

**32<sup>nd</sup> Annual  
NPN Conference 2019**



# Media and Education Effect on Impaired Driving Associated with Alcohol Service

Wednesday, August 28, 2019

3:00 pm – 4:15 pm

# Presentation Objectives



Provide a three-pronged intervention strategy involving key coalition members meant to reduce impaired driving crashes related to drinking and driving after over-service at on-premise alcohol outlets.



Recognition that cultural competency involves not only an understanding of diverse communities, but the organizational cultures of various community partners involved in coalition work.



Reveal necessary steps to assess and evaluate issues surrounding community problems regarding impaired driving.



Offer a simple evaluation process to determine effectiveness of interventions relating to drinking and driving in communities.

From 2007 –  
2009, there  
were a total of  
1079 DUI  
crashes,  
including 83  
fatalities.

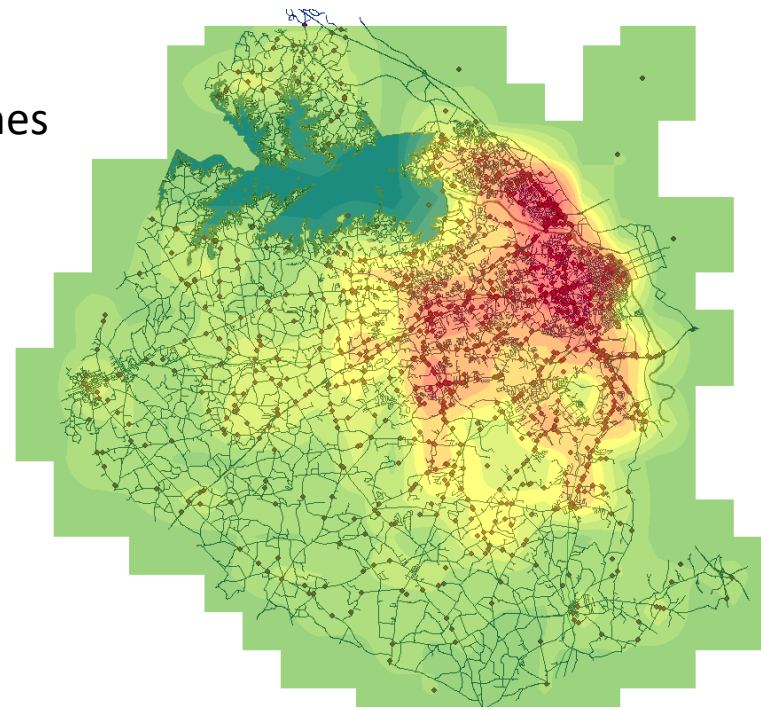
- Lexington County was one of 14 counties in South Carolina selected to receive *Community Action for a Safer Tomorrow* (CAST) funding to address 1 of 2 priority areas: Underage Drinking and/or DUI
- Lexington was selected as a DUI site based on the high number of DUI crashes in the county
- The Taskforce began in November 2010 with the establishment of a Needs Assessment Committee



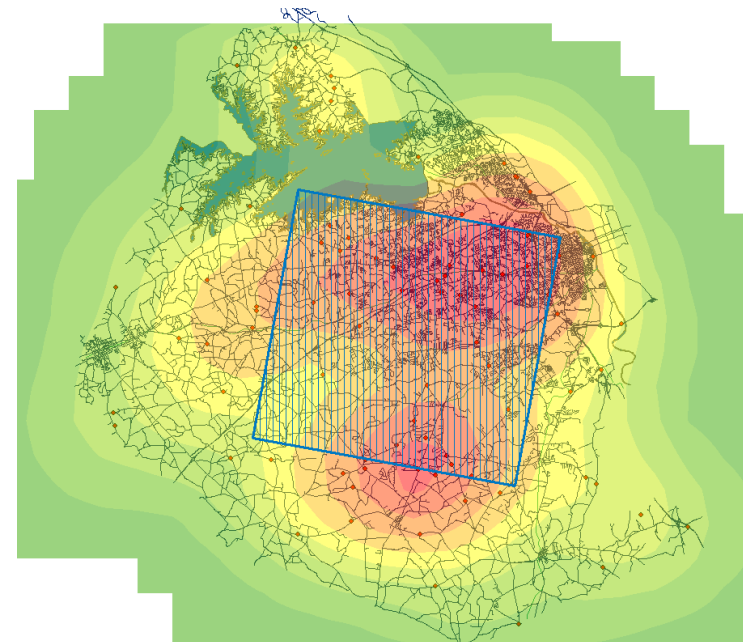
- Task Force comprised of a variety of community sectors and stakeholders including law enforcement, prevention and treatment professionals, educators, victim advocates and victims of DUI crashes, and other community leaders
- Conducted full county needs assessment to determine why DUI is a problem in Lexington
- Based on the county needs assessment, developed a strategic plan to reduce and prevent DUI in Lexington County

