

Alcohol Study tools

APPENDICES:

1. Mystery shopping observation instrument
2. Purchase attempt protocol
3. “ We sell, serve and supply alcohol responsibly” – Our establishment policies
4. Alcohol Serve Notification – Sell, serve and supply alcohol responsibly
5. Alcohol Policy Toolkit
6. Standard script for Alcohol Policy Toolkit Orientation

APPENDIX 1: Mystery shopping observation instrument

SECTION A: SHOPPER INFORMATION		
Q.No.	Questions and filters	Observation
A.1	Shopper ID	
A.2	Shopper category	Sober adult <input type="checkbox"/> Pseudo-intoxicated adult <input type="checkbox"/> Underage <input type="checkbox"/>
A.3	Gender of the shopper	Male <input type="checkbox"/> Female <input type="checkbox"/>
	SECTION B: ESTABLISHMENT INFORMATION	
B.1	Establishment ID
B.2	Day of visit
B.3	Time of visit	AM <input type="checkbox"/> PM <input type="checkbox"/>

B.4	Type of establishment	Bar <input type="checkbox"/> Hotel/lodge <input type="checkbox"/> Restaurant <input type="checkbox"/> <i>Drayang</i> <input type="checkbox"/> <i>Grocery</i> <input type="checkbox"/> <i>Other (Specify).....</i>
B.5	State of ventilation of the establishment	Poorly ventilated <input type="checkbox"/> Fairly ventilated <input type="checkbox"/> Well ventilated <input type="checkbox"/>
B.6	Overall condition and maintenance of the establishment	Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor <input type="checkbox"/>
B.7	Lighting of the establishment	Poorly lit <input type="checkbox"/> Fairly lit <input type="checkbox"/> Well lit <input type="checkbox"/>
B.8	Noise level in the establishment	Quiet <input type="checkbox"/> Noisy <input type="checkbox"/> Very noisy <input type="checkbox"/>
B.9	Size of the establishment	Number of tables..... Number of chairs.....
B.10	Client occupancy at the time the attempt to purchase an alcoholic drink was made	Number of tables occupied..... Number of chairs occupied.....
SECTION C: ALCOHOL SERVICES		
	Questions and filters	Observation
C.1		

	Person from whom you attempted a purchase of an alcoholic drink	Manager/owner <input type="checkbox"/> Waiter <input type="checkbox"/>
C.2	What was the gender of the server?	Male <input type="checkbox"/> Female <input type="checkbox"/>
C.3	Approximate age of the server?	Above 30 years <input type="checkbox"/> Less than 30 years <input type="checkbox"/>
C.4	Alcoholic beverage asked for?	Beer <input type="checkbox"/> Hard drinks <input type="checkbox"/> Other liquor types <input type="checkbox"/>
C.5	Did the server willingly agree to serve the alcoholic drink when you attempted purchase?	Yes <input type="checkbox"/> —→ (Proceed to C.10) No <input type="checkbox"/> —→ (Proceed to C.6)
C.6	What did the server ask inquire about?	Age identification <input type="checkbox"/> Prohibited timing <input type="checkbox"/> Tuesday as dry day <input type="checkbox"/> Alcohol not served to drunken customer <input type="checkbox"/>
C.7	Did the server ask for documents confirming age and identification?	Yes <input type="checkbox"/> No <input type="checkbox"/>
C.8	Was the purchase attempt anyway successful?	Yes <input type="checkbox"/> No <input type="checkbox"/>
C.9	What was reason for refusal to serve alcohol? (Check all that apply)	Underage <input type="checkbox"/> Prohibited hour of operation <input type="checkbox"/> Prohibited day of operation <input type="checkbox"/> Excessively intoxicated <input type="checkbox"/> Direct refusal (no reasons explained) <input type="checkbox"/>

