

**Guidelines to develop
designated driver campaigns**

April 2007

Executive Summary

A highly successful education and awareness campaign on drink-driving can include the development and implementation of the designated driver concept. The “Bob” campaign was first launched in Belgium in 1995. As a result of the political and financial support of the European Union, an increasing number of designated driver campaigns have been launched across Europe.

In 2006, 16 countries implemented such campaigns. They are based on the common principle of the designated driver – the person who does not drink when he or she has to drive. The designated driver drives the rest of the party home safely. The implementation of this concept varies from country-to-country to reflect local situations and cultures. The campaigns are predominantly public-private partnerships between the National Road Safety Institutes and Social Aspects Organisations, funded by the alcohol producers.

The campaigns have different names across Europe: some do name the designated driver, e.g. “SAM” in France; “BOB” in Belgium or the “Party-driver” in Hungary while others promote a behaviour such as “the team player” in Denmark, “100% cool driver” in Portugal; “drive straight and designated” in Ireland or “drink or drive, you decide” in the UK.

Campaigns are addressing both men and women and promote a sharing of this responsibility within the group. To this aim campaigns offer tips on how to designate the responsible driver before going out at night. The activities to develop the concept and to achieve a change of behaviour so that drunk-driving is perceived as anti-social are also diverse across Europe. Songs and video clips are used in the Czech Republic; other use on-site events in bars and discos, media campaigns, and websites, etc.

In countries where these campaigns have been running for a number of years, the concept has achieved considerable awareness. Results are starting to show a change in behaviour as an increasing number of people embrace the designated driver concept. However, it is not always easy to link these positive results in road-users awareness with reductions in road fatalities or injuries statistics because not all countries maintain a reliable database on the origin of accidents

Since 2001, EFRD has been involved the development of designated driver campaigns. As a result, it has gained expertise in managing campaign objectives, activities and evaluation. This information is detailed in these Guidelines

A further added value from contacting EFRD when developing a designated driver campaign is the opportunity to have your campaign officially recognised by the European Commission and the permission to use the EC logo. The European Commission supports this approach as one strategy to reduce alcohol-related road traffic fatalities.

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- A summary of campaigns can be seen on EFRD website:
http://www.efrd.org/awareness_building/drink-driving.html

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I. What is the Designated driver concept?

The designated driver concept was first initiated in Belgium in 1995 jointly by the Belgian Road Safety Institute (IBSR) and Arnoldus (beer-funded social aspect organisation) . In Belgium, “Bob” is the character that personifies the designated driver.

The core of the designated driver concept is the positive reinforcement of persons who do not drink and drive. This is reflected in the positive, non-authoritative communication approach, centered on aspects such as fun, humour, social behaviour and the element of appropriate and responsible party-time.

The designated-driver is someone who can be relied on to drive other people in a group safely home after they have been consuming alcohol. He/she agrees to refrain from drinking so as to be able to act as driver for the group. Thanks to the designated driver you can enjoy the party responsibly and your will not injured yourself or someone else which you would regret your entire life.

Promoting the designated driver concept is a positive alternative to taking the risk of driving while impaired and contributes to reducing road accidents while under the influence of alcohol.

II. Planning your campaign

II.1 Name of the campaign

There are campaigns where the designated driver has received a “name” such as “BOB” in Belgium and Netherlands, “The Leader” in Malta, the “cab driver” in Denmark, “the party-driver in Hungary, “Sam, le capitaine de soirée” in France.

Other countries have decided not to give a particular name to the designated driver (results of preliminary studies highlighting that young people have agree to adopt the behaviour but not be “labelled” or be seen different from his/her peers in the evening. As a consequence, other names such as “drive straight and designate” in Ireland, “100% cool driver” in Portugal, “celui qui conduit est celui qui ne boit pas” in France. “drink or drive, you decide” in the UK have been adopted.

The conclusion is that before developing the campaign, the name as to be tested with the target group to identify which name is most efficient.

II.2 Partnerships approach

Designated driver campaign form part of prevention activities to reduce alcohol-related harm and should involve all the relevant stakeholders at community level, not only to deliver the campaign but also to receive political and social endorsement of the intervention.

