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*Alcohol/Safety
Public Information Campaigns:*

Seminar No. 5

***A REPORT OF AN INFORMAL MEETING HELD
APRIL 9, 1975 TO DISCUSS SELECTED
CAMPAIGNS ON ALCOHOL AND HIGHWAY SAFETY***

WASHINGTON, D.C.

PUBLIC COMMUNICATION GROUP
HIGHWAY SAFETY RESEARCH INSTITUTE
THE UNIVERSITY OF MICHIGAN
HURON PARKWAY AND BAXTER ROAD
ANN ARBOR, MICHIGAN 48105

ALCOHOL/SAFETY
PUBLIC INFORMATION CAMPAIGNS:

SEMINAR NO. 5

A report of an informal meeting held April 9, 1975 to
discuss selected campaigns on alcohol and highway safety

Public Communication Group
Highway Safety Research Institute
The University of Michigan

INTRODUCTION

This was the fifth Alcohol/Safety Public Information Campaigns seminar. As in past Public Communication Group seminars, a wide variety of private, public, and governmental organizations were represented, focusing their combined experience, expertise, and viewpoints on a single problem area. The development, utilization, and evaluation of public information approaches to the prevention of alcohol-related highway accidents continues to require unified attention from an alliance of organizations if these methods of education and prevention are to become truly effective. There is a continuing need for better, more candid communication among the producers and sponsors of public information materials in order to reduce confusion in the public sector.

This series of seminars is intended to provide a vehicle by which representatives of various interests and approaches to the public information countermeasure attack on drunk driving can share, critique, and learn from each other. As in the past, the doors were closed and there was no press coverage. Distribution of seminar proceedings is limited.

This seminar digressed slightly from the program of past seminars. There were presentations of new, recent, and developing programs and materials. But in addition, there was an example of the utilization, or recycling, of materials into hybrid campaign items, with themes, messages, and content drawn from other campaigns specifically to meet local needs. Finally, the seminar concluded with an issue--the unresolved question of how to increase the use of media in programs and how to increase the understanding and cooperation of media managers in a campaign effort.

Richard L. Douglass, Head
and
Ann C. Grimm, Librarian
Public Communication Group

This seminar was sponsored by the Distilled Spirits
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ALCOHOL/ SAFETY PUBLIC INFORMATION CAMPAIGNS:

SEMINAR NO. 5

April 9, 1975

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AMERICAN MEDICAL ASSOCIATION

--Lee Hames

What I have to share with you isn't specifically alcohol-related, nor is it really within the scope of public information. The primary reason I want to share this is to show material which can be produced very economically, and which can reach the public indirectly.

This particular program started back in 1965 or 1966 when the AMA, the Public Health Service, and the American Association of Motor Vehicle Administrators put on the first national conference on the driver. At that time several recommendations were made, primarily that we should try to do a better job of driver licensing. In other words, try to upgrade the medical knowledge of the non-medical license examiner. In most states they know very little in that area. Through the years, the idea gradually progressed. A series of other conferences were held, one on the aging driver and one on licensing generally. Both of these came forth with ideas which could be incorporated into such a program. In 1970, through a grant from AAMVA, we did some exploratory work to see if anything could be developed in this area. We did not have funds for a large effort, but eventually the Wisconsin licensing people were kind enough to say that they would produce videotapes for us. We figured that this was one way we could reach driver examiners which was better than the printed word. In most states these people are invited in for some type of training every year or every other year, so we felt we had a captive audience lined up for a videotape program. Five and one-half hours of videotape were eventually developed. The package sold for an economical \$100.00.

However, after having shown it in a few states, we felt it was not sufficient. It is unrealistic to ask a lay driver license examiner to sit

through 5-1/2 hours of medically oriented educational material and expect him to remember much of it. It was subsequently separated into three different reels to be shown at different times. It was also suggested that a local physician be present to answer questions which might arise. We found, however, that the average physician does not know much about this. He is not interested by either training or inclination. But there are some physicians who are particularly interested in this area. There is a national group, the Physicians for Automotive Safety, for example. Lists of members of PAS are available to the states for use as resource persons. Most of them are quite willing to participate.

To make the program more effective, we felt that some type of teaching manual was needed. The manual was originally designed for the program in Wisconsin. We had thought of making a manual for each state, but budget prevented doing that, so we developed one manual for use by every state. To our amazement, 22 states picked up this program with practically no promotion. It was mentioned only in our own publications and in those of AAMVA. A number of provinces of Canada and one district in Mexico also adopted the program.

We sent out to each state which used the program a rather lengthy evaluation for the officials who put it on, and also individual evaluation sheets for each examiner to whom the program was shown. Overall, the examiners seemed to feel that they got a great deal out of it. We learned a great deal in developing the program, too. For instance, in the first videotape presentation a doctor from Louisville did the heart disease section. In spite of everything we tried to tell him, he was extremely technical and did not come across to the lay personnel. He was too difficult to understand. That section was subsequently redone, less technically, with another heart specialist.

We have now arranged with DOT to have the entire program put on color 16mm film. The manual will also be redone. This will spread its usage

tremendously. Many states do not have provisions for showing videotape, so this will prove more useful. DOT will send one copy of the program to each state.

--Question--Is this part of the concept of the use of medical review boards for withholding licenses?

--Answer--Actually we see this as the next step. There is no immediate current relationship, but we do see a definite connection. If we do succeed in educating license examiners to any extent, the state should have a medical advisory board for the licensing department to which to send the questionable cases. Many states, such as Wisconsin and New York, are advanced in this area and have good medical advisory boards; other do not, but that is another of the projects which we are concentrating on.

--Question--Does your group provide continuing education for physicians, and, if so, is alcoholism a part of the program?

--Answer--That is not my area, but I do not think there is much done on alcoholism.

--Comment--In my opinion it would not be continuing education for physicians, it would be initial education. There is no alcohol curriculum at the University of Michigan Medical School, for instance, and this is true at most medical schools.

--Comment--We use the words "continuing education" to mean a somewhat different thing--not continuing on a specific course or subject, but continuing after formal course work is complete. Definitely there is crucial need in this area.

--Comment--One thing which might be of interest, at DISCUS we have given a supplementary grant to the Harvard Medical School. Originally, under Jack Mendelsohn's direction, they developed a medical school course on the diagnosis and treatment of alcoholism. I understand the 36 medical schools are adapting

it. A supplementary grant this year will apply to older practitioners who will be required to qualify for relicensing and will be required to take certain courses which give them AMA credits. Apparently an entirely different approach in courses has to be taken with older practitioners. It has to be converted into techniques and terms that they understand.

--Comment--There are various types of accreditation, one where the physician signs up for and pays for specific courses. But they also get credits for attending meetings, which I think is useless.

--Comment--The driver license examiner is a very important gatekeeper in the system when you realize that, in states where there is reexamination, he sees 1/4 of the adult population every year. So he can diagnose them and also test them in terms of their general knowledge. The ASAP in Delaware uses the state licensing system to conduct public opinion polls. Before people apply for their license, they are asked to complete a short questionnaire. They get information, then, on the level of public awareness of many issues. They are doing this just on alcohol issues at the moment. We are promoting this among the states. Minnesota is now setting up a similar program. Eventually these driver license examiners are going to have to be skilled in diagnostic techniques and in interviewing because they are such key people. There is an opportunity to do all kinds of investigations.

--Reaction--But in most states license bureaus aren't set up to do this yet. One thing I should have mentioned is that AMA is not trying to make physicians out of license examiners. They are not actually doing any real diagnosis, just a very crude screening. But this is, at least, a start. Also there is not too much in this program on alcohol because we do not feel the men are capable of screening for alcoholism. It is not really set up for that type of evaluation, but does provide a potential for the future.

--Question--What do you expect to get from these screenings? What can they do?

--Answer--One of the key things they talk about in the film are signs and symptoms of diseases. They are amazingly simple and there are many of them. They are not trying to take the man's license away. In fact, they should not do that on a basis of their diagnosis. All they should do is spot symptoms of neurological disorders, heart disease, etc. When these things are spotted, they can send the man to a qualified physician or to the state medical advisory board if there is one. As I said before, the physician is a weak link in the chain right now, since he is not really trained to do this. However, physicians involved in the traffic safety aspect are better trained.

--Comment--What amazed me is that the medical field has made great leaps and bounds over the last 25-30 years, yet every time they make another one it only shows how far they have yet to go.

--Comment--The American Optometric Association has also developed a driver licensing manual. Already this is in the process of being redone on the basis of new driver licensing parameters.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES, INC.

--Paul Gavaghan

For those of you who are not familiar with the background of DISCUS in terms of public information programs on alcohol abuse, we have been in this area for a number of years. Our current program is on three tracks. One of these is the "responsible drinking" program; we will show you our 1975 national advertising campaign, which hasn't been released yet but is now in the process of being prepared and scheduled. We also have a "Know Your Limits" program now operative in whole or in part in 21 states. There are several other states which we are trying to encourage officially and also through the industry. We feel it is particularly useful if the industry is involved either at a point of sale or a point of distribution through taverns, bars, and package store outlets, making available the wallet card which related the number of drinks to body weight to probability of risk of crash.

A third area I will mention only briefly is the broad field of education, which has widened in recent years. This is not just education in the classroom but preventive education in many different fields. This concept of preventive education has great potential but requires a considerable amount of demonstration, definition, and crystalization. This is particularly exemplified by the Texas demonstration program, which is being conducted under the auspices of the education commission of the state. A steering committee has been formed to plan the program which will have to cover a lot of unexplored ground. DISCUS is operating with the Texas Alcoholism Authority and the Texas Education Agency. The U.S. Brewers Association, the Wine Institute, and DISCUS are serving on the committee and are helping to co-sponsor the project. There are a number of other areas which relate to what we loosely call "education"; there are many points of impact where a contribution can be made. One of the

more recent examples involved the National Council on Alcoholism. We funded a project which is being conducted by their preventive education staff involving the northeast region of the U.S. NCA brought together alcoholism agency and education officials--a rather unique combination in the sense that they tend to have different vocabularies, different interests, and different perspectives. We understand that NCA used a very careful, non-authoritarian, non-didactic approach, and it was quite a successful meeting. That gets into what I call the "environment" of people's attitudes, customs, and thinking which relates to drinking and driving in one form or another.

For the last three years DISCUS has sponsored a national advertising campaign which we call our "responsible drinking" program, with the theme "If you choose to drink, drink responsible." Our media this year will include U.S. News and World Report, Time, Newsweek, Editor and Publisher, and a special extension which does not directly relate to drinking and driving--Business Week and the Wall Street Journal, focusing on alcoholism in industry.

--Question--Are you prohibited from using the broadcast media?

--Answer--We are by our own voluntary code, which was developed by our board of directors even before TV became a major medium, but when radio was. The decision was made to keep product advertising and other forms of participation off radio and TV on any form of sponsorship basis. So in a sense that's a real inhibition, but in another sense it's a very good public relations safeguard.

One thing I must point out is that we put a good deal of time and effort into multiplying the effects of these ads, and we have developed what has become known as a responsible drinking program, particularly within our own industry, encouraging state and local industry associations (and there are over 900 of them in this industry) to utilize these materials and what we have developed in support of them--such as folders and posters. Our regional directors have

done a tremendous job in securing local industry sponsorship and support. For some states, such as New York, we have collaborated closely with the state agencies on a co-sponsorship basis.