C.9	What was the reaction of the server when you cancelled the request for the alcoholic drink?	Did not seem to care <input type="checkbox"/> Appeared irked but did not say anything <input type="checkbox"/> Appeared irked and complained <input type="checkbox"/>																
C.10	Was the following signage/information displayed in the establishment? a) Alcohol not served for children 18 years and below b) Alcohol not served before 1 pm c) Alcohol not served on Tuesday d) Alcohol not served after 10 pm e) Alcohol not served to intoxicated customers f) Prohibiting of advertisement promoting alcoholic drinks g) Smoking prohibition	<table border="0"> <thead> <tr> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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C.11	The nature of the display of the above stated signage/information was: (Check all that apply)	Displayed prominently <input type="checkbox"/> A part of information was obstructed by an object <input type="checkbox"/> A major part of information was obstructed and not readable <input type="checkbox"/>																

C.12	How busy was the establishment when you attempted purchase of alcoholic drink?	Idle <input type="checkbox"/> Engaged but not busy <input type="checkbox"/> Very busy <input type="checkbox"/>
SECTION D: CLIENT OBSERVATION		
	Questions and filters	Observation
D.1	Did you observe any obviously intoxicated customers in the establishment?	Yes <input type="checkbox"/> No <input type="checkbox"/>
D.2	How many obviously intoxicated customers did you observe?
D.3	Of the obviously intoxicated, how many could have been younger than 18 years?
D.4	Of the obviously intoxicated customers, how many could have been 18 years or older?
D.5	Did you observe that the obviously intoxicated customers were served alcohol in the establishment during your purchase attempt?	Yes <input type="checkbox"/> No <input type="checkbox"/>
SECTION E: GENERAL COMMENTS		
E.1	Do you have any other observations that were not covered above?

APPENDIX 2: Purchase attempt protocol

Activity design: Eight field enumerators—four teenage buyers (2 boys and 2 girls) who are 18 years or older but appear younger than 18 years (under aged) and 4 adults (2 males and 2 females)—will be recruited and trained for mystery shopping. They will be divided into four teams: two teams of teenage buyers and two teams of adult buyers. Teenage boys and girls will be grouped as separate teams, whereas adult shoppers will be paired as a male and a female. One field worker will be assigned to each team. The remaining two field enumerators will oversee the fieldwork and provide additional support for the team when necessary.

Mystery shoppers will be recruited based on their acting skills. Teenage buyers will be recruited the local youth and from Damphu Higher Secondary School. Teachers will be approached to help identify potential teenage buyers. Adult actors will be recruited from the social networks in Damphu town.

The field enumerators and the mystery shoppers will be trained for two days. Training will include practice sessions to impersonate impaired or underage customers. Practice sessions will be videotaped and the recording will be replayed to correct their acting skills.

In addition, the trainers and trainees will make a two hour anonymous practice visits to at least two establishments. On their return from the field practice, the buyers will share their experiences to the group.

Mystery shopping visits will occur during both trading hours and prohibited hours. Each team will attempt to purchase alcohol in a maximum of 10 -12 establishments per day.

Teenage buyers:

Background: Buyers will visit the sampled establishments in pairs. They will be accompanied by an adult field enumerator. The field enumerator will visit the location and assess the situation before sending the teenage buyers. While the pair visits the establishment, the field enumerator will wait at an agreed-upon location nearby the establishment. The shoppers will walk in, take a sit by the table and engage in a conversation. The following script guide will be used:

The first buyer will call the waiter, “Please give me a beer”.

If the buyer is asked their age, he/she, will state the age correctly. *If the waiter refuses to serve an alcoholic beverage, the actors will pretend to be slightly disappointed but will quietly leave the establishment.*

If alcohol is refused directly, they will ask again, this time more insistently. And if the waiter still refuses, buyers will not resort to any arguments and peacefully leave the site after the refusal.

If the waiter accepts to sell alcohol, the second actor will pretend to be engrossed in the menu and say, “You can get his/her drink. I will need some time.”

As soon as the waiter begins to move away from the table to fetch the beverage, the second buyer will call the waiter,” Excuse me, can I have a soft drink?”

The first buyer will also quickly switch to a soft drink. The buyers will pay for the soft drinks. They can either choose to drink or leave the establishment with the bottle.

If there is no waiter, the actors will walk up to the counter and ask the person at the counter for the drinks.

The first buyer greets the person at the counter and state “Please give me a beer”.

