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Existing DWI Enforcement-Oriented Public Communications Themes and Materials

Office of Driver and Pedestrian Research
Problem-Behavior Research Division

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EXISTING DWI ENFORCEMENT-ORIENTED
PUBLIC COMMUNICATIONS THEMES AND MATERIALS

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PROBLEM-BEHAVIOR RESEARCH DIVISION
OFFICE OF DRIVER AND PEDESTRIAN RESEARCH
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

TABLE OF CONTENTS

I.	INTRODUCTION.....	1
II.	SIXTEEN POSSIBLE ENFORCEMENT-ORIENTED PUBLIC COMMUNICATION THEMES.....	2
	1. Maximum Patrol Presence.....	2
	2. Evidence.....	6
	3. Roadblock.....	7
	4. Citizen Involvement in Detection.....	8
	5. Fishing Hole.....	10
	6. Blitz.....	11
	7. Detection Training.....	12
	8. Policy.....	13
	9. Community Support.....	15
	10. Numbers.....	18
	11. Penalties.....	19
	12. Significant Other.....	21
	13. Arrest Experience.....	22
	14. BAC.....	25
	15. Embarrassment.....	27
	16. Typical DWI.....	28
III.	RESOURCES.....	29

I. INTRODUCTION

This report provides some of the preliminary findings of a study on combined enforcement/public communications strategies for the general deterrence of DWI that might be of use for State/local highway safety planners, public communications specialists, and others interested in the perceived risk/fear of arrest approach to reducing DWI. The general deterrence approach has perhaps the best potential for reducing the deaths and injuries resulting from drunk driving because it attempts to affect a large target population - the potential drinking driver. An essential element of achieving a general deterrent effect is to raise the driving public's perception of the risk of arrest and subsequent sanctioning. If this perceived risk is raised to a high enough level, presumably potential drinking drivers will alter their drinking and driving behavior in order to avoid the consequences of being arrested and sanctioned for DWI.

The study is being sponsored by the National Highway Traffic Safety Administration (NHTSA) Office of Driver and Pedestrian Research and is being conducted by a consortium of organizations headed by the University of North Carolina Highway Safety Research Center. This report is based on a paper prepared by Dynamac Corporation for the project, entitled "DWI Enforcement-Oriented Public Communications Themes for States and Communities: A Basic Guide". The Dynamac Corporation conducted a review of existing enforcement-oriented DWI public information literature, materials and current program activities and a survey of State/local practitioners to determine their opinions on the communications channels and messages. The existing materials identified during this review were organized around sixteen enforcement themes.

This report contains a brief description of these sixteen communication themes and a selected listing, for each theme, of existing public communications materials and program reports (in Section II). A resource guide indicating where these materials can be obtained is included in Section III. This report provides some basic ideas and examples of materials that should be useful to State/local highway safety planners, public information and education specialists, and others interested in reducing drunk driving by conducting combined increased enforcement/public communications programs to heighten the driving public's concern about the risk of being caught and punished.

II. ENFORCEMENT-ORIENTED PUBLIC COMMUNICATIONS THEMES

In this section, sixteen (16) enforcement-oriented public communications themes that have been implemented in various locations are briefly described. At the end of each theme is a selected list of program reports pertinent to the theme and/or public communications materials related to it. Ordering information for these reports and materials is listed in Section III, Resources.

THEME 1. MAXIMUM PATROL PRESENCE

The purpose of this theme is to increase driver awareness of the ongoing and widespread presence of patrols making DWI arrests. It emphasizes that all patrol cars are watching for drunk drivers; that each traffic officer is well trained in the detection, arrest, and processing of DWI cases; and that the traffic officers can make DWI arrests quickly and easily.

The primary advantage of this theme is that it can be employed in situations where no particularly distinguishable enforcement techniques exist (from the standpoint of PI&E) or where it is uncertain whether or not certain enforcement techniques can be maintained. Thus, campaign messages can be as general or as specific as is appropriate, given particular local enforcement procedures. This independence from fluctuations in enforcement techniques allows campaign messages that require little explanation and can be repeated, and are therefore more likely to permeate the public's awareness in greater depth and duration. For example, a message such as "Drink and It's Your Business, Drive and It's Ours" only needs to establish a connection between the message and the enforcement policy.

Selected Program Reports and Materials

1. Oklahoma City ASAP. 1976. More than 6,000 drivers will be arrested this year in Oklahoma City.

These 60- and 20-second TV spots present a general message on the likelihood and unpleasantness of being arrested for DWI. They inform city residents of the likelihood of arrests and the humiliation of being booked, jailed, etc.

2. St. Louis County Police Department. 1979. Evaluation: 1979 DWI media campaign.

With the theme "Drink and It's Your Business, Drive and It's Ours," this 1-year campaign included an ongoing campaign and holiday (Christmas, Memorial Day, Fourth of July) increased enforcement/PI&E blitzes. In addition to mass media, print ads were sent to 100 in-house organizational publications.

3. St. Louis County Police. 1979. Radio spot - police officer.

In this 60-second radio spot, a police officer explains the increased DWI enforcement program.

4. St. Louis County Police. 1979. Untitled 30-second radio spot from increased DWI enforcement campaign.

These 30-second radio spots present the campaign theme "Drink and It's Your Business, Drive and It's Ourts."

5. Oakland County, Michigan Traffic Improvement Association. 1980. Drunk drivers--the party's over in Oakland County.

This poster was developed for use in conjunction with the county's increased DWI enforcement program.

6. Maryland State Police. 1981. People who drive drunk in Maryland probably won't be driving much longer.

This flyer warns about the new DWI enforcement program and provides answers to questions frequently asked about alcohol and driving.

7. Maryland State Police. 1980. Operation spider.

This poster announces and explains the "Operation Spider" increased enforcement program. DWI is mentioned as one component of "Operation Spider."

