

Strategies to Reduce Driving Under the Influence of Alcohol

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DBHDD/Office of Behavioral Health
Prevention Conference

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Reduce Alcohol Consumption

- Improve educational programming
 - Use social norms marketing
- Enact new policy
 - Increase alcohol excise taxes
 - Impose greater penalties for use of fake IDs
 - Enact stricter social host laws
 - Mandate responsible beverage service (RBS) training
 - Install responsible retailing programs
- Increase enforcement
 - Increase the number of publicized retailer compliance checks
 - Add new state-level enforcement officers

Reduce Driving After Drinking

- Expand transportation options
 - Promote safe rides programs
 - Encourage use of designated drivers
 - Promote use of taxis and ride services
- Enact new policy
 - Lower the per se limit to .05% BAC
- Increase enforcement
 - Increase the number of publicized sobriety checkpoints

67% of **STUDENTS** just the Facts



HAVE 4 OR FEWER DRINKS WHEN THEY PARTY

For more information:
Student Wellness Office 494-9ELL

1 DRINK = 12 OZ. BEER = 4OZ. WINE = 1OZ. LIQUOR



MHS students disapprove of parents who provide alcohol to students.

Trust in Us

In the 2014 AHS Student Social Norms survey, 70% of parents endorsed this.

Thank you for sponsoring this message.

MERRILL OPTIMISTS

park city CREDIT UNION
Celebrating Life. Celebrating You!

Merrill Area United Way

United Way

99% OF YOU HAVE NEVER BEEN **ARRESTED FOR DWI/DUI**

SOME-TIMES YOU WANT **TO FIT in**

watkinscollege
of art, design & film


CHASCO

METRO ARTS

the art center

Watkins College of Art, Design & Film receives funding from the Metropolitan Nashville Area Convention and the Tennessee Arts Commission.

Did You Know...



9 OUT OF 10

EAGLE COUNTY HIGH SCHOOLERS

did not drive a car when they had been drinking alcohol.

Social Norms Marketing

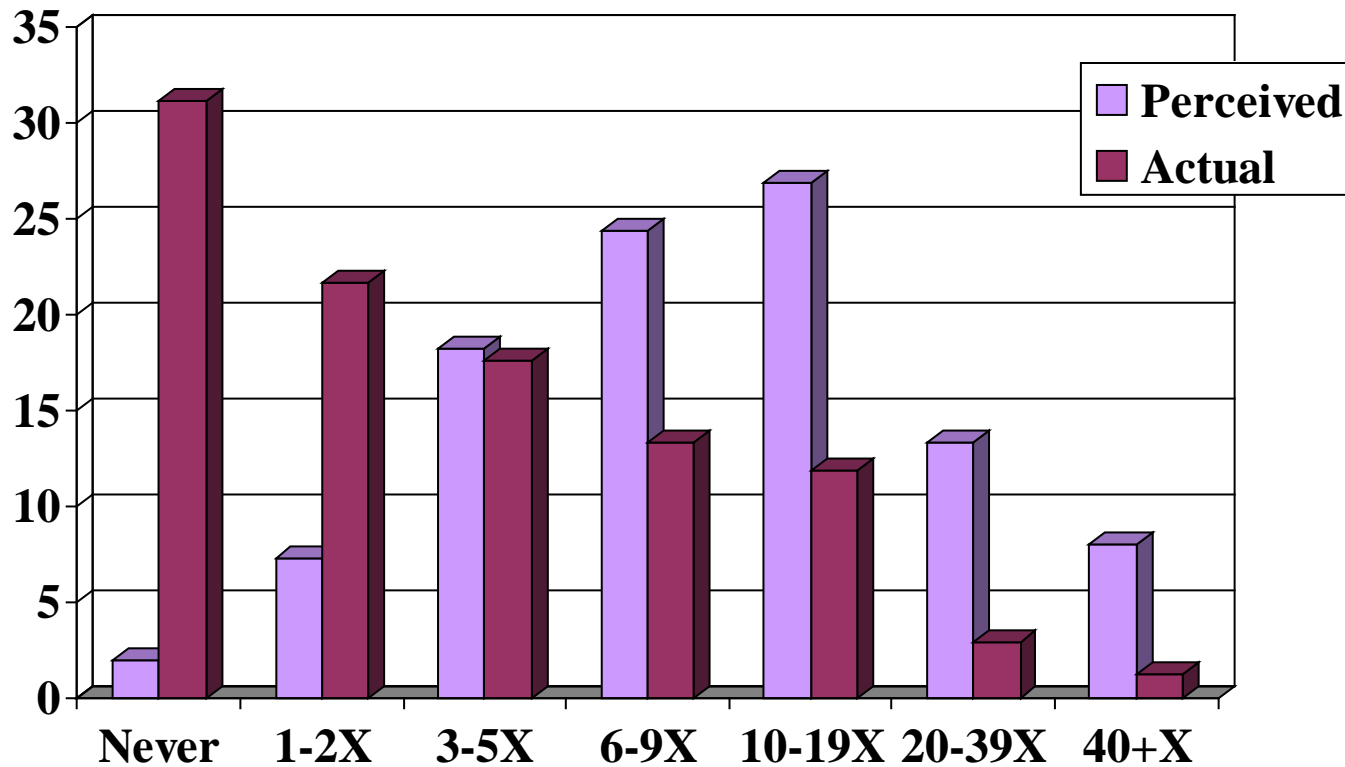
Social Norms

- Social norms are people's beliefs about the behavior that is typical or is expected of them in a particular social context
- People's *perceptions* of norms are often a very good predictor of what they will say and do
- *But those perceptions can be grossly inaccurate*

Survey of College Alcohol Norms and Behavior (n = 2,801)

- ACTUAL: During the past 30 days, on how many occasions did you use ... alcohol (beer, wine, liquor)?
- PERCEIVED: During the past 30 days, on how many occasions do you think the *average or typical student at this school* has used ... alcohol (beer, wine, liquor)?

Alcohol Use During Past 30 Days



Misperceptions of Alcohol-Related Attitudes and Behaviors

Documented Overestimations	Documented Underestimations
<ul style="list-style-type: none">• Alcohol use• Risky and dangerous drinking• DUI and DWI• Parental permissiveness<ul style="list-style-type: none">▪ Perceived by both parents and children	<ul style="list-style-type: none">• Extent to which others are bothered by “second hand effects”• Willingness to intervene and confront abuse• Support for stricter policies and enforcement

Impact of Misperceptions:

- Encourages greater consumption by drinkers and earlier initiation of drinking by non-drinkers
- Allows abusers to justify their behavior and fosters more abuse
- Inhibits bystanders from intervening and addressing “secondhand effects”

Intervention Strategy

Influence people's beliefs about the behavior that is typical or is expected of them in a particular social context

- Provide accurate factual information about what other people are saying and doing (*descriptive norms*)
- Communicate what other people expect members of the group, family, or community to do (*injunctive norms*)

Behavior change won't occur unless the target audience is motivated to act on this normative information

- Explain why the factual information should be trusted
- Encourage identification with the comparison group
- Avoid messaging that triggers psychological reactance

