

*Alcohol / Safety  
Public Information Campaigns:*

*Seminar No. 1*

**A REPORT OF AN INFORMAL MEETING HELD  
MAY 3, 1973, TO DISCUSS SELECTED  
CAMPAIGNS ON ALCOHOL AND HIGHWAY SAFETY**

**KEY BRIDGE MARIOTT INN, WASHINGTON, D.C.**

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



## INTRODUCTION

As recently as two or three years ago, only a few organizations concerned with alcohol and highway safety worked with others in planning or producing public information programs. However, more examples of cooperative effort have begun to appear: the Department of Transportation and Kemper Insurance developed a booklet on the roadside breathalyzer, Ford and DOT jointly produced the film "C.R.A.S.H.," and the National Council on Alcoholism and the National Institute on Alcohol Abuse and Alcoholism co-sponsored a series of radio and television spots. Other instances on national, state and local levels could be cited.

We feel that further cooperation among voluntary, commercial, and governmental organizations should be encouraged in order to promote more consistent, and thus more effective, public information campaigns. Some organizations still attack the social drinker, while others believe the target should be the problem drinker; one tries to separate drinking from driving, another stresses moderation; one may feel that fear and threats are most effective while another stresses responsibility. There is still a need for solid evidence regarding the relative effectiveness of these approaches and for sharing of such evidence as it becomes available.

This seminar and others to follow it are designed to facilitate cooperation among communications professionals in planning and evaluating public information programs on alcohol and highway safety. The meetings provide a means by which organizations can obtain others' reactions to new materials, keep informed about others' plans, share data on public and media response to campaign themes, and perhaps make joint decisions regarding the content and timing of future programs.

We are grateful to all the organizations which have endorsed this effort, but we owe special thanks to those which have provided financial support: the Alcohol and Drug Problems Association of North America, Canada Safety Council, Licensed Beverage Industries, National Safety Council, and Occidental Life of California. The involvement and support of other organizations would be welcomed.

This report is an edited transcript of the meeting held May 3, 1973. Some examples of public information materials are included as illustrations; additional materials and information can be obtained through HSRI or directly from campaign sources.

James W. Swinehart, Head  
Public Communication Group

PARTICIPANTS--ALCOHOL/SAFETY PUBLIC INFORMATION SEMINAR

JoAnn Anderson, Consultant  
Public Information and Education  
Alcohol Safety Action Project  
505 Fairfax Circle Building  
3251 Old Lee Highway  
Fairfax, Virginia 22030  
703/591-8440

Robert A. Boaz, Acting Director  
Consumer Affairs and Public Information  
National Highway Traffic Safety  
Administration  
Washington, D.C. 20591  
202/426-9550

Richard Bugajski, Advertising Director  
State Farm Mutual Automobile  
Insurance Company  
112 East Washington Street  
Bloomington, Illinois 61701  
309/662-2311

John DeLellis  
Safety Education Consultant  
American Automobile Association  
1712 G Street, N.W.  
Washington, D.C. 20006  
202/638-4000

Thomas Enright  
Highway Safety Management Specialist  
Region V, National Highway Traffic  
Safety Administration  
1010 Dixie Highway, Suite 214  
Chicago Heights, Ill. 60411  
312/756-1950

Dwight Fee  
Public Education Program Officer  
Office of Alcohol Countermeasures  
National Highway Traffic Safety  
Administration  
Washington, D.C. 20591  
202/426-0076

Paul Field  
Grey Advertising  
1150 Seventeenth Street, N.W.  
Washington, D.C. 20036  
202/872-1130

Paul Garner, Director  
National Clearinghouse for Alcohol  
Information  
P. O. Box 2345  
Rockville, Maryland 20852  
301/948-4450

Morris G. Garter, Manager  
Highway Safety Programs and Planning  
Ford Motor Company  
Auto Safety Center  
Dearborn, Michigan 48121  
313/594-0640

Paul Gavaghan  
Director of Public Information  
Licensed Beverage Industries  
485 Lexington Avenue  
New York, New York 10017  
212/682-4920

Patrick Griffin  
Public Information  
National Safety Council  
425 North Michigan Avenue  
Chicago, Illinois 60611  
312/527-4800

William Kelley  
National Institute on Alcohol Abuse  
and Alcoholism  
5600 Fishers Lane  
Rockville, Maryland 20852  
301/443-3306

John J. Lavino, Jr.  
Corporate Communication Manager  
Kemper Insurance Group  
Long Grove, Illinois 60049  
312/540-2513

John Pankow, Assistant Counsel  
United States Brewers Association  
1750 K Street, N.W.  
Washington, D.C. 20006  
202/466-2400

Timothy Redmon, Associate Director  
American Optometric Association  
1730 M Street, N.W.  
Washington, D.C. 20036  
202/833-9890

Edmond P. Reiley  
Public Information Officer  
Consumer Affairs and Public Information  
National Highway Traffic Safety  
Administration  
Washington, D.C. 20591  
202/426-0686

Leon Robertson  
Senior Behavioral Scientist  
Insurance Institute for Highway Safety  
Watergate 600  
Washington, D.C. 20037  
202/333-0770

James W. Swinehart, Head  
Public Communication Group  
Highway Safety Research Institute  
University of Michigan  
Ann Arbor, Michigan 48105  
313/763-2465

Allan F. Williams  
Insurance Institute for Highway Safety  
Watergate 600  
Washington, D.C. 20037  
202/333-0770

Lt. Col. William L. Williams, U.S.A.F.  
Staff Assistant for Drug and Alcohol Abuse  
Room 3E279 The Pentagon  
Washington, D.C. 20301  
202/695-7068

Sam Yaksich, Jr., Director  
Traffic Engineering and Safety Department  
American Automobile Association  
1712 G Street, N.W.  
Washington, D.C. 20006  
202/638-4000

