

Chapter 1 : The their 'disappearance' was a stunt, yes – but it was brilliant | Music | The Guardian

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Cameron M, Vulcan P. Evaluation review of the supplementary road safety package and its outcomes during the first two years. Land Transport Safety Authority, Initial deterrent effects of the crackdown on drinking drivers in the state of Arizona. Highway safety mass media youth project. Drink-driving in the general nighttime driving population, Adelaide Modelling of some major factors influencing road trauma trends in Victoria – Monash University Accident Research Centre, report The Vermont public education campaign in alcohol and highway safety: Evaluation of Transport Accident Commission road safety advertising. Paid-versus donated-media strategies for public service announcement campaigns. Public Opinion Q ; Additional Materials There is no information for this section. Search Strategies The following outlines the search strategy used for reviews of these interventions to reduce alcohol-impaired driving: The reviews of interventions to reduce motor vehicle-related injury reflect systematic searches of multiple databases as well as reviews of reference lists and consultations with experts in the field. Studies were eligible for inclusion if: They were published from the originating date of the database through June March for child safety seat interventions They involved primary studies, not guidelines or reviews They were published in English They were relevant to the interventions selected for review The evaluation included a comparison to an unexposed or less-exposed population The evaluation measured outcomes defined by the analytic framework for the intervention For alcohol-impaired driving reviews, supplementary searches were conducted to address specialized questions and to update searches for reviews published after The final search using the primary alcohol-impaired driving search strategy was conducted through December Considerations for Implementation Considerations for Implementation The following considerations are drawn from studies included in the evidence review, the broader literature, and expert opinion. Mass media campaigns may raise awareness of the dangers that drinking and driving pose for a community, thereby helping to generate an interest in strengthening legislation. Mass media campaigns to reduce alcohol-related crashes should only be implemented if the necessary resources and supports are in place. Campaigns that do not have adequate planning, pretesting of messages, ad placement, and support activities cannot be expected to reduce alcohol-related crashes. Key factors in the design of mass media campaigns are related to both the content and the delivery of the messages used.. Content varies with regard to suggested actions, including abstaining from alcohol or drinking in moderation when driving, using a designated driver, or taking the keys from someone who has had too much to drink. Optimal delivery of messages to the intended audience requires both control over when and where ads appear and control over the quality of the ads themselves. Ad placement is vital to reach target audiences. Purchasing advertising space or time allows control over placement; relying on free public service announcements leaves scheduling to media personnel who may not be concerned with campaign goals. Messages should be tested before the campaign is launched pretested to see which themes or concepts are most appropriate for target audiences.

**Chapter 2 : Alcohol-Impaired Driving: Mass Media Campaigns | The Community Guide**

*The article contains a description of the campaign conducted by the New Zealand Ministry of Transport's advertising agency in conjunction with the Ministry's publicity section. The agency stressed the importance of offering an alternative to drinking and driving. One of the campaigns aims was to.*

