**Improving service at bars and restaurants to reduce intoxication and impaired driving**

**Objective**: Reduce likelihood of service to intoxicated patrons (and keep them from driving)

**Primary Strategy**: Enforce laws against serving visibly intoxicated patrons. Undercover officers visit licensed bars and restaurants to observe serving practice and cite servers who violate the law. This effort is greatly magnified by sending letters to managers/owners after the visit. Additional communication can inform licensees of the enforcement effort more generally.

**Secondary strategies**: these can be used to supplement and bolster the primary strategy or if there is a need to build support for enforcement.

Draw attention to bars and restaurants that pose higher risk of intoxication. This can be done in a couple of ways: 1) collect “place of last drink” (POLD) data from those arrested or convicted of DUI; or 2) employ “pseudo patrons” who enter licensed premises and appear to be obviously intoxicated (e.g., slurred speech, stumbling, dropping money, etc.). In either of these ways, specific businesses may be identified and visited by police officers who encourage managers and servers to be more vigilant with regard to intoxicated patrons.

The data on “place of last drink” and pseudo patron service rates may be used to demonstrate a need for enforcement of serving laws.

Responsible beverage service (RBS) Server training can be made available as a supplement to the enforcement effort and/or as a recommendation for bars and restaurants identified by POLD survey or for serving pseudo patrons.

**Attachments**:

Sample letter following up enforcement visit  
Protocol for using pseudo patrons  
Place of Last Drink sample questionnaire for DUI offenders