

# **SES Evaluation Data**

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# Evaluation Data Collection

## Implementation

- ▲ Media
- ▲ Enforcement
  - ▶ Checkpoints
  - ▶ Other special enforcement activities
  - ▶ DWI Arrest Data

## Effectiveness

- ▲ DMV Surveys
- ▲ Direct Observations of Drinking & Driving
- ▲ Monthly Crash Data
- ▲ Alcohol-Related Fatality Data (FARS)

# Reporting on Media And Enforcement

- ▲ **Report Media and Enforcement**
- ▲ Report During Sustained and Crackdown Periods
- ▲ If efforts are targeted, report each target area separately

# Paid Media

 TV Ads

 Radio Ads

 Print Ads

 Billboards

 Other

# Earned Media

- ▲ Number of Press Conferences Held
- ▲ TV News Stories Aired
- ▲ Radio News Stories Aired
- ▲ Print News Stories Run
- ▲ Other

# Examples of Media Reported

- ▲ Broadcast TV
- ▲ Cable TV
- ▲ Radio
- ▲ Public Service Announcements
- ▲ Billboards
- ▲ Safe Rides
- ▲ Web Advertising
- ▲ In Bar & Concert Events & DD Programs

# DMV Surveys

*This Driver Licensing Office is assisting in a study about Alcohol in Connecticut. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then give back to surveyor.*

1. **Your sex:**  Male  Female
2. **Your age:**  16-20  21-25  26-34  35-39  40-49  50-59  60 Plus
3. **Your race:**  White  Black  Asian  Native American  Other
4. **Are you of Spanish/Hispanic origin?**  Yes  No
5. **Your Zip Code:** \_\_\_\_\_
6. **How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?**  
 Always  Nearly always  Sometimes  Seldom  Never
7. **In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?** \_\_\_\_\_ (number of times)
8. **What do you think the chances are of getting arrested if you drive after drinking?**  
 Always  Nearly Always  Sometimes  Seldom  Never
9. **Compared with 3 months ago, are you now driving after drinking? (check one)**  
 More often  Less often  About the same  Do not drive after drinking
10. **Do you think local police enforce the drinking and driving laws:**  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
11. **Do you think state police enforce the drinking and driving laws:**  
 Very strictly  Somewhat strictly  Not very strictly  Rarely  Not at all
12. **Do you think the penalties for alcohol impaired driving are:**  
 Too strict  About right  Not strict enough  Don't know
13. **In the past 30 days, have you gone through a checkpoint where police were looking for alcohol-impaired drivers?**  Yes  No
14. **Have you recently read, seen or heard anything about alcohol impaired driving (or drunk driving) in Connecticut?**  Yes  No  
  
**If yes, where did you see or hear about it? (Check all that apply):**  
 Newspaper  Radio  TV  Poster or Billboard  Brochure  Police checkpoint  Other
15. **Do you know the name of any alcohol-impaired driving enforcement program(s) in Connecticut?**  
**(check all that apply):**  
 You Drink. You Drive. You Lose.  Team DUI  Friends Don't Let Friends Drive Drunk  
 Checkpoint Strikeforce  Please Step Away From Your Vehicle  90 Day Blues  Madd's Red Ribbon

# Roadside Surveys

Self reported  
from interview

Estimated from  
observation

From  
Breathalyzer!

Estimate:  
ALL

SES 2005 C

Machine #: \_\_\_\_\_ Refused All \_\_\_\_\_

If subject pulled over, check all that apply: Warn \_\_\_ Belt Tckt \_\_\_ CPS \_\_\_ Oth Tckt \_\_\_ FST \_\_\_ DUI \_\_\_ Oth Arrest \_\_\_

Could Not Make Contact with Driver \_\_\_\_\_ (still estimate age, sex, race, passengers, & vehicle type below)

