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*Alcohol/Safety
Public Information Campaigns:*

Seminar No. 3

**A REPORT OF AN INFORMAL MEETING HELD
MARCH 1, 1974, TO DISCUSS SELECTED
CAMPAIGNS ON ALCOHOL AND HIGHWAY SAFETY**

CHICAGO, ILLINOIS

**PUBLIC COMMUNICATION GROUP
HIGHWAY SAFETY RESEARCH INSTITUTE
THE UNIVERSITY OF MICHIGAN
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INTRODUCTION

From my perspective, meetings such as this one closely resemble the peer review concept that has been traditional in medicine and other professions for a long time. To me, a peer review consists of similarly-oriented people coming together to express their feelings about each other's work in a constructively critical way. In a meeting like this it is possible to say things without concerns of third parties listening-in. This meeting is closed to the public; the proceedings have limited distribution and are intended to serve as a reminder to us about the things that are said here. This is an opportunity for people to look at the problems and progress of colleagues in other places, to comment in a critical way, and to offer suggestions. The primary function is one of self-education for everyone here.

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COMMENTS ON PERSONAL INVOLVEMENT

1. I'm here to see what everyone is up to and to share what our organization has done recently.
2. I noticed coordination has not been stressed, but perhaps that's too much to expect. The peer review notion is a far more viable one; it is more realistic than any notions about coordination.
3. I share in the view that peer review and exchange of thoughts on our various approaches is one of the most valuable contributions that can come out of this type of interchange. We will also see how different organizations focus on the same target in different ways, and how these relate to one another. That is very valuable for all of us.
4. Our organization has a series of different committees that deal with alcohol and alcoholism. The committee on alcohol and drugs was recently split into two separate committees, one on alcohol, the other on drugs. They did it because they felt that alcohol was of such major importance. There were arguments on the other side as well, as might be imagined. I work primarily on the health education angle tied with automotive safety. This is a big enough part of the alcohol problem to keep all of us busy for the next fifty years. We haven't any particular programs going on now on alcohol and highway safety, but we do have one in a related area which is an experiment to try to upgrade the medical knowledge of lay license examiners. One of the subjects of this is, of course, alcohol, and it's very difficult to get lay people to do anything in this area. We made a videotape at the University of Wisconsin: both the internist and the psychiatrist covered alcohol problems in their discussions with a lay group. We will also have a conference on aging in May in Washington, D.C. There are alcohol aspects there, of course. Beyond that I'm just interested in hearing about the various programs to be presented here, hoping to learn from them and perhaps use some

of the ideas. We are especially interested in the medical aspects of the ASAP evaluations. Several years ago we did our own evaluation of 4 or 5 ASAPs. We were quite unhappy with this particular phase of their programs. When we went to the ASAPs all we heard was the current number of arrests as compared to the number of arrests before the ASAP started. Far more interest was placed in the man then than in what happened to him after he was arrested. There was some schooling, but there was very little rehabilitation to get the man back on his feet. Some programs have improved since then.

5. Our program is doing an innovative thing by going into jails and counseling with the alcoholics. We counsel those there on multiple DWIs, trying to see the loopholes in the law which heretofore have not been looked into. There are several men in jail now who have been there for some time because they are chronic alcoholics. But nothing is being done for them. We're trying to establish a trend for other programs. We are also working with the Association of Retired Persons and studying the lower legal drinking age and its possible effects.

6. I was delighted to hear about the group therapy aspect being used with some alcoholics now. That's what our program is doing. We simply sit down and talk over their problems. We've had great success working in rehabilitation programs after the people have had the opportunity to get their physical beings back in order. Some of these people need medication or the help of AA. We think the antabuse program is miraculous; it allows the person to get back to reality without the crutch of alcohol. One of the best things being done is to divert these people to group therapy as well as to other programs. We are here to learn what others are doing that we might apply to our program.

7. When I first joined our organization, I was told that I should try to find a way to get to youth, that I wouldn't make alot of money, but I'd make alot of friends. Two and a half years later, we're still trying to find a way to get to youth. In Phoenix, I worked with youth through teenage nightclubs and

rock and roll promotions for 9 years. I thought I knew them well, but I wonder if any of us do. I hope to return there with, perhaps, some new ideas and a little stronger direction.

8. I'm here to pick people's brains and to hear and use what other people have to say. These ideas will be used not only in ASAPs, but in other state traffic safety programs.

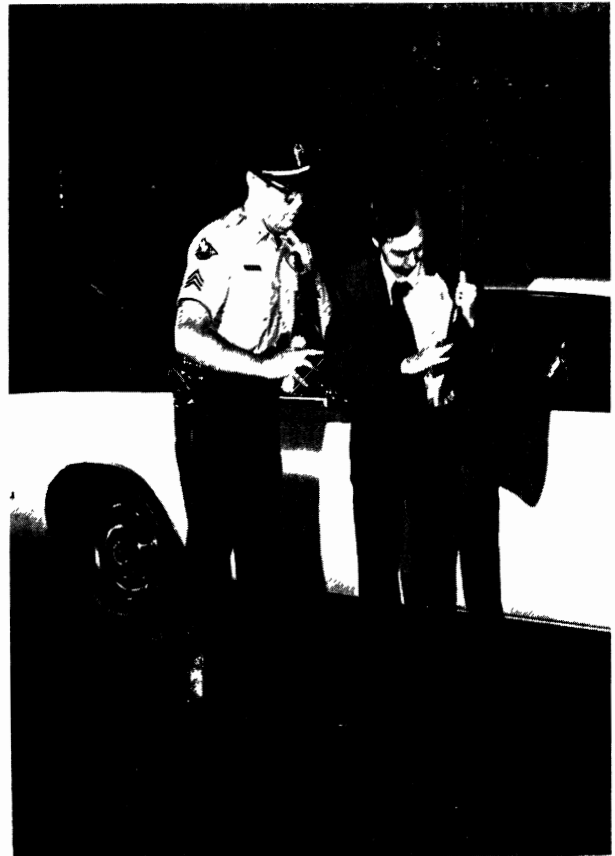
9. Our program is expanding into the whole state. The program has been endorsed by the governor who has also endorsed a provisional driving license bill which, for the first time, was used this past year. It stresses rehabilitation of problem drivers. The first two years of the program were strictly public-awareness oriented--the consequences and fear of apprehension. This year, we're turning to more of an educational approach. We've found that people don't know that beer has the same effect as wine or hard liquor. We're also stressing the causes of hangovers. It's more of a health and rehabilitative concept this year. So I'm here also to learn from others and to take ideas back with me.

10. Our organization has a committee that's concerned with alcohol, but we haven't had a well-coordinated alcohol/public information program in a couple of years. I'm here to see what everybody else is doing and to see what I can learn and use.

ALCOHOL SAFETY ACTION PROJECT--COLUMBIA, SOUTH CAROLINA
--Mary McDuffie

The Columbia ASAP film "Will He Make It?" was premiered on January 29, 1974 and about 200 people saw it; it was well received. Basically, it shows what Columbia is like; what countermeasures are used. It is narrated by Frank Blair of NBC News, a fellow-South Carolinian, who donated his time at no cost. Charles Weagley, Public Information Director at the ASAP, wrote the script. It shows the chronic alcoholism problem of Fred. The local actor who made the film is an alcoholic.

Fred, you should be used to this by now--the headaches, the dry mouth, the red eye, the sick-all-over feeling. You've had them often enough. Your friends have noticed: they even talk about you and how much you've been drinking lately. You know, Fred, they've all seen what was happening to you. It's just that instead of helping you stop, they've really been helping you cover up. To drink or not to drink is a personal decision, but when a person becomes intoxicated and then drives a vehicle on public roads--the same roads you and I are using--then it's no longer a personal matter, but one of concern to everyone.... Problem drinkers are a small part of the driving population, only about 7%, but they are involved in about 1/3 of all fatal accidents. What can be done to stop people from driving after becoming intoxicated? One way is through increased enforcement....To inform the public [about ASAP's program] ASAP utilizes all forms of mass information and education programs...."



The film was shown on local television stations, reaching most of the state at Sunday noon. This conflicted with the church-going public, so we'll have another TV showing soon.

--Question--Will this be or has this been shown to high school groups, and, if so, has there been any reaction?

--Answer--We will be showing it to high schools, but haven't as yet.

--Question--What will be your measure of effectiveness for the film?

--Answer--Basically it will be a questionnaire passed out at the end of the film asking opinions about how it affected you and so forth.

--Question--What is the effect on those who don't drink as opposed to those who do drink?

--Answer--We haven't gotten any data on that yet, but I'd guess that those at the premier who saw it were drinkers. We haven't shown it yet at a half-way house where you'd get a different type of reaction.

--Question--How would you evaluate the film from DOT's standpoint?

--Answer--I don't want to say because I may be prejudiced. Personally, I like it, but I want to hear some criticism of it. I think it reflects what we have asked the projects to do. It is an excellent representation of the guidance that we have given the project.

--Question--How about from the AMA standpoint?

--Answer--It failed to mention what happens to the man; what is going to be done with him if he has a serious problem--how he is rehabilitated. But you can't do everything in a single film. As far as I'm concerned, the film should start where it ends. But as a film showing ASAP's educational programs, it's very good.

--Comment--What struck me was, here we've got the problem drinker and we've got him in jail, and there he sits. He might sit there for a long time.

--Comment--But that may not be the film's problem, it may be the problem of the program.

--Question--Just seeing the film may be taking your public information program a little out of context. For example, am I not correct that you have specific public information tools dealing with some of the issues just raised?

--Answer--Yes, we work in conjunction with the Mid-Cumberland Council on Alcoholism in rehabilitation. They're the ones who have the speakers bureau and handle counseling for in-patients.

--Question--With a title like "Will He Make It?" did you expect to find the answer?

--Answer--This is the point--will he make it, or should he make it? What are you going to do? It's your responsibility and your neighbors' responsibility.

--Comment--That was my second point. It seems that it was left to the audience to define for themselves. I didn't see any specific guidance. For instance, nobody told the man not to drive--they just let him go and shook their heads. The film is a beginning. It gets people thinking. I've always got problems with a film that gives all the answers. My one problem is that the perception of risk of apprehension comes out loud and clear; however, the guy's a fallen-down-drunk and I'm not sure that in talking about perception of risk of apprehension that that's the type of person you'd want to use. His character acting was a little too strong.

--Comment--Let me make a suggestion, why don't you have a short follow-up to the film suggesting where this type of fellow can go for help.

--Comment--I can see that in a speakers bureau this film is dynamite because you just leave it there and it's a great jumping off point for starting discussion.

--Question--So you feel we should suggest that people with problems as described in the film contact the Mid-Carolina Council on Alcoholism?

--Comment--Perhaps that depends on how you're going to use the film. If you're

going to a meeting where there will be a lot of discussion, you can use it as a trigger film without an answer. If it's going to be shown to a general audience without any background, then perhaps you could give a phone number. Then that could also be used as a measure of evaluation.

--Question--Could you counsel this person while he's in jail?