8. Maryland State Police. 1980. Public information and education program for cooperative enforcement. (Final report - May 1980). Office of Public Information, Maryland State Police.

This planning document outlines a program to seek target audience compliance with drinking, driving, and speeding laws by convincing drivers that the risks of being caught and/or the size of the penalties involved are too great to make exceeding the speed limit and/or driving after drinking worthwhile.

9. California Highway Patrol. 1978. DUI reduction month project: final report. Report No. 157740.

The report describes a combined overtime enforcement and public information campaign aimed at reducing DUI-caused accidents during the holiday season.

10. New Orleans Alcohol Safety Action Project. 1977. Analytical study No. 7--public information and education. National Highway Traffic Safety Administration Report No. DOT-HS-059-1-076.

This report evaluates a "fear of arrest" campaign, including a telephone survey conducted before the campaign and 6 weeks later, that indicated that the "fear of arrest" message did reach the public; however, it did not seem to make a marked change in their opinion or driving habits.

11. San Antonio Alcohol Safety Action Project. 1979. Analytical study No. 7--final analysis of public information and education, 1975-1976 final report. National Highway Traffic Safety Administration Report No. DOT-HS-803-137.

This report documents and evaluates a general "patrol presence" type of campaign and illustrates the importance of community integration of PI&E activities.

12. Charlotte, NC. Alcohol Safety Action Project. 1971. Badges.

This 30-second TV spot (No. 1 on PMA tape) shows police officer badges being placed on a table and states that during the holiday season, additional police, specially trained in arresting drunk drivers, will be on patrol. It concludes with the statement that maybe the thought of losing his license will stop the drunk driver.

13. Oklahoma Highway Patrol and Oklahoma Department of Public Safety. 1977. Bullish.

To the tune of the William Tell Overture, this 30-second TV spot (No. 2 on PMA tape) shows a car weaving down the road, with five patrol cars chasing it. It concludes with the statement "Oklahoma is Bullish on Drinking Drivers."

14. Traffic Improvement Association of Oakland County, Michigan. 1980. The party's over: drivers licenses.

This 30-second TV spot (No. 3 on PMA tape) shows a pile of drivers licenses, explains that the drivers are now dead, and states that the police now know where drunk drivers drive.

15. St. Louis County Police. 1979. Cocktail lounge.

This 30-second TV spot (No. 4 on PMA tape) shows a cocktail lounge and states that the police know where to watch for drunk drivers, that "drink and it's your business, drive and it's ours," and that the police are "working to keep the drunk driver off of your roads."

16. St. Louis County Police. 1979. Graveyard.

This 30-second TV spot (No. 5 on PMA tape) shows a graveyard. Background voices of families and group pressure to drink are followed by the statement that the police are working to "keep the drunk driver off of your roads."

17. Sioux City Alcohol Safety Action Project. 1974. Drinking driver talking blues.

This 60-second TV spot (No. 11 on PMA tape) shows a car weaving down the road and being stopped by a patrol car. The narration is by C.W. McCall in his "rhymin'/talkin'" style and provides basic information on DWI and the ASAP program.

18. New York State Department of Motor Vehicles. 1982. Lone Ranger.

To the tune of the William Tell Overture, this TV spot (available in 20- and 30-second versions) shows a car weaving down the road, then being chased by a number of patrol cars. In concluding, it shows handcuffs closing.

THEME 2. EVIDENCE

This campaign theme emphasizes special equipment for gathering intoxication evidence. It usually combines the benefit of direct visibility of a special unit, such as a "Batmobile," with the opportunity to show, through the media, how DWI evidence is collected. In his international survey of DWI enforcement programs, H. Lawrence Ross concludes that, in addition to perceived risk of apprehension, perceived likelihood of conviction is an important factor in the public's thinking about the risk of drunk driving. Several programs, including ones in Alabama, Tennessee and Louisiana, have focused their PI&E efforts on increasing awareness of their Batmobiles. The units being used in the "Check-mate" program in Baton Rouge, Louisiana, are equipped with video recording equipment. TV spots on these units show a DWI suspect being filmed, explain how this kind of evidence is used in court, and state that this videotaped evidence of intoxication is resulting in a 95 percent DWI conviction rate.

Selected Program Reports and Materials

1. Louisiana State Patrol. April 13-15, 1981. "Check-mate" - DWI countermeasures program. Conference presentation at the Annual Meeting of the National Council on Alcoholism, Louisiana.

This pilot program employs Batmobile-type units that videotape the arrested drunk driver at the scene of the arrest. This tape includes several psychophysical tests, the arrestee being read Miranda rights, and the arrestee responding verbally to questions from the officer, which will be used as evidence in court. Several TV spots depicting the Batmobile unit and the videotaping procedure have been produced.

2. South Carolina Commission on Alcohol and Drug Abuse. 1980. Drink and drive, why risk it?

This 30-second TV spot (No. 9 on PMA tape) shows some teens out drinking. One of them tries to get the keys away from the drunk driver but doesn't persist. In the end, they are stopped by a patrol car.

3. Transport Canada. 1981. Cemetery.

This 30- or 60-second TV spot (No. 23 on PMA tape) shows a cemetery and states that unfortunately these people can't support Canada's tough new law and the use of roadside screening and PBT's. It concludes with "the law is tough but think of the reason behind it."

4. Canada Safety Council. 1971. If you drive after drinking.

This 60-second TV spot (No. 72 on PMA tape) shows a DWI arrest, states that officers are well trained to spot drunk drivers, that arrestees will be treated like criminals, and that breath testing makes a conviction likely.

THEME 3. ROADBLOCK

This theme is designed to increase visibility and awareness of DWI arrests and to communicate the message that drivers can be arrested for DWI even though they might not have been initially stopped for DWI (e.g., license and registration checking roadblock).

