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*Alcohol/Safety
Public Information Campaigns:*

Seminar No. 8

*A REPORT OF AN INFORMAL MEETING HELD
NOVEMBER 8-9, 1976 TO DISCUSS SELECTED
CAMPAIGNS ON ALCOHOL AND HIGHWAY SAFETY*

San Francisco, California

PUBLIC COMMUNICATION PROJECT
HIGHWAY SAFETY RESEARCH INSTITUTE
THE UNIVERSITY OF MICHIGAN
HURON PARKWAY AND BAXTER ROAD
ANN ARBOR, MICHIGAN 48109

ALCOHOL/SAFETY
PUBLIC INFORMATION CAMPAIGNS:

SEMINAR NO. 8

A report of an informal meeting held November 8-9, 1976 to
discuss selected campaigns on alcohol and highway safety

Public Communication Project
Highway Safety Research Institute
The University of Michigan

This seminar was sponsored by the Distilled Spirits
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16. Abstract This series of seminars is designed to bring people together who are developing or evaluating public information campaigns in the alcohol/highway safety area. In this seminar, programs of the following organizations were presented: Distilled Spirits Council of the United States, National Highway Traffic Safety Administration California State Automobile Association, National Council on Alcoholism and Alcohol/Safe Driving Program of Philadelphia, California State Department of Education, National Council on Alcoholism of Anchorage, Wine Institute, California Council on Alcohol Problems, Alcohol/Safe Driving Program of Reading, and California Association for Safety Education.					
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SEMINAR PARTICIPANTS

Lisa Barrigan
California Association for
Safety Education
Suite 231 Senator Hotel
12th and L.
Sacramento, Calif. 95814
916-441-4888

Harry Beardsley
Preferred Risk Mutual
Insurance Co.
1111 Ashworth Road
West Des Moines, Iowa 50265
515-225-5228

Bergen Birdsall
California Council on
Alcohol Problems
427 W. Fifth St., Suite 408
Los Angeles, Calif. 90013
213-624-6089

James Breslin
National Council on
Alcoholism Safe Driving
Clinic
1315 Walnut St.
Philadelphia, Pa. 19109
215-732-1420

Duncan Cameron
Distilled Spirits Council of
the United States
1300 Pennsylvania Building
Washington, D.C. 20004
202-628-3544

Donald P. Costan
California Office of Traffic
Safety
P.O. Box 865
Sacramento, Calif. 95804
916-445-9734

John DeLuca
Wine Institute
165 Post Street
San Francisco, Calif. 94108
415-986-0878

Richard L. Douglass
Highway Safety Research Institute
University of Michigan
Huron Parkway and Baxter Road
Ann Arbor, Mich. 48109
313-763-2465

Mary Emrick
National Association of Women
Highway Safety Leaders
c/o Chevron USA
Public Affairs Department
575 Market Street
San Francisco, Calif. 94105
415-894-4609

Marie Evans
Santa Clara County Safety Council
1022 Lincoln Avenue
San Jose, Calif. 95125
408-274-6541

Joyce Farr
California Council on Alcohol
Problems
5471 Cribari Green
San Jose, Calif. 95135
408-274-6541

Dwight Fee
Office of Driver and Pedestrian
Programs
National Highway Traffic Safety
Administration
U.S. Department of Transportation
Nassif Building
Washington, D.C. 20590
202-426-0076

Paul Field
NHTSA Center for Public
Communications
475 L'Enfant Plaza, S.W.
Washington, D.C. 20024
202-554-7592

Ann Grimm
Highway Safety Research
Institute
University of Michigan
Huron Parkway and Baxter
Road
Ann Arbor, Mich. 48109
313-764-2171

John Hall
Santa Clara County
Safety Council
1022 Lincoln Avenue
San Jose, Calif. 95125
408-293-9252

Robert Hammond
American Business Men's
Research Foundation
Suite 705 Stoddard Building
Lansing, Mich. 48933
517-487-9276

David Keyes
Wine Institute
165 Post Street
San Francisco, Calif. 94108
415-986-0878

Art Koushel
Alcohol Safe Driving Program
134 North Fifth St.
Reading, Pa. 19601
215-372-8958

Herman Kregel
Berkeley Center for Alcohol
Studies
Pacific School of Religion
1798 Scenic Avenue
Berkeley, Calif. 94709
415-848-0530

Mary Lewis
Alcoholic Rehabilitation
Association
1035 Haight
San Francisco, Calif. 94117
415-863-3661

James Lindberg
California State
Department of Education
School Health Program
721 Capital Mall
Sacramento, Calif. 95814
916-322-4985

Kent Milton
California Highway Patrol
P.O. Box 898
Sacramento, Calif. 95804
916-445-3908

George Ososkee
U.S. Brewers Association
235 Montgomery St.
San Francisco, Calif. 94104
415-421-7747

D.J. Peterson
California State Department of
Education
School Health Program
721 Capital Mall
Sacramento, Calif. 95814
916-322-4985

Nicholas Piccone
Alcohol Safe Driving Program
1405 Locust St.
Philadelphia, Pa. 19102
215-686-7172

Harvey Posert
Wine Institute
165 Post Street
San Francisco, Calif. 94108
415-986-0878

Vera Poston
National Park Service/Federal
Safety Council
450 Golden Gate Avenue
San Francisco, Calif. 94102
415-556-4821

J. Arthur Rude
California Traffic Safety
Foundation
4111 Broadway
P.O. Box 11122
Oakland, Calif. 94611
415-653-9908

Jon Stout
California State
Automobile Association
150 VanNess
San Francisco, Calif. 94104
415-565-2306

Hugh K. Tirrell
Visucom Productions, Inc.
Box 3563
Stanford, Calif. 94305
415-364-5566

Phyllis Tuttle
National Council on Alcoholism
2131 Union St.
San Francisco, Calif. 94123
415-563-5400

HIGHWAY SAFETY RESEARCH INSTITUTE
--Richard Douglass

The Public Communication Project at the Highway Safety Research Institute of the University of Michigan is specifically targeted toward public information on alcohol and highway safety. That's how it was created, and I think that level of specialization is necessary to keep us within bounds. However, at the last meeting, held in Ann Arbor, we had Phil Farmer from the Canada Safety Council talk about a seatbelt campaign and, on occasion, we invite the presentations of generically-related projects or campaigns because the timing, or the kinds of messages, or the organization of the campaign may have some benefit for people who are involved in alcohol highway safety campaigns. We do get into alcoholism, and alcohol-related social problems, because of the close relationship between the highway safety situation and other related problems.

These meetings started as an idea that was a result of a nationwide conference in Ann Arbor in 1971 of people who produced, sponsored, and researched the public information area in alcoholism and alcohol/safety problems. When we held one of these seminars in Washington in the spring of 1975, one of the participants referred to the 1971 meeting as the "bloody meeting" because participants spent a lot of time challenging each other and referring to others as "one letters," "provincials," and less complimentary terms; I think we've come a long way since then.

One of the impressions that I have now is that we are a little more humble than we were in 1971, because we have watched grand plans

and grand schemes fail. We are also a little more sure of ourselves now because there has been some progress in terms of ideas and techniques that seem to work; there's no success like humble success. One of the consequences of this seminar series has been that people have learned to know each other and have acquired a face and a name to attach to an organization or a constituency or a perspective; it's easier to attack organizations, institutions, and viewpoints if you don't have an individual attached to them. These meetings have reduced somewhat the amount of scapegoating. In the last three years I have seldom heard people say "You're the problem; I know you're the problem!" There is a hesitance to assign responsibility or blame when a personally know individual is involved. This change, though modest, is, to me, a very positive step.

These meetings are closed-door. That means that you can say anything you want. We will transcribe everything that is said and edit it into a reasonable form. I think all of you have seen the product of the last meeting. It involves a long editorial process. Some of the things that are mentioned are certainly not included in the proceedings, and there's a reason for that which raises an important issue.

I think there is a much broader and greater potential for the information and the sharing that goes on at these meetings beyond the distribution of proceedings to participants. If you will, I would request now that you think about what we might want to do with these proceedings other than the simple in-house, closed-group distribution that we've been doing for the last four years. I am including all of you in this decision, even if you have attended only one meeting.

The vital questions are the appropriateness of making the proceedings more generally available to the professionals in the field in the current form of proceedings from meetings, or perhaps in some other form--a book, a series of working papers, or whatever you think is appropriate. I need your help in making this decision.

I hope the next two days answer some of our questions, raise new questions, create new inter-personal and inter-organizational relationships, and leave us all renewed.

WINE INSTITUTE
--John DeLuca

Welcome everyone. For eight years I was Deputy Mayor of this city and, in that capacity, at least twice a day I would welcome people to San Francisco who, like many of you, found every opportunity to get here. Countless times there was no doubt that the meeting that was being held in San Francisco had a significance beyond our city and beyond our state. And it is in that spirit that I welcome you on behalf of the Wine Institute. What you are doing here has resonance beyond our immediate industry and beyond our immediate state. Therefore, I think it is to be commended that our staff had the foresight to offer our facilities so that we could host you.

In keeping with my own attitude in this one year that I have been President of the Wine Institute, I have tried to create an atmosphere and a climate that is suggestive of interaction and have tried to meet as many people as possible. I have told our people that unless we are perceived as being part of the solution of the social/health problems, that we will be perceived as being part of the problem. And the only way you can be perceived as a partner in trying to attack these problems is, of course, to interact, not to remain isolated. I would like to announce with this meeting that we, in this industry and in this Institute, are going to be much more active in terms of proposing ideas. I would like us to be the motor force for ideas in this field. I took upon this responsibility as President of the Wine Institute to promote the economic, political, and social well-being of the people that I represent. And I believe that I can best discharge that by

understanding the world that we're in; by getting into the social milieu of our own society; and by working with others on the kinds of environmental, health, social, and political problems that affect the quality of life of our people.

Because this is the first time that I have met all of you, I hope you will permit me a certain indulgence for what might appear to be some self-serving statements. You have heard part of my background, but another part of my background was that of a university professor. I taught international relations at UCLA and at San Francisco State. I was also a senior political scientist at Stanford Research Institute. That kind of background and experience, of course, is what I bring with me here in my present capacity, along with my governmental experience. And the essence of that experience is to seek the truth and not be so convinced that you have the answers that you can't listen to other people. I had a discipline in the university world and in the research world and, therefore, I believe I can respond to the university world and the research world and the governmental world in a receptive way.

I have spent this year visiting, at this point, 251 of our wineries. I have ten more to go. But there are always ten more to go, because we're constantly getting new wineries in the industry. But I have picked up a perception that I would like to share with you. In going about the state and seeing the incredible diversity that we have, I paid particular attention to our smaller wineries. In fact, forty new members have joined the Wine Institute this last year, and 39 of them are what we would consider small family operations. And the

kind of philosophy, the kind of habits that they have has really affected me positively. They have a great emphasis on the work ethic, a sense of wanting to be active in their own communities. Many of our winery members are active in school boards, in water quality control boards, in local institutions and local churches, and I have picked up this perception.

Until I began as the Wine Institute's President, my best perception of wine was at the family table. My father is a home wine-maker, so year after year there was that red wine on the table. Since I was two or three it has always been part of my cuisine, part of my culture, part of my heritage. Now I think I have another perception, another perspective. So it is this broad background and broad experience that I hope to dip into and gain strength from. So that is the attitude we have here at the Institute. I'm building on what I inherited, but I'd like to have an open window for fresh winds of change, and I hope that all of you will feel that, in the days and weeks ahead, you're only a telephone call away from me to make your point of view known. We may not always agree, we may not always have the same constituency or the same vantage point, but you will find me very open, as I believe the staff is. This is an historic moment for us to receive you here, and I think it is befitting that we can host you.

CALIFORNIA STATE AUTOMOBILE ASSOCIATION

--Jon Stout

The California State Automobile Association covers territory from Fresno to the Oregon border, as well as the whole state of Nevada. The Automobile Club of Southern California takes in the southern part of the state. I'm in the Traffic Safety Department as a consultant, and our programs go to all these areas. The program I will discuss today is the DWI program.

AAA and the AAA Foundation for Traffic Safety have done most of the developmental work on program; we do the local implementing. We try to encourage communities to set up adult DWI programs and try to encourage schools to implement the programs that AAA has developed.

The DWI program has been in existence for about ten years. In Orlando in May of this year there was a ten-year conference on DWI programs. This idea started back in Arizona and worked its way throughout the country. CSAA has worked with the Automobile Club of Southern California in establishing more than eighty adult DWI programs in California.

In 1974, the AAA Foundation for Traffic Safety began work on an instructor's manual for a DWI mini-course, which was designed for a high school driver education program. The manual is 239 pages long; it consists of three classroom lessons based on 45-minute periods. The premise of the course was that the student would avoid DWI situations if he had knowledge of the influence of alcohol on driving performance, if he had been encouraged to explore and assess his own

attitudes and behaviors in relation to drinking and driving, and if he could practice planning ahead regarding ways to cope with or avoid likely DWI situations for himself and others. The manual was printed and field tested in four states by sixteen high schools. This involved both pre- and post-testing. Upon completion, AAA helped to distribute the manuals to local clubs, and the local clubs got them out to local schools, where they were sold at a cost of \$3.00.

AAA looked at the package, talked to some teachers, and found out that a lot of the material, a lot of the testing, and a lot of the background material wasn't needed. So they condensed the package. This turned out to be the Teacher's Guide to Alcohol Countermeasures, which is a condensation of the DWI training course.

To give structure and guidance to the program, objectives were stated for the program and for each chapter on knowledge, attitude, and behavior. The knowledge objectives covered such things as the significance of alcohol in traffic fatalities and injuries, comparative amounts of alcohol in commonly consumed beverages, effects of alcohol on the body and mind--including driving performance, and factors determining the differential influence of alcohol on an individual. The attitude objectives included that the student demonstrate and be observed to possess and verbally communicate the following attitudes: not driving after drinking is the most desirable behavior; drinking to the level of impairment and then driving is dangerous and unacceptable behavior; DWI is a community as well as an individual problem; and commitment to the seriousness and importance of developing personal, social countermeasures to DWI. The behavioral objectives included getting students to commit themselves to the following behavioral

intentions: refraining from driving when impaired by alcohol, refraining from riding with drivers so impaired, attempting to prevent others from driving who have been impaired by alcohol, attempting to prevent others from riding as passengers with an impaired driver. So those are the objectives stated in the Teachers Guide to Alcohol Countermeasures.

To supplement the course, the University of Maryland and the Maryland State Department of Education developed a set of sixteen transparencies which can be used in three different ways. One way is to supplement the Teachers Guide to Alcohol Countermeasures. Throughout the Teachers Guide, there are references to the transparencies; the teacher can put one on the overhead projector and discuss it. It can be used as a trigger-type mechanism to discussion on various points. It could also be used as a lesson itself if the teacher, for one reason or another, doesn't use the teachers guide. The transparencies also can be used for DWI countermeasures programs for adults. Finally, they can be used for some type of public or community presentation by a citizen interested in alcohol problems.

The first transparency introduces the subject of drinking with a comparison of the

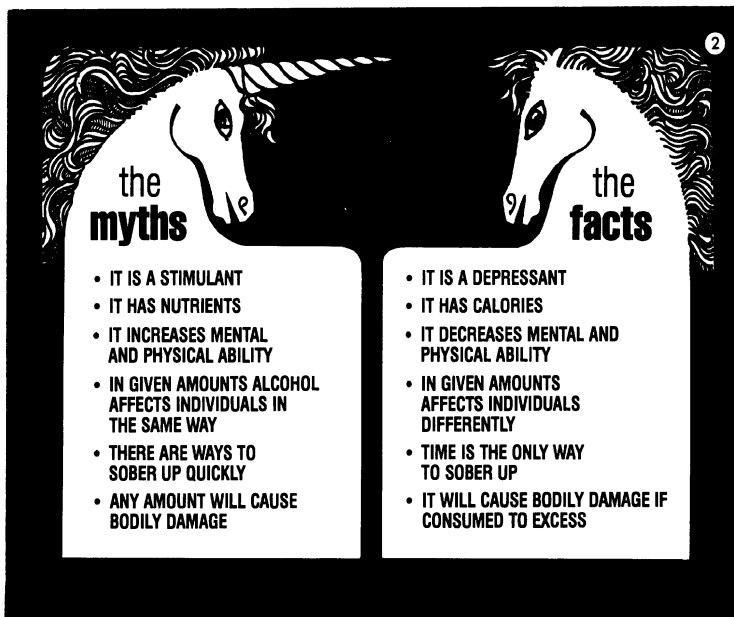


amount of alcohol in different drinks that can be used to examine the little known differences among various alcoholic beverages to stimulate discussion about the opinions people have concerning the consumption of alcohol. You can ask questions to get students thinking which drink has a higher alcoholic content per ounce-- wine, beer, or whiskey. On eliciting the answers, you can then say "Why will a 12-ounce can of beer have roughly the same effect as a one-ounce shot of whiskey?", or "What percent of alcohol is contained in a 100-proof drink?"

--Question--Could you explain why you use the word "punch," which is a very harmless and innocuous word? Why don't you use the word "poison?"

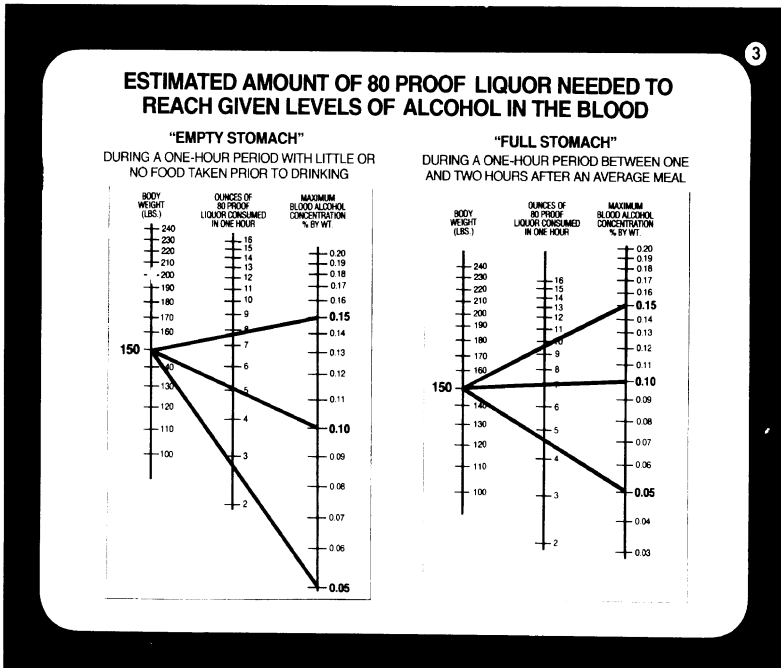
--Answer--I can't answer that since I didn't help develop the transparencies.

--Comment--I would have wondered, for instance, why you didn't just say "the same amount of alcohol," since the point is that each of those common drink units has the same amount of pure alcohol.



This transparency introduces some of the more common myths and compares them with the facts. You may ask questions like, "What is a depressant?", "How do depressant drugs

affect driving performance?", "Is it possible for the person who has been drinking heavily to tell whether he or she can safely drive?", "Do you know anyone who claims to drive better after a drink or two?", or "How would you evaluate the claim?"



The purpose of this next transparency is two-fold. First, it shows the influence of weight on the amount of alcohol needed to achieve a given blood alcohol level. Second, it demonstrates

the influence of food intake, empty stomach versus full stomach, on blood alcohol levels.

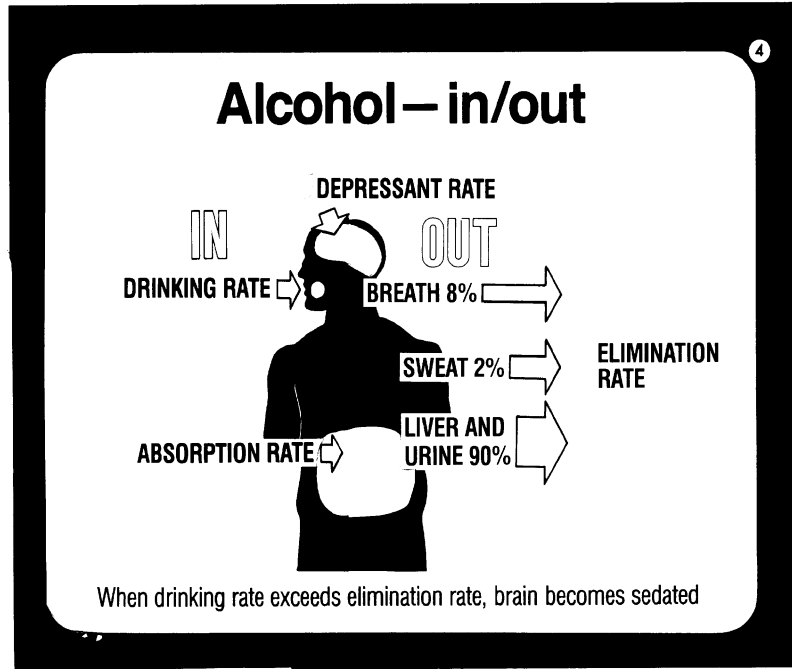
--Question--Where do those statistics come from? They don't seem to jibe with the ones that are commonly accepted.

--Answer--These were developed by the Maryland Department of Education. Dr. Frank Kennell of AAA made some revisions for the transparencies.

As you can tell, these work pretty well as a trigger-type mechanism to getting responses from people, and a skillful teacher can use them in the classroom to get the same types of response.

There are 16 transparencies to complement the Teacher's Guide to Alcohol Countermeasures, or to use as lessons on their own. When

AAA took a look at these two programs, the transparencies and the Teacher's Guide, they felt that there was one thing missing to tie the program together, and that was some



type of publication for the student. NHTSA had been working on a booklet, which we looked at and asked if we could use, called "You, Alcohol and Driving." We modified this booklet for student publication with eight readings, including the effect of alcohol on the student, the amount of alcohol needed to become impaired, the attitude and judgment of the student, and drugs and driving.

To get down to the basis of my presentation today, we liked what we saw in this program and wanted to get it out to the schools. We tried to think of the most effective way to do this. I should mention that we have to pay for all the materials we get from AAA. We pay about \$1.35 for the manual, \$12 for the transparencies, and about 30¢ apiece for the student booklet. We took a look at our budget and decided we could afford to provide these items to high schools in our area. What I am currently doing is gathering a list of all the high schools in northern California and Nevada that offer driver education programs. We will need close to 600 copies of the Teacher's Guide to

Alcohol Countermeasures, 600 sets of transparencies, and 18,000 booklets.

To get this program out, we are working in Nevada with the Office of Traffic Safety, the Department of Education, and the office of the Governor of Nevada. We held a workshop for the instructors at the Governor's Youth Traffic Safety Conference which was held in October in Carson City. Students from all high schools attend this conference. At the conference, I explained the program to the students and then held a workshop with teachers to explain the program, telling them that we would be sending them the materials. We will include a letter of endorsement from the Governor. We will also send a news release to every newspaper in the area and will send letters to all the regional representatives of the Nevada Association of Women Highway Safety Leaders, explaining that it will be in the schools. The Nevada Office of Traffic Safety is working with television stations in Reno and Las Vegas to see if we can get a mention on one of the local news programs, to explain this program and perhaps show the transparencies and the booklet.

In California, we have a different set of problems. Number one, California is much larger and it's difficult to work your way through to the right people. We have the full support of the Office of Traffic Safety, and the Governor is also concerned about traffic safety matters and is willing to give his support through that department. We are hoping to have the state Superintendent of Schools send a letter to all the schools introducing the materials, explaining the program, and asking teachers to use it. We have

asked the Department of Education if we can use a couple of its consultants for several workshops throughout the state. The Automobile Club of Southern California will do the same thing, but on a more limited basis--people in that area will have to ask for the package. But they will also put on workshops and will ask the Department of Education to provide some assistance in the workshops for the teachers to explain the program. We will ask the California Association of Women Highway Safety Leaders and the PTA groups to send letters to their people explaining the program and encouraging them to check with the schools to see that it's used.

--Question--Will you be sending letters to parents of those who will be exposed to the program?

--Answer--We might encourage the schools to do that.

--Comment--I think parents like to know what their children are being taught, and I think it might also make them think about the problem and prompt them to ask for material that they can use at home.

