

ALCOHOL AND DRUG PREVENTION  
AT THE LOCAL LEVEL



# Responsible Beverage Service

– a method for preventing alcohol-related injuries in bars, pubs and restaurants



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*No 5 in a series of method descriptions to promote alcohol and drug prevention  
at the local level, published by the Swedish National Institute of Public Health*

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# Foreword

## **Preventing alcohol and drug problems – a local challenge**

Investment in preventive measures to combat the use of alcohol and illicit drugs in Sweden is strongly vindicated. Several important initiatives have been taken at the national level; one example being the adoption of national action plans to prevent alcohol and drug problems. These place increasing emphasis on local prevention initiatives. Many municipalities and county councils have also increased their activity by adopting new alcohol and drug policy programmes. Most have also hired alcohol and drug prevention coordinators and have initiated prevention activities in many areas.

Furthermore, knowledge is now greater as to which measures work. Knowledge about the most important risk and protection factors for alcohol and drug problems and about how these can be either alleviated or exacerbated, is crucial to the design of preventive measures.

According to prevention research findings, the more risk and prevention factors on the individual, group and societal level can be influenced, the greater the preventive effect will be. The efforts made in many areas to help children and young people are good, but they need to be supplemented with measures directed at the entire population if they are to have a real effect.

The Swedish National Institute of Public Health (SNIPH) is publishing a series of method descriptions to support alcohol and drug prevention at the local level. The aim is provide brief information about methods in a number of central areas within the field of prevention. They are to be seen as practical tools for locally active professionals responsible for alcohol and drug issues, including alcohol and drug prevention coordinators and decision-makers on the political and top administrative level.

*Gunnar Ågren*  
Director-General

*Sven Andréasson*  
Director, Alcohol and Drug Division



# The Responsible Beverage Service method (RBS)

“17-year-old allowed to drink himself stupid in pub”,  
“Assault most common in pubs”,  
“Personnel fined for serving drunken customer”.

Headlines like these have become common in recent years at the same time as the availability of alcohol at Swedish restaurants and pubs has drastically increased. The growing number of pubs and restaurants along with extended opening and serving hours have contributed to increased alcohol consumption and hence a greater risk of violence and injury.

When alcohol becomes more easily available, alcohol prevention needs to take a new direction; powerful local measures and deeper cooperation with various local actors. The municipality, county administrative board (CAB), the restaurant and pub industry and the police have a major responsibility in this regard. To create a safer society, everyone needs to participate in order to prevent/reduce alcohol being served to minors and already intoxicated customers.

If you are reading this, you are most likely interested in participating in this goal-oriented development project.

This handbook describes a scientifically proven working method that actually results in less violent crime at pubs and restaurants. Evaluations show that the method works equally well regardless of the size of the municipality.

## **Some results from the RBS method**

In 1998–2000, pub-related violent crime fell by 29 percent in Stockholm city centre.

In 2002–2004, pub-related violent crime fell by 30 percent on Avenyn, the heart of Gothenburg's nightlife.

In 2003–2004, pub-related violence in the northern town of Örnsköldsvik fell by 20 percent

Ψ BAR





## Increased consumption leads to more violence

Research shows a strong link between alcohol and violence. Alcohol consumption is a factor in 80 percent of assault cases in Sweden. Generally speaking, the connection between alcohol and violence is stronger in countries where people binge-drink (drink to get drunk) than in countries with a more continental drinking culture. A study of the Nordic countries showed that the connection between alcohol consumption and violent crime was stronger, the more 'explosive' the drinking pattern was, i.e. when people binge-drink. A high degree of drunkenness as well as a large number of intoxicated people in the same place increase the risk of violence. The more serving licenses granted in an area, the greater the risk.

The greater number of restaurants and pubs also means that the restaurant/pub culture is influencing people's attitudes and approaches to alcohol to an ever-greater extent. It has become more common – especially among young people in Sweden – to go to the pub in order to socialise with and meet friends. Increased alcohol consumption at restaurants and pubs normally leads to a rise in the number of heavy drinkers. Young people who visit the pub often are a particularly vulnerable group.