Selected Program Reports

1. Addiction Research Foundation. 1979. R.I.D.E.: a driving while impaired countermeasure program one year evaluation. Toronto: Addiction Research Foundation.

This campaign coupled a public education program with high visibility roadside spot checks for DWI's by the police. Increases in DWI arrest rates are described.

2. Tampa, Florida Police Department. 1980. Project report: operation waltz. Tampa, Florida: City of Tampa Police Department.

This short report documents the experimental use of roadblocks to apprehend drunk drivers on Labor Day weekend, 1980. The experiment was based on a general deterrence approach. Included in this report are sections on legal aspects, roadblock logistics, site selection, mass communications, community relations, public response, and evaluation of arrest and accident data.

THEME 4. CITIZEN INVOLVEMENT IN DETECTION

The objectives of this theme are to increase the public's sense of involvement in, and ability to do something about reducing the DWI problem and to warn drinking drivers that, in addition to the police, a lot of others are watching them. The campaign messages focus on "us" and "what we're doing" instead of a distant "they," whether that "they" be the police or drunk drivers. These messages emphasize that drivers, by calling the police whenever they see a drunk driver, are joining a cooperative effort between the police and the community to get more drunk drivers off the road.

Materials such as brochures, posters, and newspaper articles explain to the public how to detect and report a drunk driver and list a local reporting telephone number, as well as the CB channel over which drunk drivers can be reported.

Selected Program Reports and Materials

1. Maryland State Police. 1981. Remember Laura Lamb, report drunk drivers.

This poster reminds the public of a local DWI accident victim and requests help in detecting DWI's.

2. Maryland State Police. 1981. I report drunk drivers to the Maryland State Police.

This bumper sticker was produced as part of the citizen involvement component of the new DWI program.

3. Washington State Patrol. 1980. Drunk drivers hurt people.

This poster shows a demolished truck and two girls with the caption "Jenny and Angie Survived: Their Grandpa Didn't - Report Drunk Drivers to the State Patrol" (space for local reporting telephone no.).

4. Washington State Patrol. 1979. Drunk drivers hurt people.

This brochure lists the number of DWI injuries and fatalities in 1978 and provides a list of DWI detection cues and a State map with local telephone numbers for reporting drunk drivers.

5. Washington State Patrol. 1980. The drunk driver: what a motivated public can do. In Proceedings of the 1980 NCA alcohol and traffic safety session. National Highway Traffic Safety Administration Report No. DOT-HS-805-537.

The focus of this PI&E program was "poster girls" - two children injured by a drunk driver - with the caption "Drunk drivers hurt people." To encourage community involvement, the State Patrol regularly reported back to the communities on the number of arrests resulting from citizen calls.

6. Nebraska Highway Safety Program. 1981. Drunk drivers hurt people, be REDDI.

This poster was developed in support of Nebraska's citizen involvement in DWI detection program. "REDDI" stands for Report Every Drunk Driver Immediately; the brochure provides information on how to participate in Nebraska's citizen involvement in detection program.

7. Colorado Division of Highway Safety. No date. There's a drunk driver in her memory; Vanessa survived . . .her mother and sister didn't.

This brochure promotes and explains Colorado's citizen involvement in detection program.

8. Traffic Improvement Association of Oakland County. 1980. The party's over: driver licenses.

This 30-second TV spot (No. 3 on PMA tape) shows a pile of drivers licenses, explains that the drivers are now dead, and states that the police now know where drunk drivers drive.

THEME 5. FISHING HOLE

This theme informs drinking drivers who do their drinking primarily in bars that the police, in addition to their regular patrol activities, will be watching certain bars. The messages of this theme emphasize that the police have localized the DWI problem and that patrons of certain bars are being closely watched.

Selected Materials

1. St. Louis County Police. 1979. Cocktail lounge.

This 30-second TV spot (No. 4 on PMA tape) shows a cocktail lounge and states that the police know where to watch for drunk drivers, that "drink and it's your business, drive and it's ours," and that the police are "working to keep the drunk driver off of your roads."

2. St. Louis County Police. 1979. Cocktail lounge.

This 30-second TV spot (No. 4 on PMA tape) shows a cocktail lounge and states that the police know where to watch for drunk drivers, that "drink and it's your business, drive and it's ours," and that the police are "working to keep the drunk driver off of your roads."

3. Traffic Improvement Association of Oakland County, Michigan. 1980. The party's over: drivers licenses.

This 30-second TV spot (No. 3 on PMA tape) shows a pile of drivers licenses, explains that the drivers are now dead and states that the police now know where drunk drivers drive.

THEME 6. BLITZ

The objectives of this theme are to increase driver awareness that the police consider DWI a high enforcement priority and to instill fear of being caught in a blitz. The message of this theme is that special blitz teams are using a saturation approach in locations where drunk drivers are known to drive and that "you never know when the team will hit your area." An alternative message describes the increased enforcement efforts in order to create the impression that the blitz activities are the usual level of enforcement, not revealing that the blitz is only active during certain time periods in certain areas.

Selected Program Reports and Materials

1. Addiction Research Foundation. 1979. R.I.D.E.: a driving-while-impaired countermeasure program one year evaluation. Toronto: Addiction Research Foundation.

This campaign coupled a public education program with high visibility roadside spot checks for DWI's by the police. Increases in DWI arrest rates are described.

2. California Highway Patrol. 1978. DUI reduction month project: final report. Report No. 157740.

The report describes a combined overtime enforcement and public information campaign aimed at reducing DUI-caused accidents during the holiday season.

3. St. Louis County Police Department. 1979. Evaluation: 1979 DWI media campaign.

This report is a brief description of a 1-year project with cost figures and samples of press releases, print ads, billboard ads, and bus placards.