--Answer--When they're put in jail, they're immediately given brochures and a packet of information telling what the alternatives are. What they first do is to call their lawyer, then we offer them the alternative of a court worker. The court worker tells him that if he will go to an Alcohol Traffic Safety School, just 10 hours of intensive instruction, we will try to have the charge changed--not reduced--to reckless driving. Even though the charge is changed, the DUI charge will still be on his record, but as changed to reckless driving.

--Comment--The judges in Dallas in the past couple of years have also been giving people a chance for a lesser sentence provided they take the alternative--rehabilitation for alcoholics, meeting attendances, or something of that sort. I don't know the success of this, how many have actually made it afterwards, but to my knowledge, it's had no ill effects.

Our rehabilitation rate is very good. We've sent 292 through the school and only 3 have been rearrested over a year's time.

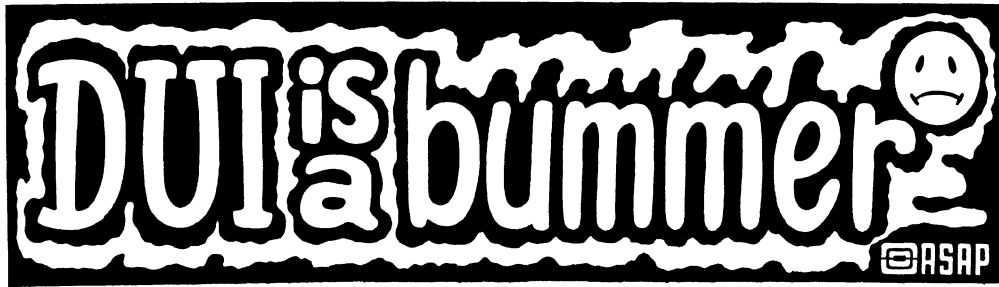
--Question--What is your arrest rate?

--Answer--We had 2548 arrested in 1972; 2918 in 1973. We had a 33.3% death reduction in 1972 and 28% last year as compared to the base year of 1971. It's probably the most successful program the state has ever had. And I think that's why we're one of the few states whose ASAP is going to be statewide.

--Question--What was the experience in Richland just before you began--was it a peak year or a normal year?

--Answer--They had 69 deaths in 1971 and after we started operating we had 46 deaths. Right now we're running about 2 ahead of the base year of 1971.

We may have over-saturated the market regarding fear of apprehension, that's why we changed to the health aspect. The "DUI is a Bummer" campaign was probably our most successful campaign. We found that 1 out of every 5 nighttime drivers was under 20. They were inexperienced drinkers in addition to being inexperienced drivers; that doubled their accident rate. We concentrated on areas of high accident rates and localized there on Friday and Saturday nights, particularly between 11 pm and 2 am.



--Question--You're dealing primarily with the social drinkers as opposed to the problem drinkers?

--Answer--Yes, we're mainly trying to create an awareness of what has happened. Our whole emphasis has been on knowing your alcohol consumption limit based on our calculators. Instead of saying "Don't Drink and Drive" we ask them not to abuse alcohol.

--Question--What do you tell a person when he asks you point blank--am I an alcoholic or a problem drinker?

--Answer--They are referred to the Mid-Carolina Council on Alcoholism to see a counselor. We don't pass the buck, but take them there and introduce them to a counselor. I would also say that if they have to ask, there must be some doubt in their minds.

--Comment--Say you're talking to a civic club audience or a television audience and you have just one shot at them on the subject of alcohol and highway safety, and you have a program you want to tell them about. But at the same time you want to educate them in terms of their personal situation and their personal responsibilities where drinking and driving is involved. Now the issue becomes how much weight to give to the program and the problem. I'd like to hear opinions about this in terms of the film which I think is a great balance between deterrence (because it shows the police, it shows the jail, it shows all the terrible things that can happen to you) and an attempt to describe the problem of alcohol abuse; it also describes ASAP activities. The question then becomes, was it too much of any of those elements? Which one would you have liked to have seen more of? Which ones would you have liked to have seen less of?

--Comment--Just to give my personal reaction, I thought it was a well-done film, but I thought it had too much content. It was jumpy. An audience can only take so much. It covered too much too quickly. Perhaps it could have been simplified.

--Comment--I think that visually it was very well done, particularly in the place where he was behind bars. The effect was visual and was different in that there wasn't a lot of screaming by the narrator; it got the point across much more penetratingly. If I were going to fault it, it would be that there was too much covered too quickly.

--Question--Do you think they should have taken just one countermeasure, say rehabilitation, instead of seven?

--Answer--It was a bit jumpy. I got a somewhat confused impression, but I knew what it was talking about. It had sort of a back-and-forth flavor. Again, I'm talking about the method of presentation and how much should be presented. But how much can you present? You're trying to serve all purposes with one film. That's one of the difficulties.

--Comment--I find there was so much content I couldn't get a feel for what was trying to be said. The only real message I got was that there is a big problem. But I didn't come out with a single clean-cut message.

--Comment--The jail scene seemed unrealistic because it showed one prisoner in one cell. The audience that might be viewing this might not experience the humiliation, perhaps, of being in with other drunks. He's alone, so noone else will know about it. Perhaps they could have used a brief flash where he's in there with the derelicts: but there's no need for screaming narration. Here is a man of, obviously, above-average income. If he were portrayed in there with a skid-row bum or a wino, for example, it would have more of an impact on the person sitting in a dignified position who might imagine himself there.

We would have staged it in the prison, but they wouldn't let us film inside the jail and they wouldn't let people's faces be shown. We did, however, do a poster and a bumper sticker which show the so-called social drinker in jail with an habitual offender.

--Comment--That's one of the problems with motion pictures: you have so many different parties to satisfy, so many different objectives, but you've only got one shot at it--just a fixed amount of money. So in the process of trying to satisfy every one (and this applies to all films, not just this one in particular) they end up trying to do too much.

--Question--What did you get out of this film? What do you think it said?

--Answer--I really don't know if there was that much fear of apprehension shown in the film, that is, enough to discourage a social drinker about to drive home. It just didn't come across that strongly to me.

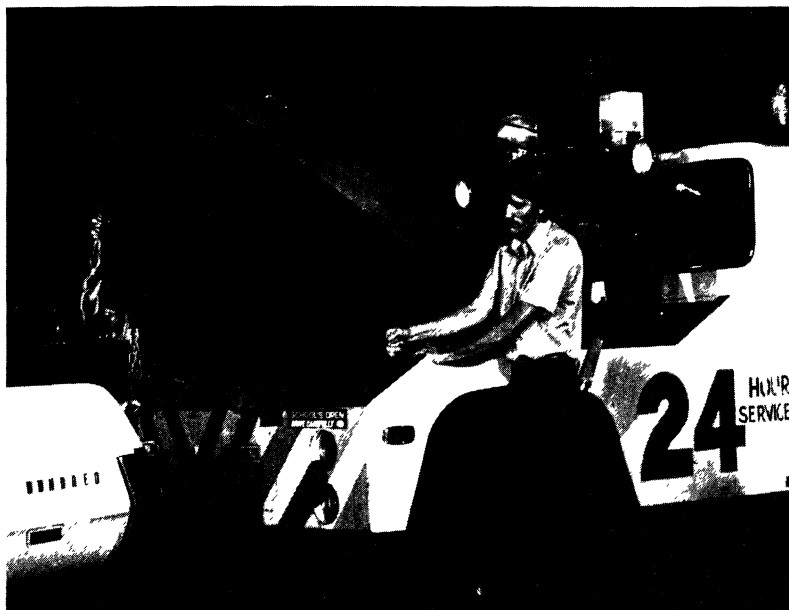
--Comments--It was a good overview, an informational film about this ASAP's activities. It was good as a trigger film, as was mentioned, also it was good to use with service clubs to try to motivate some cooperation. As far as motivating a social drinker, who's already had a few drinks at a party, to stay off the road,

I just don't know if it will work.
And as far as really getting the message home to the problem drinker, I don't see that it would do that at all.

--Comment--There's a film put out by the Veterans Administration which might be worth looking into. It's done by a group of non-paid Ohio actors (from a police department) who narrate and act in it. It's really

fabulous. I don't remember the film's title, but it does show just what we have been talking about and it asks if we could have done something. It really goes into depth about a man who is so isolated that he commits suicide. It shows these people after they've been dismissed, pooling their money together for booze and so forth.

--Comment--I have always thought that we may, perhaps, expect too much of films.



For example, take the perception of risk of apprehension. I don't think any film or TV spot can ever convey that. That is, unless it supports that which is about to happen or is already happening. If it's a newsworthy event and it's getting coverage, then this may reinforce what has been heard elsewhere. Then

maybe people will start thinking about their own drinking and driving.

--Comment--That's why as a trigger film, it catches people's attention, then you can follow it up with whatever you have to say.

People don't worry about whether or not they're drinking too much. We've had a hard time educating people. They think that if they're 130 pounds they can drink 3 drinks safely in a certain time period. I think about the personal consequences if I'm caught drinking and driving--but because of my job, not because alcohol is affecting my brain.

--Comment--I want to support a few things which have already been said. I also think that it tries to do too much and that we expect too much from films. This **particular** film seems to have so many audiences and expects each of them to do so many things. It's a long way from doing what it initially says it wants to do--increase awareness. If it's only to increase awareness then I think it's going about it the wrong way. In the first place, I think that's an inappropriate role because most people are already aware that alcohol is a major problem with regard to traffic safety. Over 90% will say so on survey after survey. So in a sense you've already got it made before you make the film. As far as increasing awareness of specifics--that is, if you drink too much and drive you're more likely to get picked up--or increasing awareness that it's not a hopeless problem, that's a very different kind of thing, a very specific kind of awareness. But I think that if you were to look at the film and ask what the audiences were which this film is intended to reach--problem drinkers who don't know they have a problem, social drinkers who sometimes drink too much, people around problem drinkers--and then try to list the specific things they're supposed to learn from the film or do as a result of the film, then you would say there is no way that any one film is going to reach all target audiences. And to whatever extent you reach one group effectively, you almost necessarily reach another group less effectively. In the case of the use of the problem drinker, for instance, it is hard to identify with the kind of a

social drinker who looks like a falling-down drunk when he's actually sober.

--Comment--In part I'm not quite sure what that fellow is supposed to do for anybody. If he is supposed to be a problem drinker, people will say they're not like that. If he is a social drinker, they will say the same thing. Neither group would care much about him because the only way he's seen is when he's had too much to drink. He never says anything. There's no knowledge of him as a person, nothing to make you care about him one way or the other. All you're told is that he's a problem drinker and could be a threat. So in that sense you would care about him, about keeping him off the highway, but you won't care about him getting treatment.

--Comment--But if you were a problem drinker and you saw this sort of comical guy getting booze out of filing cabinets, drinking on a fishing trip, and so forth, do you think it would motivate you? Would it make you want to seek help, to admit you're a problem drinker, too? Would a problem drinker really identify with that guy?

--Comment--The film could still have a very great impact on former alcoholics who can identify very closely with those gestures. Their minds go back to the time when they did the same thing. When this film is shown to most people, in my opinion, it will definitely motivate them.

