

*Alcohol/Safety
Public Information Campaigns:*

Seminar No. 4

*A REPORT OF AN INFORMAL MEETING HELD
OCTOBER 18, 1974, TO DISCUSS SELECTED
CAMPAIGNS ON ALCOHOL AND HIGHWAY SAFETY*

ANN ARBOR, MICHIGAN

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HIGHWAY SAFETY RESEARCH INSTITUTE
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ALCOHOL/SAFETY
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Public Communication Group
Highway Safety Research Institute
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INTRODUCTION

This is the fourth in a series of seminars designed to bring together people involved in the problem of mass communications on alcohol and highway safety. The people who attend these seminars have vested interests and readily identifiable points of view about the alcohol/highway safety public information problem. Many feel that if we are ever going to reduce the confusion in the mass media about alcohol and highway safety, the best way to do that is to work closely together. In the past five years, if you have watched the media, you will have noticed more consistency in theme and message than was previously true. There is less reliance on fear-arousal alone to get people to act. There is more attention to direct behavioral suggestions, behavioral change, and alternate behaviors as a means of actually intervening in alcohol/highway safety through the media. There is more attention to evaluation of objectives and goals of campaigns. We would like to think that these meetings have had something to do with that.

The ultimate objective of mass media/alcohol countermeasures is the same for all of us. We would like to see these seminars promote a feeling of cooperation and collaboration.

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

These seminars are sponsored by the Distilled Spirits Council of the United States, Inc., 1300 Pennsylvania Building, Washington, D.C. 20004.

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SEMINAR AGENDA

- 9:00-9:30 Meeting introduction
- 9:30-10:40 Presentation of new NHTSA materials and discussion of NHTSA's "strategic research proposal" by Dwight Fee and Paul Field
- 10:40-11:20 Presentation of new DISCUS materials by Arnold Smith
- 11:30-12:50 Lunch
- 1:00-1:50 Ministry of Transportation and Communications/Ontario/ public information campaign evaluation by Terry Smutylo, Bess Wares, and Frank Hammond
- 1:50-2:10 Michigan Council on Alcohol Problems "I Am the Driver" campaign by Allen Rice
- 2:10-3:00 Evaluation of Tampa ASAP public information program by William Blount
- 3:00-3:30 LBI [DISCUS] print ad comparative analysis by Richard Douglass
- 3:30 Meeting adjourns

COMMENTS FROM SEMINAR PARTICIPANTS

We feel that, after three years of a national alcohol/safety education campaign and three years with the ASAPs, we're into something really important in mass communications on this subject. Our program is loaded with purpose and possibilities and promise, and that's why we want to know who else is interested and share with them the results of our research and experience. We hope to influence and be influenced regarding advertising in the mass media.

I'm here to get ideas from people to use in other programs.

We are interested in improving our ability to evaluate mass media public education programs. We would like to learn from others' experiences and so improve our own programs.

We are interested in escalating our involvement in the area of responsible decisions about alcoholic beverages.

We want to find out how people respond in a peer group getting to our advertising.

In the past years we have conducted a few sizeable public information programs which, according to very thorough and scientific evaluations, were successful. We plan more, so I am here to learn.

I am interested in finding out about new techniques for influencing better driver performance.

I am delighted about what has been done in previous sessions like this one and so am here to learn. I will also share with you some modest evaluation attempts made by our group and seek your opinions. The problems that we are having in handling the public education materials and getting them distributed is probably not unique to our organization. I hope to learn from your experiences and share with you some of mine.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
--Dwight Fee and Paul Field

This presentation will be in two parts. The first is a presentation of our new media materials. The second will be the results of our strategic research survey on adult drinking and driving.

As most of you know, our campaign has evolved, over three years, from a focus on identifying the problem drinker to the present segment telling people that they should take some responsibility if they find themselves in drinking-driving situations.

--Question--How are your materials distributed?

--Answer--They are distributed to the top 100 markets across the country, to major state agencies, to the ASAPs, and to any other agency that wants to use them, putting its own tag on them.

We are using the "friends" theme because the excessive drinking theme didn't seem to be as appropriate for the youth audience as for the more general audience. We use just studio musicians. You will notice that the musical motifs, though all are aimed at youth, are slightly different. The reason for this is that we are trying to interest various kinds of stations in using them--so this will hopefully hit various audiences. These youth radio spots are sent to youth-oriented stations. In past campaign, we have had terrific response from college stations.

RADIO SCRIPT--FRIENDS, GENERAL AUDIENCE

Song: Friends aren't easy to find
Friends aren't easy to choose
Friends aren't easy to make
Friends are too easy to lose
And I don't want to lose you
Friend
I don't want to lose you
Friend
I don't want to lose you
I don't want to lose you
Friend.

V.O. If you have a friend who has a drinking problem don't let him drive when he's drunk. Drive him yourself. Call him a taxi. Whatever you do, do something. When a problem drinker drives, it's your problem.

Song: Friends aren't easy to make
Friends are too easy to lose
And I don't want to lose you
I don't want to lose you
Friend.

V.O. A public service message on behalf of the U.S. Department of Transportation.

--Comment--I thought that the radio spots were excellent because they are suggesting specific behavior alternatives. They provide the audience with something concrete to do.

--Comment--Not only does the voice-over have the message in these spots, but the song has it too. It provides a specific countermeasure, a specific social action.

--Comment--Sometimes we have a tendency to "tune-out" the voice-overs, whereas we might pick up on recurring musical themes.

RADIO SCRIPT--TOM, YOUTH AUDIENCE

Song: It was Saturday night and I wanted to have me a good time,
Tom called me up said he'd bring a 6-pack and maybe a
bottle of wine,
But on his way over I did myself some thinking.
I remembered the way Tom drives when he's been drinking,
When he came by, I said "You can get high,
But I feel better dry,
You can laugh, but we'll both be alive."
If you're gonna drink, then I'm gonna drive.
If you're gonna drink, then I'm gonna drive.

V.O. Thousands and thousands of us are killed or hurt badly
in drunk-driving crashes every year. Please don't let
your friends drive if they're drunk. And don't ride
with them.
You drive. Be a friend. Don't lose one.

Song: If you're gonna drink, then I'm gonna drive.
If you're gonna drink, then I'm gonna drive.

V.O. A public service message on behalf of the U.S. Department
of Transportation.

--Comment--That is true, but if there is enough frequency to the playing of the spots on radio, then the voice-overs begin to be heard.

--Question--At what age group are they aimed?

--Answer--We generally think of the youth audience as being from 18-24 years old; however, there is a great deal of spill-over into both younger and older audiences that listen to rock stations.

--Question--Personally I like the "Friends" theme very much, but I wonder what a youth audience thinks of it.

--Answer--We haven't copy-tested these spots, but we have an agreement to do a lot of copy-testing of other materials. These spots are being distributed now, so we have not had a lot of feedback yet.

--Comment--It seems to me that these spots might make young people want to be a part of the solution rather than a part of the problem. They provide alternatives in resisting peer-group pressure.

--Comment--I think my children would like them better if you used name musicians rather than just studio musicians.

--Reaction--The difficulty with that is that this is a relatively low-budget campaign. In the previous campaigns we used a spot in which Dionne Warwick sang.

--Comment--Conversely, though, I was so intrigued by the way Dionne Warwick was doing that song that I didn't listen to the words; I didn't hear the message. Whereas, with these spots, I hear the message very clearly, despite the jingle.

--Question--Aren't you afraid that some of your message will be lost in the musical portion of the spot, because people tend not to listen to the words anymore?

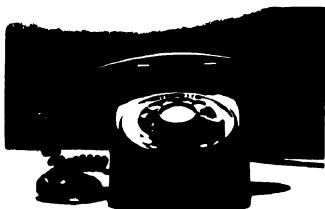
--Answer--That's an excellent point, and of course we're concerned about it, but we feel that music is an excellent vehicle for public service because it has some entertainment value that may fit into the motif of the stations and will therefore be played. So it is a trade-off.

--Question--But don't you think that the songs might get in the way of the station programming?

--Answer--We provide live announcer scripts of the spots as well, because we have found that many stations won't use announcers other than their own. Also the general audience radio spots do include straight talk spots without music.

--Comment--I think the kids are not only going to listen to the music, but they are going to learn the words as well. They spend a lot of time today listening to songs to learn the lyrics. The only problem I have with the possibility that they're making the problem glamorous is that that might be true for high school and junior high kids. But I don't think that's true for college kids. And, at least in our area, even the juniors and seniors in high school are very much in-tuned to the caring and taking care of one another.

FOR TEN CENTS YOU COULD SAVE A FRIEND'S LIFE.



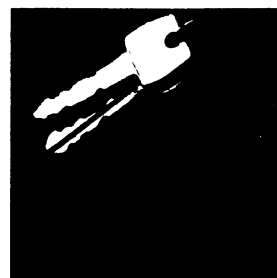
A phone call. A simple ten-cent phone call for a cab could save your friend's life. Your friend has a drinking problem. But it's nothing compared to his driving problem. Every time he drives drunk, he's risking his life and the innocent lives of others.

Every time may be the last time. Take a minute. Spend a dime. Call a cab. That's all. If you can't do that, drive him yourself. Or let him sleep on your couch. We're not asking you to be a doctor or a cop. We're simply asking you to be a human being.

DRUNK DRIVER 101
BOX 2345
ROCKVILLE MARYLAND 20852
I want to save a friend's life.
Tell me what else I can do.
My name is _____
Address _____
City _____ State _____ Zip _____

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

IF YOU CAN DRIVE A CAR, YOU COULD SAVE YOUR HUSBAND'S LIFE.



If your husband drinks too much, the most dangerous thing he can do is drive. And when he drinks too much, the best thing you can do is drive for him. Excessive drinking is bad for him, but drinking and driving is twice as bad. There's no rule anywhere

that says that when a man and woman go out together, the man has to drive. If your husband has had too much to drink, you drive. Don't be afraid his pride will be hurt. Be afraid his body will die. Be afraid he will die. If you don't do something, the chances are, he will.

DRUNK DRIVER 101
BOX 2345
ROCKVILLE MARYLAND 20852
I want to save my husband's life.
Tell me what else I can do.
My name is _____
Address _____
City _____ State _____ Zip _____

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

The whole print campaign represents specific countermeasure actions. One ad is aimed at women, trying to break down the myth that only men are problem drinkers. It will be used in women's magazines.

--Question--If I write to the address in the print ad, what do I receive?

--Answer--You will receive two brochures--one describing the national alcohol countermeasures program and another describing what you can do in your community. Soon to be released is another one suggesting how to host a party.

--Question--Do you keep a mailing list of people who write for information?

--Answer--The National Clearinghouse for Alcohol Information keeps a list of those who write in, but so far there are no plans to use it for follow-up mailing.

--Question--Do you ever get requests from people, such as members of the Jaycees, who want multiple copies of your materials?

--Answer--Yes, quite a few from teachers, police chiefs, and community organizations. They ask for 50 or more copies to distribute. We have certain limits as to the number of free copies we give out, but there are exceptions.

--Comment--I'd like to react to one of the ads. Being down on the firing line where we get folks who are referred from judges or the Secretary of State, I am amazed at the number of times that people have been arrested for drunk driving while on their way home from a party. Our interviewers ask if they were by themselves or if their wife or husband was with them, and if he or she was sober or in much better shape to be driving. The usual answer is "yes" and that's one of the things that they feel sorry about. They realize they should have let their wife or husband or a friend drive. We went a step further and

asked why they didn't let the other person drive. They answered that they thought they were all right to drive. So, I don't think the message of your ads is strong enough, in terms of convincing them that a sober person should insist on driving.

--Question--Could you perhaps put a spot together aimed at taking the heat off them for letting their wives drive?

--Answer--That's precisely what we have in mind here. The group pressure from a party is very strong. It's sort of looked down upon if you let your wife drive. That needs to be changed.

One of the things we've discovered in our research is that we have to find out more about these people, particularly the ones who are in the crashes and the ones being arrested.

--Comment--In our roadside surveys we test both drivers and passengers and one of the things that we find consistently, one of the reasons we gave our public relations people as a valid reason for approaching the "let the other person drive" issue, is that half of the people we find who are legally intoxicated do have passengers. And half of those people have a valid driver's license and have no registerable blood alcohol content! So you can see that that is a valid alternative--letting someone else in the car drive. We have noticed, however, that over the few years these roadside surveys have been in operation, there is a tendency for a passenger to be the drunkest person in the car. So there is apparently some sorting-out process going on. Some people are trying to put the most sober person behind the wheel.

