

Requiring Alcohol Sales and Service Training: Preliminary Findings in North San Diego County

Background

Cities across the State are adopting innovative policies to prevent and reduce alcohol-related problems. In San Diego County, nearly 1,700 people were injured or killed in alcohol-related crashes in 2011

(www.chp.ca.gov/switrs). Many of those drivers were drinking at businesses licensed to sell alcohol.

While the State of California prohibits the sale or service of alcohol to minors or obviously intoxicated customers,

there are no statewide educational or training requirements mandated for owners, managers, or employees of businesses licensed to sell alcohol. However, the California Department of Alcoholic Beverage Control (ABC) offers a 3 ½ hour training program, *Licensee Education on Alcohol and Drugs (LEAD)*, that is free of charge to participants. The training covers checking various forms of identification, detecting and preventing illegal activity, liability laws, preventing over-service of alcohol, and other ways to provide responsible alcohol-related sales and services.



Training Requirements

At the local level, some cities have passed a Responsible Beverage Sales and Service (RBSS) ordinance mandating the employees of alcohol-licensed businesses to complete RBSS training, e.g., an ABC-certified LEAD training.



Cities in North San Diego County that require responsible alcohol sales and service training (Encinitas, Poway, San Marcos, Solana Beach, Vista).

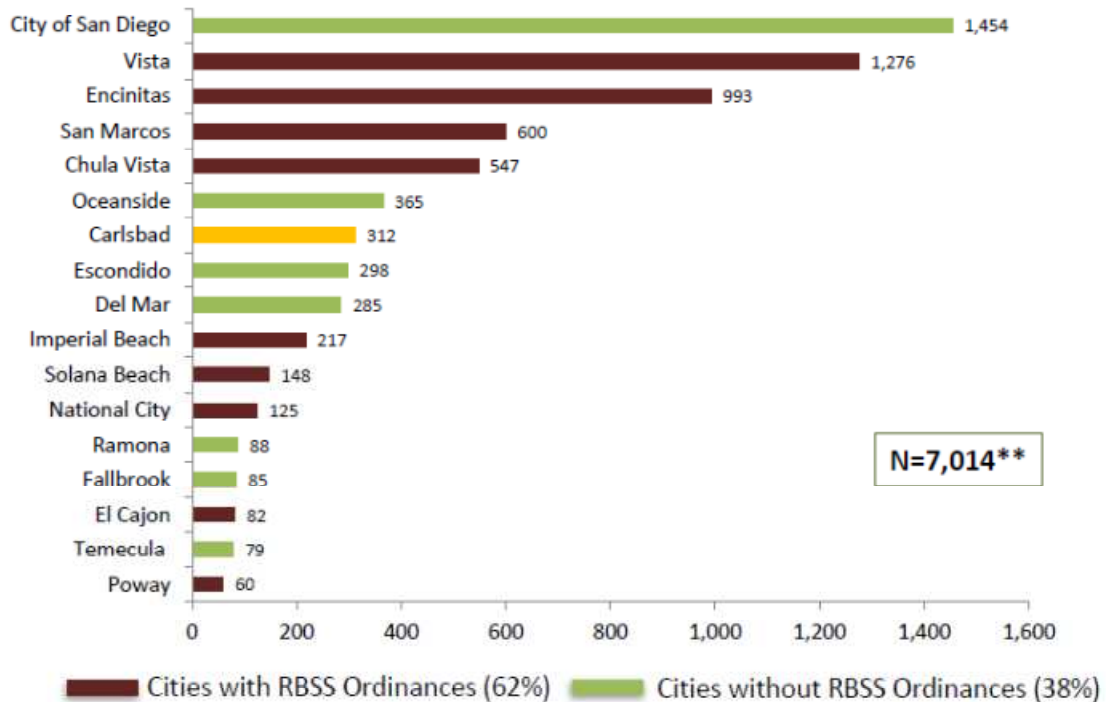
As of January 2015, there are five cities in North San Diego County with RBSS ordinances requiring employees of alcohol-licensed establishments to complete alcohol sales and service training, and four that do not.

RBSS training is required in Encinitas (RBSS ordinance adopted 2010), Poway (adopted 2003 for on-sale businesses only), San Marcos (adopted 2009), Solana Beach (adopted 2007), and Vista (adopted 2009). RBSS training is not required in Carlsbad, Del Mar, Escondido, and Oceanside.