# Enforcement is not enough

Under Swedish alcohol legislation, it is the responsibility of landlords and restaurant proprietors to keep order and prevent drunkenness at their establishments. Restaurants or pubs that serve alcohol to noticeably intoxicated customers or to adolescents who have not yet reached the age of 18 (minors) may lose their serving license. Serving staff who serve alcohol to noticeably intoxicated customers or minors may be fined or sent to prison.

Enforcement and licensing restrictions alone do not lead to long-term successful results, however. County administrative boards (CABs), municipalities, police authorities and pubs/restaurants all need to enter into active and trusting cooperation to develop new knowledge and working methods.

**The RBS method** shows that it is possible to reduce alcohol-related violence among customers when

- the authorities and the industry build up mutually respectful cooperation aimed at preventing/reducing alcohol-related violence and injuries in restaurants and pubs.
- the municipality and the police develop concrete methods to assess the level of drunkenness among pub/restaurant customers and to be able to detect/take action against the serving of alcohol to minors in pubs and restaurants.
- the municipality develops methods of effective communication with police officers and license-holders at restaurants and pubs.
- the police train and develop their cooperation with authorised doormen/security guards.
- serving staff are made more aware of alcohol in order to be able to refuse to serve intoxicated customers and minors in a clear and professional manner.

**The RBS method** makes a structured and goal-oriented attempt to prevent and reduce the serving of alcohol to the under-18s and to noticeably intoxicated customers at pubs and restaurants. The method is built on local mobilization, RBS training, policy changes and effective enforcement.

The idea is for the municipality, police, restaurant proprietors/pub landlords and their employees to make long-term efforts aided by clear goals and with the active involvement of all stakeholders.

Only effective enforcement (including sanctions) combined with RBS training will have lasting effects on drunkenness-related problems. The objective of the working method is to reduce alcohol-related injuries and violence at pubs and restaurants. This is to be achieved by:

- not serving alcohol to minors
- not serving alcohol to noticeably intoxicated customers

The method was developed between 1995 and 2001 by the STAD project (STockholm combats Alcohol and Drug problems) and has been made permanent in the City of Stockholm through a cooperation agreement between the restaurant industry and the authorities involved. Since 2002, the method has been disseminated to Swedish municipalities and CABs by the Swedish National Institute of Public Health.

► **The enforcement of legislation relating to the sale and serving of alcohol at the local level should be intensified so that the municipalities fulfil their enforcement responsibilities under the Swedish Alcohol Act. Enforcement also includes sanctions.**

► **The role of the CAB as a supervisory authority should be strengthened.**

(Quote from National alcohol and drug action plans, Government Bill 2005/06:30)

**FACTS:**

The proportion of heavy drinkers among young 18-year-old men who visited the pub at least once a month was 20 percent. The proportion of heavy drinkers among those who never or only occasionally visit the pub was only just over one percent. The same pattern is evident among young women as well.

(From Gränlös utmaning – alkoholpolitik i ny tid [Meeting the 'borderless' challenge - contemporary alcohol policy] Official Government Report 2005:25)

Failure to comply with the Alcohol Act can be expensive for pub landlords, restaurant proprietors and their staff. Operations by plain-clothed police officers have led to the following convictions:

**Case 1** A bartender serves two young women a bottle of wine without checking their ID. When the police officer does so, it transpires that the women are only 17 years old. The bartender thought the doorman had already checked their ID. The bartender was fined SEK 900 (just under EUR 100). Adding the trial costs and the SEK 500 he was forced to donate to the crime victims' fund, the total amount he had to pay was SEK 11 500 (approx EUR 1 240).