Social Norms Marketing



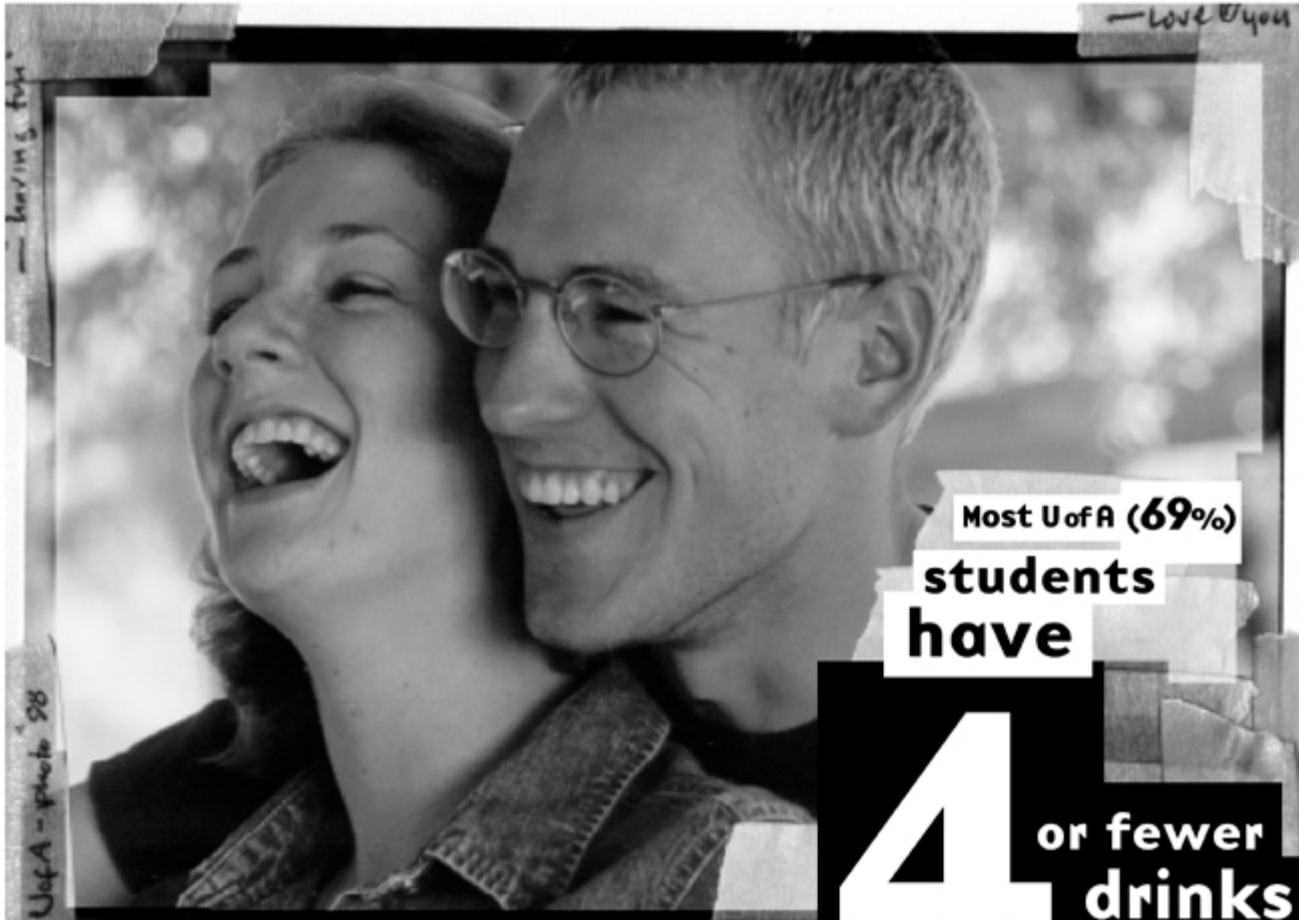
Use media communications to report accurate drinking norms



Decrease perceived normative expectations



Decrease alcohol consumption



Most U of A (69%)
students
have

4 or fewer
drinks

• 1 drink = one 12 oz. beer = 4-5 oz. wine = 1 oz. liquor

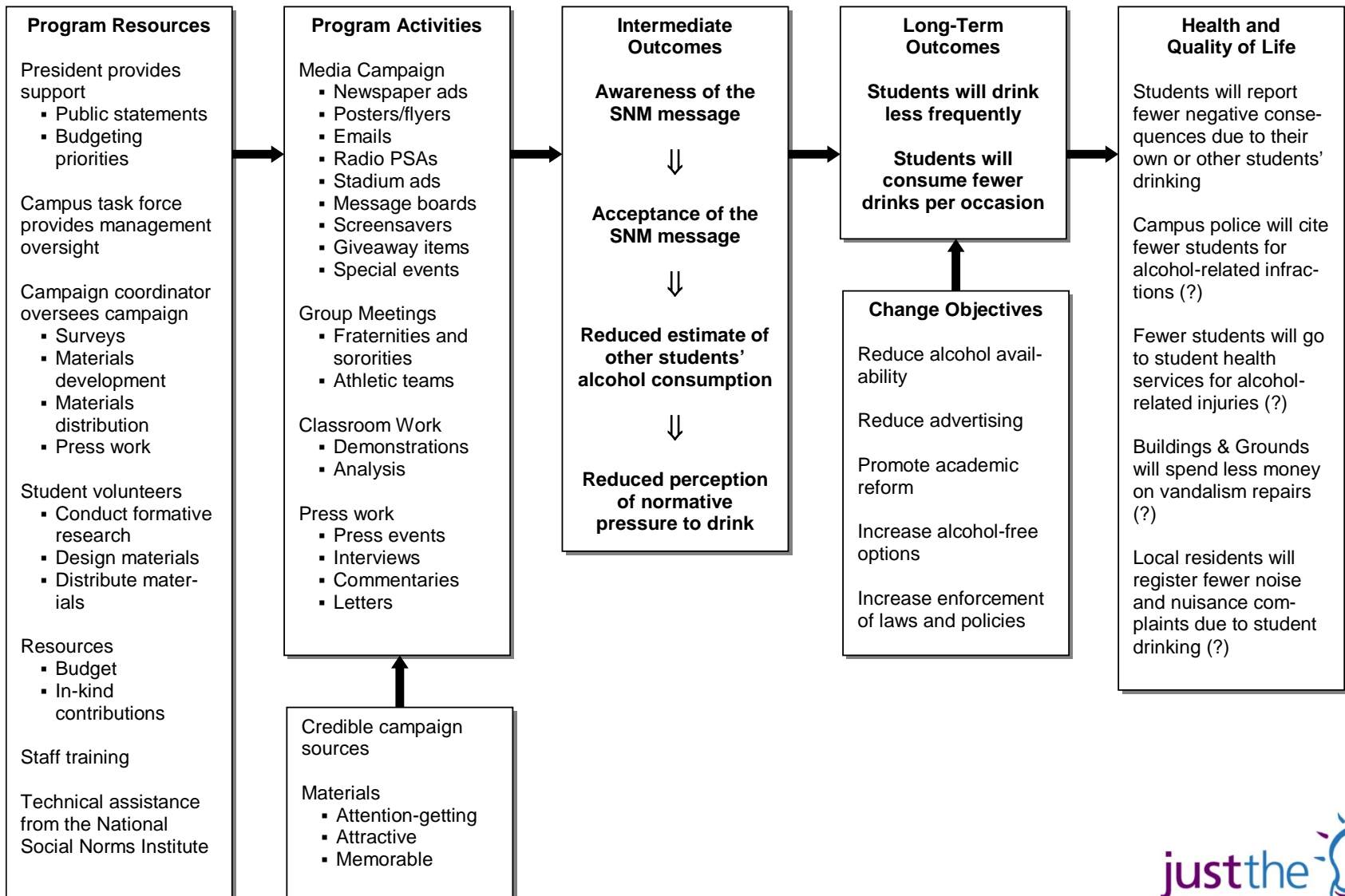


*Based on survey data collected by
Campus Health Service (1998) from 317
U of A students in a randomly selected
mailing.

