

Education of key personnel in student pubs leads to a decrease in alcohol consumption among the patrons: A randomized controlled trial.

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Abstract

Examined the efficacy of efforts to decrease alcohol consumption among patrons in student pubs by server-training programs. Ss were 1,322 Swedish university students visiting local student pubs during ordinary pub evenings. Intervention educational programs were given to 40 bartenders in a randomized design in 6 of 12 pubs on a university campus. Bartenders in control pubs were not given the program. Breath alcohol concentration (BAC), expressed in percentage, was measured among the patrons and the reported social atmosphere in the pub ("high", "cozy" and "rowdy") was assessed on a visual analog scale in the pub before and after the intervention program was given. BACs of patrons in the intervention pubs were reduced by more than those of the patrons in the control pubs at a 1-mo follow-up. The intervention group also decreased more in reported level of "rowdy" social atmosphere than did the control group. Server-training programs for personnel in student pubs could be a component in the prevention of alcohol problems in university student populations. (PsycINFO Database Record (c) 2009 APA, all rights reserved)

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