



Figure it Out™

www.radd.org

RADD California Coalition Winter Campaign 06-7 Summary and RADD Grant Phase I Report April 2005 – June 2007

RADD receives funding to administer the RADD California Coalition from the Department of Alcoholic Beverage Control through a grant from the California Office of Traffic Safety, a department of California's Business, Transportation and Housing Agency, which is under the direction of Secretary Dale Bonner, a member of the Governor's Cabinet.

Prepared for the
Department of Alcoholic Beverage Control and the RADD California Coalition
By
Erin Meluso, RADD President and RADD California Coalition Co-chair, with
James Lange, Ph.D., RADD Research Director and
Rebecca Boston, Edelman Public Relations/Sacramento



RCC BACKGROUND & CAMPAIGN OVERVIEW

ABOUT RADD: RADD: The Entertainment Industry's Voice for Road Safety is an internationally recognized non-profit organization founded in 1986, that empowers celebrities, media partners and enlightened supporters to create positive attitudes about road safety. RADD's messages are non-judgmental, hip and positive. RADD is a two-time recipient of the US Dept. of Transportation's prestigious Public Service Award and a 2006 GHSA award winner.

THE RADD CALIFORNIA COALITION (RCC) MISSION:

The RADD California Coalition formed in 2005 to engage business, media, hospitality, and state government leaders in a forum to **utilize marketing techniques, science-based programs and lifestyle solutions** to reduce deaths and injuries **among ages 21-34** on California's roads.

RCC SCOPE:

The impaired-driving prevention work of the RADD California Coalition is threefold:

1. Annually undertake a minimum of one statewide mass-market awareness campaign sponsored by the Coalition;
2. Foster a variety of appropriate partnership activities among Coalition members, and
3. Spotlight and reward outstanding efforts by individual Coalition members

RCC FOUNDING MEMBERS:

Co-chairs: Erin Meluso, President RADD and Joan Wilson, Deputy Secretary, State of California Business, Transportation & Housing Agency.

Marketing Committee Co-chairs: Victoria Horton/CBBB and Mike Brewer/ABC Consulting

Research Director: James Lange, Ph.D.

Founding Members: AAA of Northern California, ABC Consulting, Anheuser-Busch Companies, AOD Initiatives Research, Automobile Club of Southern California, The BACCHUS Network, the California Association of Broadcasters, California Beer and Beverage Distributors, California Beverage Merchants, California Grocers Association, California Hotel & Lodging Association, California Restaurant Association, Chevron Corporation, Circle K Stores, Coors Brewing Company, Deluxe Media Management, ECN, Miller Brewing Company, The Motorcycle Safety Foundation, Rob Ross Legislative and Governmental Relations, San Diego State University, The U.S. Naval Safety Center and RADD celebrity supporters. State partners: California Highway Patrol, Department of Alcoholic Beverage Control, Office of Traffic Safety, California Department of Transportation (CalTrans), and Department of Motor Vehicles.

RCC "FIGURE IT OUT" (FIO) SUMMARY:

Introduced in December 2005, **"What's the Plan? Figure It Out."** (FIO) promotes awareness of solutions to prevent drunk driving (designated driver, safe ride, etc.) and encourages their use. Key elements— RADD Designated Drivers License™ reward card, a mobile publicity tour and on-premise presence—are used to disseminate the message: **(1) Plan ahead. Make arrangements to avoid drinking and driving.** Solutions include: Designate a non-drinking driver, call a cab or friend; Stay over at a friend's house or hotel; Motorcycle riders must decide before they ride.

RADD Designated Drivers' License™ (RADD card, the campaign's signature device) is a promotional/educational tool to trigger rewards/incentives and Designated Driver pledges. Distribution is via "RADD Crew" presence activities, Internet downloads and retail POS.

RCC "FIGURE IT OUT" CAMPAIGN WINDOWS:

The **"What's the Plan? Figure It Out,"** theme was extended beyond the winter campaign thanks to strategic public relations efforts donated by Edelman Worldwide PR, Sacramento. Focus periods include holidays and the 100 days of summer. Special outreach activities may be developed for the "bar holidays" of St. Patrick's Day, Halloween and Cinco de Mayo.



WINTER 2006-7 CAMPAIGN BENEFACTORS

PRESENTING SPONSORS:

- AAA Northern California (California State Automobile Association)
- Automobile Club of Southern California
- American Federation of Musicians
- Coors Brewing Company
- Miller Brewing Company
- MP3tunes.com
- RADD, Coalition Co-chair

STATE PARTNERS:

- State of California Business, Transportation & Housing Agency (BTH), Coalition Co-chair
- Alcoholic Beverage Control Department (ABC), RADD Grant Funding Partner
- California Department of Transportation (Caltrans)
- California Highway Patrol (CHP)
- Department of Motor Vehicles (DMV)
- Office of Traffic Safety (OTS)

SUPPORTING PARTNERS:

- Alcoholic Beverage Consulting Service
- AOD Initiatives
- The BACCHUS Network
- California Beer and Beverage Distributors
- California Broadcasters Association
- California Beverage Merchants Assoc.
- California Broadcasters Association
- California Grocers Association
- California Hotel and Lodging Assoc.
- California Independent Convenience and Grocery Stores
- California Packaged Goods Association
- California Restaurant Association
- Circle K Stores
- Deluxe Media Management
- Entertainment Communications Network
- Network of Employers for Traffic Safety
- Motorcycle Safety Foundation
- Rob Ross Legislative & Government Relations
- T.E.A.M. Coalition
- San Diego State University
- US Department of Transportation/NHTSA
- US Navy/Naval Safety Center

KEY DISTRIBUTION PARTNERS:

- Circle K Stores
- Department of Motor Vehicles
- Metrolink (Southern California)
- ConocoPhillips
- Diageo's Johnny Walker brand
- Caltrans
- Community Alliance Network (OC)
- AAA of Northern California
- California Highway Patrol
- Edelman Public Relations/Sacramento
- Mollie Stone's Markets
- Pacific Beach (SD) Merchants Assoc.
- Solters & Digney Public Relations
- Universal City Hollywood's CityWalk
- And... Generous retail supporters Statewide

ADDITIONAL CAMPAIGN DONORS & CONTRIBUTORS:

- Beer Institute
- Café TuTu Tango at CityWalk (Tour)
- California Highway Patrol- Southern Div.
- CBS Radio
- Sam Glick Company
- GES/Paradise Decorating
- Hard Rock Café/Sacramento (Tour)
- Hard Rock Café/San Francisco (Tour)
- Los Angeles Auto Show
- Pacific Beach Bar and Grill (Tour)
- LA Convention Center Electrical Dept.
- Los Angeles Police Department
- Metro Networks/Westwood One
- Picture Car Warehouse
- RADD Celebrity Messengers... recoding artists **John Ondrasik** of *Five for Fighting*, **Sugarland**, **Sammy Hagar**, **Josh Kelley**, **Emily Richards**, actor **Brandon Routh**, ("Superman") and NASCAR drivers **Carl Edwards**, **Jamie McMurray**, **Erik Darnell** and **David Ragan**.

