

**Evaluation Report
of the
Georgia RASS Workshops
to the
Council on Alcohol and Drugs**



Prepared for:

**The
Governor's Office
of Highway Safety**

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Introduction

The Governor's Office of Highway Safety (GOHS) has awarded a grant to The Council on Alcohol and Drugs to establish ongoing Responsible Alcohol Sales and Service (RASS) Workshops in four counties in Georgia; Fulton, Hall, Fulton, and Spalding Counties. The workshops help alcohol owners and licensees to become more knowledgeable about preventing, selling and serving alcohol to underage clientele.

RASS Workshop Evaluation

Four Responsible Alcohol Sales and Service (RASS) Workshops were held in the counties of Hall, Fulton, Spalding, and Rockdale on the dates of June 20, August 11, August 31, and September 23, 2011. These workshops were conducted for owners, licensees and managers to educate them in understanding the state and local laws governing the sale of alcoholic beverages to underage persons and in implementing programs for their employees to prevent illegal sales. Surveys have shown that the workshops are presented in a format that is interesting and informative for both new and experienced retailers and concern the following content areas:

1. Risks Associated with Retail Sales of Alcohol
2. Legal Issues - State and Local
3. Developing an Effective Compliance Program including:
 - a. Policy Components
 - b. Training

The goals of RASS are listed below:

1. Improve the knowledge of alcohol outlet owners and licensees regarding prevention of alcohol sales to underage youth
2. Measure RASS workshop attendees' level of satisfaction

RASS Participant Demographic Information

One-hundred and one participants attended the Georgia RASS workshops held on the dates of June 20, August 11, August 31, and September 23, 2011. The table below illustrates the race and gender of participants in the RASS workshops.

| RASS PARTICIPANT DEMOGRAPHICS | |
|--|-----------------------------|
| Gender of Participants | Number Participating |
| Males | 52 |
| Females | 38 |
| Unknown Gender | 11 |
| Race Categories of Participants | |
| Caucasian | 57 |
| African-American | 7 |
| Asian | 5 |
| Hispanic/Latino | 15 |
| Indian | 1 |
| Other Race | 0 |
| Unknown Race | 16 |
| Participant Age Groups | |
| Under 20 yrs. of age | 2 |
| 20-24 | 9 |
| 25-29 | 12 |
| 30-34 | 8 |
| 35-39 | 16 |
| 40-44 | 10 |
| 45-49 | 9 |
| 50-54 | 8 |
| 55-59 | 5 |
| 60-64 | 4 |
| 65 and Over | 10 |
| Age Not Given/Unknown | 8 |
| Total | 101 |

The table below illustrates the types of businesses represented by the participants.

| TYPES OF BUSINESSES REPRESENTED BY RASS PARTICIPANTS | | |
|--|------------------|-------------------|
| Business Type | Number Attending | Percent Attending |
| Restaurant | 35 | 34.6% |
| Bar | 5 | 4.9% |
| Package Store | 7 | 6.9% |
| Convenience Store | 41 | 40.6% |
| Hotel | 0 | N/A |
| Grocery Store | 0 | N/A |
| Drug Store | 2 | 1.9% |
| Other Business | 10 | 9.9% |
| Missing | 1 | < 1.0% |
| Total | 101 | 100% |

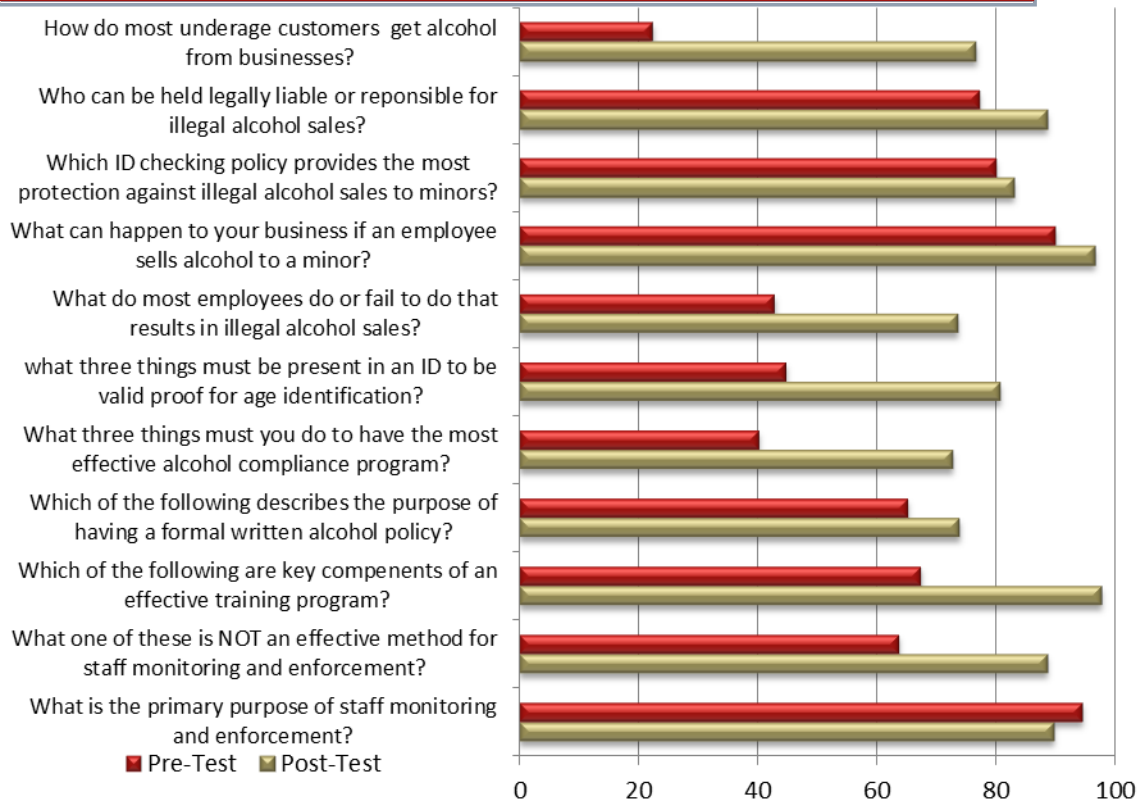
Outcome Measures for RASS Workshops

Prior to the training sessions, 100 participants completed a knowledge based pre-test. Following the training, 88 participants completed an identical post-test. The pre- and post-tests consisted of 11 multiple choice knowledge-based questions that are scored correct or incorrect. The questions included on the test are listed below:

