



Results from the 2007 Survey of the Responsible Alcohol Sales and Server (RASS) Training Program

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I. Executive Summary

Objective: To examine perceptions among alcohol servers as to the effectiveness of the on-line Responsible Alcohol Sales and Server (RASS) Training.

Methods: In 2006, a 9-question survey was developed for the purposes of this study. After conducting a review of the literature on the subject of alcohol server training, staff on the GT SMART project constructed questions that were tested with various audiences in order to assess their validity and reliability. After review and revisions were complete, the electronic survey was mailed to addresses where participants had been registered for the RASS training program. In 2007, the same survey was sent again. Anyone that had participated in the previous User Survey (June, 2006) was asked to disregard this request. In some cases, multiple persons used the same email address. Participants were given two weeks to complete and return the anonymous survey.

Results: The survey was sent to 661 email addresses. Ninety-five emails were returned undeliverable and 59 surveys were completed and returned. We were unable to calculate a survey response rate due to the number of persons completing the survey using one email address.

Findings from the RASS training survey revealed that 95% of respondents reported being more familiar with Georgia liquor laws. Ninety percent said they were more confident in their ability to recognize whether a customer has had too much to drink and equally important, 95 % reported having the skills necessary to stop serving disorderly, intoxicated customers, and that they were better able to recognize fake driver's licenses and ID's.

Nearly all respondents (85%) rated the RASS training as *excellent* or *good*. As a result of the RASS training, 84% of survey respondents said that their perception of the establishment for which they work had been positively affected. Eighty-three percent of respondents said they would support legislation mandating server training programs for establishment *managers*.

The vast majority (78%) said they would support legislation in Georgia mandating training programs for alcohol servers. And nearly as many, (75%) said they had a greater knowledge of the Georgia Dram Shop Law.

Limitations: We lack information about non-respondents and are unable to assess whether non-respondents differ from respondents. While there were 95 email addresses returned undeliverable, we are unable to determine if non-respondents could have been deemed ineligible. Reasons may include, but are not limited to, non-contact email addresses that appear valid but did not reach the intended respondent. Information about non-respondents would have allowed more persons

to be deemed ineligible and thereby increase the number of surveys successfully completed and returned.

Conclusions: We conclude that participants who completed the RASS training in this survey were positively affected by taking the Responsible Alcohol Sales and Server Training. Findings show that RASS training educates servers about liquor laws including the Dram Shop Law. It effectively teaches participants how to recognize and refuse service to customers with fake ID's and discontinue alcohol service to underage and/or intoxicated customers.

Data suggests that a RASS training program has the potential to reduce the negative affects associated with alcohol use, curb underage drinking, and enhance the overall quality of community life.

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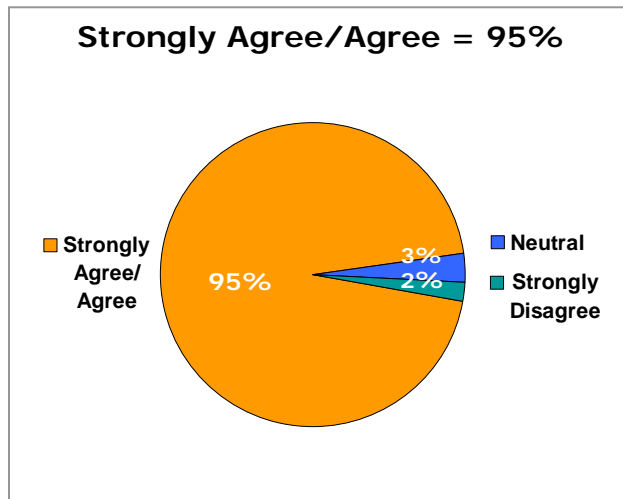
II. RASS Training Survey Results

Results were compiled from survey administered in 2007.

As a result of the RASS training...

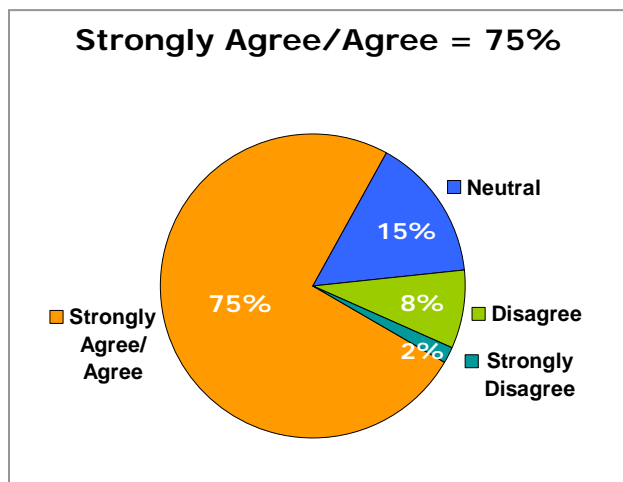
Q1. I am more familiar with liquor laws in the state of Georgia:

