



Connecticut & West Virginia Impaired Driving Publicity And Enforcement Campaigns

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CT Program Components & Costs

▲ Enforcement-Based Media Message

▶ \$2,199,533

▲ Holiday & Sustained Enforcement

▶ \$1,582,568

▶ \$3,782,101 total (\$1.08/person in CT)

CT Enforcement-Based Media Message

July 4th Holiday

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

Thanksgiving-New Years

- ▶ Broadcast TV
- ▶ Cable TV
- ▶ Radio
- ▶ Safe Rides
- ▶ Web Advertising
- ▶ In Bar & Concert Events & DD Programs

CT Enforcement

July 4th

▲ 24 Checkpoints

▶ 15 Towns participating

▲ 10 more checkpoints with researchers

Winter Holidays

▲ 51 Checkpoints

▶ 28 towns

▲ 20 more checkpoints w/researchers

Sustained Enforcement

▲ 89 Checkpoints (some during holiday periods)

▶ 18 towns

CT Evaluation

- ▲ Statewide Telephone Surveys
- ▲ Direct Observations of Drinking & Driving
- ▲ DWI Arrest Data
- ▲ Alcohol-Related Fatality Data (FARS)

CT Telephone Survey Results

 Awareness of Enforcement	<u>Pre</u>	<u>Post</u>
 **8.6% increase July 4 th	56%	64%
 **8.5% increase Winter 2003	53%	62%

 Perception of Enforcement as “Very Strict”	<u>July 4th</u>	<u>Winter Holidays</u>
 State Police	**+9.6%	**+9.8%
 Local Police	*+6%	**+10.2%