--Comment--There wasn't enough response to an earlier question and I would like to give it some more consideration. I think that the criticism that it tries to say too much is too easy. This is an ASAP product, it's going to be shown to civic audiences. There's something in the film for everybody. I don't think we know enough about mass communications to choose a specific objective. I don't think the film is designed to have a specific effect on an alcoholic or a problem drinker who does not recognize that he has a problem, or on a social drinker in terms of his driving behavior. I think they tried to make a film that has nothing to do with trying to have impact on any single audience. The objective of the film is to

build public support for the ASAP, to get some cooperation from the civic clubs, I want to make a defense for that. Let's assume that you're going to try to have so many objectives in communication. Is that worthwhile, or should we not try to do that, should we not have to select a particular group and have a particular outcome in mind before going into the project?

--Comment--On this particular film, as you and others have said, there was a specific objective which was to build public support, to introduce some of the ASAP projects to people. I think with that as an objective, the film is a very clear and useful tool. I think we're loading other issues into it by talking about the problem drinker. It's a broad-based, general exposition of the problem for a general audience.

--Comment--What they are trying to do (and what should be done) is to follow up on other elements via other medium, other messages, other tools. The ASAP does have a very nice, coordinated, mixed media campaign, in fact, they have several campaigns.

--Comment--One of the problems here is similar to the Washtenaw County ASAP film which very graphically describes their system and yet, I think, has a very limited audience appeal. It can be used extremely effectively in building public support for those kinds of things that are happening, as I think this one could do. But then it becomes a question of selecting your audiences rather carefully and this is where alot of programs go wrong. You think you have a good film and you decide to use it in every speakers bureau appearance, even though it may be totally inappropriate in a number of those. So if it's "shotgunned" it can lose its effectiveness quite easily.

--Comment--That's true, but this film shows a problem drinker, it gives an insight into the problem, it shows countermeasures--all of these things need to be shown to the groups mentioned--civic clubs, legislators, officials, rehabilitation personnel--so that they get the whole picture. The frustration is that we keep saying that

we could be more effective if we chose fewer objectives. But then there's the question--which ones? And there's no good answer. One of the things that we keep pounding on the ASAPs is that they have to have clear objectives and have to show the achievement of those objectives. But they keep asking us which ones to use and we have to say we don't know. One of the objectives mentioned was to teach the public that beer and wine are just as potent as hard liquor. That's a very important thing to teach people who have have a mistaken opinion. But are you going to lay that on a civic club?

--Comment--You can select a specific objective out of the array available. I don't think that is really the problem. But you two have both mentioned three or four different objectives while you've been talking here--one says teach them about so and so, another says the deterrent value of jail, police contact, and so forth. If you want to teach that deterrent value, that suggests you are talking to an audience of people for whom deterrence is needed, and that means you're not trying to sell the ASAP in the film. It does two different things for two different groups of people.

--Comment--Okay, but here's what I want help on. Let's say that the audience is a civic club, and assume the medium is going to be film, and assume that the objective is going to be to gain understanding of a few of the problems and to gain support for a few of the activities designed to address those problems. It seems to me that that's what the film does and I think it does a good job.

--Question--But is that worth a \$5000 film?

--Answer--Yes. Perhaps you can get the same thing from a \$300 slide show however.

--Question--I can see the possibility of pulling out certain sections of this film and using them as trigger films. If you needed to aim at the problem drinker, you could pull out the jail sequence. Could this be done?

--Answer--I don't see why that wouldn't be possible. But I think it would be

better if you were selecting a topic like getting community support. It seems you can do this much more effectively by telling the audience before showing the film that you know that they know that this is a big problem. You can tell them that in the past people have felt that there was nothing that could be done about the alcohol/highway safety problem because it's been with us a long time and so many things have been tried but none seem to have worked. We have something now which does work and we have evidence that it works. The film presents some things that the ASAP is doing and some things that have paid-off. So, it's no longer justifiable to look at it as a hopeless situation. End by saying that there are some specific things that organizations can do such as.... By this you have described the program and you have aimed it at that audience. In the course of your discussion after the film, you can talk about problem drinkers and social drinkers and who accounts for how much of the problem, etc. Then you can tie the control measures to that diagnosis of the problem. By doing this you're not seeming to talk to problem drinkers about their drinking, this might scare them. And you're not seeming to talk to social drinkers who may occasionally drink too much.

--Comment--Let's say that is done when the film is introduced, but the audience wants to hear more about the program. In nineteen minutes this film is an efficient way to describe the program, its people, the activities.

--Comment--I agree with what you say, but what I'm suggesting is that sometimes we waste resources in showing this sort of film to driver education classes when we could better spend our time showing it to other types of audiences.

--Comment--You're right, I wouldn't use it for driver education classes either. But it would be good for groups of doctors or law enforcement people who need an explanation of the problem.

--Comment--This is a very critical discussion of the film, so, on the positive

side I'd say it does two things well--1) it zeroes in on the problem drinker in a pretty intelligent way and 2) it shows that something new and pretty sophisticated is being done about the problem and that ASAP is part of it. Those are the two dominant impressions I was left with.

--Comment--There was a technical section of the film which I want to focus on because I think it was probably the best executed part of the film. I'm speaking of the strobe light part of the film. All I could do was to listen, and I got the message loud and clear that people are dying. If you could cut that part out and have a group of people sit in a room for a few minutes in silence and then hit them with that, they'd certainly talk about it for a long time. They know it's a problem already, so this would really spur discussion.

--Comment--I disagree emphatically with something that has been said. If you start isolating any part of the film for a particular audience, you're going to be alienating other groups of people. I think the film is very good in one way, but if you start taking out certain things that might be offensive to the so-called social drinker, then you're going to have the potential problem drinker saying that it couldn't happen to him.

Each campaign has a particular orientation. The spring campaign will be aimed at youth and there will be a summer campaign aimed at the business industry and labor--the hard-hat worker who goes to the union hall or a bar for a beer after work.

ASAP campaign workers may go to the local medical society in Richland County to attempt to get financial statements about their expenditures on alcoholism. It has been found that this society does not want to bother with alcoholics. The doctors just send the people to a medical center elsewhere. So one of our messages will be to tell the doctors that they're not doing their part. But the doctors don't listen, so we haven't done much with them except getting articles published in some medical journals. We've also come up with slogans like "Drunk Driving

Blues Has Got My Mind All Messed Up." That will be for a hard-hat type.

But if you want to know about youth, as I said before, one out of every five on the road at night is a young person. We found in our survey that none of them were over .10% which is our legal level of intoxication. The campaign we did last May was called "DUI is a Bummer." We picked that because that was their terminology. We interviewed teenagers about what they felt is meant and they said they thought it means that "DUI was a bad trip," which was too closely associated with abuse of other drugs. The word "Bummer" was a compromise. This was a one-month campaign and the objective was to create an awareness of the DUI effect. We had bumper stickers and posters with that theme. In one poster we listed what people go through from the moment they start drinking and are picked up on their first offense; what is involved. So it is a scare technique we've used. This was probably the most effective campaign we've done so far.



Radio Announcement--Parents and Teen DUI--60 seconds

When I was on WIS radio and television, I was known as Specs Munzell. Many people still call me Specs even though I am now a Presbyterian minister. I have worked closely with many young people. I sincerely believe parents, teachers, ministers--anyone who influences young people--have a responsibility to discuss with them the effects of alcohol on driving abilities. Alcohol is a depressant. It slows reaction time--blurs vision--produces a false sense of driving ability--causes drowsiness. Alcohol can change an otherwise capable driver into a very dangerous one. There's a slogan going around Richland County, "DUI is a Bummer." That is to say, driving-under-the-influence is a bad experience. It can be very costly--in money, time, embarrassment, and possibly in deaths, injuries and property loss. For more information, contact the Alcohol Safety Action Project of Richland County.

Radio Announcement--DUI is a Bummer--60 seconds

Specs Munzell: "DUI is a Bummer." If you don't know what that means-- DUI is driving-under-the-influence; a bummer is a bad experience. Anyone who has ever been arrested for DUI knows that it really is a "bummer." It starts when someone drinks too much, and tries to drive. Then comes the flashing blue light of the patrol car...arrest...being frisked...having your car towed away and impounded...riding in the paddy wagon...being booked at headquarters...taking the breathalyzer test...fingerprinted...then put in jail for up to four hours. The first offence fine is \$105.00, and you lose your driver's license for six months. Your car insurance rates go up, and you've got a permanent record as a DUI offender. I'm Specs Munzell. I used to be on radio and TV here in Columbia. I've never been arrested for DUI. I hope you haven't either. The Alcohol Safety Action Project--Richland County can help you avoid it. Call them.

--Question--Tell me again the details of where the slogan came from?

--Answer--We wanted something short to appeal to the kids. We went out to the schools and asked the kids what they thought of DUI and they answered--"It's a real bummer."

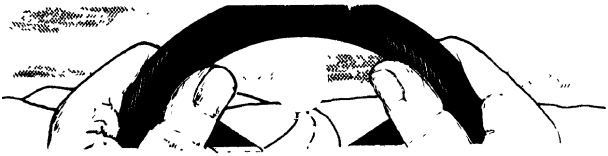
--Question--Did you submit this campaign to any awards competition?

--Answer--We have a competition coming up in a month and I think we'll submit it then.

We were happy with the campaign, but this year the slogan is old terminology and there are new words to be used.

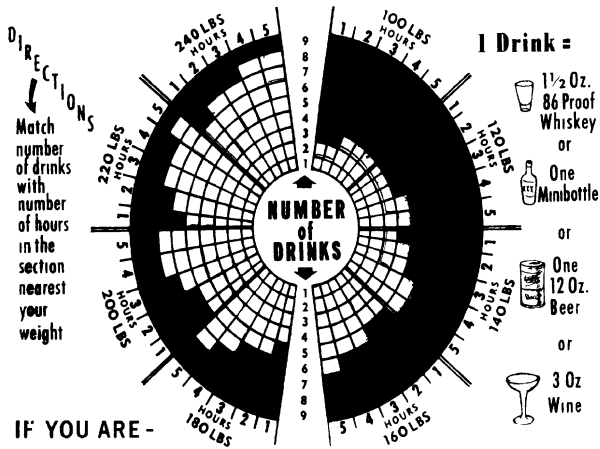
--Comment--That's really the key. I took this theme to a national meeting last fall and asked kids from all over the country about it and it was amazing to find out that in some areas of the country, that's the way they were talking, while other kids were saying that it was last year's language.