1. How do most underage customers get alcohol from businesses?
2. In your business, who can be held legally liable for illegal alcohol sales?
3. Which ID policy provides the most protection against illegal alcohol sales to minors?
4. What can happen to your business if an employee sells alcohol to a minor?
5. What do employees do or fail to do that results in illegal alcohol sales to minors?
6. What three things must be present for an ID to be valid proof of age identification?
7. What three things must you do to have the most effective alcohol compliance program?
8. Which of the following describes the purpose of having a formal written alcohol policy?
9. Which of the following are key components of an effective training program?
10. What one of these is not an effective method for staff monitoring and enforcement?
11. What is the primary purpose of staff monitoring and enforcement?

As shown in the figure on the following page, the percentage of participants answering correctly increased for every question from the pre-test to the post-test.

Overall Performance: Pre-Test and Post-Test Comparison - N = 100



Many of the questions had sizeable increases from the pre-test to the post-test. The largest increase occurred in question 1:

Q: *How do most underage customers get alcohol from businesses?*

A: *Buy it themselves*

Post-test responses to this question increased 54 percentage points compared to the pre-test.

The next sizeable increase occurred in question 6:

Q: *What three things must be present in an ID to be valid proof for age identification?*

A: *Date of Birth, photo, government issued*

For this question, 36% more participants responded correctly on the post-test than the pre-test.

RASS Policy Workshop Feedback Surveys

Open-ended responses and measures of satisfaction were taken from the surveys and are presented below.

| POLICY WORKSHOP PARTICIPANT FEEDBACK | | |
|---|---|----------|
| Survey Item | Percentage who Agree or Strongly Agree | N |
| The information presented will benefit my business. | 97.9% | 96 of 98 |
| The materials will be helpful to me. | 98.9% | 97 of 98 |
| Presenters were clear and well organized. | 98.9% | 97 of 98 |
| I would recommend this workshop to others. | 98.9% | 97 of 98 |

In addition to the table above, 100% of participants indicated that they learned their stated learning objectives. Ninety-seven percent of participants indicated that their overall assessment of the workshop was “Very Good” or “Excellent”, while the remaining 3% indicated that the workshop was “Good”. When asked “What would you now do differently to reduce your risk and liability?” 34.4% indicated that they would “Improve training”; 18.8% indicated that they would “ID Everyone”; 14.1 % indicated that they would “Apply knowledge from the course”; and 9.4% indicated that they would “Check ID’s more closely”.

Community Partner Satisfaction Surveys

Another measure of satisfaction was administered to one participant from each county. Results are presented in the table below and show that 100% of participants indicated that they either “Agreed” or “Strongly Agreed” with each of the statements below. In addition to results below, three participants left positive feedback : one participant indicated that The Council Staff had been “very helpful with all questions regarding procedures/strategies for implementing RASS workshops in their county”; another indicated that they were “very satisfied with the level of support for implementation of RASS workshops in their county”; and the last participant reported that the training and advice given was helpful and that they thought the necessary materials for the course were administered in an “efficient manner”.

| SATISFACTION SURVEYS | | |
|---|--|--------|
| Survey Item | Percentage who Agree or Strongly Agree | N |
| During the last several months, the GA RASS program has helped improve knowledge of and skills regarding RASS implementation in my county. | 100% | 4 of 4 |
| During the last several months, the GA RASS program has helped improve knowledge of and skills regarding generating a county-specific database to help establish RASS workshops in my county. | 100% | 4 of 4 |
| During the last several months, the GA RASS program has helped improve knowledge of and skills regarding designing a county-specific plan for RASS implementation in my county. | 100% | 4 of 4 |
| During the last several months, the GA RASS program has helped improve support of the business sector in establishing ongoing RASS policies. | 100% | 4 of 4 |

Evidence of Achievement of RASS Goals

RASS training workshops appear to be an effective method for increasing knowledge and awareness of policies and issues related to alcohol sales and service. The effectiveness of the program is demonstrated through both the knowledge-based pre and post – test comparisons as well as respondent’s individual evaluations. Respondents’ scores increased on nearly every measure from the pre-test to the post-test. In addition, 100% of respondents rated the program positively across all measures.

Goals pertaining to RASS Workshops are presented below, with summary evidence of achievement of each of the goals.

Goal #1:

Improve the knowledge of alcohol outlet owners and licensees regarding how to prevent sales and serving of alcohol to underage youth.

Evidence:

There is ample evidence of achievement of this goal. Eighty-seven percent of participants improved their knowledge as measured by RASS pre-post-tests, while an additional 8% of participants maintained scores. Overall scores on the pre/post tests improved by 14 percentage points.

Goal #2:

Measure RASS workshop attendees' level of satisfaction regarding the RASS Workshop content and process.

Evidence:

Ninety-seven percent of participants indicated that their overall assessment of the workshop was "Very Good" or "Excellent", and 100% indicated that they learned their stated learning objectives. In addition, between 97.9-98.9% of participants "Agreed" or "Strongly Agreed" with the following statements:

- The information presented will benefit my business.
- The materials will be helpful to me.
- Presenters were clear and well organized.
- I would recommend this workshop to others.