* Significance level $p < .05$

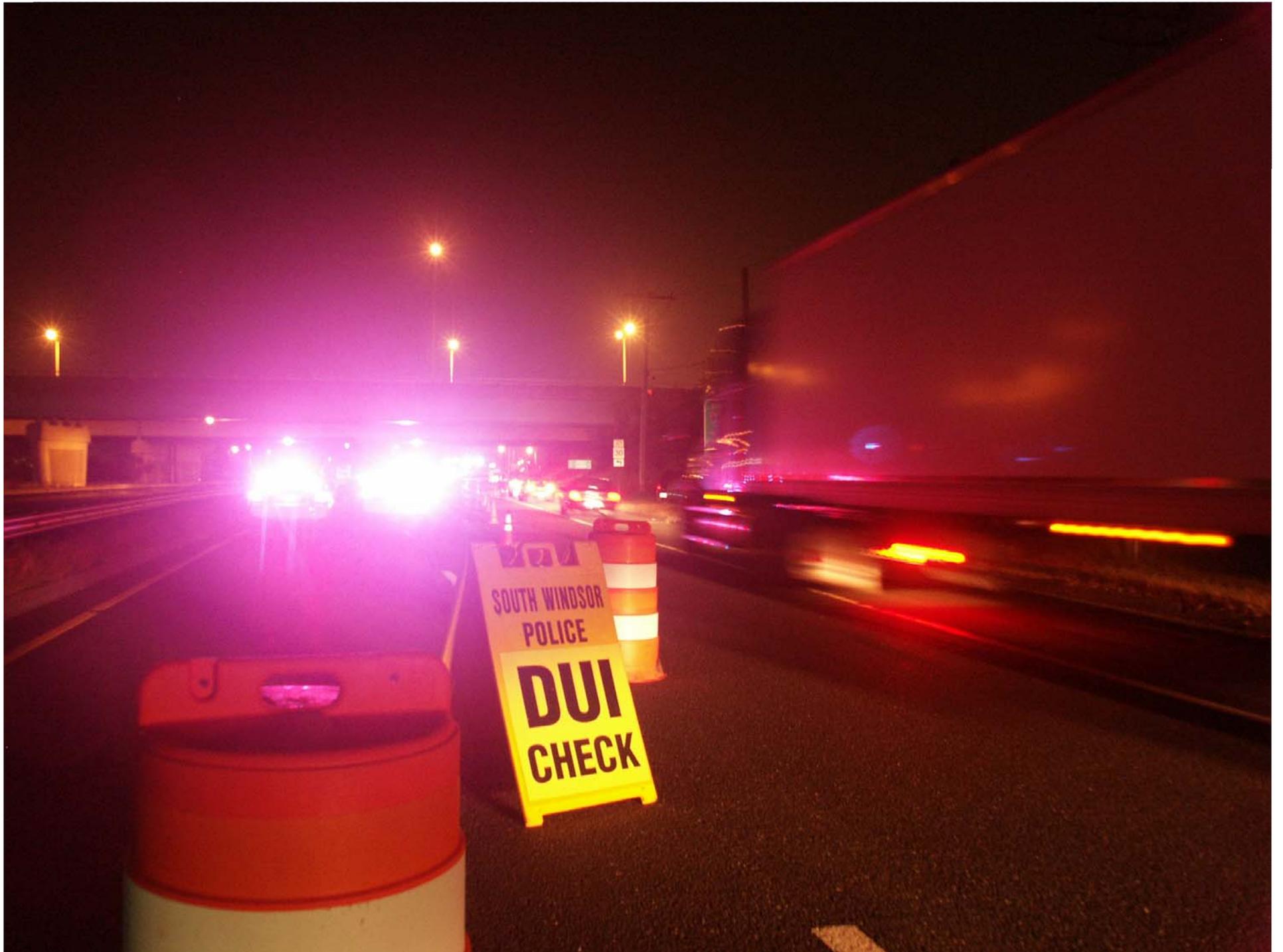
** significance level $p < .01$

CT Telephone Survey Results

▲ Perceived Likelihood of a Driver Being Stopped by Police if the Driver Had Been Drinking

	<u>July 4th</u>	<u>Winter Holidays</u>
More Likely	**+8.7%	**+11.1%

** significance level $p < .01$









BAC Measurement Device



Does not display BAC

CT Roadside Survey Results

	Pre (%)	July 4 th (%)	Sustained (%)	Post (%)
BACs	(N=616)	(N=723)	(N=1168)	(N=1132)
Positive	13.5	16.5	11.0	9.3
Zero	80.5	76.1	79.8	83.3
Refused Test	6.0	7.5	9.2	6.9