By the way, as a very rough measure of effectiveness, by our calculations, there have been more than 12 million reprints of our ads over the past three years of the campaign. They have been picked up and distributed, at no expense to our industry, by government, military, private, and other groups.

KNOW YOUR LIMITS

CHART FOR RESPONSIBLE PEOPLE WHO MAY SOMETIMES DRIVE AFTER DRINKING!

APPROXIMATE BLOOD ALCOHOL PERCENTAGE

Drinks	Body Weight In Pounds								Influenced Rarely
	100	120	140	160	180	200	220	240	
1	04	03	03	02	02	02	02	02	Definitely
2						04	04	03	
3	11								Definitely
4	15	12	11						
5	19	16	13	12	11				Definitely
6	23	19	16	14	13	11	10		
7	26	22	19	16	15	13	12	11	Definitely
8	30	25	21	19	17	15	14	13	
9	34	28	24	21	19	17	15	14	Definitely
10	38	31	27	23	21	19	17	16	

Subtract 01% for each 40 minutes of drinking
One Drink is 1 oz of 100 proof liquor or 12 oz of beer

SUREST POLICY IS DON'T DRIVE AFTER DRINKING!

--Question--In specific regard to the Know Your Limits cards in other states, does anyone look to see how those cards are reproduced so that the original concept is not lost?

--Answer--We know that very often there is an attempt to change the language, to inject pharmacology into it, to inject promotional language, to alter the art work. We have tried to get them to stick to the basic language and the basic data. We feel the language is very important in it.

The safest policy is not to drive after drinking. If you do drink and then drive, then know and stay safely within your own personal limits. Even this chart is only a guide, not a guarantee. **Driving after excessive drinking is dangerous and punishable by law.** The operator of a motor vehicle is presumed by law to be impaired when the percent of alcohol in his blood is above the 10 level. The table on the reverse side indicates the relationship between number of drinks (taken by normal adults) and the legal limits. If your weight is between two of those shown, use the lower weight.

The legal limit is **not** the same as your own personal, safe limit.

Program endorsed by LICENSED BEVERAGE INDUSTRIES

Reprint of LBI [DISCUS] Know Your Limits card

--Question--What happens if the states go to the opposite extreme?

--Answer--There are a couple of horrible examples. In one state an official just decided on his own, after two years of preliminary discussion and after getting the industry cooperation, to go off on his own and produce a couple of million cards--which he is now swallowing.

--Comment--I think that is going to happen in Pennsylvania. What has happened is that they have gone to the opposite extreme and not put enough information on either the cards or the posters; this tends to make them hazardous rather than

helpful. Pennsylvania put this chart in all of its state liquor stores. Basically it is just the chart; they left out all the fine print. It doesn't serve the purpose for which it is intended. They have produced the same graphics on wallet cards and are distributing them with new licenses. It is additionally disconcerting in that this is the only piece of information they have produced which is drinking/driving related.

Recently Duncan Cameron of DISCUS was asked to serve on the Pennsylvania Citizen's Advisory Council. That will be one means we will have to try to make suggestions. The Council is concerned specifically with highway safety areas. We have also been in touch with the Pennsylvania Governor's Council on Drug and Alcohol Abuse, encouraging them to use the basic Know Your Limits card. --Comment--They did produce a card, but without the fine print. It's being distributed with license renewal applications, so that in two years everyone who drives a car will get one of these cards.

--Question--What should the fine print that is missing say?

--Answer--One thing that is missing is the fact that there may be times when two drinks in a certain weight category may affect your driving.

DISCUS spent four years developing the language for these cards, going through a real trial-and-error period, finding out what was not understandable and what had to be clarified. So a lot of time and effort was invested in these cards. The Know Your Limits push really began in Texas in cooperation with the U.S. Brewers Association and the Dallas ASAP, which was the instrumental mover of the whole program. The Dallas Know Your Limits program had a fantastic publicity program to kick it off. They scheduled TV programs throughout the day, from 7 a.m. to 5 p.m., two newspaper interviews, and three radio interviews in Dallas and Fort Worth for one spokesperson.

--Comment--I don't think you have to be quite so negative about the fact that the card or chart is inadequate to some

degree, because it does serve some purpose.

--Reaction--We know that, but we try to make sure that the card is not

tampered with or weakened. We want state and local industry groups and state associations to get behind it and

distribute it. In at least three cases, the

cards were really botched up without any real discussion. But how can you prevent states from doing something like that? We're fortunate that there have been a minority of slip-ups. But those things happen.

--Comment--There has been real support in Texas for the card. In some communities within the past few months the card has been requested for inclusion in driver education programs. That has never been done before. A statewide program is being planned and prepared in Texas.

--Comment--The ASAPs have used BAC cards a great deal. But you have to keep in mind that at least half the population doesn't drink to excess and then drive. In terms of additional small print, it's been our feeling that some of that small print ought to include discussion of the dimensions of the drunk

BE A RESPONSIBLE DRIVER AFTER DRINKING

KNOW YOUR LIMITS

APPROXIMATE BLOOD ALCOHOL PERCENTAGE

Drinks	Body Weight in Pounds								Influenced
	100	120	140	160	180	200	220	240	
1	.04	.03	.03	.02	.02	.02	.02	.02	Rarely
2	.08	.06	.06	.05	.04	.04	.03	.03	
3	.11	.09	.08	.07	.06	.06	.05	.05	
4	.15	.12	.11	.09	.08	.08	.07	.06	Possibly
5	.19	.16	.13	.12	.11	.09	.08	.08	
6	.23	.19	.16	.14	.13	.11	.10	.09	
7	.26	.22	.19	.16	.15	.13	.12	.11	
8	.30	.25	.21	.19	.17	.15	.14	.13	
9	.34	.28	.24	.21	.19	.17	.15	.14	
10	.38	.31	.27	.23	.21	.19	.17	.16	Definitely

One drink equals 1 oz. of 80 proof liquor or 12 oz. of beer
Subtract 0.1% for each 40 minutes of drinking
Distributed By Licensed Beverage Distributors Of Md., Inc.

Safe, Alcoholic, Safety, Action Project
Maryland Alcohol Highway Safety Project

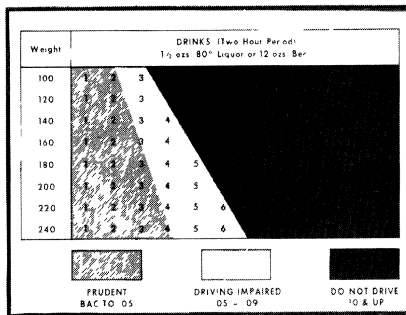
BLOOD-ALCOHOL CHART

SHOWING ESTIMATED % OF ALCOHOL IN THE BLOOD BY NO. OF DRINKS IN RELATION TO BODY WEIGHT

DRINKS	1	2	3	4	5	6	7	8	9	10	11	12
100 lb	.038	.075	.113	.150	.188	.225	.263	.300	.338	.375	.413	.450
120 lb	.031	.063	.094	.125	.156	.188	.219	.250	.281	.313	.344	.375
140 lb	.027	.054	.080	.107	.134	.161	.188	.214	.241	.268	.295	.321
160 lb	.023	.047	.070	.094	.117	.141	.164	.188	.211	.234	.258	.281
180 lb	.021	.042	.063	.083	.104	.125	.146	.167	.188	.208	.229	.250
200 lb	.019	.038	.056	.075	.094	.113	.131	.150	.169	.188	.206	.225
220 lb	.017	.034	.051	.068	.085	.102	.119	.136	.153	.170	.188	.205
240 lb	.016	.031	.047	.063	.078	.094	.109	.125	.141	.156	.172	.188

6/64-SQM

Government of the District of Columbia
DEPARTMENT OF MOTOR VEHICLES
Office of Traffic Safety Education



One side of several representative Know Your Limits cards

KNOW YOUR LIMIT

NUMBER OF DRINKS IN ONE HOUR
APPROXIMATE BLOOD ALCOHOL CONTENT (BAC)

DRINKS	BODY WEIGHT IN POUNDS								PRUDENT
	100	120	140	160	180	200	220	240	
1	.04	.03	.03	.02	.02	.02	.02	.02	
2	.08	.06	.06	.05	.04	.04	.03	.03	
3	.11	.09	.08	.07	.06	.06	.05	.05	
4	.15	.12	.11	.09	.08	.08	.07	.06	
5	.19	.16	.13	.12	.11	.09	.08	.08	
6	.23	.19	.16	.14	.13	.11	.10	.09	
7	.26	.22	.19	.16	.15	.13	.12	.11	
8	.30	.25	.21	.19	.17	.15	.14	.13	
9	.34	.28	.24	.21	.19	.17	.15	.14	
10	.38	.31	.27	.23	.21	.19	.17	.16	RISKY

One drink equals 1 oz. of 80 proof liquor or 12 oz. of beer
Subtract 0.1% for each 40 minutes of drinking
In Ohio, the legal BAC limit is 0.10%

NEW JERSEY DIVISION OF MOTOR VEHICLES
Alcohol Countermeasures Project

POINT-ZERO-FIVE
Drinking/Driving Chart

BODY WEIGHT	Number of Drinks* Consumed					
	1	2	3	4	5	6
100 lb	0	3	6	9½	12½	15½
120 lb	0	2	4½	7½	9½	12
140 lb	0	1½	3½	5½	8	10
160 lb	0	1½	2½	4½	6½	8½
180 lb	0	0	2	3½	5½	7
200 lb	0	0	1½	3	4½	6
220 lb	0	0	1	2½	3½	5½

*1 Drink = 86 proof 1½ oz. of whiskey, gin, vodka, etc. 1 bottle beer (12 oz.) 3 oz. wine (20%) or 5 oz. wine (12%)

If you drink and drive, know and stay safely within your own personal limits. This chart is only a guide, not a guarantee. Driving after excessive drinking is dangerous and punishable by law. The driver of a motor vehicle is presumed by law to be impaired when the percent of alcohol in his blood is at the .10% level or above. The table on the reverse side indicates the relationship between number of drinks (taken by normal adults) and the safe limits. If your weight is between two of those shown, use the lower weight.

Program endorsed by LICENSED BEVERAGE INDUSTRIES

Distributed as a public service by Licensed Beverage Distributors of Md., Inc., Md. State Licensed Beverage Assn., Inc., Metropolitan Balto. Licensed Beverage Assn., Inc., Md. Liquor Stores Assn., Inc., Nat'l. United Licensees Beverage Assn., Inc., Balto. Area Council on Alcoholism

HAS ALCOHOL AFFECTED YOUR DRIVING ABILITY?

The % of alcohol in your blood will tell you. This % can be estimated by—**COUNTING YOUR DRINKS** (1 drink equalling 1 volume oz. of 100 proof alcohol or 1 1/2 oz. bottle of beer)

Use Blood Alcohol Chart below. Under number of DRINKS and opposite Body Weight find the % of Blood Alcohol listed.

SUBTRACT from this number the % of alcohol "burned up" during the time elapsed since your first drink.

