum of four hours – enough time for adequate coverage of the relevant information.

2.5.3 Training Methods

A successful RBS program should use a multitude of diverse training techniques, including, but not limited to, role-playing and other skill-building techniques. According to Mosher et. al (2002) simply providing the information, such as in lecture form, or through videotape presentations, does not promote behavior change or increase skill level.

2.5.4 Training and Enforcement

Saltz and Stanghetta (1997) state that enforcement of alcohol laws and the public perception of that enforcement are directly connected to the likelihood that servers and managers will use the skills learned in training. Staff members need to believe that the law is being enforced, especially regarding service to intoxicated patrons, and that they are at risk of being cited when they serve alcohol to intoxicated customers. In addition, managers need to monitor staff and their serving practices to ensure that rules are being followed, and to enforce their expectations regarding alcohol service.

2.5.5 The Hospitality Industry

Saltz and Stanghetta (1997) believe that involvement of the hospitality industry is critical to the success of server training in a community. However, they stress that getting initial buy-in from the hospitality industry is difficult, but that communities must listen to any concerns and must provide realistic responses to them. Some very real concerns for business owners are a loss of business, problems with staff turnover, and the logistics of encouraging staff to attend training. Community members must learn to work with this business sector as Saltz and Stanghetta (1997) believe that an inability to work with this sector will result in a “sabotage” of RBS efforts. In addition, communities must understand the logistics of working with the hospitality sector by doing something as simple as not scheduling meetings or trainings at night when those in the hospitality sector are most likely to be working.

2.5.6 Voluntary vs. Mandatory Training

Saltz and Stanghetta (1997) and Stockwell (2001) both state that RBS training works well when it is mandatory and does not work well when it is voluntary. It is difficult to attract participants when the program is voluntary and entails the use of many recruitment hours. Having a provision for mandatory training ensures a means of widespread implementation of training.

3. Survey Findings/Data

The following sections outline data used for this project to assess current server training programs in North Dakota. Data include surveys of alcohol establishment managers, owners, and servers, data from compliance checks in relevant cities, crash statistics, and alcohol-related citations.

3.1 Alcohol Establishment Surveys: Managers/Servers

In April of 2010, alcohol establishment owners/managers and servers/bartenders were surveyed to determine current rates of RBS training in North Dakota, to assess the effectiveness of server training, and to determine current knowledge about server training in North Dakota.

3.1.1 Methodology

Surveys were sent to a random sample of 600 alcohol establishments in North Dakota. Establishment managers and owners were the selected audience for this initial survey. Alcohol establishments targeted for surveys included bars, restaurants, off-sales, and event centers. Alcohol establishment contact information was obtained from the North Dakota Office of the Attorney General.

Surveys were also sent out to 400 randomly selected alcohol establishments with the purpose of surveying alcohol servers and bartenders. Five surveys and five self-addressed stamped envelopes were sent to each establishment with instructions for the owners/managers to distribute the enclosed surveys to five of its alcohol servers/bartenders.

3.1.2 Results

3.1.2.1 Manager/Owner Results Of the 600 surveys sent out to North Dakota alcohol establishments intended for the alcohol establishment management or owners, 90 surveys were ultimately returned, for a 15% response rate. Because of the small sample size, the results presented here cannot be generalized to the North Dakota alcohol establishment management/owner population as a whole. They can, however, be used to gain insight for future decisions regarding the program. What are presented here are the perceptions and opinions of a small group of North Dakota alcohol establishment managers and owners.

More than 93% of respondents have worked in the service industry for at least four years, with 61.7% of respondents having worked in the service industry for more than 10 years. Half of the respondents worked at an establishment which employs 20 or fewer employees. A majority of respondents worked in cities where a taxi service or other ride service is made available to establishment patrons (84.8%), and 91% of respondents worked at an establishment which also serves food. Approximately two-thirds of respondents were aged 41 or older, and 63% of respondents were male.

Slightly more than half of the respondents were familiar with responsible beverage server training (Table 4.1). Of those who were familiar with server training, nearly 73% required their employees to participate

in server training. When respondents were asked why they require their employees to participate in server training, half stated it was because it was mandatory/it's the law, while nearly 38% said it was because they want responsible and knowledgeable servers (Appendix G). Of those who required their employees to participate in server training, nearly three-fourths stated they required their employees to attend a Safe Communities server training program (Table 3.1).

Those who stated they do not require their employees to participate in server training gave several reasons for not doing so, including because their business was so small (only family served), they offer their own training, and it is voluntary and they send their employees as training opportunities arise (Appendix G).

Of the respondents who were familiar with server training, only 27.5% were familiar with online training opportunities (Table 3.1). It would seem that online server training would be beneficial in a state as rural as North Dakota – so that servers in some parts of the state would not have to travel such distances to take server training. It is possible that if alcohol establishments were made aware of all server training options open to them they might be more apt to require training for their employees.

Of the respondents who were familiar with server training, more than two-thirds (68.1%) stated that server training opportunities were offered in their town, while nearly one-quarter (23.5%) said the nearest server training opportunity was offered a minimum of 11 miles away (Table 3.1). Again, online server training might benefit the alcohol establishments located in more geographically isolated communities. See Appendix G for a complete detailed breakdown of manager/owner survey results.

Respondents were also asked to identify any barriers that exist which might prevent them from attending server training. Several responses were given, but a few major themes emerged including: scheduling conflicts/time offered, the classes fill up too fast/not offered frequently enough, and the fact that the training is not offered close enough – people have to travel distances to attend training (Appendix G).

When asked to rate the importance of various server training class topics on a scale from one to four with one being “Not Very Important” and four being “Very Important”, at least 80% of respondents felt that it was important to cover all of the listed topics – giving each of the topics a three or a four (Table 3.2). All of the respondents felt that it was important to cover the following topics in a server training class: “Refusing service to intoxicated customers” and “Policies and practices of the establishment regarding intoxicated and underage customers.” Respondents were least likely to think that it was important to cover the following topics in a server training class: “Problem of drinking and driving” (84.5%), “Responsibility of servers to prevent intoxicated patrons from driving” (84.4%), and “Delaying service to prevent intoxication” (81.8%).

Table 3.1 Specific Server Training Variables – Managers/Owners

<i>Are you familiar with responsible beverage server training? (n=90)</i>			
	<u>N</u>	<u>%</u>	
Yes	48	53.3%	
 <i>Do you require your employees to participate in server training? (n=44)</i>			
	<u>N</u>	<u>%</u>	
Yes	32	72.7%	
 <i>Which server training class do you require your servers to attend? (n=34)</i>			
	<u>N</u>	<u>%</u>	
Safe Communities	25	73.5%	
TIPS Training	3	8.8%	
Online training course	2	5.9%	
Other	4	11.8%	
 <i>Are you familiar with online server training programs? (n=40)</i>			
	<u>N</u>	<u>%</u>	
Yes	11	27.5%	
 <i>How close is the nearest PHYSICAL location that offers server training (not including online courses)? (n=47)</i>			
	<u>N</u>	<u>%</u>	
Located in my town	32	68.1%	
Less than 10 miles away	4	8.5%	
11-20 miles away	2	4.3%	
More than 20 miles away	6	12.8%	
I do not know where the nearest server training class is offered	3	6.4%	

Table 3.2 Importance of Server Training Class Topics – Managers/Owners

	<u>Not</u> <u>Important</u>	<u>Important</u>
Refusing service to intoxicated customers	0.0%	100.0%
Policies and practices of the establishment regarding intoxicated and underage customers	0.0%	100.0%
Recognizing underage patrons (checking IDs)	2.2%	97.7%
State of North Dakota drinking and driving liability issues	2.3%	97.7%
Strategies for handling intoxicated customers	2.2%	97.7%
Recognizing when someone is drunk	4.4%	95.5%
State of North Dakota service laws	4.7%	95.3%
Physical effects of alcohol (stages of intoxication)	6.6%	93.3%
State of North Dakota drinking and driving laws	8.9%	91.1%
Role of the hospitality industry in preventing drunk driving	11.3%	88.7%
Providing alternative transportation for intoxicated customers	13.3%	86.6%
Serving food with alcohol	13.6%	86.4%
Problem of drinking and driving	15.5%	84.5%
Responsibility of servers to prevent intoxicated patrons from driving	15.6%	84.4%
Delaying service to prevent intoxication	18.2%	81.8%

When asked to rate server training presentation techniques on a scale from one to four with one being “Very Ineffective” and four being “Very Effective”, respondents were most likely to rate “Leader facilitated discussions” (83%) and “Videos” (76.1%) as being effective (having a rating of 3 or 4), while respondents were least likely to rate “Reading materials” (65.1%) and “Role-playing” (55.8%) as being effective (Table 3.3).

Table 3.3 Effectiveness of Server Training Presentation Techniques – Managers/Owners

	<u>Ineffective</u>	<u>Effective</u>
Leader facilitated discussions	17.7%	82.2%
Videos	18.6%	81.4%
Lecture	25.6%	74.4%
Reading materials	34.9%	65.1%
Role-playing	44.2%	55.8%

Respondents were also asked to rate their agreement with several statements on a scale from one to four with one being “Strongly Disagree” and four being “Strongly Agree.” Respondents were most likely to agree with the statement: “Server training is effective at teaching servers how to identify underage patrons” (83%) (Table 3.4). Respondents were least likely to agree with the statement: “It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive” (26.1%). It is interesting to note that respondents were much more likely to agree with the statement “Server training is effective at *teaching servers how to identify underage patrons*” than they were with the statement “Server training is effective at *reducing drunk driving among patrons*” (83% vs. 53.2%) – speaking to the difficulty in identifying intoxicated patrons.

Table 3.4 Effectiveness and Requirements of Server Training – Managers/Owners

	<u>Disagree</u>	<u>Agree</u>
Server training is effective at teaching servers how to identify underage patrons.	17.0%	83.0%
Server training should be required for all alcohol establishment managers.	23.9%	76.1%
Server training should be required for all alcohol beverage servers.	26.0%	74.0%
Server training should be required for all alcohol establishment owners.	32.6%	67.4%
Server training is effective at reducing drunk driving among patrons.	46.8%	53.2%
It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	73.9%	26.1%

3.1.2.2 Server Results Of the 2,000 surveys that were sent to 400 randomly selected alcohol establishments in North Dakota (five surveys per establishment), 68 surveys were ultimately returned for a 1.7% response rate. One possible reason the response rate was so small is that the alcohol establishment management might have chosen not to distribute the surveys to their employees. It is not known how many surveys were actually distributed by the establishment management.