We did bumper stickers and posters for this campaign along with three television spots showing teenagers getting in a paddy wagon. What, partially, triggered this campaign was Norm Southerby's article in Newsweek last year regarding youth, and the move toward nostalgia. That's where we got an idea for our campaign. I did a TV interview and talked about how people were moving away from drugs and back to alcohol because it is cheaper. And that was the basis for the whole campaign. We had a contest in the schools, having the students write on the topic



You've Got Tomorrow In Your Hands

WHY SPOIL IT BY DRIVING UNDER-THE-INFLUENCE?
USE THIS WHEEL TO FIND YOUR BAC (BLOOD ALCOHOL CONTENT)



IF YOU ARE -

- IN WHITE BELOW .05% BAC - EVEN ONE DRINK MAY AFFECT DRIVING DRIVE WITH CARE
- IN PINK .05% TO .09% BAC - LOSS OF DRIVING SKILLS SHOULD NOT DRIVE
- IN RED .10% OR ABOVE BAC LEGALLY DRUNK IN SOUTH CAROLINA DON'T DRIVE

Produced by the ALCOHOL SAFETY ACTION PROJECT IN RICHLAND COUNTY **ASAP**

"DUI is a bummer because...". The entries were judged by a panel who picked out first, second, and third place winners. A \$50 cash prize went to the first place winner. This happens to be where we got our next campaign theme--"You've Got Tomorrow in Your Hands." To advertise the contest we got a department store to mention the contest in its ads encouraging kids to enter. They did this free for three weeks. Everybody was quite cooperative. We also had messages on the school intercoms, saying that ASAP was sponsoring a contest, please enter, and have your entry in by March 30. We had a disc jockey, a person from the Highway Safety Division, and the wife of the

former governor as judges. In total, we had about 100 entries. It helped us realize where we were not being effective as well as where we were effective. Some kids said that "God said he would kill the person who drinks" and other comments on that order. It makes you wonder where these kids received their religious teachings.

--Question--Are you saying that most of the entries came from people who don't drink?

--Answer--Yes, non-drinkers with strong religious unbringings.

When we announced the winners we got news coverage and articles in school newspapers. The director of the ASAP wrote each person who participated in the contest a personal letter.

Then we released our survey figures--22.9% of drivers under 20 were drinking

at night, no drivers under 20 were above .10% BAC, drivers under 20 make up 18% of drivers at night, there are 84,000 drivers under 20 in the state. Despite all this publicity, some drivers still didn't get the message that DUI is a bummer. One newspaper actually ran the bumper stickers from our campaign. We also had 10 billboards donated saying "DUI is a Bummer--Last year 2548 Drivers in Richland County Found Out, Ask One." I did a TV interview on a local station about this billboard and about the return-to-nostalgia movement. Our TV and radio announcements basically talked about the consequences of DUI. We also had a disc jockey go on two radio stations and tell what you can do if you're a young person--know how drinking affects your driving; when you give a party, what your responsibilities are for the guests; if you need a speaker; if you need help call ASAP; etc. We got articles in magazines and the poster was the cover of Inter-change, our newsletter. All this was done in a 30-day period.

Since then we have devised an ASAP Youth Council which has a representative from every public and private high school. They meet twice a month for two hours. There are probably five out of the fifteen who are really interested in the problem. Their first objective is to identify themselves to their schools, get their pictures shown identifying them as an ASAP representative. Secondly, they are going to try to inform the students by sending out a questionnaire in the high schools to find out what they do and do not know. What they do not know will be the point of emphasis. They were given questions like "out of every 100 traffic deaths, how many are caused by drinking drivers." Only 14% knew that one half were caused by drinking drivers. We also need to emphasize implied consent. They are misinformed about the use of strong black coffee in helping to sober-up a person. I think the Youth Council is good, but out of 2000 people in the schools, only about 200 are really interested in the drunk driving problem. They aren't interested in their own school's activities much less in a state agency. I wouldn't rely on groups of young people to get out bumper stickers and posters. But we did use the Jaycees and found they are people we can rely on to get posters out.

PRINT AD EVALUATION PROJECT SPONSORED BY LICENSED BEVERAGE INDUSTRIES
--James W. Swinehart

A complete report of this project won't be out for awhile, but at least this will be an indication of our progress. The study is an attempt to compare the effectiveness of different kinds of appeals on drinking and driving. In this particular case, we restricted the study to print advertisements, which are also used in television spots, billboards, and the like. A set of 25 print ads were selected from a variety of organizations--private, public, commercial, governmental. These were selected in order to cover a variety of appeals: some involve the threat of jail as a deterrent; some are other kinds of threats such as hurting someone else, hurting yourself; others deal with the value of prevention; still others are designed to get people to support changes in laws or changes in drinking-driving behavior; some are aimed at young people; some at older people. Some ads have the "them versus us" kind of approach, while others are a much milder approach--supportive and therapeutic. So far as we know, there has never been an attempt to compare these different kinds of approaches in the same study.

The project has two components. First we asked a group of lay people how they reacted to the ads. We received data from over fifteen-hundred people--some of them are high school students, some are college students, most of them adults. The adults include some problem drinkers and some alcoholics from various treatment facilities or educational programs. Some of the people had been picked up on drunk driving charges and had been put in educational programs: but that's a relatively small proportion of the total. Most of them are people who drive, and who may drink and drive, but who have had no contact with the police as a result. Most responses were obtained at the driver's license bureau where there is a good cross-section of people. The sample has a distribution of race, sex, education, income, and other parameters which approximate that of the general driving population.

The other way we went about the study was to ask four different experts, on one aspect of communications or another, to review the same set of 25 ads. One of these was an expert on the statistics about drinking and driving; another was a professor of art and advertising design and a former art director at a major ad agency; a third was a fellow who has done a review of the assessments of campaigns on drinking and driving; the fourth was a social-psychologist who is a communications specialist and has dealt with the design and evaluation of campaigns on drinking and driving.

A quick overview of the results from the experts: there was not much consensus. The person who looked at the ads from the technical advertising standpoint thought some of the ads were great while they may have been looked at as miserable from the standpoint of effectiveness or content. That pattern was there. One of the things we haven't had a chance to do yet is to compare the experts' reactions to the lay persons' reactions.

One of the experts said the process was a "humbling" one for him because trying to judge the ads was a bit upsetting in that he became aware of how little he knew; he kept having to say that he had no basis for judging some of the questions asked regarding such things as content, ability to attract the attention of readers, and so on.

Regarding the lay persons: each person saw one ad. The first page of the five page questionnaire asked them to give a few attitude and information answers designed to get at: whether they think problem drinkers or social drinkers are causing more of the problem; whether they would be willing to provide more tax money each year for a program to counteract the drunk driving problem; whether they think it is likely that they might be involved in an accident caused by a drunk driver; and how many accidents out of each hundred that kill somebody involve a drunk driver. There are also a few attitude questions: whether they think nothing can be done to deal with the problem; whether the police should have

roadblocks and so on; whether drunk drivers should be put in jail; whether far too much fuss is made about the dangers of drunk driving; whether breath tests should be used in all reported accidents. These are agree-disagree items on a four-point scale. Then the second page is the ad which they are asked to read completely. Then they answer a series of questions regarding their attitude toward the ad. After that they were given the same questions again as were on the first page, but in a scrambled order. This is a very quick measure of immediate effects. The following questions were asked regarding the ad itself: if you were reading a magazine and came across the ad, would it attract your attention; how much of the ad would you be likely to read; did you find the ad interesting; was it clear and easy to understand; do you regard the message in the ad as important; did it contain information that was new to you; do you feel that the ad was inaccurate or misleading; would you be likely to do anything as a result of the ad. If they answered "yes" to that last question, they were asked what they would be likely to do. We also asked in general how they felt about the ad and what they regarded as the main point of the ad. The results there are going to be a bit upsetting to people who haven't been through a lot of campaigns because you will find that many times people will say that they've read it and liked it and thought it was great, and then they totally miss the point. The final page seeks background information regarding age, sex, education, organizational involvement, whether they drink or not and if so how often, if they have ever driven when they felt they had had too much to drink, if they had ever been arrested for drunk driving, and if they knew anyone personally who had a serious drinking problem.

--Question--I may have missed this, but how did you pick the people you interviewed?

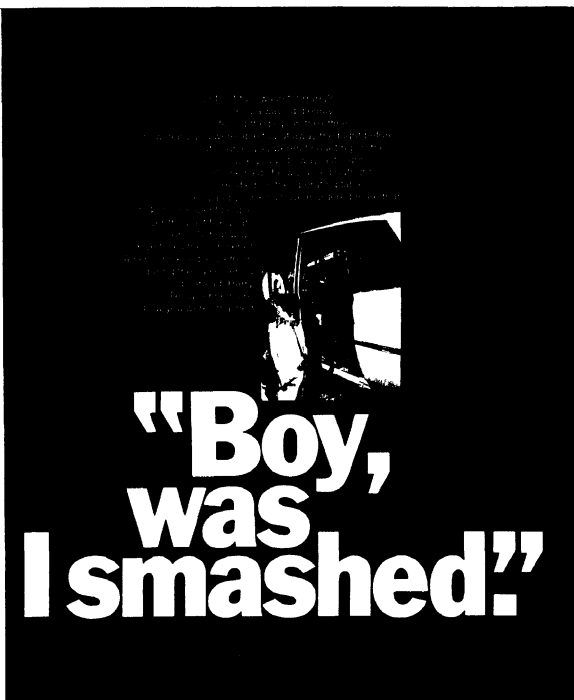
--Answer--We went to the driver's license bureau where people have to sit down to take a test anyway. We gave them a two-paragraph letter accompanying

the questionnaire stating that participation is voluntary and will take 5-8 minutes of their time. We also interviewed a few history classes in a local high school, a county drivers' school, two treatment institutions, a university journalism lecture class, airport waiting rooms, and an alcohol education class.

Now a quick summary of reaction to the ads. I haven't split these out yet by the nature of the appeal in relation to effects; that will be done later. We got a fair amount of scatter on whether the ad would attract attention--the high was 65% saying yes, the low was 15% saying yes; on the question regarding how likely they would be to read all of it, the high was 68% who said they would read all of it, and 16% was low, most were around 30%. Asked if they found the ad interesting, the high there was 44%, the low was 11%, most were about 20%. Asked if the ad was clear and easy to understand, the high was 84%, the low was 35%. Did they regard the message in the ad as very important (and remember, the messages were quite varied)--the range was 85% to 44%. Did the ad contain new information: this was very low, between 1-3%, in most cases, saying there was new information. If I were writing campaign material right now, I would find this very interesting because it would say to me that most people think they know alot about this and would indicate that I have to use some pitch other than "we're going to tell you alot about drinking and driving as a problem." When asked if anything was accurate or misleading, the proportion saying it was not at all misleading tended to be very high--the high was about 95% saying there was nothing misleading, the low 25%. That low was an ASAP ad by the way, entitled, "Before you have that one drink for the road, think about the chaser", it may have been the pun that bothered people. But that was an exception; all of the others were over 50%. Finally, asked if they would be likely to do anything as a result of the ad, the low as 17% and the high 42% saying they would do something. The

range of these answers was very great, from "I would think about it" to "I would change my drinking-driving habits."

You might be surprised at the order in which the ads were ranked on the basis of which one is generally most effective, which one people would be likely to pay attention to, which one is clear and accurate, and which one would make them do something as a result of reading it. The one which turned out to be highest ranked, in general, was one produced for the Rochester Council on Alcohol and Drugs by a small local ad agency. The title of the ad is "Boy was I smashed." It's got strong language--"You and your kind have murdered more than 134,000 innocent people...so go ahead Harry, tell us once more how you were smashed." The lowest one was one we had included specifically because it was the only one we could find that offered hope in the sense of telling people that the problem is not completely intractable, that there have been things going on in the way of control programs which have had a favorable effect. This was one in a series done by the Charlotte, North Carolina ASAP, entitled "How much are drinking-driving accidents up this year?" The copy reads

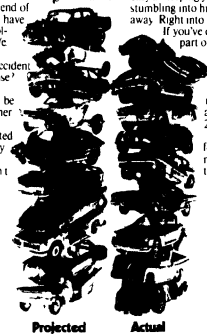


How much are drinking driver accidents up this year?