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2006-7 Executive Summary

POWERFUL MODELS:

What We Achieved This Year (Phase I: Y-2 of Initial Grant Period, 2005 - 2007):

- RADD Road Tour media events generated \$233,585.50 worth of entertaining, on-message editorial media coverage on TV, radio, online, movie theaters and in print in English and Spanish, generating 3,268,642 impressions (primarily in LA, SD, Sac)
- Donated live-announcer radio spots worth \$309,305 reached 4.5 million adults with the campaign's solution messages; it named campaign sponsors and State agencies (separately) in seven California markets (LA, Oxnard, Riverside, Sac, SD, SF, San Jose)
- Small-sample evaluation identified a 60% BAC drop for DDs in Pacific Beach during the campaign plus two promising practices: active on-premise presence (including the "RADD Crew" ambassadors) and use of the RADD reward card as a brief intervention

PHASE I PROJECT TRAJECTORY:

Formulation:

- Stakeholders met Feb. to Apr. 2005 to discuss and form the RCC public-private alliance.
- By Nov. 2005: Memorandum of Understanding (MOU) executed; OTS/ABC seed grant formally awarded to RADD; BTH Secretary McPeak officially launched the Coalition
- Two winter holiday campaigns; Dec. 1 – Jan. 31st; extended to February 4th in Y-2

LESSONS LEARNED:

Successes:

- RCC's Battle of the Bartenders-Mocktails events generated hours of positive TV coverage on morning shows and TV/radio newscasts in LA, Sac and San Diego.
- Compared to an earlier NIAAA survey, RCC's SD evaluation shows a 60% drop in BAC of DD's from pre-campaign levels; small sample requires more extensive testing
- Model "Retail Merchants Association" partners in LA (CityWalk) and SD (Pacific Beach)
- Local DUI-reduction coalitions joining the Coalition (two in Orange County lead the way)
- The SD Naval command joined the RCC; USN Norfolk will also attend '07-9 meetings
- 1st "evergreen" materials introduced: FIO celebrity PSAs; drink coasters (Eng/Spanish)
- The campaign moved online: FIO PSAs on MySpace/YouTube; interactive campaign web site put sign-up functions, materials and publications online 24/7 at www.radd.org
- Sponsor activation: AAA of Northern California leveraged its Retail Partner Program to recruit RCC partner retailers; MP3tunes' put RADD Cards at performance events; Auto Club of Southern California's judged the San Diego media event, and the Motorcycle Safety Association placed POS in 400 motorcycle dealerships statewide...among others!

Challenges:

- One-time setbacks: Difficult alcohol beverage industry climate throughout the State and major illnesses impacted two key RCC leaders during the critical fall pre-launch window
- RCC-led retailer-recruitment is a long-term process, but a far better prevention model
- Campus activation will require hands-on training and year-round presence with students

RECOMMENDATIONS- ALL INCORPORATED INTO PHASE II (2007-09) RCC PLANS:

- Incrementally build sustaining campaign activities/evergreen materials vs. holiday-only
- Email monthly newsletters to all stakeholders; conduct monthly calls with State agencies
- Increase sponsor activation elements to spotlight individual contributions to the whole
- Expand deployment of RADD ambassadors to campuses, beer wholesalers, retailers
- Continue the RADD Road Tour, hitting more college zones and mid-size markets
- Engage more retailers (on/off-presence/non-hospitality) to add value to the RADD card
- Encourage local partners to distribute RCC POS, RADD Cards on their own schedules
- Continue conducting targeted evaluations of material and deployment strategy impact

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RCC WINTER HOLIDAY CAMPAIGN '06-07 DETAIL

The RADD California Coalition's second outreach activity was "**Figure It Out**" (FIO) a winter holiday public awareness campaign to promote solutions (designated driver, safe ride, etc.) to prevent drunk driving and offer incentives to encourage their use.

Campaign signature line: "What's The Plan? Figure it Out".

Campaign message points:

- o **Plan ahead.**
- o **Designate a non-drinking driver.**
- o **Take a cab or call a friend.**
- o **Stay put.**
- o **Motorcyclists, decide before you ride. You are the designated driver.**

Winter Campaign Celebrity Messengers: recoding artists **John Ondrasik** of *Five for Fighting*, **Sugarland**, **Sammy Hagar**, **Josh Kelley**, **Emily Richards**, actor **Brandon Routh** ("Superman") and NASCAR drivers **Carl Edwards**, **Jamie McMurray**, **Erik Darnell** and **David Ragan**.

The Winter Holiday Campaign **rolled out in waves throughout the campaign period** and extended through the spring with media and presence events

- o November: Pre-campaign college recruitment and FIO PSA tapings with recording artist Josh Kelley and adult college students at the BACCHUS General Assembly (Anaheim)
- o December 1st RCC web site launch
- o December 11th official winter campaign kickoff media event at CityWalk
- o Mid-December: radio campaign launch (radio traffic sponsorships on the MetroNetworks system in seven California markets), dissemination of the POS materials and release of new FIO PSAs (posted on MySpace/YouTube and shipped to California Broadcasters)
- o January 18th "RADD Road Tour" media event stop #2 (San Diego)
- o January 26th "RADD Road Tour" stop #3 (Sacramento)
- o Throughout January: continuing radio, retail recruitment, PSA play, online incentive-pledge card promotion, and campaign evaluation conducted in Pacific Beach (SD)
- o February 1st "RADD Road Tour" stop #4 in San Francisco and pre-Super Bowl ® print editorial generated by Edelman
- o February 4th campaign ends after Super Bowl ® Sunday festivities conclude
- o Follow-up outreach: St. Pat's PR outreach, Cinco de Mayo PR outreach and spring RCC community fair booth donated and staffed by AAA Northern California

MAJOR ACHIEVEMENTS:

- o **RCC Takes the Safety Message on the Road – this section was prepared and submitted by Edelman Public Relations:** During 2006-7, the RCC's annual winter drunk driving prevention campaign was transformed into an appealing media project that engaged target consumers and key stakeholders from the hospitality industry alike. It generated a **total of 3,268,642 media impressions, valued at \$233,585.50.**
 - o RCC hosted non-alcoholic drink competitions, playfully named "Battle of the Bartenders," and the competitions traveled across all four of the state's top media markets. Competitions were timed to garner media coverage simultaneous to the airing of RADD celebrity PSAs on California's TV and radio stations.
 - o RCC created engaging events by including talented bartenders, local opinion leaders, advocates for road safety and State agency partners. RCC maximized media involvement by inviting local nightlife/entertainment beat reporters to judge the competition. Other strategies to attract media coverage included distributing media advisories, having the events hosted by each market's popular DJs, and inviting reporters to taste the mocktails and watch the bartenders perform tricks.