We will be contacting CASE, the California Association of Safety Educators, and I suspect we'll try to get an article in the Journal of Traffic Safety Education explaining the program, so the teachers will hear of it from a professional standpoint. Press releases to every city will let parents know about it. We will send out a letter to the Governor's Youth for Traffic Safety students, asking each president of the safety club to check on it, so that way they'll know about it and they will, in turn, talk to parents and teachers. We can't force people to use it; we can just encourage them.

--Question--What data do you have on pretesting that's been done, and what are the evidences of attitudinal and behavioral change?

--Answer--When the mini-course was developed, pre- and post-testing was done with 600 students in 16 high schools in Arizona, New York, Ohio, and Wisconsin. The AAA Foundation for Traffic Safety explained the program to the instructors, and then the instructors gave the program, with pre- and post-tests, and then they viewed the results and put the program together. We can't really say that long-range, long-term it will do any good, because it was only put together a couple of years ago and, as you know, it takes years to find out whether it's had the desired influence.

--Question--What were the specific objectives looked for in pre-testing? Were they cognition or just reception of information? Were they looking for any behavioral clues as part of the evaluation of pretesting?

--Answer--The objectives were those I mentioned to you before--the behavioral, knowledge, and attitude objectives.

--Question--But those are broad categories, do you know exactly what was measured?

--Answer--No, I don't.

--Question--Is this a departure for AAA to become so heavily involved with governmental and public institutions?

--Answer--We are just one club, which sets its own policies. This is our idea to get the course materials out. We have, in the past, provided materials to schools. I would say schools get probably better than half of our materials. I think this is the first time, other than with posters and guides, that we have sent materials out to all but elementary schools.

--Question--You say you've decided to do this as an autonomous club. How general is this kind of approach around the country?

--Answer--I really can't give you details on that. I have heard that some clubs have worked with the Department of Education and got the program going. I understand that there are a couple of states that have adopted this through their Department of Education. However, some clubs just don't have the manpower for it. I would guess that the majority of clubs around the country don't have Traffic Safety Departments or traffic safety consultants. Traffic safety programs, as you are aware, often get pushed back.

--Question--How many clubs do you suppose there are around the country that have traffic safety consultants?

--Answer--I couldn't tell you exactly, but I would guess it's a small number, maybe ten or fifteen clubs at most. Clubs normally have a Manager of Public Relations who handles traffic safety, but I don't think there are many clubs with traffic safety consultants.

--Question--And unless they have a traffic safety consultant, they're not likely to be doing the kind of thing you just described, right?

--Answer--You can contact your club and ask for the person in charge of traffic safety programs, and discuss this with him. But I would say you're probably right, yet there could be a possibility that they are willing to do it. There are 240 AAA clubs in the U.S. and we are the second largest club. The Auto Club of Southern California is the largest. Pennsylvania has 30 or 40 clubs in the state. Clubs are put together by membership and, in some areas, a city will be a club, so it won't be that large.

--Question--Because in consumption behavior of high school students beer has always been the preferential choice, I'd like to know how you came up with a wine glass for the cover of your student booklet?

--Answer--I would imagine they did it because if they used a beer can you would almost have to use a label which people could identify, whereas with this you can't identify a particular brand.

--Comment--We've wrestled with this and tried to come up with something that people will consistently identify as an alcoholic beverage. With a can or a glass you just don't get consistent recognition, but with a martini glass and an olive, everybody knows what it is.

--Comment--There were some comments earlier about connecting this school program to a broader approach in the community involving parents and family. That raises the question of the Jaycees' program, Operation Threshold, and their booklet called "All In The Family." Are any of you familiar with that? I'm wondering what's holding that program back. I wish we had somebody here from the Jaycees. They produced a booklet that the family can utilize with the subtitle "How Parents Influence Children On Decisions About Alcohol." But why isn't that thing sweeping the country?

--Response--Probably because they're depending on each local Jaycee organization to push it and the Jaycees are all too busy with their own jobs for that sort of community action. I'm familiar with the material, and I think it's tops. Unfortunately, it costs a dollar for each booklet. That may be another thing that's holding it back.

--Comment--For a conference this past August I tried to track down a representative of the Jaycees. But I could never find the people; they wouldn't return my calls. The breakdown is that you're relying on the local Jaycees to promote the program and they're just not doing it.

--Comment--This is one of the frustrations that I hope you all will help us with because it is so typical. On the inside cover of the booklet Mr. Stout just described, it says it was basically developed by governmental research, and there was a decision made to turn it over to AAA to facilitate its marketing. If you wrote to GPO for it, it would take six months to get it. So the government is beginning to move in the direction of working with private organizations.

--Comment--Part of the problem with the Jaycees may be that the Jaycee's program is based on the responsible drinking theme. NIAAA has now decided that responsible drinking is unacceptable as its national strategy, so there may be a general pulling back from all of the so-called responsible drinking programs. This means that people like the Jaycees and the PTA don't know where next year's funding is coming from.

--Comment--Maybe the solution is in the individual state departments of education. Maybe that's the place where this type of material all has to come together and then state departments can make decisions about what kinds of materials they're going to promote.

--Question--What has the reaction of the national AAA been to the California program? Are they waiting to see what happens or are they enthusiastic about it and ready to spread the word to the other chapters?

--Answer--They support our plan, and I'm sure it will be written

up in our publication so they can read about what we're doing and how we're doing it.

--Question--Do you know if the Southern California chapter is involved in this?

--Answer--The Auto Club of Southern California is going to make these materials available, which means that they will get the word out to high schools and if a high school wants the material, it can contact them.

--Question--What would the club charge for the packet?

--Answer--This is up to each club. The transparencies are in the neighborhood of \$15, the Teacher's Guide about \$1.50, and the student publication is about 30¢.

--Comment--One of the things that I have been more and more impressed with is the fact that the solution of our irresponsibility in drinking probably won't be seen until we get some kind of cultural impact going. And I was wondering if there might be a way in which the Chamber of Commerce and the civic leaders and safety people and taxpayers associations together could form some kind of a coalition involved in this issue. You're not really going to affect children much until cultural patterns change. That would be a direction that we might think of going.

--Response--That sounds good, but it's difficult to get all those people working together and agreeing on the same thing, working to the same end. It would take somebody with a lot of dedication and time.

--Comment--I've done some investigating around Santa Clara county, and I find that every one of the agencies that was just mentioned is very much interested in doing something; the problem is to get them, as you say, to sit down together around a table and seriously undertake some kind of community project. One of the ideas that I've been toying

with is trying to use the material that NIAAA has prepared. Now, you have an excellent program here from AAA which, to me, is very exciting. If this could be implemented across a whole community, I think the newspapers would pick it up and it would make a real impact.

--Response--That's what we're hoping will happen. That's why we're trying to get all the different groups involved, by encouraging them to check into it and talk to the teachers, talk to the administrator or superintendent and integrate it into driver education or health courses.

--Comment--This AAA approach is typical of the moral that there have to be more routes. They are really trying to organize this kind of coalition that is being called for. I agree that that is what needs to happen and what we need is somebody that can create more of these positions. Art Koushel, who is here from Reading, is typical of that new model we see emerging, that kind of person who will involve people in the community. There have to be new ways for them to get together or they just won't do it.

--Comment--Another thing that is important is getting the news out by means of a clearinghouse to people who are concerned at the civic club level. Half the time these clubs are starved for programs. Jay Lewis's "Alcoholism Report" is one source of information, NCALI is another.

--Comment--The California Office of Traffic Safety ten days ago put together a bicycle seminar in Los Angeles at which groups were brought together on the subject of bicycle safety, and it was very successful. They are in the position to do this kind of thing in this state and are probably the best vehicle for doing it. In our state, because it is so large,

OTS is probably the best coordinator of this type of program and they certainly could do one on alcohol, where people with programs like AAA's could be present and that way the information does get out all over the state. I've worked in this state for a long time and I really do believe that the way to go is through a department like OTS, because they have the staff and the facilities, and also interest and leadership.

--Comment--I think there needs to be agreement on objectives. If there could just be agreement on objectives among the various organizations then the people who are in the role of community consultants, whether they work for welfare, health or safety agencies, would know what those basic objectives are, and they could use them to form a program.

--Comment--One thing I would like to have you keep in the back of your minds is that making materials available doesn't seem to do a lot. The problem is: How do you get the grass roots utilization effort going? How do you get people that need the materials, and are not aware of them, aware of them and motivated to use them? The Public Communication Project at HSRI faces this problem every week with its collection, which has to be one of the most under-utilized resource collections of its kind. Its utilization is going up every month, but it's not nearly at the volume of free consultation that it should be. I dare say that almost half the people in this room didn't know that the collection existed until two months ago. That's a glaring example of something that's very wrong, because we do collect from all over the country. But we're not the only ones. The National Clearinghouse on Alcohol Information doesn't get utilized well either--and they publicize. One

of the things I would like to get into sometime is how do you get utilization going?

--Question--How many inquiries do you get a month?

--Answer--About half a dozen a month. One person wrote last month and requested a hundred items. It seems as if someone becomes aware, because he's developing a program, and it suddenly becomes a very useful resource to him.

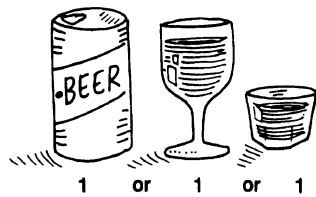
--Question--How do you feel about that person who requests a hundred items?

--Answer--I send them; I'm glad that they're using the center.

--Question--Can I ask a question about that AAA course? It's designed primarily for adults, is it not?

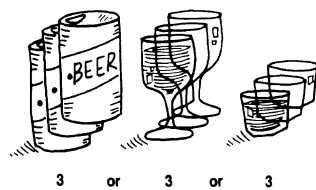
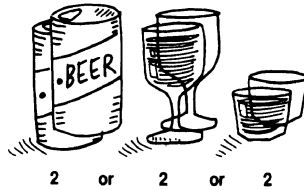
--Answer--No. It's for high school driver education classes. I forgot to mention that it consists of three classroom lessons of 45 minutes each to be used specifically in the high school driver education program. California is also to be one of the target areas for a new alcohol program for junior high school students which the AAA Foundation for Traffic Safety is developing now. We'll be piloting that in January and it should be finished and out in September.

--Comment--A lot of people in this room probably believe that the way to approach youth is through value clarification and decision-making skills, but it takes a really skillful teacher to do that. Now I'm not putting it down because I think it's very useful, but I think the real way to get after the youth is through qualified teachers that can handle so broad a subject, with value clarification and decision-making skills for the kids at very early ages.



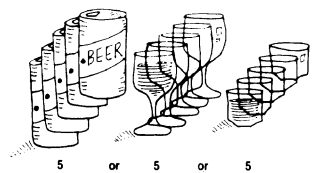
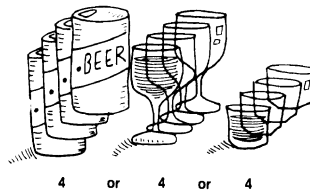
His inhibitions are lessened. He may be less critical of himself and others. His judgment begins to be affected. (BAC: .01-.02%)

After two drinks, his reaction time will be slower. He will be less critical of himself and others. He may appear to be relaxed and friendly. (BAC: .03-.04%)



After three drinks, his judgment is not sound. He will not think clearly. His reasoning is less reliable. He may do or say things that are rude and unreasonable. (BAC: .05-.06%)

After four drinks, his hearing, speech, vision, and balance are affected. (BAC: .08-.09%)



After five drinks, most of his behaviors are affected. Body parts seem to "not work together." Performing any task using his hands and feet is difficult for him. He will find that walking without stumbling is difficult. (BAC: .10-.11%)

--Comment--One of the things that wasn't mentioned about the course is that it presents actual situations, e.g., "Put yourself in this situation: You're a babysitter. It's 2 o'clock in the morning. The people come home; they were at a party. Obviously they are drunk because the guy knocks over a lamp when he walks in. Now they're talking about taking you

home. What would you do? What should you do in that situation?" It also gives a number of other situations where you can actually see yourself and asks what you would do in that situation. So it's not all lecture, but invites classroom discussion as well.

NATIONAL COUNCIL ON ALCOHOLISM, ALCOHOL SAFE DRIVING PROGRAM, PHILADELPHIA
--Nicholas Piccone and James Breslin

The thrust of our program was brought about by two agencies, NCA and the West Philadelphia Mental Health-Mental Retardation Center, a consortium of mental health facilities. NCA wanted us to do something like Phoenix has done. They wanted to provide people arrested for drunk driving with an educational experience. The consortium wanted to evaluate the drunk driving population in Philadelphia. Both of them approached the appropriate governmental agencies at the national level, were told to go back to the city of Philadelphia, to the appropriate governmental agency at the city level, to pursue those goals in which they were interested. In coming to the city, we were able to put together a proposal that was acceptable to NHTSA.

One of the components of the Comprehensive Alcohol Safety Project, as you know, is a public information campaign. At whom were we going to aim the public information campaign? Who was going to run it? That became a real problem for me because, as manager of the project, I am the only city employee besides my secretary. All the services that are delivered are provided by subcontractors. NCA, of course, was the natural choice for the public information campaign, since it was something that NCA has been doing for years--educating the public about the problems of alcohol abuse and alcoholism. So that's the direction which we chose, and the National Council on Alcoholism has been running our public information campaign, which is referred to as "SOBER," for the last four years. The initial campaign, as you would imagine, was extremely well received. We had cooperation from many different sources in the community and it was a multi-media event.

We approached N.W. Ayers and asked them to develop a campaign for us that would have appeal across wide segments of the population. We didn't want to produce something that would turn some people off and turn others on. We wanted a wide appeal which is very important; to be able to attract and bring support from every aspect of the community. We were lucky enough to have SOBER, which is an acronym for "Slow on the Bottle, Enjoy the Road," prepared for us free of cost by NWA. One of the things we try to impress on all of the people working at the agency is that we must have a positive relationship with all members of the community. In order to do that, we try to give everybody a little bit of the ownership of the program. So when we go to any of the television or radio stations, or to the press, we don't just ask them to do something for us, we try to let them know that there is something that we can do for them, and that this really is a civic responsibility and that when they give us public service time, it's being used well.

S.O.B.E.R.
Slow on the Bottle. Enjoy the Road.
SPONSORED BY THE PHILADELPHIA JAYCEES AND THE NATIONAL COUNCIL ON ALCOHOLISM - DELAWARE VALLEY AREA

Now the program itself is not, in any way, a substitute for what NHTSA is doing at the national level. We feel that we complement the national philosophy and the program developed by NHTSA. I believe we have been very successful in complementing what NHTSA does, in that we emphasize our program during the holiday periods. We realize that a lot of people who don't necessarily drink a lot are "forced" to drink beyond their normal drinking patterns during these periods of time.

But they don't understand the dynamics of drinking and driving because, as you all know, we in this room are much more knowledgeable than the general public about the dangers of mixing drinking and driving. Unfortunately, most people don't think about the consequences of drinking and driving. So our efforts are devoted to raising the level of awareness with regard to this problem, during these particular times of the year.

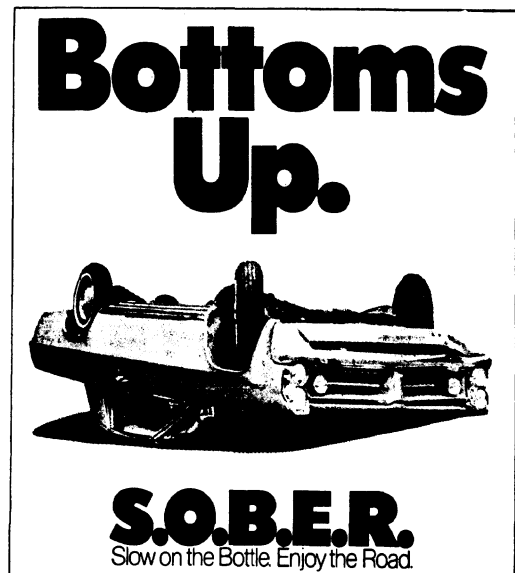
The first SOBER campaign was conducted during the summer, at which time we had a driving demonstration. We're not the first to do this and we won't be the last. We had the race care drivers who were asked to drive a course, while sober, that had different levels of difficulty and driving skills involved. Then we had a breathalyzer and a physician there and we gave them drinks over a three-hour period. This, of course, was a media event with cameras there from all the various television stations and we also had a newspaper reporter who was actually a participant in the drinking and driving exercise.

What we have been doing lately is to try to involve more and more of the communities that make up the Delaware Valley area. At the present time the program is not only being conducted in the city of Philadelphia, but in many surrounding areas.

We are about to embark on an evaluation of the SOBER campaign over the next year. There will be an evaluation in the three different kinds of communities that exist in Pennsylvania--the urban, suburban, and very rural. The rural communities are very important to Pennsylvania, since Pennsylvania is the most rural state in the country. That presents us with some real problems, because most of the investigations that have been conducted about drunken driving in Pennsylvania have been in urban settings. So we are again going to have to be very concise and scientific in the

way we evaluate what SOBER means to the rest of the state. We've been somewhat lucky in that we have been able to spread SOBER through a five-county area, which involves somewhere between 4 and 5 million people in what are likely to be urban and suburban areas. SOBER will, in fact, be evaluated over the next year to tell whether or not it will be expanded to a statewide program, which we hope to implement next year. The Pennsylvania Department of Transportation, in cooperation with our Governor's Council on Drug and Alcohol Abuse, are the agencies sponsoring this effort. As an important aspect of the alcohol and safety program in Philadelphia, I would have to say that over the four year period we have been working very hard to involve organizations in the community. We are at a point now where many local businesses, banks, oil companies, utilities, etc., have already become involved. They are doing things like putting stuffers in their mailings, or giving us free space for advertisements--actually providing us the funds to buy time on the air. The electronic media have given us all the space and time that we need. The papers are continually providing us with space for articles and editorials that give us the kind of coverage during those periods of time when we feel we need it the most.

We put together a package of materials that we use to indicate to those people whom we bring together from various communities at a luncheon or a dinner to tell them about the SOBER program. At this time we ask them to target for us what they can contribute to the campaign. In addition, we try to



share with them the information that we've developed with regard to the kinds of people who are involved in alcohol abuse, who drink heavily, or who have alcohol-related problems. We show them how a program like this can help them, how it ties in with other industrial alcohol programs, and indicate to them how much they can save in terms of time and money for their employees.

I'll just run through our activities in the SOBER program to give you an idea of the scope of the participation. As I mentioned earlier, the first year we had a drinking and driving demonstration that was essentially a media event. That, I might add, was used in a number of different ways--not only for the news at 6:00 and 11:00, but we had special programs that were a half hour in length in which we utilized a number of pertinent films in addition to excerpts from that demonstration. Now we feel it's time to do it again. We're going to try to do it a little differently this time, using vehicles other than just cars. We hope to use people from various walks of life also, rather than just race car drivers.

This time we are thinking of using cab drivers or bus drivers. Again, we are talking about people who drive for a living, but they aren't really thought of as professionals.

--Question--When are you going to do this?

--Answer--We're going to do this November 23, and again it will be a media event. We're not going to be bringing the public in to watch it.

--Question--Going back to your teaching background, what would you say, in general education terms, about the value of taking a general behavior pattern or something that many people do and teaching

them essentially only how not to do it?

--Answer--I'll answer that question in a roundabout way. I think when you present a program like AAA's to a high school population, you have already failed. Their attitudes, their behaviors around alcohol have already been established; you're not going to change them. I think you have to go down to the elementary school level. I'll just give you an example of what I mean about how you can affect attitudes and behavior with very young people. I have a little girl who is four. When she was two we were driving to a friend's house on New Year's Eve, and there was a car in front of us which was weaving. I said, "Nicole, you see that man's had a little bit too much to drink." And I expanded on the matter a bit further. But she has never forgotten that, and if she sees someone driving a little bit erratically, she says, "Daddy, he's drinking and driving." I don't know whether I can predict what her behavior will be like, but at least she knows that to drink and drive has a negative connotation. Now, what we do to reinforce that is important.

--Comment--I think the point being made is that parental example, at least in my opinion, still outweighs any other pressure.

--Comment--When I was a teacher I saw young people try to influence their parents behavior. If they feel strongly enough about issues, it does happen.

--Comment--That's true. Some of the early successes of the anti-smoking campaigns were the elementary school programs where the kids were requested to demonstrate the effects of cigarettes to their parents. It was very successful in Chicago.

--Comment--Perhaps I misread you, but I thought you mentioned that there

is an assumption that people don't fully understand that alcohol and driving is a problem. Now at HSRI we did a study, funded by DISCUS, a couple of years ago, and one of the first things we found is that in fact people do know. Ninety-five percent of the people that we surveyed were fully aware that it was a problem; but on the other hand, a large percentage said that they did not know what to do about it. Most people just don't know that these things are not very good for them.

--Response--I agree with you that this is one of the problems of human nature. On the pack of cigarettes now it doesn't even say "may", it says "will" be detrimental to your health. It's a very positive statement about how negative smoking really is to your health. Yet people still smoke; they smoke more than ever, but there's data showing that most people who smoke say "I wish I could find a way to quit."

--Comment--According to a recent report, the big problem now is the increase in smoking among 15-year-old girls. Teenagers are the ones who are adding to the increased smoking in the country; whereas, the numbers of smokers in older groups, let's say 30 years and older, is actually down.

--Comment--I heard something on that the other day having to do with advertising. A teenager who now smokes says she knows that the reason she smokes is that when she was six-years-old all of those glamorous smoking ads were on television. They've been off now for some years, but that early impact is, in her opinion, why the teenagers of this generation are still smoking. Perhaps that will change in another five years. Unfortunately, hard copy ads are still with us, reinforcing those early impressions.

--Comment--Another problem is that the anti-smoking campaign is ten-

years-old. We need a change, we need to talk about new kinds of social controls. One of the thoughts that came out last year is that people often don't realize that it is a problem; they have a hard time picking out where you can draw the line of when you can drink and when it is potentially dangerous. They don't know how to intervene or how to recognize the person who is too impaired to drive. I think if you looked at all of NHTSA's spots at one time, you could see a progression from "Don't do it" to "Here's how to intervene." I would like to see a spot in the future that would show the whole action from the point of the bar, to someone recognizing that he's impaired, to taking some kind of action to intervene or to get him home.

--Question--You say you're going to be evaluating this program next year. What do you look for in terms of an evaluation criterion, and why did it take four years to get to the stage of evaluating it?

--Answer--Well, the program itself has never been research-oriented. We've done a lot of things with SOBER over a period of time in the Philadelphia area that have let us know that it is a valuable tool in curtailing the number of drunk driving incidents during holiday periods. Right now the spinoff of that for the remaining parts of the year are very hard for us to measure. If you know anything about ASAP, you know that if you have an effective ASAP, and you use recidivism as a measure of success, you lose. Our recidivism has gone up because we have a system that monitors and accounts for everyone's re-arrest patterns; this wasn't in effect before. Now, we're starting to see a reduction in that, because we can rely on recidivism as measuring some kind of determining factor

with regard to success or failure. There is something to be said for how long it takes you to implement a program in a community, have it believed in, and then begin to see its effects. It takes about five years. That's been ASAP's experience, too.

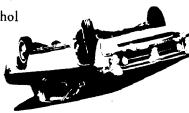
--Question--Are you saying that this is the main program in your county? Or are there other ones, too? It sounds like they're going to attribute the success of the state program to this program.

--Answer--The program is in five counties this year. There are 67 counties in Pennsylvania. The first year of the program was just in Philadelphia county, the second year it expanded, and it has grown each year.

--Question--Just in looking over your holiday materials I wondered if you made the assumption that all holiday parties are going to involve

DID YOU KNOW

- 50% of all highway fatalities involve alcohol
- Beer and Wine **WILL** get a person drunk
- Coffee will **NOT** sober a person up
- It is OK to refuse a drink



WHAT YOU CAN DO

- Be a good host or hostess - **DON'T PUSH ALCOHOL**
- Serve soft drinks and food along with or instead of alcohol
- Drive the intoxicated person home or arrange for someone else to do so
- Let him/her sleep over
- Call a taxi

DON'T DRINK AND DRIVE
S . O . B . E . R .
Slow on the Bottle, Enjoy The Road

drinking. How about including something like, "If it's an office party, plan one without alcohol." Was this ever considered?