4. Charlotte, NC. Alcohol Safety Action Project. 1971. Badges.

This 30-second TV spot (No. 1 on PMA tape) shows police officer badges being placed on a table and states that during the holiday season, additional police, specially trained in arresting drunk drivers, will be on patrol. It concludes with the statement that maybe the thought of losing his license will stop the drunk driver.

THEME 7. DETECTION TRAINING

This campaign theme emphasizes that police have been specifically trained and are easily able to detect an intoxicated driver (e.g., NHTSA has developed visual "cues" for detecting DWI's). Messages based on this theme could communicate to the drinking driver that the police have clues developed from research on drinking and driving (little things that drinking drivers do but aren't aware of doing) that make them dead giveaways to the police.

Selected Program Reports and Materials

1. Maryland State Police. No date. Drunk driver detection: an explanation of the drunk driver detection guide.

This 12-page booklet explains and illustrates the visual cues developed by NHTSA for detecting nighttime drunk drivers. Although developed for police use, it could be adapted for use in conjunction with REDDI-type programs.

2. Charlotte, NC. Alcohol Safety Action Project. 1971. Badges.

This 30-second TV spot (No. 1 on PMA tape) shows police officer badges being placed on a table and states that during the holiday season, additional police, specially trained in arresting drunk drivers, will be on patrol. It concludes with the statement that maybe the thought of losing his license will stop the drunk driver.

3. Traffic Improvement Association of Oakland County, Michigan. 1980. The party's over: drivers licenses.

This 30-second TV spot (No. 3 on PMA tape) shows a pile of drivers licenses, explains that the drivers are now dead and states that the police now know where drunk drivers drive.

4. St. Louis County Police. 1979. Cocktail lounge.

This 30-second TV spot (No. 4 on PMA tape) shows a cocktail lounge and states that the police know where to watch for drunk drivers, that "drink and it's your business, drive and it's ours," and that the police are "working to keep the drunk driver off of your roads."

5. Canada Safety Council. 1971. If you drive after drinking.

This 60-second TV spot (No. 72 on PMA tape) shows a DWI arrest, states that officers are well trained to spot drunk drivers, that arrestees will be treated like criminals, and that breath testing makes a conviction likely.

THEME 8. POLICY

This campaign theme emphasizes that the DWI law is strict and is strictly enforced and shows the reasons why. This theme does not focus on the details of any one enforcement technique but, rather, on the fact that DWI is one of the worst societal menaces and that the police are making it a high enforcement priority. Several campaigns have used DWI accident victims to communicate this message and have stated the message in a tone of outrage; e.g., "Enough. . . Californians won't tolerate it."

Selected Program Reports and Materials

1. Oakland County, Michigan Traffic Improvement Association. 1980. It's 2 o'clock in the morning.

This 30-second radio spot was developed in conjunction with the county's increased DWI enforcement program and explains that drunk drivers are criminals, that we care, and we are doing something about it.

2. Needham, Harper and Steers produced for State Farm Mutual Automobile Insurance Company. No date. In Finland, drunk drivers get to build airports: by hand.

This print public service ad emphasizes the differences between how drinking-driving is dealt with and perceived by other countries in comparison with the United States.

3. Transport Canada. 1977. Cemetary.

This 30-second TV spot (No. 23 on PMA tape) shows a cemetary and states that unfortunately these people can't support Canada's tough new law and the use of roadside screening and PBTs. It concludes with "the law is tough but think of the reason behind it."

4. Massachusetts Governor's Highway Safety Bureau. 1980. Yearbook.

This 30-second TV spot (No. 67 on PMA tape) shows picutres of a youth killed in alcohol-related accidents and asks, "How much proof do you need?"

5. New York State Department of Motor Vehicles. 1982. Softball.

This TV spot (in 20- and 30-second versions) states that, because of New York State's tough new laws, drivers (such as at a softball game) will be "playing it safe" by "not having quite as many beers."

6. New York State Department of Motor Vehicles. 1982. Bar scene.

This TV spot (available in 10-, 20-, and 30-second versions) shows a bar scene and states that with the tough new laws and extra enforcement efforts, "the party's over." At the end, a jail cell door slams on the scene.

7. Maryland State Police. 1981. Governor Hughes on DWI.

This 30-second TV spot shows Governor Hughes walking past a line of State troopers who are warning drivers about the tough new DWI law and enforcement effort. A similar version shows the Governor in a patrol station.

THEME 9. COMMUNITY SUPPORT

This campaign theme focuses on community support for strict DWI enforcement and sanctioning. Several citizens' activist groups such as MADD, PARKIT, and RID have conducted campaigns based on this theme. Typically, newspaper ad space is purchased or press conferences are held to appeal for strict DWI law enforcement and to give recognition to officers who arrest an unusually high number of DWI's and district attorneys who convict an unusually high percentage of DWI arrestees.

Selected Program Report and Materials

1. Hennepin County Alcohol Safety Project. 1976. Analysis of public information and education countermeasure effect on public knowledge and opinion, seventh analytic study. National Highway Traffic Safety Administration Report No. DOT-HS-802-911.

This report evaluates such PI&E efforts as speakers bureau presentations to civic and youth groups and public appearance bureau activities at shopping centers and community events.

2. Charlotte, NC ASAP. 1971. Let's keep our friends alive.

This print ad asks businessmen to write for stickers advertising their support for the program against drinking-drivers.

3. PARKIT (Prevent Alcohol-Related Killings and Injuries in Tompkins). June 1981. Parkit Papers. Ithaca, NY.

This newsletter reports on activities of PARKIT and RID-NYS including lobbying for more effective DWI legislation and policies, the speakers bureau, working with victims and adjudication officials to ensure strict sanctions for DWI, and encouraging the press to give more coverage to DWI stories.