- a) Strongly Agree 61%
- b) Agree 34%
- c) Neutral 3%
- d) Disagree 0%
- e) Strongly Disagree 2%



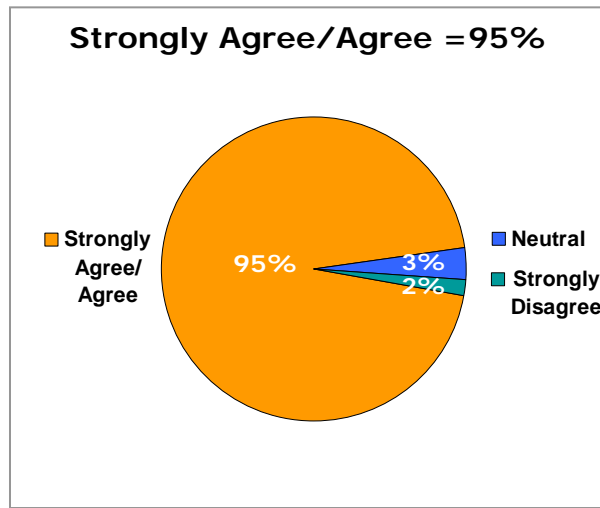
Q2. I possess a working knowledge of the Georgia Dram Shop Law:

- a) Strongly Agree 41%
- b) Agree 34%
- c) Neutral 15%
- d) Disagree 8%
- e) Strongly Disagree 2%



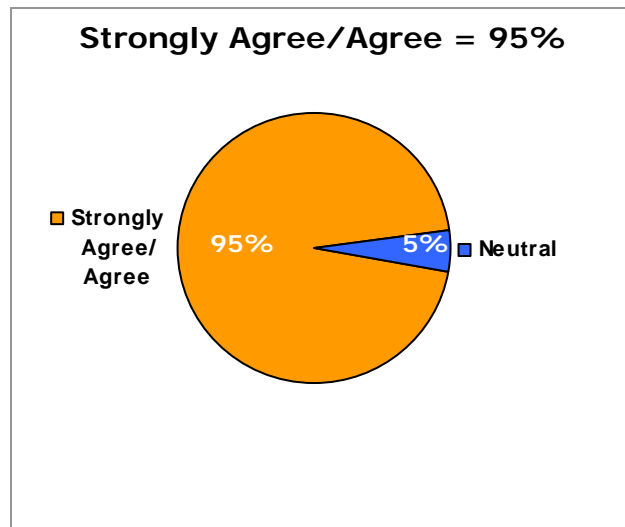
Q3. I am better able to recognize fake driver's licenses and ID's:

- a) Strongly Agree 58%
- b) Agree 37%
- c) Neutral 3%
- d) Disagree 0%
- e) Strongly Disagree 2%



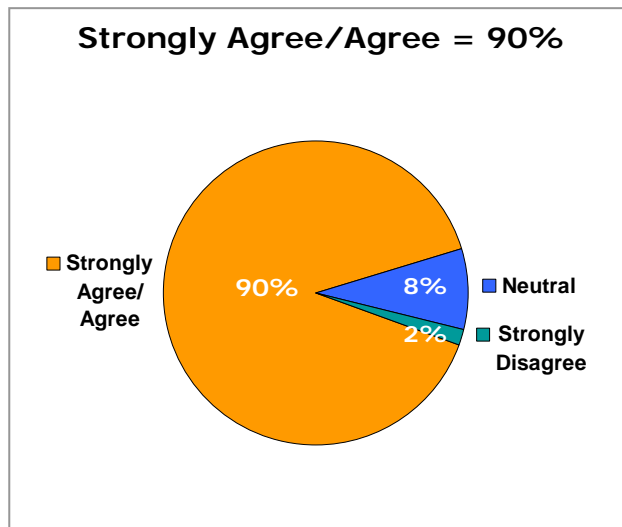
Q4. I have the skills necessary to stop serving disorderly, intoxicated customers:

- a) Strongly Agree 54%
- b) Agree 41%
- c) Neutral 5%
- d) Disagree 0%
- e) Strongly Disagree 0%