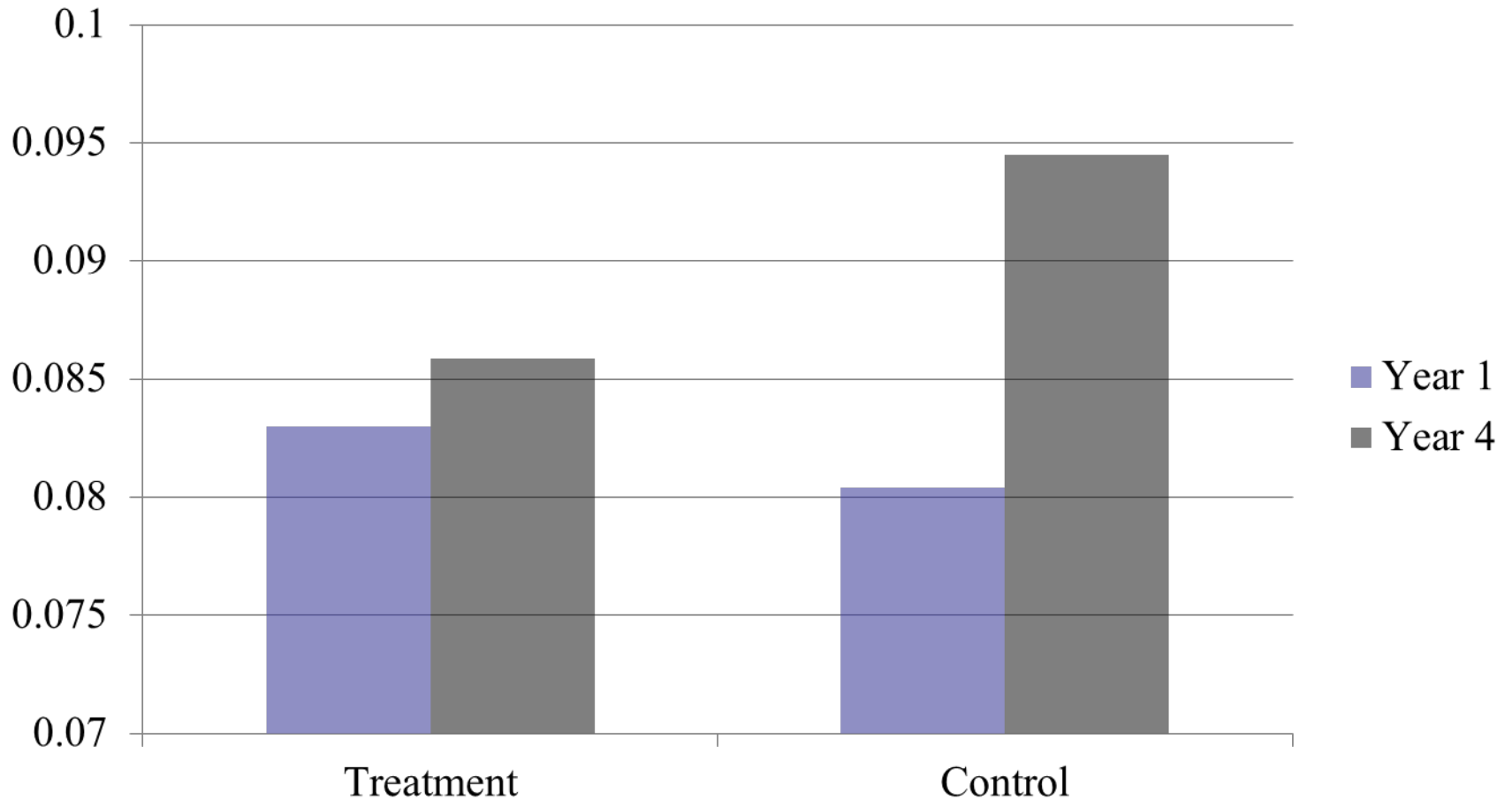
Funded by the US Dept. of Health and Human Services.

when they party

Social Norms Marketing (SNM) Campaign Logic Model



Estimated Maximum BAC in Past 2 Weeks



Core Institute data suggest a national trend for increased heavy drinking between Year 1 and Year 4

Most of Us

Montana Campaign to Reduce Drinking and Driving
among 21- to 34-year Olds



Source: Perkins HW, Linkenbach JW, Lewis MA, Neighbors C. (2010). Effectiveness of social norms media marketing in reducing drinking and driving: A statewide campaign. *Addictive Behaviors*, 35: 866-874.



MOST
Montana young adults
(4 out of 5)
don't drink and drive.*

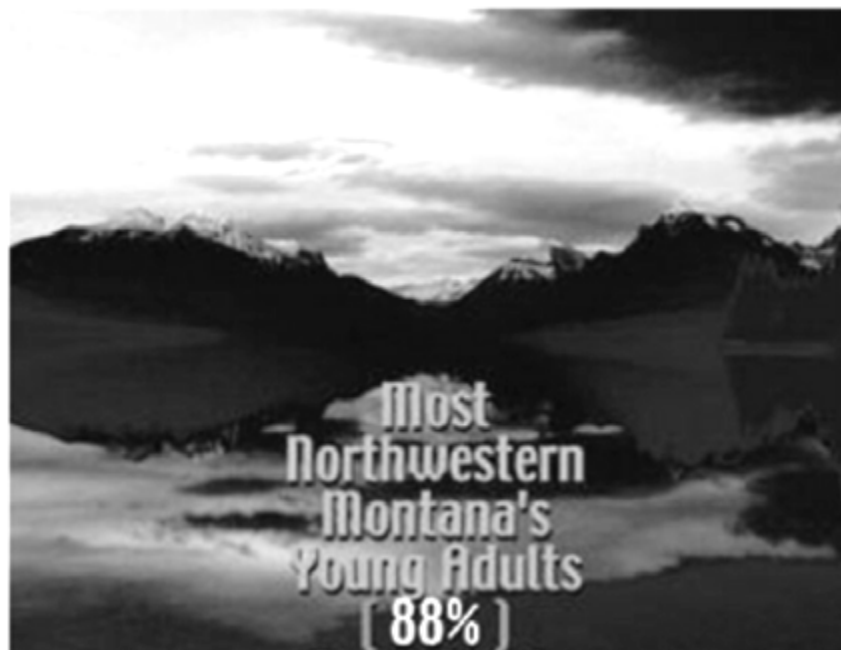
MOST of Us[®] prevent drinking and driving.

MOST of Us[®]
MONTANA SOCIAL NORMS PROJECT
www.mostofus.org



* Data source: 2001 Montana Young Adult Alcohol Survey.
ANY AMOUNT OF ALCOHOL CAN BE ILLEGAL OR DANGEROUS.

Campaign supported by Montana Department of Transportation and Montana Safe Kids Safety Commission. Photo © Steve Thompson Photography by the artist's self-concept.



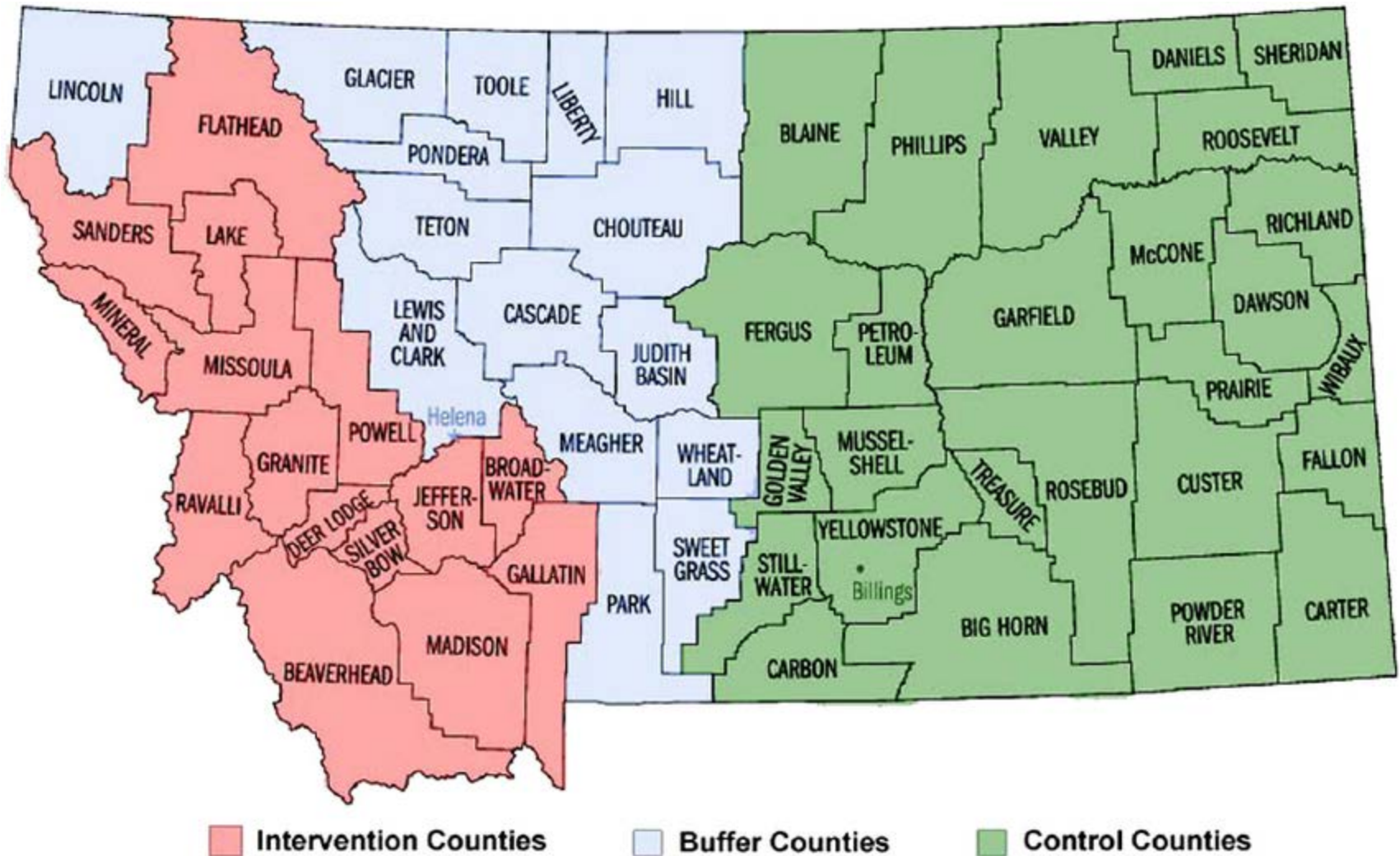
Most
Northwestern
Montana's
Young Adults
(88%)
Don't Drink
and Drive



MOST of Us[®] prevent drinking & driving.

