

BARTENDER AND SERVER WORKBOOK

VOL3

Alcohol-Related Harms

Coaching the Experienced Bartender & Server



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Maj. Mark Willingham, PhD served with the Florida Division of Alcoholic Beverages and Tobacco for twenty-eight years and provided alcoholic beverage licensing, regulatory, and law enforcement services as a Law Enforcement Commander. In addition to serving as the Division's Chief Financial Officer and Chief Training Officer, he served as Florida's Responsible Vendor Program Administrator, Florida's Youth and Alcohol Program Administrator, and as a State Hearing Officer.

Maj. Willingham earned his PhD in Business Administration with a specialization in Business and Corporate Security focusing on responsible alcohol sales practices. He was the recipient of the Fulbright Fellowship in Police Studies to the United Kingdom where he conducted research on youth access to alcohol prevention, regulation of the alcoholic beverage industry, and control of abusive drinking. Mark served as the International President of the FBI National Academy Associates and has authored four books and over fifty articles in state and national law enforcement journals on leadership, management, and alcohol related issues. Mark is a national speaker on alcohol related risk, mitigation, and responsible alcohol relating issues.

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Welcome and Introduction

The Coaching the Experienced Bartender series is designed for bartenders and servers like you who are already skilled in the basics of serving alcoholic beverages. The objective of the workbook is to refresh your knowledge and awareness and build on your current skills and training to help you reach a new level of responsible alcohol service.

One of the most important duties you have as a bartender or alcohol server is helping your guests drink responsibly to promote a satisfying hospitality experience. It helps ensure the safety of your guests and others in the community. Just like first responders, bartenders, alcohol servers, and other front of the house staff have a responsibility to protect the community. You accomplish this task by preventing your patrons from becoming intoxicated, by not serving intoxicated patrons, and by not allowing intoxicated patrons to drive away from your location. Your knowledge of responsible alcohol service and your ability to apply this knowledge is absolutely vital to the success of your establishment and to the safety of your community.

One of the most important duties you have as a bartender or alcohol server is helping your guests drink responsibly to promote a satisfying hospitality experience.

Public safety must be a personal and professional consideration of everyone in the alcoholic beverage industry. Professionals in the retail beverage alcohol industry must adopt and employ a personal value system for the safe service of alcohol and commit to preventing the the sale of alcoholic beverages to underage persons, persons who are intoxicated, and/or persons habitually addicted to alcohol.

It may be counterintuitive to those in the hospitality business to deny someone alcohol service. Refusing service can place employees in a challenging and stressful situation. Sometimes putting limits on alcohol service is the best thing you can do for your patron. Alcoholic beverage service policies, practices, training, and management prepare and help you to provide your guests with a wonderful experience and help you to protect your guests, yourself, and others from alcohol-related harms. In the long run, guests and the community

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will be grateful for your concern and action. You have the right to refuse service to anyone you do not feel comfortable serving unless that refusal is based on the individual's constitutionally protected rights (i.e., race, creed, color, gender, sexual orientation, religion).

All front of the house and customer contact employees must be prepared to contribute to and support responsible alcohol service. This behavior applies to hosts/hostesses, servers, bartenders, bar-backs, bussers, valets, security, coat checkers, cashiers, managers, and food runners, and anyone else who comes into contact with guests.

The workbooks in this series are designed to provide information to help you understand and implement the law and rules in your community, recognize and prevent intoxication, recognize and prevent alcohol service to and consumption by habitually addicted patrons, checking identification and preventing alcohol service to and consumption by persons under 21 years of age, use of legal and illegal drugs with alcohol and the effect(s) of that poly-drug use on patrons, and difficult situations occurring in your establishment.

Engaging in responsible alcohol service is not a once-a-year or a once-every-5-years activity. It is a daily duty to your guests, your coworkers, your establishment, and yourself. By applying the skills you acquire and enhance through completing this series of workbooks, you will make a significant contribution to responsible alcohol service.

Some information presented builds on information presented in the National Restaurant Association's ServSafe program, the American Hotel and Lodging Association's CARE program, and Health Communications, Inc.'s Training for Intervention ProcedureS (TIPS) program.



Alcohol-Related Harms

Which of the following fatal accidents can result from overconsumption of alcohol?

Traffic fatalities _____ Suicides _____ Slips and falls _____

How often do alcohol-related traffic fatalities occur in the United State?

Every 5 minutes _____ 31 minutes _____ 3 hours _____ 2 days _____

Are men or women more likely to have at least 5 drinks in one day?