**Case 2** A temporary waiter serves a strong beer to a man who is so drunk he has fallen asleep in his chair. The police officer approaches the pub landlord and asked whether the person in question should be served beer. The landlord says no and the intoxicated individual is ejected. The waiter is fined SEK 900 (EUR 100).

Adding the trial costs and his contribution to the crime victims' fund, the total amount was SEK 1 400 (about EUR 150). (This low fine was due to the waiter being a low-income earner.)

**Case 3** When police officers arrive at the pub, they see adolescents who are so drunk that they have to be taken into police custody. A bartender serves one of the adolescents a strong beer without checking his age. When the police ask for ID, the girl turns out to be only 17 years old. The bartender, who has worked in the profession for 20 years, is fined SEK 6 000 (almost EUR 650).



International studies show that there is a clear connection between a growing number of establishments selling and serving alcohol and an increase in alcohol-related problems. For example, the United States and Australia have developed public health policy methods to promote active cooperation with the restaurant and pub industry.

Experience shows that the most effective strategies for reducing drunkenness and alcohol problems are:

- reducing the number of licenses
- reducing serving hours
- alcohol training of serving staff
- making the restaurants and pubs responsible for injuries and accidents caused by customers who have been served too much alcohol
- ban on serving alcohol to intoxicated customers

Experience shows that RBS training alone probably does not reduce the problem. Training must be combined with a clear restaurant policy.

# How to proceed

This is how your municipality, in partnership with the police and local restaurants and pubs, can use the RBS method to prevent and reduce alcohol-related violence and injuries in the restaurant environment.

## 1. Gain political support for the method

The aim of the working method is to change the approach of both the authorities and the restaurant and pub industry and must therefore be well supported by all those who are directly or indirectly affected by the change. Political support is important if the efforts are to be pursued continuously and on a long-term basis and really have time to develop. A decision in the social committee or municipal council provides the prerequisites for this. The involvement of the municipal council and its decisions in alcohol policy issues will add weight and provide penetration.

## 2. Appoint a project manager

When there is a decision from the social committee or municipal council to use the method, it is then time to appoint a project manager who will be responsible for adapting, developing and implementing it. The task of the project manager is to be the ‘spider in the web’, to drive the project forward, mediate between the parties when necessary, maintain a common theme and motivate the participants if their commitment wavers.

The person appointed as project manager should already have good contacts in the municipality, the ability to communicate and be interested in creating and coaching networks.

### **3. Form a reference team**

The aim is to build an effective team around a common goal.

The project manager starts by choosing key personnel from the supervisory authorities, municipality and police authority. It is important to choose people who have decision-making powers, expert knowledge and commitment and who are prepared to take part in a long-term project. The core of the team shall comprise the municipality's licensing alcohol prevention coordinator, local police officers and restaurant proprietors/pub landlords. A good idea is to create the prerequisites for a broad range of skills in the team by bringing in representatives with different types of specialist knowledge. These representatives can come from the CAB, the county council (alcohol doctors or nurses), the local crime prevention council, the serving staff's trade union and the restaurant industry's trade organisation.

The next step is to choose interested representatives from a selection of restaurants and pubs in the municipality. Contact them first by telephone and ask if they are interested in participating in the development project. A questionnaire can help you decide whether a particular restaurant proprietor or pub landlord is a suitable subject.

### **4. Create a creative working climate**

Trust, cooperation, respect and “team spirit” are important qualities in the team. It is therefore a good investment if the project manager spends a lot of time and energy on creating the conditions for trusting cooperation from the very outset.

The project manager convenes meetings and is responsible for them taking place at regular intervals and having interesting and thought-provoking agendas.

Create simple and clear routines for checking the effectiveness of the work being done. Document work processes and decisions thoroughly. This gives all team members the chance

to provide feedback on discussions and decisions and ensure that everyone in the team is heading towards the same goal. When there are clear minutes from meetings, new members can easily come up to speed with what is happening and the different trains of thought. Well-prepared documentation also facilitates monitoring and evaluation.