Fulton County RASS Workshop Evaluation

A Responsible Alcohol Sales and Service (RASS) Workshop was held on September 23, 2011 for owners, licensees and managers was conducted in Fulton County to educate them in understanding the state and local laws governing the sale of alcoholic beverages to underage persons and in implementing programs for their employees to prevent illegal sales. Surveys have shown that the workshops are presented in a format that is interesting and informative for both new and experienced retailers and concern the following content areas:

1. Risks Associated with Retail Sales of Alcohol
2. Legal Issues - State and Local
3. Developing an Effective Compliance Program including:
 - a. Policy Components
 - b. Training

The goals of RASS are listed below:

1. Improve the knowledge of alcohol outlet owners and licensees regarding prevention of alcohol sales to underage youth
2. Measure RASS workshop attendees' level of satisfaction

RASS Participant Demographic Information

Thirty-six participants attended the Fulton County RASS workshop held on September 23, 2011. The table below illustrates the race and gender of participants in the RASS workshops.

| RASS PARTICIPANT DEMOGRAPHICS FULTON COUNTY | |
|--|-----------------------------|
| Gender of Participants | Number Participating |
| Males | 8 |
| Females | 2 |
| Unknown Gender | 8 |
| Race Categories of Participants | |
| Caucasian | 3 |
| African-American | 5 |
| Asian | 2 |
| Hispanic/Latino | 0 |
| Indian | 0 |
| Other Race | 0 |
| Unknown Race | 8 |
| Participant Age Groups | |
| 20-24 | 0 |
| 25-29 | 0 |
| 30-34 | 2 |
| 35-39 | 4 |
| 40-44 | 2 |
| 45-49 | 1 |
| 50-54 | 1 |
| 55-59 | 0 |
| 60-64 | 0 |
| 65 and Over | 0 |
| Age Not Given/Unknown | 8 |
| Total | 18 |

The table below illustrates the types of businesses represented by the participants.

| TYPES OF BUSINESSES REPRESENTED BY RASS PARTICIPANTS FULTON COUNTY | | |
|---|------------------|-------------------|
| Business Type | Number Attending | Percent Attending |
| Restaurant | 1 | 5.6% |
| Bar | 0 | N/A |
| Package Store | 1 | 5.6% |
| Convenience Store | 16 | 88.9 |
| Hotel | 0 | N/A |
| Grocery Store | 0 | N/A |
| Drug Store | 0 | N/A |
| Other Business | 0 | N/A |
| Total | 18 | 100% |

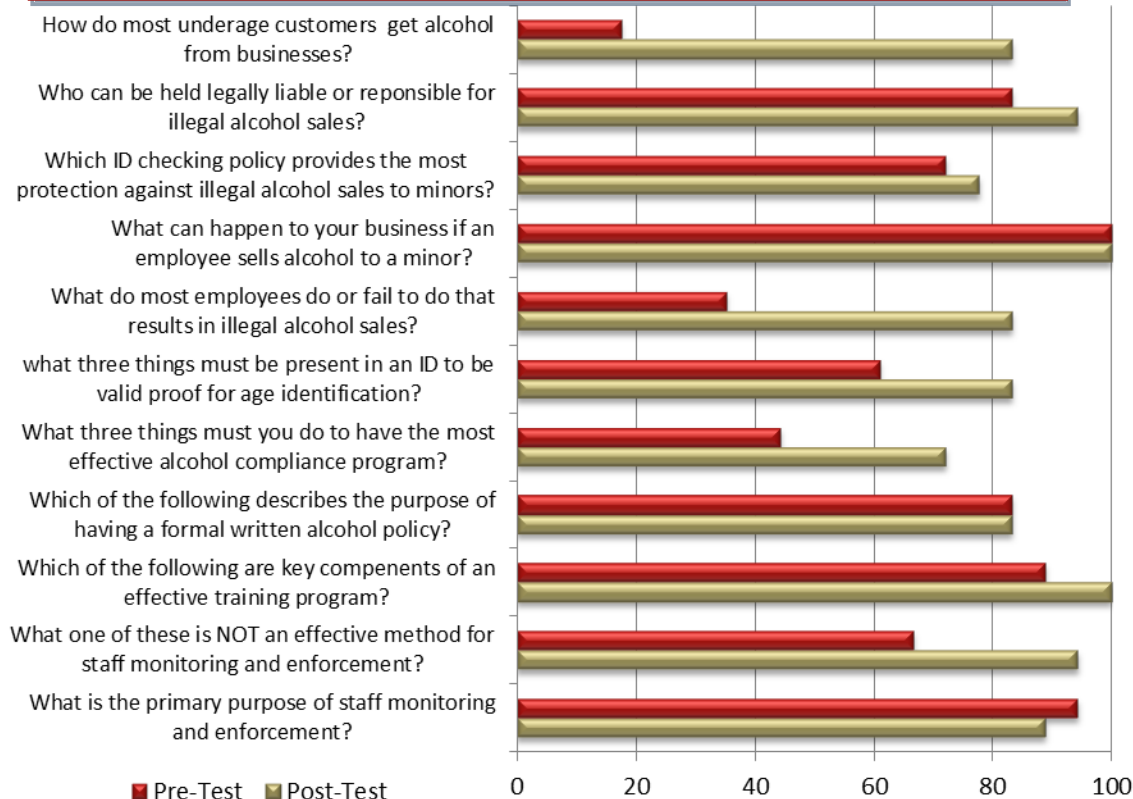
Outcome Measures for RASS Workshops

Prior to the training sessions, 18 participants completed a knowledge based pre-test. Following the training, those participants completed an identical post-test. The pre- and post-tests consisted of 11 multiple choice knowledge-based questions that are scored correct or incorrect. The questions included on the test are listed below:

1. How do most underage customers get alcohol from businesses?
2. In your business, who can be held legally liable for illegal alcohol sales?
3. Which ID policy provides the most protection against illegal alcohol sales to minors?
4. What can happen to your business if an employee sells alcohol to a minor?
5. What do employees do or fail to do that results in illegal alcohol sales to minors?
6. What three things must be present for an ID to be valid proof of age identification?
7. What three things must you do to have the most effective alcohol compliance program?
8. Which of the following describes the purpose of having a formal written alcohol policy?
9. Which of the following are key components of an effective training program?
10. What one of these is not an effective method for staff monitoring and enforcement?
11. What is the primary purpose of staff monitoring and enforcement?