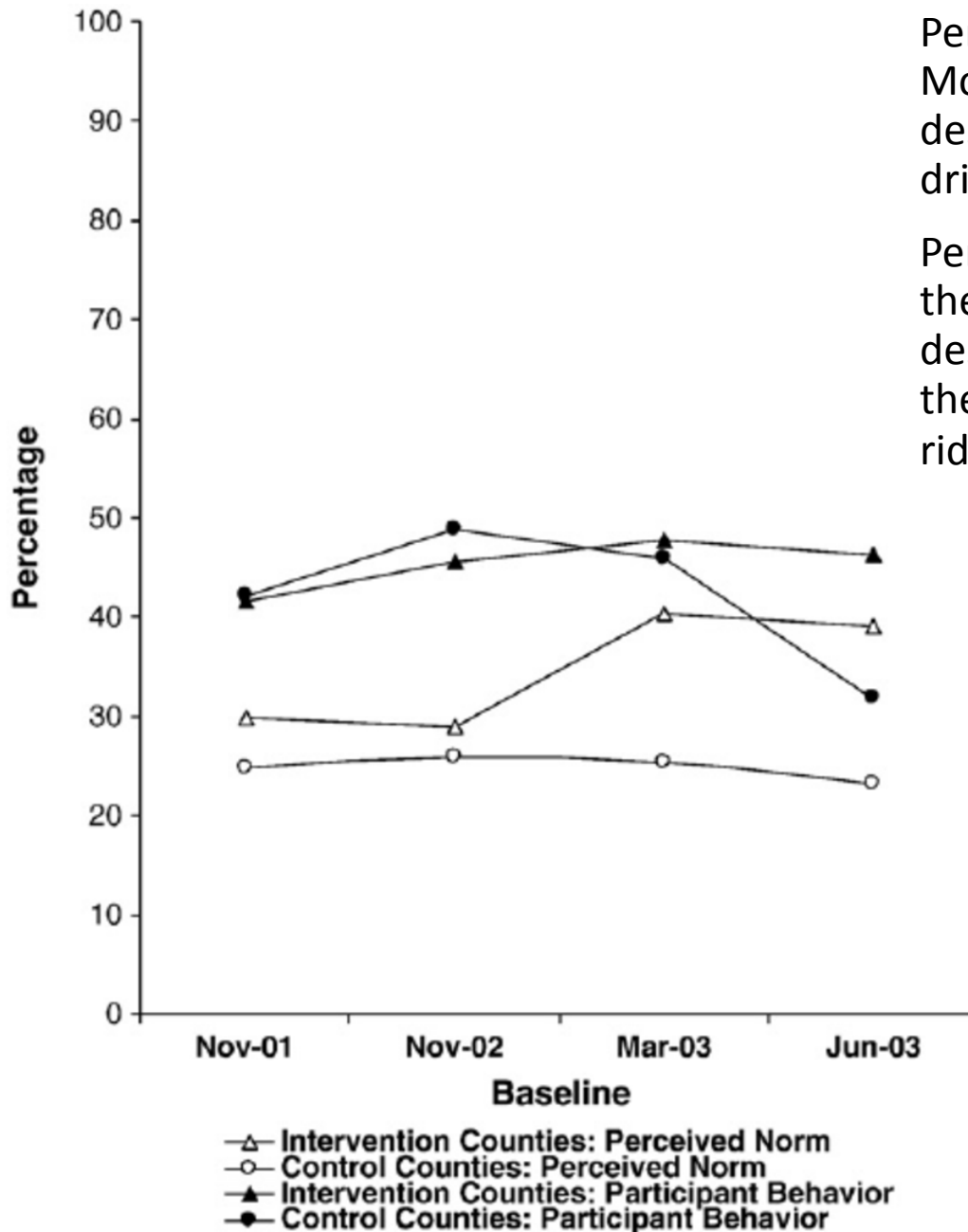
MDT

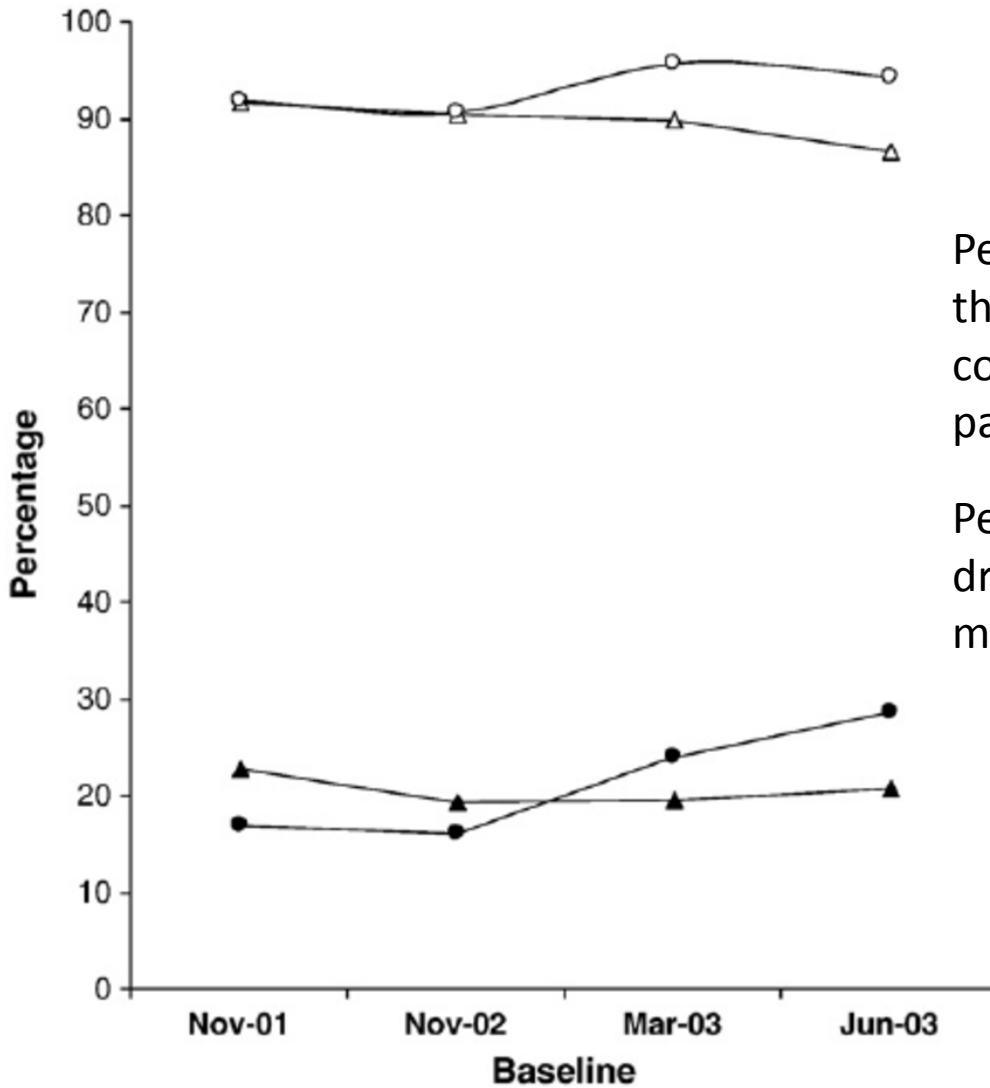
Study Design



Percent perceiving majority of same age Montanans almost always have a designated non-drinking driver when drinking and will be riding in a car later

Percent reporting they always (100% of the time) make sure they have a designated non-drinking driver before they consume alcohol if they will be riding in a car later





Percent thinking the average Montanan their age has driven within one hour of consuming two or more drinks in the past month

Percent driving after having two or more drinks within one hour in the past month.

