## Reducing Alcohol-impaired Driving: Mass Media Campaigns

### Summary Evidence Tables

#### Studies Emphasizing Legal Consequences

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<th>Author, Year (study period)</th>
<th>Intervention/Comparison details</th>
<th>Results/Other information</th>
<th>Summary value(s)</th>
<th>Follow-up period</th>
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<tbody>
<tr>
<td>McLean, 1991 (7 weeks before and after March 26 [Easter], 1989)</td>
<td>Expenditures on publicity related to RBT activity increased from AU$9,280 in Jan and Feb., 89 to AU$43,676 in March and April, while enforcement remained at a constant high level. Comparison to previous Easter period (1983).</td>
<td>Proportion of drivers (N=6,373) above .08 g/dL BAC decreased 40% (95% CI: -61, -18) from baseline of .042 (net change = -30%).</td>
<td>Drivers above illegal BAC limit: -30%</td>
<td>2 months</td>
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<td>Epperlein 1987 (1972-1983, monthly)</td>
<td>Publicity campaigns aimed at highlighting the threat of being caught and severely punished for drunk driving were implemented in Phoenix and Tuscon in late February and March of 1982; no change in enforcement activity was associated with the campaigns. Comparisons to daytime crashes and to crashes with no identified drinking drivers.</td>
<td>Nighttime fatal crashes decreased by 27% (p &lt; .05) from monthly mean of 28 (net change = -16%); Nighttime injury crashes decreased by 12.5% (p &lt; .05) from monthly mean of 724 (net change = -7%); Had-been-drinking crashes decreased by 14% (p &lt; .05) from monthly mean of 1,036 (net change = -13%).</td>
<td>Fatal Crashes: -16% Injury Crashes: -7% Other Crashes: -13%</td>
<td>21 months</td>
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<td>Worden, 1975 (5/72 – 5/74)</td>
<td>PSA campaign conducted from 6/72-5/74; target group was young males; messages applied ‘best practices’ for health promotion using “fear of arrest” appeals; radio was primary medium, supplemented by TV, spots at drive-in theaters, and various other attempts to foster interpersonal communication; no change in enforcement during study. Comparison to no-intervention counties.</td>
<td>The proportion of “high-risk” male drivers (those who report consuming three or more drinks at least once a week) above 0.05 g/dL BAC: - at mid-campaign (May, 1973) decreased 37% from a baseline of .021 (95% CI: -72%, +42%; net change = -158%); - immediately following the campaign (May, 1974) decreased 67% (95% CI: -88%, -7%; net change = -111%). The proportion of had-been-drinking to total fatal crashes decreased 6% from a baseline of .45 (95% CI: -54%, +91%; net change = 0%). Very small sample sizes result in unstable estimates.</td>
<td>Drivers above .05 g/dL BAC: -158% Fatal crashes: 0%</td>
<td>24 months</td>
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### Studies emphasizing social and health consequences

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<td>Cameron, 1998 (1/90 – 6/97, quarterly)</td>
<td>Campaign modeled after Victorian Transport Accident Commission ads, often featuring graphic crash scenes; campaign cost approximately NZ$7 million per year; AID-themed ads increased approximately 12-fold to 678-770 target audience rating points per month.</td>
<td>In 1996/97, campaign estimated to result in: a 33% decrease in urban high alcohol hour serious injury crashes (95%CI: -40%, -25%; net change = -7%); a 32% decrease in rural high alcohol hour serious injury crashes (95% CI: -41%, -22%; net change = -18%).</td>
<td>-7%</td>
<td>24 months</td>
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<td>Samuels, 1978 (12/76 – 3/77)</td>
<td>4 commercials were produced discussing the negative consequences (i.e., crashes) of driving after drinking even a small number of drinks (theme chosen based on reactions of focus groups); these were aired for an unspecified period of time beginning 12/20/1976.</td>
<td>Relative to the prior year, during the campaign period: - the proportion of fatal/serious crashes occurring at night (10PM to 4AM) decreased 8% (net change = -2%); - had-been-drinking crashes decreased 19% (net change = +2%).</td>
<td>Injury Crashes: -2%</td>
<td>3 months</td>
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<td>Newstead, 1995 Cameron, 1993 (1983 – 1992, monthly)</td>
<td>Nearly $23 million spent on road safety advertising between 1989 and 1992, with about 70% of expenditures going to TV; “fear-based” campaign included graphic crash scenes, with some spots highlighting random breath testing (RBT) activities; random breath testing increased over study period, but was included in the regression model.</td>
<td>Nighttime serious casually crashes estimated to be approximately 14% lower than expected in the absence of advertising. The level of adstock was inversely related to serious casualty crashes in both Melbourne (regression coefficient = -0.0249, p &lt; .05) and rural Victoria (regression coefficient = -0.0316, p &lt; .05). Contrary to expectations, the trend term of the regression model indicates that injury crashes would increase over time if the other variables modeled remained constant.</td>
<td>Injury Crashes: -14%</td>
<td>37 months</td>
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<td>Lastovicka, 1987 Murry, 1993 (1/83 – 9/87, monthly)</td>
<td><strong>Mass media</strong> campaign (television, radio, newspapers, &amp; billboards) focused on DUI in 18-24 y.o. males (secondary targets 15-24 y.o. males and females). Messages were of high production quality and run in paid time slots. Campaign run for 6 months from March through August of 1986 at cost equivalent to $25 million on a national level. Same ads aired in Kansas City as PSAs, with about half the audience exposure of the Wichita campaign. Comparison to residents of Omaha, Nebraska</td>
<td>Relative to the prior year, during the campaign period: Serious injury crashes involving 15 to 24 year-olds in Wichita decreased 17% from a baseline of 20/month (net change = -14%) Nighttime serious injury crashes involving 15 to 24 year-olds in Wichita decreased 7% from a baseline of 9/month (net change = -19%) Serious injury crashes among 15 to 24 year-olds in Kansas City decreased 13% from a baseline of 18/month (net change = -6%) The proportion of 18 to 24 year-old male drivers who reported driving in the past month after drinking four or more drinks: in Wichita decreased by 20% from a baseline of 0.35 (net change = -36%, p &lt; .05) in Kansas City decreased by 17% from a baseline of 0.37 (net change = -33%, p &lt; .05) Interrupted time series results also indicate significant (one-tailed) campaign benefits.</td>
<td>Injury Crashes (Wichita): -14% (Kansas City): -6%</td>
<td>6 months</td>
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