If the person at the counter agrees to sell the beverage, and as soon as the person picks up the bottle of beer, the second buyer will interrupt, “Sorry, I think we will go for a soft drink”. The first buyer will change the order and quickly settles for the soft drink. The two will buy a bottle and take it away from the establishment.

If the buyer is asked about age, he/she, will state the age correctly. *If the waiter refuses to serve alcoholic beverage, the actors will pretend to be slightly disappointed but will quietly leave the establishment.*

If the buyer is asked to produce age identification documents, the buyer will not produce any identify documents.

If alcohol is refused directly, they will ask again, this time more insistently. And if the waiter still refuses, buyers will not resort to any arguments and peacefully leave the site after the refusal.

The shoppers will report to the field enumerator. The three will fill out the survey form (described below) and proceed to the next site.

Inebriated Adult Buyers:

The pseudo-intoxicated adult buyers will also perform the same act as the teenage buyers. The first buyer will act as obviously intoxicated and the second actor will act sober. To demonstrate visible exaggerated behavior and slightly intensified emotion, the actors will act as if they are at 0.08% blood alcohol concentration (BAC).

First, the buyers will find a place at one of the tables and engage in conversation. The same sequence will follow as described for teenage actors. If there is a waiter, the actors will call the waiter; and if not both the actors will walk up to the counter.

Before attempting a purchase, pseudo-intoxicated buyer will ask several confused questions of the server in a slow slurred speech. He/she will enquire about the brands of beer and ask for a whisky. The second actor will still browse the menu. The sober customer will cancel the order when the server goes to reach for the drink and instead request for a carbonated beverage (e.g., Coca-Cola).

The pseudo-intoxicated buyer will also change the order to a soft drink.

If alcohol is refused, they will ask again, this time more insistently. And if the waiter still refuses, buyers will not resort to any arguments and peacefully leave the site after the refusal.

Sober Adult Buyers:

The adult actors will perform the same act as the teen age actors.

APPENDIX 3: “We sell, serve and supply alcohol responsibly!”- Our establishment policies

We request all the patrons to be aware of our alcohol service policies:

1. We do not sell, serve or supply alcohol to children below the age of 18 years
2. We ask for age identification for customers who appears to us younger than 18 years
3. We do not sell, serve or supply alcohol before 1 pm everyday
4. We do not sell, serve or supply alcohol on Tuesday
5. We do not sell, serve or supply alcohol after 10 pm
6. We do not sell, serve or supply alcohol to intoxicated customers
7. We do not promote alcohol advertisement on our establishment
8. We will seek help of police if any customers exert pressure on our staff that contravenes any of the above policies

Management

APPENDIX 4: Alcohol Service Notification- Sell, serve and supply alcohol responsibly

1. Sale of alcoholic beverages is prohibited to children below the age of 18 years
2. Sale of alcoholic beverages is prohibited till 1 pm
3. Sale of alcoholic beverages is prohibited on Tuesday
4. Sale of alcoholic beverages is prohibited after 10 pm on days of the week
5. Sale of alcohol in the establishments is liable for prosecution for promoting public intoxication
6. Advertisement of alcohol products in the establishment is prohibited

Any violations will be liable for penalties and prosecution.

APPENDIX 5: Alcohol Policy Toolkit- “Sell, Serve and Supply Alcohol Responsibly”

Introduction:

Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;⁸ a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.⁹

Social disorder due to alcohol related sickness, deaths and social problems is high in Bhutan. A review of death certificates show that alcohol is still the leading cause of deaths in Bhutanese hospitals;⁵ 16% of hospital deaths in 2009 were due to alcohol liver disease.⁶ Over the last decade, approximately 7% of road accidents were related to alcohol use.⁷ Alcohol-related violence, juvenile crimes, homicide, and divorce are also on the rise.³

The social burden and the loss of productivity due to alcohol could foreseeably offset the benefits perceived due to alcohol trade in Bhutan. To address the serious social harms caused by alcohol, existing alcohol policies including productions, sales and public education must be diligently implemented by the concerned stakeholders.

Bhutan Penal Code 2004 and other regulatory alcohol policies of the Ministry of Trade and BICMA govern alcohol services. Prohibition of alcohol sales: to children below 18 years (1989), before 1 pm, after 10 pm, on Tuesday (1999), pertains to promoting environment for responsible alcohol serving, selling and supply practices in licensed establishments (bars, hotels, lodges, restaurants) and any other vendors where alcohol is available.

