

College Community Campaign to Reduce Drinking and Driving

Data and Research: Young Impaired Drivers
LifeSavers ♦ March 30, 2009

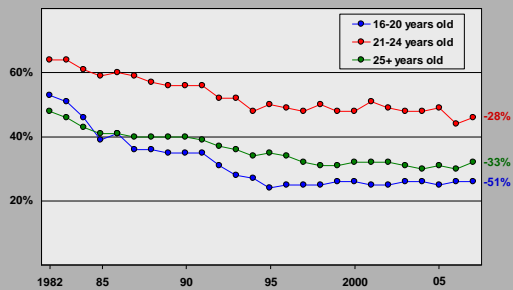
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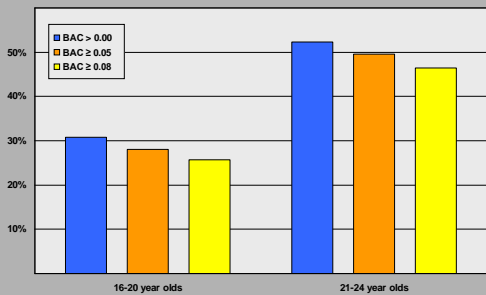
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Fatally injured drivers with BACs $\geq 0.08\%$
By age, 1982-2007



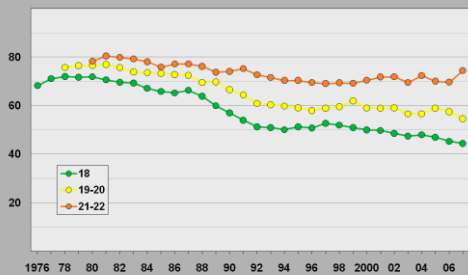
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**Percent of fatally injured drivers with given BAC
By age, 2007**



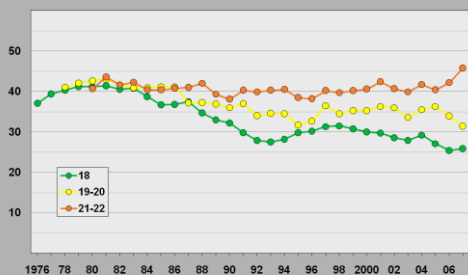
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**Percent consuming alcohol in past 30 days among
ages 18, 19-20, and 21-22
Monitoring the Future surveys, 1976-2007**



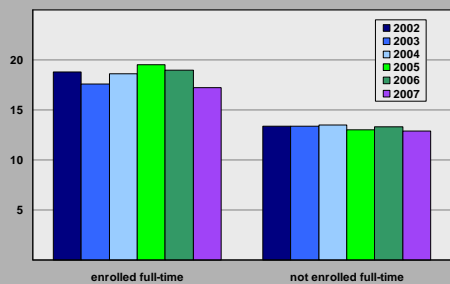
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**Percent having 5 or more drinks on at least one occasion
in past 2 weeks among ages 18, 19-20, and 21-22
Monitoring the Future survey, 1976-2007**



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Percent of people ages 18-22 reporting heavy alcohol use in past month, 2002-2007 By college enrollment (SAMHSA, 2008)



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College programs on drinking and driving

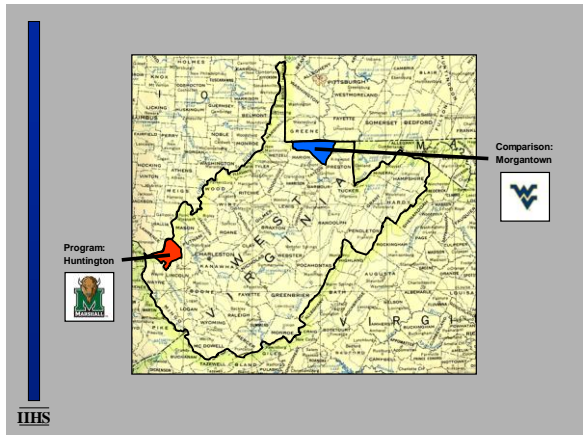
- ◆ Many colleges have educational programs to reduce on-campus drinking, but few programs target drinking and driving, and even fewer have a strong enforcement component
- ◆ Task force on college drinking found no evaluations of campus-wide strategies to reduce drinking and driving (NIAAA, 2002)
- ◆ Outcome measures generally are self-reported behaviors rather than driver BACs

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Enforcement strategies to reduce youthful drinking and driving

- ◆ Publicized checkpoint programs reduce drinking and driving and alcohol-related fatalities at community and state levels (e.g., Wells et al., 1992; Elder et al., 2002)
- ◆ Enforcement of 21 minimum legal drinking age can reduce self-reported drinking and drinking and driving, and crashes (e.g., Wagenaar et al., 2000, 2005; Holder et al., 2000; Hingson et al., 1996)
- ◆ Few programs target enforcement of zero tolerance drinking and driving laws for drivers under 21