10%? 12%? 15%?

Surprise Here, they haven't gone up at all. What's more, the Charlotte-Mecklenburg figure 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 part of that 10% to you. And our thanks. But your friend owes you even more. We have other news about drinking and driving. Write Box 200 Charlotte 28204. We're keeping a few more of our friends now. Let's try and keep them all.



Let's keep our friends alive.

in part, "Surprise, here they haven't gone up at all, and what's more the figure is down 10% from what you might expect," then they go on to talk about some of the things they have done.

--Comment--This is presented in a constructive, affirmative, and hopeful way. No claims are made that all the answers have been found, but they think they have found something that seems to be working. This seems good, but perhaps it runs contrary to your findings.

--Comment--We'll find out when we look at how much information was retained, at least in the short run. That approach might turn out to be more effective.

--Comment--That's right because this ranking here is based only on people saying "I would read it" and so on and not on their other responses.

--Comment--I realize that. And I think it may well be, based on other studies that the liquor industry has commissioned, that you can have a high ranking in terms of noting the ad. But this is one thing, and the thoughtful absorption of the message is another matter entirely.

--Question--Let me just ask one other question. Is the Rochester ad a "blood and guts" ad?

--Answer--Yes, in a sense it is.

--Comment--There have been so many controversial statements on not using shock; saying that it turns people off.

This ad does not really use shock but it does show a smashed car and puns on the word "smashed." It's just a black and white ad and the graphic is really very small. It's not a body crumpled up under a car, like one of those we got from England was; it doesn't ask people to do anything specific. Most of the things in the ad are violations of advertising principles that we all seem to accept pretty thoroughly. Whether anything is likely to result from personal reaction to the ad is a very different question and that may be more important in the long run as a basis for judging the ad. And there will be another ranking

of these ads based on what people say they will do. In a way also there is a kind of scape-goating there: the "them versus us" kind of separation. The ad talks to you about somebody else. This might appeal to many people. You are not making them a part of the problem--it's the other people. And that's reassuring. One of the things we'll be interested in looking at is the different reactions of problem drinkers and their families to that ad as compared with the general public. My guess is that the general public will like the ad and the problem drinkers won't.

--Question--Do you have plans for a longer range evaluation of these people?

--Answer--There is no way we can track these people since they completed the questionnaire anonymously. This was a small study; we don't have the resources to go further with it.

GENERAL MOTORS CORPORATION PRESENTATION OF THE FILM " DRINKING DRIVERS"

--George Pruette

The film "Drinking Driver" is available through the General Motors Film Library. It may be borrowed free or purchased for about \$57.

--Question--To whom will the film be shown?

--Answer--It will be shown to anyone who wishes to see it, by borrowing it from the film library. The intended audiences are high school groups and order groups. The greatest usage of our film library is by high schools, although this film will be used with our speakers' bureau where the audience will be primarily adults.

--Question--How do you evaluate the impact of this film? There are a lot of films which discuss this subject and I am, frankly, at a loss to compare one with another. It is similar to one in North Carolina, for instance, called "Levels of Danger" where they use stock car drivers and to the Canadian film ".08" where they use race car drivers.

--Comment--It seems that you could relate better to this film which deals with a potential next door neighbor than with one which deals with race drivers.



--Comment--In one way that may be true, but in another it isn't. The film shows very young drivers, many of whom may have been comparatively inexperienced drinkers. They were at very high levels of intoxication--.08 and up. So that isn't a representative population.

--Comment--That's both good and bad. It's not a representative population of drinkers, but I still think it's very convincing.

--Comment--What I meant is that I think the impact is probably greater using ordinary people. I assume that the participant who reached .17% is not at that high a level of intoxication with great frequency, and it may have even been the first time for her. The impact on her must have been ruinous.

--Comment--But with the lowered legal drinking age in some states, it could be that this is the age that the film may reach.

--Question--But how can you tell what people will carry away from a film like this? Do you test them before and then afterwards?

--Answer--They are supposed to carry away the knowledge, supposedly, that you could be unsafe before you are illegal in terms of intoxication, and that a few drinks can impair your abilities and you may not know it. You are unable to judge it at the time. Presumably that is going to decrease the number of drinks consumed before driving.

The kind of assessment done by Pelz and Schuman in comparing one kind of driver education versus another was to present a questionnaire before and after people were exposed to certain materials. But they also followed this up in certain exposed schools. They looked at police records of the people who were exposed, at the arrests, violations, accidents, and the like. They got fairly hard behavioral data in addition to the immediate recall of the message's content--attitude change, intended behavior, and so on.

But what does anybody carry away from a film? Let's say you go to a popular motion picture, the impression you carry away may reinforce either something you do or do not believe. And I think that's the only thing you can expect a movie of this type to do. People leave a driver education class with a particular impression which will, hopefully, return to them if they are ever in that situation.

--Comment--I don't trust my own reaction to the film because I've been with alcohol too long. But, for what it's worth, I think it's a 50-50 toss-up as to whether that film says "Drinking and driving is very dangerous" or "I didn't realize a person could drink that much and drive so well!" A person might see that small girl drink to .17% and see her drive rather well, then realize that he doesn't drink nearly that much, so therefore he thinks he's safe.

--Comment--That same thought comes up with regard to the various blood alcohol calculators. Most people can drink more than they think they can drink without becoming legally drunk. If you educate them to that fact then what you may be doing is increasing rather than decreasing the amount of alcohol consumed prior to driving.

--Comment--I don't think they quite made the point that another person brought up--that these impaired people could drive so well. I think everyone of those people drove poorly enough to be killed and to kill a lot of other people. Anyone of those that ran off the road could have killed himself very easily. But I think that if they had smashed up one of the cars, it might have been more dramatic. Verbally they made the point, but not visually.

--Comment--The only thing that impressed me at all was when a car hit that pile of dirt. I could see that as a concrete pillar. They made the point with the boxes in the center of the highway, but most people don't think they're going to hit anything in the center of the highway.

--Comment--I got a certain level of scare from the film, but it was the same level of scare over and over again; it got clinical. I believed it the first time and I believed it the second time, but then I started predicting what they were going to say about the next person. Then I didn't believe it anymore. Then I started thinking about how well they were doing.

--Comment--One other point which deserves some consideration is, if you're showing it to high school driver education classes, how many of the students would know how much alcohol it would take to get up to .15%; or how many drinks that one subject, who got up to .17%, had had.

--Comment--Also, the ending of the film left me not knowing where to go from there. There was something to the effect that you can't make any judgements about your drinking while you're drinking, and you had better know something.... but it didn't wrap it up. It didn't suggest you write somewhere for a blood alcohol calculator. It didn't give you an address to write for information.

--Comment--Again, perhaps we're expecting too much. I have yet to see a film that can stand on its own.

--Comment--I would feel safer using this film to demonstrate the effects of BAC levels than conducting my own drink-in demonstration. I've seen so many drink-ins fail for so many reasons, that this film can do some things for me that I would be afraid to try to do.

--Question--On the subject of drink-ins and these kinds of films, is it not true that all of these films test the wrong thing--they're testing motor skills instead of judgment. They're testing judgment by implication, I suppose, but wouldn't it be more on-target to have something that focuses on judgment?

--Answer--Probably, but visually you can relate to the driving test in this film. How can you show judgment and then relate it to the driving test.

--Question--How about repeating the test in a nighttime situation with some moving objects in the other lane?

--Answer--I could see that being done, especially given the amount of drinking that is done at night compared to daytime. They showed one fellow who they said drove aggressively, but they didn't show him cutting in front of someone.

--Comment--I saw some driving tests done on that very test track at night and a Wall Street Journal reporter got absolutely smashed; they even wrecked one car. The following day the observers described to the whole group not only the driving behavior but also the social behavior of the participant. One fellow had such a hangover he could hardly talk, but he could do the phystester perfectly when he was drunk.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES

--Paul Gavaghan

As you may know, Licensed Beverage Industries has given way to a new name, The Distilled Spirits Council of the United States. But the activities and programs continue and, even under the prior name, we had two fundamental programs. One of them is the "responsible drinking" campaign and the other is the "know your limit" campaign. They are both interrelated except that the "know your limit" campaign applies to drinking and driving.

One of our members, without our knowledge, had the idea of validating the effectiveness of our national advertising campaign. It commissioned two studies, one by the Starch staff and the other by the Leo Burnett Research Department. This dovetailed with studies done by Gallup-Robinson on the Bacardi program of last year as well as with the response to a Seagrams ad in Reader's Digest. Today I will refer primarily to the Leo Burnett study and its relation to the Starch study because they both concern one national advertising program which, as you know, has just completed its second year. DISCUS is going to embark on a continuation of this effort again in 1974.

--Question--Do you have an agency or are your campaigns done in-house?

--Answer--We have an agency, Marsteller, Inc. However, I want to assure you that a tremendous amount of the work is done in-house to develop the objectives and the copy platform and then to hammer it into shape, because no two agency people will approach the problem the same way.

We think we've learned something from personal experience, from the studies, and from the reception from national and state agencies both national and private. For example, in the past two months we have answered over 800 requests for our materials--ad reprints, posters, booklets, requests to launch "know your limits" program, etc. In 90% of the cases, they are reprinting materials at their own

expense, because our inventories simply aren't large enough. In many cases they do this at public expense which I think is a significant indicator; they feel that the materials have relevance and applicability.

The study I'm referring to compared the 1973 program to the 1972 program. The Burnett Research Department study measured impact in terms of some of the obvious factors such as attention-getting abilities, accurate perception of the primary message, perception of the ad's sponsor, and a composite attitude variable reflecting over-all believability in view of the sponsorship. The program was conducted in Time, Newsweek, and U.S. News and World Report. (Editor and Publisher was not measured as part of these studies and I think that's just as well since they have a different audience.)

One finding was that all respondents, and this is quite remarkable, perceived the primary message as moderation and common sense in drinking. The practical nature of the ads, that is the notion that they were offering workable suggestions, was accepted by a majority of the respondents. This ties in with our basic message; we want to maintain and expand credibility: We want to be low-key, non-preachy, and as factual as possible and to offer workable, affirmative suggestions. This also ties in with our basic objectives which have not changed: 1) we have been asked to manifest our view of the problem and we are doing this through these ads, 2) we want to express our support for official programs such as those of NIAAA and DOT and 3) we think we are on the right track with emphasis on what is called "preventive education", namely encouraging those who choose to drink to be responsible in their attitudes and practices.

To get down to a few highlights of the study by Leo Burnett. Two-thirds of the respondents grasped the central message quickly and correctly in the four national ads. It's ironic that the ad title which we thought would be very catchy, "Know when to say when" did not receive a good play-back. They got the

Know when to say when.



Having a drink with friends is a long-time American tradition. Happily, most people carry on this tradition without overdoing it. Because most people who choose to drink, drink sensibly.

They know that liquor is a part of the good life. And that part of enjoying liquor is to know when you've had enough.