--Answer--Yes, it was considered, but we decided not to use it for our particular target audience.

The point needs to be made again that we do have a lot of community cooperation. For example, all the municipal trash trucks will carry the SOBER slogan. Some department stores are putting it in their billings. One very conservative department store said "Yes, we'd like to have some

posters to put in the rest rooms and the kitchen"; properly applied to their employees and not to their customers, who might happen to take offense. We do have a number of companies who are going to be dedicating the amount of money that they would have spent on an office party on Christmas or New Years to a charity. These are the kinds of things that we have begun to generate over this four-year period.

--Comment--I'd like to point out, subject to contradiction by anyone else, that our efforts, over the years, about drinking during the holiday season, have had some obvious effect since we know that while liquor sales go up tremendously during November and December, every study I've seen indicates that drunk driving accidents don't peak during that time. We have a very good record on drinking and driving during the year-end holiday period.

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES
--Duncan Cameron

I would like to address first the widely reported discussion of the "responsible drinking" approach which occurred at NIAAA's National Advisory Council meeting on October 7th. As you may know, NIAAA Director Dr. Ernest Noble and Prevention Division Director Donald Phelps announced that the phrase "responsible drinking" would no longer be used in NIAAA prevention materials. At the meeting, Dr. Noble expressed concern that this phrase has different meanings to various audiences and indicated his desire to develop more precise language.

Paul Gavaghan, DISCUS Vice-President for Research and Public Information, was at this NIAAA Council Meeting. During a coffee break he asked Dr. Noble if his comments indicated opposition to advertising such as DISCUS has been sponsoring which counsels moderation in specific ways by those who choose to drink. Dr. Noble directly and personally assured Paul that he was not referring to DISCUS programs which he said were "fine" and "responsible." Dr. Noble asked Mr. Gavaghan to ask that same question when the session resumed so that Dr. Noble could clarify his meaning. However, at that time, Dr. Noble replied to Paul Gavaghan's question with several of his own. The write-up may have inadvertently conveyed the feeling that a confrontation occurred. NIAAA has not disavowed the concept of responsible decisions about drinking which is clearly stated in some of our ads, particularly those concerning teenage drinking, and is clearly implied in the first five words of our campaign theme, "If You Choose to Drink, Drink Responsibly."

We would assume that Dr. Noble's and Mr. Phelps' comments may be based on a desire to avoid seeming to urge people to drink even if it is responsibly. We believe that our ads overcome this possible objection.

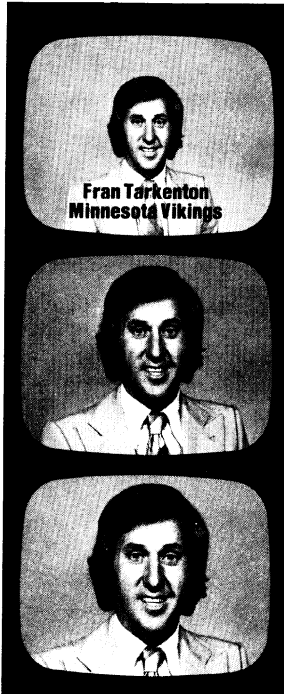
In fact, Mr. Gavaghan pointed out that our advertising had recognized that there are those who should not drink for health or other personal reasons. It is regrettable that Dr. Noble's public statements on October 7 did not clearly reflect this.

We see nothing which would cause us to back off from or apologize for the approach taken in our national ads, which are carefully based on the best scientific knowledge. We will continue to encourage those normal adults who have made the decision to drink to follow specific strategies for responsible drinking behavior and to respect the rights of abstainers.

For the first time, this year the Distilled Spirits Council has moved into the television area with two experimental programs. We're not satisfied that these are the answer or that these will replace other television efforts, but they are interesting because of the way they have developed. With at least one of them the indications of acceptance that we've had thus far are very good.

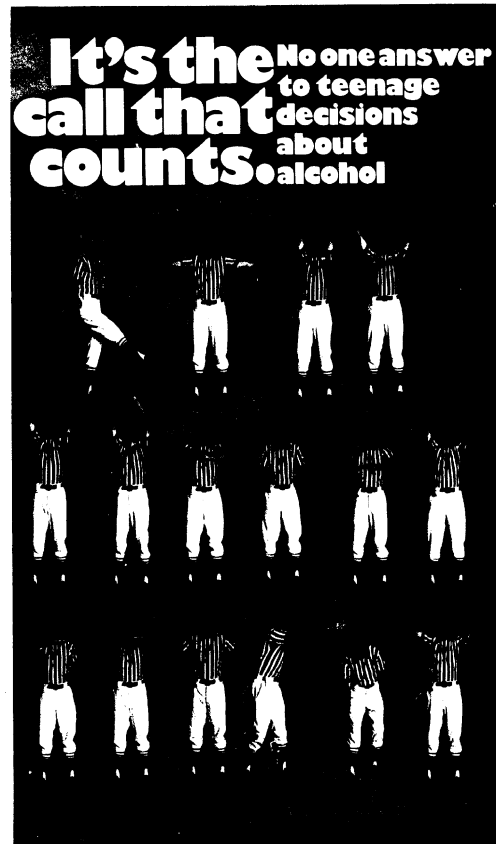
The first TV spot I want to show you is one that many of you have probably seen, because it has received excellent nationwide coverage. It was done in cooperation with the National Football League and the Education Commission of the States. The spot features Fran Tarkenton, who is the well-known quarterback for the Minnesota Vikings. It came about as a result of the desire of the National Football League to do something constructive in the area of drinking behavior, recognizing the tremendous youth audience that the football games have. We were very happy to work with them on this. The spot is 30 seconds long and is being shown on most nationally broadcast, and many regionally broadcast,

NFL professional football games this season.



"If you're a teenager, you're near a decision on drinking. I'm not telling you what to decide. But most young people know that drinking too much too often is not grownup whatever your age. To help you make responsible decisions, write for information:
Education Commission of the States, Box 687, Denver, CO 80201."

We strongly support this message brought to TV viewers through the cooperation of Fran Tarkenton and the National Football League.
DISTILLED SPIRITS COUNCIL OF THE UNITED STATES



When people write in in response to the ad, they are sent a poster and booklet by ECS. I'm told that ECS is currently getting about 4,000 requests per week. The poster was prepared by ECS. The brochure is essentially an edited version of a booklet that DISCUS has been using for a year or two on teenage drinking.

--Question--Have you received any criticism that people don't get the address on that spot? Because it was too fast for me; I was wondering if anybody else felt that.

--Answer--Well, we used only the essential mailing address for efficiency. The next spot I'm going to show does use a local tag, and so you can see how that works. But in this particular case it was felt that this was the way we wanted to go, to make sure that we had nationwide distribution without trying to line up an agency in many areas. However, in answer to your question about people catching the address, it's always a concern, but as I mentioned we're getting about 4,000 requests a week.

We have identified two things about this spot that we would like to improve. One is the fact that the transition from the football field to Fran Tarkenton in a business suit doesn't come across. People don't understand who he is even though it says Fran Tarkenton right underneath him. The other thing is the fact that it is not clear to people what they will receive if they write in. We think we have two very attractive pieces that people will receive. So what we're going to try to do is to work in some footage of the materials so that people can see that they'll get a poster that's not going to preach to them about drinking, but will also teach them a little bit about football.

FIELD GOAL
Know your own safe limits. Understand why you have decided to drink or not to drink, that's how you get the extra point.

ILLEGAL PROCEDURE
If you're using alcohol to help you cope with problems, that's an illegal procedure. Alcohol can't solve problems, only you can.

ROUGHING THE KICKER
You encourage irresponsible drinking when you urge people to keep their glasses full at all times... that's roughing the kicker.

PERSONAL FOUL
When you're drinking, drink slowly, enjoy it, don't guzzle it. Drinking too fast is a personal foul and if you do it you'll lose yardage.

When you make a responsible decision about alcohol, you make a responsible decision about life

Education Commission of the States





--Question--Is there a reason why you didn't use a 60-second spot?

--Answer--This was apparently what the NFL was willing to give us, what they were willing to commit. There is a strong possibility of an increased program next year, perhaps involving players from a variety of teams, so that audiences can see their hometown star. This is very tentative right now.

--Question--If you're trying to tie it in with the poster, why wouldn't you use a referee as a speaker? Do you think the star identification is more important?

--Answer--I'm going to tell you something which I hope will not leave this room, because it's a point of some embarrassment. The commercial was filmed before the poster was produced, which is why there is some inconsistency between the two.

--Question--Have you thought about calling up the NBA and seeing if you could get a sequel to it for basketball?

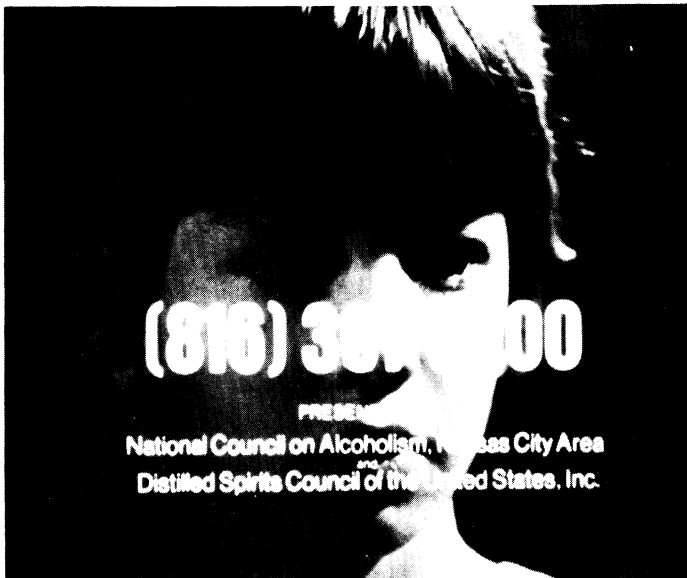
--Answer--Theoretically, I suppose there are quite a number of ideas like this we could pursue. We haven't looked into that particular one yet. We're still trying to maximize this program before starting into another area.

--Question--When the people write in, why don't you give out some ECS reports?

--Answer--Those reports are not intended for a general audience. These items are aimed at the individual, not at teachers. We don't want to overburden people with materials they will just discard.

The other program that we're working on is an experimental one that began appearing on the air in September. We're working on this with the National Council on Alcoholism. It's unique because those of you who

are familiar with what DISCUS has done know that we are principally interested in the area of preventive education and reinforcement of sound drinking practices among those who choose to drink. We have not, in the past, been involved in the area of treatment and referral. But this appeared to be something worth taking a crack at. So what we've done is to develop this cooperative program with National Council on Alcoholism chapters in five cities--New York, Kansas City, Baltimore, Los Angeles, and Minneapolis. We've prepared a local tag for the end of each one in order to prompt inquiries to the local chapter where volunteers are set up during this 12-week test period. They will keep track of calls that come in, try to identify the stimulus or source of the call, and compare that with a similar previous period. Results from the five cities will then be analyzed and we will make some kind of determination as to whether we can refine the message. Again, like the NFL spot, this one is in public service time. It differs from the NFL spot, because we have our name on it. In the NFL spot, because of time and other considerations, we couldn't spend 20 seconds mentioning who sponsored the ad. This is the first time DISCUS material has been on television that I can remember. It is a significant departure from policy.



TELEVISION SPOT

SFX: Background music.

Woman: Eddy's dad can sure hold his liquor-- never falls down, never gets mad, never spills a drop.

Child: Goodnight, Dad.

Woman: Of course, he can't see Eddy all that clearly. But Eddy ought to get over that--most kids do.

Child: Goodnight, Dad!

Woman: If things are getting a little lost in your life, there's a phone number you can call.

VIS: Local tag with phone number to call.

This message, which we call "Little Boy," is aimed at a very distinguishable group of people whom we call early-stage alcoholics. These are people who are a long way from serious alcoholism. But we think this is the time to intervene; this is the time to try to prod people to become aware of how their problem is affecting their family, and make families aware of how the problem is affecting them. Either one of them can get the message from this ad. Unfortunately, we have no reports yet as to how this ad is being perceived or being used by stations around the country. Each affiliate in the five participating cities was given a set of prints to distribute to public service directors of television stations in his market. The public service directors were asked to run the spot, if possible, within a specific time frame. They were also asked to keep some kind of record to help the affiliate get an idea of how often the spot appeared, to be correlated with the number of phone calls that were received.

DISCUS is committed to the concept of this kind of relationship. If we can do this, I think it makes a real contribution. We are not necessarily wedded to this particular spot, but the determining factor will be the reaction that comes from the public.

--Comment--I saw some basic differences between the spots, from a technical standpoint. The first one seemed to be in three distinct segments--from the field, to the person, to the tag. Whereas the second one seemed to have more substance and flow to it, and the tag was over the copy, rather than a whole new segment. In other words, it was like a continuation of the spot and was superimposed over the

final scene. A second point is that, from my association with DISCUS and with its material, the print campaign for the past two years has been very carefully planned and scrutinized, almost analyzed word-for-word. Yet this television spot, perhaps because it was a new venture and you had a time limit, seems to depart from DISCUS's careful planning of almost every word in the print campaign.

--Response--On both of these spots we were working with other agencies. They were not DISCUS-controlled projects. We could not speak for the National Council on Alcoholism just as we could not put words in Fran Tarkenton's mouth, or speak for the NFL or the Education Commission of the States. The copy was worked out among the sponsors but, because of the difficulty of having other parties involved, neither of the individual co-sponsors could then, in turn, touch base with its audiences and its usual contact points to check out the copy because that would have delayed production. I think it's a good idea for anyone in the media to plan the copy carefully. Because of the sensitive nature of our position, we want to be careful that we're clearly understood whenever we say something that they could nail us with, and so we want to make sure that our comments are constructive and understood clearly.

--Question--What happens when people call the toll-free number?

--Answer--It's not toll-free. Those are localized tags for each of the five cities. Each of the five participating chapters has lined up volunteers, where needed, in excess of permanent staff, to handle the phones during this period. There is a short questionnaire that they are administering. It's very brief, because people who are seeking help don't want to be asked a lot of questions.

--Comment--The spot reminded me of one NIAAA did a couple of years ago, where two small children come downstairs and watch their parents drinking and having an argument, then the parents stop and stare at them.

--Response--Both are obviously low key, but dramatic. Again, we are trying to portray the individual who might have a very good defense mechanism still built up about drinking. As I say, it's really experimental, we're not trying to sell the spot to anybody because we're not sure whether it's doing the job or not. We don't have that information yet.

--Question--Is the female narrator supposed to be his wife, and the mother of the child?

--Answer--I haven't been that close to the creative people on it, but I don't think that was the intention.

One of the things that people who have watched our industry closely in the last couple of years have had to admit is that there is a growing level of awareness and commitment to do something about alcohol-related problems. DISCUS is the focal point of industry activities, and this is as it should be. We don't expect our individual firms to have expertise in business as well as in health problems. On the other hand, DISCUS probably doesn't know very much about selling liquor. But we are trying to be a focal point for the industry, while at the same time encouraging individual companies, whenever they see their way clear to do it, to become active. Their activities have included being on advisory councils to alcoholism groups in their communities. An increasing number of distiller ads are either focusing on moderation, or including specific copy about the moderate use of the product.

In the midwest, one of the largest wholesalers and importers is

the Ed Phillips and Sons Company. It has just recently launched an advertising program using three print ads which will be appearing initially in Minnesota. In the next few months we expect to see them appear throughout a seven-state area. We think they're a very positive and very affirmative step.

DISCUS is also releasing new ads that will be appearing in October, November, and December. Our fourth ad this year is on drinking and driving. The one about the doughnut drew an immediate response from the Dunkin' Donut people.



The world's most popular toast.

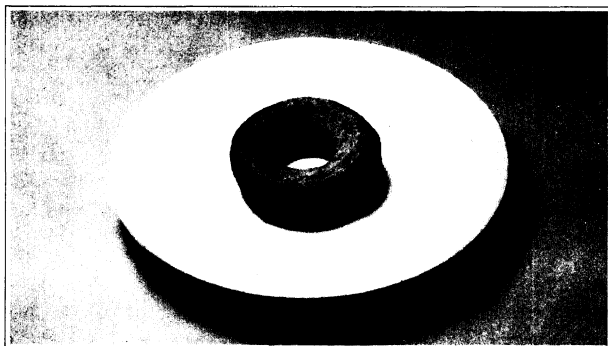
"To your health!"
 How many times have you heard that toast used at special occasions?
 It may sound like just another cliché, but we at Ed. Phillips & Sons think it could have renewed meaning for everyone who enjoys alcoholic beverages.
 Think about those three little words.
 Drinking "to your health" implies moderation.
 There's nothing healthy about excessive drinking, eating or even exercising! Too much of a good thing could turn into a bad thing. Good health and moderation go hand in hand.
 So the next time you lift your glass in the world's most popular toast, "To your health," savor its true meaning.
 Moderation in all things is the key to a healthier and fuller life; and that means responsible social drinking.
 Next time, with feeling, "To your health."

If you can think of anyone who could use a little guidance on moderation, send for our booklet, "Know Your Limits." It includes the latest information on this subject, and it's free for the writing. Ed. Phillips & Sons Co., 2345 Kennedy St. N.E., Minneapolis, Minn. 55413.



Ed. Phillips & Sons Co.
 Four Generations of Quality®

**The donut.
 It can do more for a drinker
 than a pot of coffee.**



A body of folklore has accumulated around ways to moderate the effects of excessive drinking. Cold showers, fresh air, exercise are some of the more common theories advanced by home-grown experts.

And of course there is the proverbial cup of black coffee—alleged to be a sure-fire sober-upper.

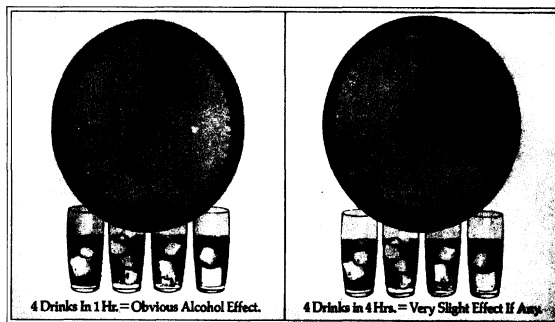
The truth is that none of these instant remedies is of much help.

Far more reliable is food. By all means, eat before you drink. And while you drink. Whether it's a donut or fancy canapes, sandwiches or a gourmet meal—food slows down the rate your body absorbs alcohol. Two drinks after dinner may affect you less than a quick one before.

For most people, drinking is a pleasant social custom rather than a problem. Because they enjoy food and liquor in a leisurely setting with good friends.

If you choose to drink, drink responsibly.

**If you're going to drink and drive,
 drink at a safe speed.**



The best advice on drinking and driving is: don't. Everybody knows that liquor and gasoline should not be mixed. But everybody also knows that most Americans occasionally do drive after drinking.

If you are one of them, there are some precautions you should take.

To begin with, it's not just how much you drink, but how fast. If the average person has a few drinks over a few hours, he may be fit to drive home. But if he downs glass after glass in a hurry, he may not be fit even to walk home.

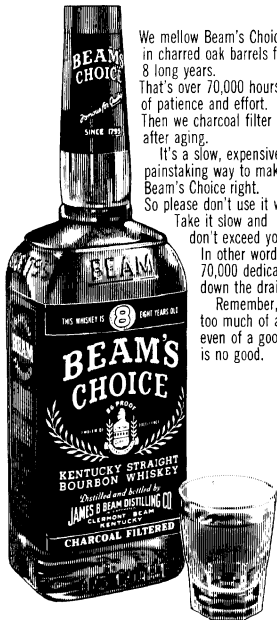
The same alcohol content in liquor, beer and wine has the same effect. This effect will depend on the length of time over which you drink any of these beverages. A good idea is to allow at least one hour for each drink consumed.

As we repeatedly say, don't drink before you drive. If you do, drink responsibly.

At the present time, the list of distillers who have published ads with moderation themes includes Ed Phillips, Hiram Walker, Smirnoff, Bacardi, Jim Beam, and also the Kentucky Distillers Association. We regularly receive inquiries from other firms in the industry who are exploring this idea. It gets to be a "follow-the-leader" idea, where a few companies do it and do it well, then others want to get in on it, too.

Not long ago we were pleased to be visited at a meeting of our industry advisory council by representatives of NHTSA, who came to talk to us about the federal advertising program. They explained to our members and people at the meeting who represented the industry at the retail level, how DISCUS and NHTSA have cooperated, how our essential themes are quite similar, and encouraged our members to do more of the

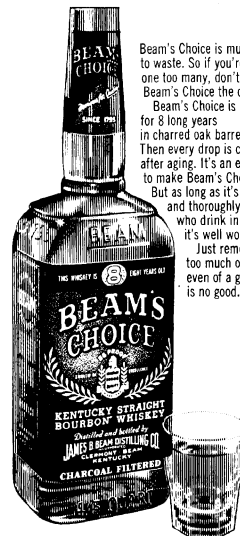
**It took 70,128 hours
to make it right.
Please don't use it wrong.**



We mellow Beam's Choice in charred oak barrels for 8 long years. That's over 70,000 hours of patience and effort. Then we charcoal filter every drop after aging. It's a slow, expensive, painstaking way to make Beam's Choice right. So please don't use it wrong. Take it slow and don't exceed your limit. In other words, don't throw 70,000 dedicated hours down the drain. Remember, too much of anything, even of a good thing, is no good.

86 Proof Kentucky Straight Bourbon Whiskey Distilled and Bottled by the James B. Beam Distilling Co., Clermont, Beam, Kentucky

**If you're going to have
one too many,
don't make this the one.**



Beam's Choice is much too good to waste. So if you're going to have one too many, don't make Beam's Choice the one. Beam's Choice is gently mellowed for 8 long years in charred oak barrels. Then every drop is charcoal filtered after aging. It's an expensive way to make Beam's Choice. But as long as it's slowly savored and thoroughly enjoyed by folks who drink in moderation, it's well worth the effort. Just remember, too much of anything, even of a good thing, is no good.

86 Proof Kentucky Straight Bourbon Whiskey Distilled and Bottled by the James B. Beam Distilling Co., Clermont, Beam, Kentucky

kind of positive advertising that we've demonstrated with this ad from Ed Phillips. We know for a fact that at least two of the distillers who

attended this meeting, who were not previously doing moderation ads, have now launched into the development of messages along these lines.

I'd also like to share with you DISCUS' latest newsletter, which has several articles of interest, including the cover story on the October issue of Fortune magazine. If you haven't seen it, I think you should try to get a copy because it's a fascinating and very thoughtful study. We cooperated with them in work on this. As a matter of fact, I was the main contact point for their researcher. I had no idea what he was going for: he asked me about production and sales figures, etc. I spent a good many hours researching information for him, and I realized that if he used the same diligence in researching the rest of the article as he did in researching the points that I provided to him, that it would turn out to be one of the most carefully prepared stories that's yet appeared in analyzing drinking practices.

--Question--What was the source of that statistic that drinking has tapered off? Is less money being spent on alcohol?

--Answer--The per capita consumption rose more quickly in the late 60's than it has since 1970. Speaking strictly of liquor, consumption has remained virtually stable for the last 5 years, so I would certainly call that a tapering off. The total volume has increased but so has the number of adults and the number of drinkers.

--Question--You mean the per capita consumption has leveled off?

--Answer--Yes, exclusive of beer and wine, it has.

--Comment--While I think that DISCUS is a most effective public relations arm for the industry, there is something I would like to question. Being somewhat familiar with the ECS Task Force, as I recall their program is

built on responsible decisions. The decision that the Fran Tarkenton spot implies is not one about abstaining from alcohol. It says to abstain from drinking too much, too often. This has nothing to do with choosing not to drink. So, I have difficulty seeing how this presents any kind of a balanced approach.

--Response--Of course, you recognize that this is just a 30-second spot....

--Comment--But how long does it take to say "abstain?"

--Response--The point is fully covered in the poster.

--Comment--But I'm talking about the spot, where you have your widest audience.

--Response--We're making a specific point that it is never responsible to drink too much or too often.