# 2007-2009 DUI Density Analyses

All DUI Crashes

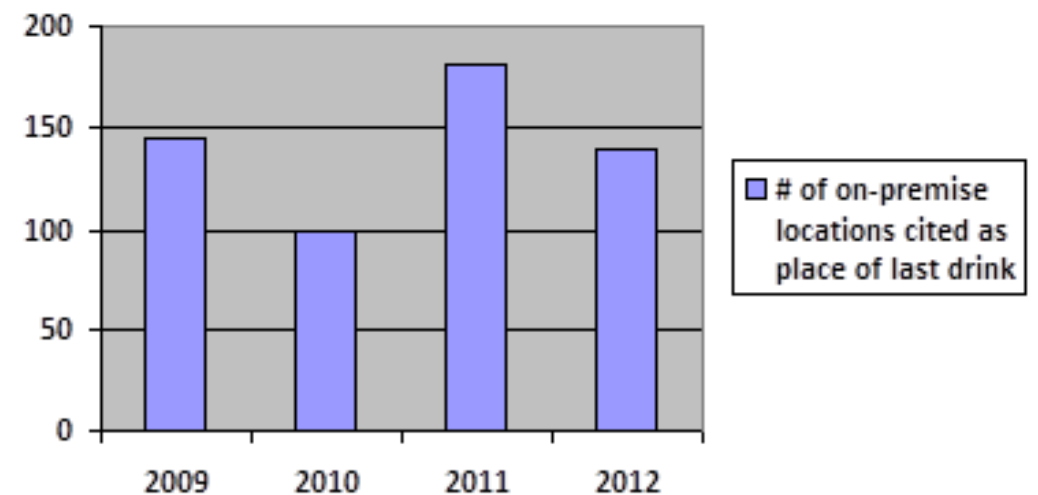


Fatal DUI Crashes





- Implementation of identified strategies began in October of 2011
- DUI enforcement coupled with media intended to increase the perception of risk of getting caught for DUI was the primary focus of implementation, along with addressing over-service to intoxicated patrons



# Enforcement

- Public Safety Checkpoints and Saturation Patrols to keep impaired drivers off of the roads were increased especially during high-risk times
- Law enforcement agencies of West Columbia, Irmo, Lexington, Cayce, Lexington County and the Highway Patrol worked as individual agencies and jointly on various operations throughout the county with the goal of keeping impaired drivers from endangering their lives and the lives of others



# Responsibility Toolkit

- The Toolkit included coasters containing prevention messages, signage which outlined the law prohibiting over-service, buttons for servers to wear carrying messages about drinking and driving, and a Palmetto Retailers Education Program (PREP) marketing folder
- The toolkit also included mirror/window signs with prevention messages and a manual to assist establishments in the reduction of over-serving





# Media Campaign



**1 2 9 3 DUI ARRESTS**  
**This Year in LEXINGTON COUNTY**  
**CHECKPOINTS AHEAD**

This billboard was prepared by LRADAC under award number 1U79SP015586-01 from SAMHSA, U.S. Department of Health and Human Services. The statements, findings, conclusions, and recommendations are those of the authors and do not necessarily reflect the views of SAMHSA or the U.S. Department of Health and Human Services.