Are men or women more likely to be classified as heavy drinkers?

What percent of Floridians consume alcohol?

How many people die in the United States from alcohol-related harms each year?

Is alcohol the first, second, or third leading cause of death in the United States?

Alcohol is a factor in what approximate percentage of all crimes?

What is the common age range for alcohol poisoning?

Fetal alcohol _____ is the result of alcohol consumption while pregnant.

Improper Use of Alcohol Can Lead to Significant Harms

People in Florida choose to drink for many reasons, including celebrations, relaxation, and entertainment events. In fact, 70% of people in the United States drink alcohol. The same is true for Floridians. Alcohol consumption can enhance social situations and create a festive atmosphere, but only when consumed responsibly.

Unfortunately, alcohol can also lead to significant injuries and even death. Each year, drunk drivers kill many people—themselves and others. Many people die from overdoses of alcohol or alcohol taken with other drugs. Even when its effects aren't fatal, the effects of alcohol can be devastating. Consider these facts.

Overall Facts

- Every year in the United States, approximately 80,000 deaths are attributed to excessive alcohol use.
- Alcohol use is the third leading lifestyle-related cause of death in the nation.
- The harmful use of alcohol is a global problem. It results in 2.5 million deaths each year. Alcohol is the world's third largest risk factor for premature mortality, disability, and loss of health.

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- Alcohol causes nearly 4% of deaths worldwide—more than AIDS, tuberculosis, or violence.
- Alcohol-related harms include more than fatalities resulting from traffic crashes. They also includes suicides, slips and falls, and homicides.
- Men (30%) are more likely than women (12%) to have had at least five drinks in one day during the past year and about 4 times more likely (15% versus 4%) to have had this amount on at least 12 days in the past year.

Alcohol causes nearly 4% of deaths worldwide — more than AIDS, tuberculosis, or violence.

- Men (6%) are more likely than women (4%) to be classified as heavy drinkers.
- Men (69%) are more likely than women (56%) to be current drinkers (persons who have had at least 12 drinks in their lifetime and at least one drink in the previous year).
- Adults aged 25–44 years are the most likely (71%) age group to be current drinkers.
- Adults age 75 and older are the least likely age group (36%) to be current drinkers.
- White (72%) and Hispanic men (65%) are more likely than Black (57%) or Asian-Pacific Islander men (58%) to be current drinkers.
- White women (62%) are more likely to be current drinkers than any other group of women (Black, 40%; Hispanic, 40%; and Asia-Pacific Islander, 31%).
- About one in five adults (21%) had five or more drinks in one day during the past year.



Motor Vehicle Crashes

- Every day, almost 30 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver. (Source: *National Highway Traffic Safety Administration [NHTSA]*)
- Traffic deaths involving drunk drivers occur, on average, every 31 minutes.
- Drunken drivers account for approximately 39% of all traffic fatalities.



Conservative estimates in areas of high enforcement for drunk driving suggest an individual could drive drunk 300 times before being arrested.

- The driver, pedestrian, or both were intoxicated in 44% of all fatal pedestrian crashes in 2005. In these crashes, the intoxication rate for pedestrians was 3 times the rate of drivers – 33% and 11%, respectively.
- Crash risks increase more rapidly when BAC is above 0.05%. Crash risk increases significantly when BAC is greater than 0.08%. (Source: *U.S. Department of Transportation*)
- Approximately 50% of alcohol-related crashes or drunk-driving arrests involved while drivers coming directly from licensed premises where they were served alcohol.
- Alcohol-related crashes are deadlier and more serious than other crashes. Perhaps more surprising, the number of people caught drinking and driving is a small fraction of those driving drunk. Conservative estimates in areas of high enforcement for drunk driving suggest an individual could drive drunk 300 times before being arrested. In areas with low enforcement, impaired drivers will drive 1,000 times before being arrested. (Source: NHTSA)

Suicides

- 40–60% of all suicides involve alcohol.

Water-Related Deaths and Injuries

- Alcohol is a factor in up to 70% of all drowning deaths.
- Approximately 33% of all boating accidents are alcohol-related.
- Alcohol is a factor in one in five boating deaths.



Criminal Actions

- About 40% of all crimes (violent and nonviolent) are committed under the influence of alcohol.
- Many assaults occur after someone has had too much to drink.

Non-Motor Vehicle Accidents

- Many serious accidents such as slips and falls are alcohol-related.