Finally, we have the new television material. Each spot is in a 60- and a 30-second length. They are both slices of life and they both reinforce our previous wave of individual responsibility.

--Question--This seems to me to be aimed at the upper middle class. What do you have that is aimed at the blue collar workers?



WOMAN Thursday mornings my friends and I go to painting class and afterwards we usually go out to eat and talk



Helen would always drink I couldn't say anything It's embarrassing



Later she'd pick up her daughter at school and drive home



One day there was an accident



It was a terrible accident Well what could I have done?



ANNCR If your friend has a drinking problem if you're really her friend



don't let her drive when she's had too much to drink



Call a cab Drive her yourself



Do something Say anything That's what friends are for



WOMAN I didn't want to insult her I mean I didn't want to lose a friend



ANNCR Remember When a problem drinker drives it's your problem Find out how else you can help



Please write

--Answer--We don't consider this to be aimed at the upper middle class, just middle class. We're trying to be fairly general, because in public service you can't be very selective. It turns out, as you will see from the research survey, that these ads aren't as off-target as you might think.

--Question--I notice that you

use a box number for the radio spots. Is it a different box number that you used in the print ads, so that you can distinguish where responses are coming from?

--Answer--No, it's the same one. We really have no way of telling how they got the message. If they send in the coupon from the ad, then we can tell, because it is keyed to certain audiences. But we can't distinguish television from radio.

--Comment--The second television spot interested me because I think that nobody really wants to tell a friend that he has a problem. That's the first time I've ever seen it treated that way.

This is the first time we've gotten into the "Friends" theme and also the first time we've portrayed a woman in a woman-problem-drinker situation. We're going to be very interested to see what reaction we get.

--Comment--I thought the 60-second spots were more effective, especially in the case of the "Painter" spot. I think it takes more than 30 seconds to sink in.

--Comment--The most effective line, in my opinion, is when one wife meets the

other and says "Is there anything I can do?" The only thing that troubles me a little bit is that you are still aiming at the problem drinker, and people don't really believe they know what a problem drinker is.

--Reaction--We're really aiming at people surrounding the problem drinker.

--Question--Okay, but why the emphasis on the problem drinker? Why not just anybody who drinks to excess?

--Answer--Three days ago I would have tried to defend that, but our new research is going to have to modify that position. It appears that what you are saying is absolutely correct. At least, the label "problem drinker" turns people off. Perhaps what we should have been saying is "abusive" or "excessive" drinker, or perhaps we should not have said anything but just portrayed it.

--Comment--Or you could have said "two drinks can be too many." This is a point that surprises a lot of people. Everybody pushes the problem-drinker idea, but you can get too drunk to drive on just two drinks.

--Question--This "public service problem" that you mentioned--does that refer to the fact that you have to produce materials which cover a wide range of groups?

--Answer--Yes, because we aren't allowed to buy media and space. If you buy media, then you can tailor your messages to specific target



WOMAN Why don't you just clean up the bar



SFX PHONE RINGS
WOMAN Somebody forgot something



Hello Oh no! What hospital? They just left here



ANNCR People are incredible. They watch and whisper as someone they love slowly destroys himself with alcohol



Then they let him take control of a machine that kills more people in this country than guns. They let him drive a car



And then the phone rings. Then they're shaken and very afraid that someone they love may die



Where were they when he was killing himself? If someone you care about has a drinking problem don't let him drive when he's drunk



Take his car keys Call a cab Drive him yourself



If you love him don't let him die



WOMAN Carol if there's anything we can do



ANNCR Remember when a problem drinker drives it's your problem. Find out how else you can help



Please write

audiences and put them in the medium that will reach that target audience. Since we can't do that, we're at the mercy of the stations, newspapers, and magazines to place our materials where they see fit. They might refuse to use them if they were more tailored, because it would be singling out a particular group and would be bad marketing for the station. But more importantly, we want to make them general enough so that whenever the stations use them--at 3 a.m., during the soap operas, or in prime time--the people who are watching will get something out of it.

--Question--Do you find any problem with getting the 60-second spots on radio?

--Answer--We did a survey a few years ago of radio and television stations, and the result of it was that 60- and 30-second public service spots were about equal in usage on television, 60s were preferred in radio. However, in any particular market you will find broadcasters who never use one or the other. We have never found our radio spots satisfactory in a creative sense in 30-second lengths. This is the real reason why we don't produce many 30-second spots. What we do instead is give them live copy scripts.

--Question--Do you feel that you are hampered by not being able to buy time? And are you looking at the possibility of trying to convince the government that you should be able to buy time for better placement of the spots?

--Answer--We have looked into it and it doesn't seem likely in the foreseeable future for DOT. Grey Advertising has the Navy recruiting account and, as you may or may not know, the armed forces have gotten an okay to buy print space. This may be a harbinger of change.

--Reaction--We have to convince a lot of people that it is effective and is just as worthy an investment as any other accident-reduction or life-saving technique. One of the things we might be able to do to get the government to move in this direction is to find a private organization willing to finance the placement of these materials. It would be tremendous public relations for that organization. The notion that they would be simply paying for the placement of materials produced by the government might be a very solid step toward credibility in terms of public relations benefits. If they were just paying for space for their own message, it might not come off quite as well.

--Comment--In my experience with a public relations firm, I worked on both public-service advertising and paid advertising campaigns. When you're a beggar, sometimes you get short shrift. So if you think your message is important enough, I think that somebody could be convinced that you have to pay for what you want.

--Reaction--That's why we feel, particularly on the basis of this research, that there are some behaviors or attitudes that can be changed--some of the basic cultural norms standing in the way of health and safety. We can begin to adjust some of those cultural norms, and it's not going to hurt anybody in business and it's not going to reduce consumption of alcohol. But it will reduce the drunk driving problem. We don't have the answers yet, but we do feel that we're really making solid progress. The time is going to be right very shortly for a paid campaign. I was very skeptical about this a year or two ago. I was influenced by people like Dr. Mendelsohn and others, who were also very pessimistic about the use of mass media. These years have turned my position around and I think the time is right for this type of campaign.

Despite the fact that I feel that paid media is the only way to go, we have had terrific response from the media for this campaign, even though it is fairly general. And we have received, in this last year, \$32,000,000 of free space and time.

STRATEGIC RESEARCH SURVEY

We will now report on the adult strategic survey which was completed on October 16, 1974. NHTSA will also conduct a youth strategic survey in about three weeks. From these surveys we intend to begin to build a body of facts about people's attitudes toward drinking and driving. We may decide to follow this up with another survey to see how the youth audiences are reacting to both our materials and others'. One of the things we are specifically looking for is the possible negative effect of advertising on young people around the country. One worry is that they will think that to be "hip" you have to be a part of the problem. That's why we will begin to do some very careful copy-testing this year.

All of these ads and other media materials just seen were created before this survey was conducted. It was then decided that we find out what people really think about the problem and what they are willing to do about it. Those of us in public information know that this is usually the way it happens. You begin to use the materials and then begin to doubt that it is the right approach. So we decided to do this strategic research to find out where we should go from here and what to work on. In the process of doing this, we picked up some interesting information about where we are now in terms of public knowledge, awareness, and attitudes on alcohol and highway safety. Nearly 2,500 households were screened, with an actual survey of 1,512 adults between the ages of 18 and 55 who were personally interviewed in their homes. We also interviewed 148 college students personally outside their homes, where we felt they could talk more openly. Each interview took about 75 minutes. The survey was conducted during June and July of 1974.

On a six-point scale, we asked the people what they thought were the most important social issues. This was virtually the first question; they didn't know yet what the interview was about. The choices were: corruption in

government, crime in the streets, drug abuse, inflation, drunk driving, pollution of the environment, alcoholism, the energy crisis, unemployment, and racial conflicts. Drunk driving was ranked as extremely or very important by 76% of the people. Corruption, crime, inflation, and drug abuse were above it. One of our primary goals in the advertising is to make this problem a higher priority, so we were quite pleased that drunk driving was fifth on the minds of the people in this national sampling.

In 1970 Martin Marietta conducted a survey asking who was more responsible for fatal crashes--problem drinkers or social drinkers. In 1970, 47% said that it was problem drinkers. Our 1974 survey shows that 59% now believe it is the problem drinker.

In terms of people's willingness to support law enforcement programs, even if that means higher taxes, in 1970 only 58% expressed their willingness to support such programs. In the recent survey 85% expressed their willingness, despite the necessity of higher taxes. We read from this that people recognize drunk driving as one of the important social issues.

But the main purpose of this research is to find out who is involved in this area. We asked how frequently they come in contact with an alcohol-related situation (hereafter referred to as ARS)--54% answered "once a month or more often." This is the group we will concentrate on, because they are the group in a position to take some action. Another 15% answered that they were in an alcohol-related situation less than once a month. The ARS group tends to be younger, male, better educated, white-collar workers. But these are slight tendencies, not overwhelming tendencies. In terms of the households they come from, 40% of the heads of the households had completed some college; 32% had professional or managerial careers; 20% made over \$20,000, and another 17% made over \$15,000.

We felt that one of the interesting things to look at would be the personality profiles of this ARS subset. The personality description was done by Grey Advertising's psychologists, using information derived from lists of 22 self-administered personality inventory ratings. These had to do with friendliness, affection, dominance, cautiousness, impulsivity, supportiveness of friends, need for social recognition, helpfulness to others, etc. The kinds of statements that were put forth included: "I believe that the society in which we live is pretty good the way it is." Another was "I would make a lot of changes in the laws of this country if I could." It was this type of question that tried to get some fix on those kinds of personalities and life-style characteristics. After rating them in terms of those issues, it was discovered that, compared to the non-involved group, the ARS group is 23% higher in terms of dominance. They are more likely to be more dominant, aggressive, friendly, and impulsive than the non-ARS group. The non-ARS group is more likely to be cautious, more respectful of law, in need of social recognition, and helpful. What this told us was that, in aiming messages at the ARS group, we shouldn't make appeals to law and order, because that already does not impress them. They are the types who make their own decisions; they aren't really interested in helping people unless they are close to them. So this was useful in terms of telling us what not to do. In summary, then, as compared with other adults in the population, the involved individual is more self-assured, less apt to depend on others for recognition and approval. While he is friendly and sociable, he will not hesitate to get involved and take action in relevant situations. His willingness to be supportive of others is more limited to those close to him. He is not as concerned with being helpful to those beyond his immediate circle. In terms of what action he can be expected to take, he will be guided by his own judgment. In the immediate situation, he will not be strongly influenced by the law.

We probed some attitudes on alcohol and discovered that, for example, we would not get anywhere with a prohibitionist approach. The group is strongly pro-alcohol. For example, in answering the question whether parents should discourage their teens from drinking, 56% of the ARS-involved people agreed with this. But when asked if teenage drinking should not be allowed in their homes, 29% of the ARS-involved group agreed with this, while 51% of the non-ARS group agreed with it. On the question of whether or not TV over-emphasizes the excessive usage of alcoholic beverages, 47% of the drinking group agreed with this, but of the non-drinking group, only 42% agreed. That says to me that even though people drink and are pro-alcohol, they are still concerned about how it is treated in the mass media.

We tried to determine the personal drinking behavior of this involved group. Dr. Blount's data from Florida indicated that there was somebody sober in the car who could have been driving. This indicated that these ARS people drink a lot, and it might be the case that the passengers are as drunk as anybody else in the car. Therefore, asking somebody else to drive is just as hazardous. But this is household interview data, not roadside data.

Only 8% of the ARS group drinks wine, but 58% drink beer. Also, 70% of them have three or more drinks in average social situations.

--Comment--There is conflicting research on the way in which these types of questions are answered. About half of the research says they over-estimate; about half the research says they underestimate. It also depends on the beverage being consumed. They tend to overstate beer and understate wine and spirits. So that would indicate that this is a conservative estimate.

Regarding the number of days they had been drinking in the past week, 60% drank at least two days, 19% drank five or more days. On any one of those drinking days, 61% had at least three drinks, 34% had five or more. This is a heavy-drinking group.

Demographically, the ARS group tends to be slightly younger, with more males than females. Psycho-graphically, they are independent, self-assured, willing to help close friends but not others. They tend to have more positive attitudes toward alcohol. They are more apt to be drinkers and to drink more when they do drink. So, we want to move more into the area of recognition of the potential DWI situation.