Clearly, laws against drunk driving, enforced by the police and adjudicated by the courts, must play a leading role in the effort to keep people from driving while drunk. But legal action alone cannot solve the problem. Many other strategies also have the potential to significantly reduce drunk driving. Together with the law, these strategies can have a major effect. There can be no question that alcohol is a major contributor to the problem of traffic safety in the United States. In about half of the 44, fatalities caused by traffic accidents in , the drivers or other people killed in the accident had alcohol in their blood see Figure But this statistic can be misleading. It does not mean that if no one ever drove after drinking, highway fatalities would be cut in half. As David Reed of Harvard University points out, "Drinking-driving countermeasures can be legitimate and useful government actions, but. Alcohol-related traffic fatalities are nearly twice as numerous on Friday and Saturday nights as on other nights, and they tend to more The reason, explains Reed, is that the presence of alcohol in an accident does not always mean that alcohol caused the accident. In many accidents that kill people who have been drinking, the alcohol plays a minor or insignificant role. Roadside testing by researchers has shown that an average of 10 to 20 percent of all drivers on the road have measurable levels of alcohol in their blood. It is inevitable that some of these people will be involved in fatal accidents, even if their drinking is not to blame. Using several epidemiological studies of drunk driving, Reed has calculated a more accurate estimate of the number of deaths that could be prevented if no one ever drove after drinking. These studies compared the blood alcohol levels of drivers involved in accidents with the blood alcohol levels of drivers not involved in accidents this latter control group was randomly selected at times and places similar to those at which the accidents occurred. The data show that 24 percent of the fatalities would not have occurred if the drivers had not been drinking. Similar calculations give average estimates of 12 percent for the number of disabling injuries that would be prevented and 6 percent for the amount of preventable property damage. Of course, these figures are only estimates. Several factors that could not be included in the calculations could force these percentages higher or lower, and the data are far from perfect. Nevertheless, these findings suggest that the number of theoretically preventable deaths, while not the 50 percent often cited, is still high. Nationwide, a 24 percent decrease in fatalities would mean that over 10, of the nearly 45, people killed annually in traffic accidents in recent years would not have died. These figures indicate what might be possible. The question then becomes, how can the United States move toward these goals? Do More Arrests Have an Effect? The law in the United States and throughout the world clearly declares that people should not drive while drunk. Generally, legal codes specify a blood alcohol content BAC of between 0. Almost everyone agrees that drunk driving is reckless, therefore dangerous, and therefore wrong. Here, then, is a case where the law reinforces widely held public opinions. The effectiveness of these laws, however, must be open to question. For every arrest made for driving while intoxicated DWI , an estimated to 2, drunk driving incidents go unpenalized, although more arrests are made for drunk driving in America than for any other offense and significant sums are spent on enforcement. Even doubling or quadrupling the number of arrests would leave the chance of arrest extremely small. With the possibility of getting caught so slim, it may seem that people would shrug off an effort by police to make more arrests. Surprisingly, several studies show that this is not the case. An increased risk of arrest can significantly reduce drunk driving. The classic example is the British Road Safety Act of This act defined driving with a blood alcohol content of 0. The BAC was to be determined by an "Alcotest" breathalyzer device, one million of which were purchased by the British government. Police asked drivers to submit to the test given a reasonable cause, such as a road accident, a moving violation, or erratic driving. If the driver refused, illegal intoxication was assumed. Judges had no discretion in sentencing. In the three months after it took effect, traffic fatalities dropped 23 percent in Britain. In the first year of the act, the percentage of drivers killed who were legally drunk dropped from 27 percent to 17 percent. These