The reference team can appoint working groups where necessary. These can for example develop hands-on guides for enforcement, improve how drunken behaviour is documented, develop a consensus on degrees of drunkenness or develop further RBS training programmes.

## **5. Analyse the current situation before you start**

Perform a thorough survey of the current situation as regards alcohol in the municipality. More information on the study on young people can be found in the SNIPH guidance material. This survey acts as an important tool to be able to plan and monitor development. The motivation of those involved is strengthened if everyone knows where things stand at the start, as it is then easier for them to monitor the results of their work. Analysing and publishing statistics on alcohol-related injuries provides a basis for raising awareness as to the need for preventive action. It also makes it easier to take such action.

Studies on overserving and young people show the extent to which restaurants and pubs serve alcohol to very intoxicated customers or serve it to young people without asking for ID.

It is the project manager's task to delegate the various tasks involved in carrying out the survey. The police can, for example, compile statistics on pub-related violence, whilst the alcohol prevention coordinator can compile restaurant/pub data. Restaurant proprietors and pub landlords examine the need for measures, the interest of the staff in training and their own requirements as regards development.

***The following questions can act as a guide:***

- How are the restaurants/pubs affected by the population structure in the municipality? How will things look 5-10-15 years from now?
- What does the alcohol policy situation look like as regards those people moving in and out of the municipality as well as tourism?
- How has the number of serving licenses changed over the last ten years?
- What's the night-life like in the municipality? On weekdays? At weekends? Are there any festivals?
- What kind of supervising routines does the municipality have? How often are enforcement activities carried out and who participates? How often and what kind of sanctions are imposed on serving licenses? How well do the police and the municipality cooperate?
- Analyse the statistics on restaurant and pub-related violence over the last twelve months? What kind of statistics do the police have as regards violence and threatening behaviour in and around pubs and restaurants? How many people are taken into police custody under the Act on taking intoxicated individuals into custody? What about violence-related crime? Reports from security guards/doormen – what do they say?

***The study on young people***

A number of young people who have turned 18, but look younger, visit selected restaurants/pubs in pairs. They are told to dress as if they were going out on a Friday or Saturday night, but shouldn't try to look older by e.g. using excessive make-up. Each pair was given 5-6 restaurants to visit per evening. At each of these the young people are each to order a strong beer. They should not show their ID to doormen or to serving staff. If they are requested to do so, they should say that they are 18 and that they have left their ID at home.

### ***The study on overserving***

Actors and actresses trained to portray excessively drunk people visit selected restaurants to test whether they are allowed to order a strong beer. They don't behave aggressively or provocatively. On the contrary, they take on a happy demeanour. An observer watches them at every restaurant they visit. The results indicate the propensity of the restaurants/pubs to serve alcohol to excessively drunk individuals.

## **6. Disseminate information**

An important part of the development work is to keep decision-makers and the general public constantly informed as to how the work is progressing and what results are being achieved.

Using the local press is an effective way of disseminating information. Publish newsletters and press releases. Acclaim the successes of the method on the municipality's website. Contact newspapers, radio and TV when you have new survey results. Much of what you routinely do in your daily work can have an unexpected news value. Debate articles and letters to the editor are a good way of bringing attention to an ongoing event or current issue.

## **7. Train restaurant staff**

The RBS training is primarily aimed at serving staff, although pub landlords, doormen and other restaurant/pub personnel are also welcome. The aim is to reduce violence and injuries related to alcohol consumption in bars, night-clubs, pubs and restaurants. All those involved in the method should do the training so that they all acquire the same basic knowledge.

The training is designed so that the participants – apart from improving their knowledge – also become aware of the conse-

rable importance their behaviour and attitude as professionals have for a great many people.

The goals of the training are to:

- ensure the restaurants don't serve alcohol to minors
- ensure the restaurants don't serve alcohol to noticeably intoxicated customers
- improve the ability of serving staff to detect high-risk situations and be able to intervene in a psychologically acceptable manner
- help the restaurants to develop their own alcohol serving guidelines.

