**Preventing Over Consumption of Alcohol in Dubuque County**

**An Observation Project**

**Project Overview**

Preventing Over Consumption is a strategy being implemented as part of the SPF SIG project in Dubuque County. A core component of this strategy is conducting observations to collect data related to over consumption and sales to intoxicated patrons at establishments where alcohol is consumed on-premise. Results of these observations will determine baseline compliance rates of “sales to intoxicated patrons” laws.

These observations took place on Thursday-Saturday evenings at randomly chosen on-premise establishments. Two rounds of observations were completed - the first during Spring 2013, and the second during Spring 2014. The observations were conducted by college students and coalition members who were trained by law enforcement on the signs and symptoms of intoxication.

**Project Description**

The observation project consisted of the following components:

* Local university students and community coalition members were solicited as volunteers to perform observations.
* Volunteers attended training with law enforcement to learn the signs and symptoms of intoxication. This training included a slide presentation and video clips focusing on “visible signs of intoxication in areas including appearance, speech, attitude and behavior.”
	+ Note: Based on “50 Signs of Visible Intoxication” provided by: *Oregon Liquor Control Commission, available at the following link:* <http://www.oregon.gov/OLCC/docs/publications/50_signs_visible_intoxication.pdf>
* Volunteers were also trained by SPF SIG Coordinator on protocols for collecting data and expectations of involvement with this project. Consent forms were signed and collected.
* In 2013, observers summarized results in writing, and then submitted them electronically to the SPF SIG Coordinator.
* 2014 observation results were captured with an ‘app’ used on volunteers’ Smart Phones; this ‘app’ was created by a coalition member. Fields in the app included name of establishment, date/time of observation, approximate number of patrons and approximate number of servers during observation period. A list of potential ‘signs/symptoms’ of intoxication were included in the app, and the observer ‘checked’ each sign/symptom observed. A comments field was also provided. Use of this ‘app’ allowed for standardized data collection and analysis.
* Observations were scheduled in 4 hour blocks of time, and were conducted on Thursday, Friday, and Saturday evenings. 2-person teams of volunteers conducted each observation. Both bars and restaurants were observed; (bars were observed between 8pm-2am; restaurants were observed between 6pm-10pm.). Up to 4 establishments were observed each evening.
* Volunteer observers sent their results electronically to SPF SIG Coordinator following each weekend’s observations.
* A database for tracking observations status was created and maintained by SPF SIG coordinator. This database was used to track volunteer information (such as contact info, age, consent form, availability, etc), on-premise establishment logistics (i.e., address, hours to observe, typical customer age, etc) , and observations scheduled/completed.

**Project Outcomes**

In 2013, a total of 33 observations were conducted at on-premise establishments in Dubuque County. Results from those observations include:

* In the city of Dubuque, approximately 43% of patrons showing signs of intoxication were served alcohol at bars observed, and at nearly 12% of the bar/restaurants observed.
* In Dubuque County (outside Dubuque city limits), approximately 27% of patrons showing signs of intoxication were served alcohol at bars observed, and at nearly 16% of the bar/restaurants observed.

In 2014, a total of 75 observations were conducted at on-premise establishments in Dubuque County. Results from those observations are being analyzed at this time.

**Next Steps**

Data collected during these observations will be used to continue discussions with alcohol license holders, enhance training and resources, educate and create awareness around the impact of over consumption in Dubuque County, and engage support for next steps.

For further information, contact:

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