4. Mothers Against Drunk Drivers. 1980. Don't let your child be a victim. Fair Oaks, CA.

This pamphlet describes cases of children killed or crippled by drunk drivers and appeals for citizen involvement in educational, civic, and human services programs aimed at getting drunk drivers off the road and assisting victims.

5. RID (Remove Intoxicated Drivers). Untitled address to the Traffic Safety Session of the Annual Meeting of the National Council on Alcoholism, April 13-14, 1981, New Orleans. Schenectady, NY.

This paper describes the programs of RID, an organization to support victims of drunk drivers. Its general goal is to educate people about how drunk drivers are handled in our system and how to improve the system. It advocates citizen support of legislation that would close loopholes and increase penalties for drunk driving and encourages police and officials to stand behind strict enforcement programs.

6. Citizen for Safe Drivers. 1981. Citizen action at the state and local level. Paper presented at the National Alcoholism Forum, April 14, 1981, New Orleans, LA.

This paper describes the formation and activities of citizens action groups that are working for stricter legislation and enforcement of drunk driving laws. These groups were generally founded by families of victims of drunk drivers and are supporting programs for accurate recordkeeping for alcohol-related driving offenses, among other activities.

7. Oakland County, Michigan Traffic Improvement Association. 1980. Outline of a countywide alcohol enforcement-education project.

This is a brief outline, goal, and objectives statement and description of activities for the \$1.2 million, 4-year combined increased enforcement/PI&E project.

8. Oakland County, Michigan Traffic Improvement Association. 1981. Alcohol enforcement/education project (Part 1): report of second year activities.

This brief report describes planning activities, PI&E materials development, presentation of the campaign to the community, a controlled drinking/driving demonstration for college students, and some preliminary evaluation findings.

9. Oakland County, Michigan Traffic Improvement Association. 1981. Feature articles and editorials in several local newspapers.

These articles explain the enforcement/education program, list personal costs of DWI conviction, show examples of campaign posters, list enforcement sites, and explain implied consent law.

10. Transport Canada. 1977. Cemetary.

This 30-second TV spot (No. 23 on PMA tape) shows a cemetary and states that unfortunately these people can't support Canada's tough new law and the use of roadside screening and PBT's. It concludes with "the law is tough but think of the reason behind it."

11. St. Louis County Police. 1979. Cocktail lounge.

This 30-second TV spot (No. 4 on PMA tape) shows a cocktail lounge and states that the police know where to watch for drunk drivers, that "drink and it's your business, drive and it's ours," and that the police are "working to keep the drunk driver off of your roads."

12. St. Louis County Police. 1979. Graveyard.

This 30-second TV spot (No. 5 on PMA tape) shows a graveyard. Background voices of families and group pressure to drink are followed by the statement that the police are working to "keep the drunk driver off of your roads."

13. National Safety Council. 1970. Scream Bloody Murder

This 30-second TV spot (No. 32 on PMA tape) explains what the drunk driver has done for us; e.g., brought families together (funeral scene).

14. NHTSA. 1981. Fran's story.

In this 60-second TV spot (No. 64 on PMA tape), citizen activist Fran Helmstedler explains how the death of her son and husband in an alcohol-related crash led to community action to encourage stricter enforcement.

15. Iowa Governor's Highway Safety Office. 1981. Wrecker.

This 30-second TV spot (No. 66 on PMA tape) shows a driver of a wrecker stating that he had "had it" with drunk drivers and asks, "Haven't you?"

THEME 10. NUMBERS

This campaign theme emphasizes increased rates of DWI arrests and convictions. This theme tells the drinking driver that, because of increasing enforcement of DWI laws, it is likely that he or she will become one of the many who are arrested and convicted for DWI. The Oklahoma City ASAP conducted a campaign based on this theme; e.g., "6,000 persons were arrested for drunk driving in Oklahoma City last year." Statistics showing increased rates of arrest and convictions (e.g., "San Antonio DWI arrest rates are up 80% this year" or "the DWI conviction rate in Baton Rouge City Court is 95%") will probably be more meaningful to drinking drivers than will raw numbers.

Selected Program Reports and Materials

1. Oklahoma City Alcohol Safety Action Project. 1976. PI&E communications plans: 1975 (detailed) and 1976 (outlined).

This report describes goals and strategies of the ASAP. Goals include increasing public awareness of alcohol problems, seeking support for legislation and programs, and instilling a sense of personal responsibility about drunk driving.

2. Oklahoma City ASAP. 1971. Taxi.

This public service ad shows a patrol car and states that it's a one-way ride to Oklahoma City jail if you drink and drive.

3. Oklahoma City Alcohol Safety Action Project. 1976. Six thousand drinking drivers will be arrested this year in Oklahoma City.

This 60-second TV spot (No. 82 on PMA tape) states how humiliating the DWI arrest experience is and that 6,000 drinking drivers will be arrested this year in Oklahoma City.

4. Iowa Governor's Highway Safety Office. 1979. Jail.

This 30-second TV spot (No. 76 on PMA tape) shows the clanging bars of a jail cell door, describes the DWI arrest experience, states that 11,000 arrested drunk drivers all went to jail, and concludes stating "know when to say when."

THEME 11. PENALTIES

This campaign theme emphasizes the severe consequences of a DWI conviction. Realizing that the risk of apprehension for DWI is so low that messages emphasizing this aspect of enforcement are crying wolf, several campaigns have chosen to emphasize the penalties for DWI rather than the likelihood of being arrested.