We wanted to find out the situation in which drinking occurs. One of the most interesting things we found out was that the women drink almost always with men and that 54% of the time men drink with women. So the "Painting Class" spot that we presented depicts really only about 5% of the population (women drinking with other women).

There is some evidence here that the woman problem drinker or alcoholic often drinks alone, too. Notice that 57% of the ARS people drink in somebody's home, 29% drink in bars or restaurants, 11% in some type of outside situation (boat, etc.), and 3% drink in cars.

Seventy percent agreed that a person who is drunk cannot compensate for it when he drives. Only 39% believed it is dangerous to drive a car after only 1-2 drinks. So I think we will have a hard time convincing them otherwise, since that is what their experience tells them. Regarding the statement, "Out of every 10 accidents, five are caused by drinking drivers," 80% knew that. 70% knew that the only way to tell if a person is legally drunk is by a sample of alcohol in the blood. 55% believed that problem drinkers cause more accidents than social drinkers. 70% believed that a person can be drunk and not stagger or slur his speech. 48% agreed that it is easy to tell when somebody has had too much to drink. 39% agreed that it's easy to tell if a person is drunk even if you don't know him well. So they cannot diagnose the ARS situation; they cannot tell when they need to act.

--Comment--It could be a function of current advertising too. The fact that we're trying to convince people that "drunk" is what you see, whereas "intoxicated" is what's inside of you and you need a blood alcohol test to determine that.

--Reaction--To the degree that this might reflect our advertising, we haven't used a BAC theme, but we have done a lot of ads with the problem drinker theme, and they seem to have picked up on that.

In terms of misconceptions the respondents may have, 8% believe that mixing different drinks can increase the effect of alcohol. 70% believe that a can of beer is less intoxicating than an average drink. They see beer as soda pop.

The interviewer asked the question "What is your experience with the actual need to take immediate countermeasures?" Only 43% perceived themselves to have been in the situation. But, when they were, 74% of that group did take some action. So they are willing to act; they're just not quite tuned-in to perceiving the situation. Of that 43% who perceived themselves to be in the situation, in 79% of the cases it was with a close friend or relative and in 41% of the occasions it was in a bar or public drinking place. Otherwise, the situation took place in a friend's home (40%) or in their own home (19%). Actions taken included: offer to drive the other person home, 56%; physically restrain the person, 19%; try to dissuade the person from driving, 18%. The reasons given for having taken no action were these: 35% said they weren't sure what could be done; 33% said that the person never listens to anyone; 28% weren't sure how that person would react.

Only two out of ten of these involved people have recognized the potential DWI situation in the past year, in spite of frequent situations where a potential DWI was involved. Those who did not take action failed to do so mainly because they just didn't know what to do.

In order to find out what they might be expected to do, we looked at three aspects--the place, the relationship with the person, and the types of countermeasures that might be taken. Of the countermeasures, 80% said they would be most likely to offer a ride home; 65% said they would be willing to invite a guest to stay overnight. (This applies to close friends or relatives, no matter where they were drinking.) 38% said they would call a taxi; 32% offered to drive home someone they had just met.

In terms of preparatory actions, to prevent this situation, 52% said they would be willing to serve food at parties with the drinks to reduce the effect of alcohol. That was clearly the strongest response. 36% said they would treat the subject of alcohol seriously when talking about it, especially when others were making light of it. 33% said they would exclude a heavy drinker from parties. 17% would plan for alternate transportation or provide overnight accommodations. 9% would make use of party favors which urge responsible drinking, or distribute a test device that would indicate when it was dangerous to drive. To sum up, 80% will offer a ride home; 65% will invite a friend to stay over; 36% will take the keys away from a close friend or relative; 25% will physically restrain a close friend or relative; virtually no one would call a cop.

We asked their opinion of the likelihood that the problem drinker/teenager/social drinker will have an accident resulting in death or serious injury. Clearly, they see the problem drinker as the one who will get in trouble. 26% of those interviewed said they know a problem drinker. Next we asked if they would take more action if the potential drunk driver were characterized as a problem drinker. 22% said they would be less likely to act. 16% said they would likely use various suggested countermeasures. (By the way, our definition of problem drinker was a person whose drinking interferes with business, social, or family life.)

--Comment--This seems to be telling us two things. They don't really seem to be recognizing a person as being intoxicated until he falls over; then they will do something about it. And they don't recognize a problem drinker as a problem drinker until he falls down. And when they do recognize him, they see him as a far-gone alcoholic and it scares them.

--Comment--**Regarding** the 21% who said that "When other measures fail, they will call the police to prevent their driving," I can't believe that. It seems that, regardless of how you conducted this survey, it may be rather biased. It's difficult to believe that that many people would call the police to stop a friend from driving.

--Reaction--That's true, to the extent that there is a dichotomy in what was said earlier, that only 2% or so would call a cop. But maybe they're saying that for a problem drinker, 21% will call a cop when other measures have failed. This is a completely different question then--it's a completely hypothetical situation. They aren't saying they would call a cop--just that they would be more likely to do it if they perceived a problem drinker in that situation.

There was some very interesting segmentation done with various groups in terms of their willingness to take action. We found that the target for our communications is not all adults, but those who are frequently in alcohol-related situations. The focus on the problem drinker tends to limit the potential for personal countermeasure action, because only half of the group know a problem drinker and because the problems of problem drinkers seem to be much more deep-seated. People feel that if these people need treatment, it isn't their problem. Certainly nothing can be done in a social situation.

The key countermeasures seem to be immediate action, such as offering to drive or offering a place to stay overnight, not pre-planned measures. These latter had some potential, but more so for a close friend or relative, not for acquaintances. The target for our program could be further refined by

understanding the types of action that certain groups are willing to take, so that we should not target our countermeasure communications to all adults.

There are four groups within the ARS segment, classified by their psychological patterns. The largest one (Group A) makes up about 43% of this ARS population. They tend to be a passive group. The countermeasures they are likely to take are the ones I have mentioned. They are not going to grab a person's keys or restrain a person. They are going to respond in a way that is socially acceptable. The next largest segment (Group B), 27%, is the bowling alley crowd--younger, more males, more group consciousness. They are the ones who will grab the keys or physically restrain somebody. They are not likely to do any kind of pre-planning. These seem to be the two primary groups. Group A are what we call the passive drivers and Group B are what we call the aggressive restrainers. Group C are the cautious pre-planners (basically unwilling to take any immediate action). Finally Group D are the legal enforcers. They have a high willingness to take most action and are so tuned in to the problem that they will probably pick up on the message concerning identification of these individuals even if the message is not specifically targeted at them.

So, all of our evidence shows that these people are basically willing to take some form of action. They don't know how to recognize the point at which a person is so impaired that action should be taken. They underestimate the intoxicating effects of beer and wine. They think black coffee and showers are sobering countermeasures. Thus, the prime objective of communication should be to show people how to recognize the situation in which to act. However, the actions they are willing to take are limited. People should be persuaded to take actions that have the highest potential (offer to drive, invite to stay over, call a taxi).

--Comment--At whom are you aiming these advertising campaigns? What level of the population are you trying to get at? It seems to me that they reflect a particular class. There might be a real discrepancy in how the messages are perceived by people in other classes. When we talk about learning new responses to the situation, we are talking about behavioral changes and cognitive learning. This is an emotional kind of learning--increasing one's cognitive awareness of what alternatives there are. This doesn't say how the person will react when he is actually in that social situation. It's great that they know those alternatives, but when they are in that situation, when a teenager is out there drinking, even if he does have a friend, is he really going to act that way? But I really would like to see those campaigns directed at other cultures and also at other emotional levels.

--Reaction--I completely agree with your first point. We are aiming our general messages at the highest pay-off audience. But we agree that there is a need for some segmentation and we are developing campaigns aimed at policemen, judges, attorneys, Blacks, Spanish people, and youth. On the second point, I also agree that it is very difficult to make behavioral changes. Yet I think that some of the information obtained in this study does show that there have been some behavioral changes that are caused by us or by other similar influences.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES, INC.

--Arnold Smith

The purpose of liquor industry advertising is different from what others here are doing. We have to assert a public position on alcohol. People ask us very difficult questions regarding this position; these ads serve to answer some of those questions. Another part of these ads, of late, is the use of factual tips for drinkers--like, "Drive somebody home" and "Don't force somebody to drink." People can go to a party, not drink, and still have a great time; if they don't want to drink, you shouldn't force them to--it's their privilege. Also, these ads present to the public our concern with what is a very real problem--the dangerous minority of people who abuse alcohol. The ads are designed to provide a sober approach to an emotional problem. The whole area is so emotional that it is very hard to present a careful, reasoned, realistic approach to it. Another part of the advertising is to try to get other people to talk about the problem; there are a lot of people who don't

It's all right to offer someone a drink. It's all wrong to insist.



It's a friendly social custom to offer guests a drink. But there's a difference between hospitality and pressuring. It's a fact that most adults do drink today. Sensibly and moderately.

But you should feel perfectly comfortable about saying "No, thanks." We, the makers and sellers of distilled spirits, respect your wish not to drink. Or not to drink beyond a certain point.

Just as you respect the right of others to drink

If you choose to drink, drink responsibly.

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

There's another limit you should know: Your own.



Everybody knows that it's best not to drink before driving. But everybody also knows that most people drink, and some occasionally drive afterwards.

So, many safety officials now say "If you do drink before driving, know your own limit as well as the speed limit."

Records show that the biggest problem on the highway is not the moderate social drinker, but the problem drinker. Because most of us, fortunately, stay within our limits.

But if you can think of anyone who could use a little guidance, send for our booklet, "Know Your Limits." It includes the latest information on this subject and it's free for the writing.

If you choose to drink, drink responsibly.

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

want to believe that it exists. At least if we can get people talking, that's the right direction. They may then get involved in community programs and try to do something.

--Comment--There has been a push, in various stages of the ASAPs, to respond to people through alcoholic beverage outlets. One of the ASAPs printed some materials on brown bags. I am curious about what the reaction of the industry would be to a small flyer going with a bottle when it is sold. It's my opinion that if a flyer of that type went along with the high-class alcoholic beverages, it might be read and paid attention to.

--Reaction--The problem with that is that it is up to the individual manufacturers to include such a flyer with their product. The producers only deal with the beverage itself, not with its packaging. But there are an increasing number of flyers being distributed around the country--many through beverage outlets.

--Question--But would DISCUS recommend to the manufacturers that this information be passed along to the distributors?

--Answer--A similar program, which we endorse, is being developed in New York State right now. But something along that line, on a national scale, might be a possibility.

--Comment--First of all I would question whether putting such flyers with "high class" alcohol is the way to go, because I wonder if the people who get into trouble would be drinking that kind of liquor. Another point is that, in studies of young drivers done in Canada by Schmidt and others, it seems to be consumption on the premises (in bars, restaurants, etc.) that has increased. I suspect that that is true in Michigan also.

--Reaction--As I said before, DISCUS is testing a program of this type in New York in cooperation with wholesalers, directed at legal-age young drinkers. We're putting a very attractive display right next to the cash register in package liquor stores.

--Question--Can you speak briefly about how the local representatives of your industry use materials produced at the national level? Is there resistance? Are they supportive?

--Answer--We are constantly amazed at the amount of support by both regional and local people in specific programs. Specifically, we have been doing a lot of work with the Vermont ASAP, and we try to cooperate with the other programs as well.

--Comment--I attended a meeting of the Michigan Licensed Beverage Association and I came away from it dismayed that at the local level there is not the same sense of responsibility displayed that is detected here.

--Reaction--It varies from state to state and community to community. You find, for example, that the Wisconsin Tavern League could not be more supportive of alcohol/public information campaigns, yet other states feel that selling liquor is their business, not selling alcohol responsibility campaigns. It depends on the leadership of local organizations.

We have limited our national advertising to only a few magazines but, provided we can get the money, we are looking into expanding this. One specific group that we are trying to reach is young adults, which we define as 18-20 (rather than 18-24). How can we reach them?

--Comment--You have a real problem, since you can't use broadcast media.

--Reaction--That is a problem, but that is a voluntary practice. Licensed beverages pulled out of national television in 1936.

--Question--What is your message for these young adults?

--Answer--It is basically a variation of the same theme we've been using, "If you choose to drink, be careful."

--Comment--I seriously doubt that you can reach the young population through the mass media and be effective. I don't think that particular campaign is going to work, nor do I think any cautionary message is going to work. I

Maybe you never spoke to him about drinking. But you've told him plenty.