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- The media events resulted in tremendous regional media coverage from each market's major media outlets including, but not limited to, *Sacramento Bee*, *Los Angeles Times*, *San Diego Union-Tribune*, *The Navy Compass*, *Good Day Sacramento*, *Good Morning San Diego*, *Buenos Dias Los Angeles*, *Despierta San Diego*, *The Zone*, *KTSF Cantonese Evening News*, *Fox 6 News*, and many more. (See the complete list in the Appendix)
- The events were also broadcasted via podcasts that local radio stations used for event coverage and people could listen to on their iPods and other MP3 devices. Additionally, traffic was driven to the RCC Web site when people were directed to its domain to find recipes for the winning mocktails (another "solution" targeting hosts during the holidays).
- The competition tour is a core for future growth – it gets people excited and talking about a topic that is often regarded as old news: always designating a driver to avoid drunk driving.
- **Generated High ROI / Outreach Value and Production Efficiency.** The campaign successfully reached out to elusive 21-34s where they live work and play. It also developed new vehicles to address this hard-to-reach audience.
 - Editorial PR via TV, radio and online and print (per Edelman valuation attached in the Appendix): \$233,585.50 cash value with 3,268,642 media impressions
 - MetroNetworks (audited) live announcer radio in seven California markets - \$309,000 value (see Appendix for media detail by market)
 - LATimes.com (audited) "skyscraper ad" – \$2,000 cash value, 109,000 impressions with a 5% click-through rate to the campaign web site
 - Developed high-impact distribution and outreach ops that targeted CA drivers
 - LA Auto Show (1,200,000 attendees)
 - DMV facilities Statewide (over 1MM drivers per mo x 2 months)
 - SDSU's electronic sign board on Hwy 8, visible to 30,000 students and 231,000 vehicles per day on the freeway
 - CSAA-staffed booth at a suburban health fair attracting 2,000 commuters, in San Ramon, CA
 - Launched cinema advertising with guidance from Unique Screen Media. The RCC's first movie theater ads ran in the Inland Empire and Santa Barbara.
 - Streamlined operations and access by making all campaign materials and functions accessible from the campaign's web site, including training publications for colleges and retailers; retailer sign-ups and requests for POS materials
- **Assembled a team of expert advisors and implementation professionals from many fields**, including the RADD celebrity PSA talent to focus resources on this issue. Guidance, direction, access and implementation in each area below was provided to RADD for the RCC either pro bono or at rates far below market value.
 - Advertising
 - Cinema
 - Distribution
 - Federal Government
 - Higher Ed
 - Hospitality
 - Marketing
 - Production
 - Public Relations

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- Road Safety
- Science
- State Government
- Talent and Entertainment
- Transportation

- **Established promising practices and replicable models.** The RCC made inroads in each of these areas; the new campaign will more fully develop these promising activities and alliances
 - Internet Presence: one campaign ad; placement of PSAs on social networking sites (after much discussion and debate by Coalition members)
 - Interactive Campaign Site: provided robust content and streamlined campaign distribution by placing all collateral materials on the web site for viewing and interactive use: RADD card downloads, retailer sign-ups and college manuals
 - Fostered RCC- and community-led outreach to the Hospitality Industry: Merchants Associations; Industry trade shows; trade ads in industry publications
 - College Peer-to-Peer Outreach: campus trainings for retailer recruitment by adult students; formation of the RADD Crew from among peer health and prevention specialists; on-campus promotion of responsible participating retailers
 - On-premise presence: live ambassadors from the RADD Crew distributing RADD Designated Drivers Licenses™ and placement of tent cards, coasters and postcards, followed by visits to insure that materials are displayed
 - Community Coalitions: recruiting local DUI-prevention coalitions to join the RCC, recruit retailers and utilize the RCC campaign materials as they see fit
 - Leveraging sponsors' marketing objectives: engaging sponsors and partners to incorporate the RCC's objectives into sponsor's business plan; encouraging sponsors to take an element of the campaign and make it their own so they execute with considerable resources and benefit all stakeholders (as well as shareholders). AAA Northern California, MP3Tunes and The Motorcycle Safety Foundation exemplified the sponsor-activation model.
 - Furthering our State partners' outreach; the RCC campaign incorporated the "Report Drunk Drivers - Call 911" campaign image and message on 1.2MM pieces of RCC collateral and the RCC logo was included by the *Report Drunk Drivers* campaign's on 23,000 air fresheners in Enterprise rental cars
 - Leveraging the US Department of Transportation-RADD's iconic designated driver campaign, "Friends Don't let Friends Drive Drunk" by incorporating the *Friends* tag as a sub-headline in the RCC's collateral. This is the first time USDOT granted permission to incorporate *Friends* into a regional campaign.

- **Set the stage for a year-round rewards/incentive program for cardholders**, including production of the RCC's first "evergreen" products: FIO PSAs and Drink Coasters
 - Continue to grow the card program incrementally by executing with on-the-ground partners with mutual objectives— retail/restaurant associations and trade groups, community coalitions, sponsors
 - Continue year-round PR efforts during bar holiday windows, while avoiding High Visibility Enforcement (HVE) windows
 - Seek cardholder rewards from a wide variety of partners; aggressively market them program in unique and impactful ways

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- o **Reached key stakeholders.** We opened the door and gained valuable learning about more effective and efficient ways to execute with these valuable on-the-ground partners
 - o Colleges and college communities
 - o Community Coalitions
 - o Merchants Associations (esp. in college hospitality zones)
 - o Motorcyclists
 - o Servers/ABC Licensees
 - o US Navy (a community of 250,000 people in the SD area; mostly young males)
 - o State businesses interested in safety (NETS)
 - o State professional and amateur sports teams (TEAM Coalition)
 - o Transportation agencies

- o **Pursue science-based, evaluated strategies** to maximize resources and reduce crashes. Current data indicates promising practices but a broader-scale evaluation is planned to understand exactly how and why the 60% BAC reduction for designated drivers occurred.