--Comment--Another point that I noticed was the line that "the American norm is to drink." This somehow gives me the feeling that if you don't drink, you're abnormal. Also, there's the line "although most teenagers have used alcohol to some degree, only about 5 percent experience problems." There is reference to a very small minority who have problems, citing a 1952 Shephard Foundation study that shows only 86% have used alcohol in '52 and in 1972 and 1973 there is the same percentage. That seems to give the idea that there is really no basic difference in problems among adolescents with alcohol use today than there was 20 or 30 years ago. I have difficulty in swallowing all that. So I fail to see the balance that I would expect from a project which ECS is heading.

--Comment--So you are taking issue with the earlier studies on teenage drinking.

--Response--No, I'm not taking issue, but when you say that 86% of teenagers had some experience with alcohol in 1952, and equate that with the same kind of experience that teenagers are having today with alcohol,

I think that's misleading. I don't think there was the volume of drinking, the destructive drinking, the number of alcohol-related traffic accidents in the early 50's as there is today. That booklet give me the reassurance that there isn't really much of a problem among those kids: Only five percent have a problem, most kids don't.

--Comment--You can't take issue with that.

--Response--What I take issue with is what is read into that, the reassurance it gives the reader that 86% had experience with alcohol in the 50's and in the mid-70's it isn't any different. I think that's blatantly misleading.

--Response--Without meaning to reflect on you, I think we are all aware of the cyclical nature this alcohol problem seems to have. Back in the 50's and the 60's, you saw the same kind of press coverage which indicated that this was a monumental problem that had suddenly come out of the woodwork to haunt us. We're not now saying it's not a problem; we're not trying to do anything other than to encourage the development of long-term solid responses to this problem. The crisis atmosphere does not lend itself to constructive long-term solutions that have to be developed on a continuing basis.

--Comment--I still think that you'll have difficulty in supporting the notion that alcohol-related problems of our adolescents are not of a greater magnitude today than they were in the 1950's.

--Response--Of course, we are refining our definitions and our survey techniques. So obviously all of these studies are not strictly comparable. I know that the studies back in the 50's tended to use the figure of self-reported drunkenness; I'm not sure that teenagers are an accurate source of objective definitions of drunkenness. This is not to say

that there weren't many others with a somewhat less serious problem, but there is a serious group reporting getting drunk once a week. I may have misread it, but in looking at a summary of the most recent research, using that same definition, you get the same number. New numbers, however, come from new definitions. I'm not a scientist, but this is the way I read it.

--Comment--First of all, I think there are a couple of things in the discussion right now that are very important. I think we still have a crisis, but I don't think it's as acute a crisis as either the federal or industry definitions may lead people to suspect. I think federal, state and local policies are designed almost on a fad basis. The problem with alcohol and highway safety is nothing new, but it has consistently been the leading killer of people in their 30's for 25 years. This is a chronic crisis. I don't think that was clear in the pamphlet, but I think what was clear in the pamphlet was that we should not delude ourselves in thinking that it's something new and therefore will probably go away. It's a chronic problem among us, and I don't think that has been spelled out very clearly in any of the media. Look at the materials from NIDA. A few years ago, it was suddenly thrust upon us that the world has an opiate addiction problem: people were dying in stairways and alleys. While they were dying of malnutrition and hepatitis, they weren't dying of heroin overdoses; but the ads didn't say that. It was put to us like an epidemic, but there wasn't an epidemic; there was a recognition of a chronic condition in society. We've still got that in alcohol and traffic safety. I also think the norms of drinking have changed, the places and settings have changed, and the style of drinking possibly is changing. Most likely, the quality

of consumption per capita is not sensitive enough to change and be measurable.

--Question--A recent book on subliminal seduction came down pretty hard on the distilled spirits industry, in its use of subliminal techniques in advertising. The author says he has recent "evidence" of the crime. What's your response to that, and have you thought of using some of that in your counter-ads?

--Answer--I think the appropriate response is that we don't know anything about this technique which is attributed to us. We would hate to change some perfectly good moderation messages with a lot of fuzzy artwork or whatever it is he's getting at. This is, of course, a very entertaining subject and one people seem to enjoy hearing about it. People who have a conspiracy view of the world identify with what he is saying. It seems to me that if this subliminal influencing had anything of the potential claims it has, and if, in fact, it was being as widely used as he claims, and if people could not resist it, then I don't understand why every drinker who walks into a liquor store doesn't compulsively buy every brand that has used this technique! It's not being used in our industry. It can't be used because if it were used it would not be effective. It's a waste of time; it's a violation of advertising morals, ethics, and responsibilities.

CALIFORNIA STATE DEPARTMENT OF EDUCATION

--James Lindberg

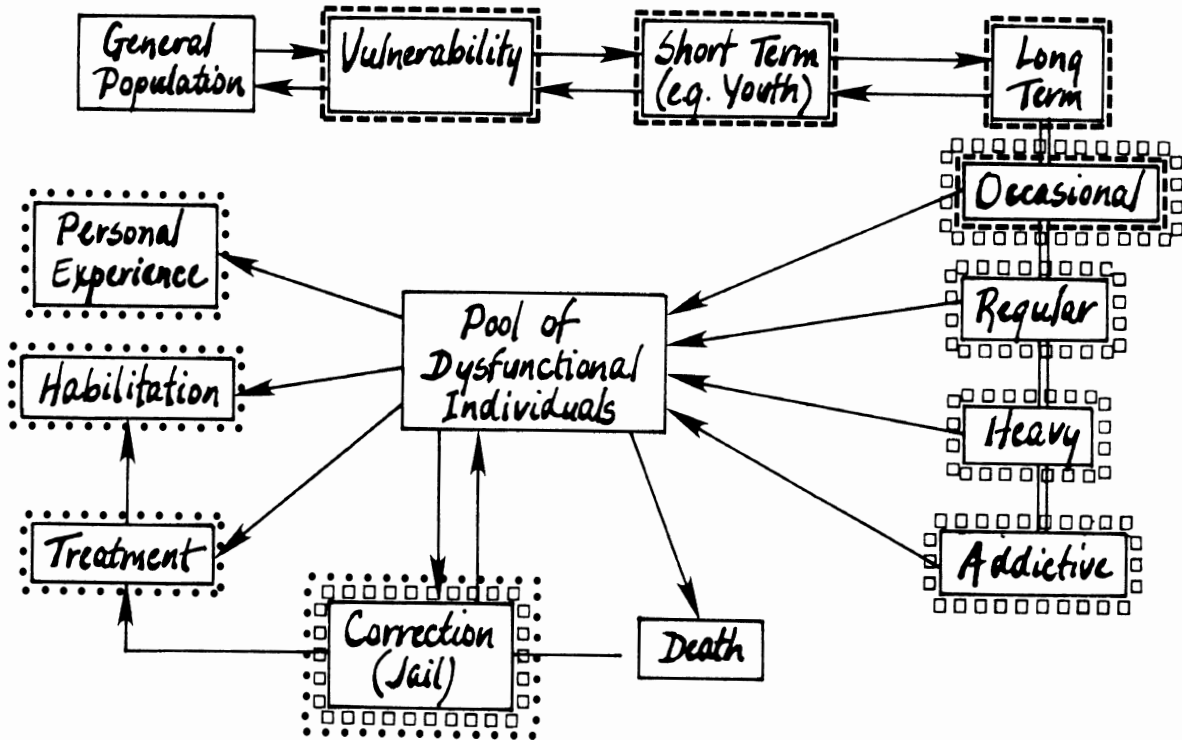
My feeling is that for some time we've been evading the critical issue in the prevention of alcohol problems, be they traffic safety related or not. We've all heard a lot of talk about prevention, and what I will do today is to describe where the Department of Education stands in its philosophy on primary prevention.

At the present time, I think it's safe to say that we have identified a large group of people that is having some problem with alcohol. And from our viewpoint in the State Department of Education, it's not just alcoholism. We're also concerned with a growing group which we call the "Pool of Dysfunctional Individuals." There are some key words there. First of all, "dysfunction" - there are a number of dysfunctional behaviors that are somehow related to the overuse or abuse of alcohol. One of these behaviors involves auto accidents, one is the disease alcoholism, one is cirrhosis of the liver, and there are others. There's some indication that child beating is very closely related to the abuse of alcohol. So we're taking a look at many dysfunctional behaviors. The behaviors are dysfunctional because society defines them as such. If a drunk is behind the wheel and he is coming over the center line, heading right at my car, I feel that the guy is dysfunctional.

I think we all agree that there is a lot of argument about the charts which describe how long it takes your body to eliminate alcohol. It's very much an individual problem. It depends upon body size, body weight, mental condition, etc. It's impossible to classify all drunk drivers into one group and say "Now we're going to give all the drunk drivers this treatment, and we're going to give all the alcoholics

Levels of Prevention

- I Primary -----
- II Secondary □□□□□□
- III Tertiary



this treatment so they won't be alcoholics anymore." People become dysfunctional for various reasons.

The evidence that I have that we're attacking the problem is this: traditionally, we know the pool is growing. What we've tried to do in our society in the past is to reduce the size of the pool. When I first entered this area in 1962, it was estimated that there were 2-1/2 million alcoholics in the U.S. That was the outside estimate at that point. But now I've heard figures as high as 12 million - 12 million dysfunctional

individuals affecting a lot of other people, causing some dysfunctional problems in the home. The pool is getting bigger.

What do we do, how do we deal with that? Well, one way we get rid of dysfunctional individuals is to drain the pool. You get the pool all filled up, and then you drain it out. One significant way to drain it is by death. That's how we've handled a lot of problems in the past, hoping they would die off and we'd have no more problem.

If you look at the drug abuse syndrome of the late 60's, we were isolating and taking care of a lot of people through some programs that really were fostering an early death. There was some indication that the methadone program was causing early death with particular populations of people. You also found more people from minority groups in certain kinds of programs, which it is said, promote early death.

However, there is another way to handle many of the dysfunctional behaviors, including drunk driving, and that is through correction. We've had correction programs for a long time, but correction programs, even in this state, are not all good. Many of the correctional programs also can lead to early death. Some people can come right out of correction programs and go back into the dysfunctional pool. I'll give you a prime example: about six years ago I ran into one correctional program in a mid-sized city in California's central valley that had a tremendous alcoholism problem. The alcoholics would get into the downtown section of the city and finally the police would come in, round up the alcoholics and the problem drinkers, cart them into the jail, and let them dry out. As soon as they were dried out they would take them out the back door. When they were brought in they would have confiscated the liquor and poured it into a big vat at the back of the police station. When they were out, the police would give them an empty bottle, let them

get some booze out of the vat, and away they'd go towards the train tracks, away from the main part of the city. Finally that policy was changed. But when it was changed the city council had this fantastic idea about how they were going to treat these dysfunctional people. In the area where the police would send them, the town was going to build an alcoholic village. But they didn't want the alcoholics to get too comfortable, so they were going to build little cubby holes that were not heated, but merely places for them to sleep. The town would also make sure that there were some liquor outlets in the area. That was their way of correcting the problem. Fortunately, the people in that community saw through that idea.

Through the work of Senator Orlen Gregario* in our state, we now have some excellent diversion programs, particularly in the area of traffic safety. Many of you will understand that there's going to be some resistance to taking a dysfunctional individual and putting him into a correction program that doesn't punish him, because people still see correction as jail. What new programs are trying to do now is to divert people, before sentencing, into a different kind of correction program.

Another way out, then, is to treat the individual. If you identify that person as a dysfunctional individual, you may be able to deal with him in treatment. Treatment programs now are often being tied closely to correctional programs. Many times the person has an option in the correctional program of getting into treatment. Treatment programs are finding quite a bit of success. But I've noticed over the past

* Author of most California legislation related to alcohol and alcoholism. Senate Bill 204, vetoed by the Governor, would have provided a small tax on alcoholic beverages with funds to be used for prevention, treatment and rehabilitation programs.

3 or 4 years in this state that the cost of treating people has skyrocketed. It may be as low as \$5 to \$7 a day in some cases or up to \$150 a day for other programs. There are a lot of pro's and con's about how successful treatment is. A lot of treatment people now are saying, "Don't tie us to recidivism rates, let's get away from that in terms of measuring the effects of our program." So right now we're measuring the effectiveness of treatment by how many people are treated each year. If you really look at the reports to find out how the money is spent, the effectiveness of treatment programs is based on the number of people treated. Whether people are treated over and over again doesn't matter.

Another way out is habilitation, and I separate the two--treatment and habilitation. (I call it habilitation because actually it's not "rehabilitation" until the person goes through it a second time.) Many people go right from the dysfunctional pool into habilitation programs. They don't go into treatment. Others come from treatment programs into habilitation. Still others never get into habilitation programs. The two do not have to be tied.

There is a third way to drain the dysfunctional pool. I used to leave this category out, but I find that in giving this presentation, more and more people come up to me to suggest this final category. So I've added a whole category of people who have had a personal experience. Something happens or something changes, and all of a sudden they are no longer dysfunctional.

So these are the traditional ways to drain the dysfunctional pool. At the present time, in this state with federal and state money, we are spending \$36 million a year in dealing with people who are dysfunctional.

That \$36 million goes into treatment, rehabilitation, and correctional programs. That's a lot of money. My feeling is that we're just talking through our hats about doing anything about the problem as long as we continue to emphasize these areas, and don't get into primary prevention.

Kaplan has described three levels of prevention. His first level is primary prevention. That is prevention to keep something from happening. Once it happens, it's no longer primary prevention, so we really can't call these other programs true prevention.

Another area of prevention is secondary prevention. In secondary prevention, something has already happened and we're intervening. It may or may not be a serious problem, but we have to intervene then. A lot of first-time drunk driving arrests are in this category.

The third level is the tertiary prevention. Tertiary means preventing any terminal behaviors. The person is doing something over and over again. You can see where the ultimate behavior is going to lead and you're trying to prevent that terminal behavior. If you really look closely, what I have just been talking about involves level-three prevention modes, trying to keep a terminal behavior from happening.

Primary prevention, and in particular early intervention, has to focus on how and why people get into this dysfunctional pool. In our programs we don't deal too much with the alcoholic or the problem driver. We look at what happens to a person in order to get him into that pool.

Here is our theory. There is a general population out there, and there are a lot of people in that general population. At the present time we know some things about that general population in regard to a particular dysfunctional behavior that we're concerned about--the over-consumption of alcohol. We know, for instance, that in California 75%

of the alcohol is consumed by 15% of the population. That is the part of the population that has a high risk of becoming dysfunctional. We really can't be concerned, then, about the other 85% of the population in terms of dysfunctional behavior. We know another thing about the general population, and that is that there are certain factors regarding consumption that we can identify in specific areas of the population. There are certain factors in a rural setting that may promote the over-consumption of alcohol, and you may have still different factors in an urban setting. So we can't say that one primary prevention program will fit the whole state. The same is true for other states.

--Question--Could I ask the source of your figure that 75% of the alcohol is consumed by 15% of the population?

--Answer--The source of the study is the Social Research Group at Berkeley.

--Question--Do you know if we can identify that population? Do you agree with the consensus of people who are very concerned about tying consumption levels to any judgment of problems?

--Answer--Do I agree with it? No. I don't see consumption levels as being any clear indicator of the success of prevention programs. If we can't tie recidivism to the success of treatment and rehabilitation programs, I don't think we can tie a drop in consumption levels to measurement of prevention.

--Comment--I think Philadelphia found that consumption and frequency had a lot to do with the degree of the problem.

--Comment--We have had a hard time measuring consumption levels in adolescents. We can't always get accurate information. We had a study going for a long time in San Mateo that was a fairly accurate study, but it all fell apart this year. Because of the nature of the questionnaire,

two school districts dropped out and that was where a major portion of the problem was located.

--Comment--We should be careful about many of the figures that are tossed around. The number of alcoholics as reported by NIAAA has a lot of holes in it since it has not been validated since 1946, and was probably not very valid then. We don't have any age-specific consumption figures for general populations. Whatever consumption figures we do have are apparent consumption and that's a formula based on gallons and bottles and kegs. It's not at all specific for any sub-group of the general population.

--Comment--In the eight years that we were doing the study down in San Mateo, we found a significant increase in drinking in young people. They could almost predict it each year. I'm not sure what's been done this year with the revised figures because they are different this year from previous years.

To use this model, then, you have to look at the sub-groups in your population. You have to identify all those factors affecting the population 20 and below, and all the factors affecting the population 20 and above. Then you have to add demographic factors--where the population lives--and ethnic factors. Pretty soon you can pick out specific parts of your population and identify those factors which have the greatest potential for creating what I call "vulnerability."

The first step in getting here is exposure. And the key word under exposure is "vulnerability." Some people within a population become, at a particular time, vulnerable to the use of alcohol. Something happens and they become vulnerable and begin to use alcohol. Others are not vulnerable; we don't know why. We do have a theory stating that the earlier you become vulnerable, the less able you are

to handle the consumption of alcoholic beverages. There's some indication from researchers and people in the field that the younger a child begins drinking in excess, the faster he will exhibit the symptoms of alcoholism. This has been purported by NCA, but we couldn't support that evidence.

--Comment--I just want to make sure I'm not confusing your terms. You spoke of beginning to drink at an early age, and then you spoke of beginning to drink excessively at an early age. Those two don't necessarily follow. I also believe that there are several studies reported in NIAAA publications and many of earlier research efforts pointing out conflicting data on age of first drink as a predictor of alcohol problems later on.

--Response--However, both figures have indicated that it may be tied to the age of beginning excessive drinking or that future problems could be tied to the age a person begins to drink. With both figures there is some question about their validity, since they didn't use large samples.

We feel that the earlier a person becomes vulnerable, the more apt he is to have problems associated with the use of alcohol, although the problem may not always be alcoholism. The younger the driver is when he drinks, probably the more problems he or she is going to have in operating that vehicle, because he lacks experience in operating a vehicle. It is logical that he may get into more accidents or have some real problems. Each year in California, we read about four or five or six kids wrapping themselves around a tree or a telephone pole in one of the rural counties. These are generally the very young kids. Many of them don't even have driver's licenses.

The age of vulnerability will vary. Not everybody becomes vulnerable

at a specific age. What they found in the San Mateo study was that the age of first drinking was lowering over the eight years of the study. That may be significant. So I think that's an indicator that something is happening in the general population, although I can't pinpoint why it's happening. At this point in time to blame it all on economic conditions, or community conditions, or industry, would be premature. We have to look at all the factors surrounding why this is happening.

I don't think we've seen the last word from San Mateo. Their latest study, which came out about a year ago, reported that while an increasingly higher percentage of young people are drinking, by the fifth year of the study a leveling off of the higher consumption rate was seen for the first time. They found that the downward trend was getting slower; it was not going down as fast. I think it was predicted there that they were going to see a complete leveling out in a couple of years. But, as previously mentioned, that was all blown apart this year because Redwood City dropped out of the study, and that will make a significant difference.

--Question--How did you relate exposure to vulnerability?

--Answer--We're all exposed. We live in a society that is exposed to alcohol use. I'm exposed to cigarette smoking all the time. I'm not a smoker, but quite often somebody will offer me a cigarette. When I was young I was exposed to cigarette smoking, but I wasn't vulnerable. The key on exposure is vulnerability. We may all be exposed to some behavior, yet not everyone is vulnerable to it. Maybe we should do some research to find out what makes people vulnerable to that behavior. Why is it that some people never do it, and why

is it that some people can't wait until their first experience? Does it have to do with family? I heard the comment earlier that the family is the key, yet there seems to be some conflicting evidence about family influence.

So not everyone is vulnerable; not everyone goes on to the next category. We have to show arrows both ways in the model. The first category of use I'll call "short term." The key word for explaining short term use is "experimentation." In the population that we deal with, there are many young people that are short-term experimenters. They are experimenting to find out the effects, what the substance does for them, how they react to it, how it makes them feel, how they relate to their friends when they use the substance. They are truly experimenters, not having established any regular, long-term use pattern. Many times it is the experimenters--these young, vulnerable experimenters--who get into problems with the use of alcohol. They get behind the wheel, they get caught, and we automatically put them into the pool of dysfunctional individuals.

This hasn't always been true. If you look back to the drug crisis of the early 60's, there were many times when kids were picked up stoned, perhaps on alcohol, and the police said "Well, boys will be boys, and girls will be girls" and took them home. That attitude is changing somewhat now. Our attitudes toward the use of alcohol are changing, as more and more people are coming to understand that alcohol is a drug. Adolescents or pre-adolescents don't stay in this category of dysfunctional individuals, many of them move right back out.

--Question--How would you relate the use of alcohol to coping with stress in those four categories?

--Answer--Stress is a reason for drinking, and not a drinking

pattern. The regular drinker may go through periods of stress in which he consumes more alcohol. Certainly the addictive user might be finding that habit much more in his or her life than the regular drinker.

--Question--How would you respond to the proposition that the integration of stress-coping vis-a-vis drinking would be a methodism of progressing through that change of categories?

--Answer--One of the theories is that often what causes progression is the stress. Or it may be that there is a great deal of stress early in life, and the short-term experimenter finds out how to deal with that stress. He may not be a classic alcoholic and yet he is drinking addictively; e.g. the teenager who takes alcohol in his lunch box just to stay in school. There is a great deal of stress in his life. It's interesting that many of these kids are not dropping out of school and trying to get away from it, they're using alcohol in order to deal with the stress and stay in the situation!

--Question--How would the concept of responsibility with use fit into those categories?

--Answer--I wouldn't even attempt to do it, because I really haven't figured out what responsible use is.

--Question--When looking at a life-style, where do you see danger signals?

--Answer--I see certain danger signals, particularly in adolescents, who have already developed a regular drinking pattern. If I see an adolescent or pre-adolescent who is going to beer parties every weekend and gets looped and he's not really a heavy drinker at that point in time, I am concerned. Adolescents can become members of

that dysfunctional pool at any time.

Looking at Kaplan's three levels of prevention, we have in the schools the population with which we are most concerned because our job is to deal with primary prevention, to keep something from happening. So these are the areas that we are concerned with--from the exposed and vulnerable individuals, to the short-term users, to the occasional users. These are the people we usually see in level one primary prevention. As far as the schools are concerned, in intervening in a problem, we are really assisting community programs. The schools are not seen as intervention agencies. In drunk driving problems, the schools may assist the community in dealing with that problem through education and primary prevention, but they cannot be responsible for doing anything about it. That's really a community responsibility. True primary prevention is one of the areas that is the responsibility of the school, but I want to point out that it is not the responsibility of the school alone.

--Question--Wouldn't you include referral as the school's responsibility?

--Answer--Yes. When there is a referral, though, the school refers the student to an agency and it then becomes the agency's job to intervene. The school may play a part in intervention programs by offering services to that agency while they're dealing with the student in order to get him back into the regular kind of pattern that you would expect in school.

--Question--In other words, you're talking about programs within a school system which are exclusively under the domain of that system?

--Answer--Not exclusively. The key here is that we spent \$36 million

this past year in secondary and tertiary prevention. But in this state for years we've been spending \$93,000 in primary prevention and now we have \$183,000 to do a pilot program in primary prevention.

If we are going to have any success, we're going to have to change our priorities, and to change the priorities the pressure has to come from the top. I also feel that if we're going to do anything in prevention, it has to be in primary prevention.

--Comment--Most of the public information materials that are out these days, including what we've seen in the TV spots, are really emphasizing intervention techniques. They deal with somebody who is already drinking, and now you want to do something to intervene, to change his drinking patterns. This does not address the things which have been mentioned just now--like stress, coping skills, giving people the knowledge and the skills so they can be able to cope with the situation when they get there. But there are a lot of prevention techniques that work and that meet those kinds of problems head-on. To me, that's primary prevention; when you deal with the causes.

In order to understand primary prevention, you have to understand that in primary prevention we are concerned about people and their actions, and we are particularly concerned about actions which may be labeled as "dysfunctional." But what do we know about primary prevention? We know, for instance, that teaching kids that the alcohol content in a glass of wine is the same as the alcohol content in a glass of beer is the same as the alcohol content in a mixed drink is the same as the alcohol content in a one-ounce shot of whiskey has little, if any, effect upon the actions they are taking. I'll give you an example in another area aside from alcohol. In 1964 I was working as a teacher in Alhambra, and I was

moonlighting in a study on smoking and health that was conducted by San Fernando Valley State College and UCLA. We used four groups of individuals--high school smokers, high school non-smokers, college smokers, and college non-smokers. We did physical performance tests on all groups, and I think you can guess what we found out there. We found out that at the high school level, as a group the smokers performed lower than the non-smokers. We found that the difference was even more significant at the college level, since they had smoked longer. We also did some knowledge tests on them. We wanted to test and find out what they knew about smoking, and we did some attitudinal test--how they felt about smoking, whether they really felt that there were risks involved in smoking, etc. This was the surprise: the smokers, and even more significantly in college than in high school, knew more about the effects of smoking and had a more negative attitude about smoking, than the non-smokers. What we might conclude, and I know that this is pushing it pretty far, is that the more information, the heavier the smokers. There was some correlation between information and smoking, and it was not what we wanted to see. I don't think it's safe to conclude that information about alcohol is going to cause alcohol problems, but I think we can conclude that information alone is going to have little, if any, effect upon the actions we want people to take.