As shown in the figure on the following page, the percentage of participants answering correctly increased for every question from the pre-test to the post-test.

Overall Performance: Pre-Test and Post-Test Comparison - N = 18



Many of the questions had sizeable increases from the pre-test to the post-test. The largest increase occurred in question 1:

Q: *How do most underage customers get alcohol from businesses?*

A: *Buy it themselves*

Post-test responses to this question increased almost 66 percentage points compared to the pre-test.

The next sizeable increase occurred in question 5:

Q: *What do most employees do or fail to do that results in illegal alcohol sales?*

A: *They don't verify age when checking ID*

For this question, 48% more participants responded correctly on the post-test than the pre-test.

RASS Policy Workshop Feedback Surveys

Open-ended responses and measures of satisfaction were taken from the surveys and are presented below.

| POLICY WORKSHOP PARTICIPANT FEEDBACK | | |
|---|---|----------|
| Survey Item | Percentage who Agree or Strongly Agree | N |
| The information presented will benefit my business. | 100% | 18 of 18 |
| The materials will be helpful to me. | 100% | 18 of 18 |
| Presenters were clear and well organized. | 100% | 18 of 18 |
| I would recommend this workshop to others. | 100% | 18 of 18 |

In addition to the table above, 100% of participants indicated that they learned their stated learning objectives. One-hundred percent of participants indicated that their overall assessment of the workshop was “Very Good” or “Excellent”. When asked “What would you now do differently to reduce your risk and liability?” 23.1% indicated that they would “Improve training”; 15.4% indicated that they would “Apply knowledge from the course”; 15.4% indicated that they would “ID Everyone”; 15.4% indicated that they would implement a “Compliance manual or written policy”; and 15.4% indicated that they would both “train and monitor employees”.

Evidence of Achievement of RASS Goals

RASS training workshops appear to be an effective method for increasing knowledge and awareness of policies and issues related to alcohol sales and service. The effectiveness of the program is demonstrated through both the knowledge-based pre and post – test comparisons as well as respondent’s individual evaluations. Respondents’ scores increased on nearly every measure from the pre-test to the post-test. In addition, 100% of respondents rated the program positively across all measures.

Goals pertaining to RASS Workshops are presented below, with summary evidence of achievement of each of the goals.

Goal #1:

Improve the knowledge of alcohol outlet owners and licensees regarding how to prevent sales and serving of alcohol to underage youth.

Evidence:

There is ample evidence of achievement of this goal. Eighty-three percent of participants improved their knowledge as measured by RASS pre-post-tests, while the remaining participants maintained scores. Overall scores on the pre/post tests improved by 20 percentage points.

Goal #2:

Measure RASS workshop attendees' level of satisfaction regarding the RASS Workshop content and process.

Evidence:

One-hundred percent of participants indicated that their overall assessment of the workshop was "Very Good" or "Excellent", and 100% indicated that they learned their stated learning objectives. In addition, 100% of participants "Agreed" or "Strongly Agreed" with the following statements:

- The information presented will benefit my business.
- The materials will be helpful to me.
- Presenters were clear and well organized.
- I would recommend this workshop to others.

Hall County RASS Workshop Evaluation

A Responsible Alcohol Sales and Service (RASS) Workshop was held on August 11, 2011 for owners, licensees and managers in Hall County to educate them in understanding the state and local laws governing the sale of alcoholic beverages to underage persons and in implementing programs for their employees to prevent illegal sales. Surveys have shown that the workshops are presented in a format that is interesting and informative for both new and experienced retailers and concern the following content areas:

- 1 Risks Associated with Retail Sales of Alcohol
- 2 Legal Issues - State and Local
- 3 Developing an Effective Compliance Program including:
 - c. Policy Components
 - d. Training

The goals of RASS are listed below:

1. Improve the knowledge of alcohol outlet owners and licensees regarding prevention of alcohol sales to underage youth
2. Measure RASS workshop attendees' level of satisfaction

RASS Participant Demographic Information

Thirty-four participants attended the Hall County RASS workshop held on August 11, 2011. The table below illustrates the race and gender of participants in the RASS workshops.

| RASS PARTICIPANT DEMOGRAPHICS HALL COUNTY | |
|--|-----------------------------|
| Gender of Participants | Number Participating |
| Males | 20 |
| Females | 13 |
| Unknown Gender | 1 |
| Race Categories of Participants | |
| Caucasian | 28 |
| African-American | 0 |
| Asian | 2 |
| Hispanic/Latino | 3 |
| Indian | 0 |
| Other Race | 0 |
| Unknown Race | 1 |
| | |
| 20-24 | 1 |
| 25-29 | 1 |
| 30-34 | 4 |
| 35-39 | 7 |
| 40-44 | 4 |
| 45-49 | 3 |
| 50-54 | 4 |
| 55-59 | 4 |
| 60-64 | 3 |
| 65 and Over | 2 |
| Age Not Given/Unknown | 1 |
| Total | 34 |

The table below illustrates the types of businesses represented by the participants.

