

Develop and Test Messages To Deter Drinking and Driving



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longer

longer is going to be on Beth is going to



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16. Abstract This document summarizes the results of a study which developed pilot media messages to support and/or encourage anti-DWI norms. The target audience for these messages was individuals 18-25 years of age. Initially, focus groups were held in the Boston and San Diego areas with 65 members of the target audience to discuss current social norms, to identify attitudes and behaviors concerning drinking and/or driving after drinking among the target group, and to clarify messages or concepts which would have the highest chances of impacting this group. Next messages were developed around "consequences" and "intervention" themes, the two themes which the focus group participants and our research indicated were likely to have the best chance of changing behavioral norms. Three pilot messages were developed for each theme. A total of 495 members of the target audience in Overland Park, Kansas and Wilmington, North Carolina reviewed these six messages in focus groups and testing paths. The quantitative analyses on data obtained from the testing methods strongly indicated the major variables affecting message effectiveness were the message itself, site and gender. Despite these differences, the same message preference pattern held for both underage (18-20 years) and legal age (21-25 years) drinkers, both genders and both sites, implying that a viable target audience could include all persons ages 18-25. The messages, in storyboard format, are included in this report.			
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Final Report

Develop And Test Messages To Deter Drinking And Driving

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EXECUTIVE SUMMARY

This document is the final technical report which details the findings of the project, “Develop and Test Messages To Deter Drinking and Driving.” The specific objectives of this project were to develop media messages to support and/or encourage anti-DWI (driving while intoxicated or under the influence of alcohol or other drugs) norms and to pilot test the messages developed during the course of this project to determine whether the messages produce the desired results.

Project staff were concerned that attempting to target the entire population would significantly weaken the chances of the messages having any measurable effect. An important first step was to define a target audience through a literature search and discussions among project team members and with personnel at the National Highway Traffic Safety Administration (NHTSA). Ultimately, individuals 18-25 years of age were chosen as the target audience for this project. The reasoning for selecting this group was that these individuals remain a high incidence group for DWI, and are still young enough to make early interdiction in drinking patterns or drinking and driving patterns a possibility. It was thought that the target audience might need to be narrowed even further, or perhaps divided into subgroups, therefore the decision was made to segment focus groups participants into four separate groups: females 18-20 years of age, males 18-20 years of age, females 21-25 years of age and males 21-25 years of age. This kept groups separated by gender and under-age versus legal age drinkers.

At the beginning of the project, focus groups were held in the Boston and San Diego areas with members of the target audience to discuss current social norms, to identify attitudes and behaviors concerning drinking and/or driving after drinking among the target group, and to clarify messages or concepts which would have the highest chances of impacting this group. Next, messages were developed around “consequences” and “intervention” themes, which the focus group participants and our research indicated were likely to have the best chance of changing behavioral norms.

While the goals of this project did not include developing a finished product ready for production, members of the target audience informed us early in the project that they needed to see and hear real, tangible messages to be able to give proper evaluations. Thus, pilot messages were developed with full-fledged themes. Six messages out of 15 progressed to the storyboard stage and were presented as mock television public service announcements (PSAs). Three of the message themes dealt with possible consequences of driving after drinking behavior and three dealt with intervention topics. These six pilot messages were tested in Overland Park, Kansas and Wilmington, North Carolina using focus groups and testing paths. A total of 495 individuals 18 to 25 years of age read the messages which were displayed in storyboard form on large posterboards. These individuals shared their opinions with

us and ranked specific concepts and characteristics on scales of 1 through 10 for each PSA separately, which allowed us to measure reactions to each message.

Data obtained from the focus groups and testing paths were entered into Dbase III databases and analyzed using various SAS[®] procedures. The quantitative analyses strongly indicated the major variables affecting message effectiveness were the message, site and gender. The mean scores of all of the pilot test focus groups combined ranked PSA 6, titled "Karen and Beth" the highest in terms of effectiveness, overall opinion and impact. PSA 2, titled "The Emergency Room" ranked second highest, again in all categories. PSA 3, titled "No Excuses" ranked third in all categories. The target audience who participated in the testing path in North Carolina ranked PSA 6 the highest in overall opinion followed by PSA 3 and then PSA 2. The testing path participants in Kansas ranked PSA 3 slightly higher than PSA 6, which was followed by PSA 2, but all of the scores were close. After a break from reading the six messages, participants were asked which PSA they could recall first. PSA 6 was recalled first most often by 41% of the North Carolina participants and 30% of the Kansas participants. When asked what tag line they could recall first, again PSA 6 ranked first with the slogan "Drinking and driving turns friends into killers" remembered by 30% of the North Carolina testing path participants and 22% of the testing path participants in Kansas. Thus, PSA 6 obtained the highest overall ranking. The pilot PSAs may be reviewed in the Appendix of this report.

The messages which ranked the highest were those dealing with "consequences" as opposed to the other theme of "intervention." However, upon reflection, the "consequences" messages presented to potential audience members all included crash scenes and portrayed emotional, life-ending scenes which dealt with tragedy, while the "intervention" messages, relatively more upbeat and positive in nature, were comparatively "low key." The "low key" approach apparently did not grab the attention of the majority of our test audience. When focus group participants were asked how the intervention messages might be improved, they suggested showing crash scenes of what might have happened if the intervention had not succeeded.