No. Hours Since 1st Drink	1	2	3	4	5	6
SUBTRACT	015%	030%	045%	060%	075%	090%

Example—180 lb. man, 8 drinks in 4 hours
16% minus 060% = 10%

THIS REMAINDER IS AN ESTIMATE of the % of alcohol in your blood

INTERPRETATION OF RESULTS

% OF BLOOD ALCOHOL	INTOXICATED?	IF YOU DRIVE A CAR—
0.00 to .050	You Are Not	Take It Easy
0.05 to .100	You May Be	Use Extreme Caution
1.00 to 1.50	You Probably Are	Better Not
1.50 and above	YOU ARE	DON'T—YOU'VE HAD IT

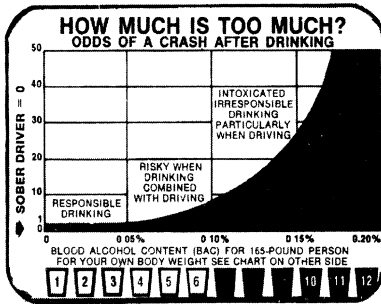
FOR BEST RESULTS—DON'T DRINK AND DRIVE

A GUIDE, NOT A GUARANTEE

This Blood/Alcohol Concentration Chart corresponds to Colorado's driving statutes. Drivers whose Blood/Alcohol Concentration (BAC) is in the green zone are presumed legally not influenced by alcohol. Drivers whose BAC falls in the yellow zone are presumed legally impaired. Drivers whose BAC falls in the red zone are legally presumed to be driving under the influence.

**BE A LIFE SAVER
DRIVE THE HEAVY DRINKER HOME YOURSELF
KNOW YOUR LIMITS**

Alcohol-Driving Countermeasures Office
Colorado Coordinator of Highway Safety
1845 Sherman Street, Suite 600
Denver, Colorado 80203
Information: 882-3271



**Don't drive over
POINT ZERO-FIVE**

.05 stands for a specific percentage of alcohol in the bloodstream commonly referred to as blood alcohol concentration (BAC). At slightly above .05% BAC, the risk of causing a road doubles. Some persons (especially inexperienced drivers and longer-term drivers) cannot drive safely even below .05%.

BAC is determined by the amount of alcohol consumed, the time required by the body to destroy alcohol and the person's weight. The body eliminates alcohol at a constant rate that cannot be changed. A heavier person has more blood in his system to dilute alcohol. Therefore, a lighter person will be more affected if he drinks the same amount as the heavier person.

If you think you might drink beyond .05%, let someone else drive, or take a cab or bus. It may be the most important thing you ever did.

Here's how to use the chart:

1. Look up your weight. If it falls between two figures on the chart, take the lower weight.
2. Note the number of drinks you've already had, or plan to have.
3. Find the number of hours you need to wait between the start of drinking and the start of driving.
4. Then — make yourself wait the proper amount of time before you drive.

driving problem, the role of excessive drinking, and why these laws and countermeasure programs are so essential. The cards present two issues: not only the issue of people's drinking and driving patterns and behavior, but also the issue of support of countermeasure programs. We

Other side of Know Your Limits cards


frankly don't expect people to sit down and figure out their own limit using those cards. We see them more as an attention-getting device which prepares them for the other measures--making them aware that alcohol is a significant cause of crashes and stating that their support for countermeasure programs is essential if they are going to be effective. So I would just urge people who are going to be dealing with those cards and with those kinds of campaigns that they add on that other information, not just restricting it to the person's own drinking and driving behavior. Because clearly that message does not apply to half of the audience, but the other message applies to everyone.

--Reaction--DISCUS is taking the approach that the card does not apply to alcoholics and problem drinkers. The card, while it is the heart of the campaign, the attention-getter, should be surrounded by a publicity kick-off or radio campaign. In one state every radio and TV station carried the message in a short form--urging people to get the card and to find out what the program is all about.

--Comment--It may well soften people up for your excellent advertising campaign.

--Reaction--One thing does reinforce another. For example, the Pennsylvania campaign mentioned was not stimulated by DISCUS at all, but rather someone saw our "Know When to Say When" ad, which stimulated his thinking. It is independent of our normal efforts on Know Your Limits. So a lot of spill-over takes place. At least one of the ads I will show you, on alcoholism in industry, I suspect will develop into its own program. In effect we are trying to anticipate what we expect will happen this year. We have already had letters from industry.

**How many minutes
in a cocktail hour?**



When most Americans entertain at home serving drinks before dinner is a gracious custom. But an invitation to dinner at seven should not mean cocktails until ten.

Common sense in this respect is a mark of the considerate host.

And just as he has enough alcohol beverages on hand for guests who drink, he has a variety of soft drinks for those who don't.

We, the makers and sellers of distilled spirits, hope that you show as much care in using our products as we do in making them.

If you choose to drink, drink responsibly.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES
1300 Pennsylvania Building Washington D.C. 20004

The initial ad this year is "How many minutes in a cocktail hour?" There is a social setting in the picture. The copy suggests having a variety of soft drinks on hand for people who don't drink. This is a platform ad on the basic issue this year. We know that cocktail parties figure prominently in discussions on alcoholism. As usual we conclude with "If you choose to drink, drink responsibly." We've used that slogan for the past three years.

--Comment--This ad was shown to some graduate students, asking them what they thought was the probability of an attitudinal impact and asking if the language was clear. They were also asked for comments. On this particular ad, one suggested that instead of concluding the third paragraph with "He has a variety of soft drinks for those who don't," making that arbitrary and absolute, that it be softened by saying "those who don't wish to." The choice to drink or not to drink then is situational.


--Reaction--We felt that this emphasis was necessary; this is the result of about six months of hard work. We wanted to have a very high score on clarity. We felt that when there are too many reservations or exceptions, people might misinterpret the message and assume that we are trying to evade the issue. We are aware of the fact that there is such a thing as situational abstinence due to occupational problems, health problems, etc.

--Question--Why is this ad being placed first?

--Answer--We try to have the lead-off ad on a broad subject.

The next ad we had to agonize over concerned teenage drinking. The ad begins "Are their best friends their worst enemies?" It suggests that pressure from peers can be a strong influence among adolescents. Some changes were made in this ad, based on discussions with Dwight Fee and Chuck Livingston at NHTSA. We changed the term from "school children" to "teenagers," which was a big improvement. The opportunity we are exploring here is in a very difficult

**Are their best friends
their worst enemies?**



Pressure from peers can be a prime cause of drinking problems among some adolescents. And as any teacher knows, it can be one of the most difficult to combat. The right family values help give boys and girls confidence in their own self-worth, help them resist the influence of the wrong kind of friends. And one way to discourage irresponsibility among adolescents is to encourage responsibility among adults. For parents of teen-agers, it is especially important to follow this principle:
If you choose to drink, drink responsibly.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES
1300 Pennsylvania Building Washington D.C. 20004

field--peer education. We've taken a hard look at it at various universities. There are only a very few people who are skilled in the techniques. Then, there is the very great problem of control groups and how to select real peers. But there is potential in the area which has been properly demonstrated. We don't have the answer to that here; we are talking about fundamental values.

--Question--Why was the focus shifted from school-age children to teenagers?

--Answer--It wasn't a program issue at all. It had to do with clarity and consistency. We thought the ad was about teenage kids and therefore we thought they would take umbrage at being called "school age children."

--Comment--Yet it seems to me that the **sooner** we hit them with the message the better.

--Question--But isn't this ad aimed at the parents? No teenage kids are going to read that ad.

--Answer--There will be only a minority of teenagers in the audience; we are really aiming at parents, even though the ad shows teenagers. We don't use media which are read primarily by teenagers or school children. We have to go back again to the basic formative influences on people's attitudes and behavior. Parental attitude is still important. But we find that there are many parents who deny that they have any influence on their children.

The next ad is entitled "Under new management; alcoholism in industry."

At the board meeting, one suggested that this ad begs for an informational booklet offer, for a place for people to write. This will be added. What we hope to do in cooperation with NIAAA, and I have been in touch with their Occupational Programs Branch, is to come up with a simple booklet indicating what sources of further assistance or information are available.

Regarding queries for this type of pamphlet, if the request comes from a significant organization which plans to reproduce it in quantity, that is of far greater value than an individual request. The bulk of our mail does come from organizations--those which have an official interest in the subject and want to use the ad or booklet--reprinting it for mass distribution.

In designing the final ad in the series, we found that this visual symbol, based on recent readership research reports, has recognition value, so we are capitalizing on it again. In effect it says "know your limits, stay within your drinking limits, and also within speed limits." We found that this concept has continuing acceptance. We always time the drinking/driving ad to run at the end of the year, between Thanksgiving and New Year's holidays. That ties in with industry-sponsored campaigns at that time.

Under new management: alcoholism in industry.



As in other sectors of American life, most people in industry drink. And most of them drink moderately and responsibly.

But a small minority does develop problems which interfere with effective functioning.

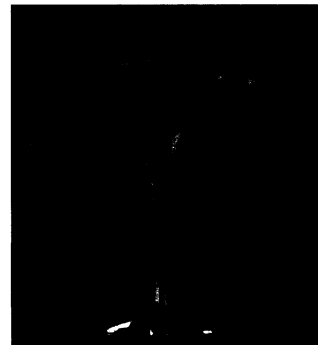
Fortunately, management is becoming increasingly responsive to the needs of this troubled group. More companies are starting their own employee programs with the support of governmental and private agencies. To receive information on setting up such programs, write to address below.

For executives and their employees, at all levels, the same principle applies.

If you choose to drink, drink responsibly.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES
1300 Pennsylvania Building, Washington, D.C. 20004

The sober truth about drinking and driving.



This is one subject surrounded by more misinformation than hard fact.

Authorities agree that a basic problem on the highway is not the moderate social drinker but the excessive drinker.

Of course it's best not to drink before driving. But it is a fact that most people drink. And many drive afterwards. Many safety experts therefore give this realistic advice to motorists:

"If you do drink, know your own limit as well as the speed limit, and stay well within both."

We, the makers and sellers of distilled spirits, heartily support this position.

If you choose to drink, drink responsibly.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES
1300 Pennsylvania Building, Washington, D.C. 20004

We also have all of these ads in a single booklet with explanatory background information. Over 80,000 of them have been distributed. There is also a folder containing the essential message of all the ads, which is distributed to organizations along with repros on which they can put their own organization's name.

--Question--How many requests do you get for these ads to be used as posters?

--Answer--Back at the beginning of the campaign three years ago we didn't anticipate having posters available. But within the first couple of months, we got hundreds of requests from schools, clinics, various agencies which had seen the ads in the magazine format and thought that they would make excellent posters in their waiting rooms or classrooms. So starting with the second year and again in the third year and this fourth year, we have prepared posters to be distributed. We've given out over 1000 posters during the campaign in response to requests.

--Comment--There are a lot of political issues in the work that DISCUS is doing. Personally, I think the advertising is in the finest tradition of the responsible drinking advertising that Seagrams started years ago. I also think that it goes as far as your particular organization can go in bringing to the attention of the American public some very serious issues regarding the use of alcohol. I think they are terrific ads and are very helpful in the issues that need to be addressed in our culture. That ad on "How many minutes in a cocktail hour?" is a very heavy ad. It's terrific that your organization supports this.

--Reaction--We try to break some new ground every year, getting into new subjects. We found out our first year that it is possible to have too much copy. We tried to cover the whole waterfront, which is impossible. So now we try to get

across just one new thought each year. For example, one ad which was probably the best one we ever did, although few people recognize it, is "What is the best way enjoy a drink? Slowly."

--Comment--There is no defensiveness in any of those ads concerning the fact that you make liquor and are trying to get people on your side.