Alcohol-Related Poisoning

- Alcohol is toxic to the human body.
- An average of six people die each day from alcohol poisoning.
- Of those who die from alcohol poisoning, 76% are between the ages of 35 and 64, and 75% are men.
- Most drinkers who suffer from alcohol poisoning do so after drinking eight or more drinks in a single drinking episode.

- Most of the other drinkers who die or are injured in alcohol poisoning episodes are young and inexperienced drinkers. Some drinkers who die or suffer injuries from alcohol poisoning do so because they binge-drink or are involved in pledge-related activities at fraternities and sororities or attempt to drink 21 shots on their 21st birthday.

Loss of Future Success

- Alcohol is a factor in 21% of all college dropouts.

Fetal Alcohol Syndrome

Fetal alcohol syndrome (FAS) is a pattern of mental and physical defects that can develop in an unborn child as a result of a woman consuming high levels of alcohol during pregnancy. The main effect of FAS is permanent central nervous system damage, especially to the brain, primarily resulting in poor memory, attention deficits, impulsive behavior as well as predispositions to mental health problems and drug addiction. Alcohol exposure presents a risk of fetal brain damage at any point during a pregnancy because brain development in the unborn child is ongoing throughout pregnancy.



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The risk of FAS is significant. From 10% to 15% of pregnant women report having recently drunk alcohol, and up to 30% drink alcohol at some point during pregnancy. Approximately 2,040 infants are born with FASD in Florida each year, even though these disorders are 100% preventable.

The associated costs of FAS are nearly \$4 million per child over the lifetime of the child exposed to alcohol in utero (while the woman is pregnant with that child). The estimated annual cost to Florida as a result of FAS, including the costs to the juvenile justice system and the costs related to special education, exceeds \$432 million.

What are your responsibilities as a bartender and alcohol server in terms of FAS? Your primary obligation is to know about this syndrome and to consider this risk in making service decisions. You may have the opportunity to share information with your patrons, especially your regulars, in a non-judgmental or confrontational manner. While Florida law does not prohibit you from serving alcohol to a pregnant customer, doing so could be an element of a “dram shop” (an establishment that serves alcoholic beverages) civil lawsuit brought against you or your establishment/ employer if the customer was habitually addicted to alcohol. Most of all, you should recognize FAS as further indication of the importance of preventing intoxication because of the wide variety of potential harms.



The Florida Division of Alcoholic Beverages and Tobacco offers a sign (available for download at the Department of Business and Professional Regulation website) to post in your business advising patrons: **WARNING: DRINKING ANY BEVERAGES DURING PREGNANCY WHICH CONTAIN ALCOHOL CAN CAUSE SERIOUS LIFE-LONG BIRTH DEFECTS, INCLUDING FETAL ALCOHOL SYNDROME.** Many counties in Florida require that such a sign be posted.

Blackouts

Blackouts (sometimes referred to as alcohol-related memory loss or “alcoholic amnesia”) occur when people have no memory of what happened to them while they were intoxicated.

These periods may last from a few hours to several days. During a blackout, someone may appear fine to others; however, the next day, he or she cannot remember parts of the night and what transpired. The cause of blackouts is not well understood but may involve the interference of short-term memory storage, deep seizures, or in some cases, psychological depression. Blackouts may occur at about 0.22 BAC.

Blackouts shouldn't be confused with "passing out," which happens when people lose consciousness from drinking excessive amounts of alcohol. Losing consciousness means that the person has reached a very dangerous level of intoxication; the unconscious person could slip into a coma and die. If someone has passed out, call EMS (911) immediately. He or she needs immediate medical attention.



Hangovers

Hangovers are the body's reaction to poisoning and withdrawal from alcohol. Hangovers begin 8 to 12 hours after the last drink. Symptoms of a hangover include fatigue, depression, headache, thirst, nausea, and vomiting. The severity of symptoms varies according to the individual and the quantity of alcohol consumed.

People have tried many different treatments to relieve the effects of "the morning after," and there are a lot of myths about what to do to prevent or alleviate a hangover.

Preventing a Hangover

- The only way to prevent a hangover is to drink in moderation
- Eat a good dinner before you begin drinking and continue to snack throughout the night.
- Alternate one alcoholic drink with one non-alcoholic drink.
- Avoid drinking games or shots. Drinking a large amount of alcohol in a short amount of time is the most likely way to become dangerously intoxicated.