REFORMATTED WINTER CAMPAIGN ELEMENTS:

- o **RADD Road Tour** newsworthy, upbeat media events conducted throughout the State featuring **Battle of the Bartender Mocktail competitions** to produce each area's award-winning non-alcohol designated driver "mocktail" drink; each event included Spanish-language speakers, materials and media outreach. RCC showcases ABC-licensed retailers and retail merchants associations for positive, responsible community service
 - o **Universal Studio Hollywood CityWalk's TuTu Tango on December 11, 2006**
 - o **San Diego/Pacific Beach's PB Bar and Grill on January 18, 2007**
 - o **Sacramento's Hard Rock Café on January 26, 2007**
 - o **San Francisco's Hard Rock Café on February 1, 2007**

- o **RADD Designated Drivers License™** card (RADD card): a promotional educational tool that **triggers rewards/incentives and includes a Designated Driver pledge card; distributed via the campaign website and streamlined retail POS displays in English and Spanish**

- o **Educational POS materials in English and Spanish:** Each feature the campaign's "What's The Plan? Figure It Out!" solution messages to avoid driving drunk
 - o **Postcards containing the RADD Designated Drivers License** [replaced Y-1's **Standees** w/padded self-serve Pledge Card Flyer sheets]; the new format is more convenient for retailers/partners and less costly for the RCC. The right edge is the perforated RADD License with a DD pledge card on the reverse side (420,000 E/84,000 Sp)
 - o **Table Tents** to deliver the on-premise message. (335,000 Eng/67,000 Sp)
 - o **Poster** [replaced the separate **Campaign Business Poster** (*Take a card here/Use the card here!*) for retail locations and **Message Poster** (message with photos of RADD celebrity spokespersons)] with a single, smaller poster for display at retail and at partner/supporter's locations (50,000 Eng/10,000 Sp)
 - o **Drink Coasters** (178,000 E/70,000 Sp) an "evergreen" product; no campaign dates are listed so they may be used year round

- o **Three-Tier Reward/Incentive System:**
 - o **On-premise retailer rewards** given ONLY to non-drinking designated drivers 21+; free non-alcohol beverages for DDs in a group of three, is the minimum contribution; additional offerings and promotion of "RADD Specials" for the DD (business-drivers like free billiards, free appetizer/dessert, etc.) were encouraged as *sales promotion*

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- **Off-premise Grocery/Merchant rewards:** Gift or discount w/purchase of retailer's choice with purchase by cardholders ages 21+ of non-alcohol products.
- **Retail specialty/Lodging rewards**—gift, gift-with-purchase, instant discount, room upgrade, etc.—offered to ALL cardholders by hotels; apparel, music, and sporting goods stores; cinemas; car dealerships; insurance agencies, etc.
- **Supporting Media:**
 - **Radio Traffic Sponsorships** in the Top Seven California Markets: Los Angeles, Oxnard, Riverside, Sacramento, San Diego, San Francisco. San Jose valued at \$309,305 were donated by MetroNetworks, a Westwood One Company (See Appendix for complete detail)
 - Los Angeles: 373 total sponsorships 137.4 GRPs \$134,280 valuation
 - Oxnard-Ventura: 358 total sponsorships 237.7 GRPs \$26,850 valuation
 - Riverside-San Berdu: 511 total sponsorships 308.3 GRPs \$64,897 valuation
 - Sacramento: 65 total sponsorships 24.0 GRPs \$9,100 valuation
 - San Diego: 303 total sponsorships 117.7 GRPs \$40,905 valuation
 - San Francisco: 101 total sponsorships 38.0 GRPs \$29,997 valuation
 - San Jose: 42 total sponsorships 21.8 GRPs \$3,276 valuation
 - **Editorial coverage in by broadcast, cable and radio networks and affiliates and print** supported the campaign in record numbers.
 - Editorial coverage from the campaign's PR activities was assessed by Edelman PR to be worth \$233,585.50 (See Appendix for detail)
 - California Broadcasters Association provided statewide distribution of RADD radio and TV PSAs to nearly 1000 licensed stations throughout the State.
 - Print coverage included port-campaign "bar holiday" features:
 - The Cinco de Mayo press release resulted in coverage in the Sacramento Valley Mirror
 - The St. Patty's Day press release resulted in coverage on KGET-17
 - **Supporting Media (Internet, Out of Home):**
 - LATimes.com skyscraper ad delivered 106,865 audited impressions. The ad produced a 5% click through rate. The site enjoys:
 - 5.2 Million Monthly Unique Visitors
 - 65 Million Monthly Page Views
 - Site Visits Average Over 13 Minutes Per User
 - **Campaign messages and PSAs** on electronic billboards, print, other media
 - Edelman PR Report on PSA placement on Social Networking sites
 - Sammy Hagar PSA on YouTube: 630 views
 - Five for Fighting PSA on YouTube: 259 views
 - Josh Kelley PSA on YouTube: 300 views
 - **Electronic Billboard at SDSU featuring "Figure It Out" Messages**
 - One month
 - Freeway 8 in San Diego w/ 231,000 cars average daily volume as well as a college community of 30,000 people
 - **Print PSA donated in** glossy publication of the California Independent Grocers and Convenience Stores; sent quarterly to 2,000 retailer-members, plus grocer and hospitality industry leaders
- **The Sweepstakes** utilized in Y-1 as a driver for POS materials was discontinued; turnkey to retailers, it featured an all-inclusive travel prize donated by AAA Northern California to encourage people to pick up the card flyers
- **Presence Activities**
 - **The RADD Crew: this report was submitted by SDSU's RADD Crew coordinator**

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- On 1/18/07, four (4) RADD Crew members went to the participating bars in PB. During their evening, they handed out ~800 Designated Driver cards. An aside, they observed that none of the bars they went into displayed the table tents. Only one, Moondoggies, prominently used the coasters that evening.
- On 1/27/07 – Pre-Game rally and RADD Crew outreach at Cox Arena from 2:00-4:00. From 1:00 - 2:30, we had three (3) RADD Crew member volunteers distributed designated driver pledge cards at the Pre-Game rally. I was told that Associated Students also announced the campaign of the loud speakers. From 2:00pm - 3:45 pm, we had two (2) RADD Crew member volunteers actively discussing and distributing the pledge cards inside the gates of Cox Arena prior to the game and as long as patrons continued to file in. All total, Radd Crew members distributed approximately 900 cards this day along with coasters. We found the patrons really, really liked receiving a coaster, too. Additionally, we distribute our own little wallet size cards that included the names of participating merchants in the area.
- **The Los Angeles Auto Show**
 - The campaign enjoyed a donated booth at the LA Auto Show which reported attendance of 1,100,000 guests—all car enthusiasts. Featured vehicles donated by Picture Car Warehouse were Ed's car from NBC's hit series "My Name is Ed" and Courtney Cox's car from "Dirt" on Showtime. Also, an Honda CRX drag racer donated by Auto Show exec Nalani Whatley, proves very popular with young men.
- **Health and Wellness Fair / Bishop Ranch, San Ramon, CA**
 - At the request of AAA of Northern California, the RCC shipped banners and 2,000 drink coasters to AAA for distribution from a RCC booth at a community health/safety fair, Bishop Ranch Safety & Wellness Day (April 26, 11-2) in San Ramon, CA. CSAA donated the booth and staffed it. The RCC's "FIO" banner was displayed and PSAs were played on a large monitor. The drink coasters and PSAs were specifically designed with no campaign dates or other timing cues, so that they would have a long shelf life.