general trends mask several specific changes in British drinking practices. Research showed that the act did not significantly change the amount people in Britain drank. Rather, the act seems to have affected a very narrow slice of behavior—the custom of driving to and from pubs, especially on weekend nights. After the act took effect, many regular customers took to walking to pubs. Pub owners raised a considerable outcry, and a number of less conveniently located pubs closed. Unfortunately, the successes of the act were relatively short-lived. Within a few years, traffic fatalities again began to climb. By the percentage of drivers killed who were drunk was back to its pre level. By , for reasons still unknown, this percentage had risen to 36 percent, considerably above what it was before the act. This evaporation of progress is a common feature of efforts to increase the risk of arrest. The usual explanation for it is that drivers eventually realize that the chances of arrest and punishment are not all that high. The British expected the Alcotest to revolutionize the workings of the court on drunk driving cases. A scientific mechanism would replace the old system of patrols and trials. In fact, the breathalyzer had no such effect. Well-publicized cases soon established narrow limits to its authority. Standards for its use took several years to develop, and British police used it less frequently than did police in other countries. As the respect for and fear of the Alcotest declined, so did the effectiveness of the act. Several drunk driving programs in the United States have produced results similar to those of the British Road Safety Act. In the s the Department of Transportation funded 35 locally organized and managed Alcohol Safety Action Projects in various parts of the country. Each project sought in its own way to combine an increased risk of arrest, more effective trial and rehabilitation procedures, and public education to reduce the number of accidents caused by drunk driving. By increasing surveillance, targeting patrols for specific times and places, and motivating police to make arrests, many of the jurisdictions involved were able to double and triple the number of DWI arrests. The studies that attempted to evaluate these local projects suffered from serious methodological flaws, including noncomparable sites, inadequate controls, and a premature expansion of the program. These 12 projects reduced fatalities an average of 30 percent over three years, which is broadly comparable to the 23 percent reduction in fatalities noted in the British program. Independent researchers, however, have concluded that the positive effects were much smaller. The overall conclusion that can be drawn from the various drunk driving studies is that an increased risk of arrest does deter drunk driving. The National Research Council panel on alcohol abuse concludes that "some moderately persuasive evidence exists suggesting that effectively enforced drunken driving laws will deter drunken driving and reduce accidents and fatalities associated with it. Moreover, recent studies have shown that the speed with which drunk driving cases are decided in court can substantially influence the effectiveness of new drunk driving laws. However, other research questions remain to be answered to determine how best to reinforce the ongoing shift of attitudes toward drunk driving. Figure Roadblocks are a particularly controversial method used by police forces to increase their surveillance of drivers and to deter drunk driving. Finally, increasing the risk of arrest is apt to be costly. Many other traffic safety improvements have the potential to save lives more cost-effectively, according to the Department of Transportation, though they may not be able to save as many lives as increased enforcement of drunk driving laws. Do Tougher Penalties Have an Effect? There may be another way besides increased enforcement to keep people from driving while drunk. If the penalties imposed by courts and juries for drunk driving are severe, people may think twice about taking to the road when intoxicated. This alternative has the potential to be less costly than increased police surveillance, except for the drunk drivers caught, and would also concentrate the burden of stricter laws on drunk drivers rather than on all drivers. The prime example of harsh penalties for drunk driving is found in the Scandinavian countries. Anecdotal evidence indicates that these tough penalties are effective deterrents, but social science research has been unable to uncover any hard proof. Research has also shown that efforts to impose tougher penalties in America have not had much effect. The reluctance to impose harsh penalties may also stem from confusion over the nature of the offense. Mass media ads may have caused part of the problem. Some ads have suggested that any level of drinking is dangerous when combined with driving. If this were true, 75 percent of the population would have broken the law, since this is the proportion of people who in one national survey admit to having driven after drinking. If people feel they have broken the law themselves, they are inclined to judge others leniently. In fact, the offense is drunken driving. Many people who drink and drive are not legally

intoxicated, though their driving may be impaired. If these people knew how much a person had to drink to be convicted, they might be more willing to convict others of the crime. To be considered intoxicated in most states, a person who has not recently eaten typically has to have four to five drinks within an hour although this amount varies greatly for different people. Most Americans have probably never driven with this much alcohol in their blood. Finally, tougher penalties for drunk driving bring their own costs, in addition to the costs imposed on the people who are caught. The length of trials and number of appeals are both likely to rise, further burdening an overtaxed court system. If drunk drivers are to be given jail terms, the expense of their imprisonment also has to be taken into account. As the panel concludes, "At a minimum, [drunk driving laws] help sustain a widely shared disapprobation of drunken driving. They also provide an opportunity to attack a given drinking practice more aggressively if the society is willing to commit the resources, publicity, and attention necessary to make deterrence a social phenomenon rather than an abstract concept. Many other preventive measures can also keep people from driving when drunk. The remaining chapters in this book describe these measures in detail and present the evidence for their effectiveness. The rest of this chapter outlines the main features of these measures, noting in particular their relevance to drunk driving.

## Chapter 3 : 50 years of truly shocking drink-driving adverts - BBC News

*A three-phase survey was conducted in to measure the effects of a Ministry of Transport drinking/driving publicity campaign; people were interviewed before, during, and after the campaign, which was designed to change public attitudes about drunk driving from one of tolerance to one of antipathy.*

