

**Title of Intervention:** Server-intervention Education Program

**Intervention Strategies:** Group Education

**Purpose of the Intervention:** To assess the effectiveness of a server education program

**Population:** Servers and managers of licensed establishments

**Setting:** Eight different cities across the United States in Louisiana, Michigan, Pennsylvania, Texas, Massachusetts, Delaware, Iowa, Washington; worksite-based

**Partners:** None mentioned

**Intervention Description:**

- Group Education: A server education program entitled the "Program of Responsible Alcohol Service" was developed by the National Public Service Research Institute under contract to the U.S. Department of Transportation. The program was 6 hours in length and dealt with the need for responsible alcohol service, ways of preventing customers from becoming intoxicated and methods of intervening with patrons who have already become intoxicated. Four short videos provided information and raised issues for classroom discussion. Managers participated in role plays with intoxicated patrons, formulated policies for responsible alcohol service and created guidelines for administering the program to servers in their own establishments. To encourage attendance, all participants were offered certificates for completing the program, and each establishment sending 80% or more of its staff received a certificate of recognition signed by a local official.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Training for instructors
- Technology: Not mentioned
- Space: Meeting space for group sessions
- Budget: Not mentioned
- Intervention: Videos, training materials, certificates of completion, instructors, curriculum
- Evaluation: Observers, evaluation checklist, questionnaires

**Evaluation:**

- Design: Cohort study
- Methods and Measures:
  - Knowledge, attitude and behavior of servers and managers were tested pre- and post-intervention.
  - Observers went to the drinking establishments and simulated intoxication to observe the reaction and behavior of the servers.

**Outcomes:**

- Short Term Impact: Improvement was significant in knowledge and attitudes in all but one site. Change in policies was significant at only one site. In the observed evaluation within establishments participating in the program, the instances in which no intervention occurred decreased, while in the comparison group there was virtually no change.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** The server education program led to significant overall changes in knowledge of, attitude toward and practices and policies involving responsible alcohol service. The program is capable of bringing about significant increases in intervention with intoxicated patrons.

**Citation(s):**

McKnight, A. J. (1991). "Factors influencing the effectiveness of server-intervention education." *J Stud Alcohol* 52(5): 389-97.