On the subject of drinking, it's not only what you say, it's how you act

In the family and community where solid values and moderation are a way of life, youngsters develop a sense of responsibility towards liquor -- and living

If some day they decide to use liquor, chances are they'll use common sense with it. They won't try to twist the arms of friends who choose not to drink. And if any friend constantly drinks too much, they'll figure it's a sign of sickness, not machismo

For young and old, the same basic principle applies

If you choose to drink, drink responsibly.

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

also think that there are some big problems with the youth radio spots we've just heard. When I heard them, I thought "Those are going to sell wine." Then I tried to figure out why that was one of my original reactions. One of the factors is that they sound like wine advertising heard on radio--the ones with the folk/rock singing group. I recalled some research that I did for HEW on drug-abuse education. We found there is a very real possibility that young people react to ads by further experimentation, that advertising can have a negative

effect. I think that whenever we try to reach young people through the mass media with a basically cautionary message, we're taking some very big risks. We're running the risk of encouraging rather than discouraging drinking.

--Comment--One DISCUS ad reads "You're old enough to drink but are you mature enough?" That is right in that market. I somewhat agree, but if the consumption-on-premises idea is real, it's not the media that will get them, it's the bars. Since the lowered legal drinking age in Michigan, the atmosphere in bars has changed--there are many more young high school students there.

You're old enough to drink. But are you mature enough?



The legal voting age has been lowered recently. So has the legal drinking age in many areas. Both trends show growing confidence in the maturity of our young citizens.

But with every privilege comes a responsibility. Young men and women who choose to exercise the privilege of social drinking, should learn to exercise a sense of responsibility. Above all, they should not pressure friends who choose not to drink.

This new generation is the best-informed, best-educated in our history. We hope it will drink responsibly. The vast majority of older Americans do.

If you choose to drink, drink responsibly.

LICENSED BEVERAGE INDUSTRIES
Division of Distilled Spirits Council of the United States, Inc.
485 Lexington Avenue, New York, N.Y. 10017

--Reaction--I agree with you that this may not be the way to approach them, but then how is it done? I can see that it will take a lot of study.

--Comment--The emphasis in many of the ASAPs and DISCUS in "Know your limits" campaigns is the implication that there are certain standards for behavior and life-style. My feeling is that this is a better way to go than the BAC concept of limiting the number of drinks per hour. It has to do with this issue of how to reach young people. Maybe this is the way for us to go. I don't see these messages as cautionary. It has to do with looking good to other people. It's easier to sell "looking good" than caution. The difficult thing is to convince young people that "looking good" means not having five drinks and then trying to drive. Yet this has to be done in a way that doesn't sound preachy.

The other major group DISCUS is aiming at is women. This is difficult, too, since they have so many different roles and voices. It used to be that they could be reached by Red Book or Collier's, but that's changes now.

--Comment--An idea used in our area was getting high school juniors and seniors together and asking them how they reacted to a particular theme or message. One approach that seemed to appeal to them was the theme "Mom and Dad blow it every day; don't you, too."

The new DISCUS theme says that you should not only be responsible to yourself, but in what you do to other people as well. The two are interwoven, in my opinion. One of our former ads was titled "The hostess who pours the mostest is a poor hostess." We're trying to convince people that they have a responsibility as a host or hostess just as a bartender has a legal responsibility to stop serving drinks to an intoxicated person.

Another problem that we are having is that there are so many "inflated" statistics now about drinking and driving and abusive drinking. Before long, all of us are going to be facing the problem of public credibility. People are

not going to know which voice to listen to. I'm not saying we should all band together and accept the same statistics. I'm just suggesting that it might become a problem.

--Comment--During the age-of-majority study, we collected crash data from seven states. Every state measured alcohol/crash involvement differently.

--Comment--There is also the problem of various definitions of a problem drinker. He might be considered one in the U.S., but not in Canada.

--Reaction--That's true, but I don't think there is a solution to that, not on an international scale. The cultural biases are too different.

--Question--Are you suggesting that the public is either being confused or misled about the extent of alcohol abuse?

--Answer--Perhaps confused, but not deliberately misled. The problem is very simple--everybody believes in his own system of measuring. Until there are standards, everybody is going to come up with a different answer to the same question.

--Comment--I think that if we had a universal standard, it would not help much insofar as changing public response.

--Reaction--Perhaps that's right. It's the old question of "What is a drunk?" I'm sure that if I asked each one of you separately, you would each have a different answer. But how does the public know which one of those answers is the right one?

--Question--Do you think it's important that they know?

--Answer--I think it's important that there is a generally accepted standard, not just for "drunk," but for anything.

--Comment--Here is an example. There is a real problem with NIAAA and NHTSA campaigns which has just been discovered by recent research. NIAAA is trying to get alcoholism to be seen as a disease, and that's acceptable. NHTSA, on the other hand, is trying to tell people about problem drinking. But we find

out that the term "problem drinkers" is counter-productive to social control mechanisms. So NIAAA is teaching people that alcoholics are sick people, while at the same time they've got a campaign on how to recognize alcohol abuse. These kinds of priorities, emphases, and labels are not giving people a kind of social expectation of what to do for alcohol abuse or the disease of alcoholism. One campaign

is saying that for alcohol abuse you do one thing; another is saying for alcoholism you do another thing; and a third campaign is saying for drinking drivers you do a third thing. So if one voice is yelling louder than the other, you don't get a complete, organized picture.

--Comment--I don't see any conflict between the NHTSA and NIAAA campaigns.

Most of NIAAA's materials are not offering suggestions. I don't see it as counter-productive at all.

--Comment--It's not so much counter-productive or conflicting as it is a different emphasis and priority. I'm concerned about they're not being organized. When they hit hard on treating alcoholism as a disease, they may convince some that that is the only problem.



C-1 Hi. This is Jack Benny



C-2 and I want to be serious about a guy who concerns me a lot - the problem drinker who drives



C-3 You see last year over 19 thousand Americans died in car accidents involving problem drinkers



C-4 Not just drinkers but people who drink too much



C-5 I want to do something about this person So does our government



C-6 Today, Federal, State and local agencies are finding who the problem drinker is and getting more of them off the road



C-7 What's more, government agencies are running rehabilitation programs with medical treatment supervised by our courts



C-8 These programs are helping save lives



C-9 You can help too



C-10 Write and find out how we are getting the problem drinker off the road



C-11 WRITE DRUNK DRIVER Box 1969 Washington D.C. 20013



C-12 (Silent Fade Out)



1 (Serie electronic music and sound effects under throughout rather slow, quiet)



2 (Narrator VO--he tells it like a tale, almost sweetly, but with an ironic edge) ...but with disease came to our land...



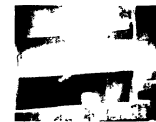
3...and nine million of us got very sick?



4 And thousands died each year? What would we do?



5 Nothing?



6. Would we pretend the disease



7. ...was not a real disease



8. ...Just a weakness?



9 Alcoholism is a real disease



10. There are ways to treat it But you have to help.



11 Write--Alcohol, Box 2345, Rockville, Maryland



12 (Silent fadeout)

--Question--Maybe we've over-sold alcoholism as a disease. People say they don't know any sick, diseased people, yet they may very well know a problem drinker and not recognize it. How do you tell your buddy he's a drunk?

--Answer--The first thing you do is to make the word socially acceptable. You call him a "problem drinker" instead of a "drunk."

--Comment--There really is a problem using labels. I can appreciate why NIAAA was so upset with NHTSA's first campaign, which was "Get the problem drinker off the road." They had spent years trying to convince the public that the problem drinker has to be helped and brought back into society.

--Comment--So if they look at NIAAA's ads and NHTSA's ads--and know both organizations are part of the government--they wonder what is going on--how two governmental organizations can have different messages. Yet that's substantially what they've suspected all along--that branches of government never talk with one another.

MINISTRY OF TRANSPORTATION AND COMMUNICATIONS

--Terry Smutylo, Bess Wares, and Frank Hammond

In the last two weeks of 1973, the Ontario Ministry of Transportation and Communications became involved in a drinking/driving campaign. The idea was to involve people at the community level in alcohol countermeasures programs. It was a pilot project to develop a set of techniques for mobilizing the community to encourage this type of campaign throughout the province. Quite late in the planning stages, it was decided to evaluate the campaign. A research design was imposed on the original idea. That was quite a revolutionary move for Ontario. The campaign was carried out in nine campaign cities which were matched with nine other control cities. The two groups were matched for total population, were geographically interspersed, and did not overlap as far as radio broadcast areas were concerned. The rate of alcohol involvement in crashes was also matched. We tried to control for typical types of interferences (e.g., snow storms, historical events) by mixing the cities. We had independent random samples both before and after the campaign, using exactly the same evaluation tool in an attempt to account for instrumentation variations. In the pre- and post-campaign tests, we asked some demographic questions so that we could test for comparisons based on age, sex, occupation, etc.

As I have said, the idea was to involve the community as much as possible. The Ministry has a group of Public Safety Consultants (PSCs) skilled in public relations work, public speaking, dealing with local law officials, diplomatic maneuvering, etc. They also have experience in interpreting statistical information for the local media. They acted as liaisons between the Ministry and the campaign cities.

The idea was that the Ministry would supply basic campaign materials and contribute toward the purchase of media time. We used billboards, radio, newspapers, and handouts of various kinds. The Ministry designed and produced the materials. Some of them were late; that was one of the main complaints of those who were actually on the firing line. The materials were fairly general and aimed at providing information and promoting alternative behavior.

The PSCs encouraged local involvement in this program--development of local materials, exploiting local talent and ideas. This was done to compensate for the problem that was raised this morning--that if there is a local person who will be recognized by the public or if there is a local setting or problem regarding alcohol and highway safety, that should be used in local materials. Another idea was to generate local newsworthy events revolving around the idea of alcohol countermeasures. In one town, a drink-in was held where a breathalyzer was present. It was broadcast live. In another town, a local cartoonist developed some materials.

The evaluation component was a telephone survey conducted prior to and immediately after the campaign. The survey was contracted to a company working in that field. The instrument itself was designed by MTC in cooperation with the Addiction Research Foundation of Ontario.

Briefly, this is what the campaign involved. The PSCs went into the cities and tried to identify local active citizens and then tried to snow-ball the involvement. Gradually a committee was formed and a kick-off dinner was held to raise funds for the campaign and to raise the consciousness of the committee members. Then the committee was left on its own and it met the press, describing the campaign. They also got involved in panel shows. The PSCs then provided only technical advice and assistance, money and materials. They also guided the activities to fall within the basic research design.

A HOLIDAY PARTY SURVIVAL GUIDE.

One of the problems with the materials was that we had two sponsoring organizations--MTC and the Addiction Research Foundation-- meaning that the ad agency had two clients to satisfy. The Addiction people had a different aim than we had. Our objective was to provide people with information so that they know when they've had too much to drink to drive safely. The ARF people also were talking moderation, but we had to be very careful how we worded the ads, because we didn't want to give the impression that it was all right to drive after two drinks. The emphasis was on the positive approach to avoiding the drunk driving problem through moderation of drinking prior to driving and through use of alternative transportation. The end result was that when the PSCs got out in the field, because the advertising was help up, the materials for their campaigns were not available when they were needed.

--Question--Are you required to produce your materials in-house, or do you use a commercial printer?

--Answer--We use a commercial printer. However, we do have some facilities for printing in-house. For instance a calendar which was produced for staff use was reproduced for the general public as a place mat without the calendar, but using the same graphics.

It's that time of year again:

And unless you're one of the few who always practices moderation, you're probably going to eat too much, spend too much, drink too much and sleep too little.

You'll probably survive though, because most of the time the pain is pretty minor compared to the pleasure.

Most of the time there are 26,830 people in Ontario who had car accidents after they'd been drinking last year. They'll tell you different.

Half of all drivers killed last year had alcohol in their blood. They won't tell you anything at all.

So how do you survive the holiday party season this year?

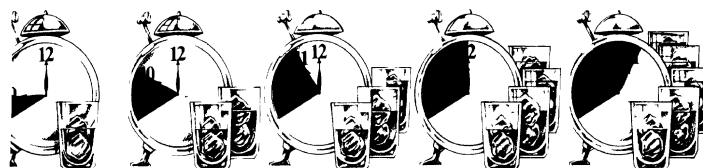
You play it smart, think ahead, plan not to drive if you're going to drink.