By , the total number of drink-driving related deaths was 1, How thirty years of drink drive communications have saved almost 2, lives". But, he says, eventually there were "breakthrough moments". In what appears to have been a nod to the zeitgeist of the s, the approach in the early part of the decade was the appeal to the self-interest of the driver. The approach was to highlight the risk to and impact on the individual - their job, their insurance. With a conviction you will lose your driving licence, you will have to beg your relatives for a lift, you will have to wait two hours for a minicab. Towards the end of the decade came a shift away from highlighting the consequences to the individual and to those of society. The advertisers had noted that there was still a continued social acceptability of drink driving, so the idea was to target society as a whole, to create a sense of revulsion. The message to young men was that if they drank and drove, they would be shunned by their friends and family. The ads pulled no punches. The Kathy in question was a blonde-haired child, whose father had killed a boy because of driving while drunk. The intense, lingering close-ups are uncomfortable for the viewer. Drinking and Driving Wrecks Lives. Image copyright Department of Transport Image caption Kathy featured extreme close ups Dave is a young man who has suffered brain injury in an accident. He is being fed liquidised food, spoonful by spoonful, by his mother. At the same time, the viewer hears his mother and his friends saying: But the early s heralded a "culture of intoxication," says Bullmore. Alcopops took off, there was extra-strength lager and licensing hours changed. Image copyright Department of Transport Image caption A number of campaigns focused on the consequences to the individual The campaign focused on the "quick drink". The aim was to try to deter people from having "the second pint". One of the most memorable ads shows a group of young men in a pub drinking and eyeing up a young woman. As they settle down to another drink, the woman walks past their table. The table effectively acts as a car and rams into the woman. A combination of road safety campaigning and increasingly tough laws on drink driving have cut road deaths from 1, in to deaths in

**Chapter 4 : Drink Driving - How Effective?**

*campaigns in the last category were reported by Farmer (), Pierce et al. (), and Croke (). In a campaign was developed and run for 1 month.*

Received Feb 19; Accepted Jul This article has been cited by other articles in PMC. Abstract Background Mass media campaigns have long been used as a tool for promoting public health. In the past decade, the growth of social media has allowed more diverse options for mass media campaigns. This systematic review was conducted to assess newer evidence from quantitative studies on the effectiveness of mass media campaigns for reducing alcohol-impaired driving AID and alcohol-related crashes, particularly after the paper that Elder et al. Methods This review focused on English language studies that evaluated the effect of mass media campaigns for reducing AID and alcohol-related crashes, with or without enforcement efforts. A systematic search was conducted for studies published between January 1, and December 31, Studies from the review by Elder et al. Results A total of 19 studies met the inclusion criteria for the systematic review, including three studies from the review by Elder et al. Nine of them had concomitant enforcement measures and did not evaluate the impact of media campaigns independently. Summary effects calculated from seven studies showed no evidence of media campaigns reducing the risk of alcohol-related injuries or fatalities RR 1. Conclusions Despite additional decade of evidence, reviewed studies were heterogeneous in their approaches; therefore, we could not conclude that media campaigns reduced the risk of alcohol-related injuries or crashes. More studies are needed, including studies evaluating newly emerging media and cost-effectiveness of media campaigns. Mass media campaigns has long been used as a tool for promoting public health, and their effectiveness have been assessed and described in different literature [ 3 ]. Some studies linked with successful campaigns are those focusing on adoption of new behaviors as compared with prevention or cessation of problem behaviors, or those that had concomitant law enforcement aspects [ 3 , 4 ]. Among media campaigns focusing on prevention or reduction of substance use, data shows that campaigns focusing on alcohol use may be more successful than campaigns focusing on illicit drugs or tobacco [ 3 , 5 ]. Many countries around the world have been using the triangle of legislation-enforcement-publicity for effective social marketing campaigns against alcohol-impaired driving AID [ 6 ]. High visibility enforcements of legislation generally utilize a combination of high-fear emotive advertising to change attitude and low-fear informational advertising to change knowledge [ 7 ]. In , Elder et al. Traditionally, media have been categorized into three types: Paid media include traditional advertising, where an advertiser pays for space or for a third party to promote something that the advertiser wants to draw attention to. Examples include TV commercials and magazine and newspaper advertisements. Earned media are publicity you get for free such as by news coverage or when the public spread information through external or their own media at no cost to yourself. Owned media consists of properties or channels owned by the advertiser that uses them for the purpose of promotion. Examples include websites or brochures created and owned by the advertiser. Mass media campaigns have usually used a combination of these media types. During the past decade, the Internet has rapidly developed, and social media have become one of the most popular Internet services in the world [ 10 ]. It has been used in health promotion campaigns as well, although reports have shown variable outcomes [ 11 â€” 13 ]. With the availability of wider options to deliver media campaigns, we considered that new evidence might be available in the effectiveness of mass media campaigns in reducing AID since the paper that Elder et al. Objectives The primary objective of this systematic review is to assess available evidence from quantitative studies after the review by Elder et al. See the logical framework in Fig.