AGENDA--ALCOHOL/SAFETY PUBLIC INFORMATION MEETING--MAY 3, 1973

- 9:30 Coffee
- 10:00 Introductions, description of meeting purpose and format
- 10:15 Presentation by Dwight Fee, Bobby Boaz, Ed Reiley, Office of Alcohol Countermeasures, National Highway Traffic Safety Administration, Department of Transportation
- 10:45 Discussion
- 11:15 Presentation by Paul Garner and Bill Kelley, National Institute on Alcohol Abuse and Alcoholism
- 11:45 Discussion
- 12:15 Lunch
- 1:45 Presentation by Sam Yaksich and John DeLellis, American Automobile Association
- 2:15 Discussion
- 2:45 Presentation by Paul Gavaghan, Licensed Beverage Industries
- 3:15 Discussion
- 3:45 Coffee
- 4:00 Presentation and discussion of miscellaneous materials from various sources
- 4:30 General discussion of themes, coordination possibilities, future meetings
- 5:00 Adjournment

PRESENTATION BY OFFICE OF ALCOHOL COUNTERMEASURES, NATIONAL HIGHWAY TRAFFIC SAFETY  
ADMINISTRATION, DEPARTMENT OF TRANSPORTATION

--Dwight Fee, Robert Boaz, Edmond Reiley

Before creating a campaign, Grey Advertising undertook a three-month in-depth study on the problem of alcohol and highway safety. They then outlined a three year, multi-media advertising effort. Phase I of this effort is composed of two waves of campaign materials--one which was released in February 1972 and the new materials currently being released. On the basis of preliminary figures, DOT has already received a total of \$12,000,000 worth of public service time. This figure is twice what had been expected.

The new print ads are aimed at law enforcement officials, psychiatrists, medical personnel, judicial and legal personnel, male audiences, and youth. They have been coded through box numbers in order to be able to compile statistics on the audiences which have responded. Corresponding brochures will be produced. To date, 12-15,000 people have written in in response to DOT ads.

The thrust of the campaign is problem and program awareness. This is also the thrust of the 35 ASAPs. It has been discovered that there was impatience with previous types of messages, so the aim has been shifted to areas of personal responsibility and personal action. The Fairfax ASAP, for example, is talking to the viewer in terms of what he can do about alcohol abuse in its "Know Your Limits" campaign.

The Department's purposes are 1) to stimulate involvement and peer group concern (it has been determined that the public may turn off something aimed at one person, but may be responsive to it if it concerns group action); 2) to make excessive drinking and driving an explicit social concern; 3) to create awareness and encourage an individual to identify the problem in his own group; 4) to give him alternatives for helping problem drinkers; 5) to help him determine how much responsibility he should accept in dealing with potential drinking drivers; 6) to help him determine his own social standards; and 7) to equip the citizen, getting issues into the open which until now have been ignored. The program premise, that excessive use of alcohol is a primary cause of alcohol-related traffic deaths, has not been changed.

The campaign objectives are 1) to make excessive drinking and driving a social issue by stimulating discussion, 2) to describe specific actions which individuals can take to prevent drinking and driving, 3) to seek support of countermeasures programs and encourage implementation of such programs, 4) to educate young drivers.

Young drivers have been chosen as a target because they are still educable and have not established firm drinking patterns. They are a captive audience within driver education classes.

During the November 1971 Ann Arbor conference, some people saw a conflict between NIAAA and NHTSA. This is no longer true--public information and education responsibilities are being shared and both of us feel there is room for others. A joint Christmas campaign between NIAAA and NHTSA is feasible, though it is not anticipated at this time. Joint projects will be undertaken when they are feasible, but the feeling now is that there is a need for the most exposure and visibility.

Regarding radio spots, the philosophy is that there is no one radio audience; different people will listen to different things. For this reason, a wide range of radio spots which apply to various audiences and situations have been created. The Youth Advisory Council to the Secretary of Transportation, composed of young college and high school students who advise him on matters related to youth and highway safety, reviews all public service materials aimed at youth.

Of the 35 ASAPs, 22 are located among the top 100 markets. So, instead of sending materials directly to these stations, they are sent to the ASAP. The public

**It's better to meet a problem drinker in your office than on the road.**



Problem drinkers are involved in almost 20,000 highway fatalities a year.

The only way to reverse this trend is to separate the driver from his drinking problem. Before he kills himself or any one else You can help. You can counsel him. Or refer him. Your knowledge and experience make you the community's first line of defense against this epidemic. For information that may help you in this task, mail in this coupon.

First aid for drunken drivers begins in your office

Name \_\_\_\_\_ M D  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Drunk Driver  
 Dept. M D, BOX 1969  
 Washington, D C 20013



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

|   |   |   |
|---|---|---|
|  |  |                                    |
| C-1 I want to watch the sun come up another fifty years                             | C-2 I want to write a novel that will bring the world to tears                        | C-3 And I want to see Venice  |
|  |  |                                    |
| C-4 I want to see my kids have kids I want to see them free                         | C-5 I want to live my only life I want the most of me                                 | C-6 I want to dance I want to love I want to breathe  |
|  |  |                                    |
| C-7 Janie died On an endless road in America  | C-8 Because a lonely man was driving drunk out of his mind                            | C-9 Problem drinkers who drive are responsible for more than 40 deaths every day. Get the problem drinker off the road. |
|  |  |                                    |
| C-10 I want to know what's out there beyond the furthest sta.                       | C-11 I even want to go there if we ever get that far. And I want to see Venice        | C-12 Help. Do something about the problem drinker. For his sake. And yours.   |



"Life is a Thread" - 60 second radio spot

Song: Life is a thread  
 One delicate dream  
 Don't stretch it--  
 Don't break it--  
 For life can be strong  
 And life can be long--  
 And that's the way to make it.

VO: Problem drinkers who drive cars were responsible  
 for the deaths of 16,000 people last year. Men,  
 Women, Children, Babies, and very often themselves.  
 About 40 people every day.

Song: Life is a thread  
 One delicate dream  
 Don't stretch it--  
 Don't break it--  
 For life can be strong  
 And life can be long--  
 And that's the way to make it.

Tag: Get the problem drinker off the road.  
 For his sake. And yours.

Write to Drunk Driver, Box 1969, Washington, D.C.  
 We'll tell you how you can help.  
 A public service message on behalf of the  
 U.S. Department of Transportation.

information director can take off the DOT tags and add his own, or, he may decide to hold back the DOT materials in favor of his own.

Question: Which print ad drew the strongest response?

Answer: There is no way of knowing. The first set of print materials was not coded.

Regarding data collection, DOT is participating with NIAAA in its field survey, having placed two questions on the next survey. It is hoped that baseline data may be collected in this manner.

