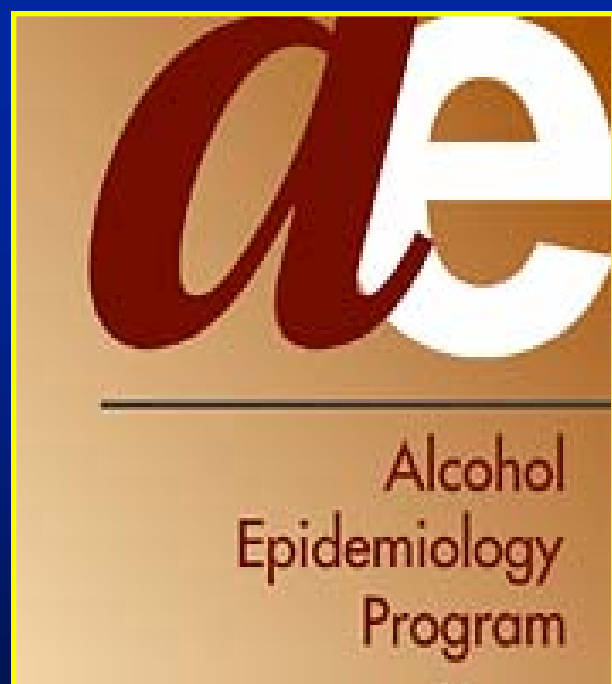


Alcohol Control Policies and Practices at Professional Sports Stadiums



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We have established in this session:

- (1) Many alcohol-related problems**
- (2) High propensity for illegal alcohol sales—
especially in the stands**
- (3) Elevated BAC levels among patrons**



Potential Solutions: from Studies on Alcohol Establishments

- Enforcement of local/state alcohol laws
- Responsible beverage service training
- Establishment of stadium-level alcohol control policies



Goals

At stadiums, assess current levels of:

- Alcohol-related enforcement practices
- Server/management training
- Stadium alcohol control policies



Two surveys

- Law enforcement survey
 - Police departments
 - Alcohol Beverage Control (ABC) agencies

- Stadium manager survey



Methods: Law Enforcement Survey

- Telephone survey – 11/05 to 5/06
- Jurisdictions of professional basketball, baseball, football, and hockey stadiums in U.S.
- Response rates:
 - Police = 85% (49/57)
 - ABC = 91% (31/34)



Who does Underage Compliance Checks?

	<u>% of Police</u>	<u>% of ABCs</u>
At licensed establishments	84%	77%
At stadiums	57%	58%

- 70% of stadiums are checked by one agency
- 27% of stadiums are checked by both agencies



What Other Types of Enforcement are Done?

<u>Type of Enforcement</u>	<u>% of Stadiums (n=98)</u>
Other Underage	56%
Intoxicated patrons	46%
Other	57%