- △— Intervention Counties: Perceived Norm
- Control Counties: Perceived Norm
- ▲— Intervention Counties: Participant Behavior
- Control Counties: Participant Behavior

Install Responsible Retailing Programs

- The primary sources of alcoholic beverages for minors are acquaintances and friends, both under and over age 21, plus parents and other adults
- Even so, 15% to 30% of minors report that they purchase alcoholic beverages from retailers directly
 - Research has confirmed minors' ability to purchase alcoholic beverages, with or without fake IDs
 - Many of these youth become the source of alcohol for their peers.
- Thus, several reports have emphasized the reduction of adolescent access to commercial alcohol sources as a key strategy for reducing the societal and personal costs of adolescent alcohol use:
 - Federal Trade Commission
 - Institute of Medicine
 - Office of the US Surgeon General



Respect 21[®]

Initiated in 51 Communities by the Responsible Retailing Forum
(Sponsored by MillerCoors, 2005-2013)

<u>Alabama</u> <ul style="list-style-type: none">▪ Auburn▪ Mobile▪ Troy▪ Tuscaloosa	<u>Michigan</u> <ul style="list-style-type: none">▪ East Lansing	<u>South Carolina</u> <ul style="list-style-type: none">▪ Clemson
<u>Arizona</u> <ul style="list-style-type: none">▪ Tempe	<u>Minnesota</u> <ul style="list-style-type: none">▪ Minneapolis/St. Paul	<u>Tennessee</u> <ul style="list-style-type: none">▪ Knoxville▪ Memphis
<u>Arkansas</u> <ul style="list-style-type: none">▪ Fayetteville	<u>Missouri</u> <ul style="list-style-type: none">▪ Cape Girardeau	<u>Texas</u> <ul style="list-style-type: none">▪ Abilene▪ Amarillo▪ Austin▪ El Paso▪ Lubbock
<u>California</u> <ul style="list-style-type: none">▪ Berkeley▪ Los Angeles	<u>Montana</u> <ul style="list-style-type: none">▪ Bozeman▪ Kalispell	<u>Utah</u> <ul style="list-style-type: none">▪ Salt Lake City
<u>Colorado</u> <ul style="list-style-type: none">▪ Colorado Springs	<u>New Mexico</u> <ul style="list-style-type: none">▪ Albuquerque▪ Las Cruces▪ Rio Rancho	<u>Washington</u> <ul style="list-style-type: none">▪ Seattle
<u>Connecticut</u> <ul style="list-style-type: none">▪ Storrs	<u>New York</u> <ul style="list-style-type: none">▪ Albany▪ New York City▪ Syracuse	<u>West Virginia</u> <ul style="list-style-type: none">▪ Huntington
<u>Florida</u> <ul style="list-style-type: none">▪ Ft. Myers▪ Miami Beach▪ Tampa	<u>Ohio</u> <ul style="list-style-type: none">▪ Columbus	<u>Wisconsin</u> <ul style="list-style-type: none">▪ Green Bay▪ La Crosse▪ Madison▪ Milwaukee▪ Racine▪ Waukesha
<u>Illinois</u> <ul style="list-style-type: none">▪ Bloomington/Normal▪ Joliet	<u>Oklahoma</u> <ul style="list-style-type: none">▪ Oklahoma City	<u>Wyoming</u> <ul style="list-style-type: none">▪ Laramie
<u>Indiana</u> <ul style="list-style-type: none">▪ Indianapolis	<u>Oregon</u> <ul style="list-style-type: none">▪ Eugene	
<u>Kansas</u> <ul style="list-style-type: none">▪ Lawrence	<u>Pennsylvania</u> <ul style="list-style-type: none">▪ York▪ State College	

Program Features

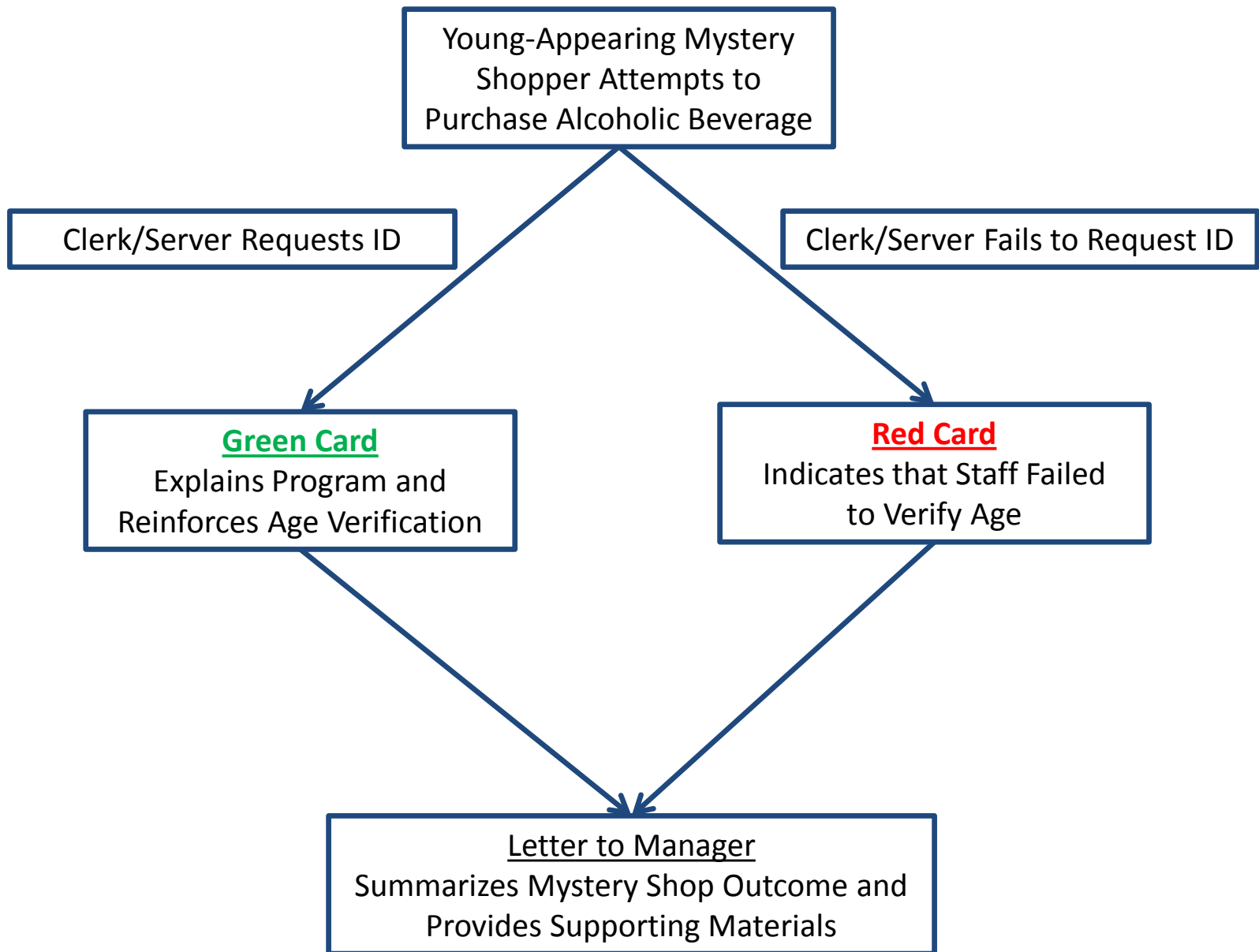
- Licensees that enroll receive:
 - **Self-Assessment Tool** for examining their current responsible retailing practices
 - **H.E.L.P. Guide** based upon the *Best Practices Report* sponsored by SAMHSA
 - **Signage for customers and staff** to express a licensee's commitment to respect the age 21 minimum legal drinking age when selling or serving alcoholic beverages

Mystery Shops

Mystery Shoppers—young, legal-age customers, usually ages 21 to 24—enter the store or on-premises serving establishment and attempt to purchase or be served an alcoholic beverage.