Question: Most of the previous materials emphasized getting the drunk driver off the road, while new materials seem to be a departure from the problem drinker concept. Does that indicate a trend?

Answer: Yes, the trend is toward more personal involvement.

One reason this is being done is because it doesn't do any good to address the drunk himself--he has resisted the pressures of his family, friends, doctor; what the commercials say has no impact. The aim is to make people around him aware of his problem, enabling them to detect it.

Youth has no sense of the problem drinker, so it is necessary to convey this message in terms of their own behavior, perhaps by using a broad definition--anyone drunk at a party who is going to drive is a problem drinker.

Question: There is a song on the radio "If you have a friend on drugs, get him off: it's hard to bury a friend." Has any thought been given to this type of approach?

Answer: Yes, new transit and specialized ads stress trying to keep a drinking friend who's about to drive from driving.

Comment: The "Janie" spot is good, but it might have been stopped where she dies. Old HEW anti-smoking ads left you with a question, instead of giving you the answer.

Comment: The new film "C.R.A.S.H.," which documents the Vermont ASAP, does somewhat the same thing. When it ends, it isn't known if the fellow has been dealt with effectively or not. Many have asked why there wasn't a happy ending. If there had been a happy ending, people wouldn't worry about it. A little anxiety was left so that people might take some action.

## PRESENTATION BY NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM

--Paul Garner and Bill Kelley

The Shafer Commission study showed that alcohol was the number one drug in the U.S.; that people's involvement with other drugs was minor compared to alcohol. The Institute's purpose is to help people who are in pain because of alcohol abuse. The greatest percentage of its budget goes toward research on treatment and rehabilitation.

Dr. Chafetz feels that the best way to deal with the disease is through treatment. Drinking is an individual choice, so if a person does choose to drink, he should know his responsibility to himself and those around him. On the other hand, if he doesn't choose to drink, he should be allowed to pursue that course. One television spot in NIAAA's campaign, "Harry the Pusher," is aimed at the situation of forcing drinks on unwilling people.

The new budget allows for a trend toward the responsibility angle. Alcohol abuse is not a moral weakness; you shouldn't be embarrassed to go into treatment. Dr. Chafetz feels that the problem is deprivation, rather than physical problems.

Last February's press conference by NIAAA introduced two things: 1) the Secretary's Report to Congress on Alcohol and Health and 2) the NIAAA public awareness campaign. The slogan "If you need a drink to be social, that's not social drinking," was introduced. The aim was not to put down anyone who has a drink--alcohol has been used therapeutically for years.

The print ad "The National Drinking Game" has generated letters from people saying "I have a friend who is a problem drinker, how can I help him?" or "Your ad is getting to me, maybe I'm in the process of becoming a problem drinker--what can I do?"

Phase I of the television spots was geared toward getting the word to the public. Responses indicate that the public is being reached; we're getting a lot of play on radio and TV. The print ads aren't getting as much exposure because, while radio and TV have to allot so much time to public service advertising, the print media do not.

Phase II began in the summer of 1972 with a joint campaign with the National Council on Alcoholism. The focus was on alcohol as a drug and it was geared to the medical profession, trying to show that alcoholism is a medical problem. NIAAA funded part of the campaign and Grey-North produced the spots. They were distributed to networks on a one-to-one basis with top network and print executives and were

sent via direct mail to every licensed TV and radio station and a great many daily and weekly newspapers. The broadcast acceptance was phenomenal. A request was also sent to the local Jaycees asking them to hand-carry the materials to local stations. It is felt that if media people can be forced to listen to the radio spots or to see the storyboards, they will use them because the materials are good.

TV spots have also been recorded on videotape and 35mm film when this is asked for. In New Orleans, for example, TV public service announcements are run in movie theaters.

Phase III stresses the illness aspect of alcoholism. It was thought that "Funny Drunks" would get a lot of play because of the nostalgia effect, but it turns out that "Good Old Harry" is the number one spot, followed by "The Plague." Other public relations activities include the five-part Today show with Dr. Chafetz and others, the Dick Cavett show, PTA involvement, and the U.S. Jaycees project-- Operation Threshold. NIAAA's Education and Prevention Division is also formulating guidelines for kindergarten to 12th grade alcohol education curriculum for school boards to adopt.

1. (Series electronic music and sound effects under throughout... rather slow and quiet)

2. (Narrator VO--he tells it like a fable, sincere, sweetly, but with an ironic edge) What if a terrible disease came to our land...

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

4. And what if the disease killed eighty-six thousand of us every year...

5. ...and still kept growing... like a plague?

6. What would we do?

7. Would we close our eyes...

8. ...not see the disease... never talk about it?

9. Would we lock up some of the sick ones when we could not see or hear them? (Six gate slams shut)

10. Would we call them bad names...

11. ...tell them to stop being sick, because their disease was disgusting and immoral?

12. We would call the disease... Alcoholism. Wouldn't we?

13. There's a better way to treat alcoholism. But you have to help.

14. Write--Alcohol, Box 2345, Rockville, Md 20852.

15. (Silent Endcut)

**If good old Harry is such a great host, how come**

**...nobody remembers what happened at the party?**  
**...Ron and Jean had such a terrible fight?**  
**...Charlie drove into a tree on the way home?**  
**...everybody felt so lousy the next day?**

**Maybe there's more to being a great host than pushing drinks. Maybe good old Harry is not a good host. Maybe good old Harry is**

# THE NEIGHBORHOOD PUSHER.

Alcohol is a drug. That's right, a drug. Ask your doctor. So if you serve alcohol be a good host. Don't be a pusher. And when you're a guest, don't let good old Harry tell you how much to drink.

We have a free booklet about drinking (Not for or against drinking but about drinking.) It's filled with facts most people don't know. It's interesting. And it could help you help someone else.

Write NIAAA BOX 2045, ROCKVILLE, MARYLAND, 20852

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE · Health Services and Mental Health Administration

NIAAA also funded the film "America on the Rocks," but Grey-North didn't produce it and it isn't a part of the public information campaign. It is not syndicated, but is to be sponsored by local organizations. Here in Washington, Blue Cross/Blue Shield sponsored it. "America on the Rocks" will be edited for classroom use in 10-12 minute segments.