More than half of respondents (60%) had worked in the service industry for at least four years (Appendix H). More than half of respondents stated they were bartenders (55.6%), 22.2% were servers, and 11.1% stated they were both bartenders and servers. More than 30% of respondents were aged 41 or older, while 46.6% were aged 30 or younger and 73.3% of respondents were female. Nearly three-fourths of respondents worked in a city which has a taxi service or alternate ride service.

More than 67.1% of respondents were familiar with responsible beverage server training and 84% of those who were familiar with server training have attended training (Table 3.5). Of those who attended server training, 39.5% attended a Safe Communities server training event, followed by TIPS (13.2%) and online training courses (10.5%) (Table 3.5). Nearly three-fourths of those who have attended training stated that training is required at their current place of employment. More than half of respondents stated that the nearest location that offers server training is located within their town. Eight respondents did not know where the nearest server training class was offered.

See Appendix H for a detailed breakdown of alcohol server survey results.

Table 3.5 Specific Server Training Variables – Servers/Bartenders

<i>Are you familiar with responsible beverage server training? (n=67)</i>		
	<u>N</u>	<u>%</u>
Yes	45	67.1%
<i>Have you even attended responsible beverage server training (n=45)</i>		
	<u>N</u>	<u>%</u>
Yes	38	84.4%
<i>What types of trainings have you attended? (n=38)</i>		
	<u>N</u>	<u>%</u>
Safe Communities	15	39.5%
TIPS Training	5	13.2%
Online training course	4	10.5%
Other	11	28.9%
<i>Are you familiar with online server training programs? (n=34)</i>		
	<u>N</u>	<u>%</u>
Yes	3	8.8%
<i>How close is the nearest PHYSICAL location that offers server training (not including online courses)? (n=45)</i>		
	<u>N</u>	<u>%</u>
Located in my town	26	57.8%
Less than 10 miles away	3	6.7%
11-20 miles away	2	4.4%
More than 20 miles away	6	13.3%
I do not know where the nearest server training class is offered	8	17.8%

Respondents were asked to identify any barriers that exist which might prevent them from attending server training. Responses were similar to the ones given by managers/owners: scheduling issues/timing of classes and the length of the program (Appendix H).

When asked to rate the importance of various server training class topics on a scale from one to four with one being “Not Very Important” and four being “Very Important”, at least 80% of respondents felt that all of the topics listed were important, with the exception of “Serving food with alcohol” (71.1%) and “Delaying service to prevent intoxication” (68.2%) (Table 3.6). Respondents were most likely to think that “Recognizing underage patrons (checking ID)” was important (100.0%).

Table 3.6 Importance of Server Training Class Topics – Servers/Bartenders

	<u>Not important</u>	<u>Important</u>
Recognizing underage patrons (checking ID)	0.0%	100.0%
State of ND drinking and driving liability issues	6.6%	93.4%
Policies and practices of the establishment regarding intoxicated and underage customers	6.8%	93.2%
State of ND drinking and driving laws	8.8%	91.2%
State of ND service laws	8.9%	91.1%
Refusing service to intoxicated customers	9.6%	90.5%
Recognizing when someone is drunk	11.1%	88.9%
Strategies for handling intoxicated customers	11.4%	88.6%
Physical effects of alcohol (stages of intoxication)	13.3%	86.7%
Role of the hospitality industry in preventing drunk driving	15.6%	84.4%
Problem of drinking and driving	15.5%	84.4%
Responsibility of servers to prevent intoxicated patrons from driving	15.9%	84.1%
Providing alternative transportation for intoxicated customers	17.8%	82.3%
Serving food with alcohol	28.9%	71.1%
Delaying service to prevent intoxication	31.8%	68.2%

When asked to rate server training presentation techniques on a scale from one to four with one being “Very Ineffective” and four being “Very Effective”, respondents were most likely to think that “Videos” were most effective (86.3%), and that “Role-playing” was least effective (68.2%) (Table 3.7).

Table 3.7 Effectiveness of Server Training Presentation Techniques – Servers/Bartenders

	<u>Ineffective</u>	<u>Effective</u>
Videos	13.7%	86.3%
Lecture	16.3%	83.7%
Leader facilitated discussions	18.2%	81.8%
Reading materials	27.3%	72.7%
Role-playing	31.9%	68.2%

Respondents were asked to rate their level of agreement with several statements regarding server training on a scale from one to four with one being “Strongly Disagree” and four being “Strongly Agree.”

Regarding age statements, nearly 98% of respondents stated they always ask for identification if they are unsure of someone’s age, three-fourths of respondents can usually tell if someone is underage, and only one-fourth of respondents agreed with the statement “It is difficult for me to tell if someone is underage” (Table 3.8). Only 6.8% of respondents agreed with the statement “I feel anxious asking someone for their ID.”

Table 3.8 Level of Agreement with Statements Regarding Server Training

	<u>Disagree</u>	<u>Agree</u>
I always ask for identification if I am unsure of someone's age.	2.2%	97.8%
I can usually tell when someone is intoxicated.	2.2%	97.8%
Server training should be required for all alcohol establishment owners.	6.6%	93.3%
Server training should be required for all alcohol establishment managers.	6.6%	93.3%
Server training should be required for all alcohol beverage servers.	8.8%	91.1%
It is easy for me to tell if someone is intoxicated.	17.8%	82.2%
I can usually tell if someone is underage.	24.5%	75.6%
Server training is effective at teaching servers how to identify underage patrons.	25.0%	75.0%
It is easy for me to cut someone off from drinking.	26.6%	73.3%
I have served an obviously intoxicated person.	38.6%	61.4%
Server training is effective at reducing drunk driving among patrons.	46.7%	53.3%
It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	68.9%	31.1%
It is difficult for me to tell if someone is underage.	73.4%	26.7%
It is difficult for me to tell if someone is intoxicated.	80.0%	20.0%
I am reluctant to refuse service to someone because I do not want to offend them.	86.6%	13.3%
I need the tip, so I am reluctant to cut someone off.	88.9%	11.1%
I feel anxious asking someone for their ID.	93.2%	6.8%

Regarding statements dealing with intoxicated patrons, 98% of respondents agreed that they can usually tell when someone is intoxicated; 82% of respondents felt it is easy for them to tell if someone is intoxicated; and only 20% of respondents said it was difficult for them to tell if someone is intoxicated. However, more than 61% of respondents agreed with the statement “I have served an obviously intoxicated person.”

Regarding statements dealing with “cutting off” patrons, more than 73% of respondents agreed that it is easy for them to cut someone off from drinking; 13% of respondents were reluctant to refuse serve because they didn’t want to offend them; and only 11.1% of respondents agreed with the statement “I need the tip, so I am reluctant to cut someone off.”

There was some incongruity regarding the statements dealing with effectiveness of server training. Three-fourths of respondents agreed with the statement “Server training is effective at teaching servers how to identify underage patrons.” However, only 53% of respondents felt that server training is effective at reducing drunk driving. This is concerning, especially when combined with the fact that 61% of respondents have served an obviously intoxicated person. Because compliance checks are more apt to revolve around underage drinking, without much focus on over intoxicated patrons, are servers less likely to “care” about over serving patrons that are “of age”? Is it simply easier for a server to check an ID and refuse service – with the decision to refuse service being made for them (under 21 = no service), as

opposed to having to actually sum up the situation and make an independent decision regarding the condition of the patron?

3.1.3 Comparison

Servers are more likely to be familiar with server training than managers/owners (67.1% vs. 53.3%), while managers/owners are more likely to be familiar with online server training programs than servers (27.5% vs. 8.8%) (Table 3.9).

Table 3.9. Comparison of Management and Server Responses I

<i>Are you familiar with responsible beverage server training?</i>			
	<u>Management/</u>		
	<u>Owners</u>	<u>Servers</u>	<u>Difference</u>
Yes	53.3%	67.1%	13.8%

<i>Are you familiar with online server training programs?</i>			
	<u>Management/</u>		
	<u>Owners</u>	<u>Servers</u>	<u>Difference</u>
Yes	27.5%	8.8%	-18.7%

Servers are much less likely than managers/owners to think the following topics should be covered in server training: serving food with alcohol (71.1% vs. 86.4%), delaying service to prevent intoxication (68.2% vs. 81.8%), and strategies for handling intoxicated customers (88.6% vs. 97.7%) (Table 3.10).

Servers are much more likely than managers/owners to agree with the fact that server training should be required for all alcohol establishment managers (93.3% vs. 76.1%), for all alcohol establishment owners (93.3% vs. 67.4%), and for all alcohol beverage servers (91.1% vs. 74%) (Table 3.11). Is this due to the fact that managers/owners do not want to take the time/resources to have their employees trained or that they have little confidence in server training as an effective means of reducing underage drinking and impaired driving? Servers and managers/owners are both as dubious about the effectiveness of server training at reducing impaired driving. More than three-fourths of both servers and managers/owners agreed that server training is effective at teaching servers how to identify underage patrons, but only slightly more than half of both groups agreed that server training is effective at reducing drunk driving among patrons.

Table 3.10. Comparison of Management and Server Responses II

<i>Importance of including the following items in server training - on a scale from one to four with one being "Not Very Important" and four being "Very Important"</i>	Management/ Owners	Servers	Difference
Refusing service to intoxicated customers	100.0%	90.5%	-9.5%
Policies and practices of the establishment regarding intoxicated and underage customers	100.0%	93.2%	-6.8%
Recognizing underage patrons (checking IDs)	97.7%	100.0%	2.3%
State of North Dakota drinking and driving liability issues	97.7%	93.4%	-4.3%
Strategies for handling intoxicated customers	97.7%	88.6%	-9.1%
Recognizing when someone is drunk	95.5%	88.9%	-6.6%
State of North Dakota service laws	95.3%	91.1%	-4.2%
Physical effects of alcohol (stages of intoxication)	93.3%	86.7%	-6.6%
State of North Dakota drinking and driving laws	91.1%	91.2%	0.1%
Role of the hospitality industry in preventing drunk driving	88.7%	84.4%	-4.3%
Providing alternative transportation for intoxicated customers	86.6%	82.3%	-4.3%
Serving food with alcohol	86.4%	71.1%	-15.3%
Problem of drinking and driving	84.5%	84.4%	-0.1%
Responsibility of servers to prevent intoxicated patrons from driving	84.4%	84.1%	-0.3%
Delaying service to prevent intoxication	81.8%	68.2%	-13.6%

Table 3.11. Comparison of Management and Server Responses III

<i>Level of agreement with the following statements on a scale from one to four with one being "Strongly Disagree" and four being "Strongly Agree"</i>	Management/ Owners	Servers	Difference
Server training is effective at teaching servers how to identify underage patrons.	83.0%	75.0%	-8.0%
Server training should be required for all alcohol establishment managers.	76.1%	93.3%	17.2%
Server training should be required for all alcohol beverage servers.	74.0%	91.1%	17.1%
Server training should be required for all alcohol establishment owners.	67.4%	93.3%	25.9%
Server training is effective at reducing drunk driving among patrons.	53.2%	53.3%	0.1%
It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	26.1%	31.1%	5.0%

3.2 Other Relevant Data

The following sections include additional information relevant to assessing the effectiveness of server training programs including compliance check statistics, alcohol-related crash statistics, and alcohol-related citations.