- If the clerk, server or bartender requests an ID, the Mystery Shopper presents a **Green Card** that explains the purpose of the visit and compliments staff for correctly verifying age.
- If no ID is requested, the Mystery Shopper presents a **Red Card** to signify that the staff member failed to verify the age of a young, unfamiliar customer.
- A **follow-up letter** summarizing the Mystery Shopper's visit is mailed to the manager or owner-operator.
- Each mailing includes an **enclosure with additional information** on responsible retailing that the operator can employ with staff.

Because the Mystery Shopper is old enough to purchase alcohol, failing to check ID creates *no legal exposure for the staff or the licensee*. Even so, the *results of individual shops are kept confidential* and therefore are known only to the licensee and RRForum.



Study 1: 6-Month Programs

396 retailers in 9 communities (2008-2010)

Albany, NY	Racine, WI
La Crosse, WI	Salt Lake City, UT
Lubbock, TX	State College, PA
Minneapolis/St. Paul, MN	York, PA
Oklahoma City, OK	

Pre-intervention/baseline period

- 6 Mystery Shops, in one month
- No feedback given for #1-5
- Feedback given for #6

6 data points represent what the ID-checking rates were *before the program began*

Intervention period

- 5 Mystery Shops, one per month
- Feedback given for #1-4
- No feedback given for #5

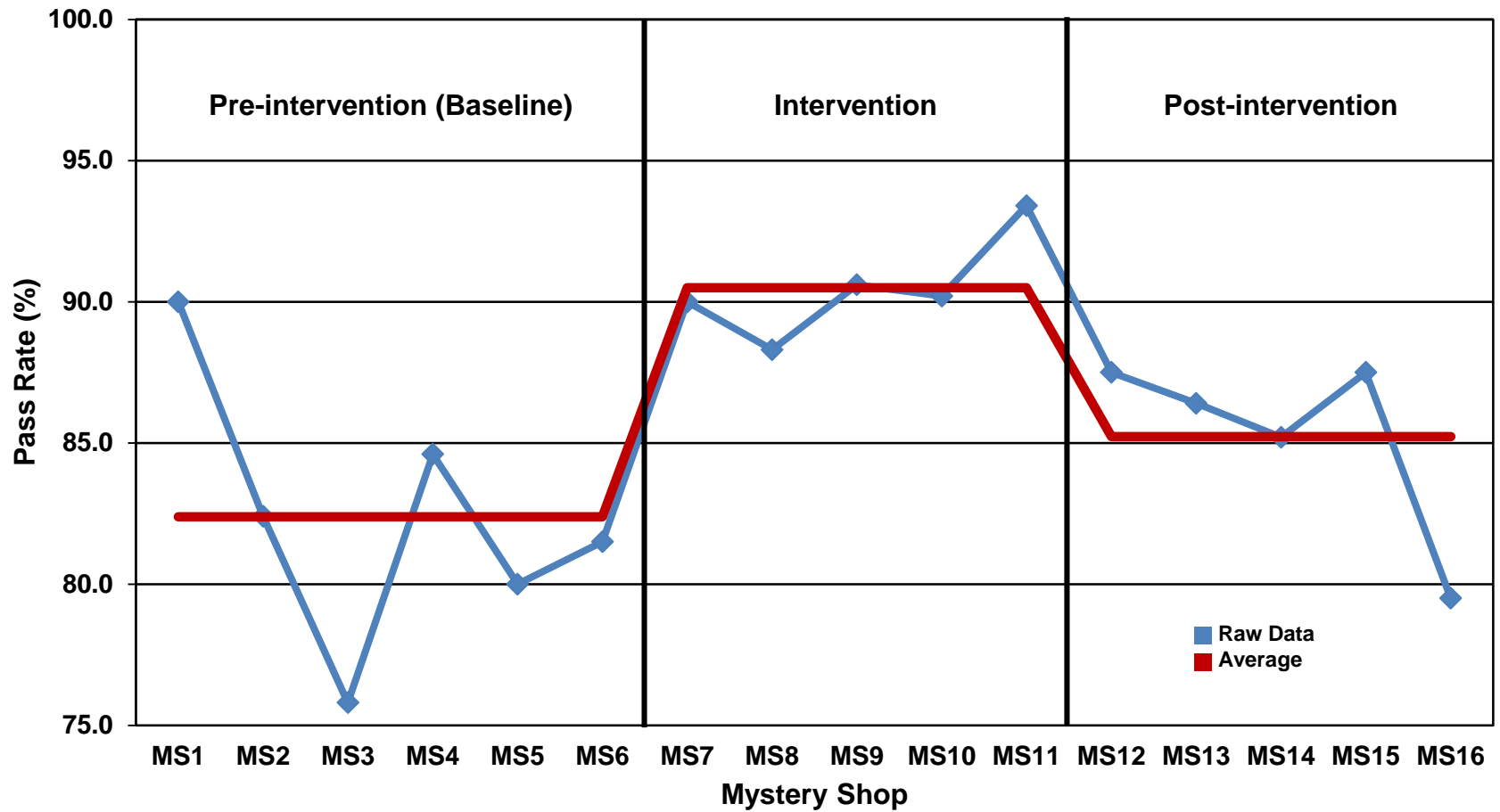
5 data points represent what the ID-checking rates were *after Respect 21 was launched*

Post-intervention period

- 5 Mystery Shops, in one month
- No feedback given for #1-#5

5 data points represent what the ID-checking rates were *after no more feedback was given*

Aggregated ID Checking Rates for 2008-2010 Programs



Intervention vs. Pre-Intervention, OR = 2.08, (95% CI = 1.58-2.67), $p < .001$
 Post-Intervention vs. Pre-intervention, OR = 1.28, (95% CI = 0.92-1.79), $p > .05$