Phase IV is scheduled to be released at the end of the summer of 1973. This phase will include new print materials--no new ones have been added since the program began.

The new National Clearinghouse for Alcohol Information has been set up 1) to react to inquiries generated by the mass media (it receives over 2000 mail and 700-800 phone inquiries each week), 2) to work closely with other groups with similar intent--such as the Public Communication Group at the University of Michigan, and 3) to be a place where anyone can go for answers to questions on alcohol, alcoholism, and alcohol abuse. In response to "I need help" letters, lists of available services such as alcoholism councils, detoxification centers, ASAPs, rehabilitation programs, AA groups, Alateen groups, etc. are sent out.

Two new newsletters are produced by NCALI--"Alcohol and Health Notes" is geared to the professional, giving an overview of the field. The other publication, "Alcohol Health and Research World," is more technical. Additional publications are planned in the future.

NCALI's library contains over 25,000 items. Audio-visual materials are collected, but not for dissemination, just for referral. NCALI may work with DOT or other federal agencies in the future.

Comment: If DOT funds are transferred to the Clearinghouse, the Technical Reference Division of NHTSA will make sure NCALI has access to all of its files. The two data systems will be put together so that both can access each other's information.

Question: What kind of response has there been to your new campaign?

Answer: At the National Association of Broadcasters' convention, we gave out 1800 press kits. Cards have been received indicating interest in using the spots. Initially, the response is good, though there is no real way to determine that yet.

## PRESENTATION BY AMERICAN AUTOMOBILE ASSOCIATION

--Samual Yaksich, Jr. and John DeLellis

The AAA Foundation for Traffic Safety has produced 10 television spots which have been made available to local clubs to pass along to local media. This is one advantage of having local clubs, they can hand-deliver materials and the spots generally receive wide coverage and reception.

These 10 spots have been recently formed into a 15-minute film called "Drink, Drive, and Rationalize." It discusses the rationalization behind each of the topics covered in the spots. It's good for classroom discussion; a written guide is being prepared for high school and adult programs.

Script for television spot

Sure, Mac, Sure - "Pro"

Scene--Living room; older couple, woman knitting, husband drinking.

Woman: Now, dear, that's quite enough. Remember you still have to drive down to the drug store today.

Man: Don't worry Mary, I've learned how to hold my liquor.

Woman: The prescription's on the table. The doctor said he wanted you to start with that medicine today.

Man: If you want to be a serious drinker, you've got to stay in training. The driver you've got to watch out for is the one who's had a nip and isn't used to it. An old pro like me can drink those rum rookies under the table any old day. Yes, sir, it takes daily conditioning if you're going to drink and not have it affect you. When you've had as much elbow-bending experience as I've had you're immune to alcohol.

Woman: Sure, Mac, sure!

Final scene--Husband careening down sidewalk in golf cart.

Script for television spot

Sure, Mac, Sure - "Lady"

Scene--Man and woman in Polynesian restaurant

Man: Double scotch on the rocks for me and, dear, you'd better have one of those weak lady drinks. You know, the specialty of the house.

Woman: Do you think I should?

Man: Oh, they're mild.

Later--slurred speech

Man: Want another one of those pineapple juice specialties?

Still later--

Man: The flower float goes there, the lady doesn't much care for alcohol--just floral arrangements!

Leaving bar--

Man: Hey, honey, you'd better drive. The scotch is beginning to get to me. I need some air. If you want to let the top up, the button's down there. It's a good thing you only had lady drinks all evening.

Woman: Sure, Mac, sure!

Final scene--Car swerving out of parking lot.

The film "DWI Phoenix," a 28-minute documentary based on the Phoenix DWI program, is intended to aid alcohol driver improvement classes. With the introduction of ASAP in Phoenix the program has expanded. The Phoenix effort, which began in 1966, has proven so successful, that the program has expanded and there are now 300-400 such programs nationwide. Some are associated with ASAPs, but the majority are not. Most are funded locally. AAA is the support agency and is involved with only two-thirds of the current projects. The schools are conducted at educational institutions and are taught by social scientists and communicators (not driver or alcohol education teachers).

There is a prescribed program which was developed by James Malfetti and Ernest Stewart, but it is meant only as a guide. Some errors have been made in its development. It tends to be geared to the middle class, so it falls flat in some areas of the country. This is why it is suggested that the instructors tailor the program to community needs.

The DWI program takes up where "get the drunk driver off the road" leaves off. It deals with what should be done after getting him off the road; it is designed to help him. The purpose of the school is education, not rehabilitation. In six sessions, the driver can't be rehabilitated, but he can be counseled. Wisconsin is into the rehabilitation aspect and AAA is concerned with this approach and is trying to keep projects away from it. The schools give local agencies an alternative source of action against drinking drivers. They get the driver to look at his own drinking and driving problem, to assess his own behavior.

Comment: In conjunction with these schools, Eastern Tennessee is using videotape during the police arrest for DWI. At the DWI schools, the person views his own videotape, thus reinforcing the idea of having him look at himself and his own problems.

In the first session of the DWI school, drivers are arrogant and belligerent, but by the third session, their attitudes have changed. The teachers are adept in social application and are able to see the changes in the students.

It has been found that where there is a DWI school, there is also an increase in DWI arrests (even without an increase in enforcement) and in DWI convictions. Hopefully, a decrease in recidivism will show up in data collected in Phoenix. The most extensive data has been collected in Phoenix where they are presently evaluating their program's success after six years. Preliminary data indicates that drivers who have gone through the program have had fewer accidents and arrests, thus indicating some success.

Phoenix has developed screening programs--not all DWI arrests are sent to the school. Those deemed to have serious alcohol abuse problems are sent to rehabilitation agencies. Those of the verge of developing an alcohol problem are sent to other rehabilitation agencies. The balance, including those charged with their first offense, are sent to the DWI school. This method of screening has proven effective.

The ultimate hope is to develop the projects into preventive ones--into action programs for individuals, business schools where alcohol education would prevent future DWI arrests.

The DWI programs are provided with a packaged curriculum and collection of public information materials. The Instructor's Manual includes suggested guidelines on teaching techniques and course content. A newsletter has been developed to keep the programs in touch with one another and to let them share ideas. Bibliographies provided include a list of pre-screened films for showing to DWI classes and a list of pamphlets available through AAA.