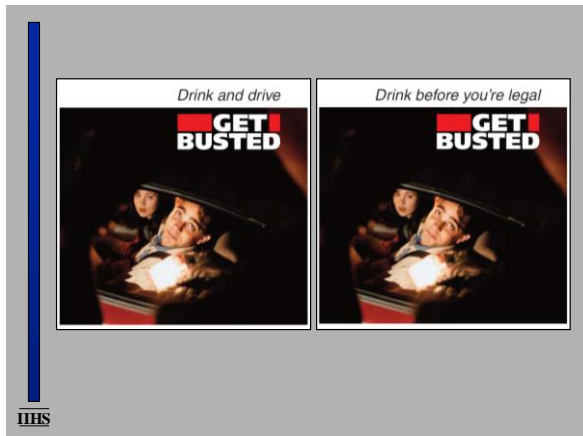
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College community campaign to reduce drinking and driving Huntington, West Virginia

- ◆ Target: drivers 16-24, students and non-students
- ◆ Program components
 - Stepped-up enforcement of 21 drinking age
 - Intensive enforcement of zero tolerance and DUI laws
 - Paid TV and radio spots, earned media, on-campus publicity
- ◆ Driver BACs measured before and during program

ITHS logo in the bottom left corner.



Low manpower sobriety checkpoint



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Monthly alcohol enforcement
 Before and during program

		underage compliance checks per month	sobriety checkpoints and special patrols per month
program	fall 2006	7	15
	fall 2007	24	60
comparison	fall 2006	12	10
	fall 2007	10	9

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Underage alcohol buy rate
 Before and during program

		underage purchases
program	fall 2006	43%
	fall 2007	18%
comparison	fall 2006	19%
	fall 2007	23%

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Campaign press conference



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Herald Dispatch of Huntington, West Virginia

DUI checkpoints do make a difference

DUI checkpoints do make a difference
By Mike
Huntington, West Virginia
The West Virginia State Police's recent report on the effectiveness of DUI checkpoints is a testament to the success of the program. The report shows that the program has resulted in a significant decrease in the number of DUI-related accidents and fatalities. The program has also resulted in a significant increase in the number of people who are arrested for DUI. The report is a clear indication that the program is making a difference in the state of West Virginia.

May 5, 2007

Police continue to target underage drinking

Police continue to target underage drinking
By Mike
Huntington, West Virginia
The West Virginia State Police's recent report on the effectiveness of the program is a testament to the success of the program. The report shows that the program has resulted in a significant decrease in the number of DUI-related accidents and fatalities. The program has also resulted in a significant increase in the number of people who are arrested for DUI. The report is a clear indication that the program is making a difference in the state of West Virginia.

October 13, 2007

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Roadside alcohol survey

- ◆ 10 p.m.- 2 a.m. Wednesday-Saturday, weather permitting
- ◆ All drivers 16-24 and sample of drivers 25 and older asked to participate
- ◆ Preliminary breath tests (PBTs) to test BACs and brief interviews
- ◆ Participation rates varied little by community or survey period
- ◆ Of 9,454 drivers approached in both communities
 - 96 percent (N=9,051) agreed to participate
 - 90 percent (N=8,553) with valid BAC readings

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Roadside alcohol survey



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Roadside alcohol surveys

		number of weekends	number of roadside surveys	number of valid BACs
program	fall 2006	6	19	1,435
	fall 2007	6	26	2,348
comparison	fall 2006	7	22	2,379
	fall 2007	5	28	2,391

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Drinking drivers 16-20 years old
 Wednesday-Saturday nights

		BAC ≥ 0.02%	BAC ≥ 0.08%
program	before	1.8%	1.0%
	during	0.7%	0.1%
comparison	before	3.9%	0.9%
	during	3.9%	1.4%

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Drinking drivers 21-24 years old
 Wednesday-Saturday nights

		BAC ≥ 0.02%	BAC ≥ 0.08%
program	before	5.5%	1.6%
	during	3.0%	0.7%
comparison	before	6.4%	2.1%
	during	5.5%	1.5%

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Drinking drivers 25 years and older
 Wednesday-Saturday nights

		BAC ≥ 0.02%	BAC ≥ 0.08%
program	before	8.7%	5.8%
	during	5.0%	1.8%
comparison	before	6.5%	1.8%
	during	8.9%	1.7%

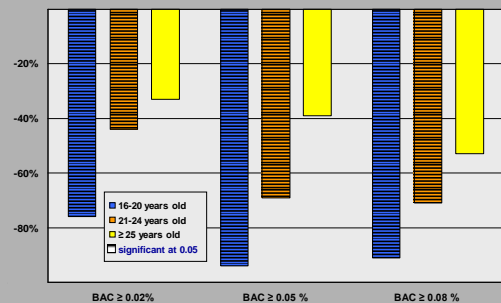
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Logistic Regression

- ◆ Predicted odds of given driver BAC
- ◆ Predictors
 - Age group (16-20, 21-24, 25 and older)
 - Community (program vs. comparison)
 - School term (fall 2007 vs. fall 2006)
 - Program presence (yes vs. no)

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Percent reduction in drinking and driving in program community, by age group



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Conclusions

- ◆ Heightened enforcement of alcohol laws can reduce nighttime drinking and driving among people ages 16-24 in a college community
- ◆ Spillover effects to people 25 and older
- ◆ Even with ample funding, maintaining high-visibility intensive enforcement program may be challenging

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Acknowledgements

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