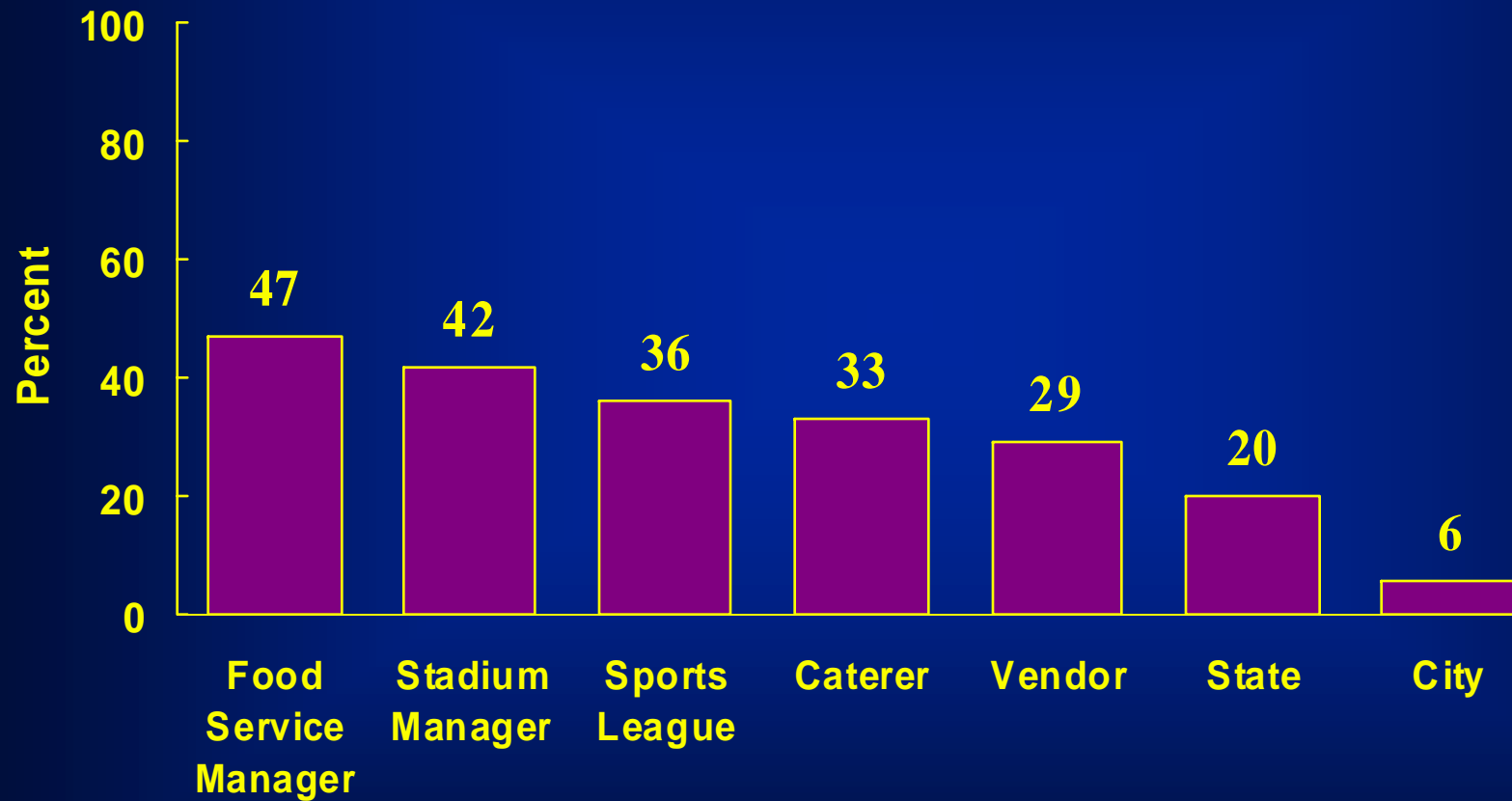


Methods: Stadium Manager Survey

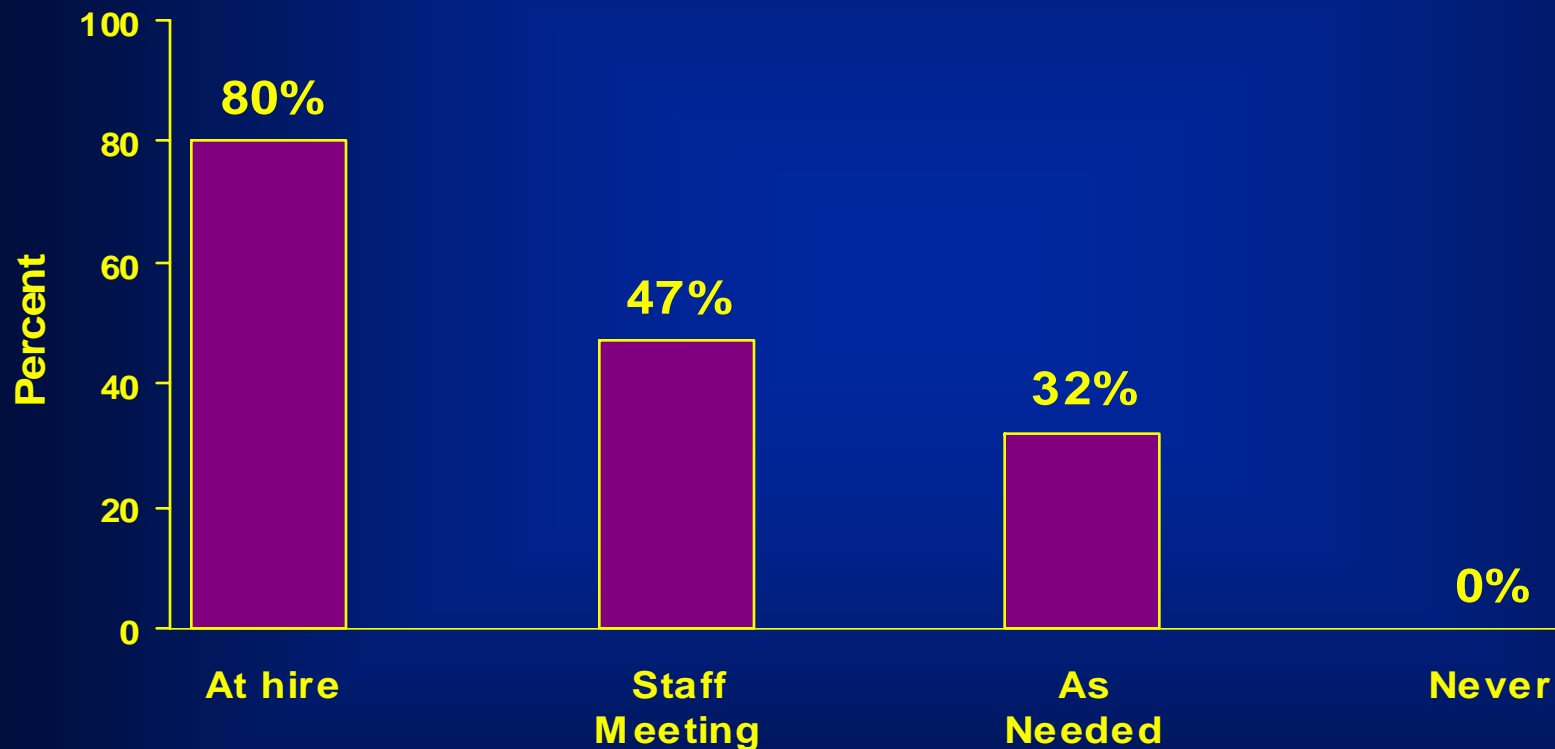
- Telephone survey
- Food/beverage service managers
- All professional sport stadiums housing hockey, basketball, baseball, and football games
- Spring 2006
- Response rate = 69% (66/96)



Who sets the alcohol policies in your stadium?



When are alcohol policies communicated to alcohol servers?



General Policies & Practices

- Requires training for servers 100%
- Requires training for managers 98%
 - Training includes policy development 33%
- Manager/shift leader on duty all of the time 91%
- Staff meeting before each game 86%



Underage-related Policies

- Requires checking age identification:
 - If customer appears under 30 59%
 - Always, regardless of age 14%
 - Left to staff's discretion 0%
 - If customer appears under 21 0%
 - If customer appears under 25 0%
 - Other 27%
- Underage allowed to serve alcohol:
 - At booth 47%
 - In stands 33%



Intoxication-related Policies

- Alcohol-free sections in stands
 - Always 38%
 - Some of the time 50%
- Limit two drinks/person/sale 98%
- Distinguishable cups for alcohol 100%
- Intoxicated patrons prohibited 66%



Conclusions

- Higher rates of enforcement targeting underage vs. intoxication infractions
- High prevalence of alcohol control policies at stadiums
- Alcohol control policies developed at many levels



Future Research

- Expanded assessment of BAC levels of stadium patrons
- Assessment of effects of specific enforcement efforts and stadium policies on illegal alcohol sales and BAC levels of patrons





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