# Cultural Competency

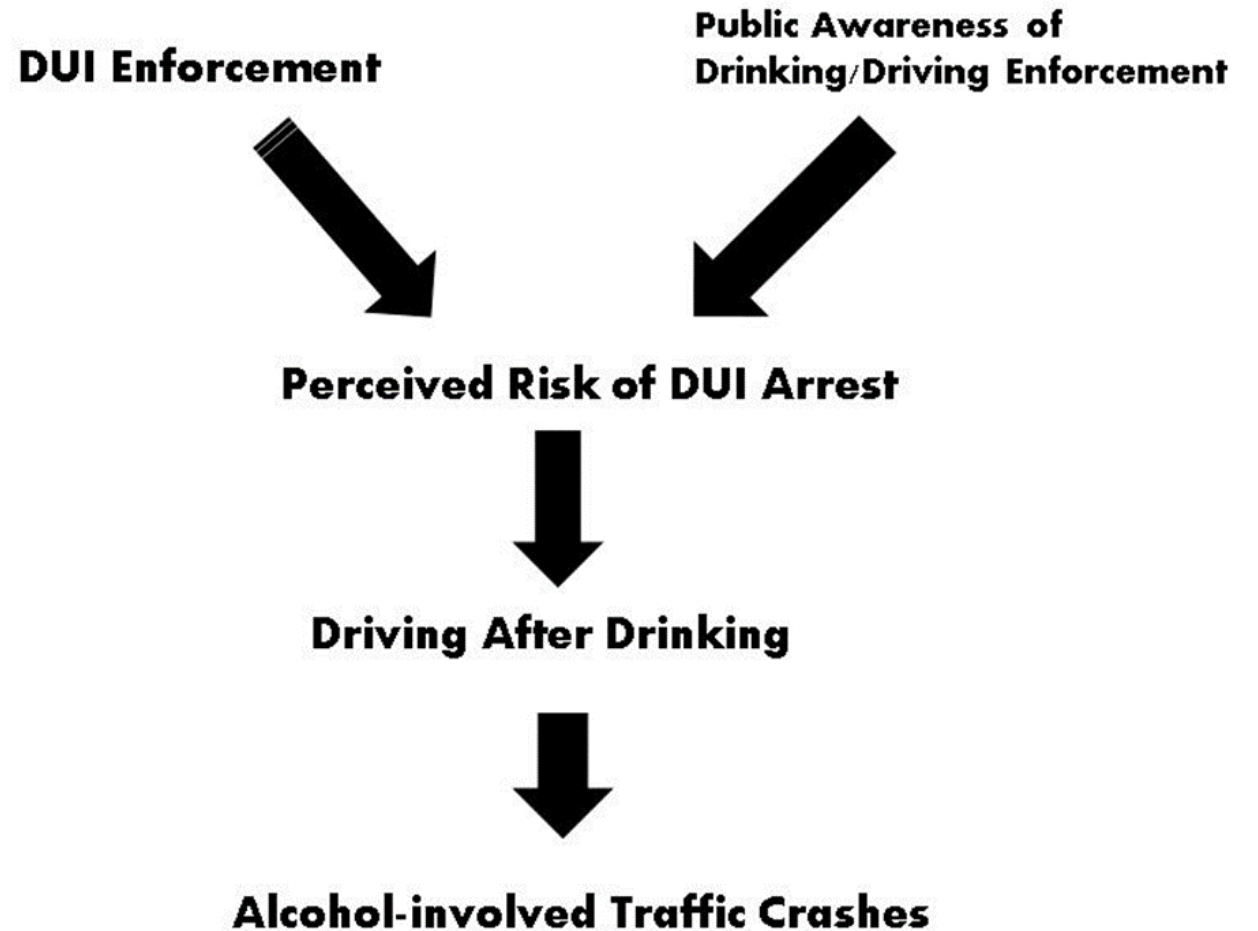


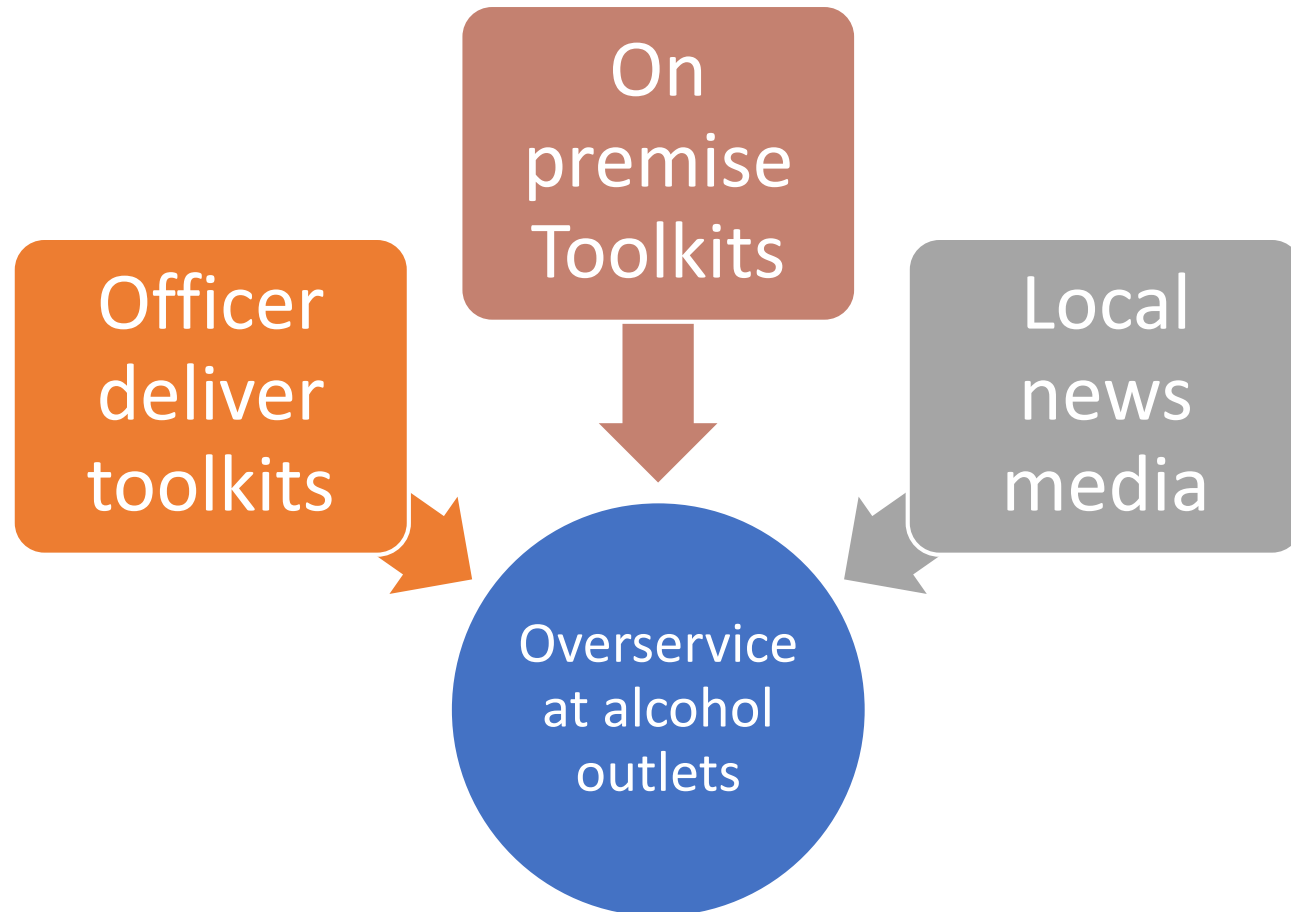
Steps to  
assess &  
evaluate  
community  
drinking &  
driving issues