One of the training's strengths is that it is local and focuses on alcohol. Both lecturers and participants are from the same municipality. The participants can meet their local authorities and get to know just how their municipality views alcohol serving in its restaurants and pubs, what demands are made and how the municipality wants to cooperate with the industry.

Training pub landlords, serving staff and security guards/doormen is not the objective for the local cooperation project. It is rather a means of achieving change – i.e. it gives the participants the chance to change their attitudes and find common ground. The training devotes considerable time to the exchange of experiences and discussion and provides the participants with the same knowledge and vocabulary.

It should make the participants aware of the connection between drunkenness and violence, the importance of food to reduce the degree of drunkenness and why you shouldn't serve alcohol to minors.

After successfully completing the training (with approved results), participants receive an RBS diploma. The diploma is a valuable document to include in one's cv and proof of sound knowledge.

## **The RBS training programme consists of the following components:**

### **The medical effects of alcohol**

What happens in the brain? Why children should grow up in an alcohol-free environment How alcohol is broken down in the body, self-testing, standard glass, medical consequences, high-risk drinking, etc.

### **The Swedish Alcohol Act**

What does the law say as regards order and sobriety, intoxicated customers, minors and alcohol, checking age, the responsibility of serving staff, the marketing of alcoholic beverages, etc.

### **Alcohol-related violence**

The police provide information about the current situation in the municipality: about the number of cases of pub-related assault, the Act on taking intoxicated individuals into police custody, the connection between alcohol and violence, checking age, ways of reducing violent crime, etc.

### **Group discussions**

It is very important when trying to influence behaviour to allow restaurant/pub personnel to exchange experiences and discuss ways of dealing with alcohol responsibly at their establishments. Defining limits for overserving, responsibility for regular customers, checking age, devising a policy at the restaurant/pub, etc.

### **Drug problems at the pub**

What does the law say? Which are the most commonly occurring drugs at pubs and restaurants? How can the pub work together with the police to reduce drug abuse in the pub environment? Why staff must be drug-free.

### **Conflict management using role-play**

Participants practise various situations using role-play: refusing to serve more alcohol to an intoxicated customer, checking a customer's age, handling customers in a way that prevents conflict situations from arising, etc.

### **A written exam**

Review of written exam.

### **Summing-up and evaluation**

**The experiences of pub landlords/restaurant proprietors** Landlords/proprietors who participate in the working method say that the work generates a positive climate of cooperation with the authorities, improves profits, increases security and wellbeing at the workplace and promotes cooperation within the company. Landlords/proprietors feel that they become more professional, that they are strengthened in their professional capacity as regards laws and regulations and that, armed with this knowledge, it is easier for them to communicate with their staff as regards the situation in their pub/restaurant. Serving staff say that they have been both strengthened in their professional capacity and become more aware of the fact that it is up to them, and not the customers, to set the limits for serving alcohol.



### **Change management in pubs and restaurants**

**“Previously, the supervisory and licensing authorities were our worse enemy. We were and are still often told that the pub was home to all manner of criminals. The working method and in particular the RBS training has now given us and the authorities a common platform.**

**It has also been the key to pub landlords being able to create a nicer atmosphere both for the staff and customers. A pleasant environment attracts more custom and constitutes a good working environment. We may perhaps lose out on sales in the short term but in the long term pubs and restaurants will not be able to survive with violence, alcohol and drug problems. From the landlords’/proprietors’ perspective, involvement in the working method also gives them more opportunity to actually place their own demands on the authorities. The restaurant and pub industry has always been singled out for criticism. We have always been seen as a problem area. But now, when we show that we take this seriously and are committed, we should also receive more support from society. We believe that the pub or restaurant is one of the most important meeting-places for people in Sweden today. It is a social arena, that has to be safe and secure, both for customers and those who work there.”**

**Lennart Karlsson, owner of the Baldakinen restaurant chain**

With the commitment of landlords/proprietors, the social responsibility for creating understanding for the responsible use of alcoholic beverages and for safeguarding the safety and security of customers increases. The industry no longer sees the licensing authorities as the enemy. “Going on a course is not only a good way of acquiring knowledge, you also meet police officers and the authorities and can start a dialogue.”