Question: Have there been any measures of long-term effectiveness? Does the program need to be reinforced?

Answer: In Wisconsin, Washington, and several other states, there are class reunions after 6 months. Students are required to return for another session. Other communities have such programs after a year. It is hoped that the success will be determined by data collected in Phoenix. Other programs are too new to see any effectiveness.

Comment: In all ASAP sites, there is extensive evaluation of the same subject. Pre- and post-data is being collected. So, in addition to Phoenix, there will be other evaluations which, hopefully, will correlate with accident reduction.

Unfortunately, it is hard to compare data because of inadequate records. It isn't known which drivers went to court as DWI arrests and had their sentences



reduced to reckless driving; these cases don't show up in the records as DWIs. So any evaluation will be suspect because of these inadequate records. But, hopefully, these will provide a data base for future information and evaluation.

The Judge's Guide for Alcohol Offenders is another tool used by the schools. One obstacle to the schools was the lack of enthusiasm by judges who may not have known how to deal with the problem of drinking drivers. This guide aids in convincing judges that the program is worthwhile. Another tool for teachers of DWI schools is a pair of special glasses which are used to simulate vision of drivers at .15% BAC. The Denver ASAP film, "A Snort History," is excellent, particularly in relation to driver vision and perception while under the influence.

There is room in the field for everyone because there is no one answer to the problem of the drinking driver. Anyone who can contribute something to the field is welcome. Certain campaigns will appeal to one community, while others will apply to other communities. There is a real need for variety. Schools are encouraged to use and consider all materials produced on alcohol and highway safety. Often, however, students have reading problems, so materials other than those in print are necessary, too.

At first it was feared that these schools might become driver improvement schools; that's not enough. The instructors attend training sessions where uniformity in their teaching is stressed. It is felt that non-uniformity could do more harm than good. Last year, one such training school was held in Phoenix for 42 teachers. This summer, there will be another one.

A steering committee is selected for each school to develop standards for that school. The intent is not to play with drivers' emotions or sensitivities--steering committees make certain this won't happen. The committee is usually begun by an Auto Club representative who promotes the project, getting college or university personnel involved with teaching in the schools, involving judges, safety council personnel, police and others. The steering committee is composed of 4-5 people who meet once a month.

Comment: Given the similarities between what the ASAPs are trying to do as a part of their public information and rehabilitation programs, and what AAA is doing, it seems there might be a closer relationship between them than there presently is.

There are only 35 ASAPs and, it seems, their future is limited. In some areas, however, local Auto Clubs are active in promoting ASAP as well as their own DWI programs.

The idea is that there is room for everybody. AA, NCA, the federal government, NIAAA, and others should all be involved. For the first time, there is a concerted effort on alcoholism with attention focused on the driver. Services and programs are being started as never before because of DWI schools and other such activities. This is forcing groups to get together. Barriers are breaking down.

## PRESENTATION BY LICENSED BEVERAGE INDUSTRIES

--Paul Gavaghan

LBI has endorsed "Know Your Limits" campaigns for many years. In 1968, the basic concept of "Know Your Limits" appeared in Racine, Wisconsin in a campaign produced by the Racine County Safety Council and the Council on Alcoholism. Their campaign gave concrete information, not just a slogan. The ad contained a chart aligning the number of drinks, body weight and frequency of consumption in relation to percent of alcohol in the blood. Various media were used in the campaign; Barbara McNair and Don Hudson (former Green Bay Packer) appeared in radio spots, BAC wallet cards were distributed through liquor stores and taverns. Billboards and news stories were produced and a speakers bureau was created.

In 1970, LBI's ad "The Liquor Industry versus the Drunk Driver" appeared in Time and Newsweek and included a blood alcohol chart. But LBI stubbed its toe on that one, inadvertently conveying the idea that legal limit was the same as personal limit. So, the ad was changed and emphasized that the legal and personal limit are not the same, that one should stay below both! LBI's 1971 ads conveyed this idea, and included a refined chart similar to the one Racine used, but which showed the difference between personal and legal limit. LBI is careful about the language used in its ads.

The Wine and Spirits Wholesalers of Connecticut were the first statewide beverage organization to adopt the "Know Your Limits" theme. They received support from the Connecticut Safety Commission and got excellent radio and television coverage. They were constantly looking for additional information to pass along to the public.

The Connecticut Package Store Association distributed 600,000 BAC wallet cards in its first run and is now over a million. More than 400,000 of them were given out in response to requests; the balance was given out with the purchase of liquor, wine, or beer. The press coverage in Hartford was encouraging, saying that the theme and approach had validity.

In November 1972, the Arizona Liquor Wholesalers and Retailers worked in cooperation with the Phoenix ASAP and state agencies in launching its own state program. Press, radio and TV coverage has been extensive. A BAC chart is given out with every new license and license renewal.

In Arizona, an industry spokesman was given a radio series, gratis, for one year. To fill his allotted time, he brought in everybody he knew across the state to discuss alcohol abuse and drinking and driving.

## Know Your Limits: Sound Approach to Safe Driving

We, the makers and sellers of distilled spirits, believe that the safest policy is not to drink before driving.


We also know, from authoritative government reports and scientific studies, that most people who choose to drink do so responsibly.

We believe that normal adults can and do benefit from a realistic, friendly reminder *Know Your Limits*. We urge them to take their responsibilities seriously, to know their own personal limits and stay safely within them, if they do drink before they drive. And we emphasize that individual limits are not necessarily the same as

the legal limits (10% blood alcohol level, in most states).

The Know Your Limits approach certainly does *not* apply to alcoholics and other problem drinkers. Our industry supports the U.S. Department of Transportation's program to identify chronic alcohol abusers who drive after excessive drinking. We agree that their driving privileges should be restricted until their conduct is demonstrably controlled.

"Know Your Limits", for normal adults is another way of saying: if you choose to drink, drink responsibly.



**Licensed Beverage Industries**  
Division of Distilled Spirits  
Council of the United States  
485 Lexington Avenue  
New York, N.Y. 10017

## The Liquor Industry Vs. The Drunk Driver

We're the people who make distilled spirits. What is our stand on the issue of drinking and driving?