Messages can range from being general, such as "DWI will be the hassle of your life," to being very specific, such as focusing on an itemized dollar-amount list of the legal fees and the increased insurance premiums that result from a DWI conviction. An example of this kind of specific message is a magazine advertisement on drunk driving that was published in Great Britain. This advertisement describes and graphically illustrates the penalties of a DWI conviction in Britain that include a 10-year license endorsement, 5-year increase in insurance premiums, and inability to rent a car for 5 years. One of the pictures in the ad shows a rental car company clerk telling the convicted drunk driver that there is no way he can rent him a car.

Selected Program Reports and Materials

1. New Hampshire Alcohol Safety Action Project. 1974. Graduation bracelets. Concord, NH.

This poster, with a picture of handcuffs, describes the consequences of a DWI arrest--jail, court, loss of license, high insurance.

2. Tampa ASAP. 1975. DWI, auto insurance, and you.

This brochure provides a straightforward account of all the penalties that impact car insurance after a DWI conviction.

3. Ohio Department of Highway Safety. 1979. Think twice.

This slide/tape presentation provides basic information on BAC and DWI penalties and costs.

4. Ohio Department of Highway Safety. 1979. It's gonna cost you a bundle.

This 60-second TV spot (No. 74 on the PMA tape) presents a straightforward, narrative description of the consequences of a DWI conviction.

5. Richland County ASAP. 1974. Drunk driving blues. Columbia, SC.

In this 30- or 60-second TV spot, two construction workers talk about their friend's suffering the consequences of DWI.

6. Richland County ASAP. 1974. Drunk driving blues. Columbia, SC.

This 60-second radio spot is a jazz song that warns of the consequences of DWI.

7. Texas Office of Traffic Safety. 1977. That last drink cost me my driver's license and over \$2,000.

This print public service ad presents information on the consequences of a DWI conviction.

8. British Department of Transport and the Welsh Office. 1977. What do we do with the drunken driver.

This magazine ad, or poster, illustrates what happens to a person arrested for DWI including breath testing, jail, license suspension, increased insurance premiums, 10-year license endorsement, and ban on car renting for up to 10 years.

9. San Antonio Alcohol Safety Action Project. 1974. D.W. Eyer

This animated 60-second TV spot (No. 10 on PMA tape) portrays the DWI arrest experience, lists the consequences of a DWI conviction, asks if the good time was worth all the trouble, and concludes with "Don't be a D.W. Eyer."

10. Iowa Department of Transportation, Office of Highway Safety. 1979. License.

This 30-second spot (No. 12 on PMA tape) explains Iowa's implied consent law, suggests that drivers know their drinking limit, for if you drive drunk you could lose your license or your life.

11. Charlotte, NC. Alcohol Safety Action Project. 1971. Badges.

This 30-second TV spot (No. 1 on PMA tape) shows police officer badges being placed on a table and states that during the holiday season, additional police, specially trained in arresting drunk drivers, will be on patrol. It concludes with the statement that maybe the thought of losing his license will stop the drunk driver.

12. Highway Users Safety Federation. 1982. Risks of drunk driving.

In this 30-second TV spot (No. 8 on PMA tape), race-car driver Roger Penske explains that, if you drive drunk, you will be arrested, handcuffed, and may lose your driving privilege.

THEME 12. SIGNIFICANT OTHER

This campaign is directed at individuals that may have an influence on a driver's decision to drive after drinking (e.g., bartenders, employers, spouses, friends, etc.). These people are often called "significant others" because what they say matters to the drinking driver.

Campaign messages based on this theme encourage the significant others to talk with the drinking driver about the negative effects that a drunk driving arrest would have. For instance, spouses are encouraged to talk with each other about how severely an expensive fine, increase insurance premium, or a suspended license would hurt the family financially. Employers are encouraged to notify their employees that they look for their employee's names in the newspaper under "DWI arrests" and that a DWI arrest would be considered a serious matter. The messages emphasize that several people around the drinking driver have high stakes in his or her limiting drinking to avoid a DWI arrest.

Selected Program Reports and Materials

1. Charlotte, N.C. ASAP. 1971. What do you do when your buddy's had a few too many and wants to make like Batman.

This print advertisement shows what to do when your buddy has had a few too many and wants to make like Batman; another tells the reader that he or she is the person to prevent drunk driving.

2. NHTSA. 1974 through 1979. Friends don't let friends drive drunk.

This series of 30- and 60-second TV spots (PMA Nos. 51 through 62) depicts the dangers of assuming a problem drinker will "make it home all right"; a specific means (calling a cab) of preventing DWI; two young women in a disco talking their friend out of driving drunk; and a "Star Wars" bar scene with several ways to prevent DWI.

3. NHTSA. 1975. How to talk with your teenager about drinking and driving.

This brochure explains how parents can effectively talk with their teenagers about drunk driving.

4. Los Angeles County ASAP. 1979. An analysis of the public information and education countermeasure: 1975.

This detailed report documents a "significant other" campaign in which persons were encouraged to intervene in drinking-driving situations. Among special target audiences were physicians, lawyers, and judges. Sophisticated telephone surveys to measure campaign effects are included.

5. South Carolina Commission on Alcohol and Drug Abuse. 1980. Drink and drive, why risk it?

This 30-second TV spot (No. 9 on PMA tape) shows some teens out drinking. One of them tries to get the keys away from the drunk driver but doesn't persist. In the end they are stopped by a patrol car.

THEME 13. ARREST EXPERIENCE

This campaign theme focuses on graphically portraying how unpleasant and degrading a DWI arrest experience can be. Many drinking drivers may be more threatened by the thought of being treated like a common criminal than by any other consequence of a DWI arrest.

In addition to TV/radio spots or posters/pamphlets, other channels can be used in conjunction with this theme. For instance, the St. Louis Police Department cooperated with a local TV station to produce a series for the 6 o'clock news on what a DWI arrest is like.

Selected Program Reports and Materials

1. Oakland County, Michigan, Traffic Improvement Association. 1980. We'd like to introduce you to some great new bars.

This poster shows an arrested drunk driver being locked up.