3.2.1 Compliance Checks

Fargo started mandating server training in 2003, with Moorhead following close behind in 2004, and West Fargo rounding out the triumvirate of cities in 2005. As is shown by the Figure 3.1 compliance check passing rates have always been quite high in the metro area, with some minor changes in peaks and valleys. Overall, the cities have seen a very consistent pass rate over the past decade. What is unknown is the extent to which server training has had an effect on those rates. Have the pass rates remained consistently high due to the server training classes?

Figure 3.1. Compliance Check Passing Rates in Fargo, Moorhead, West Fargo: FY2000-FY2009

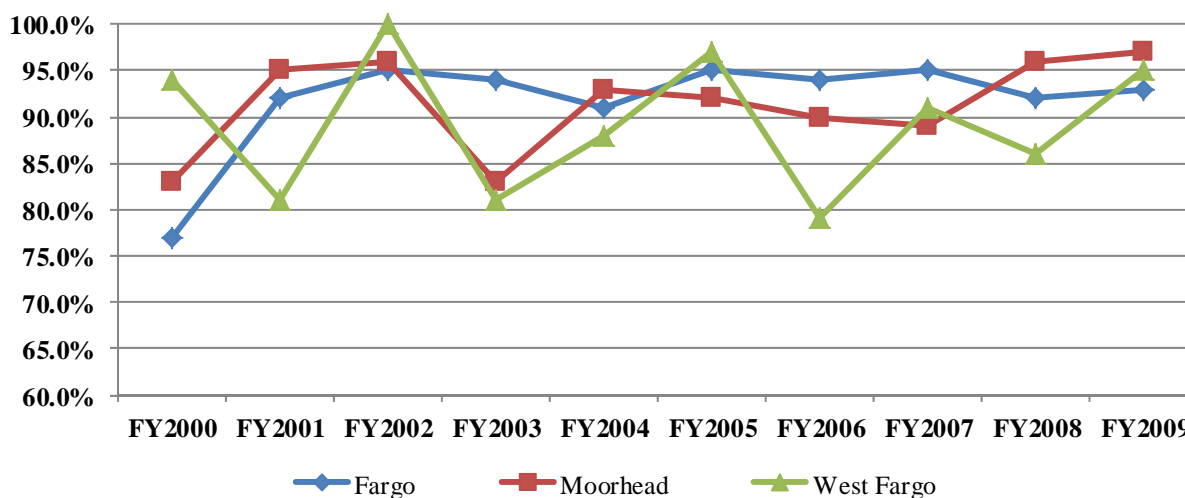


Figure 3.2 shows the compliance check pass rates in Grand Forks for the past ten years, and a similar trend is seen here as well, although Grand Forks rates are a little lower than those seen in the Fargo-Moorhead area, Grand Forks pass rates have been consistently increasing since about 2003. Grand Forks did not start mandating server training for alcohol servers until 2009, however server training has been offered in the city since 2003.

Figure 3.2. Compliance Check Passing Rates in Grand Forks: 2000-YTD 2010

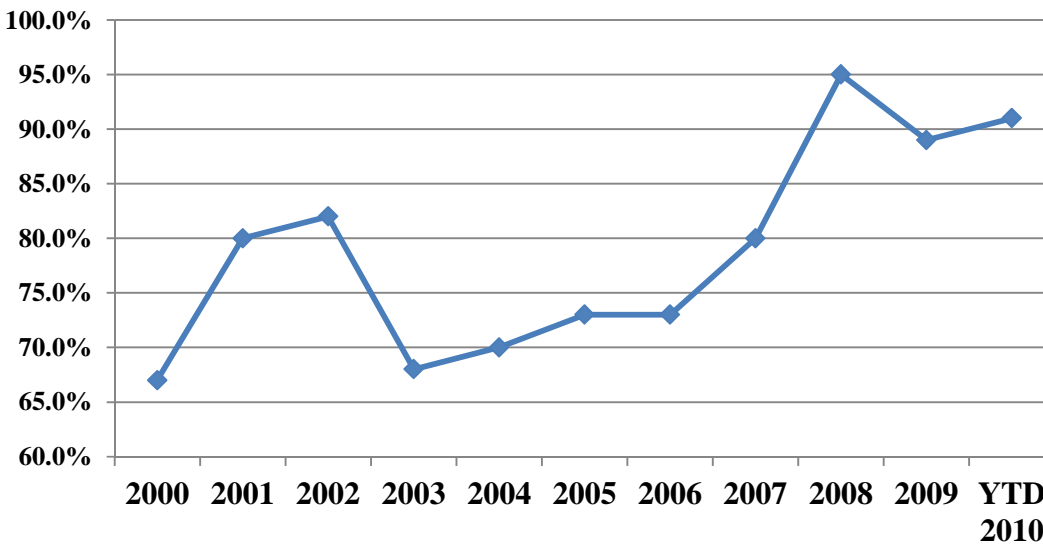
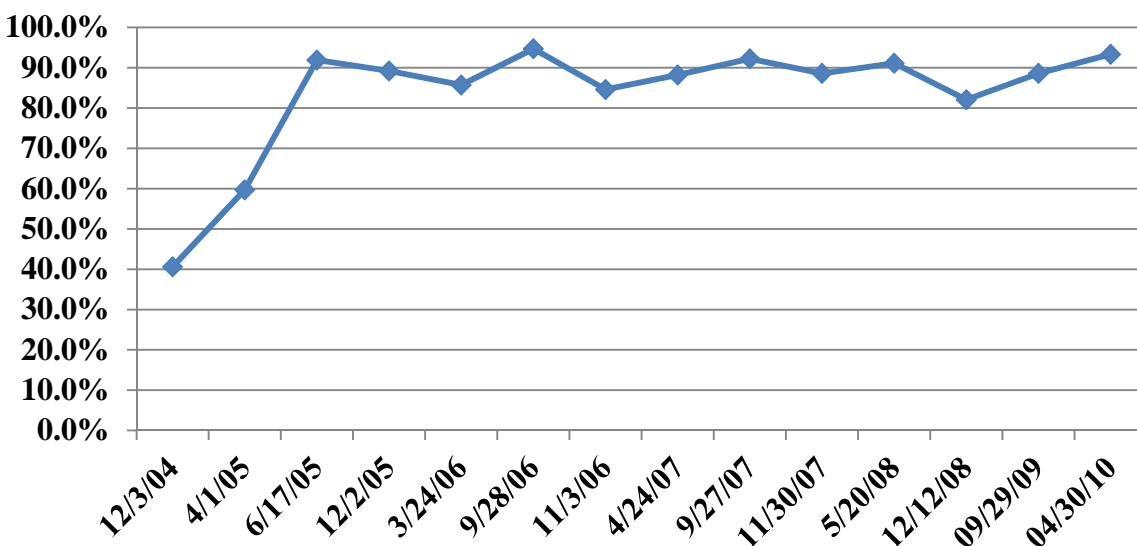


Figure 3.3 illustrates the compliance check pass rates for Bismarck – one of the many cities in North Dakota that does not mandate server training. What is telling here, aside from the sharp increase from April to June of 2005, is the fact that Bismarck has pass rates right on par with cities that mandate server training. The jump in compliance pass rates can be explained by a “learning curve.” The first two plotted points in Figure 3.3 show the first ever compliance checks administered in Bismarck, and shows what one SC coordinator describes as a “wake-up call” to area alcohol establishments. It should be stated as well that it has been nearly two years since a server training class was offered in Bismarck by Safe Communities where any servers actually attended. However, the Bismarck Police Department offers quarterly training.

Figure 3.3. Compliance Check Passing Rates in Bismarck: 2004-2010

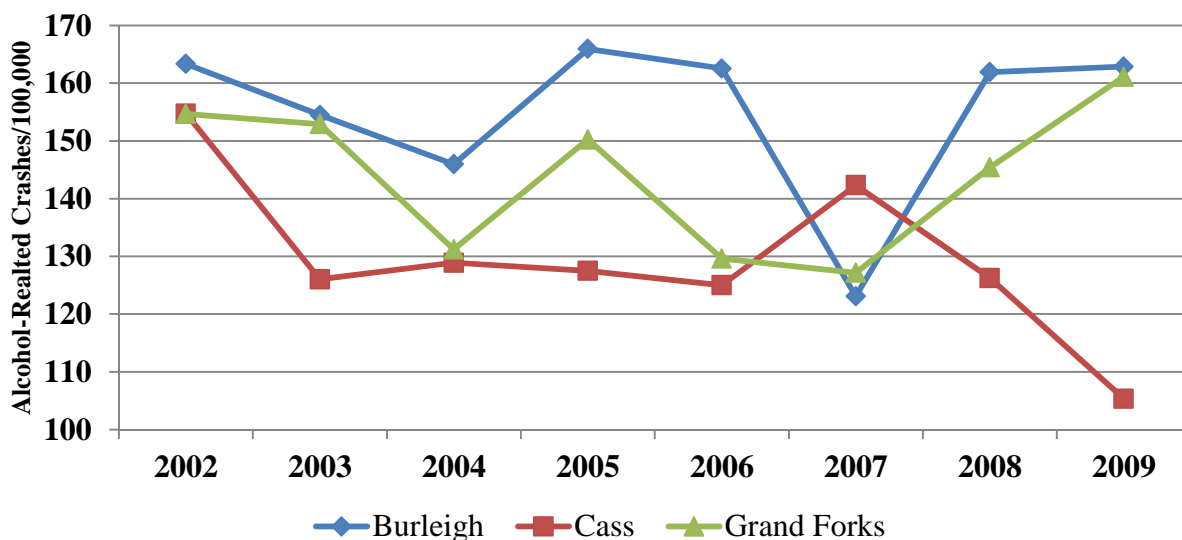


3.2.2 Crash Statistics

Mirroring the large cities whose compliance check statistics were analyzed in the previous section and due to the fact that the data in this section is available only on the county level, sections 3.2.2 and 3.2.3 focus solely on the counties in which those cities reside: Burleigh (Bismarck), Cass (Fargo), and Grand Forks (Grand Forks).

