

Responsible Service of Alcohol



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1 in 9 people under legal drinking age have a drinking
dependence

Of those with a drinking dependence, over 80% have an
addiction to prescription drugs

Of the people who have been arrested for alcohol
or drug dependence

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Why Should We Care about Responsible Service?

It plays a significant role in cases of:

- Domestic violence
- Hospital bed stays caused by accidents, assaults and illness
- Road and pedestrian fatalities and accidents
- Assaults and other criminal offences
- Sick days from work
- Sexual assault
- Vandalism to property

How do we Prevent these Issues?

Education – Such as **TIPS** (Training Intervention Procedures)

Behavioral Cues:

Can help you determine if a guest is approaching intoxication or is already intoxicated

Inhibitions: Talkative, loud or mood swings

Judgement: Foul Language, off-color jokes, overly friendly

Reactions: Glassy unfocused eyes, talking/moving slowly, forgetting things

Coordination: Stumbling or swaying, dropping things, having trouble picking things up

What Affects the Cues?

Intoxication Rate Factors:

Intoxication Rate Factors affect how quickly a person becomes intoxicated

Size: Smaller people are typically affected more quickly. However, people with a higher percentage of body fat can become intoxicated faster.

Gender: Women are generally smaller and have a higher percentage of body fat, and tend to reach higher BACs faster

Rate of Consumption: Gulping drinks and ordering frequently (New Years Eve)

Strength of Drink: How much alcohol in the drink (Long Islands)

Drug Use: Legal or Illegal drugs can speed up the effects of alcohol

Food Intake: A full stomach before drinking will slow down the absorption of alcohol

*Who's Responsible for all of
this?*

Only Team Members of Food & Beverage?

How about the Front Desk?

How about Security?

How about Maintenance?

How about House Keeping?

*Your Entire
Organization!!!*



Why the Entire Organization?

Team: A NUMBER OF PERSONS ASSOCIATED IN
SOME JOINT ACTION

The Enjoyment of all your Guests

The Cleanliness of your Facilities

The Safety and Well being of all your Guests

How about the Surrounding Community?

Gaming, Music, and Private Events



SEMINO vs. THE MILFORD KEG

Organization

General Manager

Upper Management

Front Desk

Risk Management

Human Resources

Policies

Event Timelines

Event Schedules

Maintenance

Setup

Staffing

Guests

**ALL
Staff**

Community

Marketing

First Aid/ Medical

Food & Beverage

Emergency

Environment

House Keeping

Crowd Control

Traffic

Security/Law Enforcement

Room Service

* Responsible Service of Alcohol must take into account the guests, staff and surrounding community

Simple Solutions and Tools for Prevention

EDUCATION

Everyone Needs Training in Every Department

Empower your Staff - Give them the Tools

“I didn’t know what to do”

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities, Threats

EVALUATE AND REFRESH

Set Evaluation Times and Yearly Refresher Courses

Education and Empowerment

BENEFITS TO THE STAFF:

- Venue has a good reputation
- Feel safe at work
- Enjoy serving the customers
- Feel responsible in their job
- Know that they are taking care of the customer
- Job satisfaction
- Avoid being fined
- Knowing their responsibilities (TIPS)
- They feel confident at work
- Have a fun place to work

SWOT Analysis

STRENGTHS – Things within your control which help make you successful

WEAKNESSES – Things that are also within your control, but hinder your success

OPPORTUNITIES – Things out of your control which can help your success

THREATS – Things out of your control which can negatively affect your success

SWOT Analysis for Music Event

STRENGTHS

Brings in money for the community
Offers safe family environment
Media promotion
Promotes local and regional businesses
Increases job market
Strong community support

WEAKNESSES

Increased traffic
Crowd control
Increased alcohol related incidents
Environmental impact issues – Litter
Crime increase

OPPORTUNITIES

Local and regional exposure/promotion
Future business growth
Strengthened community bond
Increase in business investors

THREATS

Crime increase
Disgruntled guests
Disgruntled Community

What and Why is Evaluation Important?

- It's the process of critically observing, measuring and monitoring the implementation of any event in order to assess its outcomes accurately
- It enables the creation of a profile that outlines the basic safety needs, features, and important statistics for your Organization
- It enables feedback from all staff and departments
- Plays an important role in the management process by providing a tool for analysis and improvement.



Now I've Given you the Information
It's on you to take the next step

Empower and Support your Entire Organization!!!