Reducing Alcohol-Impaired Driving: Mass Media Campaigns

Task Force Finding

Intervention Definition
Mass media campaigns intended to reduce alcohol-impaired driving are designed to persuade individuals either to avoid drinking and driving or to prevent others from doing so. Common campaign themes include fear of arrest; fear of injury to self, others, or property; and characterizing drinking drivers as irresponsible and dangerous to others.

Task Force Finding (June 2002)*
The accompanying systematic review found strong evidence that mass media campaigns are effective in reducing alcohol-impaired driving and alcohol-related crashes (i.e., those in which the driver had a blood alcohol concentration [BAC] of at least 0.01 g/dL) if they are carefully planned, well-executed, and attain adequate audience exposure, and if they are implemented in conjunction with other ongoing prevention activities, such as enforcement of laws against alcohol-impaired driving.

Based on this evidence, the Task Force on Community Preventive Services (the Task Force) recommends that mass media campaigns that meet these criteria be implemented to reduce alcohol-impaired driving and its consequences. Such campaigns can be effective whether they focus on publicizing existing laws and enforcement activities or on the health and social consequences of alcohol-impaired driving.

*From the following publication:

Publications


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