EVALUATION – EXECUTIVE SUMMARY AS SUBMITTED ON JULY 10, 2007, BY JAMES LANGE, PH.D., RCC EVALUATOR

Two evaluation efforts were undertaken to assess the impact of the RADD California Coalition campaign. Each evaluation was concentrated within San Diego to maximize the resources available to conduct a rigorous evaluation. One evaluation was conducted on the SDSU campus, utilizing web-based surveys of students both before and after the campaign. These self-report data were used to assess campus campaign efforts. The second evaluation was conducted outside two bars/nightclubs in the Pacific Beach area that participated in the RCC campaign activities. Patrons of those establishments were surveyed and asked to provide a alcohol breath test sample.

Results from the campus surveys indicate that the RCC campaign from Dec 13, 2006 to February 2, 2007, which primarily utilized posters, was not able to break through the din of other messages to produce either recognition of campaign materials or behavioral changes. The RCC campaign was probably further hampered by the poor fit between the campaign timeline and the academic calendar that meant that most students were on break and away from campus during the bulk of the campaign. However, it did appear that the use of the RADD Crew to disseminate the designated drivers license on campus was a promising practice.



Results from the bar-patron surveys were more encouraging. When compared with results of a similar survey conducted outside the same two bars, patrons planning to drive had substantially lower BACs during the campaign period. While RCC campaign materials were not widely distributed within the bars, the RADD Crew had successfully distributed 800 designated driver licenses the prior weekend. That activity, combined with the bar's participation in a very successful news media event likely created an atmosphere that enabled the reduction in drunk driving observed.

The combined results of these evaluations provide a strong justification for the RCC's current strategic direction of focusing on community action. Focusing on nurturing strong relationships with point-of-sale retailers, especially in high-risk areas, has the potential to translate into substantial decreases in drunk driving. The extended media campaign then facilitates this retail relationship by raising awareness of the designated drivers license program among potential patrons. Less emphasis on behavior-change messages within the campaign materials may be acceptable given the already crowded field of prevention messages the target age group is exposed to. Instead, by priming this group to use the designated drivers license within, we may realize a decrease in driver drinking.

COLLATERAL DISTRIBUTION:

1,214,000 Collateral Pieces: POS distribution to hundreds of on-premise contemporary retailers primarily in San Diego, Orange County and Sacramento as well as partner sites

- **Campaign Materials Distributed to Campaign Partners**
 - 50,000 English Language Posters
 - 335,000 English Language Table Tents
 - 178,000 English Language Drink Coasters
 - 420,000 English Language "RADD Card" Postcards
 - 10,000 Spanish Language Posters
 - 84,000 Spanish Language "RADD Card" Postcards
 - 67,000 Spanish Language Table Tents
 - 70,000 Spanish Language Drink Coasters
- **Key Material Distribution Locations**
 - Alcoholic Beverage Control, 24 District Offices, 2 Division Offices and department's headquarters in Sacramento. Estimated foot traffic per day is between 687 & 930 statewide.
 - **[Beer Wholesalers - None this year.** In a break with tradition and at the direction of the Marketing Committee, the campaign pursued a direct-recruitment strategy instead of relying on beer wholesalers to deliver POS and engage retailers]
 - **Metrolink** (commuter trains) – LA/OC/Riverside
 - 10,000 postcards with the RADD Designated Drivers License™
 - **Circle K stores**
 - All 245 stores statewide
 - **Motorcycle Safety Foundation Members**
 - 805 retail motorcycle sales dealerships statewide
 - **ConocoPhillips**
 - 107 stations statewide
 - **BACCHUS California Affiliates**
 - 30 College peer-wellness organizations statewide
 - **DMV Offices**
 - 168 Field Offices
 - Average foot traffic of 2 million people per month
 - **CalTrans Offices**
 - 12 District Offices

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Erin Meluso at RADD: www.radd.org, 818-752-7799, x-11, erin.meluso@radd.org



- CHP Offices
 - 102 Field offices
- OTS Offices
 - 27 offices
- **AAA Northern California Offices**
 - 80 branches
- Auto Club of Southern California
 - Central office
- **LA Auto Show**
 - RADD California Coalition Booth (message and partner-logo banners)
Over 1 million attendees
- Internet downloads of RADD Card Flyer (English and Spanish)
- Retailer support statewide
 - 1257 retailers, notably **all of the Pacific Beach (SD) and City Walk (LA) bars and restaurants.**

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APPENDIX

MetroNetworks Donated Radio Campaign – Traffic Sponsorships



RADD/RCC - DECEMBER 2006, JANUARY & EARLY FEBRUARY 2007, CALIF

MARKET	STREET RATE (GROSS)	Dec Spon	Jan Spon	Feb Spon	Total	STREET VALUE OF DELIVERY
LOS ANGELES	\$360	185	89	99	373	\$134,280
OXNARD	\$75	50	183	125	358	\$26,850
RIVERSIDE	\$127	80	291	140	511	\$64,897
SACRAMENTO	\$140		65		65	\$9,100
SAN DIEGO	\$135	70	162	71	303	\$40,905
SAN FRANCISCO	\$297		51	50	101	\$29,997
SAN JOSE	\$78	16	13	13	42	\$3,276
						\$309,305

MARKET	GROSS IMPRESSIONS	GRP'S	REACH	% REACH	FREQ.	POPULATION	TOTAL SPONS.	VALUE / SPONS	TOTAL VALUE
Los Angeles	7,915,600	137.4	2,655,335	45.8%	3.0	5,751,100	373	\$360	\$134,280
Oxnard-Ventura	487,200	237.7	98,866	48.5%	4.9	203,700	358	\$75	\$26,850
Riverside-San Bern	2,928,200	308.3	322,030	33.9%	9.1	926,800	511	\$127	\$64,897
Sacramento	207,500	24.0	132,282	15.0%	1.6	904,400	65	\$140	\$9,100
San Diego	1,540,900	117.7	546,559	42.0%	2.8	1,308,600	303	\$135	\$40,905
San Francisco	1,162,000	38.0	667,392	22.4%	1.7	3,135,200	101	\$297	\$29,997
San Jose	177,700	21.8	95,923	11.5%	1.9	787,600	42	\$78	\$3,276
									\$309,305

Budget Summary for RADD Project I – Grant Period 2005 - 2007

RADD Generated Income

RADD Cash	\$ 147,037.05
Sponsor Cash	\$ 59,700.00
In-Kind	\$ 966,301.50

Total RADD Generated Income \$ 1,173,038.55

OTS-ABC Grant \$ 280,387.97

Total Project Value \$ 1,453,426.52

ROI to State of California

4 to 1

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Edelman PR Sacramento's Valuation of Editorial Media Coverage