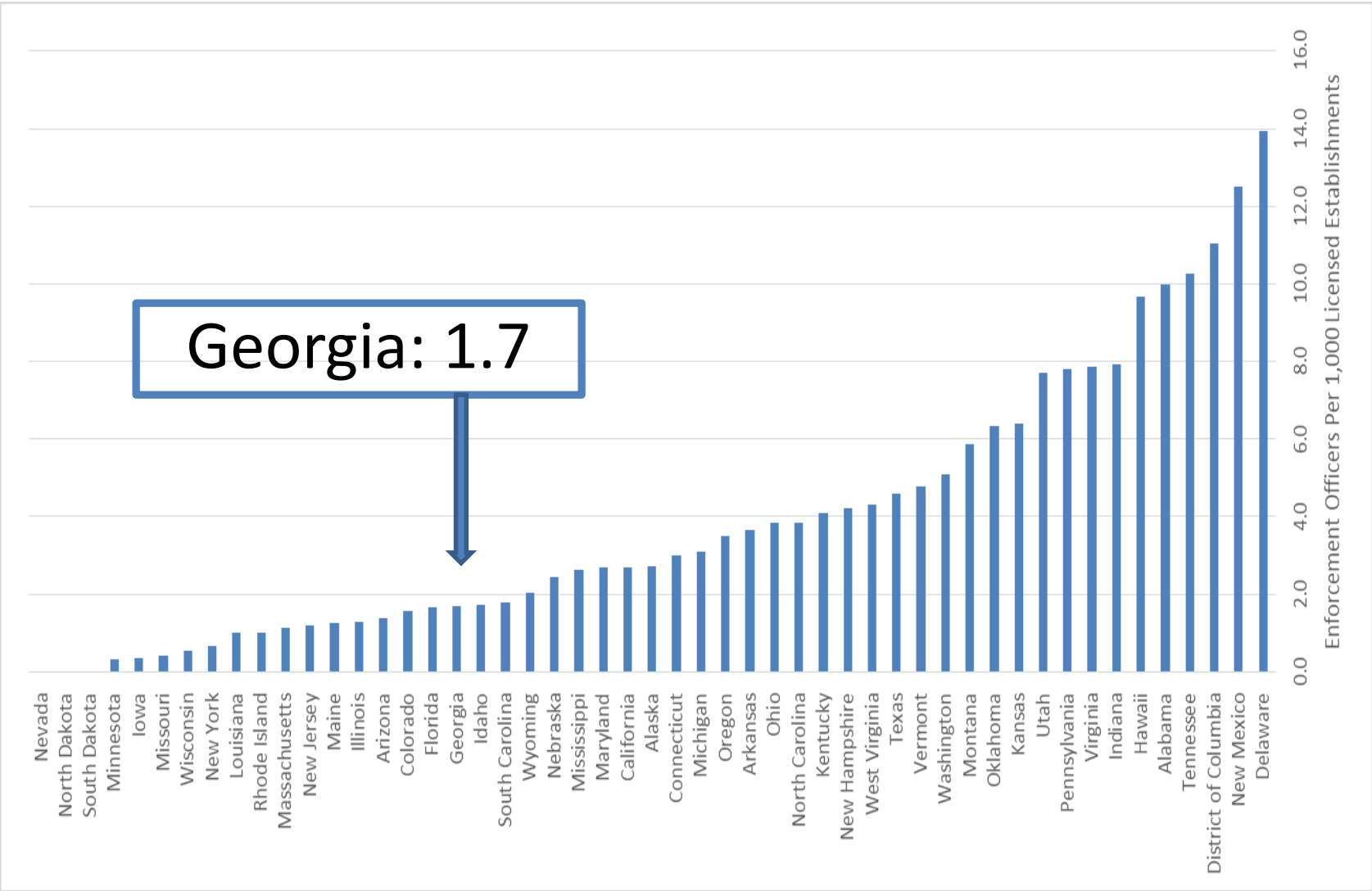
Summary and Conclusions

- Although there was variability among studies, each of the Respect 21[®] programs resulted in increased ID checking
- ID checking rates of $\geq 95\%$ are attainable
- Providing performance feedback to clerks/servers and managers appears to be key
- To be maximally effective, these programs need to be implemented with sufficient frequency and duration

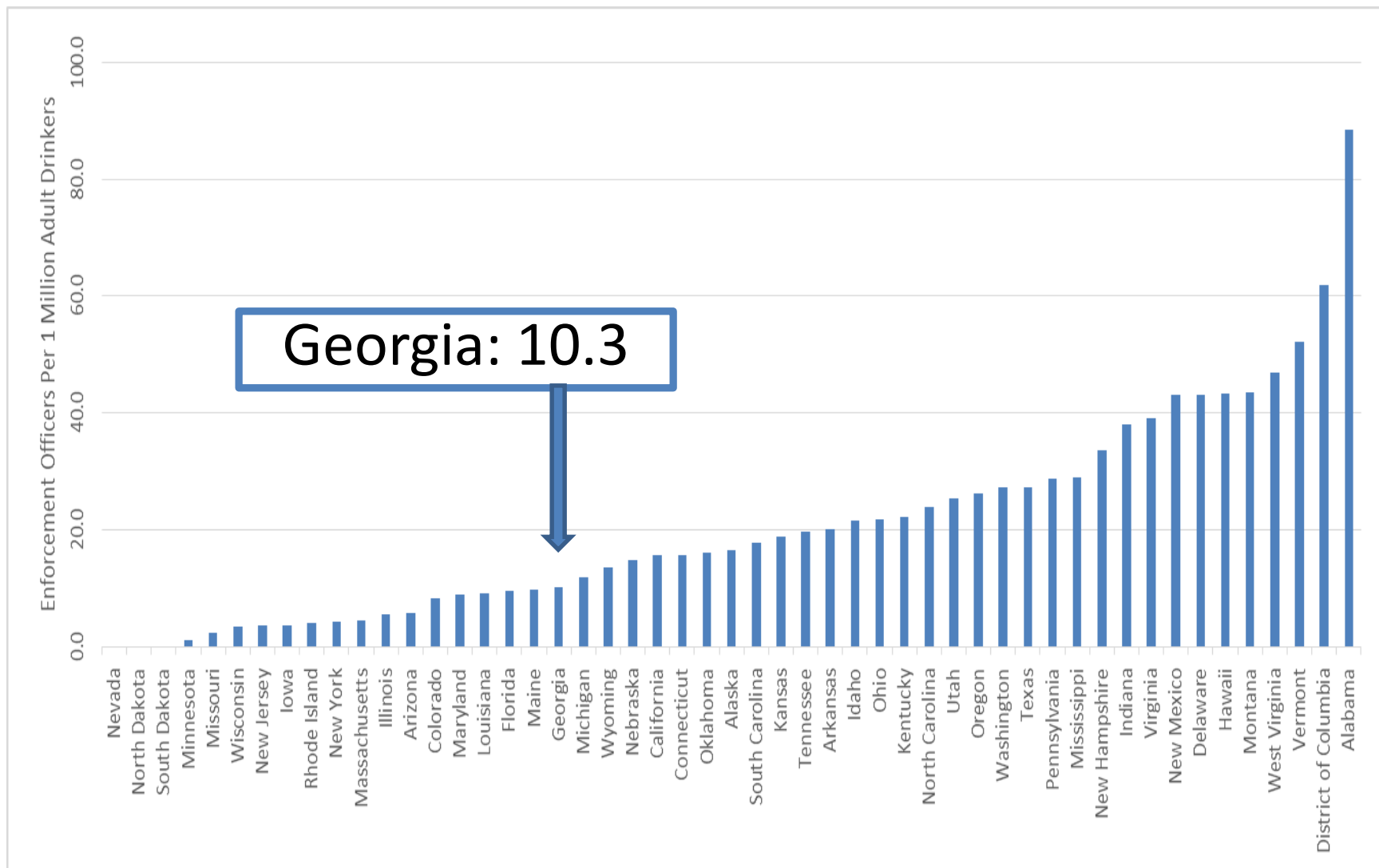
State-Level Enforcement Officers

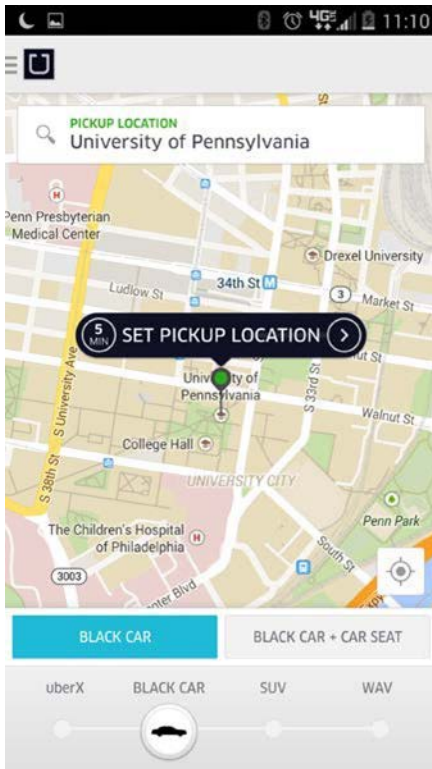
- Problems
 - Underage sales and service (on-premises and off-premises establishments)
 - Failure to check ID
 - Use of fake ID
 - Overservice (on-premises establishments)
- There are too few state-level enforcement officers to conduct frequent retailer compliance checks

Ratio of ABC Enforcement Officers Per 1,000 Alcohol Retail Outlets



Ratio of ABC Enforcement Officers Per 1 Million Adult Drinkers





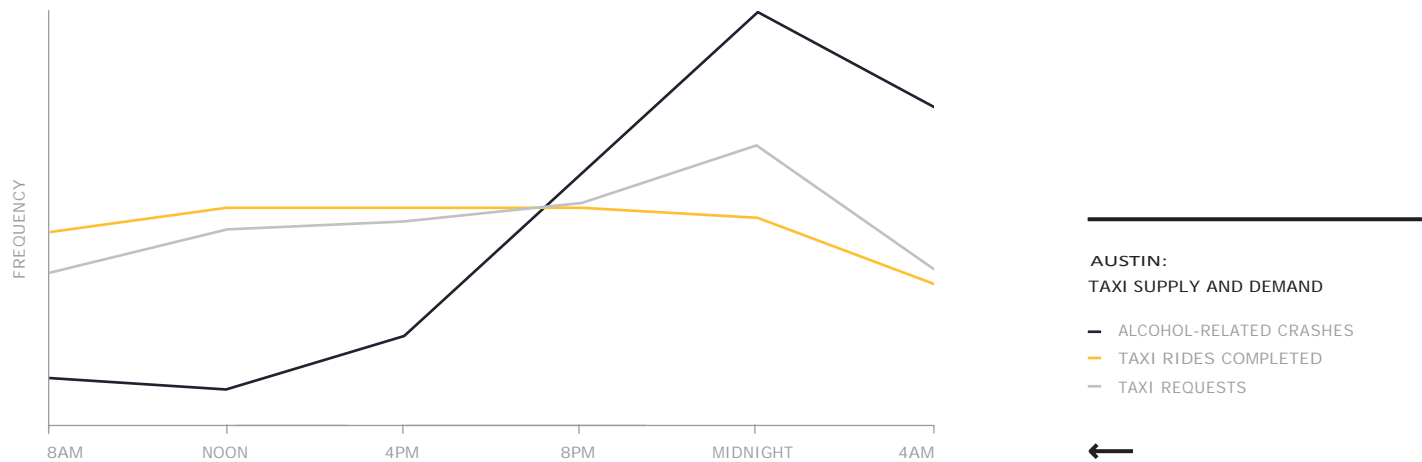
Taxi and Ride Services Uber

Source: Uber Technologies and Mothers Against Drunk Driving. (2015) *More Options. Shifting Mindsets. Driving Better Choices.*