**The experiences of municipalities** The municipalities that have used the method say that they now have better contact with the restaurant and pub industry, both through their participation in RBS training, in which their efforts as lecturers of alcohol legislation have given

### *Change management in the municipalities*

“We're still only in the early stages. The method requires a lot of work, but the job of alcohol prevention coordinator has so far been a lot of fun. I can now work more preventively instead of constantly being one step behind and merely reacting to things that happen.

We have joint meetings with the authorities, pub landlords/restaurant proprietors and security guards. Everyone shows more respect nowadays – we listen more to each other. The fact that we now have a dialogue and try to solve problems together generates many knock-on effects. Even the local bandy club in Ljusdal has joined our ranks. They are involved in our alcohol cooperation project and are now promoting alcohol-free environments for young people.”

Margareta Andersson, local alcohol prevention coordinator in Ljusdal

them a positive role and have stimulated discussion, and as a result of working meetings with the industry.

Through the method, the municipalities have also developed more efficient routines for documentation as well as improved communication and information. Joint meetings and pub inspections with the police have improved preventive efforts and increased the support for restaurants/pubs. The cooperation has simplified inspection visits to the restaurants and pubs. The development of a more professional approach by the authorities has also met with positive feedback and led to more consistent and fair cooperation. There is now more mutual respect and both authorities and the industry now express their requirements more clearly.

**The experience of the police** The work of the police has also changed as a result of the method. The police have become a natural part of the pub environment and see their work as more meaningful since they began discussing the levels of drunkenness and ID checks with serving staff and doormen. The fact that police have begun cooperating with doormen to a greater extent has also led to an increase in the status of doormen. When doormen feel they have the support of the police, they also report more incidents.

### *Change management within the police*

In many municipalities, the police drive around in their patrol cars checking on the pubs and restaurants.

They receive emergency calls to deal with fights and drunken behaviour at different pubs. When they get there, the perpetrator has normally already disappeared and they are greeted by assaulted and frightened people. All this is seen by the police as a totally meaningless pursuit. They decide to change their ingrained habits, leave their cars and enter the pubs.

“We came in in our uniforms, and what happened? The staff started ejecting customers who were too drunk. We were seen by both the customers and the staff. We could tip them off about individual customers who might be a problem. We also started plain-clothes surveillance in order to see how everything was being managed and cooperated more actively with doormen. When we didn’t meet, we texted each other about possibly problematic customers or just to see how things were going.”

Patrick Widell, community police officer in Stockholm

## 8. Change management

A change process must always start from within to be successful. The process requires time, commitment, courage, energy, stamina and sensitivity.

After completion of the training, change management got underway to promote RBS both out in the pubs and restaurants and in the authorities. The training has given everyone the same basic knowledge in order to be able to discuss and work towards the common goal: safer and more secure restaurant and pub environments. As a result of their joint efforts, the authorities and the industry create a forum for communication where different alcohol-related problems at pubs and restaurants and how these can be solved are discussed.

## 9. Alcohol policy

Restaurant proprietors/pub landlords and their employees should draw up simple written rules so that the restaurant/pub staff can work towards RBS. The policy has two parts; firstly, rules governing the staff's own attitude to alcohol, and secondly, rules about the serving of alcohol.

It is important for the policy to be clear, simple and practicable so that everyone working in the restaurant/pub can adhere to it.