RADD – Battle of the Bartenders Media Coverage

Television

Date	Publication	Impressions	Publicity Value
12/12/06	KCAL9 News at Noon	199,846	\$4,364.34
12/12/06	KCAL 9 News at 4 p.m.	73,899	\$5,261.52
12/12/06	KWHY Noticias 22 at 5 p.m.	55,016	\$2,502.33
12/12/06	KWHY Noticias 22 at 7 p.m.	107,879	\$4,403.01
12/12/06	KCAL 9 News at 8 p.m.	140,586	\$6,330.60
12/12/06	KWHY Noticias 22 at 10 p.m.	185,170	\$8,313.90
12/13/06	KVEA Telemundo Show: Buenos Dias Los Angeles at 5 a.m.	1,710	\$110.01
12/14/06	KTLA Morning Show at 8 a.m.	221,570	\$16,974.72
12/14/06	KTLA Morning Show at 9 a.m.	122,200	\$13,922.37
1/18/07	KUSI Good Morning San Diego at 5am	6,528	\$152.55
1/18/07	KUSI Good Morning San Diego at 6 a.m.	26,383	\$1,622.49
1/18/07	KUSI Good Morning San Diego at 8 a.m.	25,502	\$1,710.54
1/18/07	KNSD NBC 7/39 News First at 4:30 p.m.	25,884	\$632.61
1/18/07	KUSI News at 6 p.m.	41,922	\$6,964.86
1/18/07	KBNT Univision Show: Noticias 6 p.m.	24,705	\$1,172.34
1/18/07	KSWB CWT Show: News at 10 p.m.	23,238	\$928.11
1/18/07	KUSI News at 10 p.m.	44,332	\$3,833.76
1/18/07	XETV Fox 6 News at 10 p.m.	56,005	\$5,692.02
1/18/07	KNSD NBC 7/39 News at 11 p.m.	97,635	\$13,086.06
1/18/07	KUSI News at 11 p.m.	18,468	\$2,984.79
1/19/07	KUSI Good Morning San Diego 5am	6,528	\$400.47
1/19/07	XETV Fox 6 News at 5:30am	5,518	\$144.93
1/19/07	KUSI Good Morning San Diego 6 a.m.	26,383	\$1,327.50
1/19/07	KBNT Univision: Despierta San Diego	6,967	\$77.88

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1/19/07	KBNT Univision: Despierta San Diego 6 a.m.	6,967	\$77.88
1/19/07	KUSI Good Morning San Diego 8 a.m.	25,502	\$2,565.81
1/21/07	KUSI Good Morning San Diego Weekend 7 a.m.	19,955	\$5,129.46
2/2/07	News 10 Sacramento & Co.	24,830	\$5,430.30
2/4/07	CBS 13/KOVR 31 Good Day Sacramento	32,580	\$7,143.30
?	KTSF 26 cable channel 8	7,114	\$3,457.80

Radio

	KNCI 105.1 - FM	22,300	\$845.49
	The Zone 100.5 – KZZO - FM	6,100	\$228.75
	KFBK – AM	31,400	\$1,224.48

Newspaper

12/14/06?	Los Angeles Times	894,155	\$54,480.00
1/21/07?	The San Diego Union- Tribune	314,279	\$27,825.60
1/26/07	The Navy Compass	56,000	\$1,620.00
2/9/07	The Sacramento Bee	290,553	\$19,729.80

Totals		3,268,642	\$233,585.50
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Evaluation of the RADD® California Coalition Campaign Activities: Winter 2006-2007

July 10, 2007

James Lange, Ph.D.
RCC Evaluator

Executive Summary

Two evaluation efforts were undertaken to assess the impact of the RADD California Coalition campaign. Each evaluation was concentrated within San Diego to maximize the resources available to conduct a rigorous evaluation. One evaluation was conducted on the SDSU campus, utilizing web-based surveys of students both before and after the campaign. These self-report data were used to assess campus campaign efforts. The second evaluation was conducted outside two bars/nightclubs in the Pacific Beach area that participated in the RCC campaign activities. Patrons of those establishments were surveyed and asked to provide an alcohol breath test sample.

Results from the campus surveys indicate that the RCC campaign from Dec 13, 2006 to February 2, 2007, which primarily utilized posters, was not able to break through the din of other messages to produce either recognition of campaign materials or behavioral changes. The RCC campaign was probably further hampered by the poor fit between the campaign timeline and the academic calendar that meant that most students were on break and away from campus during the bulk of the campaign. However, it did appear that the use of the RADD Crew to disseminate the designated drivers license on campus was a promising practice.

Results from the bar-patron surveys were more encouraging. When compared with results of a similar survey conducted outside the same two bars, patrons planning to drive had substantially lower BACs during the campaign period. While RCC campaign materials were not widely distributed within the bars, the RADD Crew had successfully distributed 800 designated driver licenses the prior weekend. That activity, combined with the bar's participation in a very successful news media event likely created an atmosphere that enabled the reduction in drunk driving observed.

The combined results of these evaluations provide a strong justification for the RCC's current strategic direction of focusing on community action. Focusing on nurturing strong relationships with point-of-sale retailers, especially in high-risk areas, has the potential to translate into substantial decreases in drunk driving. The extended media campaign then facilitates this retail relationship by raising awareness of the designated drivers license program among potential patrons. Less emphasis on behavior-change messages within the campaign materials may be acceptable given the already crowded field of prevention



messages the target age group is exposed to. Instead, by priming this group to use the designated drivers license within, we may realize a decrease in driver drinking.

Overview

The RADD California Coalition embarked on a statewide campaign seeking to reduce drunk driving among 21-34 year olds. This multifaceted campaign has been described already within a final report produced by RADD. This report focuses on an evaluation effort undertaken on elements of the campaign.

The RCC Winter Campaign can be thought of as having had three prongs: (1) statewide media, (2) focused community action, and (3) college campus focus. Resource limitations hampered statewide evaluation plans, especially since that component was expected to have the most diffuse effects, meaning statistical power would need to be very high to detect change. Reliance on self-report data and the confluence of other efforts within the state would also make the results less meaningful, and on the whole not worthy of the expense. Therefore the evaluation scope could not include a statewide media evaluation. However, by selecting one community and one college campus, limited evaluations of the two remaining campaign prongs could be accomplished. Thus this evaluation report describes data collected from one of the most active communities within the RCC, Pacific Beach, and one of the most active college campuses, San Diego State University. In addition to the practicality of a limited and focused evaluation, the utility of it with respect to lessons learned has greater potential. It allows for a more homogeneous population, and even permits direct measures of consumption, with observational data on implementation directly assessed.

Evaluation Methods

The evaluation rests on two data collection efforts: campus and bar. A campus survey conducted before and after the RCC campaign was done to identify the reach and impact of the campus activities. The bar surveys were designed to provide a direct measure of drinking driving behavior both before and concurrent with the community action activities within the selected bar district.

Campus Study Procedure

Data collected from two semesters (fall 2006, and spring 2007) of an internet-based survey were used to evaluate the RCC on campus program. The RCC items were attached to an existing survey effort conducted on campus. For each survey, a random sample of undergraduate students received an email invitation to participate in a web-based questionnaire concerning college student achievement, lifestyles, alcohol, and other drug behavior. In the fall 2006 survey administration, participants completing the survey were entered into a sweepstakes drawing with the possibility of winning one of 20 prizes ranging in value from \$25 to \$250. Respondents in the spring 2007 survey were given a \$5 gift certificate for an online internet retailer for their participation.