Training Requirements

While ABC LEAD training is provided free of charge and available to anyone interested in attending, participation is greater from businesses located in cities that require training:

RBSS Ordinances and LEAD Training Participation
Number of Participants Trained by City of Business where Participant is Employed: Oct. 2011- May 2015*



*These data reflect only trainings conducted between October 2011 and May 2015 in affiliation with ABC, the RHC, and Regional Prevention Providers. **Data shown here excludes cities where 40 or fewer participants were trained in the given timeframe.

Participant Feedback from ABC LEAD Training

Those who attend ABC-certified LEAD training programs respond very positively to their experiences. According to surveys collected from 1,891 participants who attended a North County LEAD Training during 2012 and 2013:

- 99% of respondents said they would recommend LEAD training to others.
- 89% of respondents said they were “very likely” or “likely” to change the way they do their job after this training.
- 60% of respondents had never attended a RBSS training in the past.

Below are examples of written comments from participants following the ABC LEAD training.

- “I will pay 100% more attention to the information on IDs.”
- “Be more confident as to why I should cut people off from drinking.”
- “Being a new owner, I have a total new concept of my duties and responsibilities.”
- “I have tools to say no to people.”
- “I will spend more time looking at IDs. Feel more comfortable refusing service to people.”
- “Knowing now the high risks of minors drinking, I’m looking forward to checking IDs and making our place a better place.”
- “Will keep closer eye on all patrons and program cab numbers into my phone for patrons.”

- “Extremely informative. Everyone should be made to take this course before serving even one drink to someone.”
- “Very good information. Everyone should take this class.”

In addition, respondents’ perceptions of the usefulness of the ABC LEAD training did not vary significantly between those affiliated with on-sale, off-sale, social clubs, or other establishment types. Regardless of job description or where they worked, almost all of the respondents indicated that they found the LEAD training and its various emphases to be “useful” or “very useful” (97%) and that it was “likely” or “very likely” to affect their approach to service (89%).

Place of Last Drink (POLD) Data

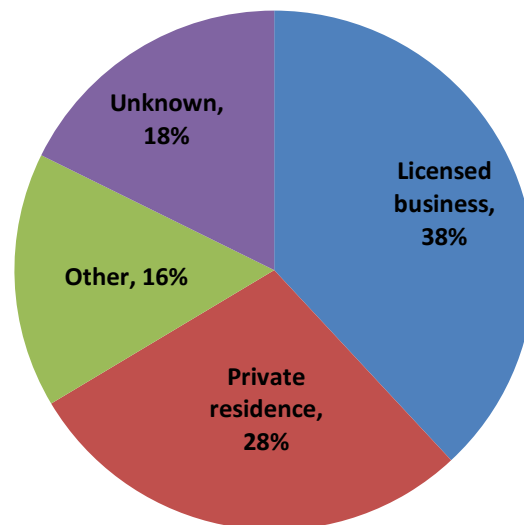
Since 1996, the Responsible Hospitality Coalition (RHC), under contract with the County of San Diego, Health and Human Services Agency, Behavioral Health Services (BHS), has collected ‘Place of Last Drink’ (POLD) surveys from participants enrolled in licensed Driving Under the Influence (DUI) programs in the county. BHS contracts with four agencies to provide court and DMV mandated DUI programs. The North County DUI Program is managed by Occupational Health Services in San Marcos. **County-wide, these programs enroll 12,000 to 14,000 people annually.**

An alcohol-licensed business was the most frequent type of location named as the place of last drink prior to arrest for DUI. This

includes bars, restaurants, breweries, wineries, and casinos.

With such a large proportion of respondents reporting having their last drink at a licensed establishment prior to being arrested for DUI, **changing the serving practices of bartenders and wait staff has the potential for reducing drinking and driving incidents.**

Reported Place of Last Drink by North County DUI Program Participants, 2012-13



Contact Information

This report was compiled by the North Coastal Prevention Coalition/Vista Community Clinic (NCPC/VCC) with input and data provided by Center for Community Research (CCR), and the Responsible Hospitality Coalition (RHC). It was funded in part by the County of San Diego, HHS, Behavioral Health Services.

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