It's the same as the U.S. Department of Transportation.

Last January John A. Volpe, U.S. Secretary of Transportation announced his agency's basic new approach. Let me emphasize that our major immediate focus will be on the chronic alcoholic, not the social drinker. The Report on Alcohol and Highway Safety which we submitted to the Congress in 1968 clearly pinpoints the alcoholic as the principal offender. We fully endorse the Department of Transportation's aim to restrict the driving privileges of this minority of sick drivers — who abuse alcohol.

We think it is equally important to educate social drinkers to know their own individual limits — how much alcohol they can handle.

They should also know and stay safely below the legal limits. The legal limits chart in this ad was prepared by a nationally recognized authority for that purpose.

We say ideally, people should not drink before they drive. But this does not square with the facts of life. Millions of Americans drink moderately and drive safely. So if you *do* drink and drive, use your head, *know your limits*.


*Driving after excessive drinking is dangerous and punishable by law. The operator of a motor vehicle is presumed by law to be impaired when the percent of alcohol in his blood is above a certain level. To drive legally, the table below indicates how long a normal adult must wait after drinking to be safely within those limits. If your weight is between two of those shown use the lower one. For example, if you weigh 140 pounds and consume 2 drinks, no waiting time is required. One additional drink wait 1 hour. The safest policy is not to drink after drinking.*

|                  |     | Drinks (1 1/2 ounces) consumed |     |       |       |       |        |        |       |
|------------------|-----|--------------------------------|-----|-------|-------|-------|--------|--------|-------|
|                  |     | 1                              | 2   | 3     | 4     | 5     | 6      | 7      | 8     |
| Lbs. body weight | 100 | 0                              | 1/2 | 3 1/2 | 6 1/2 | 9 1/2 | 12 1/2 | 16     | 19    |
|                  | 120 | 0                              | 0   | 2     | 4 1/2 | 7     | 9 1/2  | 12 1/2 | 15    |
|                  | 140 | 0                              | 0   | 1     | 3     | 5 1/2 | 7 1/2  | 10     | 12    |
|                  | 160 | 0                              | 0   | 0     | 2     | 4     | 6      | 8      | 9 1/2 |
|                  | 180 | 0                              | 0   | 0     | 1     | 2 1/2 | 4 1/2  | 6 1/2  | 8     |
| 200              | 0   | 0                              | 0   | 1/2   | 2     | 3 1/2 | 5      | 6 1/2  |       |

**Hours to wait after drinking**

Prepared by Dr. Leon A. Greenberg  
Rutgers University Center of Alcohol Studies

For your copy of this legal limits chart write



**Licensed Beverage Industries Inc**  
155 East 44th Street  
New York, N.Y. 10017

In Columbus, Georgia, the ASAP and liquor industry are sponsoring a "Know Your Limits" campaign. North Dakota has launched a state-wide effort. The liquor wholesalers and retailers have given out 750,000 wallet cards and are now in their second printing. Their cards are located in state department offices and highway department offices. Cards have been mailed to all lawyers by the State Bar Association. Florida has a restaurant campaign with the same approach.

Ten states are planning "Know Your Limits" campaigns and LBI's regional representatives are a vital element in this work. LBI will stress "Know Your Limits" in 1973, fundamentally the same way it did last year. The response has been amazing; negative mail has been almost nil and there have been numerous requests for reprints of the print materials.

The Denver ASAP public attitudes survey notes that the public is responsive to "drink responsibly" themes rather than to "if you drink, don't drive" themes.

Question: Isn't it difficult to get the guy who sells liquor to undertake an effort to get individuals to "know their limits" in his own establishment?

Answer: One of the major values of this effort is that it doesn't work unless that campaign takes place at the bar or tavern or restaurant using the right approach-- not to drive customers away, but to help them.

Question: But it was asked if they stand for this, accepting the campaign?

Answer: If they don't stand for it, they don't have the program. Some are initially apprehensive, but they usually support it when they understand it fully.

Question: Has any economic hardship ever been noticed as a result of state or community-wide "Know Your Limits" campaigns?

Answer: A lot of people think this is very self-sacrificing on LBI's part, but there is a favorable public reaction to such campaigns. The alcoholic or problem drinker will get his source of supply until he is rehabilitated. The vast majority of drinkers will continue to behave responsibly as they always have.

The 1972 ad stressed the federal highway safety standard and carried the theme "If You Choose to Drink, Drink Responsibly." One of the best ads in the series is "What You Owe Your Guests." It stresses preventive education, the role and responsibility of the host and hostess. Another ad explained LBI's approach and support of the NIAAA and DOT programs. Seagram Distillers (and LBI member) has recently published an ad featuring a series of "I Can Drive when I Drink" handwriting specimens in Reader's Digest; this, too, is compatible.

Comment: About five or six years ago, our Public Relations Department developed the theme "First a Friend, Then a Host." It went beyond what LBI is doing-- talking to the host. It gave his suggestions, like cutting drinks off at a certain time in the party. That program was picked up by the National Safety Council and a few others. Practical suggestions on what can be done to reduce the probability of drunk drivers are always helpful.

The party begins

*I can drive when I drink.*

2 drinks later

*I can drive when I drink.*

After 4 drinks

*I can drive when I drink.*

After 5 drinks

*I can drive when I drink.*

7 drinks in all

*I can drive when I drink.*

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

Seagram/distillers since 1857

## What you owe your guests

HOSPITALITY goes beyond creating a friendly atmosphere, providing entertainment, making your home spotless and comfortable, seeing to it that your guests have the best you can afford in food and drink. These things truly count. But there's more.

As a host or hostess you know you have other responsibilities, seeing to it that the pre-dinner cocktails aren't stretched out too long (after all, you want your guests to enjoy a carefully-prepared meal). Not forcing drinks on people. Providing soft-drinks for those who abstain. Offering coffee to your guests before they depart, rather than the proverbial "one

for the road." Making sure that anyone who may have had "one too many" gets safe transportation home.

As the makers and sellers of distilled spirits, we care about our products, they've met the strictest standards. We want them to measure up to our highest standards of hospitality.

We feel responsible for the quality of our products. We know you'll be responsible in seeing to it that they are consumed safely and with enjoyment by those who are guests in your home. Most hosts and hostesses in America care about their guests, in every way.