Participants accessed the survey using their student ID number ensuring a respondent could only complete the questionnaire once. For each survey, three email reminders were sent to non-responders and to individuals who only partially completed the survey. The reminder emails were sent at approximately one-week intervals. Each survey was comprised of a set of demographic items, alcohol consumption questions, and questions concerning the use of drugs.

Study Measures

The demographic questions used for this survey included respondent gender, race/ethnicity (Caucasian, Hispanic/Latino, African American, Asian-Pacific Islander, and other/multi-race), place of residence (on-campus dormitory, off-campus, fraternity/sorority), and membership in a Greek-letter member organization (i.e., fraternity/sorority). Heavy episodic drinking was measured by a question asking participants to indicate the maximum number of drinks they consumed on any one occasion during the past month. Consuming five or more drinks on any one occasion was defined as engaging in a heavy episodic drinking event (Weschler et al., 1995). RCC relevant questions were added to the survey to assess the students' recognition of the campaign messages, knowledge and use of the RADD Designated Drivers License™, and designated driving behaviors. For the campaign recognition materials, bogus campaign messages were juxtaposed next the "Figure it Out" message slogan, and students were asked to identify which (if any) message they had seen on posters around campus. The bogus messages were designed to be either recognizable from slogans of real campaigns that were not on campus, or entirely fictional slogans. The bogus messages were: "Drive to Survive", "Let it Pass" and "Never a Drop." Using pre-programmed skip-logic, students were also asked if they had heard of the RADD Designated Driver License™. If they answered yes, they were then asked if they had one. If again they answered affirmatively, they were asked if they had received any benefit or discount by using the card.

Campus Survey Participants

A total of 668 respondents completed the fall 2006 survey (response rate = 25.3%) and 937 respondents completed the spring 2007 survey (response rate = 18.0%). There were no significant differences between the samples in terms of respondent characteristics, past-month heavy episodic drinking, or drug use.

Bar Patron Survey Procedures

To assess the impact of the point-of-sale campaign on drunk driving, interviews of bar patrons were conducted. These interviews included breath alcohol testing using calibrated CMI Intoxilyzer SD-400 breath test devices. The devices are set to record results internally, with no display of results in the field. Bar patron interviews were conducted on two weekend nights during the RCC campaign. Two bars agreed to allow access to their patrons as they entered and exited the establishment. The procedures for the survey, including measures and human subject informed consent forms were reviewed and approved by the SDSU IRB.



Several field staff were present outside of the bar, including a field manager, several interviewers, individuals responsible for door counts (entrance & exit). Bar patrons were interviewed at entrance and exit of the bar. Breath samples were obtained at each time point. Additional self-report measures were obtained, including: transportation to and from the bar, number of drinks consumed before the bar, number of planned drinks, drinking intent (i.e., to get drunk), plans for drinking after the event, and planned transportation home.

Additionally, we were provided access to data from a very similar survey conducted in the months prior to the campaign by Dr. John Clapp for a separate research grant funded by the NIAAA. Only data from the same two bars were provided so that we could compare the results of the campaign-concurrent survey with breath tests from patrons before the campaign commenced. The campaign-concurrent survey procedures were intentionally structured to match Dr. Clapp's data as closely as possible to maximize comparability.

Campus RADD Crew Activities

Four RADD Crew members went to the participating bars in Pacific Beach. During their evening, they handed out approximately 800 Designated Driver cards. One week later the RADD Crew worked at the SDSU campus. They visited a pre-game rally and Cox Arena prior to the game and distributed approximately 900 cards on this day along with coasters.

Campus Poster Distribution

The SDSU campus permits posters to be placed in a number of locations throughout the campus. We attempted to take advantage of this, and place the posters in locations most likely to be viewed by a large proportion of the student body. However, it is important to note that other message posters have the same motivation, meaning that field of messages is very crowded on campus. Posters were displayed in strategic points on campus throughout the RCC campaign period. Note that the semester break fell within the campaign period. This meant that most students were only on campus for the last few weeks of the campaign. The university typically removes all posters once a week, and thus posters were replaced weekly from December 13, 2006 to January 25, 2007. Following the campaign, we ceased replacing the posters. There were 65 posters within the Residence Halls. Others were placed at Student health services, Greek Life facilities, the Athletic Department and bulletin boards throughout the campus. Posters were replaced if they were noticed to have been torn down. About 135 posters were displayed on campus. In addition to the posters, the campaign tagline along with the RADD URL were placed within the message rotation on the SDSU Electronic Highway sign, and a RADD RCC public service announcement was played during basketball games at Cox Arena.



Results

Campaign Recognition

Campus Survey. Results from the survey indicate that while there were plenty of opportunities for students to be exposed to the message, few students could recall having seen the message. In fact, the bogus messages were more likely to be identified on campus by students than the “Figure it Out” message, though no message was recognized by more than 5% of the students.

That students failed to report recognition of the message tag-line even after fairly strong poster saturation across campus, and use of the SDSU Electronic billboard indicates either that the message failed to have enough impact to be recalled, or the media was not sufficiently salient to break through the general cacophony of poster messages typical of the campus environment. While we have no data to conclusively identify the source of the failure, the fact that the survey used a prompted recall measure points away from a failure to recall, leaving a lack of salience as the most plausible explanation.

Not surprisingly, given the relatively few students who reported recalling the campaign, only a small percentage of students reported hearing about, having and using the RADD Designated Drivers License. However it is interesting to note that more students reported hearing of the RADD Designated Driver’s License™ than reported seeing one of the posters. In fact, 14.9% of the students had heard of the card. Of these students, only a fraction had a card (3.3%). Extrapolating this proportion to the entire student body we would estimate that less than 200 students had the card. Interestingly, the RADD Crew had distributed about 900 cards on campus, however this was at a basketball event that attracted a large number of non-student visitors to campus. Thus it is likely that the RADD Crew was a major source of the cards students were reporting, however some of the Crew’s effort is not reflected in this survey due to their impact on non-students. The sample size gets very small when one considers only those students reporting having a card (n=8) within our survey data, however it is encouraging that of these students, 25% reported that either their friends, or they themselves received some discount or promotional item with the card.

Bar Patron Survey. Patrons surveyed at the bars in Pacific Beach were asked whether they saw any designated driver promotional materials or specials within the bar. They were also asked if their server offered them such a special, and if they received one. None of the participants recalled seeing any materials within the bars. Only two of the 70 participants (2.9%) recalled their server mentioning a special. No one reported receiving a designated driver special. This is somewhat surprising given that both bars were selected based upon their enthusiastic support of the campaign, and their high-profile participation in the community media event.