Role of licensed establishments:

It is essential that establishment owners, managers and staff are familiar with the laws and policies guiding alcohol services. Establishments have significant responsibility and liability in selling, serving or supplying liquor. Establishment owners, managers and staff should be fully informed to ensure that alcoholic drink is not served to children 18 years or younger, honor timing for alcohol sales by restricting daily alcohol sales before 1pm and after 10 pm in the establishments, no alcohol on Tuesday, and restrict sale of alcohol to intoxicated customers at the establishments. These policies not only aim at reducing alcohol related harms to the society and the patrons, being informed about these rules will avoid civic litigations and penalties related to over service offences.

The following brief provides information on improving serving, selling and supply practices in licensed establishments:

Observing alcohol trading hours:

Establishments must be aware of the trading hours and the service practices. Alcohol should not be served, sold or supplied during the restricted hours (before 1 pm and after 10pm) and dry day (Tuesday) anywhere on the premises of the establishments. Observe the following practices during the restricted hours or day of sale:

- Do not sell, serve or supply alcohol beverages in the restaurants or in cubicles or behind the curtains
- Do not sell, serve or supply alcohol in the hotel rooms
- Do not sell, serve, supply or trade alcohol outside from the establishment
- Do not engage in any deceptive practices such as serving alcohol in coffee mug, using other bottled beverages for alcohol or create a separate room or cubicles to serve alcohol

Dealing with underage children:

According to Section 390 of the Bhutan Penal Code 2004, it is an offence to serve alcohol to children who have not attained the age of 18 years. By refusing alcohol to underage clients, establishments not only prevent litigations, they can improve their social image as responsible agents engaged in reducing underage drinking. The following are some tips to recognize and handle underage clients in your establishment:

1. If you suspect a client as an underage, always ask his/her age. Explain that your establishment's policies require to do age identification of the underage or underage-looking clients.
2. Ask the client to produce a document such as citizenship card to verify the age.
3. If the client has no ID or ID shows underage, politely but firmly decline alcohol service.
4. If the buyer is an adult and accompanied by an underage child, inform the client that the client is not allowed to share alcohol to the underage client.

Dealing with intoxicated clients:

Selling, serving and supplying alcohol to inebriated customers can be implicated for promoting public intoxication. According to the Bhutan Penal Code 383, public intoxication is an offence. There are two ways to encounter intoxicated customers in licensed premises: a customer can get drunk at the establishment or can walk in drunk. Both the situations require prohibition of alcohol services. Tips to recognize an intoxicated customer are:

1. You can observe a customer is drunk from the gait, speech or the behavior.
2. An obviously intoxicated customer sways while attempting to stand still, slurs or trips over words or speak very slowly and deliberately, falls off a stool or chair, goes off to sleep or becomes overtly excited and annoys staff

Drinking gives a sense of power and a false sense of security and often put people on the defensive. Remember that while dealing with intoxicated customers, you are no longer dealing with the logical, rational person because judgment is the faculty affected. A few tips to handle intoxicated customers are:

1. Explain that your establishment policies and the Bhutan penal code do not permit alcohol services to drunken customers. Explain that both establishment and the person are liable for penalty by the law.
2. Be courteous and avoid confrontation. Politely but firmly refuse alcohol service to a drunken customer.
3. Don't make statements that will embarrass or provoke a customer, such as "you're drunk", or "you've had too much". Instead offer supportive statements such as “we are all like a family member, we worry about our clients”.
4. Chat briefly with customers to help determine their sobriety. If the intoxicated person is part of a group, suggest to a sober member that the person be taken home (not allowed to drive home).
5. Slow the frequency of service down when a customer orders rapidly.
6. When a customer begins to show signs of intoxication, stop the service.