In our concern over the depth and scope of alcohol-related problems, it is important to remember that drinking alcoholic beverages is typical behavior in the United States and that most people do not do so as alcohol or develop alcoholism. (National Institute on Alcohol Abuse and Alcoholism in "Introduction to the Special Report to Congress on Alcohol & Health" by the Secretary of Health, Education and Welfare Feb. 18, 1972.)

One of the Report's findings was that among the more than 95 million drinkers in the Nation, an estimated 7 percent of the adult population in the United States manifest the behaviors of alcohol abuse and alcoholism.

We, the makers and sellers of distilled spirits, have long urged the responsible use of our products. We want to cooperate in every appropriate way with NIAAA's program to discourage abusive drinking and encourage responsible use by those who choose to drink.

**If you choose to drink, drink responsibly.**

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

Question: Has LBI tried to do anything about the current Cutty Sark campaign?

Answer: LBI is aware of criticisms of some of the billboards used in the campaign. Cutty Sark was informed and the campaign is being modified. The theme was "Don't Give up the Ship." One ad suggested that when a policeman pulled you over you "Don't Give up the Ship." Cutty Sark said that they didn't mean the ad to be so construed.

Comment: For years, liquor advertising has been in good taste and has been basically brand-oriented. Of late, however, these seem to be an inducement for young people to drink through the "pop wine" commercials. This seems to be a departure from the old standard which I find negligent and in poor taste. When I first arrived at NCAL1, there were dozens of letters concerning liquor advertising and I drafted a letter to the effect that liquor advertising was, basically, brand oriented. I found documentation to substantiate this. But now, this has changed--advertising seems to be inducing people to drink, not merely to change their brands.

I have noticed that there has been intense discussion and much sensitivity concerning this subject. Some of the wine and beer ads on TV recently have been causing concern among the safety and health professionals in the field.

The distillers, long ago, voluntarily decided to keep liquor advertising off TV and radio. People concerned with alcohol abuse problems seem to have a slight tremor whenever they see liquor advertising and the industry is aware of this attitude. But there is a very significant lesson to keep in mind--we do not want to go back to the even more negative attitude of the 1930's and 1940's. There has been a change in that attitude since then; people are becoming decreasingly hysterical about drink-related issues.

The so-called TV problem narrows down to commercials on two products--one a wine, the other a beer. There have been complaints, and LBI is certainly aware of these complaints.

Comment: At a school in Fairfax County recently, a student asked what his BAC would be after he has consumed a water glass full of Annie Green Springs wine. The commercial shows it being poured into water glasses, not wine glasses. That's where he got the idea that that's how to drink it!

Comment: In junior high schools, alcohol-related problems are number one--not hard drugs. This new wine advertising is not helping!

Comment: Young people are going to have excesses anyhow. The majority are not going to have problems with alcohol, though they may have abuse problems.

Young people have never before had this inducement (through advertising) to try pop wines and beers because "it's the thing to do." The majority won't drink and drive and have an accident, or kill someone, or be killed; but there are those who will. This new approach makes drinking too much of today's "scene." Cold Bear Wine commercials make it seem as though the only way to have fun at a party is to drink. The Strawberry Hill commercial conveys the notion that "if she's going to drink, so am I."

It seems there are two ships passing in the night, about to collide. One is becoming less concerned with advertising, taking a broader view while the other is concerned with problems of abuse and advertising's influence on it. Allowances need to be made for those who drink responsibly, yet it is also necessary to be aware of the social problems and personal suffering related to abuse. The two greatest trends of the past four years have been the relaxation of rigidity on attitudes regarding alcohol use and the awareness of alcohol abuse.

Comment: One of the most fascinating things about the issue of alcohol and highway safety is that as you go from community to community and event to event, you see people opening and confronting issues which have never before been confronted. For example, for a TV program Jim Swinehart interviewed bartenders right in the bars--this wouldn't have been done before. Getting BAC cards distributed through liquor dealers and outlets is also new. There is a need to get these issues raised and deal with them openly; it's being done now and it's fascinating to watch this happen.

It's been shown that sales can be achieved without the TV "inducement" approach mentioned earlier. Sensitivities regarding beer and wine advertising on TV can be very acute. There is much criticism of this. However, the basic influence determining whether people drink or don't drink is not coming from advertising. There is a lot of debate about that, but data indicates that other fundamental factors determine that decision.

Question: How much does LBI concentrate on youth, aiming campaign materials toward high school or college? Is it done separately or through the general campaign? Along the same line, has any thought been given to tying LBI's campaign to the age of majority laws which it is supporting?

Answer: LBI is not supporting either position. The industry has no official position pro or con on the minimum-age issue. LBI gets many requests from people in the various states wanting to know its position, but it takes no sides. People often ask for educational materials regarding drinking and driving by young adults. The article reprints sent out are not LBI materials, but have been produced by independent, objective

educators. Objective materials are sent out by LBI in response to queries on the minimum-age and how it affects young adults.

Question: We've been talking about sins of commission, but it seems there are also sins of omission which are harder to identify. What should be done that is not being done? Given the tens of millions of dollars spent on liquor advertising, there should be a greater effort on the positive side, other than those campaigns of Seagram and LBI which, as we all know, are exceptions. Is there some way to spread around this willingness to expend advertising funds are public education?

Answer: Brand advertising is compatible with the moderation approach in a very specific way--for example, by linking drinking with eating and with normal social customs. This has been done and apparently has been as successful as straight brand advertising. This statement is based on the success of the Seagram and Jim Beam campaigns.

Comment: Surveys indicate that children who come from families of heavy drinkers tend to be heavy drinkers; those from families of moderate drinkers tend to be moderate drinkers, and those from families of abstainers, tend to abstain. This, of course, is not 100% true.

Comment: A recent National Institutes of Health study has shown that the body's metabolism contributes to alcoholism.

Comment: This is only preliminary data. Much of the work has been done on animals, and animals and humans are different. The theory implies biological susceptibility. This is a theory that has been around for years; nobody has come close to proving it. Alcoholism is a disease, not a moral weakness. It can be treated and treatment works. So it may be biological, but that has not been proven.