Leave your car at home the day of the office party. Take a bus to work and a bus home. Or ask someone who's sure to stay sober if he'll give you a lift.

Even if you take cabs to and from every party you go to, it'll cost you less than a crumpled fender.

And it'll certainly be less of a hassle than getting stopped by the police, losing your license, paying a heavy fine or spending time in jail.

Make arrangements with your wife, or your husband, your date or a friend. The one who drives stays sober. It's like the buddy system out of the pool and it's just as necessary.



Learn how long it takes alcohol to leave your system.

Here's a rough rule-of-thumb guide. For every drink you consume, you should wait at least 1 hour.

And your body can only handle one drink at a time.

Let's assume you have a drink at 8:00, another at 8:30 and a third at 8:45.

The first drink will leave your system at 9:00 and your body won't start to work on the second drink until then. So drink number 2

will be gone by 10:00 and drink number 3 by 11:00.

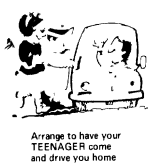
Four drinks means a 4 hour wait. If you have 5 you might as well sleep over because you'll need 5 hours to work it off.

If the social pressure is too much, tell people you're on a diet. The truth is that there are as many calories in 2 drinks as in 1 piece of pie and everybody understands a dieter.

Make the whole thing into a holiday survival game. When you drink, leave the car at home and win.

The Ontario Ministry of Transportation and Communications and the Addiction Research Foundation wish you a happy, safe holiday.

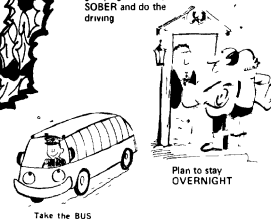
HOW are YOU going to get home safely from Holiday Parties?



Statistics show that approximately 50% of Ontario driver fatalities involve some quantity of alcohol!



PLAN AHEAD so YOU won't have to drive home!

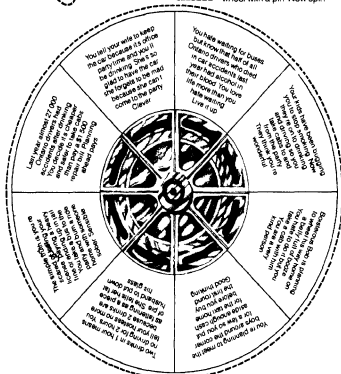


MINISTRY OF TRANSPORTATION AND COMMUNICATIONS

THE HOLIDAY PARTY SURVIVAL GAME.



If you want to keep this game cut out the wheel and the arrow along the perforated lines. Mount them on cardboard. Stick the arrow into the centre of the wheel with a pin. Now spin.



YOU CAN WIN.

The Ontario Ministry of Transportation and Communications and the Addiction Research Foundation wish you a happy, safe holiday

The actual campaign material provided information. One poster was displayed in stores in prominent places where people would come in and spin the dial. Our newspaper ads had too much copy. We had a major hassle regarding how far the government could go on a "rule of thumb" for drinking and driving. All we needed was for one person to have an accident after two drinks and after having read this--thinking

he should have been all right.

--Question--What was the "rule of thumb" you used?

--Answer--We provided a lot of copy to describe that rule--including that it takes the body about an hour to absorb one drink. So the rule was one drink per hour. We were trying to provide guidelines for when you should and shouldn't drive.

--Comment--But that's only true when a person weighs over 200 pounds. With a 100-pound person, it takes two hours to get rid of the alcohol.

--Reaction--This was done on the basis of Addiction Research Foundation studies.

--Question--What was the time period for the campaign?

--Answer--The campaign ran from 10 December through 31 December 1973.

We also used billboards which tied in with the radio announcements.

You can see that we went off on different tangents. This was a problem--we didn't have a

standard

message for

the campaign.

...falalalala...lala la... CRASH

When you drink, leave the car at home.

--Question--How long did it take from the time you sent the PSCs into the community until the campaign began?

--Answer--They were there a couple of weeks before the campaign began. But those people knew their respective areas well.

--Question--I can see getting the media involved in that short a time period, but not arranging the events.

--Answer--All during the year we had had road safety workshops in the province and we had had various activities at the community level and had sponsored local safety councils. These local safety councils, in many cases, formed a basis for programs during this campaign. The PSCs also monitored all the driver education programs and knew all the related school activities.

A major problem was that we tried to do too much in too little time. Basically, we did very well under these circumstances. We bought our radio and newspaper space using funds from ARF and MTC. The local campaign was somewhat different. In one case, bus and cab transportation was provided free on Christmas eve and New Year's eve. So this type of activity was fostered, too. We did run into a money hassle, in that some of our men were put into the position of having to raise funds--which a government employee should never have to do. The community groups were supposed to be raising it, but, on occasion, the leader didn't know how to go about it so he had to be pushed by the governmental liaison who ended up doing a lot of the fund raising. This might not have happened had we begun earlier.

We are just to the stage now where we are sending out a short press release to people in the communities who were involved, thanking them for their help, and including copies of the full report which has just become available. We did this to try to give them some kind of encouragement to continue the program. We tried to word the news release carefully, saying "It is our

opinion that the results of the 1973 pilot project are encouraging...."

A few months after the campaign we had a meeting with several people who were involved in the campaign, including the PSCs. It was a very productive session both in terms of us learning how they approached the communities, and what they actually did in the communities. This wasn't part of the actual design, but we felt it would be helpful. I highly recommend this practice; it doesn't happen often enough--getting the office staff together with the "front-line" people.

--Question--Did you get any feedback as to how important the fact that the campaign was to be evaluated was as a motivating factor for people to become involved?

--Answer--We played that down because we were comparing two groups of cities. It wasn't part of the publicity of the campaign. Those who were working directly with the communities and on the program were aware of the evaluation, but it didn't play a role in their activities.

The telephone questionnaire took about 15 minutes. The people who were to be sampled were sent a letter saying that they were a part of a random sample and that they were chosen from a driver file and might be called to answer some questions. The response rate was around 95%. The people were asked which medium they noticed contained information on the campaign. In the list of radio, newspapers, billboards, posters, or handouts, radio was the highest--24% of the people in the campaign cities recalled hearing radio spots, 16% saw newspaper ads. Another item we used to see if people were aware of the campaign or not was to ask if they had heard the "Fa la la la la la la... crash" slogan. Before the campaign 5% said they had heard it (which is explained by its inherent familiarity); after the campaign, 42% said they had heard it. In the control cities, 6% said they had heard it before the campaign,

7% said they'd heard it afterwards. We asked if in the past month they had talked with someone about drinking and driving. In the campaign cities 42% before the campaign talked with someone about this, 57% did after the campaign. In the control cities, 43% talked about it before the campaign and 50% talked about it afterwards. In the control cities this could be accounted for because during the Christmas season there might be an independent or local drunk driving campaign which we could not prohibit. We asked what the maximum legal BAC limit is. In the control cities, 33% knew it was .08% before the campaign. There was no change after the campaign. In the campaign cities, it went up 10%, from 34% to 44%. We asked if in the past month they had not driven home because they thought they had drunk too much. The increases, though small, are statistically significant. In the campaign cities it went from 4% to 8%. In the control cities the increase was only 1%. We also asked if in the past month, before going to a party, celebration, or bar, they had decided not to take their car so they would not have to drive home. In the campaign cities, before the campaign, the response was 15%, after the campaign, 24%. In the control cities 16% before and 23% afterwards. We couldn't account for the control cities' change.

We would now like to do the same type of program, but zero in on specific communities. For example, we have very serious drinking/driving problems in our northern cities. There are large work forces of young dock workers and ship builders. But we know of no good way of reaching them.

--Question--Don't you have a government TV network?

--Answer--Yes, but it has no relation to us. Even though it is a government TV network, it functions the same as a private network. Yet, they are very cooperative. If you put together a good TV special or even a good promo, they will advertise it and run it as a public service.

--Comment--Did you have access to the driving records of the sample population? It sounded as if you might have. Is it possible to look at the response to the campaign based on, let's say, the population of crashees versus non-crashees? In other words, did the bad drivers respond differently from the good drivers? It often happens that the countermeasures are effective with those who need them least.

--Reaction--One of the problems, of course, is defining bad drivers. First of all, let me say that we are going to do a study based on driver record information--it's something we've been wanting to do for a long time. But the problem of deciding who is a good or bad driver is difficult; if you look at collision statistics, it's one group; if you look at police records, it's another. So with a project of this size, it would be impossible to do what you suggest.

--Question--Do you suspect that police activity was augmented because of the campaign in the control cities?

--Answer--We phoned every provincial police detachment in the campaign and control communities. We found that there was no way of explaining the number of charges of drunk driving that they had made. It proved to be an awkward situation in some cases when approaching local police departments on the question of its drunk driving arrests.

As a result of the fact that radio was found to be a prime mover of information in this campaign, this year we will be concentrating on electronic media over print and radio over television in terms of the money we will spend. The approach we are taking this year is to make people not think about accidents, but to help them think about what follows the accident especially when alcohol is involved. We are using the "How would you like..." approach. For instance "How would you like a big jump in your insurance rates this year? It's easy to do, get a drunk driving conviction" or "How would you like a Christmas present of 30 days in jail?"

Radio Script--30 seconds

How would you like a big increase in your insurance rates for the New Year? It's easy to arrange--just get yourself in an accident while impaired and your insurance company will look after the details. If you're going to drink--don't drive. Do you think we're kidding? We never kid about safety at the Ministry of Transportation and Communications.

Radio Script--30 seconds

How would you like to give your lawyer a holiday bonus this year? Defending your right to drive after a drunk-driving charge could cost you a bundle. If you're going to drink--don't drive. Do you think we're kidding? We never kid about safety at the Ministry of Transportation and Communications.

--Question--Are you going to include any behavioral alternatives?

--Answer--No. We'll just conclude with "Do you think we're kidding; we never kid about safety." We have no idea what the reaction will be at this point. Perhaps next year at this time we'll be able to give you the results.

--Comment--As I recall, that's fairly traditional with Canadian material.

There is one print ad showing a man in a jail cell with a wreath on the door and with a theme of threat of social or official reaction. The caption is something like "How would you like to be there on Christmas eve?"

--Reaction--But that hasn't been used for a long time. We were just trying to get across to people the consequences of drunk driving and the new law. We haven't used that for two years.

--Comment--Your reaction seems to me that perhaps there is a certain Canadian sense of humor used that is lost on Americans.

--Reaction--Perhaps that's true. And I think that there is also more of an effort by federal, corporate, and voluntary agencies here to get away from the threat arousal and to specify behavioral alternatives.

--Comment--Theirs is a sort of hard sell--telling what is going to happen to them, whereas the US's is a soft sell--giving behavioral alternatives.

--Comment--But this seems to be the classic fear-arousal message that the

National Safety Council was using years ago in its "Scream Bloody Murder" campaign. It turned most people off.

--Reaction--We will try to provide some suggestions, such as "If you're going to a Christmas party, arrange to go by bus, cab, or put four snow shoes in your car." This is more in keeping with the concept that's becoming more contemporary. We've found that people have been switching off when it comes to safety messages, but we're going to try to attract their attention with these ads, then conclude with something useful.

Radio Script--30 seconds

How would you like turkey through a tube on the 25th? Hospital nurses throughout the province will be feeding through a needle in the arm many a party-goer who tried to drive home. If you're going to a party, arrange to go by bus, cab or foot, or even snow shoes if you've got them. Do you think we're kidding? We never kid about safety at the Ministry of Transportation and Communications.

MICHIGAN COUNCIL ON ALCOHOL PROBLEMS
--Allen Rice

I served on Gov. Milliken's Task Force on the Drinking Driver Problem here in Michigan. This, in combination with the drinking driver awareness program of HSRI in 1969, helped MICAP to develop more awareness of the drunk driver problem. In a meeting of the State Safety Commission last year, someone brought a pin, similar to the one we subsequently produced, that said "I am the driver." We took that back to our office and kicked around the idea of developing our own campaign based on this theme. We decided to make the pin in the form of a steering wheel. We were trying to be positive and effective on a basis that would be helpful in an area where we felt there were a lot of problems, namely the high school driver. We wanted to supplement the already available state materials.



