



Keeping it Simple: High Visibility for Maximum Impact of Impaired Driving Interventions

Presenters

Bob Saltz, PhD – Prevention Research Center (PRC)

Sharon O'Hara, M.S., CADCA Consultant



Welcome CoP Participants!

- ✓ If you are using computer speakers and/or microphone:
 - Ensure that your audio is set to the correct level by completing the Audio Setup Wizard via the toolbar at the top of the window: Tools > Audio > Audio Setup Wizard

- ✓ If you are having problems accessing audio through your computer, please click the “phone” icon located in the audio panel (top left corner of the screen) to dial-in via teleconference
 - You will be shown the dial in number
 - After you have dialed in successfully press “ok”
 - **IMPORTANT: Press *1 to mute/unmute your phone**
 - Make sure your computer speakers are turned OFF



Housekeeping...

- ✓ Online Data Collection Form
 - Due by Monday, September 30th
 - <https://www.surveymonkey.com/s/6FL2KVX>
- ✓ 2014 National Leadership Forum
 - Please send Allison Jacobs (ajacobs@cadca.org) the names of your two coalition members attending along with their contact information (phone, email, and address) by 5 PM EDT on Friday, October 4th. After this information is received, an email will be sent regarding the logistics.



Introductions

- CADCA Team
- Coalitions





Today's Presenter

- **Robert Saltz, PhD** is a Senior Scientist at the Prevention Research Center, a unit of Pacific Institute for Research & Evaluation (PIRE) in Oakland, California.





Don't Worry!



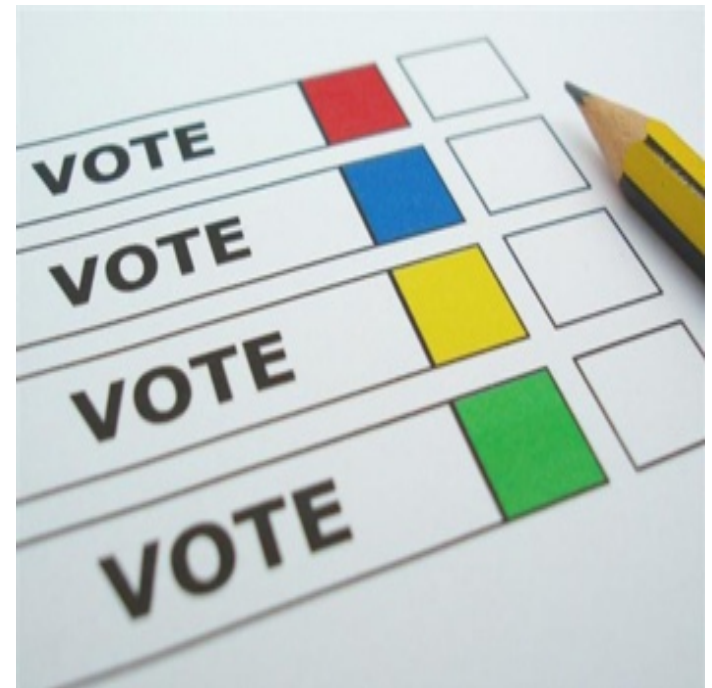
- **Today's Objective:**

**To make “visibility” a
(relatively) simple task**



POLL: Which is the preferred message?

- A. Don't drink and drive.
- B. Impaired driving could cost an arm and a leg.
- C. DUI patrols are out tonight.
- D. DUI is for losers.