# High Visibility Enforcement Logic (HVE) Model

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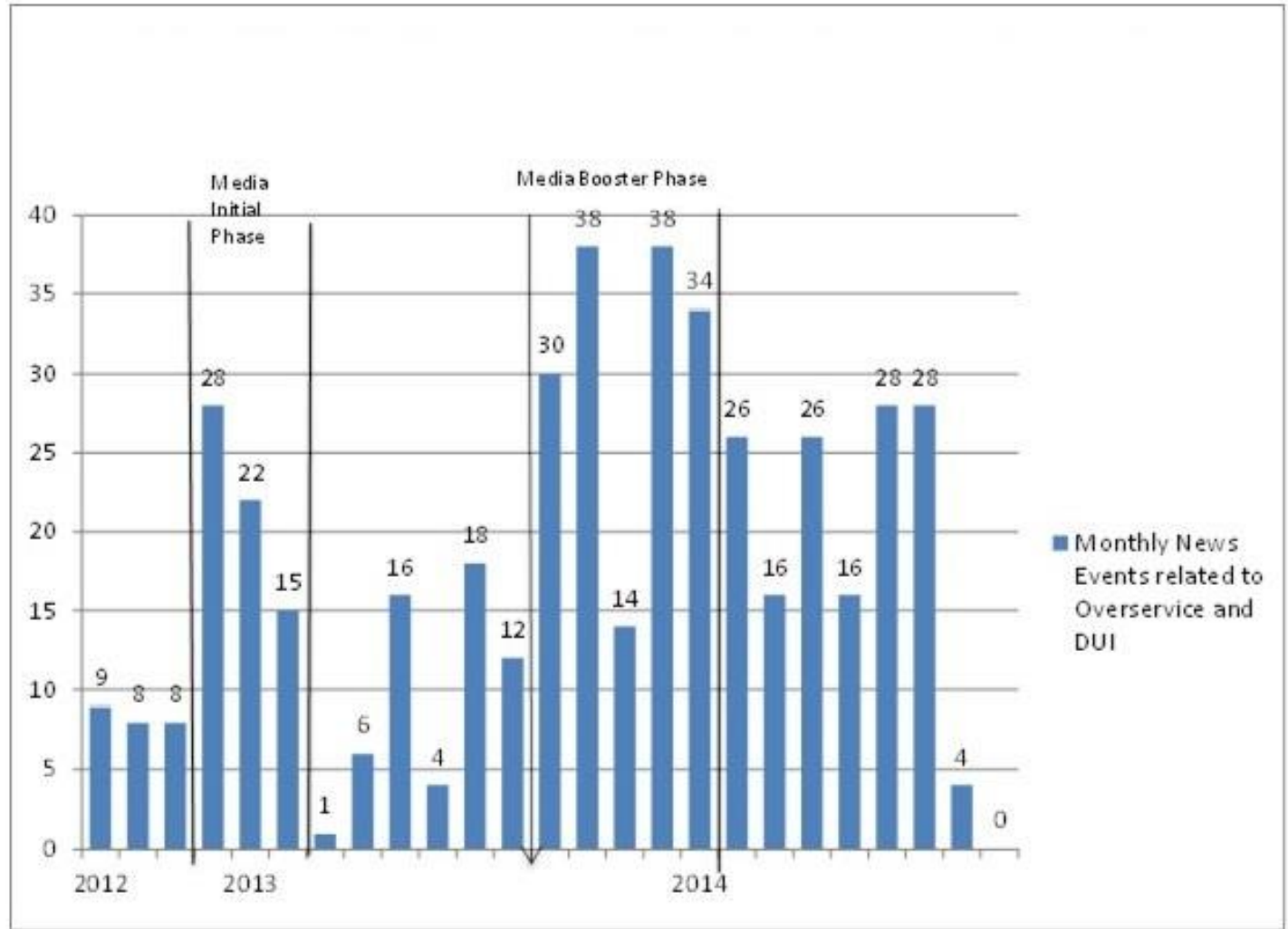




