



First-rate retailer tools

Strategies towards responsible alcohol
consumption for adolescents in Europe

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Strategies towards responsible alcohol consumption for adolescents in Europe

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Did you know that...



6



No sale of alcohol under 18

According to legislation you may not sell alcohol to people younger than 18 years of age.





Possible consequences

If you do sell alcohol to people younger than 18 years of age, you can risk a fine up to **1500 euros!**

It is also forbidden to stimulate drinking or sell alcohol to any person that seems to be drunk.



Alcohol has a negative effect on the young brain

Drinking a lot at a young age can have destructive consequences for the brain (disrupting the development of the brain, problems with reasoning, orientation and concentration, memory loss, ...).

Young people's body and brains are still in full development. Drinking at a younger age is much more disastrous for the young body and brains as for an adult.

The effects of alcohol on a young body are very different from those on an adult body. Because the young body is still growing, it's much more vulnerable to the effects of alcohol.



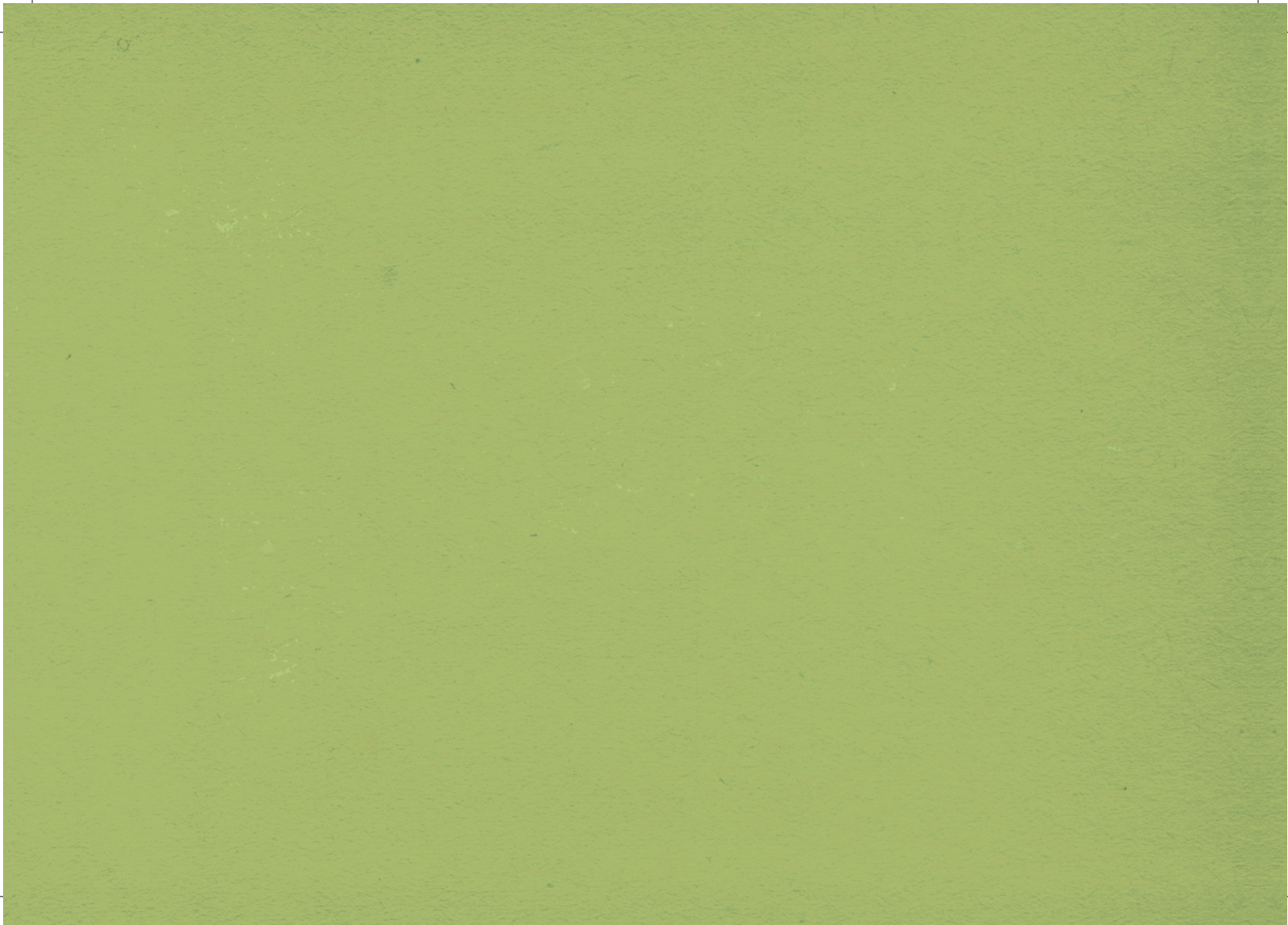
Excessive alcohol use can lead to alcohol poisoning

Alcohol is a sedative drug. With heavy alcohol drinking the amount of alcohol in your blood (and therefore also in your brain) is so high that the nervous system gets numbed.