As the people who make and sell distilled spirits, we're glad that most people who drink do so with moderation.

If you choose to drink, we urge you to know your limits. Know when to say when.

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

Of course this, too, ties in with our own objective because we had not intended to address the problem drinker directly. Another large group felt that the ads were acceptable in conception and execution. A smaller group felt that the ads were powerless to affect the drinking problem, but this may reflect their view of the enormity of the problem or their belief that advertising as a single factor is powerless to seriously realign the problem drinker.

The smallest group felt that the ads would be unsuccessful because they lack shock value; they felt that the ads were dull. This group felt that a scare headline or photo was necessary for readership and, according to the

message, but they could not repeat the headline. The sponsor name recall was very good; this is interesting to us because I don't think our name is very easy to understand. It was perceived as those who make and sell beverage alcohol, which is fine because the subject matter covered is alcohol use and abuse. One of the major findings was that the largest group felt that the ads were correct in approach by not meeting the problem drinker head-on, but speaking to one who could influence his actions, such as the hostess or wife. Of

The hostess who pours the mostest is a poor hostess.

The first thing the good hostess owes her guests is good hospitality.

Good hospitality, of course, means many things. But one thing it doesn't mean is forcing drinks on your guests.

Happily, most hostesses know it. And while they want their guests to enjoy the best in food and drink, they recognize that with the drink comes a responsibility.

That's why, to the responsible hostess, the cocktail hour is simply a relaxing prelude to a well-prepared meal—a prelude she doesn't stretch beyond its normal limits. She knows that liquor is not for everyone, so she always has on hand a variety of soft drinks and juices. She serves "coffee and" before her guests drive home, rather than the proverbial "one for the road." And she makes certain that anyone who has one too many is driven home by someone else.

As the makers and sellers of distilled spirits, we're proud of the care and skill with which our products are made. For we make them not only to meet our own exacting criteria, but to measure up to your demanding standards of hospitality.

It's our responsibility to continue earning your trust by offering products of the highest quality.

In turn, it's your responsibility to see that they're consumed with safety and enjoyment by those who share your friendship and your home.

If you choose to drink, drink responsibly.



Licensed Beverage Industries, Inc.
 485 Lexington Avenue
 New York, N Y 10017

Burnett study, "it was seen that these reactions might reflect a 'this is what we're used to attitude'." Some people, at least a minority, have come to expect shock to be associated with any messages on health or safety.

I want to point out that the party ad with the host and hostess met with a very favorable response. Women were very cognizant of the hostess theme and "the respondents reacted very positively toward this giving of simple, factual advice as a common-sense means of approaching the problem."

We had a minority who questioned the credibility of the message in light of the source. Some people feel that we cannot be in this business and, at the same time, preach moderation. So this is understandable and, at the same time, something we have been aware of.

--Question--Why can't you do both?

--Answer--In their minds, they logically can't link one with the other.

Some people have religious attitudes and feel that one associated with the liquor industry cannot preach moderation, practice it, or urge it.

We had a large segment who felt that the industry was living up to its responsibility by conducting this program. That's gratifying to us because this was not sought, but was one of the by-products of the campaign.

There was a very small group who felt that the campaign was helpful but was self-serving. In a sense, it is obviously self-serving. We are expected to express our view and we are doing just that. And we're associated with the problem because our products are being abused.

We made a number of changes for the 1973 campaign based on experiences in the 1972 campaign. For one thing, we shortened the copy but kept the essential message. We were able to do that through some very good copy-writing efforts. We also put a picture in the ads which boosted readership.

There is one interesting finding of the study with which I disagree. This finding was that offering a booklet had little value in enhancing readership or impact. That's probably true of the general public or general readership, but it's not true of the thoughtful people who are in the field, in state and private agencies, safety councils, councils on alcoholism, and so forth, because they responded to the offer. Although I must say that the other ads which had no offer what-so-ever received an equally heavy response.

We feel we are on the right track in terms of subject matter, public acceptance and credibility. Compared to other programs, I think the results are interesting. According to the Burnett study we did very well compared to liquor brand advertising in general. That is significant to our industry because for quite a few years some of us have been combatting the belief that liquor brand or product advertising should not contain any references to health, safety or responsible drinking. I felt that not only should they contain such messages, but I had a theory that they would pull better in terms of readership response and interest, and it would not hurt sales in the least. This research validates this theory so much so that Schenley Industries, Inc., which commissioned these Starch and Burnett studies, went before our industry at the annual conference in January and reported on these results, urging other members to inject more safety and responsible drinking messages into their brand advertising. For our industry, this is quite a giant step.

For many years these subjects were regarded as two fundamentally separate ballparks--responsible drinking messages and marketing-oriented messages. The Bacardi ad last year, as evaluated by Gallup-Robinson showed that this could be done. The Bacardi ad pulled three times the readership of other liquor advertising. One of the results of our own ad analysis from Burnett was that we were twice as high as the norm for distilled spirits brand advertising.

That was quite a compliment to the people who worked on the program. Also, those who were attracted to the ad read it thoroughly far more frequently than those who read normal brand advertising in those magazines.

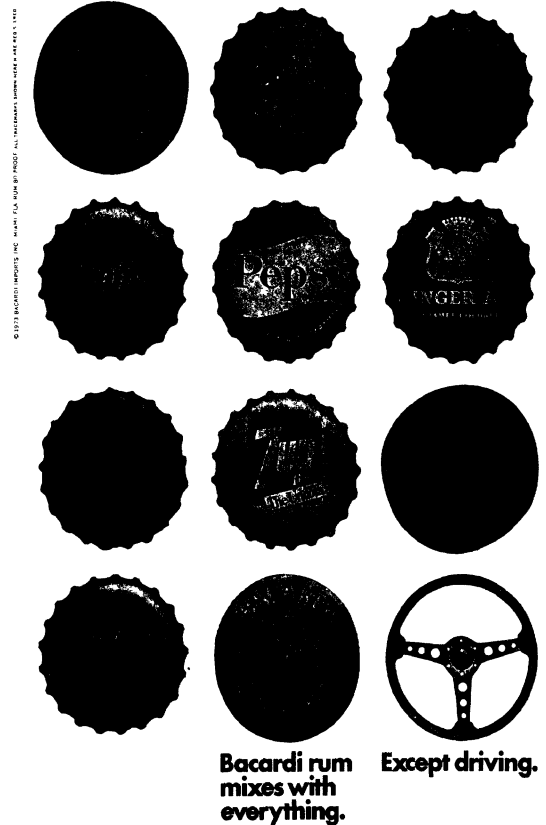
The Seagrams moderation ad, which is a continuation of a campaign that Seagrams has run since repeal, did very well. It received 1900 favorable responses and 45 unfavorable responses. The 45 unfavorable responses were primarily from people who objected to the fact that Reader's Digest accepted an advertisement from a distiller.

So I think we're fundamentally on the right track. In terms of the thoughtful readers, at whom we're addressing our messages, the playback we've gotten in terms of requests for materials, ideas, and services, is evidence that there has been a definite impact which literally quadrupled the number of requests we've gotten from national and state agencies.

--Question--Is the study confidential or can we get copies of it?

--Answer--It isn't confidential; you may get copies. This is a composite of all the different studies by Starch, Burnett, Gallup-Robinson, and Seagrams. They all seem to be headed in the same direction even though they have different criteria and different methods. We feel we're on the right track; the overwhelming response has been favorable.

--Question--Is there any evidence that combining a product ad with a safety message increases the credibility?



--Answer--No. All we know is that in the case of the Bacardi ad, it pulled three times better than regular brand advertising in its category. It wasn't just a message on responsible drinking, it was also presenting the product--and it sold their product.

--Question--How are the sales of the companies that have done this type of advertising?

--Answer--They have gone up because we're talking about several of the most successful companies in the industry. Their sales have definitely not been hurt.

--Question--Has it appeared to have any effect on sales that can be measured?

--Answer--The only measure is in terms of gallonage, and there has been no impairment in those figures to my knowledge. But Seagrams is a true believer. Their advertising goes back to 1934, long before most of us were interested in these subjects. With Bacardi, it's a more recent vintage, but they are very happy with their program.

I think there has been a change in the climate of advertising in that more people are looking to our industry as a valid source of information on the basis that since we make and sell beverage alcohol, we might know a thing or two about the subject.

--Comment--A general comment on the presentation of data with regard to public reactions to ads: One of the initial hopes of this seminar series, which is at last becoming a series, was that presentations would include not only the materials and the rationale, but also, whenever they were available, results on how they were viewed. This was so that we'd have more than just expert judgment to go on in trying to decide about the next generation of ads.

--Comment--Of course, as you may know, many people hesitate to evaluate their programs 1) because they may feel that their judgment may be overturned, and 2) if an evaluation is unfavorable there is a tendency to bury it. In this particular case, we had three different measurements and two of them were an unexpected blessing--they were done without our knowledge by somebody who was skeptical and felt our ads would not have the impact that brand advertising would have.

--Comment--I am only too aware of the reasons for not wanting to do it, but the fact that it was done is excellent.

Don't expect miracles from a cup of coffee.

When you've had too much to drink, a cup of coffee can sure feel good. But no amount of coffee, or anything else for that matter, can make your head work better. Or restore the coordination that too much drinking causes you to lose. So when you're out having drinks, don't count on coffee to get you home safely. Count your drinks instead.

Seagram/distillers since 1857.

For all kinds of reprints, please write:
A.B. Dept. B, Seagram Distillers Co.,
57 Park Ave., N.Y., N.Y. 10022.

--Comment--Another thing to notice is the change in the Seagram ad on coffee. The early version which ran many years ago read "When it's one more for the road, make it coffee"; people still remember this. But it is now known that there is a widely shared perception on the part of a lot of people that if you have a cup of coffee even if you're drunk, it's okay to drive home. Now Seagrams is aiming specifically at that misconception.

--Comment--As a matter of fact, we adjusted the copy on one of our ads in order not to perpetuate that idea.

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

There are three issues that I hope will be commented on and thought about. One is the statement of objectives in the press kit. In one of the earlier meetings this statement was presented, but this is a revised version of the objectives of our advertising. We're interested in your reactions to the creative treatment of the print and television spots. There also happens to be in the folder a form which was developed for a meeting in Washington. This was taken from the film review project in New York, but was originally developed by Jim Swinehart. I cut down and revised the form to use to get some reaction to our ads.

I think everyone knows that three years ago we started our campaign by introducing the problem with Dana Andrews saying he was a problem drinker. We went from that awareness phase to a reinforcement phase where we emotionalized the subject and described the problem. (For simplicity's sake, I'm only talking about the television campaign.) Then we went to a celebrity series recently with Jack Benny, Bob Hope and Flip Wilson doing endorsement spots. We have just released this new series which has a "responsibility and take-action" theme.