Calculating alcohol-related crashes (including fatal, injury, and property damage only) per 100,000 population for 2002 through 2009 shows that Burleigh County, which lacks a mandatory server training law, consistently has higher rates of alcohol-related crashes than either Cass or Grand Forks Counties, both of which have mandatory server training laws (Figure 3.4).

Figure 3.4 Alcohol-Related Crashes (Fatal, Injury, and Property Damage Only) per 100,000 Population*: 2002-2009



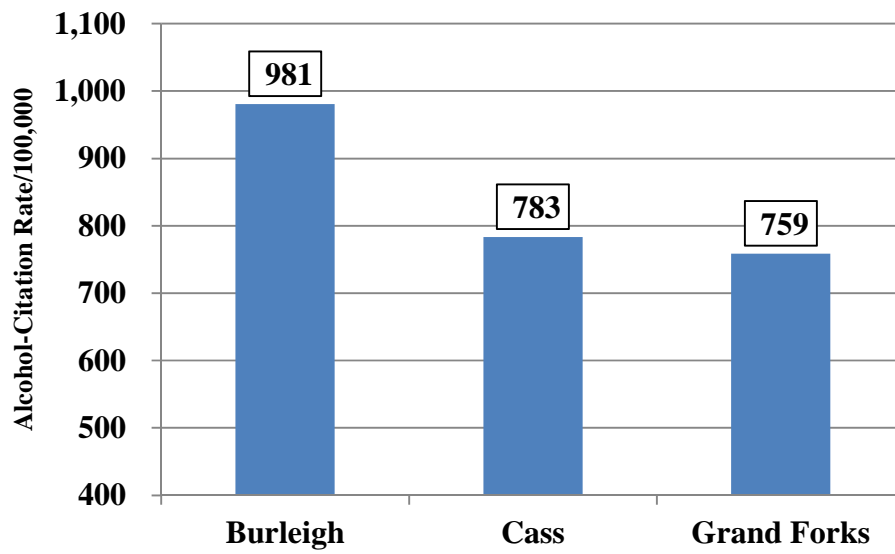
* Using 2002-2009 estimated county populations – source: www.census.gov.

*Source: ND Crash Data

3.2.3 Alcohol-Related Citations

Calculating alcohol-related citations per 100,000 population for 2009 for each of the three counties shows again that Burleigh County, without a mandatory server training law, has a higher rate of alcohol-related citations being given than either Cass or Grand Forks Counties (Figure 3.4). However, it should be noted that the citations listed are by county of residence not county of issuance. Although the likelihood is great that those who were issued a citation for an alcohol-related traffic stop were also drinking in the county in which they were cited.

Figure 3.5 Alcohol-Related Citations per 100,000 Population*: 2009



**Using 2009 estimated county populations – source: www.census.gov*

**Source: ND Driver's License Data*

4. SUMMARY AND RECOMMENDATIONS

Server training is a recent addition to the toolkit to reduce impaired driving in the United States. There has been a plethora of research conducted to determine if server training is effective at reducing impaired driving, but the results have been mixed. Data collected for this analysis is also inconclusive. It is not known what effect server training has on compliance check pass rates in cities with higher rates, and it is not known why cities that do not mandate server training have pass rates as high as or higher than cities that mandate server training. However, at least for this analysis, counties with larger cities which mandate server training have lower rates of alcohol citations being given and lower rates of alcohol-related crashes than the control county without mandated server training (Cass/Grand Forks vs. Burleigh). Without knowing exactly how the counties differ in terms of alcohol enforcement or other social programs, it appears that server training might play a key role in this situation.

Much research has also been conducted to determine the ‘best practices’ regarding server training, which were discussed earlier in this report. Applying those best practices to the objectives of this assessment, regarding the Safe Communities server training program, it is determined that the Safe Communities program is currently following many of those best practices. The curriculum offered through Safe Communities is not aimed solely at servers and one of the characteristics of a successful server training program is one that is broad in its scope – not focusing only on one population (i.e. servers or managers). The SC curriculum also covers the topics covered in the more successful server training programs (i.e. physical effects of alcohol, regional laws, how to pace alcohol consumption, how to gauge blood alcohol level, how to control problematic situations). The SC program also uses a wide array of appropriate training methodologies, and it is recommended that a program not focus solely on lecture or videos, but use a variety of training methods.

Comparing the North Dakota SC server training program to programs offered elsewhere shows that the North Dakota program is quite comparable to other programs in terms of curriculum. However, where the North Dakota program differs is in regards to course trainer qualifications and training and online resources, such as a central location for server training information in the state, a listing of cities which require server training, and a list of pre-approved programs for each city. Without being too time intensive and cost prohibitive, one recommendation for North Dakota would be to provide information online for server training – a central location or “home” for server training information in the state. The site should include the cities which mandate server training and the training programs that have been authorized by those cities (i.e. Safe Communities, TIPS, online courses) – including program details such as cost, frequency of classes, and information covered. A calendar of server training events (all server training events) offered around the state would also be helpful as well.

Furthermore, a statewide database tracking the training status of servers would be beneficial to alcohol establishments, and would allow servers to track their individual training needs. With high turnover in the bar/restaurant industry, having a database to track in-state training status of servers would be convenient and would negate the difficulty in tracking server training status between alcohol establishments and cities.

Another recommendation for Safe Communities, and possibly the most crucial, would be to attempt to gain additional buy-in with the hospitality community. Research has shown that involvement by the hospitality industry in regards to server training is crucial, but it is very difficult to obtain. Examples of where this might be implemented are the Bismarck area and the Devils Lake area, where there appears to be no acceptance of server training by the hospitality community. Many of the Safe Community server training courses are offered during evening hours. By changing the time that training is offered from evenings to mornings or early afternoons – by working around the schedules of those in the hospitality industry - it is possible that this initial small change might begin to garner additional buy-in for this program. Results of the server and management survey show this as well. Many servers and managers felt that the times that trainings were held (often in the evenings) was a huge barrier to attending server training classes.

In tandem with the previous recommendation would be to develop an organizational matrix/decision matrix regarding alcohol establishment communication about server training located in the cities in each respective Safe Communities region. An example of what this might look like is shown in Figure 4.1. Because of the large areas that each region encompasses, tracking communication with each individual alcohol establishment becomes a tedious task. By developing a matrix listing alcohol establishments by city, specifics about each previous communication, and possibly their expressed barriers to server training, opportunities for additional server training sessions might become clearer, and easier to manage.

In addition, by revitalizing the program, by marketing the importance of the program, by highlighting the social and economic ramifications of not supplying this program, the hospitality industry, especially in those regions which appear stagnant in terms of server training, might be drawn back to offering the program to their staff. A follow-up to this assessment might be an analysis to determine why some parts of North Dakota are apathetic toward server training while other parts are very enthusiastic about it.

Figure 4.1 Example of Organizational Matrix for Determining Server Training Strategy

Rolette County						
	Rolla		Rolette		Dunseith	
Alcohol Establishment	Dugan's Bottle Shop					
Contact Information (Name/Phone Number/Email)	Joe Smith/(701) 555-5555					
A. City Ordinance (Y/N)	N					
B. Expressed Interest in Learning More About Server Training (Y/N)	N					
C. Currently Offering Server Training (Y/N)	N					
D. Communication Regarding Server Training (Month/Year)	Oct-09					
(1) Type of Communication (phone/letter/email)	Letter (1,3)					
E. Expressed Barriers for Server Training: (based on direct communication with establishments)						
(1) Training times (Y/N)						
(2) Not interested (Y/N)						
(3) Not required (Y/N)	Y					
(4) Cost (Y/N)						
(5) Aren't familiar with server training (Y/N)						
(6) Server training not effective (Y/N)						
(7) Provide their own training (Y/N)						
(8) OTHER HERE (Y/N)						

Content of Information Sent (Phone/Letter/Email)

- (1) Initial introduction
- (2) Follow-up
- (3) Schedule of upcoming server training courses
- (4) Other

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Appendix A – Owner/Manager Survey Cover Letter



October
19, 2010



Re: Responsible Beverage Server Training

Dear Alcohol Establishment Owner/Manager,

The North Dakota Department of Transportation in conjunction with the Upper Great Plains Transportation Institute at NDSU are conducting a survey of alcohol establishments in North Dakota to determine rates of responsible beverage server training, in addition to assessing the effectiveness of server training. As an alcohol establishment owner/manager, we are inviting you to participate in this research project. Enclosed with this letter is a brief survey that asks a variety of questions regarding server training offered in your area, your knowledge about server training in North Dakota, and your opinions regarding the effectiveness of server training. We are asking you to look over the survey and, if you choose to do so, complete it and return it in the enclosed postage paid envelope no later than April 18, 2010. Please do not include your name or address on the return envelope or the survey.

Your participation is completely voluntary and because no identifying information is being collected, your identification will remain anonymous.

We hope that you or another owner/manager from your establishment will take a few minutes to complete this survey. There are no risks to you or to your privacy if you decide to participate in this study by completing the enclosed survey. You are not required to participate. However, your participation in this survey will aid in making decisions about responsible beverage server training programs in North Dakota.

If you have any questions or concerns about the survey or about participating in this study, feel free to contact Andrea Huseth at (701) 231-6427 or at andrea.huseth-zosel@ndsu.edu. If you have any questions about your rights as a research subject or if you would like to file a complaint regarding this research, you may contact the NDSU Human Research Protection Program at (701) 231-8908, ndsu.irb@ndsu.edu, or NDSU HRPP Office, NDSU Dept. 4000, PO Box 6050, Fargo, ND 58108-6050. The role of the IRB is to see that your rights are protected in this research; more information about your rights can be found at: www.ndsu.edu/research/irb. This project is funded by the North Dakota Department of Transportation.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrea Huseth".

Andrea Huseth
Associate Research Fellow
Upper Great Plains Transportation Institute

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Appendix B – Owner/Manager Survey

Retail Alcohol Establishment Survey

This survey is for a manager or owner of the specified alcohol establishment to which this survey was sent.

1. Are you familiar with responsible beverage server training?

☐ No - IF NO: Thank you for your response! Please send this survey back in the envelope which has been provided.

☐ Yes - IF YES: Please continue with the rest of the survey.

STOP!

GO!

2. Do you require your employees to participate in server training?

☐ Yes IF YES –

a. Why do you require your employees to participate in server training?

b. Which server training class do you REQUIRE your servers to attend?