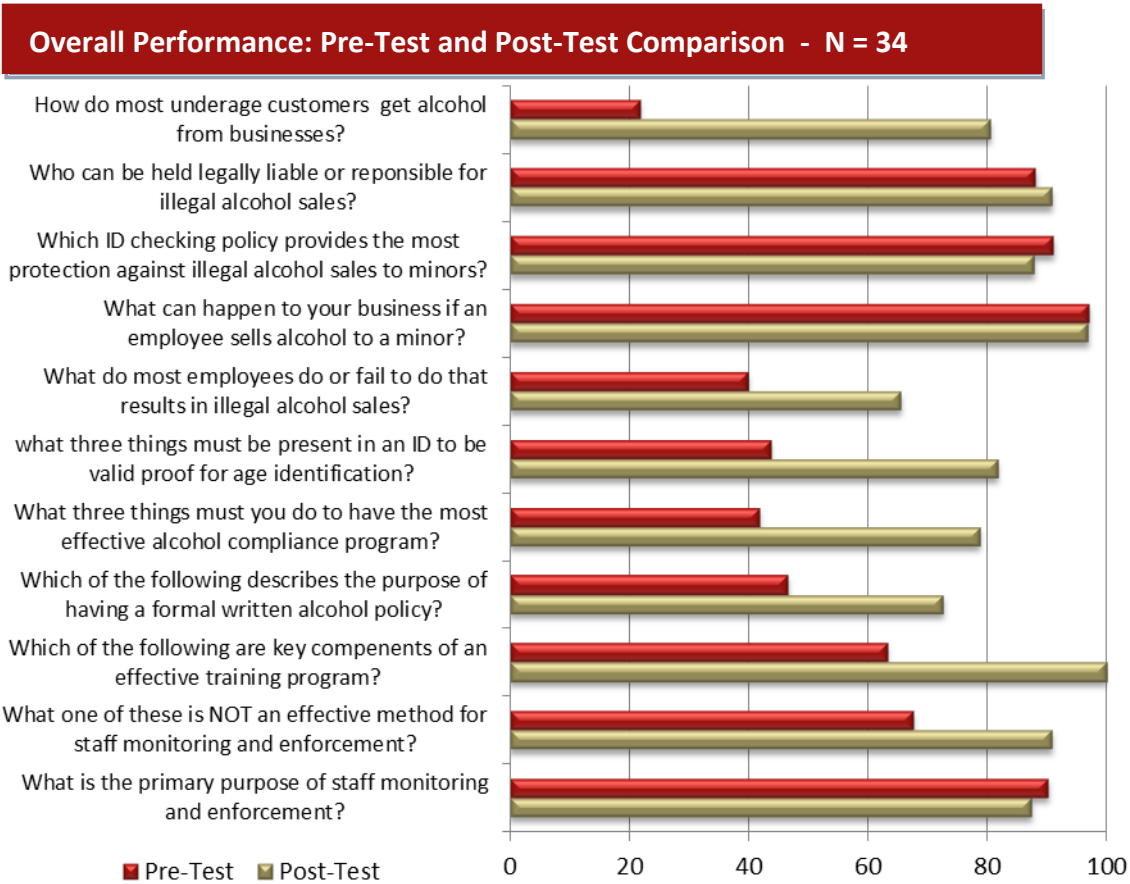
| TYPES OF BUSINESSES REPRESENTED BY RASS PARTICIPANTS HALL COUNTY | | |
|---|------------------|-------------------|
| Business Type | Number Attending | Percent Attending |
| Restaurant | 5 | 14.7% |
| Bar | 1 | 2.9% |
| Package Store | 4 | 11.8% |
| Convenience Store | 23 | 67.6% |
| Hotel | 0 | N/A |
| Grocery Store | 0 | N/A |
| Drug Store | 0 | N/A |
| Other Business | 1 | N/A |
| Total | 34 | 100% |

Outcome Measures for RASS Workshops

Prior to the training sessions, 34 participants completed a knowledge based pre-test. Following the training, those participants completed an identical post-test. The pre- and post-tests consisted of 11 multiple choice knowledge-based questions that are scored correct or incorrect. The questions included on the test are listed below:

1. How do most underage customers get alcohol from businesses?
2. In your business, who can be held legally liable for illegal alcohol sales?
3. Which ID policy provides the most protection against illegal alcohol sales to minors?
4. What can happen to your business if an employee sells alcohol to a minor?
5. What do employees do or fail to do that results in illegal alcohol sales to minors?
6. What three things must be present for an ID to be valid proof of age identification?
7. What three things must you do to have the most effective alcohol compliance program?
8. Which of the following describes the purpose of having a formal written alcohol policy?
9. Which of the following are key components of an effective training program?
10. What one of these is not an effective method for staff monitoring and enforcement?
11. What is the primary purpose of staff monitoring and enforcement?

As shown in the figure on the following page, the percentage of participants answering correctly increased for every question from the pre-test to the post-test.



Many of the questions had sizeable increases from the pre-test to the post-test. The largest increase occurred in question 1:

Q: *How do most underage customers get alcohol from businesses?*

A: *Buy it themselves*

Post-test responses to this question increased 59 percentage points compared to the pre-test.

The next sizeable increase occurred in question 6:

Q: *What three things must be present in an ID to be valid proof for age identification?*

A: *Date of birth, photo, government issued*

For this question, 38% more participants responded correctly on the post-test than the pre-test.

RASS Policy Workshop Feedback Surveys

Open-ended responses and measures of satisfaction were taken from the surveys and are presented below.

| POLICY WORKSHOP PARTICIPANT FEEDBACK | | |
|---|---|----------|
| Survey Item | Percentage who Agree or Strongly Agree | N |
| The information presented will benefit my business. | 97.1% | 33 of 34 |
| The materials will be helpful to me. | 100% | 34 of 34 |
| Presenters were clear and well organized. | 100% | 34 of 34 |
| I would recommend this workshop to others. | 100% | 34 of 34 |

In addition to the table above, 100% of participants indicated that they learned their stated learning objectives. Ninety-four percent of participants indicated that their overall assessment of the workshop was “Very Good” or “Excellent”, while the remaining 6% of participants rated the workshop as “Good”. When asked “What would you now do differently to reduce your risk and liability?” 52% indicated that they would “Improve training”; 12% indicated that they would “Apply knowledge from the course”; 12% indicated that they would “Check ID’s more closely”; 8% indicated that they would “ID Everyone”; and another 8% said they would provide “Closer monitoring of employees”.