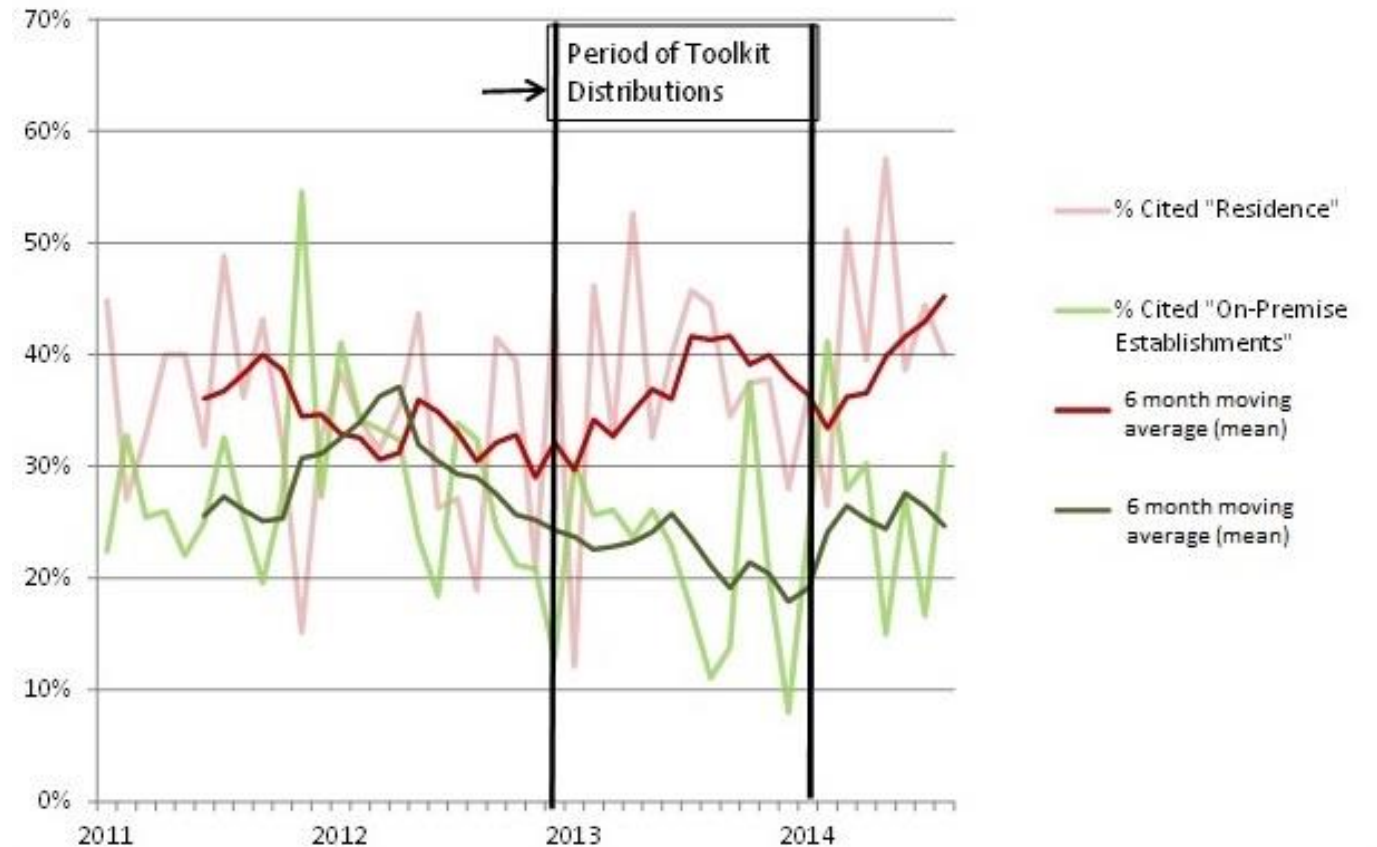
How did we do?