Key Points

- **Good News**

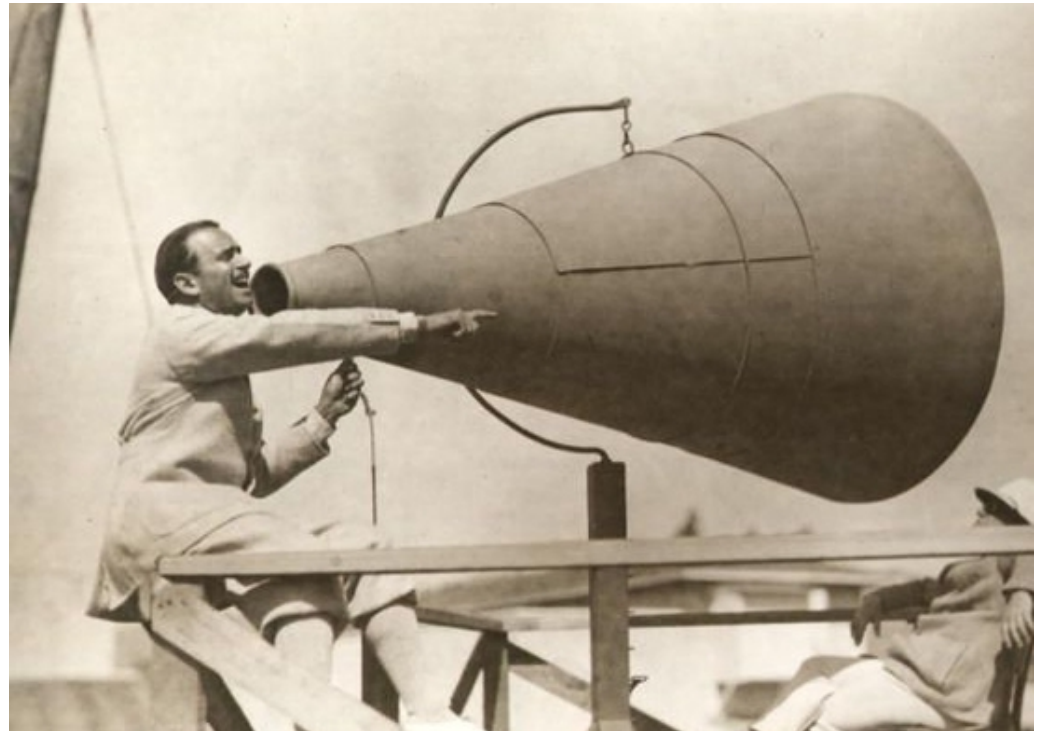
The “message” itself does NOT change behavior

...so relax!





The messaging is meant to amplify the effect of the alcohol control intervention.





Key Points

- **More Good News**



Our audience is already interested and motivated to pay attention to messages about alcohol enforcement



**Research shows
that drinking
drivers are among
the most
knowledgeable
about DUI laws
and penalties.**





Key Points



- **Emphasize enforcement**

No need to talk about “the problem” or getting hurt or how big the penalty is...

...it's simply about the risk of being caught



Research shows that deterrence is based on the certainty and swiftness of penalty, not the severity...

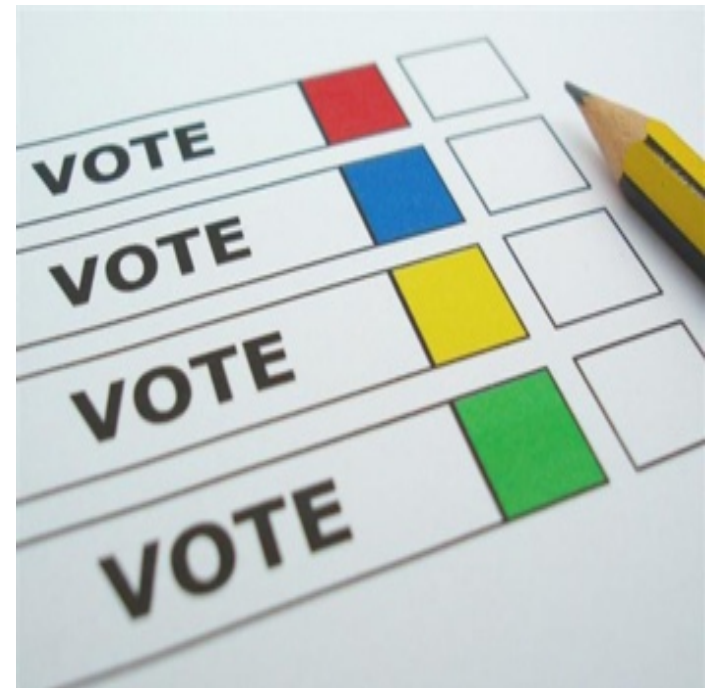


"The real money is in not getting caught."



POLL: Which is the preferred message?

