



THE BROWN-FORMAN PAUSE CAMPAIGN:  
**SAFE NIGHT TOOLKIT**  
FOR BYSTANDER INTERVENTION













# BYSTANDER INTERVENTION

## The Problem:

Issues related to overconsumption, harassment, and other forms of harm in the hospitality industry are well documented. Similarly, we know that alcohol doesn't cause sexual assault, but it is often used as a tool to perpetuate harm. This does not have to be the case.

## The Opportunity:

As a hospitality professional, you can shape your establishment's culture and influence the experience of each guest who comes through the doors. You also can play a role in building a harassment-free workplace.

## One Solution:

Bystander Intervention is a key tactic in creating safer bar spaces. It entails being witness to problematic behaviors and taking action to diffuse the situation and/or prevent it from escalating. The goal of hospitality is to create welcoming spaces and experiences for guests. Service industry professionals are in a unique position to safely observe, intervene, and prevent harm for customers and staff alike.

**DO THE WORK:** Write down the 3 most common problems your establishment encounters. Is alcohol a factor? Guests? Co-workers?







# THE FIVE DS

Everyone has barriers to intervening, and we can get past this with skills and practice. The Five Ds are relatively safe and non-confrontational strategies that can be used when you see a problematic situation or behaviors. They can be used with any party involved, and you can also use multiple strategies one after the other if something isn't working or you didn't get the response you expected.

**Direct** Let the people involved know you're aware and concerned.

How's your night going? → We don't do that here.

**Distract** Redirect the energy and divert the attention of the people involved.

There's something wrong with your credit card. → Aren't you in my pottery class?

**Delegate** Find someone in a better position to assist you or handle the situation.

Coworkers, friends, security, regulars, etc.

**Document** Gather pertinent details related to the incident.

If someone else is already intervening, or it is a safer option, document the incident.

**Delay** It's never too late to act!

I am so sorry you experienced that. That is NOT your fault. → I heard what happened. Are you okay?

**DO THE WORK:** Which of these strategies have you utilized before or are most likely to implement when you see a situation occur?



# YOU CAN MAKE A DIFFERENCE

## Pause:

We know that cultivating a respectful drinking culture starts with us. The Pause campaign is the action behind Brown-Forman's commitment to empowering mindful choices around beverage alcohol. We know that when we take a moment to Pause, we will make the best decisions for ourselves and our community. Consider these out-of-the-box ideas for increasing safety.

## Water Stations:

We know that alternating water with alcohol is another way to prevent overconsumption. But in many bars, it's unlikely that someone will stand in line or wave their server over to order water. You can encourage customers to drink responsibly by having water stations throughout your venue.

## Drink Specials:

Have something that isn't selling? Is there a special event around the corner? Create signature drinks or drink specials with a lower or no alcohol content and promote them. This can be a great way to move products and encourage responsible, respectful drinking by slowing people down.

## Offer Food:

Another great strategy to prevent overconsumption is offering people food. Whether that means pointing them to your food menu, bringing breadsticks by, or investing in a popcorn machine.





You can also increase safety by building relationships with your customers and coworkers. Have conversations with customers to let them know how to have fun in your venue and help them set healthy intentions for the night.

### Conversation starters for customers

Have you been here before? What brought you back in? Here's what I love here.

Are you looking to sip one drink all night or try several drinks?

I see you all have a big group, who is the ringleader here. Awesome, here is what I need from you.

**DO THE WORK:** Write down one thing you can do and say to let customers, vendors, and others know that when people are at your venue you want them to have a great time, feel comfortable, and be safe.

**DO THE WORK:** Write down...

- ...one thing you can do in the next week to increase safety.
- ...one thing you can do in the next month to increase safety.
- ...one thing you can do in the next 90 days to increase safety.

You can make the difference in creating safe and welcoming hospitality spaces. Schedule a training for your team today.





# BENEFITS OF VENUE-TRAINING

## ✔ Returning Customers

People will continue to visit places where they have good experiences. Giving your customers a fun, safe time out will bring them back again and again.

## ✔ Longer Visits

Often, if someone is having a bad experience at a venue they close their tab and leave. Ensuring your customers feel safe and comfortable means they will order another round and stay longer.

## ✔ New Customers

People share about the good times they had with their friends and on social media. If they share positive experiences at your venue, this will attract new customers to your business.

## ✔ Positive Publicity

General safety is a concern for entire communities. Making a commitment to safety is something that you can share and your community will celebrate.

## ✔ Retaining Staff

Staff turnover in the hospitality industry remains high. Creating a safe and comfortable work environment and bonds between your team increases the length of employment.

## ✔ Being A Leader

There is a shift towards safe and comfortable alcohol-serving venues. You have an opportunity to be a leader and receive positive recognition for your commitment to safety.

**DO THE WORK:** Write down which of these benefits to the business gets you excited about training the team at your venue to use active bystander skills to give everyone a safe night out by preventing overconsumption, harassment, and other forms of harm.



443-257-4306  
INFO@SAFEBARS.ORG



816-237-8628  
INFO@SAFEBARNETWORK.ORG





BROWN-FORMAN

 **PAUSE**<sup>®</sup>  
ELEVATE RESPONSIBILITY

**Please Drink Responsibly.**

*Brown-Forman Beverages, Louisville, KY. ©2024 Brown-Forman Beverages. All rights reserved.  
Please do not share or forward this content with anyone under the legal drinking age.*

