

October 12, 2004

Report to Iowa Alcoholic Beverages Division on Iowa City, IA TIPS Training

Background:

In 2003, Iowa City, IA, home to the University of Iowa, was grappling with problems of public intoxication and underage drinking—problems associated at the community level with vandalism, violence, traffic accidents and sexual aggression and, at the level of individual, with both current and future negative health outcomes. One proposal before the Iowa City City Council would have prohibited anyone under the age of 21 from entering Iowa City bars and nightclubs. After considering retailer fears that an age 21 or older entrance requirement could seriously harm on-premise licensees, the city council instead elected to enact an ordinance banning youth under age 19 from bars and to support an initiative sponsored by the Iowa Alcoholic Beverages Division (“IA ABD”) in which that agency would offer training in responsible beverage service to licensees. Between August 4th and August 15th, 2004, IA ABD offered 20 sessions of TIPS, Training for Intervention ProcedureS, a responsible beverage server training, typically 6 hours long, that teaches servers of beverage alcohol how to determine age and the authenticity of IDs, how to recognize signs of intoxication, and how to decline service of beverage alcohol to underage / intoxicated customers in a non-confrontational manner. The model upon which TIPS is based is that responsible beverage alcohol service is also good business. The TIPS program—which was developed by Morris Chafetz, the founding director of the National Institute of Alcoholism and Alcohol Abuse—is offered nationwide by Health Communications, Inc. of Arlington, VA both directly, through its own trainers, and through a “train the trainers” program. In Iowa City, an IA ABD field officer and an Iowa City law enforcement officer jointly conducted the TIPS training sessions. These sessions were condensed to 4 hours.

The IA ABD invited Brad Krevor, Ph.D., of the Heller School for Social Policy and Management, Brandeis University, to examine the impact of the TIPS training. Dr. Krevor, who directs the Responsible Retailing Forum, had partnered with IA ABD and its Florida counterpart in a field effectiveness study of electronic age verification devices (also known as ID scanners) in Iowa City and Tallahassee, FL in 2001-2002. Brandeis secured \$10,000 from Diageo, a London-based alcohol producer of high-end beers, spirits and wines that has supported the RR Forum. With the assistance of William DeJong, Ph.D, Director of the Center for College Health and Safety at Education Development Center, Brandeis then developed an anonymous pre- and post-training survey instrument (no names or personal identifiers were collected) to measure the impact of the TIPS training. Upon arriving for the TIPS training, participants were asked to complete the 29 Pre-Training questions. These questions gathered personal information (age, gender, education), information on job responsibilities (wait staff, bartending, doorman, host/hostess, supervisor, hiring/training), knowledge of laws regarding sales of beverage alcohol to underage and intoxicated customers, knowledge

of how best to determine age and whether a customer may be intoxicated, and knowledge of how to decline sales. Participants were asked to report their own past behavior in securing and authenticating IDs and declining sales to underage and intoxicated customers. The survey also asked respondents to characterize the attitudes and behavior of other individuals in Johnson County with similar jobs. At the completion of the training, participants were asked to complete 7 Post-Training questions and to return their completed surveys when exiting. 639 individuals attended one of the 20 TIPS trainings conducted in a downtown hotel between August 4-15, 2003: 202 bartenders, 241 servers, 60 managers, 49 bar back, 45 doorpersons, 24 security and 18 others. Surveys returned with incomplete information were discarded. A sample of 200 surveys was then randomly selected and the responses entered into data-analysis software.

Findings:

The TIPS training had a significant effect upon the knowledge and perceived skills of attendees. Prior to TIPS training, on a scale of 1 to 7 (1=knows nothing . . . 7=knows everything), 60% of participants felt confidently sure (scored 5,6 or 7) that they knew how to determine and authenticate whether young customers were of legal age. After the training, that percentage rose to 98.5%. Prior to TIPS training, 72% felt confidently sure (scored 5,6 or 7) that they know how best to refuse sales to an underage customer; at post-training, 99.5% expressed confidence. Similarly, only 66.5% of participants felt confidently sure that they knew how to determine if a customer were intoxicated (with only 31% answering 6 or 7), a number that rose to 99.5% (94% answering 6 or 7) at post-training. Confidence in knowing best how to decline sales to an intoxicated customer rose from 51% at pre-training (23% answering 6 or 7) to 100% (93.5% answering 6 or 7) at post-training. Knowledge of laws and penalties for serving intoxicated customers rose from 37.5% at pre-training to 94.5% at post-training. Knowledge of laws and penalties for serving minors rose from 73.5% at pre-training to 96.5% at post-training.