The respiratory system is shut off and a cardiac arrest may occur. Without medical intervention, this can be deadly!

The risk of getting an alcohol poisoning differs from person to person. The risk is higher for:

- Young people and children
- People who are binge drinking
- Women
- Skinny people
- Less “experienced” drinkers
- People who haven’t eaten anything



*How to deal with
young people trying
to buy alcohol?*



Check the age of young people who try to buy alcohol

Make a first assessment of the age of a customer entering your store. This is not as simple as it sounds; girls might look older at first sight (make-up).

When you are not sure of the age you can ask the customer for proof of his or her age. This could be done by showing a national age card, drivers license, or an identity card issued by an EU member state.



Point out the existing regulation using the wobbler

When young people enter your store to buy alcohol they don't expect a 'NO' as an answer. This might be a surprise for them. To counter this disappointment, you can show the customer some understanding.

The salesman has good reasons not to sell alcohol to him or her. It's important to point out that it's not an arbitrary reaction but it has to do with legislation. Explain the legislation using the wobbler or poster. Using this strategy tackles a personal attack because you reject selling alcohol.

Be sure your "NO" is clear so your answer will be taken seriously. Stick to this approach and make no exceptions; this will only get you into trouble.





Suggest alternatives to alcoholic drinks

This makes your approach more sympathetic and keeps the customer satisfied by being offered an alternative. Introduce your other non-alcoholic beverages that meet his or her taste.



Keep cool when the situation is getting out of hand & stick to the rules, use the sorry-card

For the youngster it's important to react to the unexpected 'No' he's been given. Give him some space to react. You can get two kinds of reactions: acceptance or refusal. When refusal is the case, we call this a counter reaction. To reduce the chance of getting this reaction it's important to redo the first steps of this procedure. If you don't have time for this, you can use the sorry-card to give to the customer.

In case of counter reaction:

- Give the customer the sorry-card: sorry, can't sell you alcohol
- Keep being understanding
(difficult to get angry with someone who is understanding)
- Spend more time explaining the legislation
- Suggest an alternative drink to him/her

If necessary, also point out possible consequences of misbehaviour in your store!



*Alternative
suggestions you
might consider...*



Think of a room-layout to promote non-alcoholic drinks

The way you decorate your store has an influence on the buying behavior of your customers. The more attractive you offer your products, the more interest potential buyers will show.

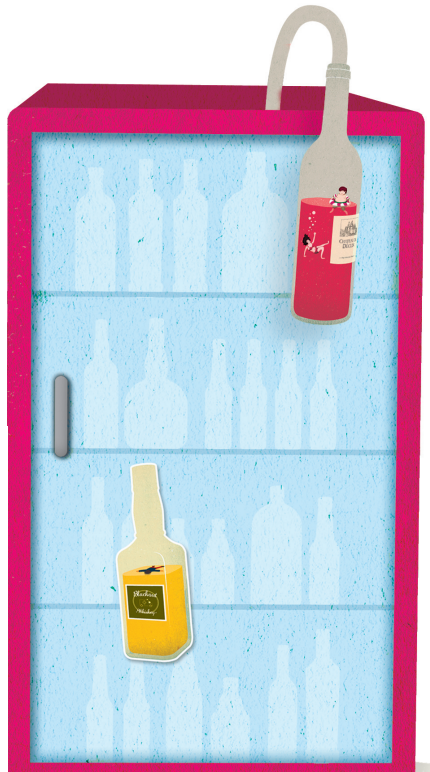
Keep in mind: attractive styling, slogans, posters, colorful design, eye-catchers, lightening, ...

You might consider to promote your non-alcoholic drinks in a special way, e.g. a special location in your store, work with a 'theme' like Hawaii, sports, ...

Think of a price policy

Think about the effect promotions and happy hours have on alcohol abuse amongst youngsters. Is it possible to make non-alcoholic drinks cheaper? Making alcohol more expensive than other drinks will influence the purchasing behavior of young people.





Display funny prevention material

If you want to do prevention, you can use all kind of material that is available through different organizations. For this project posters, sorry-cards and wobblers are available.

We kindly advise which other materials you can use: folders and flyers, posters, stickers, wobblers and info-sheets, ...



Keep an eye on things, social control

Are you aware of the part you play in a possible purchase?
You are the one who can keep an eye on things when
rules might be bent or broken.

Depending on where you are situated in your store,
you can properly do social control. Are the alcoholic beverages
in your sight or are they hidden in the back of the store?

The place where you offer your alcoholic products may have a
discouraging effect on 'younger' customers. Do they
have the feeling they are being watched?

- Keep an eye on things: legislation
- Keep an eye on things: alcoholic beverages
- Visibility of alcoholic beverages to the retailer and employees





Call your national emergency number in case of an emergency

Don't hesitate to call your national emergency number in case of an emergency (call 999 or 112).





Notes

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More info:

Health Promotion Department

HSE Dublin North East

Railway Street - Navan

tel: 0469076400



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