When reviewing the partnerships in place across Europe, we see that the core partnerships mostly involve the drinks industry and road safety institutes, but many

other stakeholders are also playing a significant role, including:

- Public authorities (Road safety institutes, Ministry of Transport, Ministries of education, for youth, police forces, municipalities, etc)
 - media
 - petrol stations (issuing vouchers for petrol branded with the campaign logo)
 - bars & discos
 - soft drinks producers (to offer free drinks for the designated driver in bars and discos)
 - banks (issuing a special credit card for the target group branded with the image of the campaign)
 - youth groups
 - sports clubs
 - insurance companies
 - car industry
 - public transport
 - taxi companies
 - etc

Identifying for sponsors is also important for the sustainability of the campaign. The sponsors can be offered the opportunity to have their logo discreetly featured in advertising media (in return for the financial support for the campaign) but this provision should be carefully and clearly fixed in an agreement or contract with the sponsor. The appearance of the logo should not result in the campaign being perceived as a commercial venture. Moreover, the sponsor should not make use of the name of the campaign to promote his/her own products, unless prior written approval has been received from the campaign manager.

11.3 Campaign elements

11.3.1 Mass media

Mass media are important to raise awareness of the concept among the target group. However, it is an expensive medium but partnership/agreement could be made with media channels to at least get a rebate on broadcasting fees. Because this media is expensive it is important to get it right from the beginning. Again, using focus groups to gather information of what would be appealing to the target group can be an important tool. For instance, when Spain decided to run a TV ad campaign, young people were interviewed and the outcomes showed that young people were not in favour of “shock-tactics” campaigns showing blood and death but considered that the issue should be treated seriously (without humour).

Involving young people is also very important. Organizing contests among the target group to produce posters, scripts for radio or TV spots are good ways to get the message right and buy-in from the target audiences. The winners can be rewarded with attractive gifts.

11.3.2 On-trade promotions

On-trade promotions are important elements for targeted prevention activities. You should make contact with the target groups at the time and place where alcohol is

consumed in order to deliver the designated driver message. Several examples exist which include the following ideas:

- Train a group of hosts/hostesses (professionals or volunteers) to welcome people at the entrance of the venue
- The aim is to explain the danger of drinking & driving, talk about the concept of designated driver, try to convince someone in the group to become that one (precaution: checking the BAC is important as young adults tends to drink at home before going out). The designated driver can be identified with a bracelet or by some other recognisable means. He or she (following agreement with the venue owner) could get a couple of non alcoholic drinks free of charge (this could also results from agreement with sponsors). Over the evening, dedicated animation could be organised to highlight the designated driver (example of a CD-ROM with jingles for DJs) who could be rewarded with prizes (T-shirt, key-rings, etc).
- When leaving the premise, the D&D would be asked to test his/her BAC (precaution: make sure you are using certified devise to test BAC) and if their “contract is respected” they would receive a gift or take part in a lottery for bigger prize (eg: depending on your sponsors, winning a car, a trip, etc)

The same could be organized in a public venue, such as in Portugal where it is done along the street. Crews of young adults go around and distribute leaflet and ask people, at the end of the evening to meet in a central location for BAC test and gifts

At the minimum, on trade promotions of the designated driver concept can be done through posters, stickers and coasters to raise awareness about the campaign and the concept. *The European Night without Accident*, in countries where it exists (third Saturday of October) is a good opportunity to promote the designated driver concept¹.

II.3.3 Enforcement by police forces

Ideally, campaigns should be reinforced with tighter checks by police as it is proven that a combined approach of enforcement and prevention is a key factor for successful reduction of incidences of drink driving. An option could be – as it is in Belgium- that those who test negative at a random breath testing receive for instance an information leaflet and key-ring of the campaign.

III. Evaluate your campaign

Your money is lost if you cannot explain the impact of your campaign. A ratio of at least 10% of your budget should be dedicated for pre and post evaluation (properly more for the first year to get the concept right).

Designated driver campaigns are a means to reach a long term objective: to change behaviour so that that driving under alcohol influence is perceived as completely unacceptable and anti-social.

¹ Please contact Johan Chiers at the Responsible Young Drivers: johan@ryd.be

There are two types of behaviour indicators: reported behaviour indicators and actual behaviour indicators.

The first type of indicator uses questionnaires to gather information on the target group's behaviour. Questions such as "Did you drink and drive during the last year?", "Have you been designated as a driver in the last year?", "Have you been driven home by a designated driver?" etc, can be included in the questionnaire of the quantitative post-test for instance.

Real behaviour indicators gather information on-the-field and reflect the real behaviour – and not just how people say they behave. A road-side survey in collaboration with the police forces is an example of collecting data about the real behaviour. During such a survey, all drivers are stopped and asked to provide a breath test. Such data can be supplemented with additional information (gender, age, time, number of people in the car etc.) and with data from a limited number of questions (Where does he/she come from (home, friends, pub, etc)?, how frequently does he/she drink? etc.).