Things that **WON'T** help a hangover

Drinking a little more alcohol the next day

Each drink adds another .6 ounces of alcohol to your bloodstream. The more alcohol in your blood, the greater the impairment and the worse the hangover. This approach simply puts more alcohol in your body and prolongs the effects of the alcohol intoxication.

Having caffeine while drinking alcohol

Drinking coffee or energy shots will not counteract the intoxication of alcohol. Instead, the result will be a more alert drunk person. Excessive caffeine will continue to lower your blood sugar and dehydrate you even more than alcohol alone.

Acetaminophen

Never use acetaminophen (e.g., Tylenol®) to treat a hangover headache. When the body has to process both alcohol and acetaminophen, it may produce substances that are toxic to the liver.

Giving water to someone who is throwing up

Once the stomach is irritated enough to cause vomiting, it doesn't matter what you put into it – it's going to come back up. Any liquid will cause a spasm reaction and more vomiting.

Things that **MIGHT** help a hangover

Eat a healthy meal when you wake up

Processing alcohol causes a drop in blood sugar, which can contribute to headaches.

Drink plenty of water and juice to rehydrate

Alcohol is a mild diuretic (causing increased passing of urine).

Eat complex carbohydrates

Suggestions include: crackers, bagels, bread, cereal, or pasta.

Over-the-counter antacids

An over-the-counter antacid (e.g., Tums®, Pepto Bismol®, or Maalox®) may relieve some of the symptoms of an upset stomach.

Alcohol's Effect on the Brain

Alcohol is a central nervous system _____ .

Write the order (using numbers 1-4) in which nervous system depression occurs:

_____ Inhibitions become relaxed

_____ Judgment becomes impaired

_____ Reactions and coordination slowdown

_____ Vital functions slow or possibly cease

Alcohol is a central nervous system depressant—essentially, it is an anesthetic and a tranquilizer. It may seem at times that alcohol is a stimulant rather than a depressant because it can promote conversations and activity in a social setting, but these behaviors are actually the result of mood changes that occur because alcohol depresses the part of the brain that controls impulse behavior, judgment, and memory.

Alcohol's depression of the brain occurs in a very predictable pattern. First, inhibitions become relaxed. Next, judgment becomes impaired, often with as little as one drink. Next, reactions and coordination are slowed. Finally, vital functions—particularly breathing and heart rate—are slowed and can, if medical intervention is not provided, cease. This trajectory can occur quickly because alcohol requires no digestion; it is absorbed directly into the bloodstream and reaches the brain in about 3 minutes. Alcohol affects all parts of the brain, but does so with different consequences.

Frontal and Occipital Lobes of the Cerebral Cortex

The cerebral cortex processes information from your senses, does your “thought” processing, and controls consciousness (in combination with a structure called the basal ganglia). It also initiates most voluntary muscle movements and influences lower order brain

centers. In the cerebral cortex, alcohol has the following effects:

- Depresses the behavioral inhibitory centers, causing the person to become more talkative, more self-confident, and less socially inhibited.
- Slows down the processing of information from the senses, causing the person to have trouble seeing, hearing, smelling, touching, and tasting. At the same time, the person's threshold for pain is raised.
- Reduces visual acuity, including the ability to distinguish colors and perceive depth, which makes driving particularly dangerous.
- Inhibits thought processes, resulting in the intoxicated person not being able to use good judgment or think clearly. These effects get more pronounced as the BAC increases.

Hypothalamus and Pituitary Gland

The hypothalamus controls and influences many automatic functions of the brain through actions on the medulla and coordinates many chemical or endocrine functions (secretions of sex, thyroid, and growth hormones) through chemical and nerve impulse actions on the pituitary gland. The pituitary gland influences sexual behavior and urinary excretion. Alcohol has two noticeable effects on the hypothalamus and the pituitary gland. Alcohol depresses the nerve centers in the hypothalamus, which controls sexual arousal and performance. As BAC increases, sexual behavior increases, but sexual performance declines.

Alcohol inhibits the pituitary secretion of an antidiuretic hormone (ADH), which acts on the kidney to reabsorb water. Alcohol acts on the hypothalamus/pituitary to reduce the circulating levels of ADH. When ADH levels drop, the kidneys do not reabsorb as much water; consequently, the kidneys produce more urine and the intoxicated person becomes dehydrated.

Limbic System

The limbic system includes the hippocampus and the septal area. This system of the brain controls emotions and memory. As alcohol affects the system, the intoxicated person is subject to exaggerated states of emotion (e.g., anger, aggressiveness, withdrawal) and memory loss.