--Reaction--I'm glad you said that, because we don't feel it is defensive advertising. We put a tremendous amount of thought into

our ads. We are lucky at having a good contact at Marsteller, Inc. (our ad agency) who has been on the account for three years. He understands the sensitivity of the subject, the way it should be approached. We try to pretest the ads, too, trying them out on different population groups. We also ask various agencies for their reactions. Then behind the advertising is a pretty heavy merchandizing effort. We have just started doing this.

I neglected to mention a very significant element--the industry trade press. There are 125 trade publications which are strong supporters. They run the ads at their own expense and urge local industry to build its campaigns around them. DISCUS organized a trade press committee last year which helps us to communicate more adequately with the trade press.

--Question--What does an ad campaign of this size cost?

--Answer--If you just take the straight advertising budget--\$250,000.

What's the best way to enjoy a drink? Slowly.



A social drink with good food and good friends. That's a traditional custom observed by most people in this country. Like any other custom, of course, it can be abused. Hastily downing glass after glass, for example. Or drinking with no food and no company. That's hardly the way to enjoy the products we make so carefully. Most Americans, fortunately, make responsible decisions in this respect—drinking and dining leisurely in a relaxed setting. And with ordinary common sense, that's what liquor is—a pleasure, not a problem.

If you choose to drink, drink responsibly.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES
1100 Pennsylvania Building, Washington, D.C. 20004

This isn't large by commercial advertising standards. We haven't really made estimates as to the actual appearance of the ads-- including their appearance in trade press and other publications at other organizations' expense. One state spent \$25,000--that's a significant dent in a local budget. But we get at least a 12-to-1 multiplication factor on the ads. Then there are other things which you can't put price tags on--such as sending out materials to state traffic safety agencies which endorse the program. Very often the ad that appears isn't recognizable, but the message is there.

--Question--Are you making any effort to distribute these materials at the retail level?

--Answer--Yes, by the way our industry is structured; we work with wholesalers and retailers associations. They have the manpower, the distribution facilities, and the money. But they must do this voluntarily. If materials are reproduced at the local level, they have to reach into their own pocket. It's not an easy job getting them into spending money on public media and advertising.

Our ads are, in a sense, just the top of the iceberg. There is a lot more to it. One big area is in what we call local industry programs--sponsored and paid for by local industry associations. In some states it takes a different form--the state ABC (Alcoholic Beverage Commission) will be the sponsor of a program. In other states an ASAP will be the driving force.

--Question--Do you send the complete package of ads to everyone in the industry who produced advertising about liquor?

--Answer--As of this year, yes. We have just formed an advertising council which is composed of new members of DISCUS.

--Question--But do you send the materials to the actual ad agencies and creative directors, so that they can see the national campaign?

--Answer--yes, we have that mechanism now. But we also have another one at the annual January conference. Every year we urge the wholesalers, the distillers, and the retailers to advertise using our program. As a result we are getting more and more interest on the part of distillers. I had a call recently from Grey Advertising in New York, which is handling the Gordon's Gin account; they are working on a responsible drinking angle for their product advertising. As you know, Bacardi is continuing its ads. Heublein has also adapted a moderation or responsible drinking message to its product advertising this year. So this type of activity is growing.



The Southpaw
Smirnoff white creme de cacao milk liqueur

And it's as simple as 1-2-3. We took good people so close that they seem to know the secret to Smirnoff's deliciousness. It was with a sense of knowing the secret that we set Smirnoff and cola added to a glass of lemonade. It's the Southpaw.

We hope you find the secret as easy as 1-2-3. Because right now, you're not. And that's a shame. So we've got the secret for you. It's called Smirnoff. It's the secret to a Southpaw. It's the secret to a Southpaw. It's the secret to a Southpaw.

To make a Southpaw, pour 1 oz. of Smirnoff into a tall glass of ice fill with cola and 2 1/2 teaspoons of lemon.

Smirnoff
leaves you breathless*



The White Elephant
Smirnoff white creme de cacao milk liqueur

This drink is aptly named. We couldn't discuss it among ourselves without arguing. Otherwise, you'd have told you about it ages ago.

We agreed on the Smirnoff. We agreed on the creme de cacao. But was a White Elephant made with milk? About that, we couldn't agree.

So we tested the drink both ways. The milk version won hands down. Delicious, tasters told us. You hardly know you're drinking liquor.

That's why we opposed putting milk in the drink in the first place," said the people who had opposed milk in the first place. It goes down too easy.

That's a problem we hadn't faced before. This drink has 2 ozs. of liquor in it and if you don't notice it at first, you are sure to feel it later. So, hopefully you'll treat it and yourself with respect.

To make a White Elephant Pour 1 oz. Smirnoff, 1 oz. white creme de cacao and 1 oz. milk into a short glass with ice. Stir.

Smirnoff
leaves you breathless*

NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM

--Paul Garner

Over the past three years we have produced a multi-media effort on the subject of alcoholism. Before going any further, I want to add that I think the approach DISCUS is taking in its advertising is highly intelligent. I also think that it's good that DISCUS uses the print media where NIAAA can't pay for space. We can't get anybody to print our ads because they cost about \$25,000 per page. The only Federal agency that can pay for space is the Armed Services.

NIAAA is continuing to develop new materials. The television spots that you will see are a continuation of our effort. We have isolated a few things, but basically we use a very broad approach. We want to talk to the entire country as best we can. We realize that there are minority groups that speak languages other than English. We are now identifying them and we will be issuing a grant from the NIAAA Division of Education and the Division of Prevention to have our materials translated into Spanish, and to have other materials developed aimed at Spanish-speaking Cubans, Puerto Ricans, and Chicanos. We are also in the process of giving a contract to Puerto Rico to develop public service materials as well as educational materials to be used in Puerto Rico on public media and in schools. We hope that those materials will then be used and adopted in metropolitan areas where there is a large Puerto Rican population.

We were not going to produce radio spots until we got requests from radio stations for them. Those spots will be out shortly. They continue on the same theme. Some of them are direct lifts from our television spots, some are new. Some of the themes wouldn't work on one medium, but work on the other. We also have departed slightly by producing a radio show with which we have had

tremendous success. It has Dr. Morris Chafetz (Director of NIAAA) talking with Monty Hall. It's a series of 3-5 minute question-and-answer segments. It was distributed to all the radio stations in the country. The first set was a double-record album with 16 shows on it. We received responses from over 400 stations that were using the material and wanted more. Based on this response, we can guess that well over 1200 stations are using our materials. Consequently we have just produced another series of 40 shows. That will be ready for distribution within a few weeks. From those radio programs we have developed newspaper columns, and are now working on a distribution plan. We will distribute them to most newspapers in the country and we expect weeklies to pick them up faster than the dailies.

It hasn't been finalized yet, but we have done a pilot TV show with Don Newcomb, the former Brooklyn Dodger pitcher, in which he interviews other athletes. There is no reference to alcohol problems until the tag at the end, which suggests writing for information on alcoholism to our clearinghouse. We haven't sold this concept yet, but it is up for Dr. Chafetz' consideration.

We are also pushing through, although we have had a few roadblocks, a Sunday supplement. This will be a multi-colored publication put into major newspapers around the country. That should be quite a boon to making the public aware of alcohol problems, telling the public what to do if they suspect there are problems. It will also tell where people can go for additional information.

We are developing more new materials both through the Division of Prevention and through Grey-North Advertising to go to the general public. These are still in the development stage.

Dr. Chafetz is wondering, after the Grey-North contract lapses in December, what direction to go with the public service program. I don't think any final decision has been made yet; we don't know if we're going to contract again with a full-line advertising agency, or whether we're going to do individual projects with individual contracts.

The following is our television programming.

--Question--What do people get when they write in?

--Answer--It depends on what they write in for. If they write for general information, we have general informational brochures about how to look at alcohol problems, alluding to responsible drinking. We're developing new materials because we feel that some materials

aren't developed well enough. If someone writes in saying they know someone who has a problem (and a great majority do this), or that they themselves have a problem, we have a directory of treatment agencies. This is sent along with general literature.

--Comment--It was interesting to see that in the first few TV spots, "If you think you have a problem, you have a problem," subjects were women. Right now in the research community women and alcoholism is a very hot topic, yet it is almost unresearched. This could stimulate more interest in it.



There are certain patterns which are showing up. One is that it has been said for years that the ratio of men to women with alcohol problems is four to one. Now researchers feel that the ratio is three to one and maybe even less. There are two factors there: one is that for years, women who had alcohol problems were hidden and nobody wanted to admit that they existed. But more and more they are admitting that they have problems and are seeking help. Secondly, the new attitude of women's equality in this country has shown that they are starting to contract all of the evils that have been previously reserved for men. Not that women never had them, but the frequency is much higher now. We aren't sure what the real factors are--whether from better identification, or a different life style, or both.

--Comment--That raises another issue that NHTSA and NIAAA have to deal with. Regarding the "Painting Class" TV spot from NHTSA's last campaign, research shows that women



are not crash-involved very often after drinking. At this point in time, it's still a male problem, but that could change.

--Reaction--But there's still something in this country that we don't talk about enough. The signs of manliness frequently include getting drunk, driving fast, and being able to hold your liquor. All these signs are still very prevalent in the attitudes of men.

I don't know how this is with women, but I don't think that women are any better or any worse drivers. On the whole, though,

their style has been to be less powerful in what they do. So women don't usually drive as fast, though they may cause accidents because of slow or sloppy driving.

--Comment--Our research shows that in a high percentage of drinking situations, women drink with men rather than with other women. Our experience tells us that, in a social situation, a man normally does the driving.

--Comment--And a women usually assents to him driving even when it's unwise, and that's what your ads tend to target. We could spend the rest of the day discussing the various pre-crash reasons for drinking, and the motivations for driving after drinking. We don't know much about it.

--Comment--I notice that you always show liquor in your ads.

--Reaction--Mostly we do. We had a spot on beer which we didn't get much play on. The reason for that might be because of the tag "If you drink a lot of beer,



you drink a lot." Most people don't believe that you can get just as drunk on beer as on hard liquor.

--Comment--We find in our studies that there is a very wide-spread attitude in this country, including people who are in the alcoholism field, that the only alcoholic beverages involved in alcoholism are distilled spirits. That's an entrenched attitude. Related to that is the semantic problem, in that people tend to use the word "liquor" when, in certain cases, they are referring to beer or wine. The media even refer to our industry collectively as the liquor industry when, in fact, they are often referring to different segments of the industry.

--Reaction--It's an interesting problem that can't be solved easily. There is also the problem that some people drink because they think they are supposed to. I haven't been able to convince many people at the Institute that that is the case. Many people don't know how and why people drink. I defy anyone to prove me wrong, because I believe that most people start drinking because they feel they are supposed to.

--Comment--We've had such comments on beer and wine in advertising at the Clearinghouse, too. We feel that the reason those ads are not accepted as well by the media may be because the stations air product ads on wine and beer and may be reluctant to air public service ads against those products.

--Reaction--That's a possibility. Yet the print ads do not seem to be affected, because on one page there will be a Cutty Sark ad followed by a DISCUS ad.

--Reaction--But there's a difference between paid advertising and NIAAA advertising, because all of our ads are placed free.

--Comment--I don't believe that, generally, television and radio stations take any position as to the use of PSA time on alcoholism using beer because it would ruin industry advertisers.

--Comment--I agree with that, though it may be a factor with certain individuals. But I've seen both ads on the same stations.

