Reducing Alcohol-Impaired Driving: Designated Driver Promotion Programs, Incentive Programs

Task Force Finding

Intervention Definition
Two types of programs to encourage designated driver use were evaluated: (1) population-based campaigns, and (2) incentive programs based in drinking establishments. Population-wide promotion campaigns use mass media and other communication channels to promote designated driver use. Incentive programs offer free incentives to encourage customers of drinking establishments to act as designated drivers.

Task Force Finding (October 2003)*
According to Community Guide rules of evidence, the studies reviewed here provide insufficient evidence to determine the effectiveness of incentive programs to promote designated driver use. Due to the small effect sizes observed and the limitations of the outcome measures, it is difficult to draw conclusions about the public health benefits of this intervention.

*From the following publication:

Publications

Disclaimer
The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

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