Coming from:	Headed to:	# Miles:
<input type="checkbox"/> Home	<input type="checkbox"/> Home	<b>D</b>
<input type="checkbox"/> Work	<input type="checkbox"/> Work	
<input type="checkbox"/> Friend's/relative's house	<input type="checkbox"/> Friend's/relative's house	
<input type="checkbox"/> Restaurant/bar	<input type="checkbox"/> Restaurant/bar	
<input type="checkbox"/> Store	<input type="checkbox"/> Store	
<input type="checkbox"/> Theatre, movie, concert, game, other entertainment	<input type="checkbox"/> Theatre, movies, concert, game, other entertainment	
<input type="checkbox"/> Other	<input type="checkbox"/> Other	

Ever been through a police checkpoint before? YES NO Day Night

In past 6 months besides this one? YES NO

Do you favor the use of checkpoints by police to enforce the law against drinking and driving?

YES NO Comments:

Within the past month, have you seen, heard or read about any special police efforts to enforce the law against drinking and driving? YES NO

If YES, where? TV Radio Newspaper Poster Brochure Other

Zip Code Where you Live	Manually Sampled?		Took Alcohol Test?	
	YES	NO	YES	NO, refused

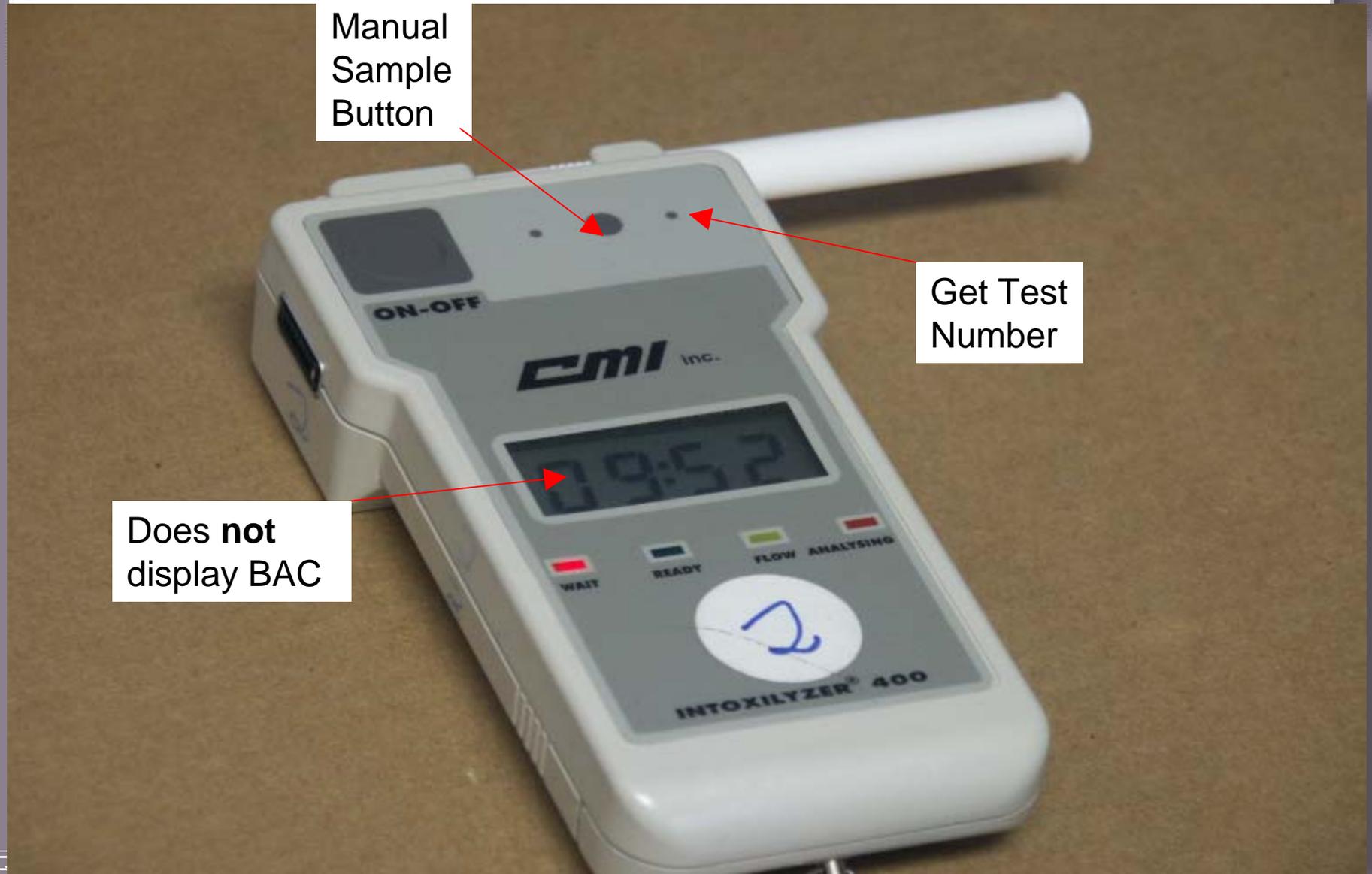
**ASK FOR DRUG TEST FIRST**

get zip of subject if arrested—ask officer for zip on driver's license get state off plate if REFUSE

Age	Sex	Race	# of Passengers	Type of vehicle
<input type="checkbox"/> 16-24	<input type="checkbox"/> M	<input type="checkbox"/> White	<input type="checkbox"/> 0	<input type="checkbox"/> Passenger car
<input type="checkbox"/> 25-34	<input type="checkbox"/> F	<input type="checkbox"/> Black	<input type="checkbox"/> 1	<input type="checkbox"/> Pick-up truck
<input type="checkbox"/> 35-49		<input type="checkbox"/> Asian	<input type="checkbox"/> 2	<input type="checkbox"/> Minivan
<input type="checkbox"/> 50-64		<input type="checkbox"/> Other	<input type="checkbox"/> 3	<input type="checkbox"/> Full-size van
<input type="checkbox"/> 65+			<input type="checkbox"/> 4	<input type="checkbox"/> SUV
		<b>Hispanic</b>	<input type="checkbox"/> 5	<input type="checkbox"/> Truck
		<input type="checkbox"/> Yes	<input type="checkbox"/> more	<input type="checkbox"/> Other
		<input type="checkbox"/> No		

Test #: \_\_\_\_\_ Press small far right dot for the test # for this person (if took test) and record here.