--Comment--There's some very good PSA advertising of 3.2 beer. This is particularly true where the state is partially "wet" and partially "dry." We recently received a complaint from someone in Texas who witnessed one of your ads on an Oklahoma station. He wanted us to issue a protest to that station. But this is not happening so much anymore. We have put on a big educational program aimed at wholesalers and retailers, explaining that this is a problem that has to be accepted.

--Comment--I saw several of these ads at a fall conference in King of Prussia, Pennsylvania. I think the NIAAA ad on "If you think you have a problem, you have a problem" is a very compelling ad, but it could be strengthened and made a little bit more specific by having in there, H. & R. Block style, a specific clue or example for the audience.

--Reaction--But it's different for different people.

--Comment--I'm not talking about amounts of liquor, but about symptoms to look for--the major, recognized symptoms, the consequences of excessive drinking. That brief ad is loaded with emotional impact, but yet a specific example would narrow it down and relate to people more concretely.

--Reaction--That's very hard to do. For example, beginning experimenters with alcohol quite frequently don't know what acceptable drinking is. They can see people having one drink before dinner and think that that person is on the road to ruin. Another person can see someone getting drunk and figure that there's nothing to worry about. So it's really hard to get people to understand what responsible drinking is and what it is not.

--Comment--Much of NIAAA's literature is doing that very well, but it is not being projected in the mass media messages.

--Reaction--One of the things our ads are trying to get across, particularly in the one about the cocktail party, is that most drinking habits are formed by what children see their parents doing. It must be understood that you can talk

to your children about responsible drinking all you want, but if you don't show them by setting a good example, talking won't work.

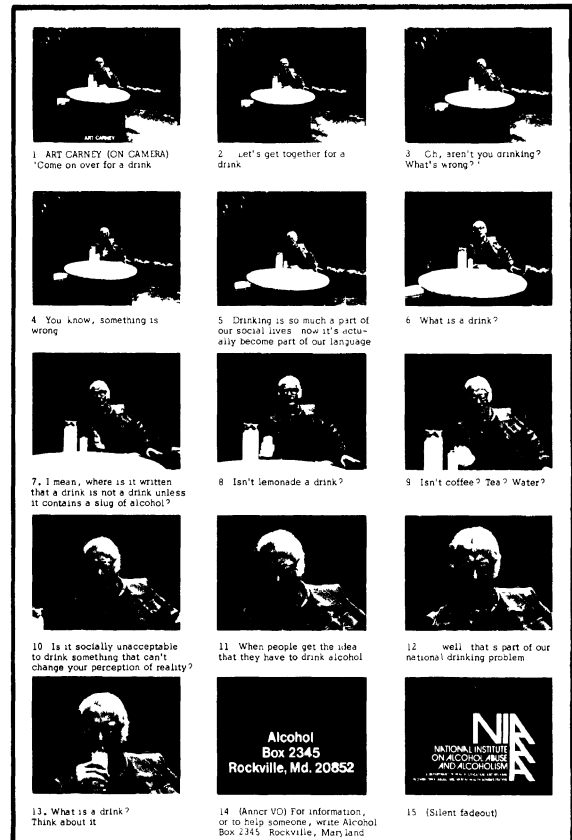
We are developing other television materials. One spot asks the question "What is a drink?" Most people think of a drink as an alcoholic beverage. The spot is asking why lemonade isn't a drink, too. In another spot we talk about young people who have

alcohol problems. One is about a young high school girl who seems to be the All-American Girl--she's attractive, a cheerleader, does reasonably well in school, but she has an alcohol problem.

This shows that it can happen to anyone. Another one is a quiz with open-ended questions to make you want to look for information. For example, one question is "What is a cure for a hangover?" There is another one about a young wife. It has a positive approach.

The husband says he's very proud of his wife because she had a terrible sickness and has been able to lick it and is doing well now. The problem, of course, was alcoholism.

--Comment--This immediately reminded me of two ads from some time ago. One was from Nassau County's ASAP, titled "My wife, a problem drinker?" But it was before the real recognition of the women alcoholic problem, so it didn't catch on. It also reminded me of the Geritol commercial--I love my wife because she licked her alcohol problem. It's sort of the same thing. I think the NIAAA ad is very a effective piece of advertising.



--Reaction--I don't think it will be as saccharin as those, but what it's trying to show, again, is that it can happen to the typical, happy American family. You don't have to be in a low economic bracket. So rather than showing the horror of the problem, we're showing a person who has overcome the problem and is living with it.

ALCOHOL SAFE DRIVING PROGRAM, BERKS COUNTY, READING, PA.

--Art Koushel

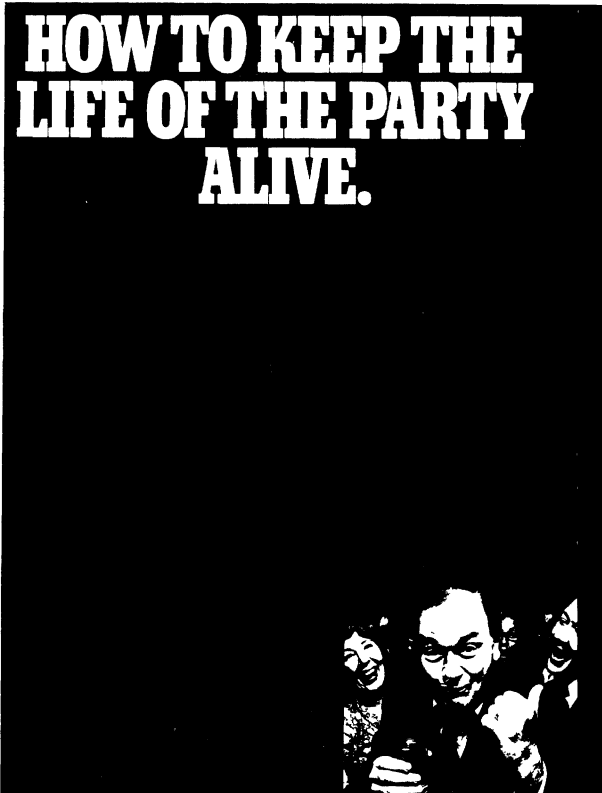
This is a small, local program which is starting out with state and local funding only. We have a small staff which runs not only the public information program but the entire program--training, education, treatment recommendations, and screening of people who have been arrested for alcohol-related offenses. The staff includes myself, a secretary, a probation officer, and several part-time people, including two instructors. The director of the local chapter of the National Council on Alcoholism serves as a part-time education consultant representing that agency.

The campaign that we put together is a local campaign. One of the problems that we had was that we had only \$2300 budgeted for this year's activity. You can understand, after the huge figures mentioned in conjunction with other programs described today, that that is very limited for an entire program effort. Of course, we don't have to buy space, and it is not a national effort. At the same time we can't afford to use an advertising agency. The alternative to this was to find out what was already in circulation around the country. By contacting the Public Communication Group at HSRF and reading some of their publications we were able to determine what other organizations were doing in this area. We then wrote to those programs, getting a 75% response to letters asking for information. We came up with some specific materials which I will share with you, along with the reasons for them.

Incidentally, Pennsylvania has expressed interest, in that they want to develop this kind of material; they just don't know exactly what to do or how to do it. But I think that they are showing signs of becoming more involved.

The materials we received from around the country were grouped into certain categories. Some did not deal directly with the drinking/driving problem and went into one category. Some materials we saw as good, some as bad. We

picked out what was good in several areas. The brochure that we ended up with was based on one produced by the Department of Transportation, entitled "How to Keep the Life of the Party Alive." We decided that there was a lot of space wasted in that version and that there was information that we wanted to get across to the public which wasn't in the pamphlet. There were two other



Front cover of DOT version of pamphlet
(See next page for final ASDP version)

examples from around the country which had similar themes but had different information. So we went with a composite of what we felt was the best. This material, more than any of the other things we have subsequently developed, deals with people's attitudes and gives alternatives for behavioral change. It gives specific things to do. We also found a number of additional recipes to add to those DOT had included. We felt that the chances of people keeping the entire pamphlet were minimal, but

yet in the first version (the DOT version) the recipes were included in the body of the pamphlet, so we decided to include them on a separate page.

The only things that Pennsylvania does publish on the issue of drinking and driving are a small card, which we talked about briefly before, and a handout pamphlet about implied consent laws. The pamphlet is sold, not given away. I would say that 99% of the people we talk to in specific organizations and schools do not know what an implied consent law is, and there is currently no attempt by the state government to explain it.

AFTER THE PARTY: Of course, even under the best circumstances there's always the chance that some people will drink too much. When that happens, they become potential dangers to themselves and others. If one of your guests has been drinking excessively, you should see to it that he or she does not drive. Here are a number of things you might do:

1. Make the suggestion to your guest that you drive him home. He can always come back for his car at a later date... when he's sobered up.
2. Suggest to your guest that he stay over night at your home. This may involve some inconvenience to you, but you could be saving your friend's life.
3. Try to take the car keys away if he insists on driving. Your friend may resist it, but if he's too drunk to listen to reason, you must take charge.
4. Physically restrain him if he insists on driving. It sounds a bit drastic, we know, but if your friend is drunk, he must not be allowed to drive.
5. Call a taxi and have him taken home. Pay for the taxi yourself. Your friend can't object to a free ride home. When he finally comes to his senses, he'll probably thank you and reimburse you gladly.
6. When other measures fail, call the police to prevent his driving. You may be shocked by this suggestion, but any measure must be taken to prevent someone who has had too much to drink from driving. There's little chance your friend will be arrested, and the sight of a police officer just might cause him to act a bit more rationally.

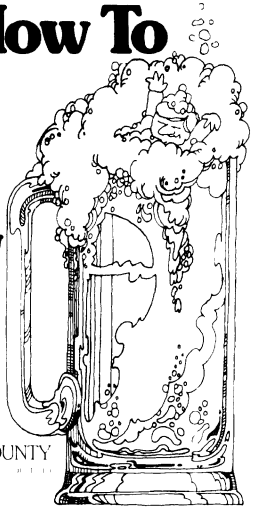
These are some of the actions that other people have taken. But don't limit yourself to just these suggestions. Anything you can do to prevent someone who's had too much to drink from driving is the right thing to do.

WHEN A PROBLEM DRINKER DRIVES, IT'S YOUR PROBLEM.

ALCOHOL SAFE DRIVING PROGRAM of BERKS COUNTY
111 NORTH LEBANON STREET, LEBANON, PA 17042, 215-372-8677

Dear Hostess Lady... This Is How To Keep The Life Of The Party Alive!

presented by
ALCOHOL SAFE DRIVING PROGRAM of BERKS COUNTY



ALCOHOL SAFE DRIVING PROGRAM of BERKS COUNTY
111 NORTH LEBANON STREET, LEBANON, PA 17042, 215-372-8677

Front and back covers of pamphlet produced by ASDP

We have come up with a new handout called "If you are driving, take it easy." We picked up this idea from New York, which has a whole series of "Live and Learn Tips" which are sent out every month. Because we are a program of the National Council on Alcoholism, we're close to some of their other programs. Right now they have just started an industrial alcoholism or employee assistance program. There are 20 companies in the country involved. We have made arrangements with those companies to have this pamphlet included in their pay envelopes. There is a very straight forward message on the back.



LEARN AND LIVE SAFETY TIPS

Can you really take the wheel after even a few drinks and drive as well as you can when you're completely sober?

The only honest answer is "NO!"

Nobody disagrees that out-and-out drunk driving is dangerous.