Brain Stem

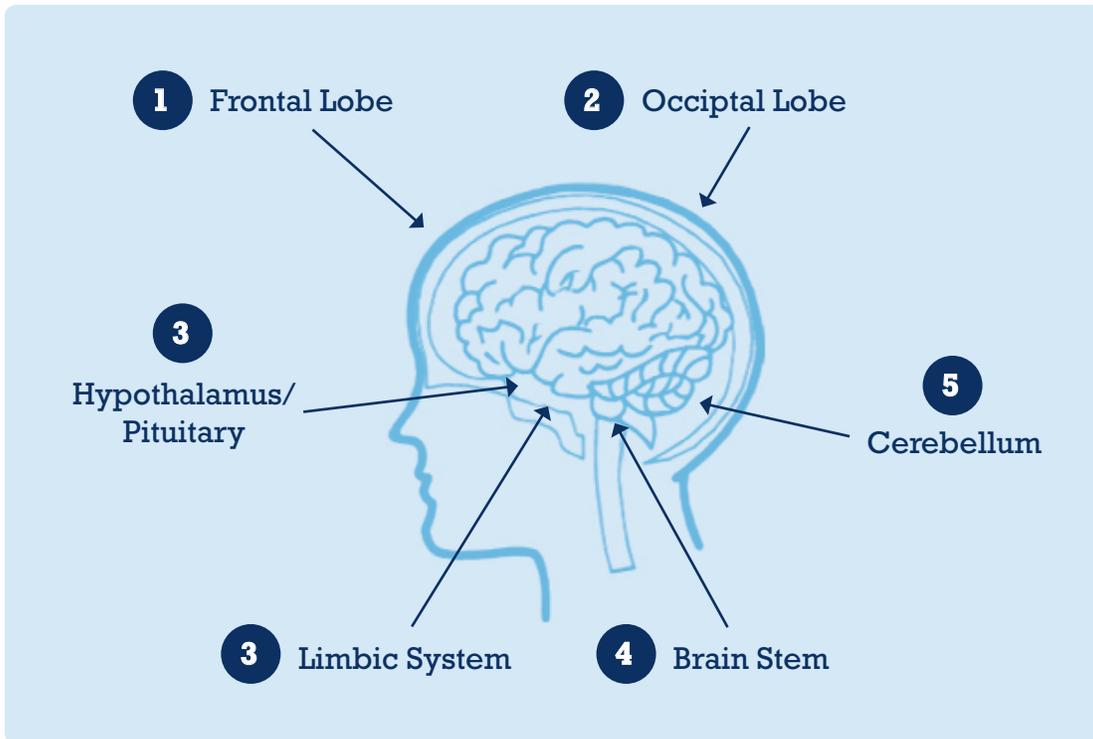
The medulla, or brainstem, controls or influences the autonomic systems of the body—all of the bodily functions that you do not have to think about, such as breathing, heart rate, temperature, and consciousness. As alcohol's effects reach the upper centers in the medulla, the intoxicated person will start to feel sleepy and may eventually become unconscious as BAC increases. If the BAC gets high enough to influence the breathing, heart rate, and temperature centers, a person's breathing may slow or stop altogether. Both blood pressure and body temperature will fall as a result of a sufficiently high BAC. These conditions can be fatal.

Cerebellum

The cerebellum coordinates the movement of muscles. Brain impulses that control muscle movement originate in the motor centers of the cerebral cortex and travel through the medulla and spinal cord to the muscles. As the nerve signals pass through the medulla, they are influenced by nerve impulses from the cerebellum. The cerebellum controls fine muscle movements. As alcohol affects the cerebellum, muscle movements become uncoordinated.

The cerebellum also coordinates the fine muscle movements involved in maintaining your balance. So, as alcohol affects the cerebellum, a person loses his or her balance frequently. At this stage, this person might be described as "falling down drunk." The field sobriety tests are actually tests of proper functioning of the cerebellum.

(See Chart on following page)



1. **Frontal lobe** controls motor skills, sensory information, and inhibitions/judgment.
2. **Occipital lobe** controls vision and reading ability.
3. **Hypothalamus/pituitary** controls urine production and sexual performance.
4. **Limbic system** controls consciousness.
5. **Brain stem** is responsible for autonomic functions, heart rate, and respiration
6. **Cerebellum** is responsible for movement, balance, and muscle coordination

Let's See What You Have Learned

Which of the following fatal accidents can result from overconsumption of alcohol?

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Suicides _____

Slips and falls _____

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