What does affect actions? What kind of factors are we going to deal with in primary prevention that are going to affect the actions that a person is taking? There are three significant factors that affect actions. It is these three factors that primary prevention has to focus on. One of these is a person's human needs. Every educational psychologist and sociologist has developed his own set

of human needs. The theory is the same in all of them. If we feel deprived in any of our needs, if we aren't getting our needs met, or we perceive that we aren't getting our needs met, we are apt to take some risks in order to get them met. And the more needs that aren't met, the more apt we are to develop a high-risk low-gain behavior. Problem drinking is viewed by most educational sociologists as being a high-risk low-gain behavior. It's very simple in their eyes. However, I know a lot of people who have their needs pretty well met, and if you do a needs inventory on them they feel very good about themselves, yet they still exhibit problem behaviors such as severe drinking, inability to cope, and so on.

Another aspect is a person's values--doing things on the basis of their value. Needs are external and are met externally, not inside. But values are internal, they're inside, and have to be externalized to be acted on. We can't always describe our values. That's one of the problems with values clarification. Values clarification assumes that the person going through the process can always tell what his or her values are. But it may be a very internal thing.

The third factor in dealing with primary prevention is environment. Those people who perceive that they have more control over their environment, who can affect their environment, produce fewer actions that we would call dysfunctional behaviors. Those people who perceive that they have no control over their environment, that their environment controls them, often have more dysfunctional behaviors. I don't want to give the indication that if you live in an environment where there's a lot of alcohol consumption, you're going to be an alcoholic, or you're going to have alcohol problems, because that has never held true. This involves how we feel that we can deal with that environment, rather than

how that environment affects us. The more problems that we have in getting that environment to work for us, the more problems that we are going to have in taking actions that are dysfunctional.

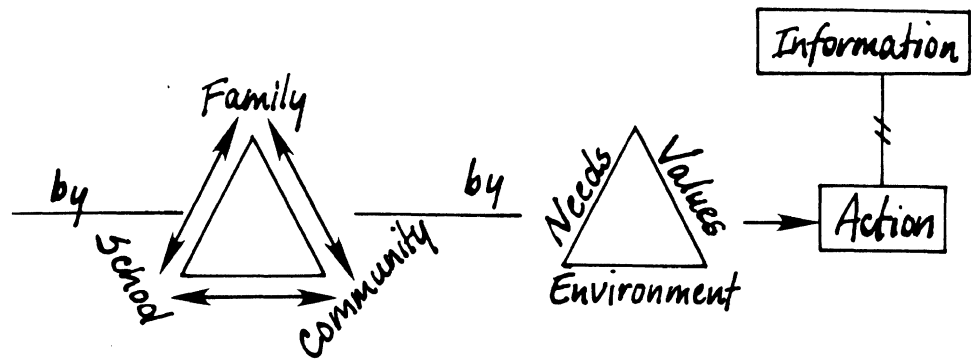
Now, whose responsibility is it to do something about needs, values, environment? I agree that it has to start in the family. That is where the primary responsibility lies for primary prevention. We know that families do not exist in a vacuum, we realize that the school has those kids in a captive audience for a long time. So if a program is going to be successful, any school program must be tied to the family. If the families don't support the program, forget it. If you don't communicate with the families about the program, forget it. Most of the families that were involved when I was teaching in 1964 on the smoking and health project were very supportive in what we were doing for the kids.

There is a third factor, and that's the community. I think you can see the interrelationship that builds here, that any successful program of primary prevention must include the family, the school, and the community. Without those three agencies or organizations becoming involved, your chances of success are very dim.

There are five tools that I propose to you that we use to get at needs, values, and environment. One is communication. Once I have learned to communicate a concept to you, that becomes my concept. If I communicate the concept that it's not wise to drink and drive, that's my concept. As long as you're communicating that to me, that's your concept and not mine. So communication must be one of our tools.

Tools

1. Communication
2. Information
3. Alternatives
4. Decision-Making Skills
5. Valuing
 - a. Input
 - b. Awareness
 - c. Clarification
6. Self-Concept



Next is information; that's a very valid tool. I think we went hopping over to the other side too long, trying not to give kids too much information. Information must be a part of the total program, but information alone will have little, if any, effect upon decision-making.

The third factor is decision-making skill. You can actually teach decision-making skills, and you can put kids into situations in which they can practice those decision-making skills. Not all decisions are made on the basis of logical decision-making. Realistically, we don't drink alcohol naturally, we make a decision about it. We go through some logical or illogical steps in making decisions to use or not to

use alcohol. So decision-making skills are important.

Fourth is valuing. There are three steps in valuing which need to be made very clear. Values clarification is not the answer to all of our primary prevention problems, it's only a part. First there is values input, next awareness, and finally clarification.

Finally there is alternatives. If we have no alternative, or we have no way of finding alternatives, then we're lost in terms of making our decision. All of these five factors really deal with the whole area of self-concept.

--Comment--About a year ago I was thinking of a triangle system very similar to what you're describing. I was trying to apply it to different target groups. It occurred to me at that time that this is a very middle-class, white, suburban model. This is what I call the "family of allegiance." This is the family to which the teenager goes to talk to, to listen to, to worry with, to worry about, and one that's worrying about him.

--Response--I agree with you wholeheartedly. A family can have both a positive and a negative effect on a teenager. If the family is having a completely negative effect, think what has to happen down at the school and community level to counteract that.

--Comment--That's why the allegiance is even more critical. If the nuclear family is negative, and the best friend's family is very positive, then the child has to make a decision about which to adhere to, which to base his own values on.

--Comment--The real bottom line, as I see it, is that it doesn't really matter who you line yourself up with. We're all here as helping agencies. The important thing is, the traditional programs used to

rely on information, or the legal approach, or the medical approach, and I believe that that is not enough. Information is not enough, it's decision-making skills; looking at how our values are structured and how they're influenced; looking at the person's self-concept. In fact a lot of treatment programs use some of our prevention techniques of helping people build up their self-esteem. This extends beyond prevention, and is new in the prevention field.

NATIONAL COUNCIL ON ALCOHOLISM, ANCHORAGE, ALASKA

--Robert Hammond (American Business Men's Research Foundation)

Recently, I spent some time in Anchorage visiting its NCA affiliate and participating in a health symposium just outside of Anchorage. At the symposium, there were people involved in health programs all across the state. I was impressed not by the primitive nature of things there, but by their degree of sophistication. I thought they were far ahead of where we are in Michigan and in other states in a lot of ways. I was also impressed by their awareness, their universal idea of communicating knowledge. I had the feeling that the general understanding and knowledge on alcohol abuse problems is significant in every area of health problems, every area of law enforcement, and just about every area of life in Alaska. People, not only at the professional level, but natives, seem to understand this fairly well.

The particular project I have to share with you was conducted by the NCA affiliate in Anchorage. It is going on throughout the state. Just to get an idea of the size of NCA's task--Alaska stretches over 4 time zones; there are 580,000 square miles (that's about 1/5 of the size of the United States); and if you superimpose the map of Alaska on the U.S. it stretches from L.A. to South Carolina, and from somewhere in Ontario to somewhere in Mexico. Alaskans speak more than 20 different dialects, but fortunately most, if not all, speak English as a second language. They have some rather sophisticated urban areas, primarily Anchorage, but they also have tiny villages with as few as eight persons.

This is also interesting. Cirrhosis is not a valid instrument in measuring any extent of the alcohol problem in Alaska. The reason for

that is that very few people live long enough to get cirrhosis; they die early. Only about 2% of their population is over age 60; their mean age is 23 or 24. A lot of younger people either die or leave. But in picking up a Fairbanks paper, the pastors say that alcohol and infidelity top the list of Fairbanks marriage problems, just like down here.

To get an idea of how they deal with alcohol and traffic safety problems, this newspaper article seemed to be fairly typical. From the Anchorage Times of October 23: "Ronald Keener, operated a motor vehicle while intoxicated, \$400 fine with \$100 suspended and five days in jail with 4 days suspended, no similar violation for the year, attend alcohol program." Some time in jail, and attendance at an alcohol program is prescribed if there's no prior offense for that year. So they aren't just trying to be punitive, they're trying, in an enlightened way, to get these people into programs.

The theme they've used is "Don't be afraid to ask for help. The sooner the easier." They modified an NIAAA poster and came up with "The Typical Alcoholic Alaskan." Another poster is "Our Children Need Answers, Not Problems." This relates to one of the PSA's you're about to see. In villages in Alaska, there will be a community center and in all of these centers there are billboards. One part has community announcements, but the other part has been reserved for these

The typical alcoholic Alaskan



There's no such thing as typical.
We have all kinds. Alcoholism is an equal opportunity destroyer.
It's our number one health problem.



For information contact your local Alcoholism Program
or write: **ALCOHOL**
Anchorage, Alaska 99502



posters. So NCA has provided a means for putting up the posters, and they get a fair amount of attention.

They have produced a terrific pamphlet, "Are You an Alaskaholic?" Not only are the graphics really neat, but the content is good, and with a little adaptation it could be used almost anywhere. It tries to get into some of the mythology about why things are different in Alaska. People often say they haven't got anything else to do. The booklet mentions many unique things to do. They also produced two pamphlets in the native languages Yupic and Inupiaq.

In some of the TV spots, native talent was used. Some were created for the bush country, and some were created for mostly urban areas. They also used several of the NIAAA spots, putting their own tag on the end. They have an arrangement that people can write: Alcohol, Anchorage 99502. That makes it very simple to write in, you don't have to remember a lot of different numbers.

Incidentally, each one of the inquiries received gets a personal response, and if there is indication that there is some alcohol problem involved, NCA also tries to contact one of the health agencies in the area.

Before the TV spots were done, NCA did some pretty sophisticated research on people's attitudes in urban and rural areas. Their goal is to deal with people's attitudes.

TELEVISION SCRIPTS

#1 SFX: Party Sounds.
VIS: Cocktail party in someone's home.

People at party: "Would you care for a small glass of your usual?"

"We both usually do."

"Toddy, for the body?"

"Drinky-poo?"

Anncr: If alcohol's really so much fun, why do we need cute code words for it? Why don't we just call it...what it is?

Party: "Very pleased you could come. Would you care to repress your inhibitions with a few cc's of ethyl alcohol?"

"May I dampen your motor responses with a bit more ethyl alcohol?"

"May I dispense an ounce or two of ethyl alcohol?"

"Ethyl alcohol? I don't know why not?"

Anncr: Well, what you should know about alcohol and alcoholism may sober you. Send your name and address to Alcohol, Anchorage, Alaska 99502.

#2 VIS: Two couples coming home from party, slightly staggering. Little boy waiting behind door.

Anncr: When Jack was a little boy, his parents told him alcohol was for grownups. That's all they told him. But what Jack remembers is what they showed him.

Party voices, slightly drunk: Where's my boy Jack?
There he is.

SFX: Laughing. Ice in glasses, etc.

Anncr: Jack's dad showed him that getting drunk was how a man had fun.

Voices: This is the life.
How about a little something for Jack?
He's too young for that.

Anncr.: His mom showed him that people drink when they're upset or unhappy. Now Jack is all grown up, and he drinks like a man--a man with a problem. Maybe what we tell our kids about drinking is not so important as what we show them. For information, contact your local alcoholism program or write: Alcohol, Anchorage, Alaska 99502.

#3 SFX: Background bar noises, general blue collar conversation.
VIS: Three men talking at a bar.

Anncr: In a lot of ways, these men are alike. They both work hard, and they both drink. But there's one big difference between them--one is an alcoholic, the other is not. One of the first signs of the alcoholic is that he can't wait to get started. The alcoholic tries to get a drink or two ahead without letting other people know what he's doing. The alcoholic must drink more and more alcohol before he begins to feel the effects. And he has to drink after his friends have had enough. If you have a problem with alcoholism, there are people who want to help you, so let them know. The sooner, the easier. Just send your name and address to: Alcohol, Anchorage, Alaska 99502 or contact your own local health or alcoholism program.

#4 VIS: People in bar.

Man 1: "Alcohol is the only way to have a good time. Or else I wouldn't be here."

Woman: "When I'm drinking I'm not loaded, otherwise I wouldn't be here."

SFX: Bingo game.

Man 2: "There's nothing to do except drink, otherwise I wouldn't be here."

SFX: Bad coughing.

Man 3: "If alcohol really hurt me, I wouldn't be here."

Anncr: There are better things to do than drink. To learn the truth about alcohol, just send your name and address to: Alcohol, Anchorage, Alaska 99502, or contact your own local health or alcoholism program.

- #5 SFX: Beach sounds, surf.
VIS: Woman running through surf with son.

Husband: Jan is really getting well now. She looks good again. She feels good. She's going to be fine. Jan has had a serious illness and a long, tough recovery. But look at her. I admire the way she's handled this. You know, people just don't realize how serious, and how real, an illness like Jan's is. If it were heart disease or diabetes, everyone would understand. But, alcoholism? That isn't supposed to happen to nice people like my Jan. But it does. Believe me. If you have someone close to you who has a drinking problem, you've got to get help. Because with treatment, alcoholism doesn't have to be the end of the world. For information, contact your local alcoholism program, or write: Alcohol, Anchorage, Alaska 99502.

- #6 VIS/SFX: Child on floor, crying. Scene of young mother drinking at kitchen table. Finally, bottle falls to floor where child picks it up.

Anncr: Our children need answers, not problems. For information send your name and address to: Alcohol, Anchorage, Alaska 99502.

- #7 VIS: Couple in posh restaurant; waiter arrives.

Man in restaurant: Well, what do you recommend to go with the lamb chops?

Waiter: Could I suggest a light green bean sir, a California vintage, perhaps 1974?

Man: Hum, how about a Matanusca Valley bean, dark green, 1975?

Waiter: Wonderful choice, sir.

Woman: Did you notice how he respected you, Walter?

Waiter, showing beans to man: Matanusca Green Beans.

SFX: Music grows as man tastes one bean.

Woman: Um, what a subtle bouquet.

Man: Subtle, but authoritative.

Anncr: If it wouldn't make sense to eat the way we drink, maybe it doesn't make sense to drink the way we drink. For more food for thought, write: Alcohol, Anchorage, Alaska 99502

#8 VIS: Students leaving school, talking.

Anncr: Meet Mary Conner. Junior Class Vice President. Honor student. Cheerleader. All around good kid... and alcoholic. Oh, people who know her would never believe it. They'd say, "No, not Mary. She's not the type. Besides, she's just a kid." But there is no type. Alcoholism is an illness that happens to all kinds of people, including more and more kids. Even nice kids like Mary.

SFX: School corridor conversation after class.

Anncr: Oh, Mary never seems really drunk. But she's never really sober, either. Mary Conner doesn't know how or why it all started. All she knows is she can't stop--not without help. Mary, we can show you how to get help.

Anncr 2: For information, contact your local alcoholism program, or write: Alcohol, Anchorage, Alaska 99502

#9 SFX: Dogs, people outside.

VIS: Local bar, two men standing and drinking beer.

Man 1: "I just got back from up north."

Man 2: "Did you take your kids with you?"

Man 1: "No, Sir!"

Bartender: "Would you care for another drink?"

Man 1: "No thanks. I'm meeting with my son later."

SFX & VIS: (Music) Then snowmobile sounds. Man 1 leaves bar and joins son outside.

Anncr: For some people, a good time can begin with a drink. But before the good time can begin, the drinking has to stop.

VIS: Son of man 2 staring through bar window toward his father, who is drinking second beer.

For the truth about drinking alcohol, just send your name and address to: Alcohol, Anchorage, Alaska 99502, or contact your own local health or alcoholism program.

#10 SFX and VIS: Children shrieking and playing in living room; woman in kitchen reaching for a drink.

Anncr: When you begin to believe a drink can help you...that's when drinking can hurt you.

Anncr. 2: Local help is available, or for some sobering facts and helpful information about alcohol use, write Alcohol, Anchorage, Alaska 99502.

I don't know if I emphasized that prior to releasing these, NCA did a survey to indicate what attitudes and knowledge there were about the subject. They're going to give, I believe, a full year of exposure to the radio and TV spots before they do a follow-up study to see if things have changed any.

One of the really great things about NCA's campaign is that, particularly back in the bush country, they have a pretty good idea that if there's a change in attitude, it's likely to come from some of their materials since there isn't much else. So they're going to be doing some measurement and within a year or so we should have some idea of the impact this has had in the rural and the city areas in Alaska.

--Comment--I think it's fascinating. That may be one of the only jurisdictions that is really capable of doing experiments, because one of our problems down here involves media-overlap.

Incidentally, even back in the bush country, because of cable TV and satellite coverage, somewhere around 85% of the families do have television, so they're not isolated from TV.

--Question--To measure change you've got to know

Why do we drink?

We drink
to feel good ...*and feel bad.*

We drink
for something to do ...*and do nothing.*

We drink
to be important ...*and look foolish.*

We drink
to forget problems ...*and add to our problems.*

For information contact your local Alcoholism Program or write:

National
Council
on
Alcoholism
Alaska Region



what the status is before you started. What kind of a survey was done and upon what figures will they base the change?

--Answer--I don't have their survey, so I really can't answer that. But they did do a survey. I just don't have the details.

WINE INSTITUTE

--David Keyes

I want to share with you a program with which we've been involved. About two years ago the Wine Institute, along with a lot of other people, got involved with the Texas Prevention Demonstration Project. This is a project in which DISCUS, the United States Brewer's Association, the Education Commission of the States, and various Texas state agencies have also been involved. In addition, these groups obtained the endorsement of National Council on Alcoholism affiliates in the state of Texas, as well as other Texas groups that are, I think, roughly equivalent to all the groups and agencies represented here today. We came together because of a situation very similar to what was discussed here yesterday. There are a lot of very good materials available on the subject of alcoholism. You all have done some excellent programs; you've produced excellent material. The information, the programs, and the multi-media shows are there to be used to change behavior and to bring about more healthful drinking patterns in society. But, as some of you were saying yesterday, they're collecting dust in clearing-houses and they exist in places where people don't know about them. They're not generally available. If they are available, they're available in isolation. So the questions we addressed were: How do you disseminate this information? How do you structure service delivery systems? How do you get them integrated and used? We reasoned that the way to do it was through a demonstration project in 12 target communities. We would try out different configurations in each community; structure a total integrated community delivery system, to see what worked. We tried to bring together community leaders and

community influentials to get these services and materials delivered to people.

I was in a meeting several months ago in Texas, and the staff said when we go into the various communities and start talking about these ideas with the community leaders, they don't know what we're talking about. They don't have a common ground for discussion. We try to explain to them what using a total community approach means. Most people are still back there with some very elementary concepts about alcoholism. They have their own ideas about who's responsible. The Texas Project told us that what we really need is a medium that we can use to break the ice and get things started and get us all on the same wavelength. That sounded to me like something that the Wine Institute could facilitate. So this Institute took the responsibility for translating the ideas of all the people who were working on this project into something tangible and useful, not only to Texas, but to all areas of the country. We produced an allegorical slide/tape show. Eventually, the plan is for this to become a fully animated film called "Mountain."

We have taken "Mountain" to various places around the country. We've received a lot of very good reaction from groups like this one. Various people notice different things. Some people notice that the presentation is a little sexist in places; some people notice that we needed to have multi-emphasis in the characters; some people notice where the script is weak and needs to be strengthened. What you will see is a working process that is still being redone. One thing that came out of one of these sessions was the need for a narrator who establishes credibility. So, in the final version, instead of the

narrator you will hear today, Dick Van Dyke will be narrating.

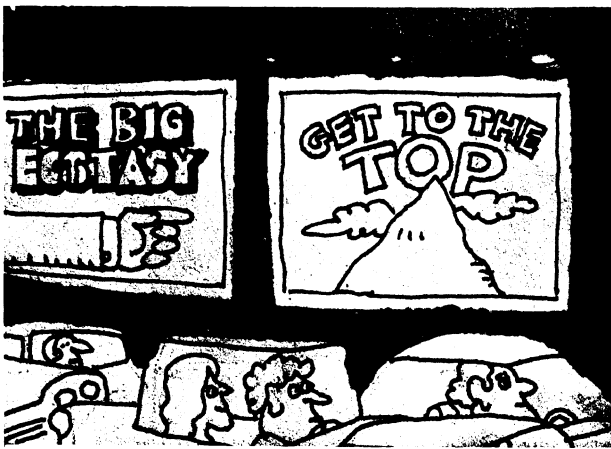
I should make it clear that this is not a Wine Institute presentation that you are going to see. The Wine Institute does not wish to take credit for it. The Wine Institute did not bankroll it; we facilitated it. As I say, we took responsibility for seeing that people's ideas got put together in a tangible and useful form. This program is still experimental in a lot of ways. One thing you should notice while you're watching it is how you come up with your own allegories.

"THE MOUNTAIN"

© 1976 Faces West Productions

These excerpts from the revised script are reprinted here with the permission of Faces West Productions.*

Narrator: Dick Van Dyke



NARRATOR: Not so long ago, in a town not so far from here, pretty much like your town, life went on much the way life always goes on. Some people went to work in the city...or at home. Some went to school. But it wasn't all work...people also had fun. Some people had fun by climbing...the mountain. They came from far and near, morning and night, seven days a week to climb the mountain. It was

a way to have fun...and it was one of the things that caused people problems. Now, most people who climbed the mountain enjoyed it... but some fell off. In fact, so many hurt themselves or others that people started to worry about it. Something, they said, had to be done about the mountain.

*"The Mountain" will be produced as a fully animated film, and should be available for purchase around June 1977 from Faces West Productions, 170 Ninth Street, San Francisco, California 94103.



WOMAN # 2: The mountain presents a serious problem in our community. We're all concerned parents here and are very careful how we raise our children. We don't want to see them grow up just to fall down the mountain.

MAYOR: And so, fellow council members, public opinion is unmistakable. Something has to be done about the mountain.

MURMERS OF ASSENT FROM MEMBERS
COUNCIL MEMBER: I say this is a simple problem. If people

aren't smart enough to stay off the mountain, then we'll just have to keep them off. Let's build a fence around it.

MAYOR: I'll buy that! All in favor say "Aye".

LUMBERJACK: Nobody's going to tell me I can't climb that mountain if I want to. Besides, anybody who doesn't climb it is a sissy, that's what I say. (Whispers to camera): There ain't no fence that's gonna keep me off!

HUSBAND: Well, dear, I guess that fence will stop your silly mountain climbing. Now maybe you'll stay home and take care of the house and kids and have the meals done when I...Hey, where are you going?

WIFE: (Lying) Oh, just to pick up some groceries, Fred, and water the garden and get the paper...I'll just be gone for a few hours. Your supper's on the stove.



NARRATOR: After the fence failure, it seemed that more people than ever were climbing the mountain...and even more were getting hurt. Lots of people continued to have strong opinions about the mountain situation.

WOMAN #1: I tell you Harriett, anyone fool enough to climb that mountain deserves what he gets and those kind of people don't deserve any sympathy.



SCIENTIST: Since mountain-related injuries increased an appalling 11.9% last year, I propose we establish first aid stations on the mountain to provide proper treatment to those climbers who fall off.

NARRATOR: And so they did. And lots of people who fell off the mountain went to the first aid stations. They got help there they really needed. But people still fell off the mountain. And people still

said something had to be done.

NARRATOR: And so mountain education was underway, with graphs, statistics, slogans, and data designed to put fear of the dread mountain into the very hearts of every student in the town. But, despite all that "education" people still liked to climb the mountain.

WOMAN #2: You know, I've thought this over, and I think it's a mistake to try to keep people off the mountain. As I see it, the mountain isn't good or bad. We can't move it. It won't go away. So we have to learn how to live with it. If we could agree on safe ways to climb... get everyone to agree... then folks like Marge who enjoy climbing could and folks like Frank here...