2. San Antonio ASAP. 1975. DWI jewelry.

This magazine ad states that you don't just get a ticket for DWI and shows handcuffs.

3. Oklahoma City ASAP. 1972. Taxi.

This magazine ad states that it's a one-way ride to the Oklahoma City jail if you drink and drive.

4. Oklahoma City Alcohol Safety Action Project. No date. "Fear of arrest" campaign. National Highway Traffic Safety Administration Report. No. DOT-HS-804 725.

This report contains budget sheets and copy for a series of enforcement-oriented ads. The ads all portray scenes of someone who has been arrested for drinking and driving, stressing the jail and courtroom experience and costs.

5. St. Louis County Police Department. November 1980. DWI enforcement grant program: 3rd year grant evaluation.

This report presents data on the increased enforcement program effects and describes PI&E support activities that included posters and spots with the "Drink and It's Your Business, Drive and It's Outs" message, a TV news series on the unpleasant aspects of being arrested for DWI, and a newspaper series of all aspects of DWI.

6. Tampa, Florida ASAP. No date. Now what?

This brochure tells what happens after you have been arrested and booked on a DWI charge.

7. St. Louis County Police Department. 1979. Radio spot - drunk driver.

This radio spot conveys the message that getting arrested for DWI is no picnic and it tells what you can do to avoid driving drunk.

8. Transport Canada. 1977. Cemetery.

This 30-second TV spot (No. 23 on PMA tape) shows a cemetery and states that unfortunately these people can't support Canada's tough new law and the use of roadside screening and PBTs. It concludes with "the law is tough but think of the reason behind it."

9. Canada Safety Council. 1971. If you drive after drinking.

This 60-second TV spot (No. 72 on PMA tape) shows a DWI arrest, states that officers are well trained to spot drunk drivers, that arrestees will be treated like criminals, and that breath testing makes a conviction likely.

10. Iowa Governor's Highway Safety Office. 1979. Jail.

This 30-second TV spot (No. 76 on PMA tape) shows the clanging bars of a jail cell door, describes the DWI arrest experience, states that 11,000 arrested drunk drivers all went to jail, and concludes stating "know when to say when."

11. South Carolina Commission on Alcohol and Drug Abuse. 1980. Jail.

This 30-second TV spot (No. 81 on PMA tape) portrays the DWI arrest experience and pleas for public support of strict enforcement.

12. Oklahoma City Alcohol Safety Action Project. 1976. Six thousand drinking drivers will be arrested this year in Oklahoma City.

This 60-second TV spot (No. 82 on PMA tape) states how humiliating the DWI arrest experience is and that 6,000 drinking drivers will be arrested this year in Oklahoma City.

13. Wisconsin Department of Transportation. 1981. Slammer.

This 30-second TV spot (No. 83 on PMA tape) shows a jail cell door slamming and states that being arrested is the best thing that can happen (i.e., instead of death).

14. Highway Users Safety Federation. 1982. Risks of drunk driving.

In this 30-second TV spot (No. 8 on PMA tape) portrays the DWI arrest experience, lists the consequences of a DWI conviction, asks if the good time was worth all the trouble, and concludes with "Don't be a D.W. Eyer."

15. Maryland State Police. 1981. Few new bars.

This 30-second TV spot shows a local (different spots available for different regions in the State) trooper standing before a jail cell door explaining that drunk drivers will be arrested, brought to trial, etc.

16. Iowa Governor's Highway Safety Office. 1979. Say when.

This 30-second TV spot (No. 84 on PMA tape) promotes basic BAC information and advises drivers to know when to say when.

THEME 14. BAC

This campaign theme emphasizes how conservative the legal blood alcohol content (BAC) limit is and how to keep below it. It focuses on suggesting positive behavioral alternatives to avoid being arrested for DWI. One of the findings of Vermont's Project CRASH evaluation reports was that individuals prefer messages that do not threaten them but, rather provide useful information on how to stay out of trouble.

Selected Program Reports and Materials

1. Lincoln Alcohol Safety Action Project. 1975. LASAP telephone survey: A study of the effectiveness of a public information liquor campaign on alcohol and highway safety. National Highway Traffic Safety Administration Report No. DOT-HS-802-828.

This report analyzes impacts of a "Know Your Limit" campaign run jointly by LASAP and Lancaster County Beverage Association. The campaign consisted of a mass distribution of print materials to liquor sale establishments. The materials included cards displaying a blood alcohol chart, penalties for drunk driving and the implied consent law; table tents, posters and counter displays.

2. Oregon ASAP. 1971. Untitled radio spot. Portland, OR.

This 60-second radio spot provides basic information on BAC.

3. Columbia, South Carolina ASAP. 1974. An analysis of the impact of the public information and education activities of the Richland County ASAP following two years of operation.

This study demonstrates significant changes in knowledge about the meaning of BAC, the legal definition of intoxication, and the penalty for DWI.

4. Columbus, Georgia ASAP. 1973. Point-o-five: where it all starts to happen.

This booklet provides basic BAC information.

5. New Zealand Traffic Research Section. 1979. The 1975 drinking-driving publicity campaign. Report No. 24, Wellington: Ministry of Transport.

This publicity campaign was directed at young drinking drivers (18-24 years old) and stressed the use of alternative transportation methods to avoid driving drunk. The campaign lasted 2 1/2 months, beginning with a film on television followed by advertisements.

6. Vermont Project CRASH. 1972. A pre-test of concepts for the crash mass media campaign. Vermont Department of Mental Health.