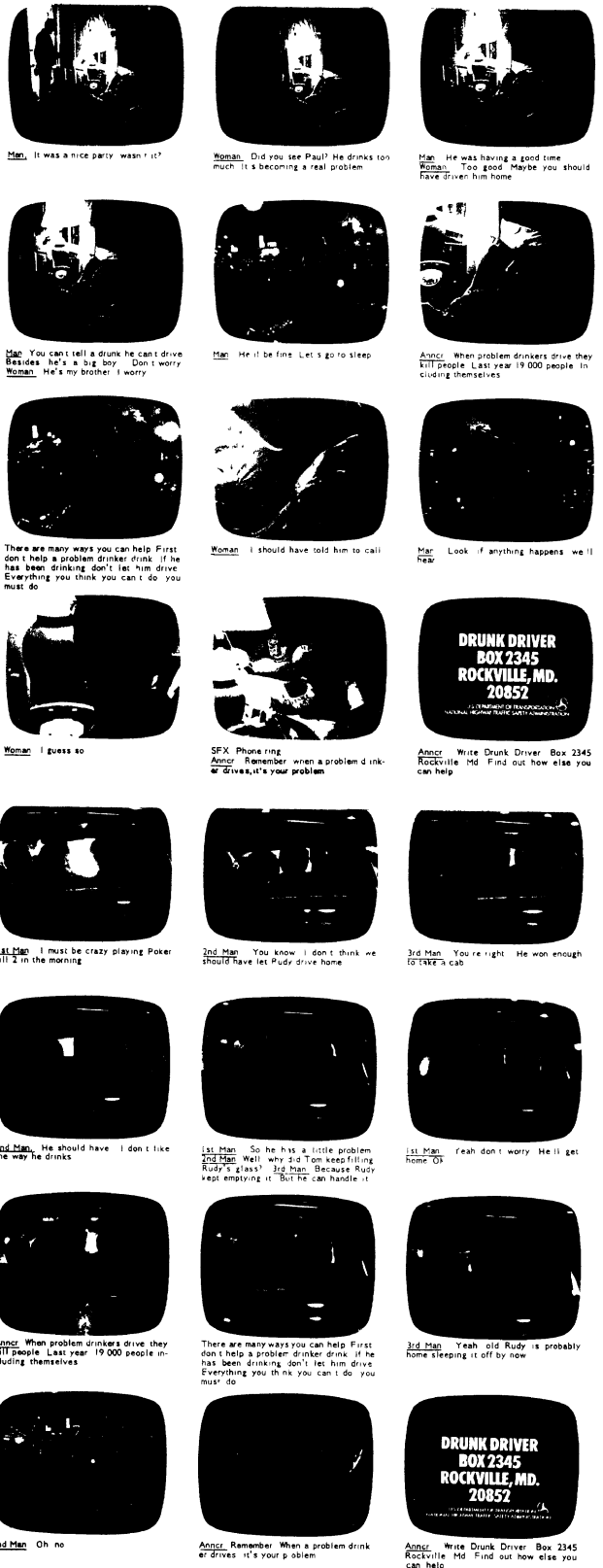
For the new campaign we also have four 60-second, general audience, musical radio spots. There are two "black-oriented spots" as well as two Spanish language spots.

--Comment--These television spots really hit you hard. You know what the message is and you really don't need the cutaways of the accident scenes. But how many people have ever really seen an accident like that? This makes it easier to relate to the bedroom scene.

The use of cutaways in the bedroom scene is an interesting story. The spot was originally planned without the cutaways and approved by OAC. We all liked it in the story-boards. But when we looked at it in film, it didn't work; it was very dull. The majority view was that the phone ringing at the end wasn't dramatic enough. So we punched it up with the cutaways and most of the people who have seen it since then seem to feel that the cutaways have helped.

--Comment--One thing Grey Advertising could do, of course, is to edit it so that you have a version with and one without the cutaways. Then you could compare the two and see what happens. Otherwise, it's just opinion.

We did have a provision for copy-testing, but we simply ran out of time. We are going to copy-test one of our next spots. Also, we do have a strategic research proposal which details a very extensive and comprehensive study of people's attitudes toward drinking and driving; we'll do both an adult and a youth study. Of course, it would have been nice if this had been done three years ago.



This new campaign is a real departure for us. Some of the lyrics of the songs seem to be a quantum jump ahead of the old radio spots. First of all, you can understand the lyrics. One of the verses goes: "You watched and in silence you saw that he would crash, smash himself up. Drunk and driving. Letting him die is killing him. In reality you didn't save your friend, he killed himself." The voice-over reads: "If someone you care about has a drinking problem, don't let him drive if he's drunk. Yell. Call a taxi. Whatever you do don't remain silent." NIAAA's new campaign is "Don't be polite," so we're parallel in their effort to try to change the norm in which people are reluctant to say or do anything.

We have some baseline data which is hard to believe. We interviewed a sample of 1500 people across the country by including two questions in NIAAA's survey done by Louis Harris and Associates. One question was "Have you mentioned the subject of drinking and driving to a friend, or have you heard it mentioned in the last thirty days?" The second question "Have you, or has an acquaintance, attempted to keep someone from driving who has had too much to drink?" Our new campaign is trying to raise this as a social issue, bring it more into conversation.

Regarding our data on this: 26% of the sample said they had mentioned drinking and driving to somebody in the last month. In the 19-25 age group, about 37% said they had tried to keep somebody from driving who had had too much to drink. That was before we even started the campaign! So, people may already be doing what we're asking and are way ahead of us.

--Comment--They did a study of this several years ago in Chicago during Judge Berg's period of throwing drunk drivers in jail for 7 days. The incidence of cab calls skyrocketed.

--Comment--We have one ASAP director who is conducting his own study, counting

the cars in bar parking lots to see how many people are leaving their cars overnight.

--Comment--This kind of thing is most important, because most of our data on public communications is attitudinal. We don't have enough behavioral data to back it up.

One of the reasons I have hopes for this campaign is that when it was shown in Washington, one person said that he could see this becoming an issue now and being talked about across the country. This, of course, is our goal; to try to make it an issue in groups so that they begin to talk about it. That's all we're expecting at this point.

You might be interested in some of the problems we had in developing this program; some of the ideas we discarded. One of the issues was that perhaps we were expecting too much. We thought it might have been too unrealistic--to ask people to take the car keys, call a cab, "whatever you think you can't do, you must do." I argued that we wouldn't get people to do that, that we ought to show people smaller, more subtle things that they might actually do--such as serving food a little earlier. The response to this was that we really ought to ask for the bottom line or the toughest things. And then these other things might grow from that. The important thing was to raise the issue. We were persuaded by that argument and that's why the ad was written in the way it was with strong statements.

The strategic research mentioned earlier concerns our trying to talk to people who do a lot of heavy drinking. We have to find those people. We're trying to expose feasible actions, what really is reasonable to expect from them. We need to know how this should be portrayed, what kind of language to use, what kind of situation to use, what themes are most effective in teaching people these lower risk kinds of countermeasure behaviors.

--Question--What kind of research are you going to do to find out what low-key things people can do to keep the drunk driver off the road?

--Answer--First of all, the research proposal details an adult survey and a youth survey. We're looking into prime targets for the advertising messages, how much can be asked of them in terms of support and action, which incentives should be offered to them to take action, and what the tone of the communications should be. The proposal also contains some pages of objectives which define appropriate target groups, the sizes of the groups, their attitudes toward drinking and driving and problem drinkers, the situations in which they encounter drunk drivers, their willingness to help in types of action that might be taken, etc.

--Comment--One of the processes that's being used is that research people are observing and participating in interviews of problem drinkers in the Fairfax ASAP. They're listening to their language, issues, situations, and so forth. They're trying to pick up some indicators as to the themes and the language that ought to be used in communicating with people who are in their situation.

Our survey will use a sample of 1400-1700 people, 350 who have had no contact what-so-ever with drunk drivers, 350 who have some contact but have taken limited action and 700 who are highly involved and have had frequent opportunities to take action.

--Comment--You raised an interesting point before about the campaign which is being planned and which you are, apparently, now going to pursue--"call a cop, scream, yell, etc." These suggested actions are just the opposite of things which I would do in a personal situation at home. You would never think of calling a policeman; you'd never think of screaming aloud for fear of embarrassing the person who is already drunk. This would just intimidate him more than he already is intimidated. The things mentioned later are just the things that

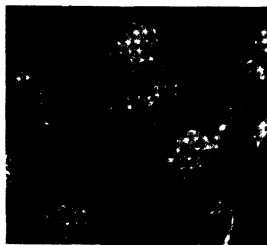
could be done--making the drinks a little weaker, serving food, offering a place to sleep it off. That seems more realistic, and effective.

--Comment--People may say that they'd never do those very dramatic things, but perhaps they might do other, more subtle things instead; they'd compromise. The use of bottom line options is an emotional, attention-grabbing device.

--Comment--The one in the bedroom scene was terribly effective to me, even though it was a low-keyed approach. It was much more effective than a hit-you-over-the-head, don't-drink-and-drive type of ad.

The print ads for the new campaign position the campaign and the issue. The slogan for the entire campaign was from one particular ad. When we saw that particular

THE LIFE OF THE PARTY IS DEAD.



He killed himself. He didn't mean to. But he had lost control of his drinking. And after the party, he lost control of his driving and killed himself. Now his friends shake their heads and stare at the ground and wonder why. But the sad fact is his friends weren't friends. His friends let him die. They knew he didn't drink only at parties. They knew he

was a problem drinker. And still, they let him drive. Last year, problem drinkers were responsible for 19,000 highway deaths. If one of your friends has a drinking problem, there are many ways you can help him. But first you must help him stay alive. If you are really his friend, don't let him drink. If he has been drinking, don't let him drive. Drive him yourself. Call a cab. Take his car keys. Everything you think you can't do, you must do. We were lucky this time. The life of the party killed only himself.

DRUNK DRIVER
BOX 2345
ROCKVILLE MARYLAND 20852
I want to keep my friends alive.
Please tell me how else I can help.
My name is _____
Address _____
City _____ State _____ Zip _____

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

WHEN WOULD YOU RATHER DEAL WITH A PROBLEM DRINKER?



There is only one answer, of course. But there is another question. Will you deal with a problem drinker? It won't be easy. He's your friend. You don't want to hurt him or insult him. You don't want to lose a friend. But that is just what may happen. After the party, your friend is potentially a killer. He's speeding and weaving, endangering his life and the lives of others. Problem drinkers were responsible for 19,000 highway deaths last year. They killed themselves. They killed innocent people. And they didn't only kill. They crippled and maimed and destroyed lives without actually taking them. If your friend has a drinking problem, there are many ways you can help him. But first you must help him stay alive. If you are really his friend, don't help him drink. If he has been drinking, don't let him drive. Drive him yourself. Call a cab. Take his car keys. Everything you think you can't do, you must do. At the party.

DRUNK DRIVER
BOX 2345
ROCKVILLE MARYLAND 20852
I want to deal with the problem drinker.
Please tell me how else I can help.
My name is _____
Address _____
City _____ State _____ Zip _____

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

ad we thought it might change the whole campaign from the old "Get the Problem Drinker Off the Road." These ads try to identify the situation regarding when you would rather deal with the drunk driver-- at the party or after the party. Another ad reads "The Life of the Party is Dead." The next series of print ads, which were recently approved, has slogans such as, "For 10¢ You Could Save a Friend's Life, Simply Call a Cab." Another one says,

"For \$5.95 You Could Save a Friend's Life." The other one encourages both sexes to allow the woman to drive when the guy's had too much to drink, "Take Ten Minutes to Drive Him Home." We're doing that in print, but the agency tells us that in radio and in television you have to be really dramatic. However, if you want to emphasize specific kinds of steps to be taken, print is a better medium.

