

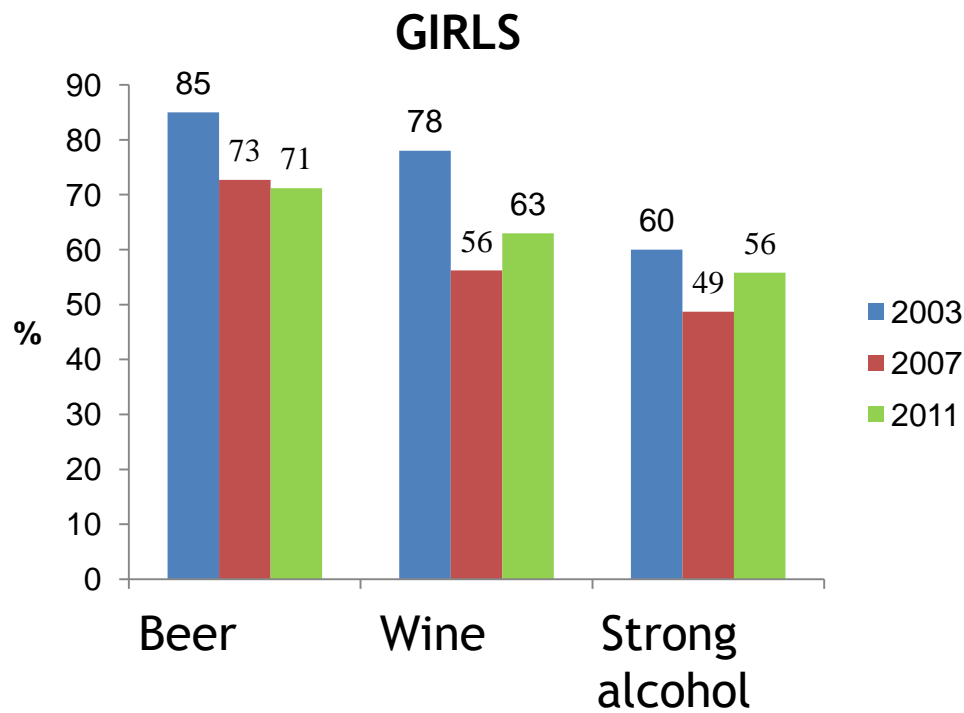
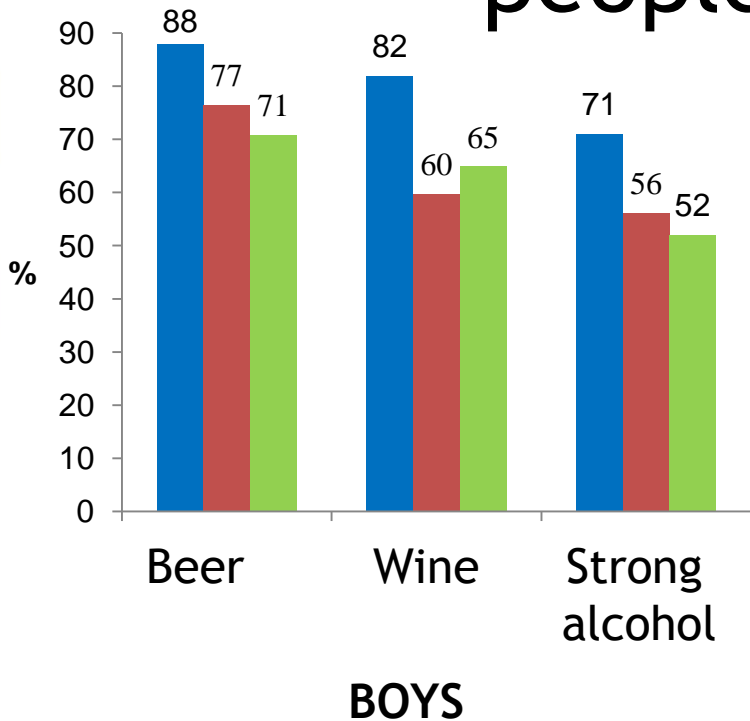
Evaluating the effect of enforcement: an Estonian example of using young people to test compliance

3rd European Conference on Alcohol Law Enforcement:
“Easy taking promotes easy drinking”

Mariliis Tael

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Alcohol is easily available to young people (15-16-y.o)



Source: ESPAD 2003, 2007, 2011.



1) **Mystery shopping to find out:**

- how often alcoholic beverages are sold to young people (18–19-y.o.) without asking the ID;
- in which type of shops is it happening.