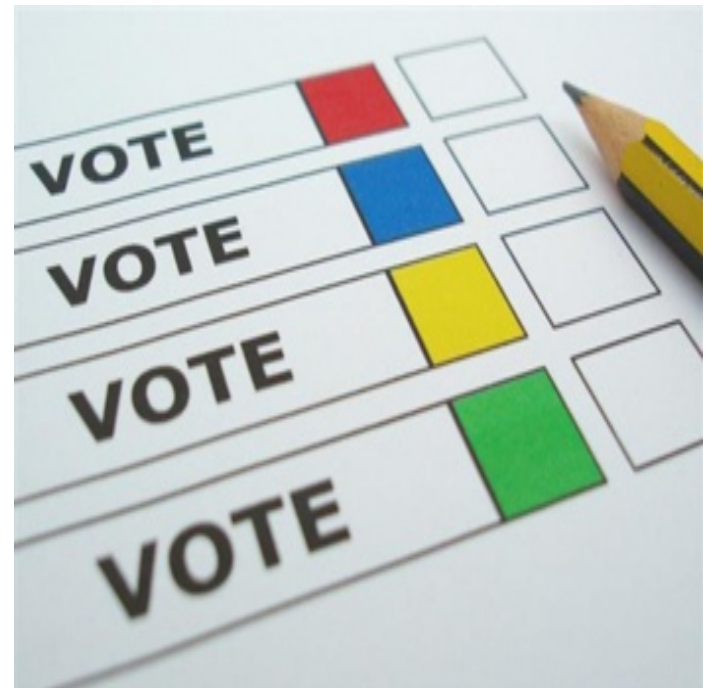
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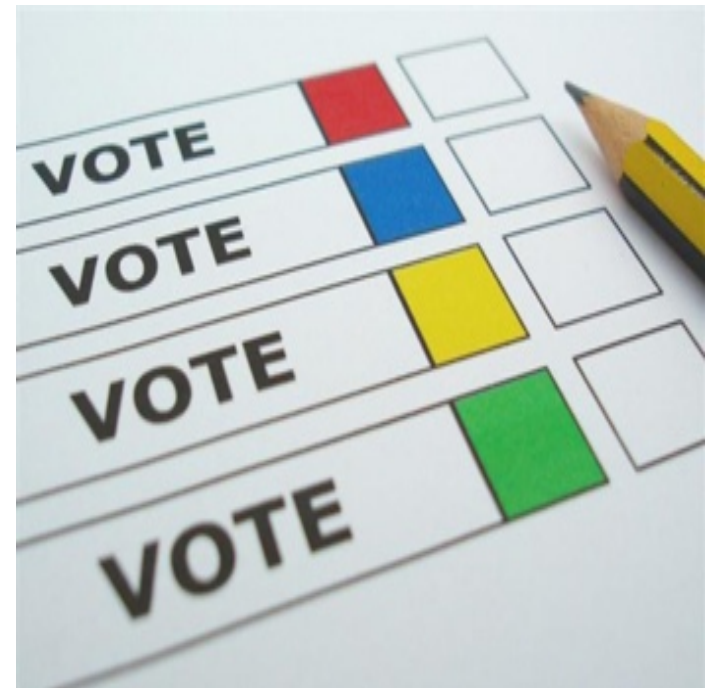
- X.** Don't drink and drive.
- B.** Impaired driving could cost an arm and a leg.
- C.** DUI patrols are out tonight.
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POLL: Which is the preferred message?

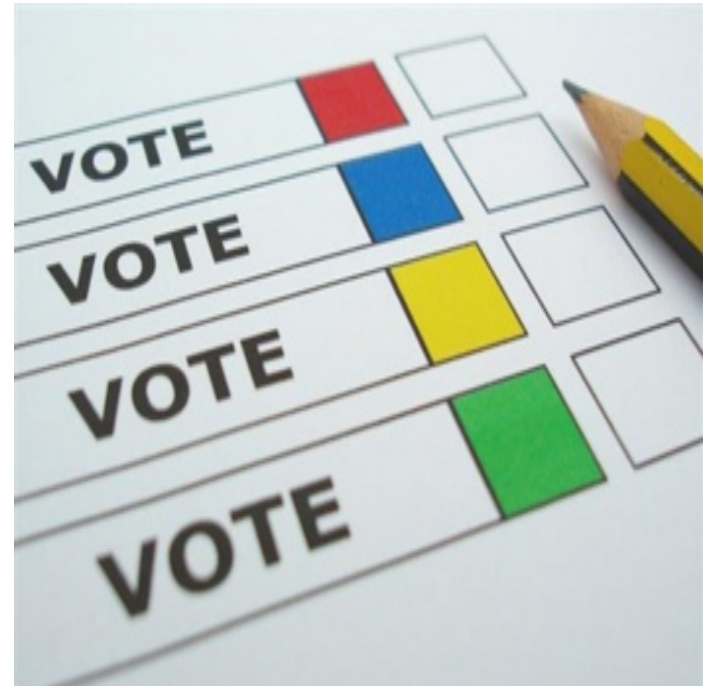
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POLL: Which is the preferred message?

