

Reducing Alcohol-Impaired Driving: Designated Driver Promotion Programs, Population-Based Campaigns

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 single available study provides insufficient evidence to determine the effectiveness of population-based campaigns promoting designated driver use.

*From the following publication:

Ditter SM, Elder RW, Shults RA, et al. Effectiveness of designated driver programs for reducing alcohol-impaired driving: a systematic review. *Am J Prev Med* 2005;28(5S):280-87.

Publications

Ditter SM, Elder RW, Shults RA, et al. Effectiveness of designated driver programs for reducing alcohol-impaired driving: a systematic review. *Am J Prev Med* 2005;28(5S):280-87.

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