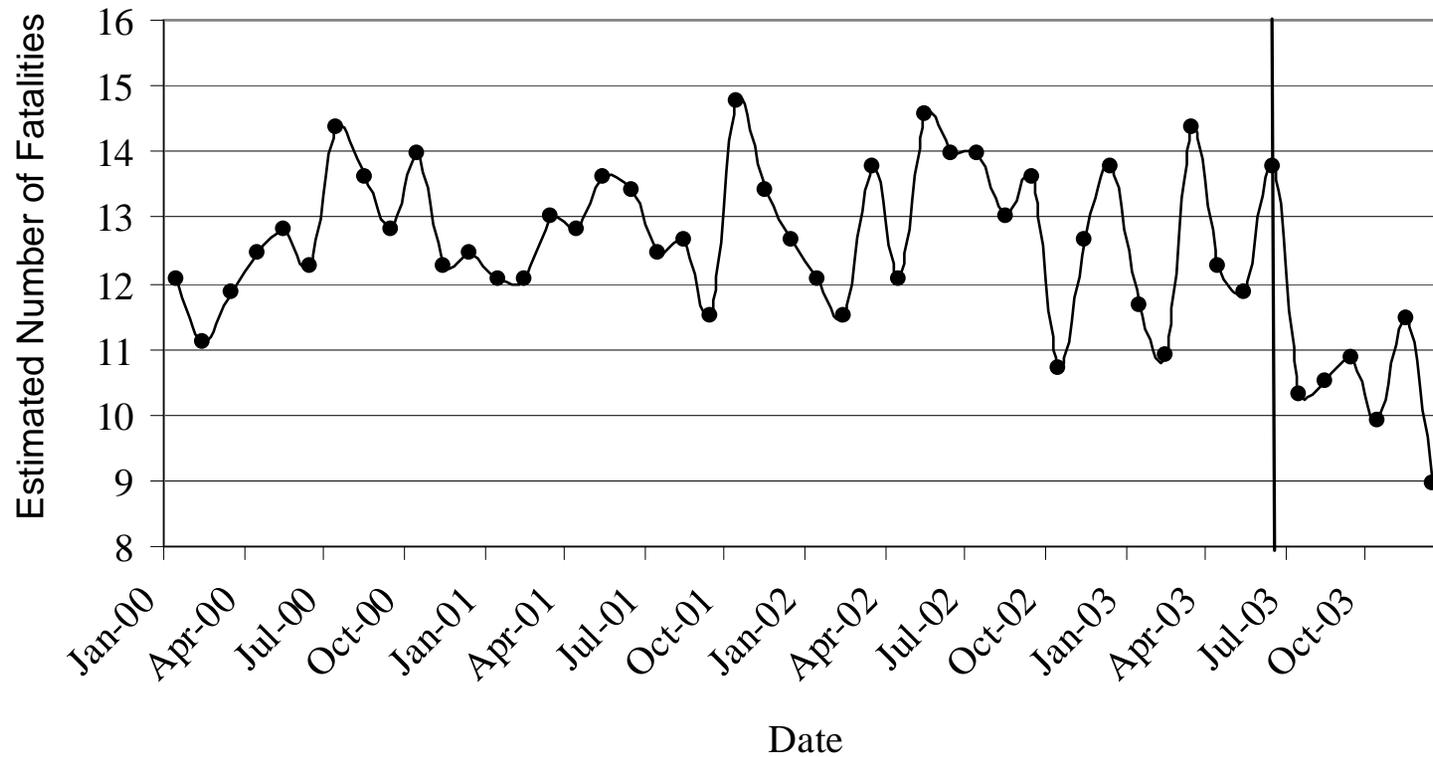
CT Roadside Survey Results

BACs by Gender	Pre (%)	July 4 th (%)	Sustained (%)	Post (%)
Men	(N=342)	(N=415)	(N=616)	(N=661)
Percent Positive (N=290)	17.8	18.8	13.1	10.6
Zero BAC (N=1744)	82.2	81.2	86.9	89.4
Women	(N=221)	(N=243)	(N=436)	(N=389)
Percent Positive (N=137)	9.0	16.0	9.6	9.3
Zero BAC (N=1152)	91.0	84.0	90.4	90.7

CT DWI Arrest Data

▲ July 4 th Enforcement	89
▲ Sustained Enforcement	731
▲ Winter Enforcement	349
▲ 2003 Statewide DWI Arrests	11,825
▲ 2002 Statewide DWI Arrests	12,365
▲ Average BAC 2002 and 2003	.165

CT Alcohol Related Fatalities (FARS)



WV Program Components & Costs

- ▲ Enforcement-Based Media Message

- ▶ \$165,595

- ▲ Enforcement July 1 – December 31

- ▶ \$624,000

- ▶ \$789,595 Total (\$0.45/person in WV)

WV Evaluation

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

WV DMV & Roadside Survey Results

▲ Awareness of Enforcement	<u>Pre</u>	<u>Post</u>
▶ DMV	67.2%	*70.6%
▶ Roadside	55.6%	*59.6%

▲ Reported Going Through Checkpoint in Past Three Months

<u>Pre</u>	<u>Post</u>
23%	**37%

* Significance level $p < .01$

** significance level $p < .001$

WV Roadside Survey Results 2004

	Pre (%)	Post (%)
BACs	(N=2721)	(N=1961)
Positive	6.3	4.9
Zero	89	91.7
Refused Test	4.7	3.4