**Chapter 5 : Preventing Drunk Driving - Alcohol in America - NCBI Bookshelf**

*From to a mass-media publicity campaign was mounted by the Dutch Road Safety Organisation (W N), aimed at reducing the incidence of drink-driving.*

The counter-measures against drink driving consist of a range of legislative measures and their associated enforcement and penalties, education, and media campaigns. Many of the evaluations described below have been carried out in other countries, e. Given the cultural and contextual differences between the UK and other countries, and lack of comparability of drink driving between countries, it is unclear how these findings would translate to the UK. The drink drive limit in the UK was introduced based on the studies discussed previously that describe the relationship between alcohol consumption and risk of collision and injury see Research Findings section. A review of evidence conducted by NICE Killoran et al, examined the effectiveness of potential measures, including laws to limit blood alcohol concentration BAC levels, on drink driving and its associated injuries. The review included international studies that had examined the effect of lowering the drink drive limit for drivers, e. The review concluded that: Overall, there is sufficiently strong evidence to indicate that lowering the legal BAC limit for drivers does help reduce road traffic injuries and deaths in certain contexts. Killoran et al, The NICE review highlights a particular high quality study by Albalade , which examined the effect of reducing the drink drive limit using data from 15 European countries by comparing countries who had reduced their limit with a group of countries who had not: The study analysed the total fatality rates for the period across 15 European countries. There was a time lag before the benefits of the reduction in limit were seen. The effects were evident after 2 years and increased over time, with the greatest impact between 3 and 7 years. Albalade, There has been much debate regarding whether the UK should introduce a lower drink drive limit. Killoran et al, Using UK data from Maycock and Reported Road Casualties Great Britain, and making certain assumptions about how drivers would behave if the limit were lowered e. Allsop, ; Allsop, , cited in North Report, The range of the estimates is large, and the estimates presented above are based on different modelling procedures. Drink-Drive Rehabilitation Scheme Since 1 January , the courts have been able to offer drivers who have been disqualified for a period of at least 12 months for a relevant drink drive offence, a referral to an approved Drink Drive Rehabilitation DDR course. The courses were developed as an educational intervention aimed at reducing the likelihood of further drink drive re-offending. If an offender opts to take up the referral opportunity and satisfactorily completes a course, their period of disqualification can be reduced. In the case of a month period of disqualification, the reduction will be 3 months. For longer periods of disqualification, the period of reduction will be up to one quarter, as determined by the court. The DDR course is built on a behaviour change model and has specified learning outcomes and assessment criteria see DSA for the syllabus. In , approximately per cent of drink drive offenders were referred to DDR courses in Great Britain. North Report, An evaluation of the DDR courses in Great Britain has been conducted, based on offenders who were convicted of a drink drive offence and referred to a DDR course provider between and By comparing those offenders who attended the course with those who were referred but did not participate in the course, analysis of DVLA offending data indicated that: Up to 2 years after the initial drink drive conviction, offenders who did not attend a DDR course were 2. Overall, the study found that attending a DDR course reduced the likelihood of re-offending for all offenders, regardless of social status, age or gender. An extended period of evaluation over 5 years indicated that, in the longer term, those who do not attend the course are about 1. Smith et al, Inwood et al, Campaigns It is difficult to isolate the effect of campaigns from the numerous other factors, e. Campaign evaluations use a variety of outcome measures, and these can range from subjective measures of campaign awareness and attitudes towards drink driving, to objective measures of behaviour. Drink Drive campaign was conducted in , and examined campaign awareness and attitudes towards drink driving. Eighty-one per cent of respondents recalled seeing or hearing something in any of the campaign sources for the Christmas Drink Drive campaign. The acceptability of driving after 2 pints changed little between all campaign stages among all adults monitored since July following the initial burst of the campaign. The proportion who thought it was very