Many people wonder, however, how much they may drink and still drive safely. Unfortunately, there is no sure-fire answer for them.

When you drive after drinking, you are handicapped -- alcohol slows your reactions, interferes with your vision, and deadens your sense of responsibility. At the same time, it makes you feel as though everything is all right, and that you are driving superbly.

Alcohol has the same effect, not only on your driving itself -- but also on your decision as to whether or not you are able to drive.

Driving after drinking greatly increases your chances of an accident and also the possibility of loss of license. It is just plain asking for trouble.

How much is too much? The best advice is: Never drive after drinking. And if you don't follow this advice, drive as though you were seriously handicapped, because you are. Driving after drinking? NO!



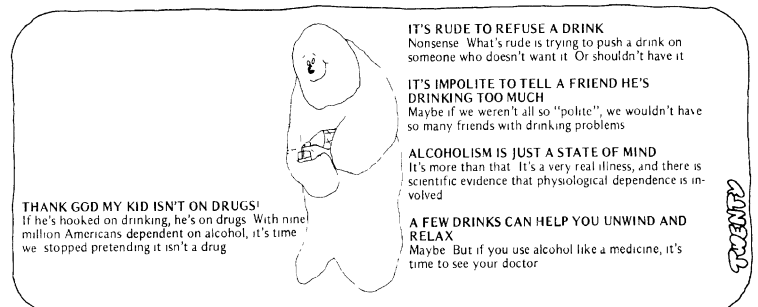
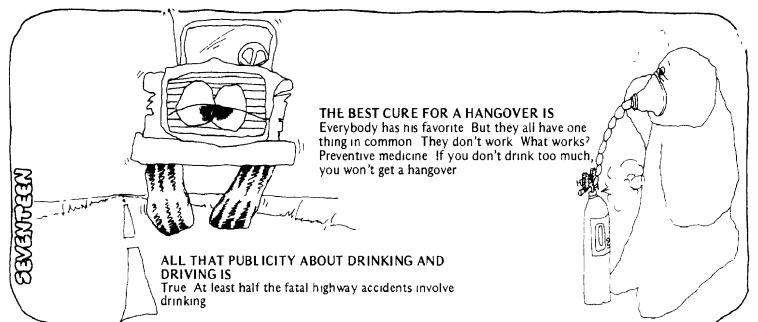
Front and back of pamphlet mentioned on previous page

As I mentioned before, our program is very localized and is not intended to be just an information program--it's a public education program in the wider sense. With any drinking/driving campaign, there has to be a certain amount of information on alcoholism. People have specific questions, so we needed something that was not very heavy, but had a lot of information. We found that the U.S. Jaycees' Operation Threshold (funded by NIAAA) produced an excellent pamphlet on drinking myths. The pamphlet is specifically designed to be reproduced by anyone. It's

one of the few pieces of material I have seen that is 100% accurate on every page.

What they are saying is true, is up to date, and deals with several issues. We have re-printed it just as it is; it was exactly what we wanted.

We wanted to avoid misconceptions and mis-information that people generally have about alcoholism.



Most of these materials are distributed through our speakers bureau. They go along with the general information being presented there. We don't want to lose the idea that what we are dealing with is a real problem, and we have found that a lot of materials that are produced have good psychological messages attached to them. Yet students we contacted in a very unscientific survey of driver education classes across the state do not realize that a DWI offense is a criminal offense--that they would have to go through the same process as if arrested for a burglary. So we found that we needed to present some stronger information in this area. New England has had the kind of campaign we were interested in. We developed a poster which was nearly the same as theirs on that issue. It is strong and is intended to be that way. We sent this poster to principals of all the high schools and to three colleges in the county. It must be kept in mind that this is in conjunction with other materials they have received on drug and alcohol abuse over the past few years--so this is not just one isolated piece of information.

The next item we produced tells exactly what is going to happen if you are arrested for drunk driving. Again, it is similar to a New England pamphlet, but we took out things we didn't like about it. (You will notice on the back page that we, too, felt that people did not understand the difference between beer, wine, and mixed drinks, in terms of their potential for intoxication, so we included some information about that.) In 66 out of 67 counties in Pennsylvania this procedure takes place; we created this as something simple and easy to understand. The text on the left side of each page comes from a DOT brochure; we tried to use some statistics--because most people understand numbers--so that people could get some idea of the magnitude of the problem. We honestly don't think that most people understand the enormity of not only alcohol's association with driving, but alcohol's association with many other accidents--fires, drowning, etc.--anything that requires any kind of judgment. We also had the Governor endorse the program, giving it more credibility.

--Question--What is the population of Berks County?

--Answer--300,000.

Our program has other items which we use in public speaking--among them photographs of actual alcohol-related accident scenes within the county. So when we talk about single-car off-the-road accidents, we can show examples. We have one perfect example in a photograph which shows a Colt 45 bottle still in the front seat. This brings the problem closer to people. We don't want to scare people, but this is real and people have to accept it. We put together a book so people could see what has happened in terms of accidents around the county this past year.

We have just planned a bumper sticker which is designed to increase awareness. We don't expect people who are intoxicated to read it. It is basically a daytime awareness theme, with the slogan "If you've been drinking, stay away from me."

This entire program was done on a budget of less than \$2000--and we still have some money left. We have initially produced just 5,000-10,000 copies of each item--that's all we need.

Philadelphia made a public service announcement with Roger Penske, the race car driver. The Insurance Company of North America paid for its production. I am not totally satisfied with it and, because many of you have been dealing with this longer than I have, I would like your opinions on it before it is released to local stations.

Television Script:

Annecr: Racing car drivers rely on split-second decisions. They know drinking and driving won't win the checkered flag. This is Roger Penske, owner and manager of the famous Penske Racing Team. Roger, what do you think about drinking and driving?

Penske: In auto racing there is no margin for error. You've got to be sharp and use good judgment every second. We all know that alcohol impairs good judgment. So if you're behind the wheel, holiday or any day, know your limit, stay sober, protect yourself and the other guy.

--Comment--I think there are other commercials available which are more pithy.

--Reaction--This was their first attempt. I was so looking forward to seeing it that when I saw it I was disappointed. The voice, for one thing, is too staged and unnatural.

--Comment--A few years ago, race car drivers were used a lot in such commercials until someone found out that they have poor driving records, so they aren't used much anymore. Maybe Pennsylvania hasn't heard that.

What our program is doing is looking for materials which can be easily reproduced and localized. If materials have too much localized information in them before we reproduce them, it is difficult to adapt them to our use. We try to use materials that we can just put our local tag on.

--Question--Dealing only with the public information and mass communications effort, what do you consider to be the greatest strength and prominent weakness of this type of campaign?

--Answer--What I am most concerned about is if we have been too realistic to the public, they might "turn off" to certain pieces of information, trying to understand and comprehend the message. The only piece of information that explains a lot of issues of the "Hostess" booklet, which gives people real alternatives. The rest of the materials really don't have too much in them. We actually thought we weren't being too realistic, because most international campaigns deal with broader issues and have more psychological approaches. Their advertising agencies are paid to come up with those types of psychological aspects. We have to rely on DISCUS materials coming over to our area and mixing with our own local materials. Some of the biases we have are caused by our dealing with accidents and victims every day; that affects our overall education effort. It becomes more real because we are dealing with accidents and with people who are arrested and in the courts.

If you're not careful, you can be totally biased in your approach.

That has to be taken into consideration.

--Comment--In your pamphlet "Drunk Drivers Can Kill You Unless...", there is a lot of information. However, on the second to the last page you talk about different types

of beverages.

Taking into con-

sideration your

own criticism

of the Connec-

ticut campaign

"Know When to

Say When",

shouldn't you have included a blood alcohol chart? Because you have included information on just single drinks.

--Comment--About the bumper sticker--graphically, I think it could be improved

by the use of different type faces and a different slogan. We had a campaign

"You've got to know when to say when." We didn't need the "You've got to"

part of the slogan, just "Know when to say when." The same with your slogan.

I don't think you really mean "If you've been drinking, stay away from me."

Perhaps if it were changed to "Drinking and driving? Stay away from me." You

really want to get across the drinking and driving aspect, not just the drinking.

You might also consider minimizing the logo. You're not interested in selling

yourself; you're interested in selling the message.

--Reaction--Those are very good ideas, and one of the reasons I wanted to come

here today was because you people have been in this a lot longer than I have--

our operation is only five months old.

SOME DRINKS HIT HARDER

There are drinks -- and then there are drinks. Some cocktails have a more intoxicating effect because the basic liquor has another alcoholic beverage mixed with it. Martinis and Manhattans, for example, are more potent because of added vermouth.

The chart shows various kinds of drinks and their alcoholic content. They're the size drinks normally served in bars or cocktail lounges

ALCOHOLIC BEVERAGES	NORMAL SERVINGS	ALCOHOL CONTENT
BEER	12-oz	(oz) 48
WINE	4-oz	48
LIQUEUR	1-oz	40
DISTILLED SPIRITS	1-oz	45
MIXED DRINKS		
Martini Manhattan	3½-oz	105
Old Fashioned		
Daiquiri Alexander	4-oz	60
Margarita		
Highballs with Mixes	8-oz	56

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
--Dwight Fee, Paul Field, JoAnne Calderone

At the previous meeting, we shared NHTSA's recent research with you. Rather than go back through that, I will quickly recap some of the findings. In the summer of 1974 we did a national probability survey and discovered that about half of the adult population was in a situation once a month or more where alcohol is served. This is the audience we decided to address, because the major objective of our public information program is to encourage people to take personal action where they live, where they drink, and where they drive, in order to prevent drunk driving. We want them to take action which will prevent a drunk person from driving. Up until this point our major effort was directed to public support for countermeasures. This is entirely different, though the message implies support for countermeasures. But this is an effort to mobilize individual action on the spot. That is why we did the research, to find out about the people who were in that situation, what kinds of actions they were willing to take, and whether they were able to recognize impairment.


The research indicated that about half the population is ARS-involved. With adults, we found two segments. Segment A was about 40% of the population, representing people who don't often get into a situation where someone is obviously drunk. Yet when you analyze the amounts that these people are drinking, it becomes quite clear that they are in the presence of impaired people and they just don't recognize it. But when you ask them what they are willing to do, they say they are willing to call a cab or to drive the person home. But when asked if they have ever seen someone who is that impaired, they say "no." Their problem is to recognize impairment in people so that they can then take action. Segment B is different. They're what we call the "Bowling Alley" group--downing six or nine beers while bowling. They are willing to take a little more severe action. They'll take away keys or restrain the person. They are very concerned

about their friends and do what they can to protect them. But they have difficulty in recognizing impairment, in understanding the requirements for action. The appeals to these people--to get them to pre-plan, to limit their drinking--don't work. The research shows that they are not willing to limit their drinking, they're not willing to pre-plan. But once confronted with the situation, they are willing to take certain countermeasure actions.

There are certain objectives to our current program which you should have in mind when looking at our materials. The first thing is to keep the issue of drunk driving on people's minds, because we know that they are not going to do anything if they don't think it is important. We hope to be able to measure this with surveys. We found that about 68% of the people believe that beer or wine is not as intoxicating as distilled spirits. This is a very serious obstacle to people taking action. They think that if someone is drinking only beer, they don't have to worry about his driving. We want to educate on this issue--that too much beer and wine is just as hazardous as too much liquor. Another issue is the coffee myth--that it is a sobering agent. Then we key on actual, specific actions that people are willing to take; we'll try to reinforce that. These commercials will be copy-tested so that we will have definitive data on just what they do communicate.