Regardless of whether studies focus on reported or actual behaviour, they should be repeated (if possible, pre and post the campaign period), thus allowing comparisons and insights into discerning the evaluation of behaviour.

III.1 Reported behaviour indicators

III.1.1 Pre-test

- When no campaign has been carried out to date, the objective of pre- evaluation is thus to assess the perception of the problem of drink-driving by the target group and to see how it will evolve in time (i.e., after the campaign). Once the campaign has been conducted the first time, the post test provide the benchmark for successive campaigns to evaluate the impact.
- Results should be broken down by gender/ age group/education/ size of targeted area/ region.
- Evaluation can be done by using open questions (more suitable for face-to-face interviews) or closed questions where people answer by choosing between options, such as:
 - ▶ completely disagree
 - ▶ somewhat disagree
 - ▶ neither agree nor disagree
 - ▶ somewhat agree
 - ▶ completely agree
 - ▶ do not know, no answer
- The following is an example of a set of questions that can be used:
 - ▶ Drinking before driving is a very serious problem which endangers the whole of society
 - ▶ Drink-driving is particularly serious among young adults
 - ▶ The state and police are taking sufficient measures to deal with the problem of drinking before driving (open question could be "what should they be

doing differently?”)

- ▶ Drinking a small amount of alcohol before driving is not a problem
- ▶ The state should toughen sentences for drink-driving offenses
- ▶ What is the BAC limit for drinking-driving in your country
- ▶ TV and other media provide enough information about the problem of drinking and driving (open questions could be: what was the message delivered through media? How did you react to these messages?)
- ▶ You and your peers agree on an alternative transport option in order not to drink and drive so that everybody gets home safely

III.1.2 Post-test

A first element of the evaluation should concern the campaign itself. Questions such as “Did the campaign reach the target group?”, “Was the message clear and well understood?” and “Were people convinced by the message?” should be addressed by this part of the evaluation. Such questions help to determine whether the communication efforts have produced the desired result and whether the available money/resources have been spent efficiently.

The method proposed for such an evaluation is a post-test. This can be a qualitative or quantitative study. The quantitative method is usually a questionnaire with questions about the campaign, filled in by a cross sample of the target group. The questionnaire can also be used as a basis for face-to-face or telephone interviews with a cross sample from the target group. Qualitative studies are conducted using a much smaller group of people and enables you to explore their views, knowledge, and actions in greater depth. They usually do not start from a pre-determined questionnaire but from more vaguely described objectives such as “Get to know the appreciation of the target group towards the media used”, “Get to know how the target group feels about the message” etc. Small group discussions with members of the target group are a common method for conducting qualitative evaluations.

To obtain reliable and sound results the use of an agency specialised in this kind of work is encouraged. The study should be carried out with a statistically significant number of respondents, e.g. 1000 persons.

☞ In annex A, you will find a template questionnaire that you are invited to use. Of course it should be adapted for each campaign with the professional support of an agency doing the evaluation. This questionnaire provides a minimum basis for the type of information and data that should be collected; project managers can of course carry out a more comprehensive post-test.

III.2 Actual Behaviour indicators

III.2.1 Police statistics

Public awareness campaigns are most effective when they are combined with enforcement measures. Obviously, more police checks will result in a greater deterrence and a more effective campaign. Therefore, the organisation responsible

for running the designated driver campaign must seek the collaboration of the police forces. In particular the police should be asked to carry out extra breath tests during the duration of the campaign, so to increase the objective and subjective risk of being caught.

To measure the impact of the combination of awareness raising and enforcement, detailed records on the breath tests should be maintained by the police forces or by the authority responsible for gathering and communicating these data. Their reports should at least contain data on the number of positive and negative drivers tested for BAC, indicating gender, age, and time of testing (e.g. during the week, during week nights, during weekends, during weekend nights etc.). Any additional data would of course be of additional value, for example, a distinction in figures could also be made according to the testing method that was used: random breath testing or selective breath testing.

If possible, a comparison should be made between the data collected relative to the campaign period and data relative to previous campaign periods or relative to periods outside the duration of the campaign.

III.2.2 Accident and casualty figures

There are of course other, additional ways for evaluating a designated driver campaign. All additional evaluation tools that relate to the campaign are welcomed. Accident and casualty figures for instance can be good indicators to measure the impact of the campaign. Organisations using such statistics as an evaluation element of their campaign should however ensure that these data were obtained and collected using state-of-the-art methods. This means, among other things, respecting the statistical rules on confidence intervals etc.