We developed material that would be like a traffic signal--three colors, red, yellow, and green. The questionnaire was on a yellow sheet, the answers on a red sheet, and a green pamphlet was produced to give responsible alternatives to avoid the drinking driving dilemma. We especially tried to overcome what we felt were shortcomings of previous campaigns. For instance, in previous years there had been the slogan "If you drink, don't drive; if you drive, don't drink." While there's no doubt about the wisdom of that slogan, most drivers merely ignored it. That was followed by the "Know your limits" campaigns including measuring devices, charts, and various materials distributed to tell people they could still drink and stay under the legal limit for intoxication. The idea was that, in practice, many people found they had problems with their driving before they reached the legal limit for DUI.

And after a few drinks, it became very difficult to read all that fine print on the charts. Then there was that scary slogan, "Drunk drivers go to jail." According to law it's true, but it was soon learned that people who could afford a good lawyer didn't go to jail. And scare tactics never seemed to encourage responsible behavior.

The "I am the driver" program is offered not as a cure-all, but instead as a low-pressure approach designed to give responsible alternatives to avoid the embarrassment and possible tragedy which could result from drinking and driving. We produced these materials, persuading the Office of Highway Safety Planning in Lansing to underwrite the basic printing costs. The four responsible alternatives we suggested were: (1) abstain for the occasion; (2) plan ahead--nominate a non-drinking friend to be the chauffeur for the evening; (3) if you want to be a sober driver but can't resist the persuasion of host or hostess, surrender the badge to a non-drinking friend and let him drive you home; and (4) wait until the effects of drinking have worn off (one hour per average drink).

The questionnaire was designed with the aid of the Office of Highway Safety Planning. The answer sheet was designed so as not to give the answer right away. You had to read through the entire paragraph to find it.

We sent a package of these materials to each high school in Michigan, including one set for each

graduating senior, or 139,500 sets to 761 high schools. A few badges were also sent for the senior class officers and instructors. We did this to give one last pitch to the seniors to make responsible decisions



4 Play the waiting game
Of course the effects of alcohol will wear off, but how long will it take? Forget all those magic formulas for sobering up. It all takes time. If you plan to wait it out, the safest rule is to wait at least one hour per average drink before driving.

with regard to drinking and driving. Most seniors had already been through driver education classes in their sophomore or junior years. These materials were designed to take some of their basic knowledge regarding alcohol and highway safety and suggest responsible alternatives to the drinking driving dilemma.

Before sending the materials, we sent a letter to each principal, asking if they were interested in receiving them. The first batch of materials went to those schools requesting them. Then, as we were later able to produce the items in large quantities, we sent sets to every school. We found that 52% of the material was used in the senior classes; 25% was used in connection with driver education classes; 19% was used with social studies classes; 4% was used in other classes. An evaluation form was provided to be sent back to us. The key to its success based on this evaluation was that it provided a unique tool for class discussion. In nearly 90% of the schools there was discussion of the materials. 27% of the students got 12 of the 15 questions correct; 60% had 8-11 correct. In response to our question regarding which item was most provocative, most discussion

was around the question "An average drink of which of the following beverages has the highest alcohol content?" Generally they were not aware that drinks are of similar alcohol content. The next most discussed question concerned whether you can detect alcohol on a person's breath. There was also much discussion regarding methods of sobering up after drinking.



HOW DO YOU RATE?

Before you get behind the wheel of a car, here are 15 basic questions you should be able to answer about alcohol and traffic safety. Check your score to see how you rate as a driver.

- 1 Which of the following would be properly classed as a drug?
 - a Heroin
 - b Alcohol
 - c Marijuana
 - d Methadone
- 2 Its mixing your drinks that gets you drunk
 - a True
 - b False
- 3 Can you diagnose drunkenness by physical examination?
 - a Yes
 - b No
- 4 Which of the following helps one to sober up after overimbibing?
 - a Black coffee
 - b Cold shower
 - c Exercise
 - d All of the above
 - e None of the above
- 5 Can you detect alcohol on a person's breath?
 - a Yes
 - b No
- 6 It is possible to drive safely after more than 5 drinks
 - a True
 - b False

- 7 Which of the following factors may help to determine how fast alcohol builds up in the blood?
 - a Amount of alcohol consumed— number and strength of drinks
 - b Time elapsed since drinking began
 - c Body weight
 - d Quantity and kind of food in the stomach
 - e Age
 - f Sex
- 8 Nearly all of those arrested for drunk driving are careless social drinkers
 - a True
 - b False
- 9 Does the eating of onions or garlic interfere with the breath test for alcohol?
 - a Yes
 - b No
- 10 Alcohol is properly classed as
 - a Anesthetic
 - b Stimulant
- 11 Small quantities of alcohol help to increase visual acuity
 - a True
 - b False
- 12 Can an exceptional person have 0.15% of alcohol in his blood and still retain all of his faculties?
 - a Yes
 - b No
- 13 An average drink of which of the following beverages has the highest alcoholic content?
 - a Beer
 - b Wine
 - c Whiskey
 - d They are all about the same
- 14 Young drivers may find their skills impaired as a result of imbibing smaller quantities of alcohol than older more experienced drivers
 - a True
 - b False
- 15 Harsher penalties would result in cutting down on the drinking-driving problem
 - a True
 - b False

A final question which stimulated their interest was whether alcohol is classified as a stimulant or an anesthetic. This was frequently missed because a large number of students are not aware of the anesthetic quality of alcohol.

We received good comments from the students and especially from the teachers who said it was a motivating change from regular class discussions. The teachers liked the format, were surprised at the answers, and felt the materials were valuable to them personally. We were very pleased to have done something positive about expression of a concern of ours that not enough young people realize the seriousness of the fact that alcohol can affect their driving.

TAMPA ALCOHOL SAFETY ACTION PROJECT
--William Blount

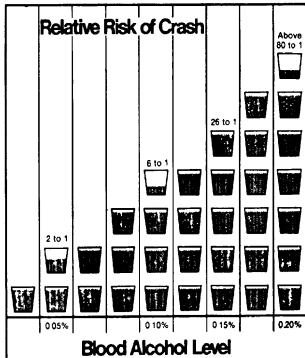
The evaluation in our ASAP is developed in two thrusts. First is the general approach using one household survey per year; there will be a total of four such surveys. Each ASAP evaluates its program in a different way. In our case initially the public information program was not well outlined. We could not find out what we were supposed to do or how we were to go about doing it. As most of you know, it is virtually impossible to out-guess media people in terms of designing questions which will be sensitive to the kinds of things we are doing. So we took our chances. By the second year two things became evident: The first was that PR was essentially, in our community, a holiday-oriented effort as far as print and electronic media are concerned. In conjunction with that, large numbers of pamphlets and brochures, BAC charts, and gimmicks were being used throughout the year--being distributed by law enforcement people, ASAP people, and speakers bureaus. The second thing that became evident was that the household survey was not picking up very much useful evaluative information. In retrospect, it's not surprising; it's difficult to have an annual event be sensitive to something which is primarily oriented toward four or five holidays throughout the year. So we began to look at particular aspects of campaigns, seeing which parts of those campaigns we could tap, and how. Also, we were not particularly pleased with verbal-response data. Our hope was to change behavior, so we needed a tool to get behavioral data.

The second thrust of our evaluation is in the specific area. The collateral materials (pamphlets, brochures, etc.) were intriguing because they were unique. We began to add knowledge, attitude, and recognition questions to our roadside surveys. These surveys are held twice a year in January and in July. In January we get about 1400 drivers and passengers; in July about 700. This then gave us some behavioral data. We were interested, specifically, in

some of the media pieces. We hypothesized, at least to start with, that those who reported recognition of the media pieces should do better than those who did not report recognition, if they were effective. There should also be a difference in blood alcohol level. This, of course, was a key measure. We have now collected data on every piece of media material that our staff has turned out. We have this data in three areas: knowledge items contained in the particular piece, recognition of the program, and BAC.

DRUNK DRIVING IS DEADLY

The risk of your becoming involved in a serious automobile accident increases with every drink. When your blood alcohol level reaches Point-0-Five percent, the odds are 2 to 1. Beyond 10% you're really taking a terrible chance. DON'T!



No. of 1½ oz. drinks of 86-proof whiskey for 160 lb. man during 1 hour prior to testing

By law, a person is presumed to be under the influence of intoxicating liquor if there is 10% or more by weight of alcohol in his blood. But Point-0-Five is where it all starts to happen. For a free Drink Chart Card contact



GREATER TAMPA ALCOHOL SAFETY ACTION PROJECT
330 W. Platt St., Suite 200, Tampa, Florida 33606
813-223-8001

The litter bag study was the first report written. In this case, we also tried to use recognition as a guide to whether or not the distribution system was working. That has paid off well. This campaign was done around July 4, 1973. 106,000 litter bags were distributed through gas stations and banks. Twenty days later we conducted a roadside survey, with 682 respondents. We asked a series of questions. The questions were ordered so that the recognition item on the litter bag was last and the information items

were first. We asked them what they felt was the risk of crash and the risk of serious crash when driving drunk. We asked if they had seen the slogan "Drunk driving is deadly." This was the first time that slogan had ever been used in our area. We asked if they had heard of the project; if they knew of the sponsoring agency. Finally, we held up the litter bag and asked if they had ever seen it before, and if they had ever had one.

The county population at that time was such that, if the distribution system had worked, 20% should have said that they had one and considerably more should have seen it. 3.5% said they'd seen it, 2.9% said they had one. The

distribution system was a failure. The reason for this was that in the panic to get these out, the media people had gone to gas stations along interstate highways and along routes crossing the country. So tourists got them, but they didn't go into Hillsborough County.

--Question--The last line says "If you want more information, write" What was your response rate?

--Answer--We had no response, from in- or out-state.

One of the encouraging things we learned from the verbal responses we did get was that people are telling the truth regarding their exposure to the items.

We split the respondents into three groups--those who said they had seen it, those who said they had one, and those who had neither seen it nor had one. There were no differences between the "seen-only" and "had" groups. Regarding the question on likelihood of crash involvement when driving drunk, 66% of the "bag" group said their chances were high or very high as compared to 58% of the "no bag" group. That is not a significant difference. On risk of serious crash, the responses were even closer: 60% for the "bag" group, 56% for the "no-bag" group. Regarding recognition of the slogan, 75% of the "bag" group said they had seen it and 62% of the "no-bag" group said they had seen it. They could not have possibly seen it elsewhere. The problem with the slogan was that it was close enough to other things that were going on that it seemed recognizable. An interesting finding is that 25% of the "bag" group said they had never seen the slogan. We began to notice, after the first night of the survey, that many more people were saying that they had seen that slogan than were supposed to. So we asked people who said they had seen it where they had seen it. 36% said they had seen it on television, 22% said billboards, 14% said "all over the place," 14% said signs, 7% said posters, and 7% said bumper stickers. Nobody mentioned litter bags. On the question of

whether they had heard of a drunk driving project, there was no difference. 68% of the "bag" group said "yes;" 62% of the "no-bag" group said "yes." We got one significant difference and that was in naming the sponsoring agency; 11% of the "bag" group could and only 2% of the "no-bag" group could. 13% of the "bag" group was illegally intoxicated (over .10%); 9% of the "no-bag" group was over the legal limit.

--Question--What was the cost factor based on this response?

--Answer--The actual cost of the bags was 4.6¢. If you divide the number of people who recognized it by total cost, they cost \$38.64. If you do that in terms of recalling the sponsor, they cost \$340.00 per correct response.

Management's conclusion was the the media piece was no good--that litter bags are no good. But we weren't evaluating litter bags. We were evaluating a specific litter bag with a specific message on it. The message and design were poor and the distribution system was terrible. But that does not mean that litter bags can not be used effectively. My personal feeling is that you have to use something very bold and simple.

--Comment--The Lincoln ASAP did

a similar thing. They also found out that the graphics were bag and the message was bad and complicated.

--It seems to me that the type is so small that if anyone actually used it for a litter bag, it would be too lumpy to read.

I don't know for sure what

litter bags can do for Tampa. All

WHAT'S YOUR A. Q. (ALCOHOL QUOTIENT)

You can use this chart as an educational tool to estimate the number of drinks it takes to reach impairment and intoxication levels. Many drivers are impaired at the .05% level which is well below Nebraska's legal limit of .10%.