It seems that many public information campaigns regarding drinking and driving are trying to intensify and accelerate a process that requires a long time--functioning through the schools, the home, the church, and peer groups. Public attitudes cannot be changed overnight.

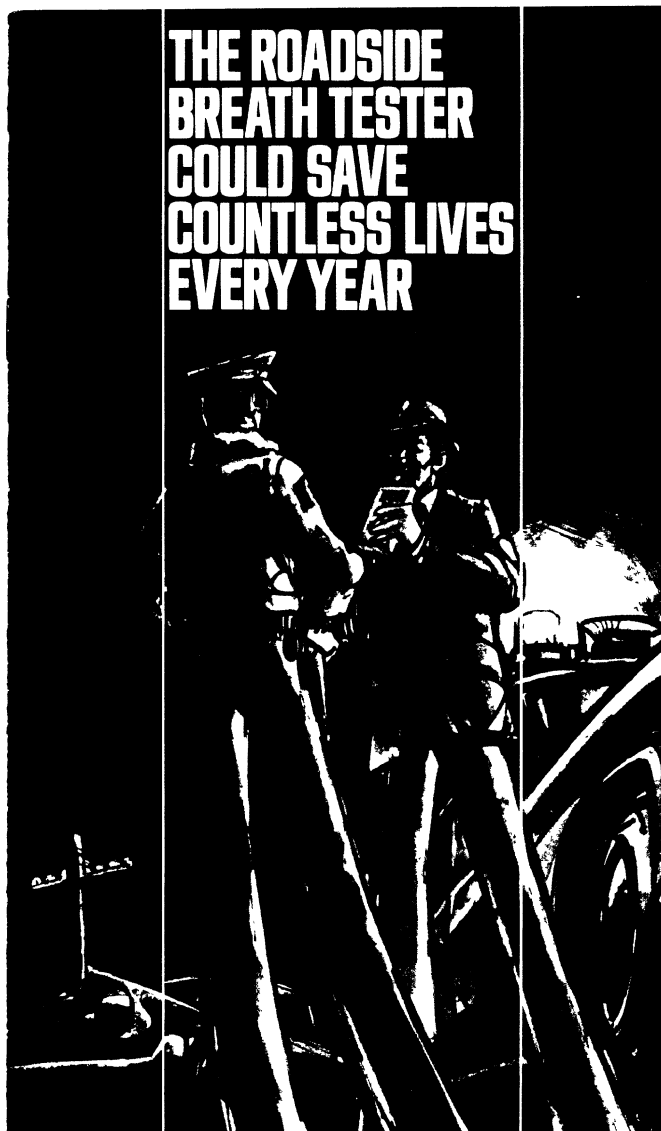


## COMMENT BY JOHN LAVINO, JR., KEMPER INSURANCE GROUP

In a joint venture, the Office of Alcohol Countermeasures of NHTSA and Kemper Insurance Group are promoting the roadside breath tester. Kemper's role is to work with the ASAPs in the promotion aspect and to handle national publicity. On April 4, Kemper held press conferences in Minneapolis and Washington, D.C., releasing one and three minute film clips, and a 15-minute slide presentation designed for ASAPs, Kemper agents, and others to use in promoting the breathalyzer. There is also an exhibit which can be 10' by 10' or 10' by 20', including an automatic 2-minute slide presentation and an automatic blood alcohol calculator.

Only 9 states have pre-arrest implied consent laws presently. Kemper is trying to make legislators and law enforcement officials aware of the roadside breath tester. This won't happen overnight.

Kemper is now in the process of testing the validity of the apparatus.



## COMMENT BY JO ANN ANDERSON, FAIRFAX ALCOHOL SAFETY ACTION PROJECT

Fairfax County has a population of 500,000 in 400 square miles. In 1971 there were 171 DWI arrests and 68 convictions. In 1972, there were 4200 people in the ASAP program. It was thought that the rate would decrease, but it hasn't--it hasn't even leveled off.

There is a total community involvement through ASAP. All police officers went through an 8-hour orientation on drinking and driving, discussing their attitudes toward drinking. Because of this seminar, two-thirds of the DWI arrests now come from the regular patrol officers, not the special ASAP patrol.

DWI offenders are treated before trial. Their cases come directly to ASAP the day following their arrest. All but serious problem drinkers and alcoholics come to ASAP. In February there was an average of 13.5 arrests per day for DWI. Two days a month are set aside to try DWI cases.

Social drinkers account for 50% of the arrests. They're sent to the driver improvement school for 8 weeks, 2 1/2 hours. There are 60-80 classes per week (15 in a class). Problem drinkers and alcoholics are referred to AA or alcoholism clinics. Potential alcoholics are sent to the Fairfax Alcohol Continuing Evaluation (FACE), a 10-week, 2 1/2 hour course. Individuals do not automatically pass the class, but repeat it until they do pass and are then sent to court.

Ages range from 16-68, but the main group falls within the 19-24 age group. The average BAC is .19%. The average income is \$15,000-\$20,000; those who can afford to drink. Only 7% of DWI arrests have incomes under \$7,000. Recidivism is far below expectations.

Question: Why is the arrest rate still rising?

Answer: Officers are attuned to drinking drivers--they know what to look for. They know that their charges will stand up in court now and won't be reduced. Regarding fatalities, in 1972 there were 85 fatalities, 35 were alcohol-involved. They're not down from the previous year, but they are up less than expected.

Comment: Two assumptions made before the ASAPs got underway have been shown to be weak, or completely wrong. One was that as the word of high arrest rates got around, people would dodge the sites where they were likely to get picked up, either by decreasing their drinking, by decreasing their driving after drinking, or by doing their drinking and driving where they felt safe. The other assumption was that as arrests went up, fatalities would go down. This may happen if the arrest rate goes up high enough, but so far, it hasn't.

Comment: Actually, it's nowhere near the peak yet.

Comment: ASAPs' year-to-year tables indicate that arrests are up and convictions are up, but that alcohol-related fatalities and crashes are not strikingly lower. Initially, it's hard to know whether we're doing the wrong thing, or perhaps just not doing enough of the right thing.

Comment: In 9 of the ASAPs in 2 years, data shows that fatal crashes are down 1-2%, while in surrounding areas, fatalities are up 5.9%. If this preliminary data is correct, these figures are significant and encouraging.