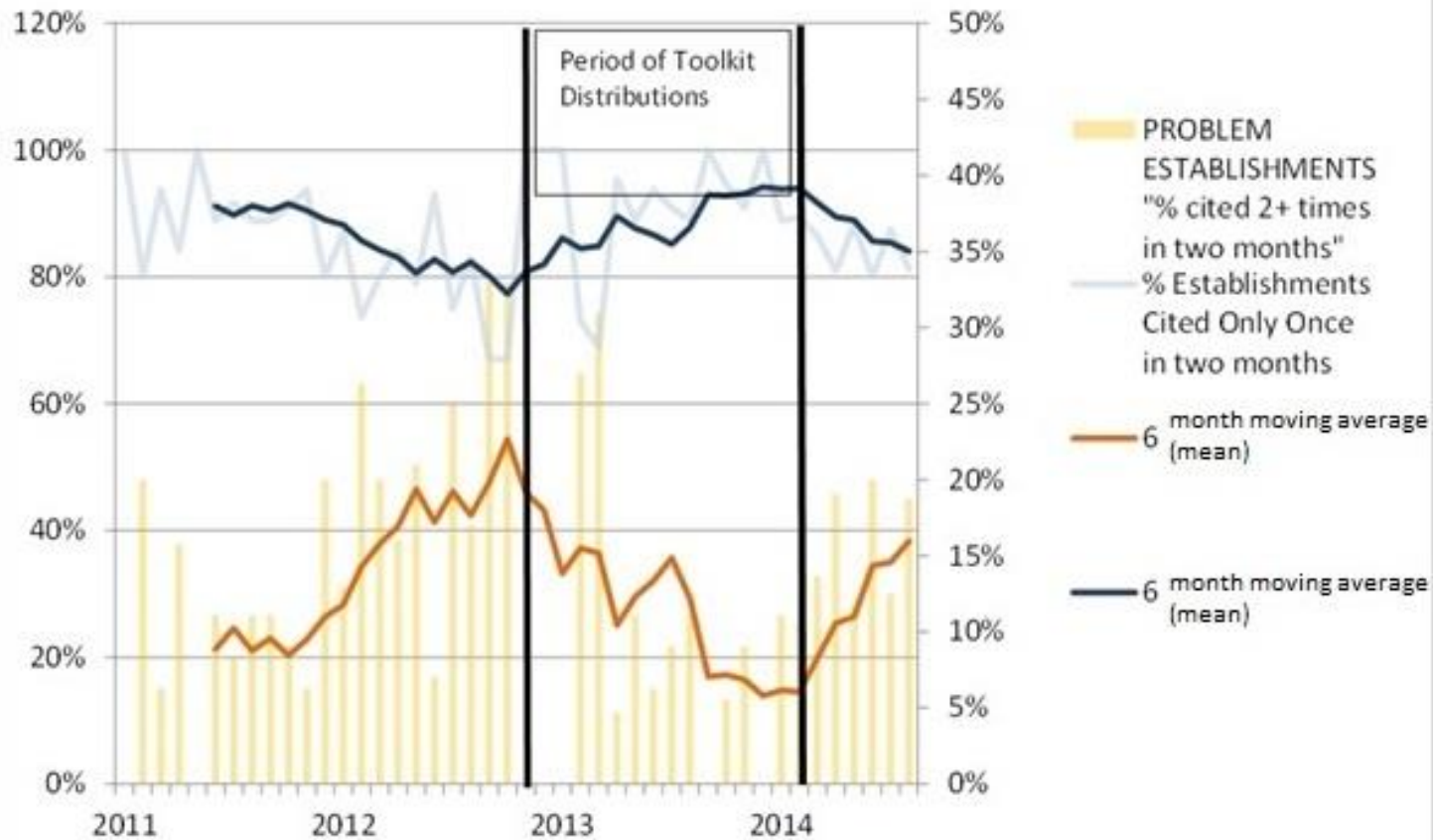
Media Coverage related to Overservice & DUI in Lexington County, SC 2012-2014