Taxi and Ride Services

Uber in Austin

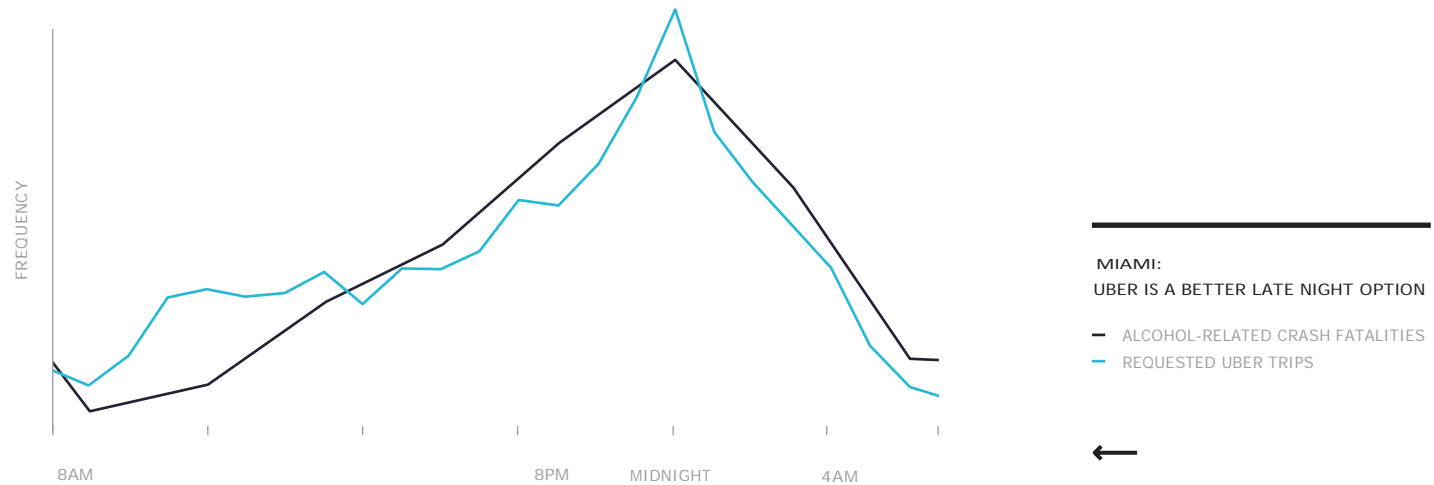
- Uber v. taxi service availability



Taxi and Ride Services

Uber in Miami

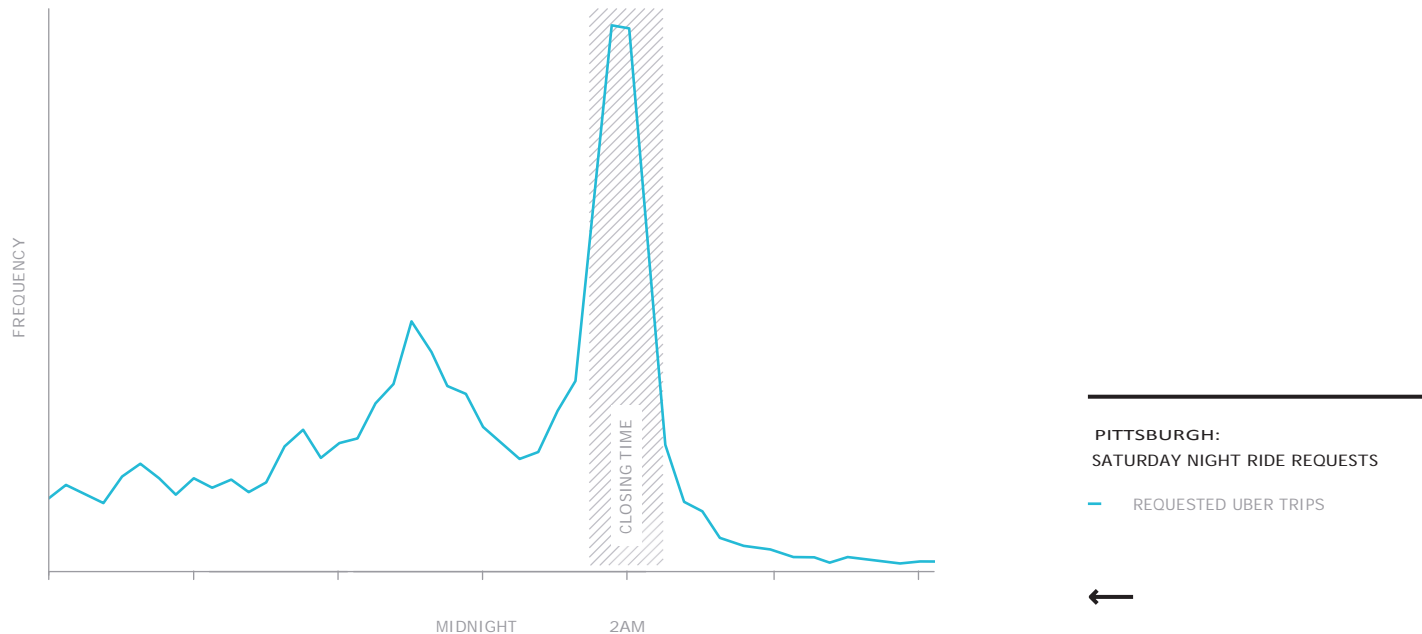
- Riders use Uber to get home from bars and restaurants



Taxi and Ride Services

Uber in Pittsburgh

- Riders use Uber to get home from bars and restaurants



Taxi and Ride Services

Uber in Chicago

- A disproportionate number of weekend, late-night Uber requests come from within 50 meters of businesses with liquor licenses
 - 45.8% of rides requested from these locations come between 10PM and 3AM
 - 28.9% come at off peak times.



Taxi and Ride Services

Uber in Seattle

- Before Uber: 7.6 arrests per day for driving under the influence
- After Uber: 10% reduction in arrests



Taxi and Ride Services

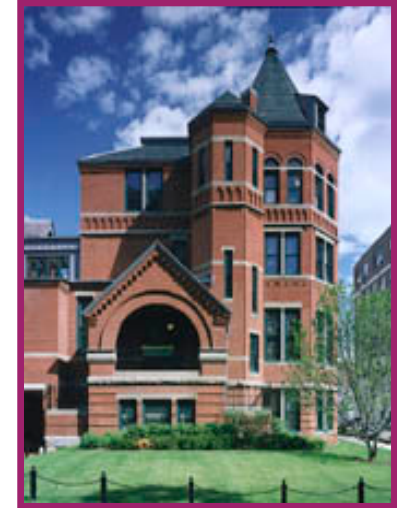
Uber in California

- Monthly alcohol-related crashes decreased by 6.5% (or 59.21 per month) among drivers under 30 following the launch of Uber in California markets where the service operates.
- No such decrease was seen elsewhere in California.

Source: Greenwood BN, Watal S. (2015). *Show Me The Way To Go Home: An Empirical Investigation of Ride Sharing and Alcohol Related Motor Vehicle Homicide*. Philadelphia, PA: Fox School of Business, Temple University

Conclusions

- Remembering that a comprehensive approach is best, keep these options in mind:
- Social norms approaches should be implemented more broadly
 - Statewide campaign
 - Local campaign
- Responsible retailing programs are an essential tool
- Enforcement efforts are lagging
 - Need more funding
 - Need more publicity—and not just on holidays
- Greater public use of ride services should be encouraged



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