

# ALCOHOL POLICY PANEL

• • • • • OF SAN DIEGO COUNTY

## Save the Date!

Please join us at the Alcohol Policy Panel of San Diego County's Quarterly General Assembly Breakfast Meeting,  
Friday, November 14th, from 9 a.m. to 11 a.m.

### RESPONSIBLE BEVERAGE SALES AND SERVICE TRAINING

#### How enforcement and media advocacy make these programs more effective

Many alcohol establishments have serving practices that promote risky drinking. Research shows that sales to underage or intoxicated individuals are known to occur in one-half to three-fourths of all retail alcohol outlets. Locally, more than one-third of intoxicated drivers report having their last drink at an alcohol-licensed business, according to surveys completed by participants enrolled in DUI counseling programs in San Diego County.

Responsible Beverage Sales and Service (RBSS) training outlines a variety of effective methods to prevent illegal sales to minors and intoxicated patrons alike. Through RBSS training, managers and employees learn about local and state alcohol laws; designated driver programs; spotting fake IDs, recognizing signs of intoxication, pacing drink service and best ways to intervene with inebriated customers. Ideally, trainings are certified by the California Department of Alcohol Beverage Control (ABC) and are a minimum of four hours long.

Evidence shows RBSS training is more effective when paired with frequent, random compliance checks by local police and ABC investigators, including unannounced inspections and minor-decoy and shoulder-tap operations. Existing research shows RBSS programs are more successful when retailers are quickly notified about positive and negative results of each compliance check. Media coverage of these operations also serves as a strong deterrent to prevent repeat violations.

Currently, nine of San Diego County's 18 municipalities require mandatory RBSS training. The training benefits alcohol retailers by limiting liability risks and rising insurance costs associated with illegal alcohol sales -- to minors or intoxicated patrons who often cause DUIs, injuries, fights, property damage and noise complaints. Please join us as Mr. Fell shares the latest research on RBSS programs and the measurable success that training and follow-up enforcement efforts have made in several communities across the nation.

Sincerely,

**Beth Sise, JD, RN, MSN, CPNP**

Chair, Alcohol Policy Panel of San Diego County  
Director, Trauma Research and Injury Prevention,  
Trauma Service, Scripps Mercy Hospital

### KEYNOTE SPEAKER

#### James Fell, Senior Research Scientist, Pacific Institute for Research and Evaluation (PIRE)

Mr. Fell has managed a variety of research projects since joining PIRE in 2001. He recently completed research on the effectiveness of graduated driver licensing laws under a grant from the National Institute of Child Health and Human Development (NICHD); research on enforcement intensity measures and impaired driving on the roads for the National Institute on Alcohol Abuse and Alcoholism (NIAAA); and studies on responsible beverage service, alcohol ignition interlock laws, high visibility enforcement and alcohol monitoring devices on impaired driving offenders for the National Highway Traffic Safety Administration (NHTSA). He is currently working on three grants from the NIAAA, studying the effects of various underage drinking laws on underage drinking and driving fatal crashes, the length of administrative license suspension on impaired driving recidivism, and a meta-analysis of the effectiveness of lowering blood alcohol concentration (BAC) limits for driving to .08 and to .05. In addition, he is co-principal investigator on a large demonstration project on high visibility, impaired driving enforcement for NHTSA.

Mr. Fell formerly worked at the National Highway Traffic Safety Administration (NHTSA) from 1969 to 1999 and has 45 years of traffic safety and research experience. He has authored over 100 scientific publications in the areas of highway safety, alcohol impairment and human factors research. He has both a bachelor's and master's degree in Human Factors Engineering from the State University of New York at Buffalo.

Mr. Fell is a member and currently Secretary-Elect of the International Council on Alcohol, Drugs, and Traffic Safety (ICADTS), and a member of the Association for the Advancement of Automotive Medicine (AAAM), the Research Society on Alcoholism (RSA), the Society for Prevention Research (SPR) and the Human Factors and Ergonomics Society (HFES). He received the Widmark Award from ICADTS in 2013 for outstanding, sustained and meritorious contribution to the field of alcohol, drugs and traffic safety.

#### MEETING LOCATION:

#### Morris B. Vance Community Room

Vista Civic Center  
200 Civic Center Dr.  
Vista, CA 92084

#### DATE & TIME

Friday, November 14, 2014, 9 – 11 a.m.

#### COST

\$10 (Continental breakfast included)

#### DEADLINE

Please register and pay by November 7<sup>th</sup> at:

<https://www.surveymonkey.com/s/MCD8VXD>

*The Alcohol Policy Panel of San Diego County is a volunteer coalition of diverse community leaders who are concerned about the impact alcohol abuse is having on our communities. Members provide leadership to the County's Binge and Underage Drinking Initiative, which develops strategic, community-based and environmental prevention campaigns to reduce underage and high risk drinking.*

*This meeting is made possible with funding from the County of San Diego, Health and Human Services.*