Several additional questions were embedded in the survey to test the potential applicability of social norms marketing principals to responsible retailing ("RR"). Social norms marketing is an approach to change individual behavior by providing accurate information on how others behave. For instance, incoming college students consistently overestimate the frequency that students at their campus drink alcohol and the quantity they consume on those occasions. Students who receive accurate information on normative behavior have been shown to drink less frequently, and consume less on those occasions, than students whose over-estimations remain uncorrected. In the IA TIPS pre-training, 61.7% of servers state that they *always* inspect IDs but believed that only 32.7% of other servers *always* checked ID; and 89.4% state that they inspect *all or most of the time* but believed that only 60.5% of other servers checked IDs *all or most of the time*. Similarly, 71.4% of servers state that they *always refuse* to serve a customer who does not possess a valid ID but believed that only 42.2% of other servers *always refuse* to sell; and 85.7% of servers state that they *always or most of the time refuse* to serve a customer who does not possess a valid ID but believed that

only 65.4% of other servers *always or most of the time refuse* to sell. Thus, the disparity between normative and perceived behavior detected in the questions embedded in the survey instrument suggests the potential for a social norms marketing intervention that would strengthen the frequency of age verification and refusal of illegal sales by communicating actual attitudes and behaviors of other servers of beverage alcohol in the community.

Discussion

Responsible server training was shown significantly to improve the knowledge of participants in laws and penalties relating to beverage alcohol service to underage and intoxicated customers. The TIPS training also significantly improved the self-efficacy of participants (the belief in their ability to function effectively) in verifying age, recognizing intoxicated customers and declining illegal sales. These improvements in knowledge and perceived self-efficacy do not, however, provide any assurance that these skills and knowledge will be applied consistently over time. Nevertheless, the application of knowledge and skills to verify age, identify underage and intoxicated customers and refuse illegal sales in non-confrontational ways cannot be expected to occur if the knowledge and skills have never been effectively taught.

Although training is a necessary component in responsible retailing, training is not in and of itself sufficient to prevent alcohol use by underage and intoxicated customers. Certainly, states that require responsible server training for all servers are still plagued with sales to minors and intoxicated customers. Management systems to reinforce that training and supervise employee behavior are critical. But even comprehensive Responsible Retailing conduct by licensees may not eliminate alcohol use by underage and intoxicated customers. Within several weeks of the TIPS training, a Johnson County law enforcement officer inspected the on-premise licensees whose employees had participated in the TIPS training. 200 citations were given to underage drinkers. There was no evidence that any of those cited had been illegally served by any licensee employee.

Results of Selected Pre- Post Survey Questions

Knowledge of Laws and Penalties of Serving Intoxicated Customers 1 = knows nothing . . . 7 = knows everything			
Q24			
		Pre-Training	Post-Training
	1	5	1
	2	13.5	0
	3	22	1
	4	22	3.5
	5	22.5	9.5
	6	12.5	56.5
	7	2.5	28.5
	Total	100	100
	Mean	3.91	6.04
	Median	4	6

Chi Square = 0.001

Knowledge of Laws and Penalties for serving Minors 1 = knows nothing . . . 7 = knows everything			
Q25			
		Pre-Training	Post-Training
	1	0	0
	2	2.5	0
	3	13	1
	4	11	2.5
	5	31	11
	6	26.5	42
	7	16	43.5
	Total	100	100
	Mean	5.14	6.25
	Median	5	6

Chi Square = 0.004

How to Determine if a Customer is Intoxicated		
1 = knows nothing . . . 7 = knows everything		
Q26		
	Pre-Training	Post-Training
1	0.5	0
2	1.5	0
3	9.5	0
4	22	0.5
5	35.5	4.5
6	25.5	46
7	5.5	49
Total	100	100
Mean	4.89	6.44
Median	5	6

Chi Square = 0.101

How Best to Decline sales to Intoxicated Customer		
1 = knows nothing . . . 7 = knows everything		
Q27		
	Pre-Training	Post-Training
1	3	0
2	10	0
3	14.5	0
4	21.5	0
5	28	7
6	18	43
7	5	50
Total	100	100
Mean	4.36	6.43
Median	5	6.5

Chi Square = 0.010

How Best to determine and authenticate IDs of customers appearing young 1 = knows nothing . . . 7 = knows everything			
Q28			
		Pre-Training	Post-Training
	1	1.5	0
	2	6.5	0
	3	9.5	1
	4	22.5	0.5
	5	26	8
	6	23.5	46.5
	7	10.5	44
	Total	100	100
	Mean	4.78	6.32
	Median	5	6

Chi Square = 0.000

How Best to Decline Sales to Customers Who Don't have a Valid ID 1 = knows nothing . . . 7 = knows everything			
Q29			
		Pre-Training	Post-Training
	1	0.5	0
	2	5	0
	3	6.5	0
	4	15.5	0.5
	5	20.5	6
	6	29	34
	7	23	59.5
	Total	100	100
	Mean	5.3	6.53
	Median	6	7

Chi Square = 0.000