FRANK: I've never been a climber, never care to be.

WOMAN #2: ...could accept the mountain for what it is.



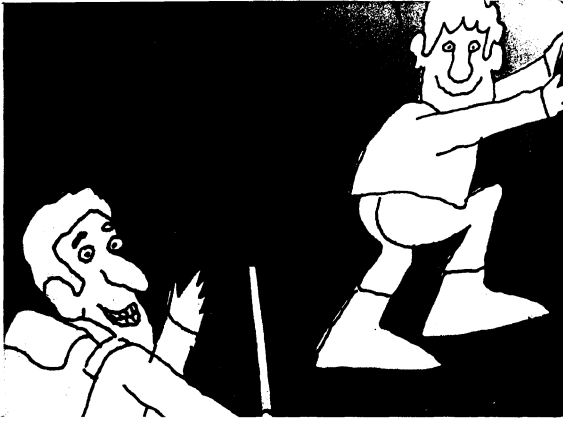
NARRATOR: They thought about it for quite a long time and they argued about it. People began to realize that the mountain problem was not as simple as they thought. But the main thing was that they got together.

GROUP MEMBER #1: Our group can prevent accidents by organizing a mountain safety club.

GROUP MEMBER #2: Part of the problem is that no one ever stops along the way to enjoy the wildlife and scenery so our nature club can let people know about the joys of leisurely hikes and photography.

WOMAN #2: Part of the trouble is that people think that mountain climbing is the only thing to do in this town. We've got to let people know that there are other things going on.

LUMBERJACK: I used to think you had to fall off the **the** mountain to prove you were a man. Then I realized anybody could fall off. It didn't prove a thing.



CLASS LEADER: Skillful mountain climbers always remember to read their manuals carefully before going up on the slopes, and always climb when they're well rested and in good shape. They take their time and enjoy what they're doing, and don't ever overdo it.

TEENAGER #1: (Volleyball game) This is just as much fun as climbing the mountain.

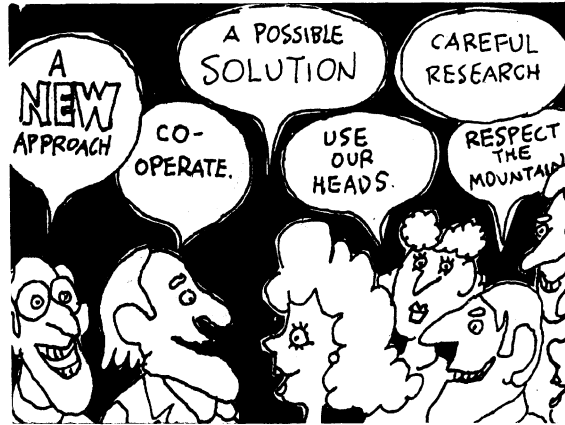
STUDENT: (Yoga Class) I really feel good!

PAINTING CLASS: I didn't know

I had so much talent!

WOMAN #2: Now that people agree about safe ways to climb the mountain and that there are plenty of other things to do in our town, have you noticed how the mountain is beginning to look so much smaller?

NARRATOR: And so it did. In that town not so far from here, not so long ago people continued to climb that mountain... but not as many fell off, it wasn't easy but people learned to live with it...whether they climbed it or not... and and you know, they found out how to enjoy themselves without getting hurt.



--Question--Where is that available in Texas, through what organization?

--Answer--It is not available yet. Right now, the producers are looking for a substantial amount of money to get this into a fully animated version. The new tax laws killed some investment possibilities, so that now they need to find foundation or government agency support.

--Question--Do you know if the governor's rep in Texas has seen this? Because they have a fantastic communications network in Texas.

--Answer--It's been seen by a lot of people in the state of Texas and at the Texas Summer Institute of Alcohol Studies.

--Comment--I know Faces West Productions would like to put it in an animated 16 millimeter production. But we have shown it in L.A. and in other places, and many people think we should just use it like it is. It's a lot cheaper to produce in this kind of format and it seems to work at a very low cost.

--Response--If the money doesn't come soon, I'm going to urge putting it on 16 millimeter, just shooting the slides instead of going the full animation route to achieve a limited animation effect.

--Comment--The important thing is that everybody has access to it. I don't see the importance of it's being animated. In fact, I think it enables you to stop momentarily with each slide.

--Comment--I think that you're perpetuating a myth or a fallacy on the failure of prohibition. Granted, we didn't want prohibition; we weren't willing to pay the price for it in the United States. But the point is that we've been pushing that notion too far; too many people know it was a failure. But while prohibition may have failed in one sense, the fact is that it did cut down the incidence of not only consumption, but of other alcohol-related problems. Now, I'm not saying that we're going to have to go back to Prohibition; still, I think that we should at least get the records straight. In "Mountain" I think that there should be a modification of that aspect.

--Comment--That is one good point. Here is another one. Toward the end of the program, it seems to imply that the mountain starts looking smaller. In other words, they didn't say they would teach everybody to drink, but they were going to have a lot of alcohol education. Well,

education is only one solution; ignorance is still a problem. The mountain looks smaller; sure the mountain looks smaller because it's a perpetuation of the conspiracy of silence. Then all the city fathers and everybody else sits back and says, "O.K., we've got that problem licked." I think this is too much of an oversimplification, and I realize that is a problem. But the danger of oversimplification is the biggest trick in any effective educational effort.

--Response--I'd like to respond to some of the things just said. First of all, regarding the use of statistics to justify the benefits of Prohibition: there was a drop in cirrhosis cases; there was a drop in alcoholic pancreatitis. But, on the other hand, prior to Prohibition, there were precious-few women drinking anything at all. Most of the drinking had been done outside of the home. Prohibition brought drinking home, and one of the spinouts of Prohibition was the woman alcoholic. That's not well-known. Another point is I think film and media pieces like this should be put into context. This was not apparently intended to educate people about what happened when alcohol in this society was prohibited. Frankly, I was very impressed. I was impressed because it was not just another alcohol film. This was a trigger mechanism that would stimulate community organization. And I could see this being used for almost any problem; for example, it could be used for the battered child syndrome. Watching that mountain come into focus, in a less intimidating way, small enough, perhaps, to do something about it, was the crust of the project, not negating the size of the problem. The problem is still big, but bringing it into focus might make it more approachable in terms of solution. So the city fathers won't wash their hands of it. That's what I got out of it.

--Comment--I take exception to what you say. This may be a good trigger film if you don't know the problem it is talking about. But we knew it was talking about an alcohol problem, so immediately you began to identify the various solutions, in terms of solutions to the alcohol problem. So, it is good as a trigger film even though it misses the boat sometimes. I suppose what I would suggest is that the idea of all the failed approaches be toned down. It gives you the impression that they're all failures and this is why they come to the final one. Now I know the TANE organization's orientation. They believe that if you want to get these people together, you should suggest that this hasn't completely solved all the problems. For instance, building the fence didn't solve anything--people still found ways around the fence and got hurt climbing the fence and so on. So, what is needed is to suggest that there is value in closing up some of the avenues to the mountain. In fact, "Mountain" pointed out several safe ways. But maybe a fence is needed in certain places. The people need to understand how to use the mountain. At each level, it is important not to close the door and alienate any particular group by saying, "Your solution didn't work," but try to bring them along to see that there are other solutions to this, and we need to sit down and see what we can get out of it by working together.

--Comment--I don't think that you can always prove that the passing of a regulation, or agreeing upon a law, is a bad thing. This presentation seems to do that; it is as if there is no way that you're ever going to control behavior. As a matter of fact, I think that we've been led into the belief that when someone says you can't do something, then more people will do it than would if you hadn't said "can't." The place

at which it breaks down is on consensus. If the community reaches a consensus, then you know what the majority thinks is acceptable, tolerable, or desirable. Then you can bring additional pressure on those who need bolstering, so that the community has a word to say about what's going to happen. I think it is erroneous to assume that the making of a rule or the setting of a fence is going to be a challenge that everybody will disregard.

--Comment--I have two comments, and one is just sharing how I've recently seen this used. For example, in Los Angeles County, there is a coalition being developed of people in treatment and mental health agencies, to start looking more at prevention as something in which they should be interested. That's how this program was used there. Right now, most of the money and programs, at least in California, are aimed at treatment/rehabilitation. Law enforcement gets a large chunk, too, so not that much goes into prevention. This program was used as a trigger to get these agencies to think about how can they start considering prevention as a priority activity. The one criticism that most of the people raised, that I haven't heard yet, was that there was too much emphasis on safe ways to climb, because that reminds people of the responsible drinking approach. I think the producers have received that input, and they are going to change or delete some of those phrases and focus on the alternatives, the self-esteem, and other items like that.

--Comment--I really like the concept. Maybe it went by me, but I only caught two references about alternatives: "There are other things to do besides climbing the mountain" and "This is as much fun as climbing the mountain." I think you'd strengthen that a lot if there could be a little more attention given to that. I'm not offended by their search-

ing for a safe way to climb the mountain, but I think that to give some balance there ought to be more emphasis on other things to do, and that one of the options is that people probably will choose not to climb the mountain. In reference to the matter of the fence, I think it will strengthen the film if it is pointed out that the fence was there and some people did climb over the fence, whereas some people decided not to climb over the fence. Because in truth, I'm sure that that's the way it would be. Maybe, as they're suggesting, once the fence is down, there are safer ways to climb the mountain. Why not be specific and say, if you're climbing at night there ought to be lights, or maybe we ought to close the mountain in bad weather, or maybe very young kids, until they become a little more mature, should not be allowed to try that. But, instead of just saying there are safer ways of doing it, why not be specific?

--Comment--In view of the fact that a lot of people don't ever climb the mountain, it might be wise to suggest that if you're really going to be terribly smart, you must realize there's always a risk in climbing the mountain. Why do you think that you have to climb the mountain in the first place? The assumption seems to be made that everybody has to climb it, which I think is challengable.

--Comment--Do you suppose that if this was shown to a group of people whose orientation was something entirely different from what ours is, that they would see this applying to their own problems? Has this ever been tested with people that had nothing to do with alcohol?

--Response--I would suspect that if you took this to a School of Social Work and showed it to people who teach family and child services, they would read their own subjects into it.

--Comment--Do you remember the comment yesterday about not making things

unnecessarily complex if there are simple solutions? If there is a simple solution among various alternative solutions, it's probably the best. But some problems don't have simple solutions.

--Comment--Was this any sort of simple solution towards the end, teaching everybody how to climb? No, it was one of many alternatives. What I would have preferred to see was a list of all the alternatives.

Can I put some of you on the spot in terms of probing a little deeper in your resistance to the production? In thinking of it in the alcohol context, do you think it does more harm than good? Would you elect not to use it if you were going to go into the community to talk about a problem that's clearly alcohol-related? The criticisms that you raised are valid criticisms. But are they so severe that you would not use this production?

--Comment--Probably not. To me, those were the two major weak spots that a very minimal amount of modification would change.

--Comment--I'd use it. I just think that it needs more balance. Now, you spoke of the mountain as alcohol abuse. I saw the mountain as alcohol, and alcohol will forever be with us.

--Comment--I would have gone even farther. You see, I was looking at it as alcohol and other drugs. Even if this is really inappropriate, I'd like to put some people on the spot here to see whether or not they believe we should give the same treatment to everyone on all the other drugs as we give to alcohol. In the matter of Prohibition and all these other things, that is very difficult.

One interesting thing is that in the revised version, we have introduced a character, Frank, who is an abstainer (see dialog, middle of page 83). A lot of other things that some of you have suggested have also been incorporated. Essentially, the same ideas occur in most groups.

--Comment--Prohibition was passed with very few obvious goals and objectives; who knew what the government really had in mind? I don't think the government knew what it had in mind. And no one thought about what the final reaction would be.

--Response--It cut down on the consumption of alcoholic beverages...

--Comment--But that wasn't the objective; the objective of the legislation was to cancel the sale, not the home production, not the possession, and not the consumption. It was indirect, and people were presuming a behavior that didn't exist.

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

I think most of you are familiar with the semi-annual wave of media materials that Grey Advertising has been producing for the National Highway Traffic Safety Administration's drunk driving program. It's been an evolutionary program over the past four and a half years. You can't really understand what we're trying to do if you haven't seen the whole thing. The TV spots we're going to show are answer prints. They are not completely color-corrected, but will give you a good idea of what we have in mind, and you'll see that we're focusing on particular situations. I'll show you three different spots--two 60-second spots, and one 30-second spot. They deal with the same situation in different ways. Then perhaps we can have some discussion.

Television Scripts
Drafts
For release March 1977

HUSBAND AND WIFE
(60 seconds)

VIS: Open on party as wife comes up to husband. Follow them as they cross the room.

WIFE: I think we should go now.

HUSBAND: OK, let's go.

WIFE: Listen, Darling, I'm gonna drive home. Okay?

HUSBAND: No. It's not okay. I'm driving home.

WIFE: David, I think you've had a little too much to drink. And I think I should drive home.

HUSBAND: What are you, crazy? I had a few drinks. I'm fine.

WIFE: You had more than a few drinks.

HUSBAND: I'm going to drive, like I always do. I'm the man. I drive.

WIFE: Why do you always drive? I know how to drive too. It's my car too. What's more important, David, your pride or your life.

HUSBAND: It isn't...

WIFE: (INTERRUPTS HIM) Listen to me, David. I love you. And I'm not going to let you do this to us. Give me the keys.

HUSBAND: You love me...? (GIVES HER THE KEYS)

ANNCR: It's not that hard to keep someone you love from driving when he's drunk.

VIS: Cut to two shot. Title: Friends Don't Let Friends Drive Drunk.

ANNCR: Friends don't let friends drive drunk. Find out how else you can help. Please write.

VIS: Dissolve to Title: Drunk Driver Box 2345, Rockville, Maryland, 20852

VIGNETTES
(30 seconds)

VIS: Open on CU of man. Pull back to reveal he is talking to mirror.

FIRST MAN: Mike, you're my best friend. If you think I'm going to let my best friend drive when he's been drinking, you're crazy.

VIS: Cut to CU of woman in kitchen. Pull back to reveal she is talking to a dog.

WOMAN: Don't tell me that you're a man and I'm a woman. Give me the keys.

VIS: Cut to CU of man talking. Pull back to reveal 2nd man sitting next to him.

SECOND MAN: I'm calling a cab. You can get the car tomorrow.

VO: It's not that hard to stop someone from driving when he's drunk. It just takes a little practice.

THIRD MAN: Okay. Okay.

VIS: Title: Friends Don't Let Friends Drive Drunk.

ANNCR: Friends don't let friends drive drunk.

Television Script
Draft
For release May 1977

FRIENDS
(60 seconds)

VIS: Party as man comes up to host. Follow host and guest across room.

TONY: (Obviously drunk) Good night, Vic. It was a great party.

VIC: (TO PEOPLE HE IS TALKING TO) Excuse me. (TAKES TONY ASIDE) Listen Tony. I'm going to drive you home.

TONY: What are you, crazy? I'm fine. It was a great party. Say good night to Kathy.

VIC: Tony, I'm not kidding.

TONY: I'm a big boy, Vic. Leave me alone.

VIC: No, Tony. I won't leave you alone.

TONY: Look. It's very nice that you're concerned. But if you don't stop it, I'm going to get angry.

VIC: I'm getting angry, Tony. And you know why? Because you've had too much to drink. And because if you drive tonight you could kill yourself. And nobody's going to take my friend away from me, Tony. Not even you.

(TONY IS STUNNED INTO SILENCE)

TONY: Let's go.

VIS: Cut to two shot and freeze. Title: Friends Don't Let Friends Drive Drunk.

(VIC PUTS HIS ARM AROUND TONY AND THEY WALK OUT OF THE HOUSE)

ANNCR: It's not that hard to keep someone from driving when he's drunk.

Dissolve to Title:

Drunk Driver
P.O. Box 2345
Rockville, Maryland 20852

ANNCR: Friends don't let friends drive drunk. Find out how else you can help. Please write.

--Comment--Creatively, I think they're great, just beautiful, and I'm sorry I missed yesterday's discussion on the question about utilization of audio-visual material. I'm really enthusiastic about Bill Haddon's study, in which cable television was used in a small town to do a controlled campaign on wearing of seat belts. That campaign made about a one percent difference over those that had not been saturated by spots as well done as these. Now I'm an old film production man, and I love your materials. Yet, I wonder what good they do. The good guys sit there and say, "See Harry, that's you the other night." But Harry goes right on driving. I'd like to know what your mail response is like.

--Response--Let me respond in a couple of ways, if I may. You're not the only one to say this about PI & E campaigns. If the Haddon study is saying that the media don't seem to make any difference on safety issues....

--Comment--Well, at least for seat belt usage....

--Response--Number one, Grey Advertising does a lot of research. We've done some basic strategic research. We do semi-annual waves of tracking research, measuring changes of attitude. There has been some slight growth in the desired direction. We don't claim to take all the credit for it, necessarily, but we're happy to see that it's going in the direction we want. I, too, as a media person, don't believe that you can do one-shot programs and change people's attitudes or behaviors or anything else very significantly. Therefore, I think Haddon was relying somewhat unfairly on a couple of spots changing people's behavior. I don't think these are going to change people's behavior significantly either. But it's one more thing on top of what you're doing and what everybody else in the room is doing that, in total, may be making real progress.

--Comment--I like the fact that you're talking to the sober individual, not trying to reform the drunk. I think that's a great approach.

--Comment--My complaint, personally, with most of the TV spots is that you don't have enough time, if you are interested, to go to get a pencil, or even to take a pencil out of your pocket and get a piece of paper to get the address or the telephone number flashed on the screen. That's part of our problem. It was only when I saw the second spot that I actually got the zip code. And I don't think that I'm that much slower than most people. Could you, perhaps, show the address or the telephone

number at the bottom of the screen during the whole spot, so that there's an opportunity for a bit of saturation?

--Response--Let me respond to that. I think that's an excellent point, and it's the old dichotomy between the creative people and the program people, if you will. Program people have specific things to say that we want people to understand; whereas, creative people have things they want to say, too. And you're fighting for 30 seconds. We had a difficult time in getting even seven seconds to super that address. The balance of the spot has to be aimed at the non-professional. There has to be something in the commercial that grabs him in some way, whether it makes him laugh, or involves him emotionally. And that's why we give up the other 23 seconds--to get the person involved, to make him feel it's meaningful. We're not pushing the write-ins that hard. It is not a particularly high priority of ours. If it were a higher priority, we might allow a couple more seconds, but not much more. We feel duty-bound to give people who really have a problem some answers. The hope is that it will be on the air enough, so that if you don't get the whole address the first time, you might catch it the second or third time. It's not a perfect solution, but then, what is?

--Question--One other bit of feedback here. With the postal service such that it is, they might lose mail if it's not properly zip-coded. But I had a thought, being in D.C., is there a possibility of having something like "Box A, Washington D.C." that nobody is likely to forget?

--Answer--Well, we like to use the "Box 2345," but I don't know what to do about the zip code.

--Comment--It's simply that you have to keep clearly in mind what the

objectives are for something like this. There are other ways to gauge audience response. This, it seems to me, is one of the serious attempts at behavioral intervention.

--Comment--I'm very pleased to be working with you because yours is the only organization, frankly, in this whole field that has been serious about intervention in behavior, about getting people to say, "I will take responsibility, and not only am I going to acknowledge that this problem is intolerable, but it is expected for me to do something about it." This is the only group in the whole field that's done that.

We aren't taking time, now, to bring up our evaluation of the campaign. In the last session of this group, we presented data which you might be interested in. We have done copy-testing on the ability of our commercials to be persuasive over some earlier commercials. We do intend to copy test these, not for persuasion, but just to make sure there aren't too many negatives in there. But we did a study that I know you'll be interested in, which indicated a reported behavior occurring in our society. By this we observed increased intervention. In a Louis Harris study in the early 70's, the percentage of people who mentioned the subject of drunk driving to a friend in the past 30 days went from about 24% to 37%. And those who said that they had actually tried to prevent somebody from driving after drinking went up about the same.

--Comment--Let me just add to that. One of the things that was interesting about that study was there appeared to be a correlation between the people who said they had intervened recently and those who remembered the advertising. Those who most remembered the advertising did the most intervening. Now, I'm not an expert, but it seems like you could say that the media's had some effect. Those who saw our ads most did most

what we wanted them to do.

--Comment--Could I comment on that point? I had a feeling that these came on much stronger than you would expect. Whether this was done deliberately, I don't know. I would have been much more timid in my approach.

--Response--That's a good point. People take both sides of that issue. We agree with you and we choose it to be a little larger than life, based on the theory of our creative team, that this kind of approach will "slide" a little bit and if you reach the furthest, it'll "slide" back to what you want.

--Comment--There's something neat about alcohol and highway safety that the general alcoholism field isn't blessed with in terms of evaluation. In this sub-specialized field of alcohol/highway safety, we've just got to separate the driver, or the vehicle, or the booze, from the road. If we break that formula, we've achieved primary prevention, at least for one incidence. There are no randomized studies in term of evaluation, for instance, and there is no system that I am aware of yet that's willing to assign patients randomly to different treatment modalities and test relative effectiveness. It's always a random event to see what kind of treatment anyone gets in alcohol. The form of treatment seems to be the will of the first counselor a person runs into. But we have a much neater system in alcohol/highway safety, and I think that we should take it for what it's worth. And it's very embarrassing that we're so primitive in what we do.

--Comment--You may recall--although this may not be applicable here--that one of the conclusions of the Rand report was that it didn't make much difference. The results for each treatment modality were essentially

the same.

--Comment--I think really what's important, too, was that with this spot you could see the progression. With a lot of spots coming out, particularly from the Feds, there's no progression. NIAAA does not have a progression. It seems like they're stuck right where they were three or four years ago. There's not a constant updating, trend, or move in any direction. You don't see a progression toward modification of behavior as the years go by, which is important. The second thing is that NHTSA doesn't really care that much about pride of ownership. They will send you out a spot without the tag. That's maybe why the write-in is really not that important. That's the part of the spot that may get cut off anyway, so that a local tag can be inserted. Now, many agencies say that they pay thousands of dollars to have spots produced and they won't let them be changed. At least in my experience, that has not been the case with NHTSA. They're more than happy to send you out a spot untagged, so that you can put your own tag on it; our program has been doing it for years. This makes any local program look three times as big in scope. And if you can adapt your printed material to the spot, that's even better. When people in Philadelphia hear the slogan, "Friends Don't Let Friends Drive Drunk," they do not really associate it with the Feds. They associate it with our local program. Now, there have been times when the Federal spot has slipped through, and yet people don't even associate it with the Feds then.

--Comment--I was at a meeting last week involving state agencies on traffic safety and on prevention. The traffic safety group said that, in California, the age group which has the most accidents involving alcohol in which they kill themselves or harm others is the age group

of 20-24. Yet I noticed that most of the people in these spots were older. Are you considering this younger group?

--Comment--We don't see public service advertising as a good way to get at that age group, because we cannot control the placement of the materials. Most of these spots will appear in fringe time. We have seen, in studies by ad agencies, that we're not going to be able to reach that audience without being able to purchase time and place the selections. So these are a little older, a little more generalized.

It is our opinion that we've gone about as far as we can go with this alcohol campaign. I think we've got to get back to highway safety. We've been very much impressed with recent data from Canada. They discovered in Canada, and I'm sure the same thing is true here, that the leading causes of the deaths are heart disease, cancer, stroke, and accidents. And vehicular accidents are the leading cause of death for people under the age of forty. So far the National Safety Council says the same thing. Vehicular accidents are also the fourth leading cause of death of all ages up to age 70. So we feel NHTSA ought to put its resources and effort into a little stronger focus on the whole accident situation. Within the accident picture, we find three big issues. The first is alcohol, because half of the traffic deaths involve alcohol. Second is speed control, because developments since

the fuel crisis and the 55 mph speed limit have shown a fatality reduction of about 16%. We feel very strongly that we have to maintain the 55 mph limit, and make it a permanent feature of the American driving scene. The third area is safety belts, because we're looking at a potential saving of about 13,000 lives per year, through increased safety belt usage from the current 20% to about 75%. Then we can multiply that by some unknown factor to figure the reduction in those two million injuries per year which are occurring. If you wear a safety belt, your chance of injury is reduced somewhere between 40 and 60 per cent. So just think what safety belt usage can mean to reduction of deaths and, particularly, of injuries. So, since our financial resources are extremely limited, that gives us pause to consider whether we can continue to devote our entire advertising thrust just to alcohol.