--Comment--This theme of "specific action" is such a huge step forward in the direction of specificity and practicality from the themes of only three or four years ago. I'm not jumping on any specific organization, but a slogan like "Scream Bloody Murder" is so general and so vague. It's supposed to upset people so they wonder what they can do as a result. The more concrete a recommendation for action is, the more effective it will be. People may know they're asked to do something, but the question then is, what are they actually prepared to do?

As most of you know, most of our print messages have had a coupon or a place to write for information if people wanted to take further steps. Our response rate has been accelerating with the acceleration of the campaign. We're now getting about 2000 requests per month. Earlier it was only about 50 per month.

Let me make one final point about something I mentioned near the beginning of this presentation. We invited about 50 organizations to come to see our program and to give their reactions to it. It may have been a bad time (a Friday afternoon) but we were able to get only about 4 organizations there. The point I'm trying to make by this is that it seems that the only way we are going to find coordination is to have it take place on a peer review rather than in an organization. The design of these meetings and what we do in terms of them has to be more professionally-oriented and less organizationally-oriented. We should bring people in earlier in the process of developing their campaign and have a setting where they don't have to defend themselves as organizations.

ALCOHOL SAFETY ACTION PROJECT--PHOENIX, ARIZONA
--Jack Curtis

We held a drink-in demonstration a year ago and in no other project were we able to get such total cooperation from both the private sector and from city and state agencies. Cooperation ranged from the governor donating the land on which we conducted the demonstration, to the State Liquor Control Commission approval for having young people drinking on property on which they are not supposed to drink. The bleachers were provided by Parks and Recreation Department, and the sound system was provided by the Communications Department. We also had police and ambulances present. We had a lot of media support to get a crowd of 250 people there, and we had good exposure following the event. Their representatives--newspaper, radio and television people--were drinking, too. It was all conducted scientifically by members of the city crime lab.



**ASAP and TRAGYC
PRESENT A
SPECIAL DRINK-IN DEMONSTRATION**

9 00 AM to 11 00 AM Tuesday June 26 1973
Arizona State Fairgrounds

A community-wide effort to show what
drinking does to your driving ability



CONDUCTED BY BOB BONDURANT
High Performance Driver
Ontario Motor Speedway

Since this was a youth project, we went to the governor's youth group and got great cooperation. They did virtually all of it; they stayed right with the project despite the fact that it was 110° that morning. The sample included a professional race car driver, a sports writer for the newspaper, an automotive editor, and a few television reporters. We were covered by four television stations, five radio stations, and both local newspapers.

Now I'll show the results of the Youth Survey from last year. We are

using a lot of the data gained in a new musical-review type show which is in production. We definitely stimulated interest among the high school students. 1404 usable 65-item questionnaires in eleven high schools were received. Thirty-four of the items were core questions from OAC and thirty-one were devised either by our staff or by the young people themselves. The 5% sample was relatively close to the actual racial split in Phoenix--5% black, 15% Mexican-American, 80% white. Forty-two percent of those we surveyed had drivers' licenses, naturally more among juniors and seniors. Twenty-five percent of the respondents owned cars.

You can see that 14% said that they will drink any kind of liquor. But would you have guessed that 22% would say that they prefer wine? Wine is becoming quite a big drinking problem. We found the most popular places for drinking to be parties, rock concerts, and sporting events. Twelve percent say they are pretty much of a loner when it comes to drinking.

--Question--Would you say that they might end up as problem drinkers?

--Answer--Most of their drinking probably still takes place in social settings. At this point in time they're probably the least hazardous. You'd have to follow their behavior over a long term.

--Question--What did you do with the data in terms of feeding it back to the kids?

--Answer--Everyone who took the test got a five-page booklet of survey highlights. We also gave copies to their school instructors. Often these questionnaires are handed out, but the kids never find out what the results are we wanted to avoid that.

To get the young people interested in the drinking-driving problem, some other questions like one regarding disc jockeys and radio station favorites were used. This was a way to attract their interest in the whole issue.

The final survey question was "which of the following consequences [of drunk driving] would make you most uptight?" Sixty-five percent said injuring, crippling, or killing someone else. Seven percent said their own bodily injury or death. Only 13% said it was the loss of their drivers license.

--Comment--You may remember the NHTSA youth print ads. The one which is run consistently is the one entitled "I was in love with a girl named Kathy, I killed her." That's the one the editors choose to run. This research supports that decision.

In response to a question regarding what a girl would do if her boyfriend were drunk, 43% said they would drive the car themselves. Both sexes virtually agreed about letting the girl drive home under those circumstances. Yet I really doubt if that large a percentage would actually do it.

The younger people seem to feel that the problem drinker is the problem and the older students think it is the social drinker. But that could be a problem in definition of terms.

--Question--How was the questionnaire passed out in the schools? By kids or adults?

--Answer--ASAP staff did the initial work. Teachers passed the questionnaires out to the students. We picked them up and then took back the summary to the students. It was interesting to find that only 50% of the students knew that alcohol was a drug. This shows us an area where we have to work.

--Comment--We know there is uniform support for greater police enforcement and more severe penalties, but do you know who, in our mail, calls for the severest penalties--physicians!

--Comment--Does it surprise you that the young people would call for improved treatment services?

--Comment--I think that their knowledge is growing. There are two campaigns running parallel--one is a crackdown on law enforcement, the other is help and knowledge. People are ambivalent about this.

Eighty-one percent of the students liked having the questionnaire and were glad we cared. Other students thought we were "too nosy".

--Question--How did you obtain the critical (evaluative) comments?

--Answer--We had a final section where they could say whatever they wanted to say. Many wanted to know why we were asking about alcohol when they thought marijuana was today's problem.

--Question--Do you have any further plans for the use of these data?

--Answer--We're now using the results in a show we're putting together, but I guess it really hasn't been carried through as much as we would have liked.

--Question--Have teachers made any use of it?

--Answer--I don't know what they've done, but they have requested copies of the report. We originally printed 50 copies of the complete survey, but we've printed over 300 now. The District Board of Education, through which we're trying to get driver education back in the schools, is aware of this survey and the survey could help to accomplish that objective.

--Question--Did you document the kids' ignorance about the problem? Did they need to be educated?

--Answer--Yes. I think if you go through the five pages of comments from the students themselves, you'll see that the level of knowledge was low.

It seems to me that this is the only way we're going to make any headway. We need not so much to prove our effectiveness, but to prove the level of ignorance and the need for education.

REPORT ON THE EFFECT OF THE LOWER LEGAL DRINKING AGE ON YOUTH CRASH INVOLVEMENT
--Richard L. Douglass

Michigan and other states recently lowered the legal drinking age to 18. The specific research questions in this legal impact study were: 1) Did the alcohol-related crash experience change in the three study states (Michigan, Vermont and Maine) after the legal drinking age was lowered?, 2) If changes occurred in alcohol-related crash experiences in the three "experimental" states, were those changes actually related to the legal change?

Until now, evidence from individual states which lowered the legal drinking age has largely consisted of relatively informal observations of accident data with no design or analytic control for alternative explanations. For a variety of reasons the direct information on drinking and driving among young people is confounded by factors other than the change in drinking laws. It has been suggested that police officers became more attentive to reporting alcohol involvement in crash investigations with young drivers after the legal change in Michigan, a practice which allegedly has created artifactual statistical increases. Changes in accident reporting forms and administrative procedures have resulted in questionable validity of "before-after" comparisons based on reported alcohol-involvement data. Reporting systems have grown in comprehensiveness during the same time period which raises other questions.

Therefore, particular attention has been given to the problems of research design, measurement, and analytic technique in the present investigation. Attempts have been made to define and measure quantities which indicate true changes in the alcohol-related crash experience of specific populations and are independent of the kinds of operational variations which have been suggested until now.

A quasi-experimental design has been used which included three states-- Michigan, Maine, and Vermont--which recently lowered the legal drinking age to 18 as an experimental group. Two control groups were included. New York and Louisiana were studied as long-term 18-year-old drinking states and Texas and Pennsylvania represented long-term 21-year-old drinking states. An objective, empirically-derived surrogate measure of alcohol-related crash frequencies was used in comparative time-series analyses. The methodology applied in the present investigation is viewed as an important issue, both in appreciating the conclusions and in facilitating analyses of other states which have lowered their legal drinking ages.

In Michigan alcohol-related crashes among 18- to 20-year-old drivers increased after the lower legal drinking age became effective. The increase is statistically significant and of a magnitude large enough to be considered socially significant. The effect of the lower legal drinking age appears to be directly related to the relative proportion of the 18- to 20-year-old population in the jurisdiction under consideration. Increases in alcohol-related crashes were accompanied by alterations in the age-specific crash frequency distributions of young drivers. After the legal change the 18- and 19-year-old drivers became more involved than drivers in older age groups, which was not true before the legal change. No significant increases in alcohol-related crashes occurred among older drivers.

The results of analyses of Maine data were similar to those of Michigan. The legal situation in Maine affords somewhat less confidence in the conclusions than in Michigan in that the legal drinking age changed from 21 to 20 in 1969, and then from 20 to 18 in June, 1972.

No significant increases in alcohol-related crash frequencies or rates were found in Vermont, for either young or old drivers. In addition to the

absence of change in magnitude, the age-specific frequency distribution of alcohol-related crashes of young drivers did not change following the lowering of the legal drinking age.

Increases which could be attributed to an influence affecting only the 18- to 20-year-old driving populations were not found in any of the four control states.

On the basis of alterations in Michigan and Maine of age-specific alcohol-related-crash frequency distributions following the legal change, a prediction procedure is offered to determine the likelihood of an increase in crashes if the legal drinking age is lowered. It is suggested that Vermont's age-specific frequency distribution of alcohol-related crashes among young drivers was like long-term 18-year-old states BEFORE the legal change; therefore, no changes occurred as a result of the legal change. Michigan and Maine, on the other hand were different but became like long-term 18-year-old states AFTER the legal change; which explains why increases in the frequency measures were found. Pennsylvania, a long-term 21-year-old state has an age-specific frequency distribution of alcohol-related crashes like Michigan and Maine had prior to the lower legal drinking ages in those states. Should Pennsylvania change the legal drinking age to 18, it is predicted that a reaction would occur much like that in Michigan and Maine. Texas has an age-specific frequency distribution of alcohol-related crashes among young drivers like Louisiana, New York and the experimental states after the legal changes to 18-year old legal drinking ages. Texas, where the legal drinking age was changed to 18 in August, 1973, is not expected to experience an impact in crash frequencies or rates because it is already similar to the situation found to be a consequence of the legal change, if an impact were to take place.

The effect of the lower legal drinking age is considered to be related to demographic and cultural differences in drinking behavior and driving-after-

drinking patterns. In addition the probability of a significant impact of a lower legal drinking age is associated with the enforcement of alcohol beverage control laws, in general, and laws related to purchase and sales to minors, and drinking/driving laws in particular.