Here is an excerpt from the Baldakinen Group's alcohol policy:

“The serving and handling of wine, strong spirits and beer is a natural part of our company's activities. The license we have been granted to serve alcohol to our customer implies both a responsibility and trust. To keep our license, good order and sobriety must prevail in our restaurants. This requires everyone in the company to have an approach to alcohol and drugs that promotes a responsible attitude when serving customers and we must never be under the influence of alcohol and/or drugs whilst at work. We obviously don't use alcohol or drugs at the workplace, so that we can create a safer and pleasant working environment. It is important for the staff to be aware of their own consumption and to react if they see that a colleague has a problem. Interfering, in this case, shows that you care and is a sign of good friendship.”

## 10. Enforcement

For their efforts to have an effect, the police and the municipality must develop practicable methods of inspection as well as make use of sanctions enforceable under the Alcohol Act. A handbook for enforcement in RBS has been developed as a concrete aid in this process.

## **Practical advice for effective enforcement**

- ▶ The municipality has written guidelines regarding serving licenses, so that everyone, both the authorities concerned and the industry, can clearly see which criteria need to be fulfilled to obtain and possess a serving license.
- ▶ The municipality and the police and other authorities concerned cooperate closely with regular meetings at which agreement can be reached as to how to prevent, control and where necessary enforce the law as regards binge drinking and the serving of alcohol to minors. The inter-authority dialogue is crucial to ensure participation and consensus.
- ▶ The municipality is active and thorough in its assessment of new licenses and allows all the authorities concerned to voice their opinions clearly based on their areas of responsibility. If there is a risk of problems relating to orderliness and sobriety, a license can be refused despite all other criteria being fulfilled. It is easier for the municipality to refuse to grant a license from the beginning if there are doubts, rather than revoking an active license later on.
- ▶ The municipality and the police visit the restaurants together and separately. They work together in good routines, both when it comes to preventive measures and to enforcement. It is important to visit the restaurants when alcohol serving is in full swing and afterwards to give feedback on what has been observed to the proprietor or head of staff.
- ▶ The municipality and the police work in accordance with simple templates that describe how inspection and enforcement are to be done, what is to be examined, how to deal with the observations made and how to document them.

## 11. Monitoring/evaluation

In order to see the results of implementing the method, it is important to evaluate the various efforts continuously and learn from experience. Feedback is important, not least for the restaurants that decide to implement the RBS method. A key element when monitoring implementation is to follow the crime statistics from the police, with particular emphasis on the trend in violent crime and other alcohol-related crime.

## 12. Making change permanent

Alcohol prevention efforts must be made in the long term if they are to have an effect. Making the changes permanent increases the chances of long-term effects. Always run the project as a strategic development project. The objective is to incorporate the working methods into the day-to-day activities of municipalities and other stakeholders.

One important lesson learned is that it takes time to develop new working methods in activities that are already well established. Don't give up if results are not directly forthcoming! And don't stop the preventive efforts once statistics show a decrease.

The RBS method has been made permanent in some municipalities. In Stockholm and Örnsköldsvik, this has been done by drawing up a written agreement between the reference group members.

In Stockholm, all the stakeholders have agreed to:

- safeguard existing networks and develop new local networks in relevant city districts
- train restaurant/pub proprietors, restaurant/pub staff and door-men in RBS
- develop methods for combating the occurrence of drugs at pubs and restaurants

- train and support restaurant/pub proprietors and other executives in developing and implementing in-company written alcohol and drug policies
- develop self-inspection and efficient external enforcement by the authorities to avoid overserving and serving to minors and to combat the occurrence of drugs.





With alcohol becoming more easily available, alcohol prevention needs to take a new direction. The municipality, county administration, hospitality industry and the police have major responsibilities in this regard. Everyone needs to participate in order to stop alcohol being served to minors or to already intoxicated customers.

The method described in this booklet leads to a reduction in violent crime in restaurants, bars and pubs. The method is built on local mobilisation, training in Responsible Beverage Service (RBS), policy changes and effective enforcement. Evaluations show that the method works equally well regardless of the size of the municipality.



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