1 Oz. 86 Proof = 12 oz. Beer

| Body Weight | Number of Drinks | | | | | | | | |
|-------------|------------------|------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 100 | .032 | .065 | .097 | .129 | .162 | .194 | .226 | .258 | .291 |
| 120 | .027 | .054 | .081 | .108 | .135 | .161 | .188 | .215 | .242 |
| 140 | .023 | .046 | .069 | .092 | .115 | .138 | .161 | .184 | .207 |
| 160 | .020 | .040 | .060 | .080 | .101 | .121 | .141 | .161 | .181 |
| 180 | .018 | .036 | .054 | .072 | .090 | .108 | .126 | .144 | .162 |
| 200 | .016 | .032 | .048 | .064 | .080 | .097 | .113 | .129 | .145 |
| 220 | .015 | .029 | .044 | .058 | .073 | .088 | .102 | .117 | .131 |

TO DETERMINE YOUR A. Q.

- Count your drinks.
- Line up the number of drinks with the box which comes closest to your weight.
- Your body "burns" approximately one ounce of alcohol an hour. To determine the effect of time on your blood alcohol level use these numbers:

| | | | | |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Hours since drinking started:
Subtract this number from the number shown on the chart:

| | | | | | |
|------|------|------|------|------|------|
| .015 | .030 | .045 | .060 | .075 | .090 |
|------|------|------|------|------|------|

Example: Based on the chart, a 161 pound person who drinks 4 beers in one hour has an approximate blood alcohol level of .080%. After a two hour time lapse, his blood alcohol level is .05% (.080 - .030 = .05%).

Commitments of
to lower high.

Nebraska Safety Action Project with the hope that this litterbag will contribute less litter. For more information write:

 **LINCOLN ALCOHOL SAFETY
ACTION PROJECT**
ROOM 812, LINCOLN BUILDING
LINCOLN, NEBRASKA 68508

I know is that, in this case, we did get the positive response that they could pick out the sponsoring agency of the program. Also, we discovered that the distribution continued from July 4 up until the night our survey began--so it took the entire month to get rid of 106,000 litter bags.

Along that same line, we had been trying to learn what was happening with the ASAP speakers bureau. In one year we had a very active bureau, giving nearly 800 presentations and reaching a huge number of people. We persuaded a local insurance company to cooperate in an evaluation of this program. We did a pretest and two post-tests. The pretest was done two weeks before the actual presentation. The idea was to minimize any pretest sensitivity. We had a phenomenal increase on the first post-test, in some cases as much as an 87% increase in the appropriate response. The first post-test was given the same day as the presentation; the second post-test was done 65 days later. There was a 10-20% drop in the second post-test. The questions were based on data given in the presentation. The only question on which there was no change was on one topic the speaker forgot to cover. This provided us with a means of checking the testing. The sample was 100 of the 300 agency employees. We had a phenomenal increase immediately and very little decay 65 days later. By repeating the post-test after 65 days, we were able to determine when the speaker ought to return to reinforce the message. On this basis, he should go back every 6-9 months and repeat the information.

--Question--If this insurance company sells automobile insurance, wouldn't you consider the employees a slightly more sensitive audience?

--Answer--Yes. However, it turned out that in the pretest they didn't do much better than people in the household survey.

There was one response which changed on a subject which the speaker didn't address directly. As best we could determine, this was a function of people talking about it in the office. There was also a conflict that the speaker set up. He emphasized the Florida legal limit of .10%, but showed a film which mentioned .05%. When they were asked the legal limit, about half said .10%, the others said .05%. So now the speaker knows better than to use that film if he wants to get the legal limit across to the audience.

We now have data on all the media items and we want to pick out specific pieces of campaigns that we can evaluate. Frankly, we haven't been too successful with the broader approach. We have asked about a definite scene from a popular local TV spot. 68% of the respondents say they have seen it; 38% say they haven't seen it on television. On a roadside survey we asked people if they belonged to a civic or community group other than a church group. Then we asked if a speaker on drunk driving had addressed that group. We also asked the name of the group. We were after information for the speakers bureau, to see if there were some groups they could talk to. We broke the data down in terms of individuals who qualified for speakers bureau presentations (some groups do not qualify, e.g., church groups). Knowing the names of the organizations, we separated those who had heard the speakers bureau presentations from those who had not. We compared the blood alcohol levels of those eligible who had and had not heard it. The blood alcohol levels in the group that had heard the presentation were significantly lower. That, of course, pleased the speakers bureau.

I would like to get some reaction in terms of whether you think these techniques are appropriate. I would also like to know if you think the kind of data we're trying to get out of the surveys is addressing the issue we think it is addressing.

--Comment--I'm beginning to believe that this kind of information--the number of drinks per hour allowed--can be presented effectively only in a classroom, with a captive audience and when there is enough time. I'm beginning to believe, similarly, that to try to teach about BAC in 60-second TV spots is not going to work. But nobody knows. I think you are on the right track and I hope others are going to look at this whole concept of how to teach BAC. My assumption is, though, that nobody will voluntarily read the type of materials printed on your litter bags.

--Comment--In a recent survey in my area, there was a dramatic jump in correct response to knowledge issues. I don't know why it occurred, but it may be that after a few years, the speakers bureau is having an effect. On attitude issues, there was no significant change over the same time period.

After we got data on the speakers bureau, we started to include a question in our survey regarding whether or not the respondent had heard a speaker from our bureau. If it is such a potent force, we have to be able to separate it out; otherwise we'd be giving the media credit for something the speakers bureau did.

The roadside surveys are turning out to be an incredible tool for us. This is the first time we tried to apply questions to the public information program. The law enforcement people love the surveys. When we run into a spot where the BACs are high, they know where to concentrate their DWI patrol for the next few weeks.

The roadside surveys are conducted differently by each ASAP. We do ours with probably a bit more production than is typical. We give no advance publicity; this is not true for all ASAPs. The locations are selected at random each year from a pool we put together based on three years of alcohol-related accident and arrest data. Once we have the general locations, we go into the area with a law enforcement officer (usually a sergeant on a DWI

squad), then decide where we can set up the van. We use two uniformed officers to direct traffic into the lot and two uniformed officers in the lot to park cars and to check drivers licenses. The license check is up to the individual officer--sometimes they check and sometimes they don't. Then there are four greeters in white coats. One approaches the car, giving the driver and passengers a pre-coded form and asking them to take it into the van. They are also told that this is a traffic safety survey. We use a converted bookmobile which has seven breathalyzer stations inside. Policemen in plain clothes conduct the breath tests.

--Comment--If I were driving along on a Sunday afternoon and got pulled over by a policeman, my first reaction would be that I had done something wrong. It would be a hostile situation, wouldn't it?

--Reaction--We worked on that. We have a good deal of cooperation from the law enforcement people because we work with them all the time. They have been convinced of the importance of gathering this information. They have seen, first hand, how it can be applied to helping them find pockets where drunk driving occurs frequently. Once the person pulled off the road is approached, he is put at ease when told, at once, that it is just a traffic safety survey. He can relax.

The subject does not fill out his own form. He takes it into the van and hands it to the person giving the breathalyzer exam. The breathalyzer test is taken first. While that is analyzing, he is given the questionnaire. We trained the law enforcement people in interviewing, and some of them are very good at it.

--Question--So the people are not given a choice? They are, more or less, told to participate?

--Answer--They can refuse when they are pulled over. But we have only a 2.5% refusal rate among drivers.

--Question--What do you do with the person who fails the breathalyzer exam?

--Answer--He is driven home. He is immune from arrest. We take about 15% more people home than the total of those shown to be over the legal limit. We make about 60 trips per weekend.

--Question--What if the person refuses to be driven home?

--Answer--Then they have no choice. Either they are driven home or they're going to get a half block down the road before being stopped. They are told that with a uniformed officer standing next to them. Another possibility is to swap a sober passenger for a drunk driver.

We get very few drug cases. The law enforcement position on the survey is that if we get individuals, particularly young people, who are obviously intoxicated on something other than alcohol, rather than taking them home, their parents will be called and asked to come and get them.

--Question--Do all passengers take the breathalyzer test?

--Answer--As many as possible, yes. We have a 10% refusal rate on passengers.

--Question--How much does the survey cost?

--Answer--It costs about \$1500 for the July survey and \$3000 for the January survey. These are costs other than officers' salaries.

--Comment--I think that's a good blending of a roadside survey with an evaluation of the media. If we had it to do over again in our ASAP, I think we would try to be more specific about certain materials and not take the general approach.

--Reaction--We, frankly, didn't get anything valuable in the household survey. We were getting changes, but they were not consistent. There is some reason to believe that all we were getting were chance responses and changes.

--Comment--What about changes in driving patterns as a result of the roadside survey? It seems to me that if I had been stopped at a particular location by the survey, I would begin to avoid that area.

--Reaction--Hillsborough County is rather large, 1500-1600 square miles. In such a survey the geographic distribution and time variance is such that we don't expect any definitive changes in people's driving patterns.

PUBLIC COMMUNICATION GROUP, HIGHWAY SAFETY RESEARCH INSTITUTE
--Richard Douglass

I will briefly describe the methods and results of two studies conducted by the Public Communication Group. The first study, sponsored by DISCUS, dealt with the immediate information-attitude-belief exchange of print ads.¹ The second study, conducted for NHTSA was a comparative analysis of 25 major alcohol/highway safety media campaigns.²

A STUDY OF 25 PRINT ADVERTISEMENTS ON DRINKING AND DRIVING

A set of 25 print ads were selected from our collection. Sponsoring organizations included those from both Canada and the U.S., the beverage and automobile industries, state and federal agencies, ASAPs, and voluntary organizations. Selections represented a range of themes, messages, layouts, and graphics. There were some intuitively good ads and some that were not. Ad composition varied from complicated to simple.

One purpose of the study was to experimentally determine if there was any immediate exchange of information, attitudes or beliefs affected by exposure to a print ad. Respondents were selected from a variety of sources, given a questionnaire, and asked to complete it. Instructions to each respondent included the following: (1) complete the questionnaire without turning back, (2) read the questionnaire completely. The print ads were imbedded as the second page of the instrument. There was one ad per questionnaire.

¹Swinehart, James W., Grimm, Ann C., and Douglass, Richard L. A Study of 25 Print Advertisements on Drinking and Driving. Public Communication Group, Highway Safety Research Institute, The University of Michigan, Ann Arbor, Michigan, UM-HSRI-AL-74-7, October, 1974.

²Douglass, Richard L., Robinson, Elizabeth A.R., and Johnston, Peggy A. Public Communication Group Materials Collection Review, Volume I: A Comparative Analysis of 25 Major Campaigns in Alcohol and Highway Safety, Public Communication Group, HSRI, UM-HSRI-AL-74-5-1, May, 1974.

The first page of the instrument included a series of questions about the respondent's knowledge, attitudes, and beliefs regarding drinking and driving. The second page was the print ad. After exposure to the print ad the respondent completed three more pages. These three "post-exposure" pages included background and demographic questions plus the identical questions found on page one, but in a scrambled order. In effect, we had a pretest and a post-test situation.

The second purpose of the study was to formulate a rank-ordering of all 25 ads on an overall quality dimension. A panel of experienced people in the field was selected as an "expert" audience. This panel included people from public communication, highway safety, advertising design, and alcohol problems. The experts were asked to evaluate each of the 25 print ads on the basis of technical quality, accuracy, effectiveness, etc.

The lay audience, used for the rating phase as well as the experimental phase, included people selected in a quasi-random fashion from airport waiting rooms, the local drivers license bureau, hospital waiting rooms, a university journalism class, a high school social science class, alcoholism treatment clinics, and driver rehabilitation classes.

There were 50-65 lay respondents per print ad. The total number of respondents was 1513. The sample audience was young--31% were under 20, 24% were 20-25. That is because a large portion came from high schools and the university. That is also typical of many surveys done in Washtenaw County. It was fairly equally split by sex: 55% were male. It was a fairly well-educated sample: 21% had not completed high school, 18% finished high school, 36% had some college, 10% finished college, 16% were graduate students or beyond. In terms of formal organization membership: 31% were in none, 49% were in one or two. 38% considered themselves drinkers; 7% said they drank every day. (This is low by national standards.) 47% said they had never

driven when they felt they had had too much to drink to drive safely. 32% said they had driven drunk once or twice; 17% said several times; 5% said many times. 7% said they had been arrested for drunk driving. 56% knew someone personally who had a drinking problem.

About 90% said they thought the problem of alcohol and highway safety was a very significant issue. 71% said social drinkers are the problem as compared to 29% saying problem drinkers are the problem. The respondents were generally willing to have the government spend more money to provide some solution to or continuing activity on this problem. When asked what their chances were that in the coming year they would be involved in an accident caused by a drinking driver, 21% said 1 in 1000, 21% said 1 in 500, 27% said 1 in 100, 18% said 1 in 50, and 12% said 1 in 10.