# “Place of Last Drink” (POLD) Cited by Drinking and Driving Offenders 2011-2014

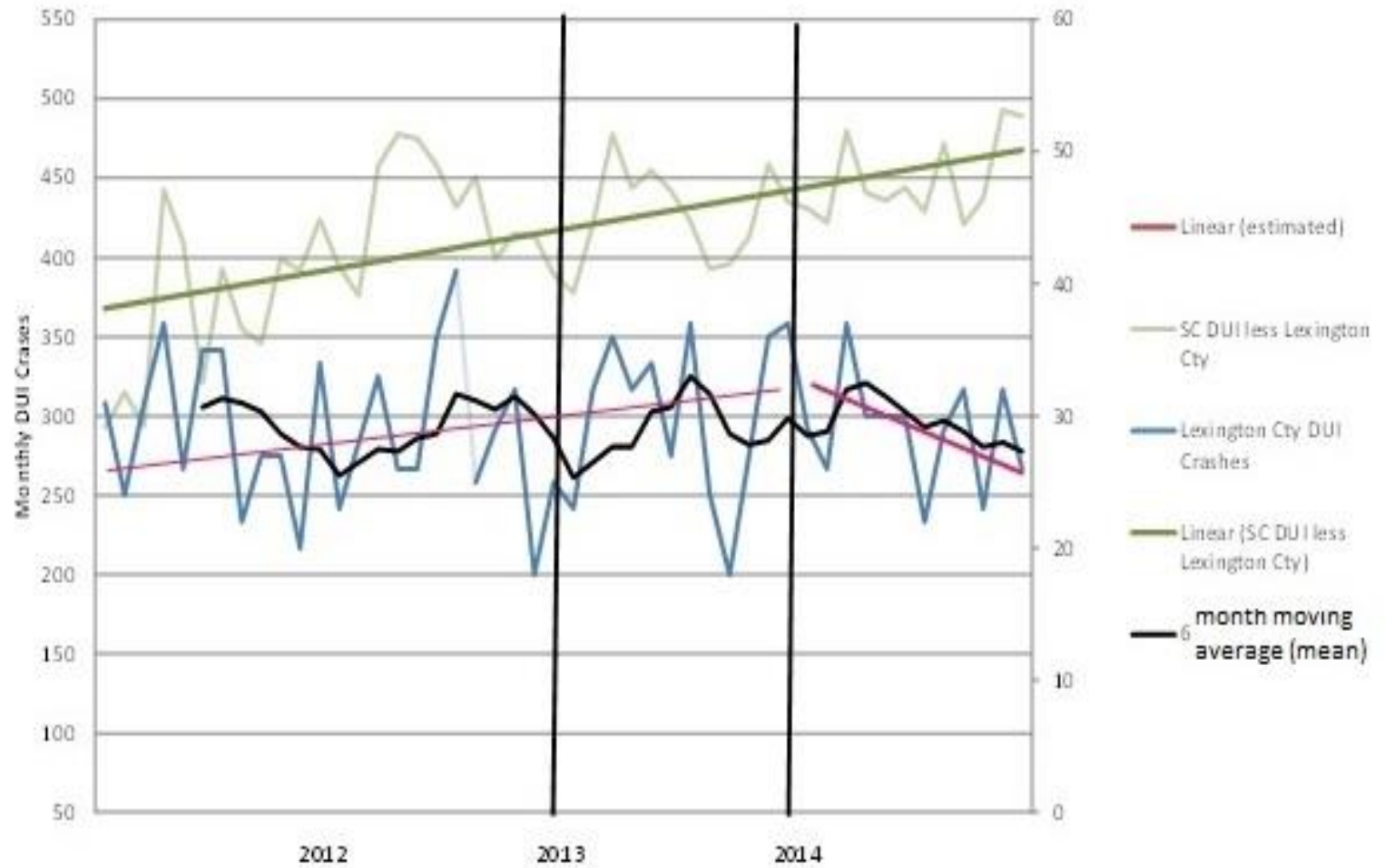






“Problem” On  
Premise  
Establishments  
Cited as “Place  
of Last Drink”  
by Drinking and  
Driving  
Offenders  
2011-2014

Lexington County & South Carolina Drinking and Driving Crashes 2011-2014



# Conclusions



Prior to intervention, data showed licensed on-premise outlets & private residences were about equal as places of last drink (POLD)



After Toolkit intervention phase, on-premise outlets declined while private residences increased sharply, then dropped



Once intervention period ended, % of drivers citing on-premise outlets & private residences increased again



Decay in intervention effect suggests intervention should be continuous



Lexington County total DUI crashes show sharp decline following end of Toolkit work when contrasted against South Carolina crashes

# Conclusions (cont.)



Community quasi-experimental study of the effects of a local prevention effort to reduce overservice of alcohol with increased drinking & driving opportunities



Prior responsible beverage service training used pre- and post-designs with some randomization of serving staff training



Intervention prevention efforts led by community coalition showed brief intervention (Toolkit) by law enforcement & increased media about enforcement



Study provides evidence that multicomponent approach reduces overservice, thereby decreasing alcohol crashes

# Conclusions (cont.)



Strong partnerships between Law Enforcement and Prevention Professionals were critical for successful implementation of the strategies and their outcomes



Cultivating relationships with community stakeholders contributed to increase support of this project



Ensuring that coalition members understood their roles increased community readiness and partner involvement



Celebrating and recognizing the contributions of partners increased the level of participation through the longevity of this project



George, M. D., Bodiford, A., Humphries, C., Stoneburner, K. A., & Holder, H. D. (2019). Media and Education Effect on Impaired Driving Associated With Alcohol Service. *Journal of Drug Education*, 0047237919859658. doi:10.1177/0047237919859658

# Questions?

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