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

Presenters

Bob Saltz, PhD – Prevention Research Center (PRC)
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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

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  • After you have dialed in successfully press “ok”
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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...
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.
POLL: Which is the preferred message?

X. 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.
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.

D. DUI is for losers.
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

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