Secondly, the report from Canada, and also recent figures from HEW, make it very clear that when you look at cancer and heart disease and strokes and accidents, the things that contribute to those are living styles. And when you die and what kills you does not depend on medical care, **does** not depend on your heredity, does not depend on the environment, as much as it depends on the decisions you make on how you're going to live. Well, of course, this is ready-made for an accident prevention effort, because that has to do with personal decision-making and living styles. So, what NHTSA is going to try to do in the future is to move into efforts that try to link in, in two ways. One is in relation to what Jim Lindberg was talking about yesterday, what we would call a consumer-centered approach. It has to do with the "individual pool" he mentioned. The content or the thrust of this is what we need to put into the heads of people in our society

for their own decision-making and their own survival. So we're trying to take a kind of consumer-centered approach. The idea is that instead of saying to the individual "Don't drink and drive," we want to say to him, "You're about to start the car, what are you going to think about in terms of survival on the highway?" We don't want him to think about just alcohol, but 55 mph, alcohol, and safety belts. Think about those three things when you get behind the wheel, and make this a part of your whole living style and rational decision-making process, so that you can live a happy, healthier, and longer life. That's going to be the kind of content that we're going to try to sell to this consumer--this individual in society, for his decisions and her decisions about when he or she is behind the wheel, or in a drinking situation and about to drive, or in the intervention situation. We're going to try to develop a total educational effort--education of the consumer or individual that combines these three issues. Now, we will try to hook that in, however, in terms of strategy or change. We're trying to develop a strategy for change in the way in which we go at public education, and NHTSA is going to try to work with other people. For example, we'll work with educators, with the health education networks, with the schools, and we're going to try to do some work in the community coalition area.

We prepared a couple of things to share with you that you can take back and study, and maybe get back in touch with us, or use in some way. The first thing is a lifestyle kind of copy platform. It spells out this notion of where safety issues fit into an overall lifestyle for personal survival.

Another pamphlet is called, "The Company Policy To Save Lives."

Any people here who do not have the three interim reports from the Education Commission of the States, in Denver, should really get them. Our booklet relates to them. Anyway, the importance of public policy is what we're really facinated with. And so we've written a kind of draft company policy on alcohol, on the 55 mph speed limit, and so on.

Wilbur Cohen spoke at a meeting I attended in Washington a couple of years ago, and I was really impressed with what he said. He said that if you look at any kind of change in our culture, you'll see that it's a two-step process, and you can talk about this in terms of unemployment compensation, mental health, or whatever. There's public policy first, and then there comes that kind of community cooperation that supports that policy and keeps us familiar with it. Building around that notion, what we want to do is to isolate the norms that need to be established, the voluntary social norms governing people's decisions on alcohol, on the 55 mph speed limit, and on safety belts. This earlier discussion we had about "The Mountain" did not develop that notion at all, and may have been what you were talking about, in terms of the oversimplification of the fence coming down. There's no discussion of trying to analyze in the culture the standards that can be established. Law is part of that; for example, the mandatory safety belt laws relieve people of a kind of personal burden or embarassment in fastening the safety belt. Since it's the law, you don't have to get into the business of doing it because you're afraid you might die or kill someone. So, that may be one way in which these kinds of standards can bring about this increased behavior.

NHTSA feels that one of the most important elements of the culture to work with is media. And so, we've developed a kind of media policy

for communicating. It's not just communicating information. We're more interested in how media say what the standards are in the culture. People pick this up from media. If we show people on television who are behaving in a certain way, that may establish the standard for what's expected. We see this as grass roots; we don't see this as a big national effort that's going to control media. We don't mean it that way. We mean it more in terms of trying to educate people who are in this at the community level to see the importance of media so that they will pay attention to what's in the media. That is extremely important, because it has to do with conveying and establishing these kinds of standards which in turn govern people's behavior. That's what that media policy document is meant to do. I should mention now that both of these policy statements are still in draft form.

The question remains, how do you make this happen? That's an important question. Now, ECS talks about delivery of materials, and that's a part of it. But the notion I got out of yesterday's discussion was that there's something that's got to happen, I think probably at the state level, in identifying the people who are into this kind of activity, who are concerned with drugs, who are concerned with alcohol, who are concerned with highway safety, and who are concerned with health education and the development of clearer standards in this country that create the climate, and also help people in their decision-making. You have to get people together at the state level so that there can be some agreement. As in "The Mountain" the words I kept hearing were, "We've agreed." But what it didn't say was what "we've agreed" on. Now, the question is, what are we going to agree on? That's really the thing. And I think that can be agreed upon; I think it can be agreed

upon on a national level, on the basis of science, and discussions such as these. I think that can be established, in terms of health education, drug problems, etc. I think what is going to be different in every community is how to do this. So, that's what we're working on, and that's why these discussions have been so useful this morning and yesterday.

One final thing--and that's the problem of youth. I've never been happy with what we've done in youth. But, we've got two big things that we're really excited about. One is the youth self-test on alcohol and other issues in highway safety. It's really going to be dynamite, but now it's in a very early draft stage. It's an idea where a kid can sit down, ask himself a hundred questions, score it himself, and see which way he's leaning on about a dozen crucial issues as to the decisions he has to make behind the wheel--what his risk-taking inclination is, whether or not he's the kind of person who would intervene to prevent drunk driving, etc. It will make him pause and think about his behavior and see whether or not he wants to change it. We're going to print zillions of these, but first we're checking it out with everybody we can find to make sure it's O.K. They'll be distributed for use in the classroom, in youth groups, or church groups, or whatever. We think this is going to be a very useful educational device, in terms of decision-making, alternatives, and valuing. The second thing we're really excited about is a newly-written manual for extra-curricular youth activities. Every one of the activities that is being recommended has to do, or will have some influence on decision-making, alternatives, or valuing. So, I don't think we're going to be doing any more marketing for youth. I think

all the new material is going to be about new products, what they do,
and how to order them.

CALIFORNIA COUNCIL ON ALCOHOL PROBLEMS
--Bergen Birdsall

The organization I belong to had its roots in the Anti-Saloon League. They have changed the name and now, in California, it is called the California Council on Alcohol Problems. We are directed by our board, and the board is selected by churches. And so my invitation to participate in this 8th Alcohol/Safety Public Information Campaigns Seminar came in spite of, or maybe because of, the fact that my special field of expertise is not alcohol/traffic safety. I pointed this out, even suggesting the name of one much more knowledgeable than I. But they felt they were willing to take the risk, and so here I am.

I was told that the seminar had to do, in part, with methods of communication, and I was to share with the participants how I communicate the concerns that grab me. If a person is to effectively communicate to others how he communicates what he communicates, he must explain what he is communicating, and why he feels it is important to communicate it. In doing this, I shall endeavor to steadfastly avoid the temptation to adroitly slip into my presentation terms designed to impress the participants with my understanding of the current semanticisms. I will not take cowardly refuge in that oft-repeated dodge of people who don't know what they're talking about, "that all depends upon the person." I shall avoid each and every cliché, like the plague, because they serve only to cloud the issue; they produce heat instead of light, and they create only an illusion of reality.

I feel it's helpful for a group to know something about the background of a participant, so they can place what the speaker says in the

context of his rearing, his education, his biases, his experiences, prejudices, and particularly who pays his salary. I have lived all my life in Southern California. It was during the three years I spent as an Army chaplain in World War II that the subsequent pattern of my life began to emerge. The influx of patients as the result of combat is to be expected during and soon after battle. But, there are just too many patients on those hospital beds who were injured not by the bullets of the enemy, but by the enemy we had taken with us. Now, it's always hard for a chaplain to write to the wives and/or parents of men killed or injured in battle. It is extremely difficult to write relatives of men killed or injured because of fights between a few fellows who were drunk. I had to write the parents of five men who were killed by enemy fire because a drunk American sergeant tried to end the war all at once as a result of some Dutch courage that he had found.

When I got out the service, I looked for a job that would assist me in helping young people make meaningful decisions about their use of alcoholic beverages. In April of 1947 I joined the educational staff of what's now known as the California Council on Alcohol Problems. I went to Sacramento to find out if there was a place of service within the public schools for a church-related organization in alcohol education. They said "yes," if what was said was scientifically accurate, if the methods used were educationally sound, and if the speaker was interesting enough to hold the attention of young people. As evidence of the measure of acceptance, I report, with no modesty whatsoever, that I have spoken to 1.27 million junior and senior high school kids, mostly in small groups.

But, what do you say about alcohol to a group of 35, 70, or to an auditorium full of skeptical students who have been exposed to every clever brandishment about the benefits resulting from alcohol use put to us by the Madison Avenue crowd? But don't let the flannel pantsuits on the women fool you, or those short haircuts on the men make you feel the people wearing the suits and sporting the haircuts are out of touch. They are in touch. Their claims and promises have been carefully and expensively market-researched. So there the students sit, preconditioned by years of watching their parents drink, in most cases controlled, sometimes uncontrolled. There they sit, after years of observing the casual acceptance of alcoholic beverages by motion picture and television actors and actresses. Many of them may have spent some years in Sunday school, often confused by conflicting Biblical phrases on the subject of alcohol. I often wonder what I should say as a speaker and how to say it. People often use the phrase "Now, let's look at the facts." Well, whose facts, and whose interpretation of whose facts? How old are the facts, and are the facts relative or absolute, and has he manipulated factual data to serve his purposes or to substantiate his preconceived conclusions? Where are his listeners? Well, the bodies are still there, but the minds are probably out driving their cars. So you try to capture their minds, but how do you do it? Well, when I was first in this work, a lady came up to me and told me what I ought to do. She said when she was in school, the speaker had a jar filled with alcohol and a liver from a person who had died of alcoholism. She said they were told that if they drank, their livers would look like that and they would die. So I thought this was a pretty good idea, but I was unable to get all the props. Instead I did find a flip chart,

with a picture of a diseased liver. And I said to the group of 15-year-olds that, if you kids begin to drink, and you drink for 20 years, and you drink consistently, your liver very likely will look like that. I said to the kids, if you kids drink, and you drink consistently, you're going to die a sudden, horrible, lingering death. I threw everything I could think of into it. I felt I really got those kids right where I wanted them. Then, on the way out, I overheard a conversation that changed my presentation from that day to this. One young voice said, "Well, suppose I drink; suppose I drink for 20 years; suppose I die. Twenty years from now I'll be 35 years of age!" And so, I changed my presentation, and instead of talking about what happens 20 years from now, I talk about what happens 20 minutes from now. The excellent book The New Drinkers, by the Addiction Research Foundation of Ontario, lists some ways to do this. And there are several that are very helpful. It suggests research on the nature of youthful tolerance to alcohol; and on the nature and extent of youthful drunkenness and anti-social behavior resulting from drinking; and some attempts to train parents in teaching safe driving practices; and studies of therapeutic programs of high-risk young people--for instance, children of alcoholics, adolescents, or heavy drinkers, or those engaged in anti-social behavior because of their drinking.

Now, education is not limited, of course, to what is taught or learned in the classroom. One of the many definitions of education is that it's a total sum of all stimuli that reach a person's mind. It certainly includes advertising. Pillowslips and slippers for children made using beer labels, etc., are a part of advertising. And Ernie Noble of NIAAA has done a report on this, but I will not read from it

this afternoon.

The mind of American society has, to some extent, been manipulated to accept the idea that alcohol is good, alcoholism is bad; drink is good, drunk is bad; responsible drinking may be good, but irresponsible drinking is bad; disease is good, abuse is bad; advertising is good, controls are bad. During many discussions about alcohol and alcoholism, there is many times a strange silence about one important way to heal problems resulting from the use of alcohol. And the missing factor in this equation is the concept of abstinence as a viable option to the use of alcoholic beverages. Now, here again, I have been stimulated and pleased by the emphasis on prevention in this gathering, for there has been talk about abstinence as an option. There are as many reasons for abstaining as there are abstainers, I suppose. A recent abstainers' conference in Minneapolis listed 15 of them. Two conferences sponsored last year by the Education Commission of the States in Maine and Texas came up with scores more. The keynote speaker for the Minneapolis meeting stated, "We need to show that abstinence is not a repressive limitation on our freedom; on the contrary, a disciplined life built on the right choices, including the choice not to drink, is the only way to true freedom." And so, as we approach the matter of what a church-related organization can do within the framework of our concepts, we have developed two options in California. One is that we have a full-time legislative advocate from California. We have been interested in laws that would help control the proliferation of liquor licenses. We are interested in laws that have to do with the drinking driver, laws to do with liquor in state parks, with the hours that bars are open and where they are located, with liquor licenses on campus, lowering the

legal drinking age, the Dram Shop Act, the Open Bottle Bill, etc. And based on the concept of availability and place of consumption, we would therefore like to limit availability.

But the one thing that motivates me is a matter of education. I participated in a workshop a while ago, and when it was over, one school teacher said, "Well, I've got all this material, so what on earth am I going to do at 8:30 Monday morning?" With the help of several people, among them Bob Hammond of the Michigan Council on Alcohol Problems, and Jim Lindberg and D.J. Peterson from the State Department of Education, we are in the process of devising a unit that I hope will be helpful to that teacher, so that she will feel prepared at 8:30 Monday morning. We're building this book around concepts, so that, out of esteem for each of these concepts, there will be material that she can use that will help her do the work that she needs to do. Quizzes and overhead projections will be ready to use, to help develop a personal inventory, basic information, or attitudes toward possible alternatives concerning alcoholic beverages.

So, this organization of which I am a part is trying to communicate. What we're trying to communicate is that abstinence from alcohol may be a viable option. We are a part of a national group. There are 41 such state groups. In our work in California, we have those two main emphases. If someone comes to us who has a drinking problem, we refer him to those who are better able to help him than we.

ALCOHOL/SAFE DRIVING PROGRAM, Reading, Pa.
--Art Koushel

I am presently director of a county-wide alcohol/highway safety project that is similar, in purpose, to the federal ASAP projects, but on a much smaller level. It is not funded on the same level as the ASAPs were funded, either; it's not a multi-million dollar operation. The staff is very small. I had responsibility for developing this program from its beginning. One of the problems is that a very limited budget of somewhere around \$2,000 has been ear-marked for public information and education. That's not a lot of money. We don't have the kind of money to hire an expert in advertising to come in and develop a campaign for us. We don't have the research people to do surveys and to analyze campaigns. So what is our alternative? If you want to have a program, what you have to do is piggy-back off of what already exists. You have to have confidence in the people who are doing it on a large scale, and trust their evaluations. I trust NHTSA and its evaluation of materials. Maybe I'm wrong in that assumption, but they really haven't let me down yet.

I don't think any public information campaign should be narrow. I think that distributing as many materials as you can and as much information and as many types of information is worthwhile. They don't need to carry a single theme. You don't have to go with one approach. One of the first public service spots I saw was the "Bartender" spot from NHTSA. On the bar was a little sign that said, "Who's driving home?" That was just in the background of the spot; it wasn't even focused on. What our program did was to make little cards similar to that. Then we got the names and addresses of all



200 licensed drinking establishments in the county and sent that card to them. A card like this sitting on the bar raises in a non-threatening way the issue of who's going to drive home. It's just a promotional piece, a gimmick, but something to get the message across.

We also picked up on NHTSA's theme, "Friends Don't Let Friends Drive Drunk." I think it's a very powerful behavior modifica-

tion theme. We picked it up two years ago and have stayed with it. One of the problems with media messages is that often programs don't stay with themes long enough. It takes a long time for that message to get to people. Programs go with a message for a year and then, all of a sudden, it's changed. It's really not necessary to change it that often. You may want to revise some materials, implement some new ideas, but carry the same basic message. We have made single copies of this piece in a size suitable for inclusion with paychecks. The nature of the slogan is that you are the last one to realize that your driving is impaired. It's a very straightforward message. We were able to reduce production costs by doing two pieces on the same card and then just cutting them apart. Keeping with the same theme, we designed this for use in public transportation busses. We also used the same art work.

Friends don't let friends... **DRIVE DRUNK!**



ALCOHOL SAFE DRIVING PROGRAM of BERKS COUNTY
134 NORTH FIFTH STREET, READING, PA. 19601 • (215)372-8957
A PROGRAM OF THE NATIONAL COUNCIL ON ALCOHOLISM, BERKS COUNTY, INC.

--Question--Why is the print of "Drive Drunk" larger than "Friends Don't Let Friends?" Because if you see it at a distance, what you read is "Drive Drunk."

--Answer--That was an artist's mistake that we have now modified. The artist thought that that was our main theme.

I should have brought our host/hostess pamphlet with me. To develop that, we had looked at ten different hostess pamphlets from around the country, and found we really didn't like any single one, mostly because there was so much wasted space. All the versions had recipes in them, but most had only two or three. For ours, we used all the recipes. One of the mistakes that I saw was that the recipes were included in the pages of the pamphlet, so that if you wanted to keep the recipes, you had to keep the whole thing. What we did, instead, was to make the recipes a separate page, so that you could pull it out and keep just that.

--Question--Did you include recipes for the non-alcoholic drinks?

--Answer--No, just for food.

One part of the pamphlet had a questionnaire that you could ask yourself as a host. It told you things that you should look for before the party, during, and after the party. It gave some clues on not only food, but about different situations that might arise. For instance, maybe you should have a shot glass by the bar, because people won't

watch what they're pouring if they're not paying for it. So even if they know how many drinks are their limit, if the drinks are not measured properly, the limit is easily exceeded. Another alternative is to use non-carbonated mixes. Finally, if someone does get intoxicated, we give some ideas on calling a cab, taking them home, calling the police, etc.

. Another medium we used was newspaper. The purpose of this was to show how easily the NHTSA print ads can be reproduced into newspaper copy. A more recent ad we used is "For ten cents, you can save a friend's life." Again the message is "Friends Don't Let Friends Drive Drunk." This can be easily adapted to your program at a very low cost, using all donated space.

--Question--Your newspapers will run that for you free?

--Answer--Yes, from time to time. They often get an advertiser who wants to donate a page to public service advertising.

One of the things we did last year was to incorporate "Friends Don't Let Friends Drive Drunk," and the DISCUS theme, "If You Choose to Drink, Drink Responsibly" into a single billboard. The billboard

was up for Christmas. It takes two very simple ideas and puts them together. You can see how we corrected the size of the type for this.

--Question--You must have gotten some of your printing free,



showed us more than \$2000-worth of printing.

--Answer--Well, these materials were produced over a two-year period. But we did cut costs by using the same basic mechanical artwork. That's why two of the items I showed you had the same mistake. Our graphics in the "Dear Hostess" pamphlet were copied from various sources.

--Question--Regarding your billboard, did you get any feedback on how much that billboard was seen?

--Answer--No. I had only the time and the resources to get it produced. You know, that's a real drawback, not evaluating its visibility. But, I am more concerned about getting it out than I am anything else. I relied on the billboard people to tell me how big the type should be, and how much should be included. For instance, that's why we used a yellow background for the middle, because it picked up the smaller sentence. My own personal evaluation of it was that I drove by each one at a normal speed, and I looked at it. If I couldn't read it, then I knew it was bad. I have no other way of doing it; I don't know who has the time to do it. I don't have the time to do more, because this is only one phase of a program that trains police, puts people through the court system, runs the drunk driving school, etc.

Just as an interjection, I'd like to share with you this bumper sticker from Pepsi I picked up recently. It just says, "If You Must Drink and Drive, Drink Pepsi." It shows that other businesses have some sensitivity to the problem, too. It caught my eye because bumper stickers are very expensive media pieces. They require three pieces of paper for each sticker: the print sheet, the gummed sheet, and the



backing sheet. People don't like to put them on their cars because they don't come off, but this one's vinyl and it peels off. But they're very expensive, and you may have distribution problems, too. After seeing this, my next step is to reach whoever is responsible for it and try to get him involved in some other activities. Because I know that the organization has some sensitivity to the problem already, and is at least willing to listen. Perhaps I could talk them into doing something that's cheaper and just as effective.

--Question--How much does each vinyl bumper sticker cost?

--Answer--Seven and a half cents each in quantities of 25 to 30 thousand. But that's really not enough. We had bumper stickers done with "Friends Don't Let Friends Drive Drunk," and we went through 25,000 in a matter of a couple of months. But I feel a bumper sticker is not a promotional piece. It's just another promotional gimmick that brings attention to the program. It has its value, its advantages and disadvantages. But it's part of all the different things that you can do. This whole area of materials development is a continuing process.

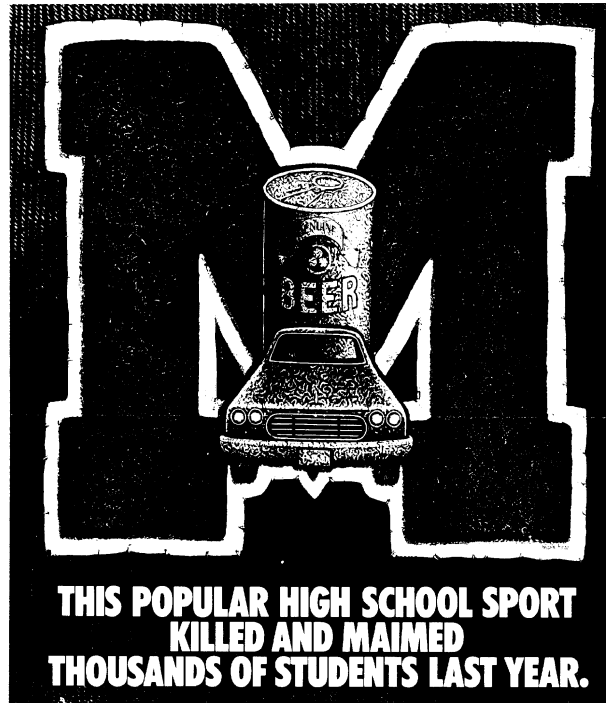
Our latest promotional piece is a standing display that incorporates seven informational pieces. It uses light boxes and a series of transparencies. It includes an explanation of the educational approach, the DWI counter-attack educational approach, etc. The boxes are interchangeable.

We can use different ones at different places.

--Question--What's the poster in the lower left-hand corner?

--Answer--This was a poster that came out of NHTSA, aimed at teenagers. It's called "This Popular High School Sport Killed and Maimed Thousands of Students Last Year." The letter "M" does not stand for Michigan.

One of the problems is not to identify a particular school.



Drinking and driving. You and your friends can help make it less popular. Think about who's been drinking and who's going to drive. You have to start taking care of each other. That's what friends are for.

FRIENDS DON'T LET FRIENDS DRIVE DRUNK.



The display also includes "take one" boxes where there are free pamphlets, including our "Dear Hostess" pamphlet. Another display dealt with teenagers. It used data from New Hampshire that explained the difference between drunk driving arrests of juveniles and of adults. People often don't recognize the severity of drunk driving arrests. They don't understand the motor vehicle code. They perceive the arrest as something where they would pay a fine and be let go. They have no conception that it involves courts, fingerprints, mug shots, jury trials, etc.

We had a problem in the county because the state ran into a deficit because of a disagreement that the state had with the Federal government.

Because of that controversy, the Feds held up billions of dollars in payments. We ended up with a deficit, too. I had money in my budget, but not enough money to match the 70%/30% split with the 402 funds. What we did was to elicit support from an oil company. They put up the \$300 and I was able to pick up \$700 in matching support from the Feds for this project.

--Question--So that just cost you \$300?

--Answer--Yes, it ended up costing the county \$300.

--Comment--Last spring, the National Council on Alcoholism in Detroit reported that their set of six different displays involved a total investment of \$25,000!