- ☐ Safe Communities
☐ TIPS Training
☐ Online training course (via internet) (if specific online course, please specify)

☐ Employees may choose their own training course

☐ Other (please specify) _____

****If employees can choose their own training course, which server training class do you PREFER your servers to attend?**

- ☐ Safe Communities
☐ TIPS Training
☐ Online training course (if specific online course, please specify)

☐ Other (please specify) _____

c. How long from the time a server is first hired do they have to participate in server training?

☐ 30 days ☐ 60 days ☐ More than 60 days

☐ There is no minimum time requirement

☐ Other (please specify) _____

☐ No IF NO –

a. Why don't you require your employees to participate in server training?

3. Are you familiar with online server training programs? ☐ Yes ☐ No

4. In the past 12 months, what percentage of the employees from your establishment have completed server training?

5. In your opinion, what are some barriers to participating in server training?

6. How close is the nearest PHYSICAL location that offers server training (not including online courses)?

- ☐ Located in my town
☐ Less than 10 miles away
☐ 11-20 miles away
☐ More than 20 miles away
☐ I do not know where the nearest server training class is offered

7. Please rate the importance of the following topics being covered in a server training class on a scale from one to four with one being "Not Very Important" and four being "Very Important". (Circle the most appropriate response)

	Not Very Important	Somewhat Important	Moderately Important	Very Important
a. Role of the hospitality industry in preventing drunk driving	1	2	3	4
b. Problem of drinking and driving	1	2	3	4
c. Physical effects of alcohol (stages of intoxication)	1	2	3	4
d. Recognizing when someone is drunk	1	2	3	4
e. Recognizing underage patrons (checking ID)	1	2	3	4
f. Responsibility of servers to prevent intoxicated patrons from driving	1	2	3	4
g. Strategies for handling intoxicated customers	1	2	3	4
h. Delaying service to prevent intoxication	1	2	3	4
i. Providing alternative transportation for intoxicated customers	1	2	3	4
j. Refusing service to intoxicated customers	1	2	3	4
k. Serving food with alcohol	1	2	3	4
l. Policies and practices of the establishment regarding intoxicated and underage customers	1	2	3	4
m. State of North Dakota service laws	1	2	3	4
n. State of North Dakota drinking and driving laws	1	2	3	4
o. State of North Dakota drinking and driving liability issues	1	2	3	4

8. In addition to the topics listed above, are there any other topics you feel should be included in a server training class?

9. Please rate the effectiveness of the following server training presentation techniques on a scale from one to four with one being "Very Ineffective" and four being "Very Effective". (Circle the most appropriate response)

	Very Ineffective	Somewhat Ineffective	Somewhat Effective	Very Effective
a. Videos	1	2	3	4
b. Reading materials	1	2	3	4
c. Role-playing	1	2	3	4
d. Lecture	1	2	3	4
e. Leader facilitated discussions	1	2	3	4

10. In addition to the presentation techniques listed above, are there any other presentation techniques you feel should be used in a server training class?

11. Have you gone through server training?

☐ Yes

IF YES -

- a. How long ago did you participate in server training?

- ☐ Less than 1 year
☐ 1 to 2 years
☐ 3 to 5 years
☐ More than 5 years ago

- b. Did you attend training in North Dakota? ☐ Yes ☐ No

- c. What types of trainings have you attended (please choose all that apply)?

- ☐ Safe Communities Server Training
☐ TIPS Server Training
☐ Online training course (if specific online course, please specify) _____
☐ Other (please specify) _____

☐ No

IF NO -

- a. Why haven't you participated in server training? (please choose all that apply)

- ☐ It's not mandatory
☐ Nearest server training location is too far away
☐ It costs too much
☐ Other (please specify) _____

12. Please rate your agreement with the following statements on a scale from one to four with one being "Strongly Disagree" and four being "Strongly Agree." (Circle the most appropriate response)

	Strongly Disagree	Disagree	Agree	Strongly Agree
a. Server training should be required for all alcohol beverage servers.	1	2	3	4
b. Server training should be required for all alcohol establishment owners.	1	2	3	4
c. Server training should be required for all alcohol establishment managers.	1	2	3	4
d. Server training is effective at reducing drunk driving among patrons.	1	2	3	4
e. Server training is effective at teaching servers how to identify underage patrons.	1	2	3	4
f. It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	1	2	3	4

13. What do you think is the best way to prevent patrons with blood alcohol levels above the legal limit from driving?

14. Is server training required in North Dakota? ☐ Yes ☐ No

15. Approximately how many employees work at your establishment?

- ☐ Less than 10 ☐ 21-30 ☐ 41-50
☐ 11-20 ☐ 31-40 ☐ More than 50

16. Does your establishment serve food? ☐ Yes ☐ No

17. Is there a taxi service and/or alternate ride service in or near the city in which your establishment is located? ☐ Yes ☐ No ☐ Don't know

18. Establishment zip code _____

19. How long have you worked in the service industry?

- ☐ Less than one year ☐ 4-6 years ☐ More than 10 years
☐ 1-3 years ☐ 7-10 years

20. What is your age?

- ☐ 18 to 20 ☐ 26 to 30 ☐ 36 to 40
☐ 21 to 25 ☐ 31 to 35 ☐ 41 or older

21. What is your gender?

- ☐ Male ☐ Female

Please provide any additional comments in the space below.

Thank you for your response!
Please return this survey in the envelope which has been provided.

Appendix C – Alcohol Server Survey Cover Letter



September 9, 2010

Re: Responsible Beverage Server Training

Dear Alcohol Establishment Employee,

The North Dakota Department of Transportation in conjunction with the Upper Great Plains Transportation Institute at NDSU are conducting a survey of alcohol servers/bartenders in the state of North Dakota to determine rates of responsible beverage server training, in addition to assessing the effectiveness of server training. As an alcohol establishment employee, we are inviting you to participate in this research project. Enclosed with this letter is a brief survey that asks a variety of questions regarding server training offered in your area, your knowledge about server training in North Dakota, and your opinions regarding the effectiveness of server training. We are asking you to look over the survey and, if you choose to do so, complete it and return it in the provided postage paid envelope no later than April 18, 2010. Please do not include your name or address on the return envelope or the survey.

Your participation is completely voluntary and because no identifying information is being collected, your identification will remain anonymous.

We hope you will take a few minutes to complete this survey. There are no risks to you or to your privacy if you decide to participate in this study by completing the enclosed survey. You are not required to participate. However, your participation in this survey will aid in making decisions about responsible beverage server training programs in North Dakota.

If you have any questions or concerns about the survey or about participating in this study, feel free to contact Andrea Huseth at (701) 231-6427 or at andrea.huseth-zosel@ndsu.edu. If you have any questions about your rights as a research subject or if you would like to file a complaint regarding this research, you may contact the NDSU Human Research Protection Program at (701) 231-8908, ndsu.irb@ndsu.edu, or NDSU HRPP Office, NDSU Dept. 4000, PO Box 6050, Fargo, ND 58108-6050. The role of the IRB is to see that your rights are protected in this research; more information about your rights can be found at: www.ndsu.edu/research/irb. This project is funded by the North Dakota Department of Transportation.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrea Huseth".

Associate Research Fellow
Upper Great Plains Transportation Institute

NDSU Dept. 2880
Fargo, ND 58108-6050
Tel: 701.231.7767
www.ugpti.org

Appendix D – Alcohol Server Survey

Responsible Beverage Server Training Survey

This survey is for servers/bartenders of the specified alcohol establishment to which this survey was sent.

1. Are you familiar with Responsible Beverage Server training?

☐ No - IF NO: Thank you for your response! Please send this survey back in the envelope which has been provided.

☐ Yes - IF YES: Please continue with the rest of the survey.

STOP!

GO!

2. Have you ever attended Responsible Beverage Server training?

☐ Yes

IF YES-

a. Did you attend training in North Dakota? ☐ Yes ☐ No

b. Did you attend training while employed at your current place of employment? ☐ Yes ☐ No

c. Is training required at your current place of employment? ☐ Yes ☐ No

d. Have you attended training more than once? ☐ Yes ☐ No

e. What types of trainings have you attended? (Please check all that apply)

☐ Safe Communities

☐ Online training course (if specific online course, please specify)

☐ TIPS training

☐ Do not know

☐ Other (please specify) _____

f. I could choose the type of training I attended (i.e. Safe Communities, online training, TIPS training, etc.) as long as I took part in some type of server training. ☐ Yes ☐ No

g. Are you familiar with online server training programs? ☐ Yes ☐ No

☐ No

3. In your opinion, what are some barriers to participating in server training?

4. How close is the nearest PHYSICAL location that offers server training (not including online courses)?

☐ Located in my town

☐ Less than 10 miles away

☐ 11-20 miles away

☐ More than 20 miles away

☐ I do not know where the nearest server training class is offered

NEXT PAGE

5. Please rate the importance of the following topics being covered in a server training class on a scale from one to four with one being not very important and four being very important. (Circle the most appropriate response)

	Not Very Important	Somewhat Important	Moderately Important	Very Important
a. Role of the hospitality industry in preventing drunk driving	1	2	3	4
b. Problem of drinking and driving	1	2	3	4
c. Physical effects of alcohol (stages of intoxication)	1	2	3	4
d. Recognizing when someone is drunk	1	2	3	4
e. Recognizing underage patrons(checking D)	1	2	3	4
f. Responsibility of servers to prevent intoxicated patrons from driving	1	2	3	4
g. Strategies for handling intoxicated customers	1	2	3	4
h. Delaying service to prevent intoxication	1	2	3	4
i. Providing alternative transportation for intoxicated customers	1	2	3	4
j. Refusing service to intoxicated customer:	1	2	3	4
k. Serving food with alcohol	1	2	3	4
l. Policies and practices of the establishment regarding intoxicated and underage customers	1	2	3	4
m. State of North Dakota service laws	1	2	3	4
n. State of North Dakota drinking and driving laws	1	2	3	4
o. State of North Dakota drinking and driving liability issues	1	2	3	4

6. In addition to the topics listed above, are there any other topics you feel should be included in a server training class?

7. How effective do you think each of the following presentation techniques are in a server training class?

	Very Ineffective	Somewhat Ineffective	Somewhat Effective	Very Effective
a. Videos	1	2	3	4
b. Reading materials	1	2	3	4
c. Role-playing	1	2	3	4
d. Lecture	1	2	3	4
e. Leader facilitated discussions	1	2	3	4

8. In addition to the presentation techniques listed above, are there any other presentation techniques you feel should be used in a server training class?