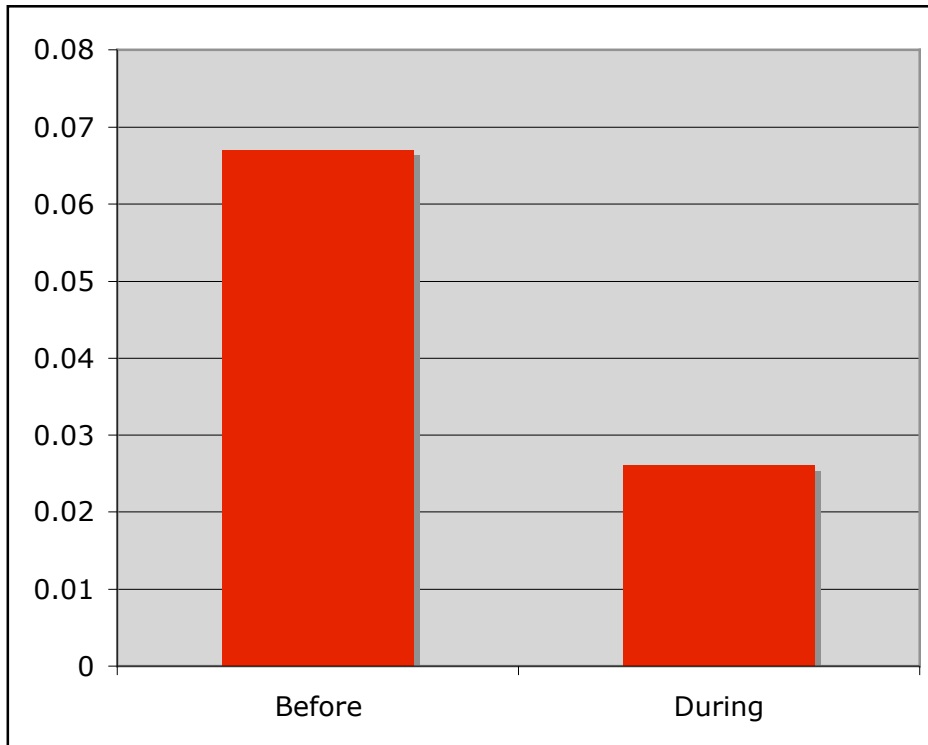
Behavior Change

Campus Survey. Given that so few students had recognized the campaign, had a RADD Designated Drivers License™ or received any reward for being the designated driver, it is perhaps not surprising that little behavior change was observed. For instance there was

only slight, non-significant, increase in the number of times students reported being a designated driver from the pre to post survey [mean 1.45 to 1.56 times; $F(1,1547)=.53$, $p>.05$]. There was also no change observed in the proportion of students reporting riding in a vehicle with an impaired driver.

Bar Patron Survey. All patrons participating in the bar surveys were asked if they were planning on driving home, and if so, if they were serving as the driver. Of those participating, 13 of the pre-campaign and 11 of the campaign-concurrent participants claimed the role as driver. Comparing the breath alcohol measure results from these participants show that during the RCC campaign, driving patrons had significantly lower BACs compared with the pre-campaign cohorts, $F(1,22)=4.41$, $p<.05$ (see Figure 1). The decline in BACs was substantial, representing almost a 60% drop from pre-campaign levels. The decline in mean BAC also reflects a substantial drop in drivers with BACs over the legal limit of .08 g/dl. Before the campaign, 38.5% of the drivers had a BAC greater than .08 g/dl. This percentage was more than halved during the campaign to 18.2%. Of course the small sample size for these analyses, and the limited number of bars and survey nights temper the certainty within which can interpret these results.

Figure 1 Mean BAC of drivers leaving the bar/nightclub before and during the campaign period.



Conclusions

Lack of poster recognition is a good indicator that passive message delivery is a weak form of intervention on a college campus. In many ways, students are inundated with poster messages, and breaking through the field of noise to grab student attention is difficult using this medium. While we did not directly assess the impact of the RADD Crew on campus, the success of their direct interactions with a large number of students (as well as other campus visitors) bodes well for this method of message delivery on campus. However, given that the RADD Crew only worked on campus one day, at a basketball game that attracted a large proportion of visitors to the event, it is not surprising that their impact was not manifest within the survey. It follows also that with the lack of general awareness evinced within the student body, that there was no appreciable change in drunk driving or designated driver behavior. We are again reminded that poster and other mass marketing techniques are weak prevention interventions.

While the bar survey data should be interpreted with caution, it does provide a very hopeful indicator that drunk driving prevention interventions at the point of consumption may be highly effective. The results mirror results from previous research (Lange et al), which demonstrated substantial reduction in driver BACs when very simple, brief interventions are done at an opportune time within the drinking decision process. However, we know that the bars did not implement the RCC campaign as intended, so any effect on driver BACs that is observed must be attributable to other changes in either service practices, social environment, or patron characteristics. Given the successful canvassing of the area by the RADD Crew, and the high profile media event that also occurred the preceding weekend, it is plausible that the social environment played a role in reducing the BACs of drivers.

Suggestions for future activities

The RCC appears to be moving in a very positive direction, and the data presented from this evaluation confirm this. First, the movement away from the mass-marketing approach to effect behavior change is supported by the lack of recognition and behavior change found within the student survey. Instead, an interactive method, such as with the RADD Crew, will likely yield a far more potent vehicle for reaching the target population, even if it means sacrificing the breadth of contact. Note, that even the breadth tradeoff comes with the benefit of better concentration of the message among the highest risk individuals, since the RADD Crew can work known drunk driving hotspots. Further the data demonstrate that even with incomplete implementation within the bars, there are potentially highly potent effects that can be realized if point-of-sale businesses are embraced within the intervention model. Thus, the RCC should consider activities that further promote the inclusion of retail businesses within the campaign.

A new model for a statewide campaign emerges from these findings and recommendation. The model relies on mass media to raise awareness of the campaign so



that businesses are enticed to seek to participate in the campaign. Businesses then become the agent of the intervention, by their inclusion of messages on their grounds, and perhaps more importantly, through their interactions with patrons. Since the mass media will be acknowledged as a weak component of population attitude and behavior change, interactive advertising using strategies such as the RADD Crew will function as the means for priming the population for the responsible behavior that will be encouraged within the partnering businesses. This model could potentially have a cyclical pattern of effects whereby success would breed enhanced excitement among retailers to participate and thus a natural growth pattern over time.

Acknowledgements

We would like to acknowledge the invaluable assistance provided by the two bars (which will remain anonymous) that agreed to participate in this evaluation. Similarly, Dr. John Clapp provided assistance through the sharing of his research data (supported from a grant from the NIAAA, R01 AA013968). Julie Ketchie provided research support, database and survey management and data analysis. Tobin Huff conducted data analysis. Marian Novak facilitated the bar surveys.

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