# BAC Measurement Device

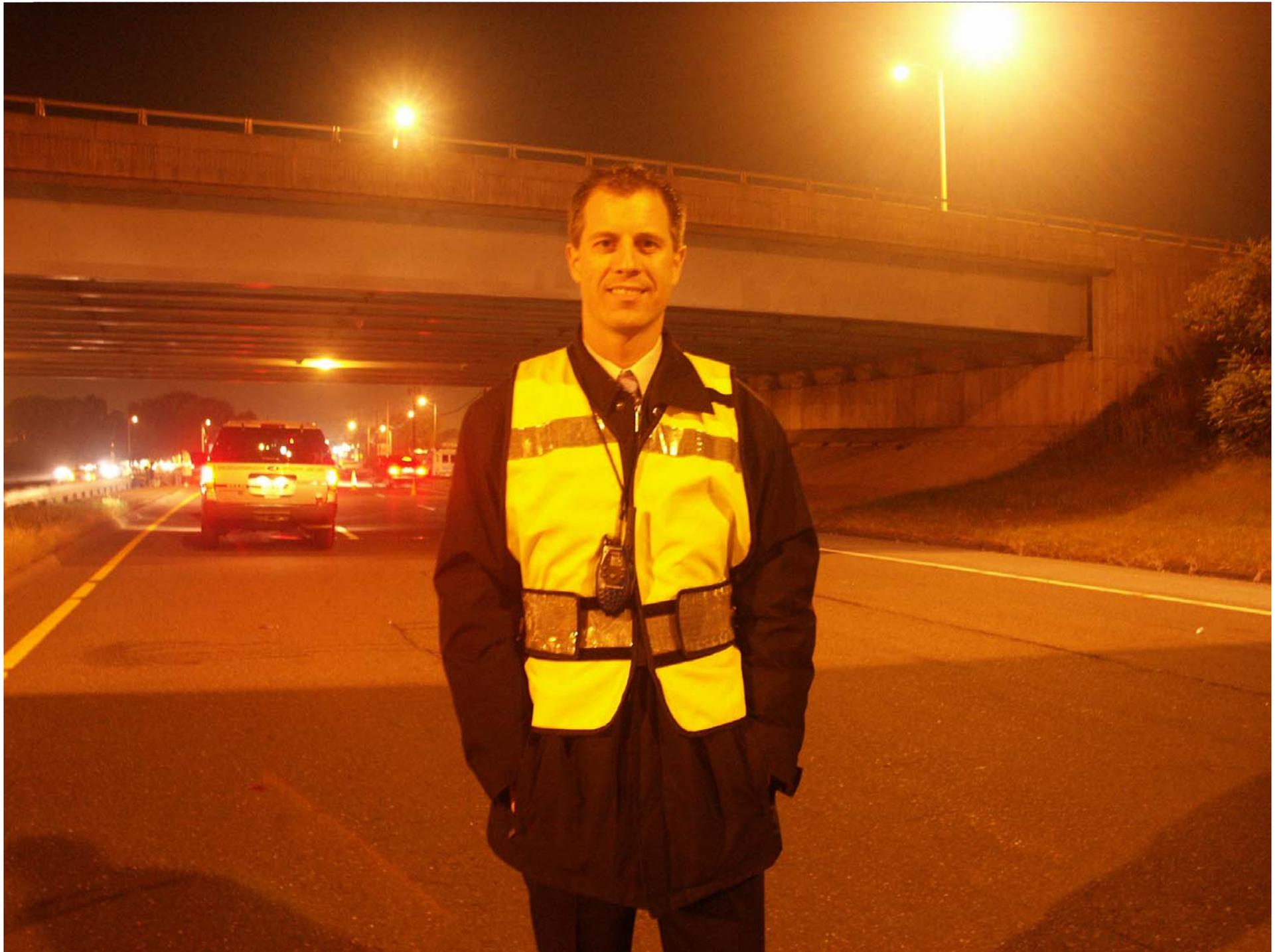


Manual  
Sample  
Button

Get Test  
Number

Does **not**  
display BAC

SES 2005 Conference Arlington, VA-- March 29-30



# DWI Arrest Data

## Total Number of Departments Participating

▲ State Police/Highway Patrol

▲ Local Law Enforcement

▲ County Law Enforcement

▲ Other Law Enforcement

# DWI Arrest Data

Crackdown and Sustained Total Number of Departments Participating

▲ State Police/Highway Patrol

▲ Local Law Enforcement

▲ County Law Enforcement

▲ Other Law Enforcement

▲ Data To Report

▲ Hours of overtime on special DWI enforcement

▲ Number of Checkpoints

▲ Number of saturation patrols

▲ Number of directed patrols

# DWI Arrests & MORE

- ▲ DWI Arrests
- ▲ DWI-Drug Arrests
- ▲ Safety Belt Citations
- ▲ Child Safety Citations
- ▲ Felony Arrests
- ▲ Stolen Vehicles Recovered
- ▲ Fugitives Apprehended

# Monthly Crash Data

## What Types Can We Use?

- ▲ State Database
- ▲ Paper Reports

## When Can We Use Monthly Crash Data?

- ▲ If data entry is only a few months behind reality with about 80% of total crashes entered by 3 months afterwards on average throughout the year

# Alcohol Related Fatalities (FARS)