9. Please rate your agreement with the following statements on a scale from one to four with one being "Strongly Disagree" and four being "Strongly Agree." (Circle the most appropriate response)

	Strongly Disagree	Disagree	Agree	Strongly Agree
a. Server training should be required for all alcohol beverage servers.	1	2	3	4
b. Server training should be required for all alcohol establishment owners.	1	2	3	4
c. Server training should be required for all alcohol establishment managers.	1	2	3	4
d. It is easy for me to 'cut someone off' from drinking.	1	2	3	4
e. It is difficult for me to tell if someone is intoxicated.	1	2	3	4
f. I feel anxious asking someone for their ID.	1	2	3	4
g. I can usually tell if someone is underage.	1	2	3	4
h. It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	1	2	3	4
i. I always ask for identification if I am unsure of someone's age.	1	2	3	4
j. Server training is effective at teaching servers how to identify underage patrons.	1	2	3	4
k. It is difficult for me to tell if someone is underage.	1	2	3	4
l. I can usually tell when someone is intoxicated.	1	2	3	4
m. I need the tip, so I am reluctant to 'cut someone off.'	1	2	3	4
n. I have served an obviously intoxicated person.	1	2	3	4
o. It is easy for me to tell if someone is intoxicated.	1	2	3	4
p. Server training is effective at reducing drunk driving among patrons.	1	2	3	4
o. I am reluctant to refuse serve to someone because I do not want to offend them.	1	2	3	4

10. Does your establishment offer food items? ☐ Yes ☐ No

11. Is server training required in North Dakota? ☐ Yes ☐ No

12. What is your primary position at your current place of employment?

☐ Server

☐ Bartender

☐ Other (please specify) _____

13. Is there a taxi service and/or alternate ride service in or near the city in which your establishment is located? ☐ Yes ☐ No ☐ Don't know

14. How long have you worked in the service industry?

☐ Less than one year

☐ 4-6 years

☐ More than 10 years

☐ 1-3 years

☐ 7-10 years

15. What is your age?

☐ 18 to 20

☐ 26 to 30

☐ 36 to 40

☐ 21 to 25

☐ 31 to 35

☐ 41 or older

16. What is your gender? ☐ Male ☐ Female

17. What is your zip code? _____

Please provide any additional comments on the back of this survey.

Thank you for your response!

North Dakota State University does not discriminate on the basis of race, color, national origin, religion, sex, disability, age, Vietnam Era Veteran's status, sexual orientation, marital status, or public assistance status. Direct inquiries to the Vice President of Equity, Diversity, and Global Outreach, 205 Old Main, (701) 231-7708.

Appendix E – Safe Communities Coordinator Survey Cover Letter



September 9, 2010

Re: Responsible Beverage Server Training

Dear FIRST NAME LAST NAME,

The North Dakota Department of Transportation in conjunction with the Upper Great Plains Transportation Institute at NDSU are conducting an assessment of Responsible Beverage Server training programs offered by Safe Communities Coalitions within the state of North Dakota.

Enclosed with this letter is a brief survey that asks a variety of questions regarding the server training program offered by Safe Communities in your region, including but not limited to training curriculum, training methodologies, and training instructors. The information received from this survey will help in determining where gaps exist in server training within the state of North Dakota and aid in proactively filling those gaps. As a Safe Communities Coordinator, your role in providing server training classes to the community is invaluable, and we look forward to your responses regarding your regional server training program. We are asking you to look over the enclosed survey, complete it and return it in the envelope provided no later than March 31, 2010.

If you have any questions or concerns about the survey or about participating in this study, feel free to contact Andrea Huseth at (701) 231-6427 or at andrea.huseth-zosel@ndsu.edu.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrea Huseth", is written over a light blue horizontal line.

*Associate Research Fellow
Upper Great Plains Transportation Institute*

Appendix F – Safe Communities Coordinator Survey

Responsible Beverage Server Training Survey

Please use the enclosed addressed and stamped envelope to return the completed survey and any additional materials.

YOUR NAME _____

1. Does your regional Safe Communities organization offer responsible beverage server training?

☐ Yes



IF YES, please continue to Question #2.

☐ No



IF NO, PLEASE ANSWER THE FOLLOWING QUESTION THEN SKIP TO QUESTION #25:

Why doesn't your region's Safe Communities Coalition offer responsible beverage server training?

2. How long has your Safe Communities organization (specific to your region) been providing server training classes?

☐ Less than 1 year

☐ 1-2 years

☐ 3-5 years

☐ More than 5 years

3. How often are server training classes offered?

☐ Once a week

☐ 2-3 times a month

☐ Once a month

☐ Quarterly

☐ 1-2 times a year

☐ Other _____

4. What is the cost for a participant to take a server training class? _____

5. What is the length (in hours) of a typical server training class? _____

6. What is the size of a typical server training class?

☐ Less than 10 people

☐ 11-20 people

☐ 21-30 people

☐ More than 30 people

7. How frequently do you have a list of people waiting to take the server training class (class backlog)?

☐ Always

☐ Often

☐ Sometimes

☐ Never

8. Please list all cities where Safe Communities server training is offered in your region:

9. Who is the target audience/client of this training? (choose all that apply)

☐ Alcohol establishment owners

☐ Alcohol establishment managers

☐ Alcohol servers

☐ Bartenders

☐ Alcohol establishment bouncers

☐ Other _____

10. Do you offer separate classes for servers/bartenders and managers/owners? ☐ Yes ☐ No

11. Who teaches the server training classes? (choose all that apply)

- ☐Volunteers (unpaid)
- ☐Safe Communities Coordinator
- ☐Law enforcement
- ☐Other _____

12. How are the instructors for the server classes recruited? (choose all that apply)

- ☐Newspaper ad
- ☐Word of mouth
- ☐Contacting alcohol establishments directly
- ☐Contacting law enforcement personnel directly
- ☐Other _____

13. Please describe the type of training that is provided for instructors of server classes:

14. Please describe the requirements for a server class instructor (i.e. prior training experience, high school diploma, dean driving record, etc.):

15. What topics are covered during a typical server class?

Please provide a copy of class syllabus, outline, or agenda if available.

16. What types of methods are used for teaching the server class, during a given class session? (please choose all that apply)

- ☐Videos
- ☐Role-playing
- ☐Reading materials
- ☐Instructor-led discussion
- ☐Other _____

17. When were the materials for the server class last updated (i.e. teaching notes, handouts, videos)?

- ☐Less than 1 year ago
- ☐1-2 years ago
- ☐3-5 years ago
- ☐More than 5 years ago

18. Do you conduct satisfaction surveys of class participants after each class? ☐ Yes ☐ No

IF YES, would it be possible to obtain the survey results for the last 12 months of classes?

19. Have you made any recent changes to the class based on participant feedback?

☐ Yes *IF YES*, please describe the changes that were made:

☐ No *IF NO*, why weren't changes made?

20. How frequently do servers/owners need to retake the class?

- ☐ Every year
☐ Every 2 years
☐ Every 3 years
☐ As needed
☐ There is no requirement to retake the class

21. How many people have completed server training in the past 12 months? _____

How many alcohol establishments does this represent? _____

22. To the best of your knowledge, in your region how many alcohol establishments have stopped requiring their employees to take part in server training in the past 12 months? _____

23. To the best of your knowledge, in your region how many alcohol establishments have started requiring their employees to take part in server training in the past 12 months? _____

24. Are 'booster' classes offered to those who have attended classes in the past (shorter classes offered to reinforce material already learned in a previous class)? ☐ Yes ☐ No

25. Do you know of any other responsible beverage server training programs offered in your area? Please list/describe.

26. Do you know of any other responsible beverage server training programs offered in North Dakota? Please list/describe.

27. Are you familiar with online server training courses? ☐ Yes ☐ No

28. Are you familiar with TIPS training? ☐ Yes ☐ No

29. In your opinion, why do alcohol establishments who currently participate in server training continue to do so?

30. In your opinion, why do some alcohol establishments opt not to participate in server training?

31. Do you have any additional comments regarding responsible beverage server training?

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY! YOUR RESPONSE IS GREATLY APPRECIATED!
Please use the enclosed addressed and stamped envelope to return the completed survey and any additional materials.

Additional materials requested in addition to survey:

1. Server class agenda, syllabus, or outline
2. Survey results from class participants (i.e. satisfaction surveys, response to class, etc.)

Appendix G – Manager/Owner Detailed Survey Results

	<u>N</u>	<u>%</u>
Are you familiar with responsible beverage server training?		
No	42	46.7%
Yes	48	53.3%
Total	90	

If familiar with responsible beverage server training, do you require your employees to participate in server training?

No	12	27.3%
Yes	32	72.7%
Total	44	

Which server training class do you REQUIRE your servers to attend?

Safe Communities	25	73.5%
TIPS Training	3	8.8%
Online training course	2	5.9%
Employees may choose their own training course	0	0.0%
Other:	4	11.8%
Altru/GFPD		
City of Fargo Training Course		
Conducted by County		
Dakota Foundation/Perry Lauer		
Total	34	

How long from the time a server is first hired do they have to participate in server training?

30 days	12	38.7%
60 days	8	25.8%
More than 60 days	4	12.9%
Other:	7	22.6%
First available class		
Immediately - no training card, no job		
Train before working		
When classes are scheduled		
When program is offered		
Within 10 days		
Total	31	

Are you familiar with online server training programs?

Yes	11	27.5%
No	29	72.5%
Total	40	

**How close is the nearest PHYSICAL location that offers server training
(not including online courses)?**

	<u>N</u>	<u>%</u>
Located in my town	32	68.1%
Less than 10 miles away	4	8.5%
11-20 miles away	2	4.3%
More than 20 miles away	6	12.8%
I do not know where the nearest server training class is offered	3	6.4%
Total	47	

Please rate the importance of the following topics being covered in a server training class on a scale from one to four with one being 'Not Very Important' and four being 'Very Important.'

	<u>Not Very</u>		<u>Very</u>		<u>Not</u>	<u>Important</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>(1 and 2)</u>	<u>(3 and 4)</u>
Refusing service to intoxicated customers	0.0%	0.0%	20.0%	80.0%	0.0%	100.0%
Policies and practices of the establishment regarding intoxicated and underage customers	0.0%	0.0%	20.0%	80.0%	0.0%	100.0%
Recognizing underage patrons (checking IDs)	0.0%	2.2%	4.4%	93.3%	2.2%	97.7%
State of North Dakota drinking and driving liability issues	0.0%	2.3%	18.2%	79.5%	2.3%	97.7%
Strategies for handling intoxicated customers	2.2%	0.0%	24.4%	73.3%	2.2%	97.7%
Recognizing when someone is drunk	0.0%	4.4%	11.1%	84.4%	4.4%	95.5%
State of North Dakota service laws	0.0%	4.7%	20.9%	74.4%	4.7%	95.3%
Physical effects of alcohol (stages of intoxication)	2.2%	4.4%	24.4%	68.9%	6.6%	93.3%
State of North Dakota drinking and driving laws	0.0%	8.9%	17.8%	73.3%	8.9%	91.1%
Role of the hospitality industry in preventing drunk driving	4.5%	6.8%	20.5%	68.2%	11.3%	88.7%
Providing alternative transportation for intoxicated customers	4.4%	8.9%	22.2%	64.4%	13.3%	86.6%
Serving food with alcohol	9.1%	4.5%	29.6%	56.8%	13.6%	86.4%
Problem of drinking and driving	2.2%	13.3%	17.8%	66.7%	15.5%	84.5%
Responsibility of servers to prevent intoxicated patrons from driving	8.9%	6.7%	24.4%	60.0%	15.6%	84.4%
Delaying service to prevent intoxication	9.1%	9.1%	27.3%	54.5%	18.2%	81.8%

Please rate the effectiveness of the following server training presentation techniques on a scale from one to four with one being 'Very Ineffective' and four being 'Very Effective.'