2) Interviews with sellers and shop managers to find out:

- is the possible violation of § 47 of Alcohol Act (“It is prohibited to offer, transfer or hand over alcoholic beverages to minors”) perceived as a problem;
- what are the main reasons of the violation and how to prevent it;
- what kind of supporting measures are needed to better comply with the law.



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Mystery shopping



Face evaluation

- Estimables - 16 males, 16 females (17–29-y.o.)
- Estimators - 20 sellers (21–64-y.o.)
- 2 pictures of every person - neutral & happy
- 16 people were “distractions” for estimators



Results

- Happy faces were estimated to be older than neutral faces
- Girls were estimated to be older than boys

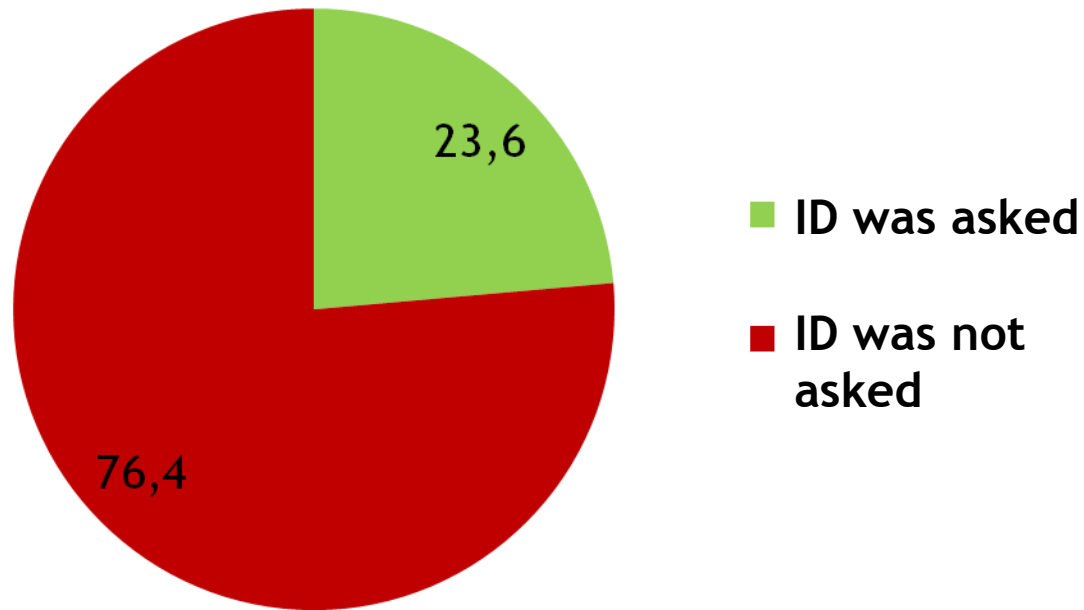


Control purchases

- June, July 2012 – 4+2 days
 - 3 boys and 3 girls (all 18–19-y.o.)
 - boys – beer and vodka
 - girls – cider and vodka
 - 15 counties
 - 250 purchases (50 x 5)
 - Big shop
 - Middle size shop
 - Small shop
 - Gas station
 - Catering facility