The intent of this study was to measure immediate effect. It could not, of course, measure a "sleeper" effect over a period of time. It could also not measure a multiple exposure effect. In most campaigns where there is any kind of loading of the system with the same theme, message, and factual data, you might be able to measure some change. But there is difficulty in attributing the change to any one of those sources of information.

Our analysis of the responses to the same questions before and after respondents read the print ad showed that there was virtually no difference on any question. This means that, at least with these print ads and these questions, no new information was provided or there were no changes in the attitudes or beliefs of the respondents. That could present a dilemma to agencies who are interested in information exchange or attitude change; perhaps print ads cannot be expected to do much. Perhaps people were hesitant to read the entire ad. That might be what happens when reading journals. The reader might consider the print ad an interruption. There is a lot of small print in most ads and people tend to see only the large type. The important information--

factual attitudinal, and behavioral information--is imbedded in the small print.

--Question--How long did the questionnaire take?

--Answer--It usually took 5-10 minutes. The respondents were given a cover letter asking them to fill out the first page, read the ad (but who knows how many of them actually read the entire ad) and then complete the last three pages.

--Comment--Those of us who use the print media are caught. If we want to get a point across, we have to use copy. If what you're saying is that people are not going to read the copy anyway, then that's an incredible dilemma.

--Reaction--That's why we're going to have to be careful with the interpretation of these results. We don't want to say, point blank, that print ads are no good. We can say that those who use print ads should be concerned with looking for alternative outlets for their information, not relying on this as the sole outlet.

--Comment--The problem I have with this study is that the measures you used may not have been sensitive to what you were trying to find out. That was the initial problem with our surveys. One of the reasons we missed the boat with the litter bag is that the copy wasn't pretested. That's the first thing you learn when you go through school in advertising or marketing research. Most of the ASAPs don't do any pretesting. So the fact that there are no changes in those variables may be just as much a factor of the lack of pretesting.

With few exceptions, there was no close association between the ranked rating (1-25) of the lay audience and the expert audience of any specific ad. One exception was the Seagram ad, rated second by both groups. The two audiences seemed to be using different criteria.

The ad rated worst overall by the lay audience was "How much are drinking driving accidents up this year?" The ad rated best overall by the lay group was "Boy, was I smashed." On the other hand, the ad rated best overall by the expert panel was an LBI ad "If you can't stop drinking, don't start driving." (Incidentally, the sources of the ads were deleted, so that could not bias the respondents. The size and color were also standardized--they were all black and white and reduced or expanded to a standard size.) The ad rated worst overall by the experts was Needham, Harper and Steers' ad "In Finland drunk drivers get to build airports...by hand."

The party begins

I can drive when I drink.

2 drinks later

I can drive when I drink.

After 4 drinks

I can drive when I drink.

After 5 drinks

I can drive when I drink.

7 drinks in all

I can drive when I drink.

The more you drink, the more coordination you lose. That's a fact, plain and simple. Still, people drink too much and then go out and expect to handle a car. When you drink too much you can't handle a car. You can't even handle a pen.

How much are drinking driver accidents up this year?

10%? 12%? 15%?

Surprise Here, they haven't gone up at all. What's more, the *is down* 10% from what you might expect. The way accidents have grown in the last few years, by the end of five months we might have had about 635 alcohol-involved accidents. We had only 567.

What? An accident rate that didn't increase? That's a first. And it could be tied to a couple of other firsts. We first started this campaign January first. Now, we don't know if there's a connection. But it is nice to know the rate doesn't have to march ever onward and upward. Something can be done. It's as easy as keeping your blitzed friend from stumbling into his bomb and roaring away. Right into the statistics. If you've done that, we owe our thanks. But your friend owes you even more. We have other news about drinking and driving. Write Box.

We're keeping a few more of our friends now. Let's try and keep them all.

Projected Actual

Let's keep our friends alive.

Lots of fun, wasn't it, Harry? You always did enjoy taking the boys to the office. How many you were able to put away the night before. Of course, you seem to be sitting on the toilet you put away last night. Police said she was killed outright. She died on the operating table.

You and your kind have murdered more than 134,000 innocent people over the past five years on U.S. highways. Five times the number of Americans killed in Vietnam during the same period. So go ahead, Harry. Tell us once more how you were smashed.

"Boy, was I smashed."

**If you can't
stop drinking,
don't start driving.**



Most adult Americans drink. And most of them drive. While it is best not to drink before driving, experience proves that not everybody follows this advice.

Recognizing this fact of life, many safety officials now say to motorists: "If you're going to drink, use common sense. Know your own limit, as well as the speed limit, and keep well within both."

We heartily support this stand. In fact, we've prepared a booklet called "Know Your Limits," which includes a handy chart for your guidance. It's yours for the writing. **If you choose to drink, drink responsibly.**

DRINKING

is the leading cause of death in our country.

Despite the fact that 80% of Americans each year:

They kill innocent people and innocent children. Sometimes they even kill themselves.

The problem isn't drink. It's drunks. Problem drinkers. Abusive drinkers. Sick people who need help.

But, before they can be helped, they've got to be stopped.

And only one person can do something about that. **You.**

Start a petition. Involve other people. Write your governor. Your legislators. Your judges.

Demand strict law enforcement. Call for tougher laws. Get mad. Scream your impatience.

But, for God's sake, do something. It's do or die.

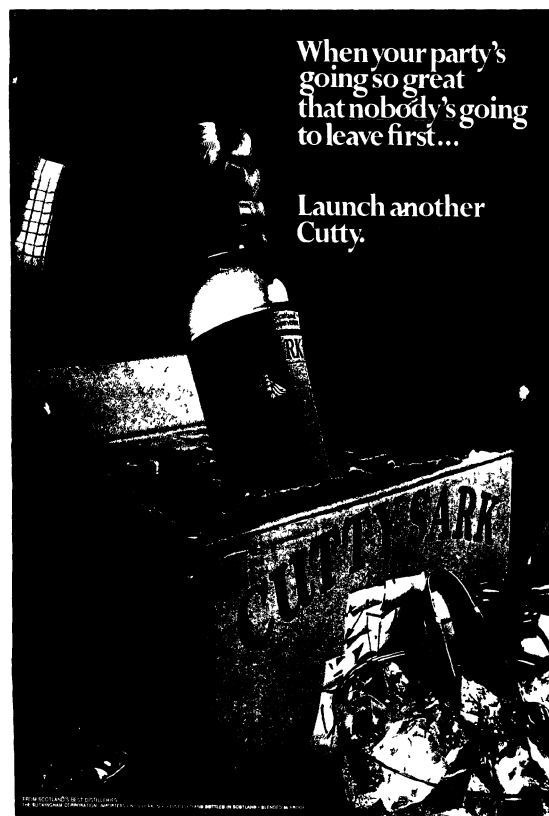
A COMPARATIVE ANALYSIS OF 25 MAJOR CAMPAIGNS

The second study concerned 25 campaigns with the largest number of items in the Public Communication Group collection. The variables used to evaluate the campaigns covered media, type, theme, evaluation-device, message, and intended audience. It turned out that if print ads dominated the campaign the message was, more often than not, advertising the source. There is a very understandable explanation for that: the automotive and beverage industries and the voluntary agencies who are more dependent on advertising themselves than are the federal and state agencies use the print medium to advertise what their companies or agencies do. But there is another motive, in that in their campaigns they attempt to sell products, solicit contributions, or justify the existence of the organizations.

--Comment--There are two other reasons. In the case of the liquor industry, it can't use the broadcast medium. In the case of low-budget public service organizations, print is still the cheapest way to go.

--Comment--There was one ad which ran a few years ago and which was well educated. It was produced by Bacardi. There were a series of bottle caps and in place of one of the series was a steering wheel. The caption was "Bacardi goes with everything, except driving." It sold the product and was well-received by the government and other organizations. It also told people that their rum mixed with all those different things--so it was a legitimate product ad, yet it had an effective message.

--Comment--On the contrary, the current Cutty Sark campaign is the most down-beat series of ads I've seen in the alcohol industry for a long time. Remember the ones which talk about Cutty Sark being a solution to the problem? "So you lost that big contract, launch another Cutty." The industry is aware of this campaign, but they don't know just what to do about it.



Our comparative analysis was based on five categories of variables: Medium, Theme, Evaluation, Theme and Message, and Audience. These broad categories were broken down to analytic units as seen in the table below.

| | | | |
|--------------------------------|--|--|---|
| MEDIA: | | THEME AND MESSAGE: <u>Non-normative</u> | |
| 1 | Radio Spot Ad | 2.1 | Personal Threat (cost, etc.) |
| 2 | Television Spot Ad (or story board) | 2.2 | Social Threat |
| 3 | Pamphlet | 2.3 | Legal Threat |
| 4 | Print Ad | 2.4 | Health or Life Threat |
| 5 | Film | 2.5 | Value (judgment) |
| 6 | Poster or Bus Card | 2.6 | Informative, general |
| 7 | Speaker's Bureau Script | 2.7 | Informative, statistical |
| THEME. <u>Normative</u> | | 2.8 | Informative, legal facts |
| 1.1 | "Get (keep) the problem drinker (excessively drunk drivers) off our highways (the road)." | 2.9 | Informative, alcoholism, effects of alcohol consumption |
| 1.2 | "Urge problem drinkers (any drunk person) to not drive; keep them from driving, drive a drinker home." | 2.10 | Feedback Information (address, telephone number) |
| 1.3 | "Drink moderately, don't be afraid to say 'no'; if you chose to drink, drink responsibly, know your limits, live within your limits; cut your drinking short, not your life; if you're going to drink and drive, use the (BAC) chart first." | <u>Promotional</u> | |
| 1.4 | "Help stop the traffic (drunk driver) slaughter, Scream Blood murder, help change the laws." | 3.1 | Campaign success to date, "What we've done so far." |
| 1.5 | "Let's keep our friends alive." | 3.2 | Campaign details, "What we will be doing, or are doing now." |
| 1.6 | "Don't drive when you've had too much, don't drive when you're drunk." | 3.3 | Sponsoring agent advertised |
| 1.7 | "Don't let drivers get drunk you really can't ask a driver to have another drink, don't ask a man to drink and drive." | 3.4 | What (you) can do to help the campaign, <u>specific suggestions.</u> |
| 1.8 | "Don't drink and drive, if you've had anything to drink, don't drive; drink, drive - rationalize." | AUDIENCE: | |
| 1.9 | "Cure the alcoholic driver; urge problem drinkers to get help." | 1 | General Public |
| 1.10 | "Let's make driving a good thing again, Responsible driving guidelines." | 2 | Problem Drinkers and Alcoholics |
| 1.11 | "Be a friend first and then a good host." | 3 | Social Drinkers |
| EVALUATION: | | 4 | Familier and Friends of Problem Drinkers, Alcoholics and Social Drinkers |
| 1 | Evidence of Effectiveness | 5 | Drivers |
| 2 | Evidence of Experimental/Survey Evaluation | 6 | Young People, Teenagers, College-age Youth, Pre-teens |
| | | 7 | Law Enforcement Personnel, Judges, Police, Court Workers |
| | | 8 | Minority Groups |
| | | 9. | Businessmen and Employees |
| | | 10 | Physicians and Lawyers |
| | | 11 | Civic Groups, Religious Groups, Service Organizations |
| | | 12 | Other Legislators, Government Officials, Opinion Leaders, the Press, etc. |

Significant and characteristic differences were found between governmental, commercial and non-profit sponsors regarding frequency of media utilization. This is obviously not at all a reflection of the desires, but rather the restrictions placed on sponsors regarding media availability.

Interesting differences were also found regarding type of audience, evidence of evaluation, relative informational content, and other variables. These tended to discriminate the type of sponsorship, organizational size of sponsors, and probable level of fiscal support of the sponsor. We concluded that the smaller sponsoring organizations tended to use the least effective message and media combinations more frequently than did larger sponsors. We think this supports our belief that small sponsors should have access to some of the technical information that is used in the larger and more sophisticated campaigns.

POSTSCRIPT FROM MICAP:

We prepare special election reports every two years. This year we asked all of the incumbents and challengers what blood alcohol level they would be willing to institute legislatively. 64% of the incumbents in the senate would be willing to have .04% or .05% as the legal limit.