Evidence of Achievement of RASS Goals

RASS training workshops appear to be an effective method for increasing knowledge and awareness of policies and issues related to alcohol sales and service. The effectiveness of the program is demonstrated through both the knowledge-based pre and post – test comparisons as well as respondent’s individual evaluations. Respondents’ scores increased on nearly every measure from the pre-test to the post-test. In addition, 100% of respondents rated the program positively across all measures.

Goals pertaining to RASS Workshops are presented below, with summary evidence of achievement of each of the goals.

Goal #1:

Improve the knowledge of alcohol outlet owners and licensees regarding how to prevent sales and serving of alcohol to underage youth.

Evidence:

There is ample evidence of achievement of this goal. Ninety-one percent of participants improved their knowledge as measured by RASS pre-post tests, while an additional 6% of

participants maintained scores. Overall scores on the pre/post tests improved by 22 percentage points.

Goal #2:

Measure RASS workshop attendees' level of satisfaction regarding the RASS Workshop content and process.

Evidence:

Ninety-four percent of participants indicated that their overall assessment of the workshop was "Very Good" or "Excellent", and 100% indicated that they learned their stated learning objectives. In addition, between 97-100% of participants "Agreed" or "Strongly Agreed" with the following statements:

- The information presented will benefit my business.
- The materials will be helpful to me.
- Presenters were clear and well organized.
- I would recommend this workshop to others.

City of Conyers/Rockdale County RASS Workshop Evaluation

A Responsible Alcohol Sales and Service (RASS) Workshop was held on August 31, 2011 for owners, licensees and managers in Rockdale County to educate them in understanding the state and local laws governing the sale of alcoholic beverages to underage persons and in implementing programs for their employees to prevent illegal sales. Surveys have shown that the workshops are presented in a format that is interesting and informative for both new and experienced retailers and concern the following content areas:

- 1 Risks Associated with Retail Sales of Alcohol
- 2 Legal Issues - State and Local
- 3 Developing an Effective Compliance Program including:
 - e. Policy Components
 - f. Training

The goals of RASS are listed below:

1. Improve the knowledge of alcohol outlet owners and licensees regarding prevention of alcohol sales to underage youth
2. Measure RASS workshop attendees' level of satisfaction

RASS Participant Demographic Information

Thirty-six participants attended the Rockdale County RASS workshop held on August 31, 2011. The table below illustrates the race and gender of participants in the RASS workshops.

| RASS PARTICIPANT DEMOGRAPHICS ROCKDALE COUNTY | |
|--|-----------------------------|
| Gender of Participants | Number Participating |
| Males | 16 |
| Females | 18 |
| Unknown Gender | 2 |
| Race Categories of Participants | |
| Caucasian | 20 |
| African-American | 1 |
| Asian | 1 |
| Hispanic/Latino | 7 |
| Indian | 0 |
| Other Race | 0 |
| Unknown Race | 7 |
| Participant Age Groups | |
| 20-24 | 7 |
| 25-29 | 8 |
| 30-34 | 0 |
| 35-39 | 5 |
| 40-44 | 3 |
| 45-49 | 4 |
| 50-54 | 1 |
| 55-59 | 1 |
| 60-64 | 0 |
| 65 and Over | 0 |
| Age Not Given/Unknown | 7 |
| Total | 36 |

The table below illustrates the types of businesses represented by the participants.

| TYPES OF BUSINESSES REPRESENTED BY RASS PARTICIPANTS ROCKDALE COUNTY | | |
|---|------------------|-------------------|
| Business Type | Number Attending | Percent Attending |
| Restaurant | 21 | 60.0% |
| Bar | 4 | 11.4% |
| Package Store | 0 | N/A |
| Convenience Store | 0 | N/A |
| Hotel | 0 | N/A |
| Grocery Store | 0 | N/A |
| Drug Store | 2 | 5.7% |
| Other Business | 8 | 22.9% |
| Total | 35 | 100% |

Outcome Measures for RASS Workshops

Prior to the training sessions, 36 participants completed a knowledge based pre-test. Following the training, 27 participants completed an identical post-test. The pre- and post-tests consisted of 11 multiple choice knowledge-based questions that are scored correct or incorrect. The questions included on the test are listed below:

1. How do most underage customers get alcohol from businesses?
2. In your business, who can be held legally liable for illegal alcohol sales?
3. Which ID policy provides the most protection against illegal alcohol sales to minors?
4. What can happen to your business if an employee sells alcohol to a minor?
5. What do employees do or fail to do that results in illegal alcohol sales to minors?
6. What three things must be present for an ID to be valid proof of age identification?
7. What three things must you do to have the most effective alcohol compliance program?
8. Which of the following describes the purpose of having a formal written alcohol policy?
9. Which of the following are key components of an effective training program?
10. What one of these is not an effective method for staff monitoring and enforcement?
11. What is the primary purpose of staff monitoring and enforcement?

As shown in the figure on the following page, the percentage of participants answering correctly increased for every question from the pre-test to the post-test.

Overall Performance: Pre-Test and Post-Test Comparison - N = 36



Many of the questions had sizeable increases from the pre-test to the post-test. The largest increase occurred in question 1:

Q: *How do most underage customers get alcohol from businesses?*

A: *Buy it themselves*

Post-test responses to this question increased 47 percentage points compared to the pre-test.

The next sizeable increase occurred in question 6:

Q: *What three things must be present in an ID to be valid proof for age identification?*

A: *Date of birth, photo, government issued*

For this question, 35% more participants responded correctly on the post-test than the pre-test.