I want to point out that we have dropped the "problem drinker" tag that we used for the past few years. The research indicated that that label turned people off--they translated it as "alcoholic" and they don't know any alcoholics and alcoholism is too complicated a problem to deal with in a social situation. So we have a new tag. Two new ads are entitled "Silence is Deadly" and "The Party's Over." The latter talks about things that happen to people after they have left a party drunk and are driving home. Again, we include the items on beer and wine and black coffee. It includes countermeasures to use, just as in the other ad mentioned.

SILENCE IS DEADLY.



When someone drinks too much and then drives, it's the silence that kills. Your silence. It kills your friends, your relatives, and people you don't even know. But they're all people you could save.

If you knew what to say, maybe you'd be less quiet. Maybe fewer people would die.

What you should say is "I'll drive you home." Or, "Let me call a cab." Or, "Sleep on my couch tonight."

Don't hesitate because your friend may have been drinking only beer. Beer and wine can be just as intoxicating as mixed drinks.

And don't think that black coffee will make him sober. Black coffee never made anyone sober. Maybe it would keep him awake long enough to have an accident. But that's about all.

The best way to prevent a drunk from becoming a dead drunk is to stop him from driving.

Speak up. Don't let silence be the last sound he hears.

DRUNK DRIVER
BOX 2345
ROCKVILLE MARYLAND 20852

I don't want to remain silent
Tell me what else I can do

My name is _____
Address _____
City _____ State _____ Zip _____

FRIENDS DON'T LET FRIENDS DRIVE DRUNK.

THE PARTY'S OVER.



All too often, when the party ends, the trouble begins. People who shouldn't be doing anything more active than going to sleep are driving a car. Speeding and weaving their way to death.

Before any of your friends drive home from your party, make sure they aren't drunk.

Don't be fooled because they drank only beer or wine. Beer and wine can be just as intoxicating as mixed drinks.

And don't kid yourself because they may have had some black coffee. Black coffee can't sober them up well enough to drive.

If someone gets too drunk to drive, drive him yourself. Or call a cab. Or offer to let him sleep over.

Maybe your friend won't be feeling so good on the morning after, but you're going to feel terrific.

DRUNK DRIVER
BOX 2345
ROCKVILLE MARYLAND 20852

I want to keep my friends alive
for the next party
Tell me what else I can do

My name is _____
Address _____
City _____ State _____ Zip _____

FRIENDS DON'T LET FRIENDS DRIVE DRUNK.

In conjunction with this survey, Grey is going to be conducting a national survey to collect baseline information on people's attitudes. At the same time, the ASAPs will be conducting the same survey where they have given a heavy emphasis on their own markets; this will provide more baseline data. On the basis of this information, we hope to be able to make some judgments about where they are at that point. Subsequent research will follow-up on this and will provide feedback. This will be a continuing process of doing research to feed into the next series of ads and to evaluate the preceding ads.

--Comment--Doesn't the slogan "Friends don't let friends drive drunk" bother you? Because they do. It's like the old one "Drunk drivers go to jail"--they don't. Millions of dollars are going into this type of campaign and it has never done much good, according to our information.

--Reaction--NHTSA's last series of ads included a youth ad saying "If you let a friend drive drunk, you're no friend." The new one appears to be building on what has, hopefully, gotten through to the public.

--Comment--But the point of that comment is whether any of this has ever gotten through.

--Reaction--There are several issues there. One is what is the effectiveness of slogans; if they really work. Another is how they are different from other safety messages. To answer the first point, I think slogans are essential--there is a need for something to capsule the message. Slogans by themselves don't do the job, but you need to put your campaign in a sentence. This is particularly true in the electronic media. On the issue of if they work--that's why we're copy-testing the messages to see if they communicate anything to the public, and to see if they change people's attitudes and knowledge. The probability research will determine if we're increasing people's willingness to take action.

--Comment--I'd like to make a suggestion. I think the slogan would sound better if changed to "If you let a friend drive drunk, you're no friend." It would be valuable if you could put out a set with each and compare the reactions to them.

--Comment--I wasn't questioning the slogan. But the drunk driving statistics every year prove that it doesn't work. The final test is whether there are fewer people killed in drunk driving accidents.

--Comment--But the thing of this is that prior to this it was a social "no-no" to interfere with someone if they wanted to drive home after drinking too much. The ad is giving them an argument for interfering with someone in that situation. The slogan sums it up at the bottom. This has to be explored, but I think it should be changed to what was just suggested from what is presented in the ad.

--Comment--One further thought on this whole issue of the concept. I was very impressed this past fall in Toronto to hear experts on drunk driving from all over the world saying, in effect, that official countermeasures are not going to work. What has to be developed are voluntary, social controls. I don't know if that will work either, but the world's experts are saying that voluntary social

controls are the only effective way of reducing drunk driving. So we, who are in the communications area, have got our work cut out for us when these people are admitting that their technology won't do it.

Two questions were asked in the Louis Harris survey of 1973, (1) have you discussed the issue of drunk driving with a friend in the last month?" and (2) "Have you or an acquaintance tried to prevent someone from driving?" 26% answered the latter affirmatively even before our campaign began. And, interestingly enough, the people who had seen NIAAA and NHTSA advertising were found to be more likely to have done something. NHTSA's feeling is that there is an underlying willingness if we can create a climate that says it's okay to take these kinds of action.

Some of our radio spots were taken directly from the TV spots. The "Teddy" spot is aimed at Segment B as mentioned above, the blue-collar workers.

Teddy, 60 second radio spot
National Highway Traffic Safety Administration

1st man: Sound effects of him snoring in background

2nd man: I might be saving my buddy's life. That's him sleeping on my couch. He was all ready to drive home when I said, "Teddy, I think you had too much to drink." He says, "Come on, a couple of beers." I said, "Teddy, 9 beers, that could be like 9 mixed drinks. I'll drive you. Better yet, park yourself here." He says, "Gimme a cup of coffee, I'll get out of here." I told him, "You're kidding yourself, coffee's not going to sober you up. No way." So we talked it over some more and I finally convinced him. Simple, I hid his car keys. Hey, I never did anything like this before. You know, I figured he was going to give me an argument. But then I thought, well, how many best friends does a guy have? Sleeping beauty over here is going to have some head in the morning, but me, I'm going to feel terrific.

Annrcr: There are no more excuses, friends don't let friends drive drunk. Find out how else you can help. Write Drunk Driver, Box 2345, Rockville, Maryland. A public service message on behalf of the U.S. Department of Transportation.

--Question--Why do you use 60-second spots?

--Answer--We use both 60- and 30-second spots. As you'll see in the television spots, I think the 30-second spots are better. We do quarterly surveys of the media, asking what exposure we're getting and what lengths of spots are preferred. In radio it's one slightly over the other and the opposite in TV.

--Comment--Our surveys are showing a preference for 30-second spots, with some stations preferring 10s. We gave up on doing 60s at all and produce only 30s.

--Reaction--There is a lot of disagreement on that. It depends on whom you ask. NIAAA produces a lot of 20-second spots for television. People in television discovered that they could make more money with three 20s than with one 60 or two 30s. So they would sell two 20s and add our 20 as a public service spot.

--Comment--The count of public service announcements for the FCC is no longer determined by their length, but by their frequency on the air. This is the reason that a lot of the rock stations are going over to using 10-second spots.

This next spot is aimed at the youth audience and will be distributed to youth-oriented radio stations.

Mr. Adams, 60 second radio spot

National Highway Traffic Safety Administration

Background, sfx: Noises of a large cocktail party.

Up-beat song: Good news, Mr. Adams, you have good friends...

Person at party: You are a swell guy.

Song: ...We laughed, we drank, and then we said good-bye...

Sfx: Car starting

Song: ...Bad news...

Sfx: Sound of car skidding.

Song, solo: You had no friends Mr. Adams when they last saw you alive. They should have know you shouldn't drive. But they said...

Person at party: He's only drinking beer!

Song: He's only drinking beer...

Person at party: How drunk can you get on beer?

Song: How drunk...can you get?

Anncr: Too much beer or wine can make your friend too drunk to drive and black coffee won't really help. But you can. Drive him yourself, call a cab. Friends don't let friends drive drunk.

Person at party: I didn't realize it.
Song: Sad news, Mr. Adams...He's only drinking beer...
how drunk...sad news, Mr. Adams, etc.
Annrcr: Find out how else you can help. Write Drunk Driver,
Box 2345, Rockville, Maryland. A public service
message on behalf of the U.S. Department of
Transportation.
Song: ...sad news.

--Comment--Someone might say that that commercial will sell wine and beer. Noone knows yet what that sort of consciousness-raising will do--how it will affect people.

--Comment--It scares me to think that it might affect young people who were not previously involved with alcohol--it will glamorize drinking for them.

--Reaction--I disagree; I think it is a good spot and will not glamorize drinking beer or wine. There is one that that people who make alcoholic beverages don't seem to understand--that NIAAA, which is responsible for the national effort on alcoholism, has never attacked manufacturers of alcoholic beverages and never wants to do that in a temperance manner. We know (1) it won't work, (2) it's not really necessary, and (3) it's not what we're trying to do. It's surprising to me that the manufacturers of alcoholic beverages haven't picked up on our alcohol and health report in the section about the benefits of alcoholic beverages. If they were smart, they would do it in a way that would broaden their base. A lot of people are still afraid of alcohol. But I think this commercial is helpful, because we have to get across to people that beer is not harmless.

--Comment--I don't agree, either, that that ad will sell beer and wine. It's only been recently that the brewing industry has gotten itself involved with the subject of alcoholism. For too many years, we saw beer as a beverage of moderation. We've long since given that idea up, because we've found that it is involved and we're willing to accept that. The thing I take offense to is an advertisement of a few years ago which actually showed a particular brewery. That kind of thing, putting the emphasis on a specific brand, is bad advertising. But we don't

take offense to ads mentioning beer, because we know it is a problem.

There are two sets of 60- and 30-second television spots. The first, called "Bartender," is aimed at Segment A, and the second "Teddy," is aimed at Segment B.

Most of the people who write in in response to these messages are connected with organizations. We hope that, beginning with next year's program (the one beginning in July, 1975) we can begin to design strategic materials to enlist people's support in this effort, acquainting them with the strategies of the campaign and pointing out how they can help.

On another issue, I think that

people in the public service business have a credibility problem--particularly with respect to highway safety. The only way to overcome that problem is to be able to show a program which has integrity. We have to find a way where people who are responsible for campaigns and need more resources can show others what their campaign rationale was, who their audience was, what the objectives were, whether or not the message was communicated (through copy-testing), whether or not they got on the air, etc. If there is a break in the link anywhere along the line, and you don't know whether or not the message communicated, then who

U.S. DEPARTMENT OF TRANSPORTATION
National Highway Traffic Safety Administration
 Washington, D.C. 20590
 PUBLIC SERVICE PHOTOSCRIPT 60 SEC FILM
 Title: BARTENDER Commercial No. XXGR 29 60

This film is also available in 30 Sec length

1. I just had to send this guy home in a cab because he was too drunk to drive.

2. Now I don't like it.

3. But why did I have to do that when his best friend is sitting right here?

4. His best friend tried to tell him I'm justing out here and I said, 'Maybe you should drive him home.' I said.

5. He said, 'C'mon. He only had a few beers.'

6. Besides, you're so worried, go fix him a cup of coffee. That'll straighten him out.

7. Well, I should have told him about a few things. Like, for instance, do not drink beer or wine with you just to drink the most mixed drinks.