Source: BRSI "Specifications and guidelines for the evaluation of European designated driver campaigns"

Annex A: Model for a post-test evaluation

Post-test questionnaire to evaluate a Designated Driver Campaigns

Source: BRSI "Specifications and guidelines for the evaluation of European designated driver campaigns"

- Introduce questions to gather information on: the age, gender and other information you may need to break down the results.
- Do you have a driving license?
- Have you driven a car during the last 12 months?

For every Body

- Have you heard of(name of your designated driver campaign) ?

For those who heard about your designated driver concept

- Who is (name the designated driver you are using in your country)? *Note: Do not suggested anything- only one answer possible*
- Have you ever proposed yourself to be the designated driver (give the right name)
- Yourself, being a driver, have you been elected the designated driver by others in your group (use the right name)?
- Do you know someone who has been elected the designated driver (use the right name)- *Note: do not suggest anything- several answer possible*

- yes, my partner
- yes, a friend of mine
- yes, a member of my family
- yes, someone else
- no
- don't know/ no reply

- Have you been driven home by a "designated driver" (use the right name)?

To those who have proposed themselves to be the designated driver or have been elected to be the designated driver

- Are you sometimes the designated driver (use the right name)? *-Note: read the proposals – only one answer possible*

- Mainly over the Christmas/End of Year parties
- Through out the year
- don't know/no reply

For those who gave a "wrong answer" or "don't know" about the designated

driver concept

- The designated driver (use the right name) is the person who doesn't drink and brings every body home safely. Have you heard of him?

For those who heard about the designated driver concept

- What do you think of the initiative of the designated driver (use the right name)? Is it: *Note: spell out the proposals for answer – only one answer possible*
- a very good initiative
 - a good initiative
 - neither good, nor bad
 - a bad initiative
 - a very bad initiative
 - (do not read) don't know, no reply

For everybody

- From (initial period) until (end period) the designated driver campaign was launch on the theme of (insert theme). Do you remember it?
- How did you learn about the campaign? *Note: do not suggest anything – several answers possible*

(List the campaign tools you are using, for instance):

- 1 Posters
- 2 Radio
- 3 Television
- 4 Press (newspapers, magazine)
- 5 In catering premises (hotel, cafes, discos)
- 6 The Designated Driver Bus
- 7 From another source (to be indicated.....)
- 8 (do not read) none of them, don't know/no reply

For everybody to assess the quality of your campaign tools (to be adapted accordingly, depending on the campaign tools you have been using: website, posters, video clip, etc... and to be repeated for each campaign tool)

EXAMPLES:

- from (initial period) until (end period), **posters** were displayed along roads and motorways in order to persuade drivers not to drive after drinking. Do you remember them?
 - Could you describe the poster?
- Good answer (Have a short description of the visual and slogan for the interviewer to check the correct answer)
 - wrong answer
 - don't know/ no reply

For those who do not remember the poster - Note: show the poster

- Have you seen this poster?

For those who have seen the poster

- According to you, do you think this poster is - *Note: list the answers- one answer possible per line*

		Yes	NO	Don't know/no reply
1)	Clear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2)	Appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3)	Good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4)	Useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5)	Appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6)	Sympathetic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7)	Nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8)	Promotes my willingness to act as designated driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9)	Readable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For everybody (when appropriate with your own campaign)

Have you seen on the TV spot on the designated driver (use the right name)

For those who have seen the TV spot

- Could you describe the spot?
Note: do not suggest anything – only one answer possible

- Correct answer (give a short description of the TV spot for the interviewer to check the answer)
- wrong answer
- don't know/no reply

For everybody (when appropriate with your own campaign)

- Have you heard the radio spot of the campaign?

For those having heard the radio spot

- Could you describe the radio spot?
Note: do not suggest anything – only one answer possible
- Correct answer (give a short description of the TV spot for the interviewer to check the answer)
- wrong answer
- don't know/no reply

For those who remember the designated driver campaign (use the right name)

1) In general, do you believe that the campaign can influence people not to drink and drive?

- strongly agree
- partially agree
- strongly disagree
- Don't know
- non-driver

• If you disagree: Why?

Note: do not suggest anything- insist- note the answer clearly

2) As a driver, have you been convinced by the campaign not to drink and drive?

- YES
- NO
- Don't know
- non-driver

• If not: Why?

Note: do not suggest anything- insist- note the answer clearly

3) As a passenger, were you convinced by this campaign to ask the driver not to drive after having consumed alcohol?

- YES
- NO
- Don't know
- never a passenger

▪ If not: Why?

Note: do not suggest anything- insist- note the answer clearly

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