We needed a piece that was self-sustaining. I could put the information in the "take one" box and leave it in a bank lobby. One of the differences we tried was a series of seven photographs of alcohol-related accidents. I don't know what it is with the American public, but it seems to have this fantasy with accidents, fires, etc. People like watching tragedy when it doesn't involve them. So what we did was to count the number of people stopping at the display in a shopping center. In the first hour, with no photographs of accidents, 42 people stopped and picked up information from the table. The second hour we added a bulletin board with the accident pictures on it, and about a hundred and thirty percent more people stopped at the display. Now perhaps there were more people in the store in the following hour. But this was a consistent pattern. We took the pictures away and we put them back. We found that the pictures tended to draw people to the display. Once people were there, they saw the other seven informational pieces and took the pamphlets and left. We also found

that lights draw people to the display. Once you have them there, you've got them. And you have seven other pieces, plus the logo. The logo is important because I want people with money to know who I am when I go to ask them for funding support next year. If I put this in a bank, I want them to know who I am and the type of work that we produce. The same thing is true with insurance companies. Who is going to benefit by reduction of alcohol-related crashes? The insurance companies. And they should have a vested interest in prevention. One of the problems with local programs is that they do not use the resources that are in their communities already. People are crying that there's no money, but really, there's money untapped.

For two years we released the NHTSA television spots ourselves. We had our own tag for them, and that gave us an opportunity to go to the television station, sit down with the station manager and the public affairs director. We knew we had a quality piece to show; we couldn't have made them any better ourselves. This gains us a little bit of respectability. Hence, you gain more air time because TV stations will air public service spots that are well done. For instance, when Patty Hearst was arrested, every station in the country did major documentaries on her, and we got our spot played right after that was over. I knew that everybody was watching it, or at least there were a lot of people watching it. So we've been getting key times consistently-- not that two or three o'clock in the morning that usually is reserved for public service time because paid advertisers don't want that time. One thing we learned in talking with a local public service director is that in the city of Philadelphia, there is a task force of media people who get together and decide on an issue that they will take up

each month. They do that once a year. This year it's already too late, but next year is a different story.

We are now involved in developing a new school curriculum and are going to be recommending certain movies for inclusion in that curriculum. The curriculum will be state-wide. We were able to get releases for some television movies to be included in that selective list.

--Comment--One of the really good films that I have seen recently is called "So Long Pal." It was made in Los Angeles, and not only gets to the point, but shows the process of being arrested for DWI. It's very effective because it ends in a tragedy; yet, at the same time, it is very entertaining. There are flashbacks of drinking scenes, too.

--Question--Who produced that?

--Answer--"So Long Pal" was produced by AIMS Instructional Media Services in Glendale, California.

--Comment--Another good film we have used, produced by AAA, is called, "Drink, Drive and Rationalize." It is an expansion of their ten public service spots put together in one film. It is very entertaining for high school kids.

--Comment--What troubles me, based on a very inadequate and brief education in the communications field, is that the message may appeal very much to the talker, be very dramatic, and very eloquently express the talker's emotions about the subject, but if it doesn't reach the listener, doesn't cause him to change his behavior, even if he steps forward and reads it, then it's not doing its job.

--Response--If you look through the proceedings of these meetings for the last three years, you'll see progressions in several areas. One

thing that always comes up is my favorite piece of media, in terms of what appeals to me most and what entertains me most, and that's the "Scream Bloody Murder" 60-second television spot the National Safety Council produced in 1968. It really appeals to me, yet it was one of the biggest busts ever. There was almost no behavioral impact, almost no recall shown from any audience. The National Safety Council got burned badly on it. They spent almost a million dollars, and they have not been involved in an alcohol/highway safety campaign since. Still, everytime I see "Scream Bloody Murder," about the time they show the cemetery, "bringing families together," I get a lump in my throat. But we, in this group, are very biased, I think, in our perception of the world. While we represent a lot of fields and disciplines and perspectives, the people in this room are very close together. And I think that trusting our own gut reactions as to what is a good piece of media is rather egocentric. But even worse, it hinders the process of trying to build materials on the basis of objective and operational goals for our programs. Perhaps I can afford to be an idealist. I believe that somewhere along the line, people someday will start judging and evaluating their behavior on what they've accomplished beyond the counting of activities. And I think that it's high time that we start thinking seriously and consistently about producing interventions that are going to reduce the problem, unless we're really convinced that what we're doing is going to work us out of a job. I'd love to retire next year, but I'm not convinced that the research on the materials that we produced is going to reduce the problem and put us out of work.

CALIFORNIA ASSOCIATION FOR SAFETY EDUCATION
--Lisa Barrigan and Hugh Tirrell

I represent the California Association for Safety Education. The majority of our members are secondary and college-level teachers in the public schools and colleges of California. Our professional members teach driver education and traffic safety. We have long been involved in teaching about drinking and driving on the high school level.

Several years ago, we decided to sponsor a bill in the state legislature. Through a great deal of study and observation, we recognized the need for earlier childhood education on traffic safety, including the judicious use of alcohol and drugs. So, four years ago, we sponsored a bill which endorsed the so-called "K through 12 through adult education" program in all aspects of traffic safety. While it failed to be signed by Governor Reagan, it did pass the legislature. So, we reintroduced it two years ago and that bill did pass with resounding success in both houses of the legislature, and we attribute that to a lot of hard work and persuasion. Governor Brown has just signed it, and it is now law. I have underlined the idea I will discuss today, which concerns teaching drug and alcohol prevention. We feel it is particularly important in the case of alcohol abuse, to try to counteract this potential problem at a very early age. Children see their parents drinking and their peers drinking, and they don't see anything wrong with that. We hope that we can change that attitude to a preventive attitude, rather than making it an accepted practice.

These programs, as they are outlined in our bill, are in their

Assembly Bill No. 1386

CHAPTER 695

An act relating to traffic safety education, making an appropriation therefor, and declaring the urgency thereof, to take effect immediately.

[Approved by Governor August 30, 1976. Filed with Secretary of State August 30, 1976.]

LEGISLATIVE COUNSEL'S DIGEST

AB 1386, Lewis. School traffic safety education. Under current law there is no specific provision for traffic safety education courses in the public schools.

This bill would express legislative intent concerning traffic safety education information and guidance in the public schools, and would require the Department of Education, in cooperation with the California Highway Patrol, the Department of Motor Vehicles, and the Office of Traffic Safety, to establish standards governing traffic safety education in the elementary and secondary grade levels, as well as in adult schools.

This bill would authorize the Superintendent of Public Instruction to select not more than 10 school districts to participate in a pilot program in traffic safety education in the 1976-77 and 1977-78 school years conducted in accordance with guidelines adopted by the Department of Education; and would require the department to evaluate the pilot programs and to submit a report to the Legislature.

The bill would authorize the Superintendent of Public Instruction to employ necessary personnel.

The bill would require courses of study to provide instruction at the appropriate grade levels of traffic safety education, and would require the department to provide in-service training for teachers in traffic safety education.

The bill would appropriate specified amounts from the Driver Training Penalty Assessment Fund surplus for expenditure during the 1976-77, 1977-78, and 1978-79 fiscal years for the purposes of the act.

The bill would go into immediate effect as an urgency statute.

The people of the State of California do enact as follows:

SECTION 1. The Legislature hereby finds and declares that traditional instructional sources of traffic safety education information and guidance for young people are often inadequate or absent; and that the public schools shall undertake necessary methods to insure public safety and accident prevention at all grade levels; and that such methods shall include pedestrian and passenger safety, bicycle, motorcycle, and automobile instruction courses.

SEC. 2. The Department of Education, with the cooperation of, and in consultation with, the California Highway Patrol, the Department of Motor Vehicles, and the Office of Traffic Safety, shall establish standards governing traffic safety education. The traffic

safety education standards shall include instruction at the appropriate elementary and secondary grade levels, as well as in adult schools, concerning public safety and accident prevention, which shall include pedestrian, passenger, bicycle, motorcycle, and automobile instruction. In addition, such standards shall emphasize the prevention of the use of alcohol, narcotics and dangerous drugs, and shall be designed to meet multilingual instruction requirements.

SEC. 3. The Superintendent of Public Instruction may select not more than 10 school districts to participate in a pilot program in traffic safety education in the 1976-77 and 1977-78 school years. The pilot program shall be conducted in accordance with guidelines adopted by the Department of Education.

SEC. 4. The Department of Education, in cooperation with the California Highway Patrol, the Department of Motor Vehicles, and the Office of Traffic Safety, shall conduct an evaluation, or contract for such an evaluation by an independent and impartial private entity, of the pilot programs conducted pursuant to Section 3 and submit a report to the Legislature as soon as possible after the close of the 1976-77 school year.

SEC. 5. The Superintendent of Public Instruction may employ such personnel as are necessary in order to carry out the provisions of this act.

SEC. 6. The courses of study shall provide instruction at the appropriate grade levels of traffic safety education which may be integrated into present curricula and teaching programs. Traffic safety education shall include instruction in public safety and accident prevention, including relevant local traffic ordinances and state laws which pertain to pedestrians, passengers, bicycles, motorcycles and automobiles.

SEC. 7. Prior to implementation of Section 3 of this act the Department of Education shall provide in-service training for elementary and secondary school teachers in traffic safety education.

SEC. 8. There is hereby appropriated from the Driver Training Penalty Assessment Fund surplus to the General Fund and from the General Fund to the Department of Education for expenditure for the purposes of this act the following amounts:

(a) The sum of two hundred thousand dollars (\$200,000) for expenditure during the 1976-77 fiscal year.

(b) The sum of five hundred fifty thousand dollars (\$550,000) for expenditure during the 1977-78 fiscal year.

Any funds hereby appropriated for expenditure during the 1976-77 and 1977-78 fiscal years which are not expended during such years may be expended during the 1978-79 fiscal year for the purposes set forth in Section 4 of this act.

SEC. 9. This act is an urgency statute necessary for the immediate preservation of the public peace, health, or safety within the meaning of Article IV of the Constitution and shall go into immediate effect. The facts constituting such necessity are:

In order to permit this act to operate effectively and to facilitate the orderly administration of traffic safety education courses in pilot programs as soon as possible, it is necessary that this act take effect immediately.

infancy. The bill was signed on October 30, 1976 and became effective immediately. We are working with the Department of Education, the Office of Traffic Safety, the California Highway Patrol, and the Department of Motor Vehicles to develop these programs as quickly as possible. The bulk of the responsibility, however, is with the Department of Education. The programs for passenger, pedestrian, bicycle, and motorcycle safety have been developed already. The programs will not create any new classes for students. The subjects will merely be integrated into social studies, reading, history, or other appropriate classes. So far, in soliciting volunteers from the school district, we've had a tremendous response. The students

are interested, and in those schools where programs have been field-tested, the teachers have been wildly enthusiastic, feeling that this is something they really want to teach to the children. Children in the field-test areas on the subject of, for instance, bicycle education, have shown fantastic response. We feel that a good unit presented at a very early age will affect the child before his opinions have gelled.

Our greatest need right now is for better public relations. We are always short of money, facilities, time, manpower, and opportunity to develop good public relations and maintain an active interest on the part of the public as to what we're trying to do. For the materials we've developed, we want to make certain that what goes into our classrooms to implement this program will be used properly. We also feel very strongly that it's no use developing good audio-visual materials unless they can be presented properly. We feel that the classroom is the ideal place to do that; that the teachers are professionally trained to prepare the students for what they are about to see, and can underscore the important points that are being made by a film. The film you are about to see was designed with these thoughts in mind. We are in the process of developing a teacher's guide to accompany the film. We feel that it is important that the teacher know how to interpret to the students what they are looking at. Before viewing the film, I would like one of the consultants on the film to make a few remarks about it.

Mr. Tirrell: About six or seven months ago, we were approached to aid in producing a film utilizing some teaching techniques which were found to be very effective in the southeastern states. We challenged this because we felt there were already too many drinking/driving films out. The response was that this film would utilize an interesting

technique which I am not going to describe in detail. The film partially describes it and, after viewing it, we can discuss it further. Unfortunately, I am not as conversant with the actual success that this technique has had as I might like to be. We were recently asked to show the film in Chicago at the National Safety Congress. It was very well received. We approach the subject with the premise that many people will drink and drive. And given that fact, how can they make good decisions about the use of alcohol in the traffic situation. We designed it in three different parts so that the teacher can turn off the machine at the end of each section and encourage class discussion. Not only will the one question be raised, but a number of other issues that are brought up in the film, such as peer pressure, etc., can also be discussed. We have already previewed this for a number of people.

"THE DWI DECISION"

© Visucom Productions, Inc., 1976

These excerpts from the 24-minute film are reprinted here with the permission of Visucom Productions.*

It betrays no particular big-time secret to admit that there is growing concern about my influence and effects on young people; both in--and out--of traffic. "Alcohol blamed in crash" - "Youth Fatalities on Rise?" Yes, it's true. And while some may regard me as a "fun drug" in some settings, I provide no humor at all on the highways because "fun" and "fatal" too often happen--in that order. Me, the largest single factor in the cause of fatal crashes? Yes, it's true. And that's no "fun" at all.

*"The DWI Decision" is available for purchase from Visucom Productions, Box 3563, Stanford, California 94305.



Within 30 seconds of the time I'm swallowed, I enter the bloodstream and brain - which is so incredibly sensitive to my effects that even the amount of me in a single drink can be quite enough to interfere with its normal functioning. Like the other anesthetics, I start by sabotaging your highest centers of judgment, reasoning and decision-making. Then, in absolutely predictable order as drinking continues, I assassinate memory, sight-and-sound, and muscular coordination. Until finally--you pass out.

Altogether, I'm one of the most perplexingly powerful mood-modifying drugs available. Just ONE DROP of me in 1,000 drops of blood is quite enough to make you drunk on the highway--as most state laws recognize. But considering all the available information about me, it's amazing how much MIS-information there still is:

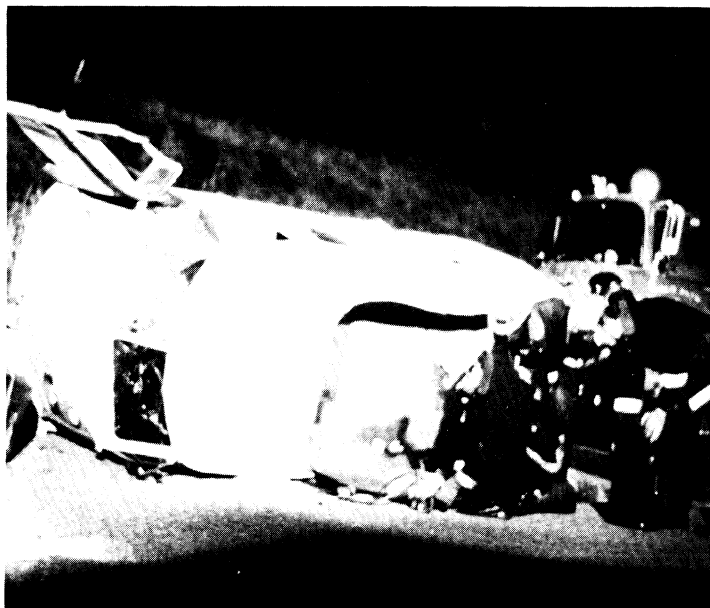
The facts are, that unlike most foods, I require no digestion--and begin to have an effect almost the moment I'm swallowed--though food in the stomach can slow me down somewhat. And neither hot coffee or any OTHER sober-up-fast remedy has the slightest effect on getting me out of the body. Only time. Because, you see--while I'm absorbed into the system rapidly, I take LOTS OF TIME to leave.

Beer, wine, whisky, gin, vodka, tequilla, whatever my form, the most important knowledge drinkers need to make good decisions about me, is the full FORE-Knowledge, that the more of me they use--the WORSE those decisions will get. Including



decisions about when to STOP drinking me.

Possible for responsible times with me? Yes, for SOME people... under the right conditions. But though my responsible users may welcome me at certain moments in their lives, I'm not IMPORTANT in their lives. And they can take me - or leave me alone. And I'm not necessary for their happiness. Because they know I don't BRING happiness--or solve their problems. Or make them more socially acceptable--or romantically desirable. Because you see -those qualities are in THEM - not ME.



--Comment--Before we get into a discussion of the picture, it was my understanding that the Governor did not authorize any additional state funding for this project and that the only implementation of it will come out of OTS's budget. I think you left the impression it was funded.

--Response--It will be funded over a three-year period, but money will come out of 402 funds, not out of our office. While the governor did sign this bill, he did not include the funding, which is an important point. I didn't point that out because we do have the funding now.

--Comment--Yes, but out of OTS-402 funds, not from state revenue, right? I think that's important to know.

--Question--This is not intended for showing in one sitting, is it?

--Answer--Not necessarily. Different people will use it in different ways.

--Comment--I was looking for the breaks in the film and the questions that you mentioned.

--Response--They were there.

--Comment--I missed them.

--Response--They were there. There were two of them; the screen goes blank at those points.

--Comment--For me, there was so much information contained in the film, that I was really lost.

--Response--In a classroom environment, the teacher would stop the film and ask for questions. That's what we're encouraging them to do. Unfortunately, a lot of teachers aren't really good teachers, and they will simply take the expedient route of leaving the projector

on. In that case, there is a lot of information there. Our hope is that they will turn it off, and use it like a trigger film. In the hands of a competent instructor, that's probably the most educational tool.

--Comment--I know the people I've talked to say that a film over twenty minutes long just about kills the interest of students because their class periods aren't long enough to also include discussion.

--Comment--I think the film conveyed a lot of information, and I've seen quite a few of these kinds of productions, and this would probably be high on the list in terms of the quantity of material presented. Unfortunately, it didn't come across to me as being very much different in approach than the typical film. It simply did a better job of what I sometimes think is the wrong thing. There seemed to be an overriding aura. I guess it came from the music or from a lot of the photography. That created a very "spooky" mood throughout the whole movie. I don't know if that's the best word for it. This causes me to wonder whether we aren't appealing, in something like this, to the moth in all of us, which is attracted to danger, and flame, and things mysterious, and exotic. That's the fear that I have in all materials that end in an accident scene, and talk about this, that, and the other dangers and hazards. I think people know that it's dangerous. I think some people like to live dangerously. But we have not dealt with that question. I think people who are apt to live dangerously, will continue to live dangerously after a presentation like this. I don't know that it would do more than, perhaps, reinforce the behavior of those who are already behaving well. But that is just my reaction. I would

also question, on the basis of the Grand Rapids study, the comment that any amount of alcohol will adversely affect driving. Although, perhaps with an audience of school age people, that's probably a defensible statement.

--Comment--From my own perspective, I found a fairly intensive case of "information-overload" after the first ten minutes. There was so much movement from setting the scene that I found it difficult to keep my attention at a constant level. I'm not sure that the points I paid the most attention to were the most appropriate points. One thing I did think was curious, and accurate, at the end, related to one of the studies done at HSRI in which we found that people were much more concerned about killing or hurting their friends than they were about killing or hurting themselves. I'm glad the driver survived in this movie. And I'm also glad you used a single-vehicle accident, at night, with a male driver, because that fits everything we know about the problem.

--Question--Isn't the drunk driver, then, more likely to kill himself than anyone else?

--Answer--He's most likely to be killed. But perhaps he wasn't intoxicated. Remember, he said in the scenario that he stopped drinking earlier than the rest.

--Answer--No, I thought he said he intended to.

--Comment--But, don't you think, since this was aimed at high school kids, that it is really attention-getting. I think we tend to be more sophisticated, but it seems to me that the kids would really respond to a situation which is youth-oriented. I thought it was well done at that point.

To test this point, we've actually gone into several types of schools and shown this movie. One comment which was a very big surprise to us, was about the opening footage which is youth-oriented. But, as you say, once you get into the film, it may be perceived as a lot older in its thrust than the imagery initially starts out. We weren't aware of this. Unfortunately, the film producer really never knows what he's got until he goes to the public. The DWI schools, almost without exception, are utilizing the film simply because they've got two hours, and they can stop it, and really get into discussions on a lot of the issues. The film is often used as a summary or is shown just before the film, "So Long Pal." In high school classes, kids are really turned on by the fact that there are some interesting visuals, and it does get their attention. But I do agree that we probably have a problem with, as you say, overloading the students with information in the standard 40-minute class.

--Question--How many other traffic safety films did you look at before you began production?

--Answer--We made a conscious effort not to look at other organizations' films. We felt we could either see all of them, or see none of them. We chose the latter.

--Question--How expensive is the film?

--Answer--It costs \$360.

--Comment--One thing I noticed was that the parent figure had a lot of things to say, the adult figure seemed to have fewer things to say, and the child only had one. It would have been stronger for me were there equal distributions, especially in better ideas that the child might have to say.

--Response--I agree with that comment. And we have added, in the teacher's guide, alternatives for teachers to discuss.

--Comment--This is the technique that is being used at Florida State, and they have had remarkable success with it. We have been told that this is the first of the alcohol/driving films that tries to deal with the psychology of what happens in your head when you are about to drink and drive.

--Comment--I'd say that was a major contribution.

--Comment--With discreet editing, I think you have the basis for about four good films.

--Response--We're thinking about doing some single-concept films based on much of it.

--Comment--I had the same criticism that you should consider chopping it up into three movies.

--Response--Sorry, no chance. When you put \$36,000 into a film, you don't chop it up.

--Comment--I know, but this is something to think about. The average school teacher, or whoever is going to be using this, is not likely to want to have that topic discussed for three consecutive days. Because not even a good instructor could handle this movie in an hour, or even in a two-hour class at the high school level. I still think a package or three or four films made from this would be preferable.

--Response--Well, the school or the teacher always has the privilege of doing this himself.

DISCUSSION

Richard Douglass, HSRI: I want to tell you, very briefly, about a small study done at HSRI under contract to NHTSA. This is the second in a series of content analyses of the population of materials in our collection. Looking at what has happened over the last several years, the one conclusion I'm prepared to make in summary of this research is that the volume of new materials being produced has gone down in the last couple of years. The number of sponsors being involved in new materials production is also down. NHTSA has gotten into very sophisticated, behaviorally-oriented prevention materials. That, I think, can have a few implications. One, if those new materials are being utilized, that means it's a terrible waste of the best materials we've had in the last five to ten years. The second consequence is that if the broad-based support by organizations and perspectives dissipates, if the liquor industry, the automobile industry, and the government do not maintain their cooperative investment and involvement, it reduces the credibility of those who are remaining.

--Comment--You left out the insurance companies.

The absence of these organizations, both statewide and nationwide, really worries me, not only because we obviously have major research and service investments in this area, but because just now we are starting to see some impact. The materials are starting to become sophisticated and, I think, soon we'll see some real behavioral change. Maybe materials can, in fact, affect behavior and reduce the problem. If everybody gets off the band-wagon now, we're all in trouble.

On another subject, a few months ago I saw the "Muppet Show" for the first time. It was on Friday evening in prime time. Now we all seem to be worried about the increase in youth drinking. Something

happened on that show that bothered me. The scenario was Sandy Duncan dancing with a bunch of Monster Muppets in a tavern setting. And the lyrics of the song she was singing had to do with "staying out all hours, drinking whiskey sours." Now, my kids were in the livingroom watching that. There was a young woman, almost elfish in appearance, that they identified with. They watched it because the characters were right out of Sesame Street with high source-credibility for them. That was one of the most negative things on television that I've seen in a long time, in the alcohol/substance abuse area. It portrayed all the negative aspects of drinking, all the negative associations with improper drinking. She fell down and got hurt, so even accidents were brought in. The situation seemed to be condoned and there was no moral drawn at the end. It included all the things that probably should not be shown to five and six year olds.

--Question--What do we do about that?

--Answer--That's the question now. This is a policy issue.

--Comment--Where does the Screen Writers' Guild come in on something like this? I know NIAAA has written them to try to find out how they can stop this sort of thing. I understand Dr. Noble has written also.

--Response--I am encouraged about the reaction of the private sector when this sort of thing is brought to its attention. Dr. Noble, I understand, received a response to his letter to the Guild, and they have been very cooperative. So I think that you don't have to have a massive organization behind you. I think that if enough people let them know by means of a short but very authoritative letter, they will respond.

--Comment--In Denver, at the NCA meeting almost three years ago,

Norman Lear was given an award for his reduction in drinking scenes in his productions. Yet the same Norman Lear has just won a case before the Supreme Court, kicking out the family hour, so that he can build **in** more sex and violence.

--Response--I'm not sure that he wants to include more sex and violence during that time period. I got the feeling that he attacked the "family hour" on principle.

--Response--That was the complaint, having the government make a power play to force a regulation.

--Comment--There's one further thing that has come out through NIAAA, but I've never seen it implemented very much, and that is the attempt to disassociate drinking and humor.

--Comment--In the Hathaway Hearings on advertising, someone pointed out that beverage consumption on TV is nearly the opposite of what it is in real life. I think that speaks clearly for how much TV influences us.