RASS Policy Workshop Feedback Surveys

Open-ended responses and measures of satisfaction were taken from the surveys and are presented below.

| POLICY WORKSHOP PARTICIPANT FEEDBACK | | |
|---|--|----------|
| Survey Item | Percentage who Agree or Strongly Agree | N |
| The information presented will benefit my business. | 97.1% | 34 of 35 |
| The materials will be helpful to me. | 97.1% | 34 of 35 |
| Presenters were clear and well organized. | 97.1% | 34 of 35 |
| I would recommend this workshop to others. | 97.1% | 34 of 35 |

In addition to the table above, 100% of participants indicated that they learned their stated learning objectives. Ninety-seven percent of participants indicated that their overall assessment of the workshop was “Very Good” or “Excellent”, while the remaining 3% of participants rated the workshop as “Good”. When asked “What would you now do differently to reduce your risk and liability?” 27.8% indicated that they would “ID Everyone”; 27.8% indicated that they would “Improve training”; 16.7% indicated that they would “Check ID’s more closely”; and 11.1% indicated that they would change “Nothing”.

Evidence of Achievement of RASS Goals

RASS training workshops appear to be an effective method for increasing knowledge and awareness of policies and issues related to alcohol sales and service. The effectiveness of the program is demonstrated through both the knowledge-based pre and post – test comparisons as well as respondent’s individual evaluations. Respondents’ scores increased on nearly every measure from the pre-test to the post-test. In addition, 100% of respondents rated the program positively across all measures.

Goals pertaining to RASS Workshops are presented below, with summary evidence of achievement of each of the goals.

Goal #1:

Improve the knowledge of alcohol outlet owners and licensees regarding how to prevent sales and serving of alcohol to underage youth.

Evidence:

There is ample evidence of achievement of this goal. Eighty-five percent of participants improved their knowledge as measured by RASS pre-post tests, while an additional 4% of participants maintained scores. Overall scores on the pre/post tests improved by 4 percentage points.

Goal #2:

Measure RASS workshop attendees' level of satisfaction regarding the RASS Workshop content and process.

Evidence:

Ninety-seven percent of participants indicated that their overall assessment of the workshop was "Very Good" or "Excellent", and 100% indicated that they learned their stated learning objectives. In addition, 97% of participants "Agreed" or "Strongly Agreed" with the following statements:

- The information presented will benefit my business.
- The materials will be helpful to me.
- Presenters were clear and well organized.
- I would recommend this workshop to others.

Spalding County RASS Workshop Evaluation

A Responsible Alcohol Sales and Service (RASS) Workshop was held on June 20, 2011 for owners, licensees and managers in Spalding County to educate them in understanding the state and local laws governing the sale of alcoholic beverages to underage persons and in implementing programs for their employees to prevent illegal sales. Surveys have shown that the workshops are presented in a format that is interesting and informative for both new and experienced retailers and concern the following content areas:

1. Risks Associated with Retail Sales of Alcohol
2. Legal Issues - State and Local
3. Developing an Effective Compliance Program including:
 - a. Policy Components
 - b. Training

The goals of RASS are listed below:

1. Improve the knowledge of alcohol outlet owners and licensees regarding prevention of alcohol sales to underage youth
2. Measure RASS workshop attendees' level of satisfaction

RASS Participant Demographic Information

Fourteen participants attended the Spalding County RASS workshop held on June 20, 2011. The table below illustrates the race and gender of participants in the RASS workshops.

| RASS PARTICIPANT DEMOGRAPHICS SPALDING COUNTY | |
|--|-----------------------------|
| Gender of Participants | Number Participating |
| Males | 9 |
| Females | 5 |
| Unknown Gender | 0 |
| Race Categories of Participants | |
| Caucasian | 6 |
| African-American | 1 |
| Asian | 0 |
| Hispanic/Latino | 5 |
| Indian | 2 |
| Other Race | 0 |
| Unknown Race | 0 |
| Participant Age Groups | |
| 20-24 | 3 |
| 25-29 | 3 |
| 30-34 | 2 |
| 35-39 | 0 |
| 40-44 | 1 |
| 45-49 | 2 |
| 50-54 | 2 |
| 55-59 | 0 |
| 60-64 | 1 |
| 65 and Over | 0 |
| Age Not Given/Unknown | 0 |
| Total | 14 |

The table below illustrates the types of businesses represented by the participants.

| TYPES OF BUSINESSES REPRESENTED BY RASS PARTICIPANTS SPALDING COUNTY | | |
|---|------------------|-------------------|
| Business Type | Number Attending | Percent Attending |
| Restaurant | 8 | 61.5% |
| Bar | 0 | N/A |
| Package Store | 2 | 15.4% |
| Convenience Store | 2 | 15.4% |
| Hotel | 0 | N/A |
| Grocery Store | 0 | N/A |
| Drug Store | 0 | N/A |
| Other Business | 1 | 7.7% |
| Total | 13 | 100.0% |