Handling customer pressure:

Clients may be non-cooperative and sometimes may encounter unpleasant events. A customer may insist to be served alcohol and intoxicated customers may get into argument with the staff. Tips to handle non-cooperative customers include:

1. Train your staff to handle customer pressure and to manage customer's abusive conduct.
2. If the customer is non-complaint or becomes aggressive and violent, seek help of the police
3. Record any difficult events for future record
4. Share lessons learnt from handling such cases with the other staff of the establishment

Dealing with other general clients:

Establishments may require explaining alcohol policies displayed to the patrons. Every staff member has to be ready to answer these questions. Staff should have the competence and skills to manage problem behavior among the patrons in addition to training on refusing services.

1. Be clear in explaining the policies of the alcohol services at your establishment.
2. Always be polite but firm in refusing alcohol services.
3. Explain to your staff how to handle difficult clients.
4. Emphasize methods on how to deal with the special challenges of handling underage, known customers, friends and peers.
5. Always immediately document in your log book about difficult clients or events that your establishment had to handle.

Alcohol advertisement:

Display of any information that overtly or subtly promote alcoholic brands or specific industry is promotion of alcohol. Promotion of any alcoholic beverage representing international or domestic alcohol industries at the establishments are liable for promoting alcoholic drinks as per the *Rule 2.12c* of the Rules on Content, BICMA 2010.

Compliance checks:

The inspectors from the Department of Industry and the Royal Bhutan Police perform adhoc compliance checks to monitor the practices in the establishments or may act on information from the informants. Any violation will lead to imposition of penalties or prosecution.

Violation penalties:

It is important that establishment owners, managers, and staff are aware of violation penalties. Penalties vary ranging from payment of fine to cancellation of license and imprisonment. The following are a summary of penalties:

Violation type	Penalty
Late closure of bars (first offence)	Nu.5000
Alcohol service on Tuesday or before 1 pm (first offence)	Nu. 1000
Underage alcohol service (first offence)	Nu.500 & six months license suspension and one year imprisonment as per the Child Protection Act of Bhutan
Repeat offence of any above violations	Cancellation of license
Alcohol service to intoxicated customers	Prosecution
Advertisement promoting alcoholic drinks	Prosecution

Manager's supervisory policies:

Manager should ensure that employees are trained on establishment policies, laws and penalties related to violation of alcohol policies. A few tips for managers and owners to support their staff are:

1. Organize routine staff meetings to ensure repetition and reinforcement of practices in the establishments.
2. Discuss the past lessons of handling customers.
3. Check whether staff is aware of the policies.
4. Ensure that new staff is compulsorily oriented on the establishment policies.
5. Always be supportive of the staff when handling clients in the establishment.

Unusual occurrence log:

Unusual occurrences include age-restricted purchase attempts, customer abusive conducts when alcohol service is declined.

1. Always document such incidents as soon as it occurs
2. Include the customer's name, date, time, description of the event, and whether purchase attempt was successful.
3. Sign the record by the staff and the the manager/owner

The documentation will be a proof that your establishment is making efforts to promote good serving, selling and supply practices

APPENDIX 6: Establishment site mapping form

	Observation
Location	
Building number
Type of establishment	Bar Hotel Restaurant Drayang Grocery shop Other stores (specify).....
Owner (name)
Manager (name)
Number of staff (including the manager)	
Number of tables	
Total seats	
Number of chairs	
Display status of alcohol notification	Displayed Not displayed

Duration of operation at the current siteyears
Age of licenseyears
Contact number	

APPENDIX 6: Standard script for Alcohol Policy Toolkit Orientation

Kuzuzangpo la! How are you?

I am here on behalf of the Department of Industry, the Royal Bhutan Police and other stakeholders to circulate important policy information and notification on alcohol. It will take us 10-15 minutes to discuss this important information.

Thank you for sparing your time to listen and discuss on the alcohol policies! First let me begin by introducing you about how alcohol affects our society at large.

Introduction:

Alcohol use is a major part of socio-cultural affairs in the Bhutanese society. Alcohol use in Bhutan is higher than neighboring India and Bangladesh. A study among adults living in Thimphu city noted the prevalence of alcohol use is high (30.8%) and that those who consumed alcohol also engaged in hazardous drinking. (Ministry of Health, Royal Government of Bhutan, 2009). Alcohol use is common among Bhutanese children as well;⁸ a survey of high school students reported that 37.3% of students Grade 7-8 consumed alcohol.⁹

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