8. And coffee? Well, it's better than taking another drink, but it's not gonna sober you up.

9. That's the facts! So now he knows.

10. So the next time his good buddy gets a lost at night, maybe you can be there. Then you'll find out just how good a friend he is.

11. There are no more excuses. Friends don't let their buddies drink. Find out how else you can help.

12. Please write

**DRUNK DRIVER
 BOX 2345
 ROCKVILLE, MD.
 20852**

U.S. DEPARTMENT OF TRANSPORTATION
 NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

cares if it got on the air; and if it communicated, that's worthless unless it did get on the air. So those of us who are in this business have to find ways to harness the social science research that can give us these answers and to put it at the disposal of practitioners on an economic basis. Small operations have to be able to get feedback in order to convince management that what they are doing is worthwhile and should be continued. The technology has been around for a long time--I've read books on it from the 1930's--but nobody is doing it. --Comment--Maybe organizations could get together and pool the money they have allocated for research and do something cooperatively. There are a lot of problems with that, but it is a possibility.

What needs to be done, to advance the state-of-the-art in this area, has to do with programs like the Alcohol Safe Driving Program discussed earlier. There should be a capability that they can call on in which they do most of the work, but an expert refines those ideas. For instance, he could devise a questionnaire and have an expert go over it for just an hour or two to revise the questions, removing the biases. The same thing could be done for training interviewers, selecting the sample, etc. All this could be done relatively inexpensively--for say \$600 or so. This is what is needed. People will then trust that system and use it.

KEN COLLINS ASSOCIATES
--Ken Collins

At a meeting in Washington about four years ago, there was an intensive discussion about media communication and utilization. What we are doing here today is what we were talking about then, particularly in terms of NHTSA's new campaign.

Though I now have a consulting firm, I was for many years attuned to the highway safety problem as Director of Public Information for the Commonwealth of Virginia. Presently, my firm is involved with several State agencies in handling safety projects. So I'm still involved, but from the other side. Some of the things I will say today might be different from what has previously been said, since I am looking at this problem from a different point of view.

Collins Associates is currently involved in negotiations with the east coast of the State to evaluate the impact of all the agencies' public information materials. We will talk with the public service directors of commercial and public television stations to find out what length, what kind, and what quality of materials they prefer. We will determine which stations have computer logging of broadcasting. In the past few years, many stations have gone to computerized logging systems for keeping up with what's been shown (and for easier material retrieval) in order to satisfy the FCC. We will talk with a sampling of radio station directors of urban, rural, Black, country/western, FM, etc., stations to see what their needs are insofar as length of spots, and ask whether or not they have computerized logging systems. We will also find out how many of the FM stations want material produced in stereo. We will determine if radio stations prefer materials on reel-to-reel tape or on cartridges for direct broadcasting-- to eliminate the need for transfer. For TV, we'll see if there is a preference

for videotape over 16mm. We'll look into quality of film--both sound and color. These are the questions we are going to try to answer. This is a very wise decision on the part of the state, because there are literally thousands of dollars put into public service materials. State agencies end up competing with other state agencies for air time. They often send out the material at the wrong time (e.g. Christmas campaign materials in July). We know that the public service director won't retain this material because he can't keep track of it until the right time. Several years ago, when I was still with the Virginia Highway Safety Division, we did a study that showed that the average television station gets 25 free psas per week. Chances are only one or two of that 25 are going to make it on the air. Therefore, as I have always felt, the money should go into the quality as opposed to the quantity, so that the spots will get on the air. But it is also necessary to be able to tell how many plays the spot had, what the demographics were, etc.

We will also look into, as a spin-off from this, the possibility of standardization of packaging, mailing lists, etc. Many current mailing lists are out-dated. Spots are often sent to the wrong people--to station managers and news directors instead of public service directors.

The firm I represent was involved last year with Richmond's FARE (Fatal Accident Reduction Enforcement) program. This was a part of a national effort to see what could be done by intensive police visibility to reduce the number of traffic fatalities. Recognizing the fact that there are about five or six major reasons for traffic fatalities, among them alcohol, we, for the city of Richmond, did a series of 10 psas for radio built on a common theme. We had the budget to do just one television spot. Through the seven-month program, we were successful not only in having a 53% reduction in traffic fatalities because of the high visibility of the police and the warning system set

up by the police bureau, but also we were able to determine that our radio material had a total of 1350 runs on six of the 20 stations in Richmond (we surveyed only those six stations). The program was received very well; we established a very basic idea that "Everybody Makes Mistakes." When a person was stopped at an intersection because of a minor violation, he was often shown a computer printout listing how many people had been killed there for a particular offense.

This is one of the ten spots we produced for FARE. The others dealt with speeding, running red lights, pedestrians, etc. The same music was used on all of them. I would have liked to have had a bigger budget for production, but when you're working at the city level, you don't have quite the same budget as when working at the national level.

Everybody Makes Mistakes--Drunk Driving
Ken Collins Associates
Radio Spot, 30 seconds

Song: Drivin' down the highway...

Man: Come on, I just had a couple of beers and I just was runnin'
down Hermitage here to pick up a couple of things for my
wife at the grocery store....

Song: ...traffic comin' my way...

Woman: Listen, honey, maybe I'd better drive. You had a few drinks
at Fred's, and back at Commerce you just missed that man
backing out of that drive.

Song: ...everybody makes mistakes.

Anncr: A couple of drinks, a little mistake, and tragedy. Shorter
daylight and shopping crowds are bad enough. Your Richmond
Police remind you there's no room on Richmond streets for
the drinking driver. Do your part to make Richmond safer.

We were asked by the Virginia Commission of Game and Inland Fisheries to come into the middle of a program. Game and Inland Fisheries is responsible for boating safety in Virginia. Radio material had already been produced and

the campaign was underway; we were asked to make television spots for this campaign. Generally we lift radio spots from television, so this is not the easiest thing to do. However, we were able to work with the radio spots and produce very effective television PSAs.

In developing the television spots, we looked at the Children's Television Workshop's successful Sesame Street. We decided to use the technique of hand puppets to appeal not only to the young population but to reinforce ideas of safe boating among the older people. This way we also got around the technical problems of lip-synching with the radio spots.

Boating Safety, The Other Guy
Ken Collins Associates
Television Spot

1st Man: Hey, Rick, how're you feeling, buddy?
2nd Man: Oh, not bad. Should be up and around in a couple of days.
1st Man: Do you still believe that boating accidents always happen to the other guy?
2nd Man: Oh sure, of course!
1st Man: Now wait a minute, how can you say that?
2nd Man: Simple.
1st Man: What?
2nd Man: I was doing great until this other guy ran into me.
Annrcr: You don't have to cause an accident to have one.
When boating be sure to watch out for the other guy.
Song: Use a little courtesy and common sense; you'll help stop boating accidents.

Boating Safety, Bourbon and Water
Ken Collins Associates
Television Spot

1st Man: Hey, I used to know a guy who drank a quart of bourbon and a glass of water every time he went boating.
2nd Man: A quart of bourbon and a glass of water?
1st Man: Every time he went boating, right.
2nd Man: What do you mean, you used to know a guy?
1st Man: Well, let me put it this way...
2nd Man: Yes?
1st Man: The bourbon didn't get him...
2nd Man: Uh huh.
1st Man: ...but the water sure did.
Annrcr: Remember, bourbon and water don't mix, especially if the boat's in the water and the bourbon's in the boater.
Song: Use a little courtesy and common sense; you'll help stop boating accidents.

Both the client and we were so pleased with the pelican in those television spots that we extended the campaign to using posters to reinforce the television messages, and to provide materials that could go up on pilings and in marinas and around the waterfront. We picked up the theme line "Courtesy and common sense prevent boating accidents." This is being established as the new safe boating logo for Virginia, and is being used in their boating safety course. We also produced 100,000 bumper stickers for trailers, boat windshields, etc., to reinforce the television materials.

One thing we did for the client so that the logo would not be contaminated and show up on tee-shirts was to copyright the logo. I'm glad that the representative of the Reading, Pennsylvania program has not run into any copyright problems in using others' materials. This is a means for preventing material paid for by one state from being used in another state without contribution to the producing state. This is an area that hasn't been worried about much in the past.

The matter of drinking and boating, although I am the only one discussing it today, is becoming a very serious problem because there are more and more boats on the water every year. As a sailor I am particularly fearful when I am out and see a young trooper with a big ski boat and a drink in his hand. He's not concentrating on his boating, and I can't maneuver my sailboat as he can his ski boat. People do the same things with boats that they do with cars--run them into trees or into docks, into other boats, etc. Drinking is more of a family sport on boats than it is in the family automobile. Somehow we don't frown so much on a person with a three- or four-ton vessel with twin engines having a bourbon and water while boating. He is also affected by sunshine, glare, wind, and other things not exposed to in an automobile. So it is becoming a very serious problem.

One of the things I was asked to talk about today is how to get money

public information programs. I've been lucky in that I have worked with people who realize the value of good public information and feel that it is a necessary part of every grant proposal. But we do have to justify how we are going to spend that money. The shortcoming of many organizations in getting money is that, at the time the grant is written, they don't have a good firm idea of what is going to be produced. The research involved when planning a grant is an absolute must. Most of us who have been in the business long enough to be making requests for public information money know the ball-park figures for production of various kinds of materials--television spots, movies, brochures, speakers bureau presentations, and the like. This information should be available at the time that you request money from the director for a specific program, or when writing a grant proposal.

One thing that has been valuable in some states is the production of materials with long-range utilization in mind. If you get \$10,000 for a six-month campaign on seat belts, you could use that money for the long-term rather than for the six-month short-term of that program. You can end up using television material for two years or better. With the next safety belt campaign, instead of producing television spots, you can work on brochures or radio. By doing this over several years, you build an enormous backlog of materials to draw upon. And the money is being used more wisely.

--Comment--It seems to me that the slogan "Bourbon and Water Don't Mix" is reminiscent of the old slogan "Alcohol and Gasoline Don't Mix," which many people agreed wouldn't work.

--Reaction--Since we didn't do the original radio work, we weren't responsible for that slogan. We couldn't change it, but had to build on it. I agree that that is a valid point. We're dealing with a cliché. When the first person said "Alcohol and Gasoline Don't Mix," it communicated. But then everybody in highway safety for forty years kept saying it over and over again and soon it no longer

communicated. We, however, are doing a double-play on the word "water." I think in that context, it will work.

--Question--What is the chance of having that campaign evaluated?

--Answer--There is no money left for evaluation.

--Question--Could you get the Coast Guard to evaluate it?

--Answer--I would like very much to have it evaluated. I will do some informal evaluation on my own insofar as number of plays on broadcast stations. We'll get some reaction from people on the posters and bumper stickers. The field people of the Commission will get some kind of read-out on poster and bumper sticker utilization. Incidentally the bumper stickers are being mailed out with re-registration forms for boat-owners.

At the meeting I mentioned at the beginning of this presentation, there was a general feeling expressed that there was a need to get people together as we have gotten together today and to share ideas and information; this is an asset to the programs that all of us are undertaking, to have an opportunity to see and explore new ideas, to ask questions, and to exchange ideas.