	<u>Very Ineffective</u>		<u>Very Effective</u>		<u>Ineffective</u>	<u>Effective</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>(1 and 2)</u>	<u>(3 and 4)</u>
Leader facilitated discussions	4.4%	13.3%	28.9%	53.3%	17.7%	82.2%
Videos	7.0%	11.6%	32.6%	48.8%	18.6%	81.4%
Lecture	4.7%	20.9%	44.2%	30.2%	25.6%	74.4%
Reading materials	4.7%	30.2%	44.2%	20.9%	34.9%	65.1%
Role-playing	11.6%	32.6%	25.6%	30.2%	44.2%	55.8%

Have you gone through server training?

	<u>N</u>	<u>%</u>
Yes	41	91.1%
No	4	8.9%
Total	45	

IF YES, how long ago did you participate in server training?

	<u>N</u>	<u>%</u>
Less than 1 year ago	10	23.8%
1 to 2 years ago	22	52.4%
3 to 5 years ago	4	9.5%
More than 5 years ago	6	14.3%
Total	42	

IF YES, did you attend training in North Dakota?

	<u>N</u>	<u>%</u>
Yes	39	95.1%
No	2	4.9%
Total	41	

Please rate your agreement with the following statements on a scale from one to four with one being 'strongly disagree' and four being 'strongly agree.'

	<u>Strongly Disagree</u> 1	2	3	<u>Strongly Agree</u> 4	<u>Disagree (1 and 2)</u>	<u>Agree (3 and 4)</u>
Server training is effective at teaching servers how to identify underage patrons.	12.7%	4.3%	42.6%	40.4%	17.0%	83.0%
Server training should be required for all alcohol establishment managers.	13.0%	10.9%	26.1%	50.0%	23.9%	76.1%
Server training should be required for all alcohol beverage servers.	13.0%	13.0%	28.3%	45.7%	26.0%	74.0%
Server training should be required for all alcohol establishment owners.	15.2%	17.4%	28.3%	39.1%	32.6%	67.4%
Server training is effective at reducing drunk driving among patrons.	12.8%	34.0%	31.9%	21.3%	46.8%	53.2%
It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	30.4%	43.5%	17.4%	8.7%	73.9%	26.1%

	<u>N</u>	<u>%</u>
Is server training required in North Dakota?		
Yes	16	37.2%
No	27	62.8%
Total	43	

Approximately how many employees work at your establishment?

Less than 10	18	39.1%
11-20	5	10.9%
21-30	11	23.9%
31-40	6	13.0%
41-50	3	6.5%
More than 50	3	6.5%
Total	46	

Does your establishment serve food?

Yes	43	91.5%
No	4	8.5%
Total	47	

Is there a taxi service and/or alternate ride service in or near the city in which your establishment is located?

Yes	39	84.8%
No	7	15.2%
Don't Know	0	0.0%
Total	46	

How long have you worked in the service industry?

Less than one year	0	0.0%
1-3 years	3	6.4%
4-6 years	6	12.8%
7-10 years	9	19.1%
More than 10 years	29	61.7%
Total	47	

What is your age?

18 to 20	0	0.0%
21 to 25	0	0.0%
26 to 30	8	17.0%
31 to 35	8	17.0%
36 to 40	1	2.1%
41 or older	30	63.8%
Total	47	

Gender

Male	29	63.0%
Female	17	37.0%
Total	46	

Responses to Open-Ended Questions

Why do you require your employees to participate in server training? (n=32)

	<u>N</u>	<u>%</u>
Mandatory/ It's the law	16	50.0%
Want responsible/knowledgable servers	12	37.5%
Discount on insurance	2	6.3%
For the safety of our patrons and ourselves	2	6.3%
Good information	1	3.1%
It's good policy	1	3.1%
Company policy	1	3.1%
To ensure integrity of operation maintained	1	3.1%
To identify underage drinkers	1	3.1%
It's the right thing to do	1	3.1%
It's very beneficial	1	3.1%

Why don't you require your employees to participate in server training? (n=12)

I don't hire stupid people
I have only been a manager for 3 months so it is something I have to look into
In house training and time away from work to go to class. Also, limited time slots for part-time workers.
Myself and my husband operate the business.
Only my wife, my son, and myself serve.
Plan on doing training with police department soon.
They need to understand - only 21 years to serve with their own responsible manner.
We do our own.
We make it voluntary as the classes are available and as turnover of help warrants it.
We only serve a very short time.
We provide extensive and ongoing training for our employees on site.
When they offer a class, we send them.
Why? If common sense doesn't caution you to check, maybe you just don't respect the law that singles out draft eligible military prospects who are adult enough to kill and marry, but not to drink.

In your opinion, what are some barriers to participating in server training?

Bar owners all train where we live in ND - you must be in another area.
Class is too long. Covers too many thing non-applicable to the 'real world' situations.
Class times and available spots.
Classes fill up too fast - lack of classes - time conflict - employees working another job.
Classes fill up too fast and too often.
Classes offered
Cost and distance to travel - occassionally classes are offered locally but it is very rare.
Establishments don't require trainingin. Employees will leave to work at these places.
Getting employees to attend.
Getting everyone together.
Good training so employees are aware of proper reading of IDs and to identify serving.
It is a ridiculous training exercise designed by morons for morons.
It is a terrible waste of time to sit through.
It's only 2 hours long and there are no barriers.
Lack of night classes.
Program is not offered often enough.
Scheduling issues
Scheduling conflicts.
Scheduling time away from work/school to train.
Seriousness.
The class times are not always convenient for everyone.
The times they are scheduled.
Time of training.
Time, location, time, time
Times
Times classes are offered.

In addition to the topics listed above, are there any other topics you feel should be included in a server training class?

Third party liability
Binge drinking
City ordinances
Fighting and intoxicated customers
How helpless bar staff are at actually stopping an intoxicated customer from driving. How impossible it is to gauge the level of intoxication in a person that you don't personally know.
Knowledge of city and/or county laws.
Overpouring. Many servers feel that extra tail is needed - but in reality it can put someone over the limit - not good for customers or owner of establishment.
Reality lessons on what can happen to servers who continue to serve intoxicated people.
Taxi vouchers
The responsibility of the minor that is trying to be served. They should get fines for trying or something.
There should be sting operations watching for under 21 coming in and putting our business at risk and they should be prosecuted for attempting to ruin our business. Not just the business being prosecuted.
These are questions that don't pertain to bar owners - everyone knows the law.
They are all very important, I just don't think a class is needed, just responsible management.

In addition to the presentation techniques listed above, are there any other presentation techniques you feel should be used in a server training class?

Have someone who works in the bar industry speak to groups. Less Q&A session - really, really dumb questions asked.
On the job training. Everyone is smart enough to train their own help.
Participating with employees - getting them involved.
Recognizing a person on controlled substance (violent, high, etc.)
Show my staff fake IDs and what to look for.
Testing on knowledge presented.
Video is most important - people can participate at their own pace - test would have to be given, making sure they actually watched the video and maintain knowledge.
Videos with actual incidents for them to relate to.

What do you think is the best way to prevent patrons with blood alcohol levels above the legal limit from driving?

Ask if they would like alternative transportation
Breathalyzers in every car
Cab vouchers
Call a cab, or a buddy system
Call them a taxi, ask them not to drive, take their car keys, ask them to call a friend/spouse for ride, have law enforcement intercept before they drive
Calling cab, taking keys, making sure they eat, serving a minimum of drinks per hour
You can't
Customers should have some responsibility for themselves. NO idea, all drunk drivers are not at a bar drinking! They are at parties, home, or work.
Device on auto to prevent starting
Don't get them drunk to begin with. Have a responsible alcohol program.
Don't serve them
Educate them about the effects of drinking and driving.
Equip car with BAC meter - not sober, won't start.
Establishment call law enforcement and law enforcement throws drunk in jail.
Hard to - most are above legal limit.
Have a breath machine at the bar and check them before they leave. You might be able to talk them out of driving if they see their results.
I guess go back to prohibition. Put everyone moonshining again, and lose all the money on taxes from alcohol.
I have no idea. Work with cab companies more?
It is not the server's responsibility. It is the responsibility of the patron. It's called 'personal accountability.'
It is not the servers/establishments job to prevent them from driving. They are not law enforcement.
Offer alternative ways home. Ultimately it is the drinker's choice once all efforts are taken by business.
Offer cab rides - for free.
Offer cab, don't let them get intoxicated.
Offer rides home.
Offer to call a cab.
Prohibition. Making alcohol illegal.
Providing taxi when they leave.
Public awareness and education.
Responsible bouncers/bartenders/cocktails = good hires
Return to 0.1 (from 0.08) - people do not respect the 0.08 so many of them totally ignore.
Subsidized taxi vouchers.
Take their keys or call a cab.
Talk to customers/interview them.
Taxi vouchers
Teach the patrons
The only thing we can do, call the cops.
We offer taxi vouchers to our patrons.

Additional Comments:

Bar should have a scanner to check IDs. Those underage trying to buy should lose driver's license for 6 months first time, longer the second time.
Breathalyzers in every car.
Didn't fill out because I don't think anything like those should be mandatory and funded with government money. Thanks.
I believe in this program.
I have few to no answers for in regards to drinking and driving. I could use more training or seminars.
Make classes easier and more often. Let teachers come to establishments to train.
Server training is a good idea in theory, but needs more work to be really helpful. All it does is teach you to read an ID and teach you how helpless you are to prevent drunk driving.
Server training wastes enough of my time. Now you're sending out surveys to waste more of it. Perfect.
Setting up young people to try to get drinks so city can punish.
The person drinking needs to show responsibility for drinking - many times, server is unaware of how much a person drinks - people going to bar and getting shots - people moving to different stations, etc. I don't think a server knowingly serves someone they know is drunk.
You maybe should do a survey on how much the state makes on taxes per county and state - then you can estimate the los. Be a good study!