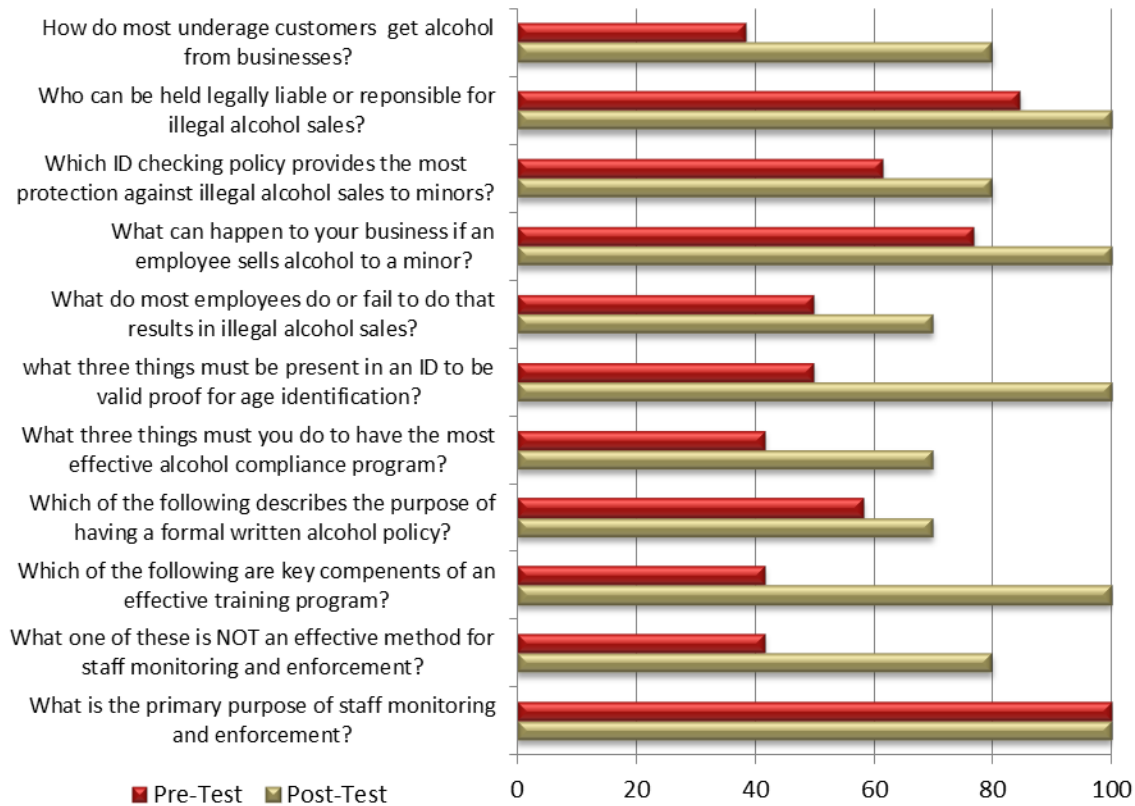
Outcome Measures for RASS Workshops

Prior to the training sessions, 13 participants completed a knowledge based pre-test. Following the training, 10 participants completed an identical post-test. The pre- and post-tests consisted of 11 multiple choice knowledge-based questions that are scored correct or incorrect. The questions included on the test are listed below:

1. How do most underage customers get alcohol from businesses?
2. In your business, who can be held legally liable for illegal alcohol sales?
3. Which ID policy provides the most protection against illegal alcohol sales to minors?
4. What can happen to your business if an employee sells alcohol to a minor?
5. What do employees do or fail to do that results in illegal alcohol sales to minors?
6. What three things must be present for an ID to be valid proof of age identification?
7. What three things must you do to have the most effective alcohol compliance program?
8. Which of the following describes the purpose of having a formal written alcohol policy?
9. Which of the following are key components of an effective training program?
10. What one of these is not an effective method for staff monitoring and enforcement?
11. What is the primary purpose of staff monitoring and enforcement?

As shown in the figure on the following page, the percentage of participants answering correctly increased for every question from the pre-test to the post-test.

Overall Performance: Pre-Test and Post-Test Comparison - N = 13



Many of the questions had sizeable increases from the pre-test to the post-test. The largest increase occurred in question 9:

Q: *Which of the following are key components of an effective training program?*

A: *Involvement of managers, comprehensive interactive classes, role play, and thorough testing*

Post-test responses to this question increased 58 percentage points compared to the pre-test.

The next sizeable increase occurred in question 6:

Q: *What three things must be present in an ID to be valid proof for age identification?*

A: *Date of birth, photo, government issued*

For this question, 50% more participants responded correctly on the post-test than the pre-test.

RASS Policy Workshop Feedback Surveys

Open-ended responses and measures of satisfaction were taken from the surveys and are presented below.

| POLICY WORKSHOP PARTICIPANT FEEDBACK | | |
|---|--|----------|
| Survey Item | Percentage who Agree or Strongly Agree | N |
| The information presented will benefit my business. | 100% | 11 of 11 |
| The materials will be helpful to me. | 100% | 11 of 11 |
| Presenters were clear and well organized. | 100% | 11 of 11 |
| I would recommend this workshop to others. | 100% | 11 of 11 |

In addition to the table above, 100% of participants indicated that they learned their stated learning objectives. One-hundred percent of participants indicated that their overall assessment of the workshop was “Very Good” or “Excellent”. When asked “What would you now do differently to reduce your risk and liability?” 37.5% indicated that they would “ID Everyone”; 37.5% indicated that they would “Apply knowledge from the course”; 12.5% indicated that they would “Improve training”; and 12.5% indicated that they would “Implement a compliance manual or written policy”.

Evidence of Achievement of RASS Goals

RASS training workshops appear to be an effective method for increasing knowledge and awareness of policies and issues related to alcohol sales and service. The effectiveness of the program is demonstrated through both the knowledge-based pre and post – test comparisons as well as respondent’s individual evaluations. Respondents’ scores increased on each measure from the pre-test to the post-test. In addition, 100% of respondents rated the program positively across all measures.

Goals pertaining to RASS Workshops are presented below, with summary evidence of achievement of each of the goals.

Goal #1:

Improve the knowledge of alcohol outlet owners and licensees regarding how to prevent sales and serving of alcohol to underage youth.

Evidence:

There is ample evidence of achievement of this goal. Ninety percent of participants improved their knowledge as measured by RASS pre-post tests, while the remaining 10% of participants maintained scores. In addition, scores on each of the questions improved from pre to post test. Overall scores on the pre/post tests improved by 10 percentage points.

Goal #2:

Measure RASS workshop attendees' level of satisfaction regarding the RASS Workshop content and process.

Evidence:

One-hundred percent of participants indicated that their overall assessment of the workshop was "Very Good" or "Excellent" and that they learned their stated learning objectives. In addition, 100% of participants "Agreed" or "Strongly Agreed" with the following statements:

- The information presented will benefit my business.
- The materials will be helpful to me.
- Presenters were clear and well organized.
- I would recommend this workshop to others.