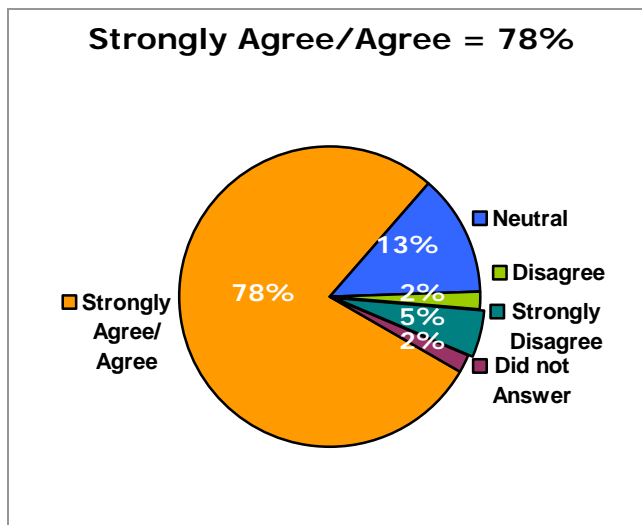
Q5. I am more confident in my ability to recognize whether a customer has had too much to drink:

- a) Strongly Agree 53%
- b) Agree 37%
- c) Neutral 8%
- d) Disagree 0%
- e) Strongly Disagree 2%



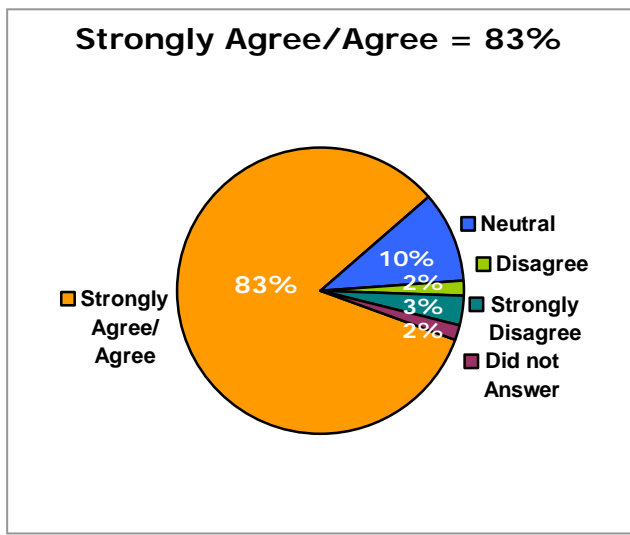
Q6. I would support legislation in the state of Georgia mandating training programs for alcohol servers:

- a) Strongly Agree 49%
- b) Agree 29%
- c) Neutral 13%
- d) Disagree 2%
- e) Strongly Disagree 5%
- f) Did Not Answer 2%



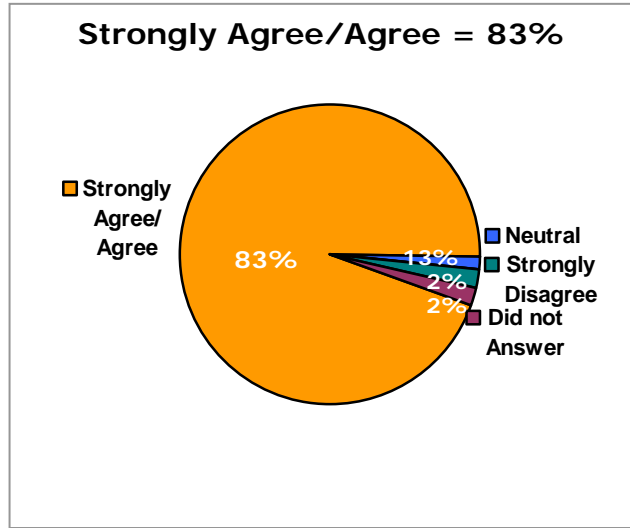
Q7. I would support legislation in the state of Georgia mandating training programs for establishment managers:

- a) Strongly Agree 53%
- b) Agree 30%
- c) Neutral 10%
- d) Disagree 2%
- e) Strongly Disagree 3%
- f) Did Not Answer 2%



Q8. My perception of the establishment for which I work has been positively affected:

- a) Strongly Agree 37%
- b) Agree 46%
- c) Neutral 13%
- d) Disagree 0%
- e) Strongly Disagree 2%
- f) Did Not Answer 2%



Q9. Overall opinion of RASS training:

a) Excellent	54%
b) Good	31%
c) Average	10%
d) Poor	0%
e) Very Poor	2%
f) Did Not Answer	3%