- X**. Don't drink and drive.
- X**. Impaired driving could cost an arm and a leg.
- C. DUI patrols are out tonight.
- X**. DUI is for losers.





“Shaming”
messages
can have
reverse
effects on
drinking

Nidhi Agrawal, Adam Duhachek (2010)
*Emotional Compatibility and the
Effectiveness of Antidrinking Messages: A
Defensive Processing Perspective on
Shame and Guilt. Journal of Marketing
Research: April 2010, Vol. 47, No. 2, pp.
263-273.*



Going Out Tonight? So Are We.
Drink. Drive. Go to Jail.



Making Enforcement Highly Visible

Key Elements

- For Each Type of Enforcement Operation:
 - Primary Audiences
 - Best Medium(a) to Reach Primary Audience(s)
 - Messages:
 - Enforcement is/will be happening.
 - Enforcement happened on _____ and the results were _____



Alcohol Related Motor Vehicle Crashes *Increase Perceived Risk of Arrest*

- **Enforcement Operations**
 - Roadside Sobriety Checkpoints
 - Saturation Patrols





Alcohol Related Motor Vehicle Crashes *Increase Perceived Risk of Arrest*

- **Key Audiences**
 - On-Sale Licensed Establishments
 - Patrons of On-Sale Establishments
 - Young Adults
 - Party Hosts
 - General Community





Alcohol Related Motor Vehicle Crashes

Roadside Sobriety Checkpoints

Best Media for **Audiences** and Operations

- *On-Sale Licensed Establishments – employees, managers, owners*
 - Letters – mailed and/or delivered
 - Face-to-face interactions
 - Local business newsletters (e.g., Downtown Business Assn., Chamber of Commerce)
 - Others?
- *Patrons of On-Sale Establishments*
 - Signs, posters in establishments
 - Others?



Alcohol Related Motor Vehicle Crashes

Roadside Sobriety Checkpoints

Best Media for **Audiences** and Operations

- ***Young Adults (21-25)*** – community college/university announcements, local radio stations with young adults listeners employee notices from businesses known to hire local young adults, others?
- ***General Community*** – newspapers, radio, TV, electronic message boards, Nixle, others?



Roadside Sobriety Checkpoints

Basic Key Messages

- **Before:** Local police/sheriffs are / will be conducting a DUI checkpoint operation on _____ at _____ checking for impaired drivers..
- **After:** Local police/sheriffs conducted a DUI checkpoint operation on _____ and cited _____ for impaired driving or DUI. Police will continue to conduct these operations over the next year.



Alcohol Related Motor Vehicle Crashes

Changing Alcohol Service Practices

- **Enforcement Operation**
 - Enforcement of Service to Intoxicated Patrons
- **Key (Primary) Audiences**
 - On-Sale Licensed Establishments
 - Patrons of On-Sale Establishments





Alcohol Related Motor Vehicle Crashes

Modifying Alcohol Serving and Sales Practices

Best Media for **Audiences** and Operations

- ***On-Sale Licensed Establishments – employees, managers, owners***
 - Letters – mailed and/or delivered
 - Face-to-face interactions
 - Local business newsletters (e.g., Downtown Business Assn., Chamber of Commerce)
 - Others?
- ***Patrons of On-Sale Establishments***
 - Signs, posters in establishments
 - Others?

Same **Messages**



Key Points



- **Share the work!**

Various partners can have a role in creating visibility for enforcement operations



Questions?





Resources

Help & Technical Assistance Contacts:

Sharon O'Hara

Allison Jacobs

<http://nhtsacommunity.cadca.org>

CADCA – Community Anti-Drug Coalitions of America

www.cadca.org