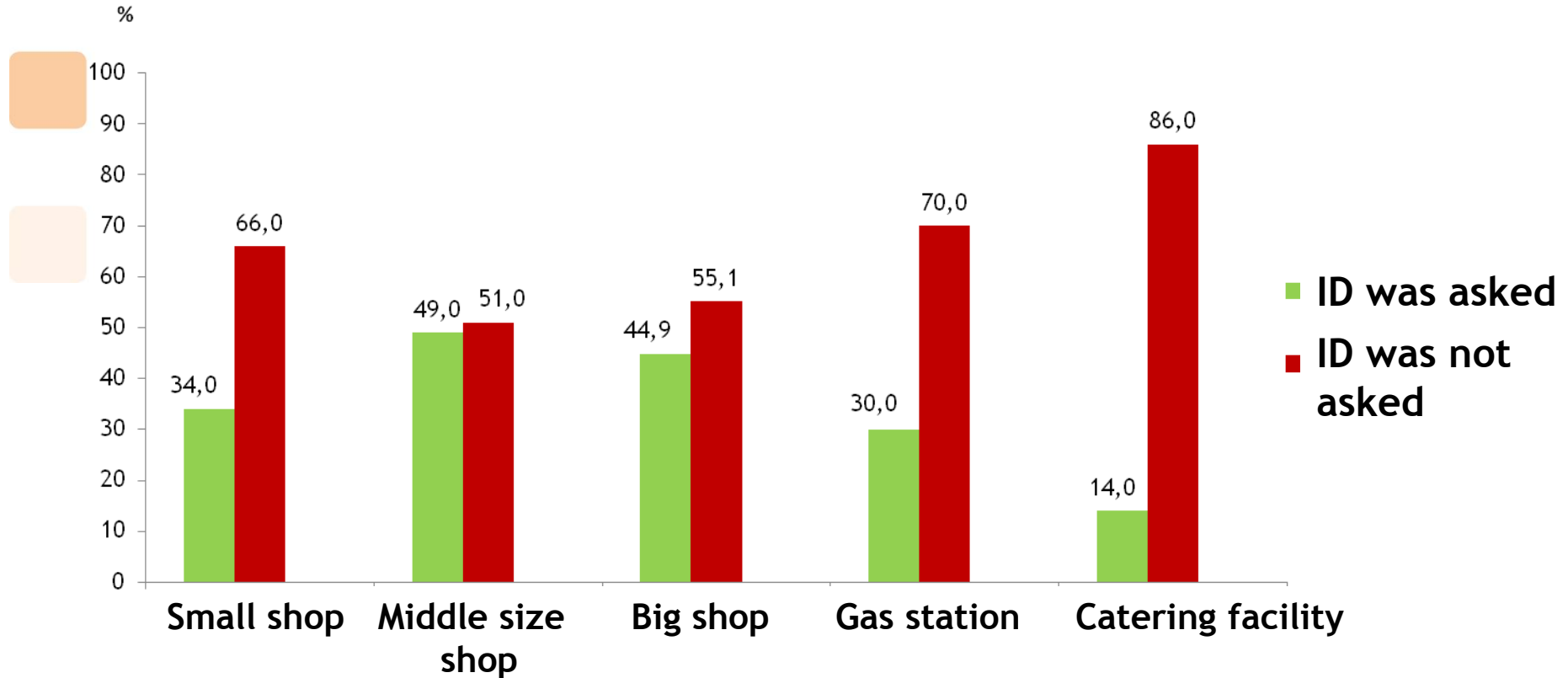
The ID is being asked in average in 24% of purchases in all alcohol selling points



- The result is higher in store's sample – 36%.



The ID is asked most rarely in catering facilities



- There is statistically significant difference between the ID asking in small and bigger shops.



- When buying strong alcoholic beverages, the ID is being asked in 40,3% of purchases.
- When buying light alcoholic beverages, the ID is being asked in 16,0% (beer) and 28,0% (cider) of purchases.
- The age of the shopper is being asked by the seller in 4,4% of purchases.



Summary

- In every fourth alcoholic beverage purchase the ID is being asked;
- In case of buying strong alcoholic beverages, the ID is being asked more frequently.

Conclusions

- The age limit control of alcoholic beverages purchases is insufficient;
- Just by looking at a person, it is not possible to understand is the person 17- or 19-years old;
- The estimated ID asking age limit has to be substantially higher than 18-years old.



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Interviews with sellers and shop managers



Interviews



- Group interviews and personal interviews in April-May 2012



- 6 shop managers
- 21 sellers (7 from bigger shops and 14 from small shops/gas stations/kiosks)



Results

Decreasing alcohol availability to minors:

- Different kind of measures to provide restrictions:
 - Increasing awareness of sellers
 - Written notification to buyers
 - Technical solutions
 - Supervision and control
- It did not appear that shops have worked out procedures or control mechanisms to provide better compliance of the law.
- It was rarely said that somebody had accidentally sold alcohol to minors.



Proposals from sellers and shop managers

- Increase the age limit of purchase (or increase the age limit of asking document)
- Strengthen control, fines
- Special shops that sell alcohol (one of the most successful measures to decrease consumption)
- Rise population's awareness





Proposals from sellers and shop managers

- Everybody show ID:
 - only if it is nation-wide;
 - consumers will get use to it (e.g. time restriction);
 - supportive from the moment when buyer comes and shows the ID.
- Additional trainings:
 - non proponents - how to define the content? Staff changes often, costs and benefits;
 - proponents - exchanging best practices.



Recommendations based on results

-  • To create supervision and feedback system through regular mystery shopping
-  • Guidelines and trainings to retail trade, gas stations and catering facilities
- Public awareness campaign to increase the propensity of ID showing
- To increase the age limit of asking ID - e.g. In Finland the recommended age limit is 30; same age limit in some shops in Estonia (enforcement?)



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Good luck!

mariliis.tael@tai.ee