

Cost and Logistics of Implementing Strategies

Below are some anecdotes of what various communities have spent on various environmental strategies.

Responsible Beverage Service Training

I can tell you we paid for Retail Beverage Server Trainings (one of our approved certified trainings) for some of our grantees to hold in their area. Each training included an ID book, materials, training for 30 people, and ran approximately \$700 (the grantees either found free space to hold the training, and purchased some snacks, or they may have paid a very nominal fee for a room—so you might add \$100 to \$200 onto this).

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As far as the RBS trainings go, cost would depend on the state but I would definitely recommend that they put it in their budget to offer food at the trainings, depending on when the class is being held. Although the people that have come to the two on-premise trainings don't love having to be there at 8:00 am the owners appreciate that it doesn't really cut into much of their working business hours. We have already held two RBS trainings for on-premise, one paid for by the state and one the retailers paid for, both very well attended, but I think that if they can budget for providing at least one free training that would be helpful as well. We had such a great response to the first one we did that people in the area then decided that they didn't care if cost money they should get the training. It's taking a little longer to fill up my class coming up next Monday for off-premise but it could be because of the time of year or the time of day. The biggest help I have found has been enlisting the help of the local PD's. They've been great and really the reason the classes have been so successful. Frank also just informed me that two of the restaurants from our most recent training report already having a better relationship with the local PD.

We used the council chambers at Rockland City Hall for the ones we sponsored, so that was free. The one the group paid for the space was one of the restaurants participating, so again that was free. The price of food will depend on the time of day of the training. We offered breakfast from 7:30-8:00 am (training starting at 8), so for 45 people that cost about \$300 (that included strata, breakfast pastries, coffee, tea, OJ, plates, etc.). Hope that helps!

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I can address the costs for putting on the RBS training. In addition to the trainer's direct cost (\$500) and the cost of the ID Checking Guide 2008 (I don't know the exact cost for these), I would estimate our costs as follows:

- \$100 food and water for 40 people (15 minute break)
- \$150 for a room for 40 people
- \$10 for materials (photocopies of the letter/invitation, photocopies of materials distributed at the training in addition to the trainer's materials, etc.)

I would estimate in-kind as follows:

- 10 hours police officer time to distribute letter/invitation to approximately 70 retailers
- 20 hours planning/logistics (my time)
- 20 hours follow-up (my time and Nancy's time hand-delivering 28 certificates to 18 retail establishments)

In our case, the trainer took care of everything during and after the training (kept list of individuals and verified their contact info; printed up completion certificates and mailed them to us; tallied evaluations and mailed them to us, etc.)

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Social Norms

I talked with Michelle O'Meara at Union River/Downeast about her Social Norms program. She is using a program through Hobart and William Smith colleges. Here is the link: <http://alcohol.hws.edu/consultation/schools.htm>. The costs run around \$3,000 for surveys and processing and the Factoid computer program they use as screen savers on the HS computer. There are about 600 students. Additionally they produce posters, send messages to parents via newsletters, presentations to students, 110 curriculum infusion packets (helping teachers and staff infuse the no use message in the classes and interactions with kids) and community messaging via various media.

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