likely that they would get a criminal record if they were caught drink driving increased pre to post campaign from 55 per cent in July , to 62 in January Road Safety Campaign Evaluation, Systematic reviews and meta-analyses of published evaluation studies that have attempted to control for publication bias looking at the effect of campaigns on behavioural outcomes, such as drink drive collisions, suggest that drink drive campaigns do reduce collision and injury numbers when combined with enforcement. In a systematic review of 8 studies all non-UK, published between and , and using crashes and measured BAC levels as outcome measures, a median decrease in all crashes of 13 per cent was evident following the implementation of mass media campaigns. The median decrease in injury crashes was 10 per cent. However, there was concern that not all relevant factors that could affect the outcome measures were controlled for. Most of the campaigns took place in areas with relatively high levels of enforcement and other activities to prevent alcohol-impaired driving. None of the studies provided unequivocal evidence for the effectiveness of mass media campaigns. Elder et al, A meta-analysis examined the effect of drink driving campaigns on behaviour all non-UK studies. Studies included utilised different types of media, e. The results of the meta-analysis show that significant reductions in the number of injury accidents were found for drink driving campaigns a decrease of 14 per cent. The effect of the campaigns was only evident when combined with enforcement. Elvik, A more recent meta-analysis estimated that road safety campaigns defined as using organised communications involving specific media channels within a given time period coincide with a 10 per cent reduction in accidents or a 9 per cent reduction when controlling for publication bias and the variation in study outcomes between studies. Most of the campaigns included in the analysis were accompanied by enforcement measures all were non-UK studies. Meta-regression of these evaluation studies showed that campaigns may be more effective in the short term if the message is delivered with personal communication in a way that is proximal in space and time to the behaviour targeted by the campaign. Phillips et al, Designated driver programs There has been limited evaluation of designated driver programs. The review described below considered studies from the U. Incentive programs based in drinking establishments to encourage people to act as designated drivers showed an increase of 0. There is insufficient evidence to determine the effectiveness of either campaign or incentive designated driver programmes for reducing alcohol-impaired driving and crashes. Ditter et al, Alcohol ignition interlocks An alcohol ignition interlock alcolock requires a driver to perform a breath test in order to start the vehicle. If the device detects alcohol in excess of the threshold value can be set at required value , the vehicle will not start. There is provision within the Road Safety Act to offer drink drive offenders the opportunity to participate in an alcolock programme. This provision has yet to be brought in to force however. Studies have demonstrated the potential effectiveness of alcolocks in preventing drink driving whilst they are fitted to the vehicle, but there do not appear to be any long term effects on re-offending once the device has been removed Clayton and Beirness , Willis et al Where programmes are voluntary, there have been issues regarding low participation and compliance. The installation of ignition interlocks in non-UK programs was associated with large reductions in re-arrest rates for alcohol-impaired driving. Following removal of the interlocks, re-arrest rates reverted to levels similar to those for comparison groups. Limited evidence from studies that used crash rates as an outcome measures suggests that alcohol-related crashes decrease while interlocks are installed in vehicles. Elder et al, Interlock programmes have been shown to be effective in reducing drink-driving recidivism for both first-time and repeat offenders while the device is installed. However, there is little, if any, residual effect in preventing impaired driving after the device is removed. The drop out rate for the interlock programme was high, with 43 per cent of participants in the interlock group failing to complete the 12 month programme. Beirness et al, A review published in concluded that: More studies of good quality are needed to confirm the effectiveness of alcolocks in reducing recidivism. The participation rates for interlock programmes were too low for devices to have had much impact on the drink driving population as a whole. Willis et al, Low BAC laws for young drivers Evaluations of the effectiveness of low drink drive limits for young drivers have been carried out in the U. A review of 6 studies concluded that there was sufficient evidence that lower BAC laws were effective in reducing crashes among young or inexperienced drivers. The studies reported reductions in crashes of between 4 and 24 per cent, depending on the study outcome employed e. Shults et al, Date Added:

**Chapter 6 : Drinking and Driving - Marketing and Brand Strategy. Steve Poppe, Founder.**

*There was a certain amount of rolled-eye-scepticism about the 's withdrawal from social media: that it was just a publicity stunt, that it was taking the mickey out of the group's fervent.*

**Chapter 7 : Drunk Driving Fatalities**

*able terms-social marketing campaigns, information campaigns, and public service campaigns- all refer to a series of promotional messages in the public interest that are intended to benefit individuals in the audience and/or to improve society as a whole.).*