Appendix H – Alcohol Server Detailed Survey Results

	<u>N</u>	<u>%</u>
Are you familiar with responsible beverage server training?		
Yes	45	67.2%
No	22	32.8%
Total	67	

Have you ever attended responsible beverage server training?		
Yes	38	84.4%
No	7	15.6%
Total	45	

IF ATTENDED SERVER TRAINING - Did you attend training in ND?		
Yes	34	89.5%
No	4	10.5%
Total	38	

IF ATTENDED SERVER TRAINING - Did you attend training while employed at your current place of employment?		
Yes	30	78.9%
No	8	21.1%
Total	38	

IF ATTENDED SERVER TRAINING - Is training required at your current place of employment?		
Yes	28	73.7%
No	10	26.3%
Total	38	

IF ATTENDED SERVER TRAINING - Have you attended training more than once?		
Yes	10	26.3%
No	28	73.7%
Total	38	

IF ATTENDED SERVER TRAINING - What types of trainings have you attended? (n=38)		
Safe Communities	15	39.5%
Online	4	10.5%
TIPS	5	13.2%
DNK	3	7.9%
Other:	11	28.9%
Alcohol training in oregon		
Jamestown PD server training		
ND hospitality		
Serve safe		
Server training (4)		
Task force		
Technical Alcohol Management Service		

N %

IF ATTENDED SERVER TRAINING - I could choose the type of training I attended as long as I took part in some type of server training.

Yes	11	35.5%
No	20	64.5%
Total	31	

Are you familiar with online training programs?

Yes	3	8.8%
No	31	91.2%
Total	34	

How close is the nearest PHYSICAL location that offers server training (not including online courses)?

Located in my town	26	57.8%
Less than 10 miles away	3	6.7%
11-20 miles away	2	4.4%
More than 20 miles away	6	13.3%
I do not know where the nearest server training class is offered	8	17.8%
Total	45	

Please rate the importance of the following topics being covered in a server training class on a scale from one to four with one being "Not Very Important" and four being "Very Important."

	<u>Not Very</u> <u>Important</u>			<u>Very</u> <u>Important</u>	<u>Not</u> <u>Important</u>	<u>Important</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>(1 and 2)</u>	<u>(3 and 4)</u>
Recognizing underage patrons (checking ID)	0.0%	0.0%	7.0%	93.0%	0.0%	100.0%
State of ND drinking and driving liability issues	2.2%	4.4%	37.8%	55.6%	6.6%	93.4%
Policies and practices of the establishment regarding intoxicated and underage customers	2.3%	4.5%	36.4%	56.8%	6.8%	93.2%
State of ND drinking and driving laws	4.4%	4.4%	35.6%	55.6%	8.8%	91.2%
State of ND service laws	0.0%	8.9%	31.1%	60.0%	8.9%	91.1%
Refusing service to intoxicated customers	4.8%	4.8%	28.6%	61.9%	9.6%	90.5%
Recognizing when someone is drunk	2.2%	8.9%	22.2%	66.7%	11.1%	88.9%
Strategies for handling intoxicated customers	2.3%	9.1%	40.9%	47.7%	11.4%	88.6%
Physical effects of alcohol (stages of intoxication)	4.4%	8.9%	28.9%	57.8%	13.3%	86.7%
Role of the hospitality industry in preventing drunk driving	0.0%	15.6%	31.1%	53.3%	15.6%	84.4%
Problem of drinking and driving	2.2%	13.3%	13.3%	71.1%	15.5%	84.4%
Responsibility of servers to prevent intoxicated patrons from driving	2.3%	13.6%	25.0%	59.1%	15.9%	84.1%
Providing alternative transportation for intoxicated customers	2.2%	15.6%	35.6%	46.7%	17.8%	82.3%
Serving food with alcohol	8.9%	20.0%	46.7%	24.4%	28.9%	71.1%
Delaying service to prevent intoxication	6.8%	25.0%	20.5%	47.7%	31.8%	68.2%

On a scale from one to four with one being "Very Ineffective" and four being "Very Effective", how effective do you think each of the following presentation techniques are in a server training class?

	<u>Very</u> <u>Ineffective</u>			<u>Very</u> <u>Effective</u>	<u>Ineffective</u>	<u>Effective</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>(1 and 2)</u>	<u>(3 and 4)</u>
Videos	2.3%	11.4%	54.5%	31.8%	13.7%	86.3%
Lecture	4.7%	11.6%	65.1%	18.6%	16.3%	83.7%
Leader facilitated discussions	0.0%	18.2%	47.7%	34.1%	18.2%	81.8%
Reading materials	0.0%	27.3%	50.0%	22.7%	27.3%	72.7%
Role-playing	11.4%	20.5%	31.8%	36.4%	31.9%	68.2%

Please rate your agreement with the following statements on a scale from one to four with one being 'Strongly Disagree' and four being 'Strongly Agree.'

	<u>Strongly</u> <u>Disagree</u>			<u>Strongly</u> <u>Agree</u>	<u>Disagree</u> <u>(1 and 2)</u>	<u>Agree</u> <u>(3 and 4)</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>		
I always ask for identification if I am unsure of someone's age.	0.0%	2.2%	28.9%	68.9%	2.2%	97.8%
I can usually tell when someone is intoxicated.	2.2%	0.0%	66.7%	31.1%	2.2%	97.8%
Server training should be required for all alcohol establishment owners.	2.2%	4.4%	31.1%	62.2%	6.6%	93.3%
Server training should be required for all alcohol establishment managers.	2.2%	4.4%	33.3%	60.0%	6.6%	93.3%
Server training should be required for all alcohol beverage servers.	4.4%	4.4%	51.1%	40.0%	8.8%	91.1%
It is easy for me to tell if someone is intoxicated.	2.2%	15.6%	57.8%	24.4%	17.8%	82.2%
I can usually tell if someone is underage.	6.7%	17.8%	68.9%	6.7%	24.5%	75.6%
Server training is effective at teaching servers how to identify underage patrons.	4.5%	20.5%	63.6%	11.4%	25.0%	75.0%
It is easy for me to cut someone off from drinking.	2.2%	24.4%	31.1%	42.2%	26.6%	73.3%
I have served an obviously intoxicated person.	13.6%	25.0%	52.3%	9.1%	38.6%	61.4%
Server training is effective at reducing drunk driving among patrons.	6.7%	40.0%	40.0%	13.3%	46.7%	53.3%
It is the responsibility of the servers at this establishment to make sure patrons do not drink and drive.	26.7%	42.2%	20.0%	11.1%	68.9%	31.1%
It is difficult for me to tell if someone is underage.	15.6%	57.8%	26.7%	0.0%	73.4%	26.7%
It is difficult for me to tell if someone is intoxicated.	40.0%	40.0%	8.9%	11.1%	80.0%	20.0%
I am reluctant to refuse service to someone because I do not want to offend them.	42.2%	44.4%	13.3%	0.0%	86.6%	13.3%
I need the tip, so I am reluctant to cut someone off.	55.6%	33.3%	11.1%	0.0%	88.9%	11.1%
I feel anxious asking someone for their ID.	61.4%	31.8%	6.8%	0.0%	93.2%	6.8%

	<u>N</u>	<u>%</u>
Does your establishment offer food items?		
Yes	42	93.3%
No	3	6.7%
Total	45	

Is server training required in North Dakota?		
Yes	21	51.2%
No	20	48.8%
Total	41	

What is your primary position at your current place of employment?		
Server	10	22.2%
Bartender	25	55.6%
Other:	10	22.2%
Both (5)		
Liquor store (3)		
Manager/owner (2)		
Total	45	

Is there a taxi service and/or alternate ride service in or near the city in which your establishment is located?		
Yes	33	73.3%
No	11	24.4%
DNK	1	2.2%
Total	45	

How long have you worked in the service industry?		
Less than one year	7	15.6%
1-3 years	11	24.4%
4-6 years	8	17.8%
7-10 years	6	13.3%
More than 10 years	13	28.9%
Total	45	

What is your age?		
18-20	1	2.2%
21-25	9	20.0%
26-30	11	24.4%
31-35	6	13.3%
36-40	4	8.9%
41 or older	14	31.1%
Total	45	

Gender		
Male	12	26.7%
Female	33	73.3%
Total	45	

Responses to Open-Ended Questions

In your opinion, what are some barriers to participating in server training?

Frequency of training sporadic in Jamestown.
Getting to know all the rules for ND and getting further educated on some issues that we may not know of.
I have to drive there.
I haven't heard of any training near here.
In server training!
It was too long and repeated the same things.
Length of program.
Making time with work.
Mileage
Not enough time, don't receive pay for training.
The days the classes are offered.
The evening times - most bartenders work nights - so maybe a 1 or 2 o'clock in the afternoon session.
They don't hold classes very often and they are always at night.
Time
Time of classes
You don't get to experience the actual even when you are there.

In addition to the topics listed above, are there any other topics you feel should be included in a server training class?

How about the responsibility of the 'of age' adult in his or her own drinking?
Making servers aware is not enough. A lot of the public does not realize what the laws actually are regarding what happens if and when something happens.
Mixology, fake IDs
Recognize fake IDs
Yes, the right to refuse service to anyone anytime.

In addition to the presentation techniques listed above, are there any other presentation techniques you feel should be used in a server training class?

Believe coverage is good. Should be a little more in-depth
More hands on teaching.
Quick tip posters to place in employee break rooms
Quizzes and activities
Role-playing
The serving training I attended was a colossal waste of 2 hours of my life. I listed to an officer share stupid stories of his personal experience, and that was about it. NOTHING much about rules, regulations. Those were just brief asides in his storytelling lecture.
Yes, using a real server instead of a cop. Real server has 'been there, done that.'

Additional Comments:

I don't feel like it should be a server's responsibility to determine when a person is drinking too fast or if they are over the legal limit. After all, as an adult (21 or older) the responsibility should be theirs. I don't feel like I should have to babysit my customers. We were told legally not to serve anyone more than one drink an hour. Let's be realistic. If all drinking establishments did that, there wouldn't be one open. Let's quit passing the buck to the bartenders and put the blame where it belongs - on the person consuming the alcohol.
I feel if the bartender needs to be a babysitter and decide when someone is intoxicated and then cut them off of alcohol and find them a ride home, we need more credentials. If we cut off our patrons, we would have no business! That is what a bar is for - to drink. We do take care of our patrons, if they are drunk, we do find them a way home.