A questionnaire was administered to three groups representative of the target audience (young males and problem drinkers). Authors conclude that the target audience is primarily interested in "positive information presented in a straightforward manner." For example, a message on increased enforcement increasing the risk of being caught received low ratings by respondents. Enforcement-related messages that received high rankings included information on increased insurance costs resulting from a DWI conviction, how to get home from a night of drinking without being caught, and information on Vermont's presumptive limit.

7. Vermont Project CRASH. 1972. Baseline data for public education about alcohol and highway safety in Vermont: a summary.

This paper describes the usefulness of the limited target audience (male beer drinkers, ages 16-30) and message pretesting activities for the "BAC: Beer and Consequences" campaign. Limited evaluation data are also included.

8. Vermont Project CRASH. 1972. Mass media campaign for project CRASH.

This serves as a model for developing a campaign for a very specific at-risk target audience (i.e., male drinkers between the ages of 16 and 30); this campaign has the theme "BAC: Beer and Consequences" (e.g., license suspension).

9. Oklahoma City ASAP. 1974. Know when to stop.

This 60-second radio spot provides basic BAC information.

10. Sioux City, Iowa ASAP. 1974. Know your BAC: don't run down your friends.

This 60-second TV spot presents basic information on how intoxication increases accident risk and stresses the importance of drivers taking time to understand the facts about BAC and their own personal limits.

THEME 15. EMBARRASSMENT

This campaign theme emphasizes the embarrassment that would result from a DWI arrest and conviction. Like Campaign Theme 12. Significant Other, it is based on the importance of the role of interpersonal relationships in motivating drinking drivers to limit their drinking and thereby avoid a DWI

arrest and conviction. It appeals to fears of being out of control and of personal rejection; these fears are strong, motivating forces and ones that many persons can relate to.

Messages based on this theme state that "Drunk is Dumb" by portraying a scene whereby a drunk driver is ridiculed and rejected by his or her family, friends, or employer because of drunk driving. A good example of materials based on this theme are those that were produced as part of Australia's "Slob Campaign," which portrayed drunk drivers as slobs. One magazine advertisement used in this campaign showed a drunk driver being laughed at by his friends for being such a slob that he could not control his drinking enough to avoid the serious consequences of a DWI arrest.

Selected Program Reports and Materials

1. Columbia, SC. ASAP. 1978. Drunk driving blues.

This is a 30- or 60-second TV spot in which two construction workers talk about their friend's suffering the consequences of a DWI conviction.

2. New South Wales (Australia) Department of Motor Transport. 1974. Slob stories.

This radio script states that DWI is no joke and warns of the humiliation and penalties that make the drunk driver a slob.

3. New South Wales (Australia) Department of Motor Transport. 1974. Some of your best friends are slobs.

This magazine ad encourages individuals to keep their friends from becoming slobs; i.e., drunk drivers.

4. New South Wales (Australia) Department of Motor Transport. 1979. The "slob" campaign: an experimental approach to drunk-driving mass media communications.

This is a fully detailed report with cost figures, criteria for selecting an ad agency, and copies of materials.

THEME 16. TYPICAL DWI

This theme emphasizes that persons in all age and socioeconomic groups can be arrested for DWI. It is similar to the approach used in a poster produced by the National Institute on Alcohol Abuse and Alcoholism, which is designed to show that there is no one typical alcoholic (e.g., skid row bum) and that alcoholism affects all types of people. As applied to enforcement-oriented DWI PI&E, this theme focuses on dispelling the popular myth that DWI arrests are limited to problem drinkers or wild "gang" types.

Messages directly address the problem of drinking drivers who think that "it can't happen to me." The messages state that not only drunks are arrested for drunk driving. "Many different types of people make the mistake of drinking too much and then driving. If you make that mistake, you'll be arrested too."

Selected Program Reports and Materials

1. National Institute on Alcohol Abuse and Alcoholism (NIAAA). 1973.
Typical alcoholic.

This poster is available as part of the "Poster Pac" (AV 88) from the National Clearinghouse for Alcohol Information, P.O. Box 2345, Rockville, MD 20852. It shows pictures of the various types of alcoholics; e.g., rich/poor, black/white, native-born/immigrant.

III. RESOURCES

The selected program reports and/or materials listed at the end of each theme description in the previous section can be borrowed from the Public Information Materials Center, Highway Safety Research Institute, University of Michigan, Ann Arbor, MI 48109. Other materials, journal articles, and program reports are listed in the center's Alcohol/Safety Public Information Materials Catalog: Number 6, available from the same address.

The TV spots with annotations that include "PMA" number are contained on a videotape, Drinking Driver PSAs, developed by Professional Management Associates, Inc. (PMA), as part of a resource center/technical assistance project sponsored by NHTSA's Office of State Program Assistance. This videotape is available on loan from NHTSA regional offices, the Public Information Materials Center (address listed above), or James J. Onder, Professional Management Associates, Inc., 8830 Cameron Street, Silver Spring, MD 20910. Several other booklets that will be useful in conducting a drinking/driving public communications campaign are also available from PMA. These include Drinking Driver Public Information Topics, Working with Media, Using Television Public Service Announcements on Drinking and Driving: A Guide for Program Managers, Community Control of Drunk Driving, and Expanding DWI Public Information Outreach Through Intermediary Groups.

Several NHTSA publications will be helpful in conducting a public communications campaign. These include A Public Communications Manual for Highway Safety Planners (DOT-HS-805 794) and Deterrence of the Drinking Driver: An International Survey (DOT-HS-805 820). These publications are available from the National Highway Traffic Safety Administration, NAD, Room 4423, 400 7th Street, S.W., Washington, D.C. 20590.

A recently published book, Deterring the Drinking Driver: Legal Policy and Social Control, authored by H. Lawrence Ross and published in 1981 by D.C. Heath and Company, in Lexington, Massachusetts, discussed the lessons that can be learned from previous campaigns based on the perceived risk of arrest and punishment approach.