At both test locations in Kansas and North Carolina, the choice of messages which would likely have an effect on behavior was the same. However, the responses in North Carolina were higher overall, meaning that the audience had stronger reactions to all of the messages. We also point out that the number of participants in the two locations were almost exact opposites in the mix of genders; in Wilmington, North Carolina, approximately 60% of the individuals who viewed the messages in the testing path were female, while in Overland Park, Kansas, approximately 63% of the participants were males. The combined gender composition from both sites was about equal: 46% women, 45% men, and 9% not specified. Tests showed there were significant differences between the means for both terms (site and gender); therefore, we determined both were separate factors in the reactions of the target audience.

All six of the pilot messages would reportedly have a greater influence on stopping DWI behavior for young women than for young men. The women also gave the PSAs higher scores overall for attracting their attention than did the men.

EXECUTIVE SUMMARY

Age did not have a significant effect on the messages. Despite these differences, PSA message 6 still prevailed as the most favored message followed by messages 2 and 3.

The messages dealing with the consequences themes have been shown to have the desired results, particularly PSA 6, titled "Karen and Beth." We believe those messages dealing with the intervention themes could be edited based on knowledge gained during this project to make them more effective. However, the authors believe that no message is strong enough to stand alone and must be part of a program including strong laws, enforcement, sure sanctions, and non-drinking driving transportation alternatives. Efforts to change society's normative values can bolster the effectiveness of such a comprehensive program resulting in achieving the goal of reducing DWI fatalities.

DEVELOP AND TEST MESSAGES TO DETER DRINKING AND DRIVING

1 - INTRODUCTION

BACKGROUND

During the past fifteen years, progress has been made in discouraging alcohol impaired driving in the United States. For nearly five decades, nearly fifty percent of fatal crashes involved a drunk driver, but since 1982 that figure has been dropping and is nearing forty percent. Much of the recent improvement has been attributed to the success of the National Highway Traffic Safety Administration (NHTSA), citizen activist groups and others in encouraging more widespread and effective actions to *deter* impaired driving.

A major focus of effective efforts in this recent past has been on rendering the general deterrence system more effective by passing laws which help make driving while impaired or under the influence (DWI) sanctions more certain and, in some cases, more severe and by fostering more extensive and effective enforcement practices. These changes, coupled with public information and education efforts intended to raise the perceived risk of arrest and sanctions, are generally credited with the improvements over the last decade. Though these deterrence-based approaches have helped blunt the tide of the adverse consequences of impaired driving, they consume considerable public and societal resources for enforcement, adjudication and sanctioning.

In addition, there is some evidence that the improvements realized through deterrence-based interventions are slowing, with no further reductions in the proportion of fatalities that are alcohol-related in the most recent years. Thus, while relying on deterrence programs to further hold the line, the time is right for an informed effort to develop programs to steer societal norms in the right direction.

Recent NHTSA-funded research efforts provide some guidance in this area. One study examined programs from the public health sector where some measure of success was achieved, most notably anti-smoking efforts.¹ Seven specific strategy components for anti-DWI programs were suggested, several of which might profit from outputs from this project. Most notably they suggested developing a credible, low-key and varied campaign using a series of messages as opposed to a single one (e.g., "Friends Don't Let Friends Drive Drunk"). Another particularly relevant suggestion was to correct misunderstandings about drinking and driving, most specifically that all impaired drivers are "falling down drunk," along with focusing efforts to make everyone a stakeholder in the anti-DWI process. One other misperception, addressed in a recent study by The University of North Carolina Highway Safety Research Center (HSRC), is that among young people, the

¹Barokas, J. *Lessons Learned from Public Health Campaigns and Applied to Anti-DWI Norms Development*. Washington, DC: US DOT National Highway Traffic Safety Administration. DOT HS 808 273, 1995.

“normative belief” that a large majority of teenagers drink, far exceeds the actual percentage of teenage drinkers.²

Another study, which attempted to identify what situations or influences led persons to make the decision to drink and drive, gives further credence to the need to address norms.³ In this study, with persons who admitted to having driven after having too much to drink, the most frequent category of reasons fell into social-environmental area (influences from friends and situations relating to interacting with friends). Lack of unimpaired designated drivers was a frequently cited situation. Here changes in normative behavior, such as making the designated driver role a desirable one or changing hosting practices to foster responsible serving practices, would be desirable objectives. This study also seemed to indicate that younger groups might be more amenable to changing normative behavior in that older, non-students were subject to established long-term drinking patterns.

A fourth recent study, examining existing values to motivate anti-DWI behavior, presents the results of focus groups with 18 to 29 year old drivers.⁴ The authors suggest using friendship as a motivating factor for preventing drinking and driving, providing positive images for interveners or designated drivers, emphasizing consistency in responsible drinking-driving behavior and teaching skills to avoid drinking and driving situations.

In a 1996 study, we sought to determine why repeat drinking drivers continue to drive under the influence.⁵ Results of these interviews included the findings that many impaired drivers believed they were not creating a hazard because they believed they could drive safely after drinking. Friends impacted younger drivers and contact with a concerned individual did help to moderate drinking-driving behavior among younger drivers.

These and other studies indicate that improvements need to, and can, be made in the focus of anti-DWI public information and education efforts. Some indicate that the most receptive audience for these messages may be the more youthful drinking drivers, and thus efforts to change overall societal values should pay special attention to that broadly defined group. Clearly, in today's environment, these refined messages still need to be part of a comprehensive program including strong laws, enforcement, sure sanctions, and non-drinking driving transportation alternatives.

²University of North Carolina, HSRC. *Teens and Alcohol Survey of Five High Schools*. Chapel Hill, NC: UNC Highway Safety Research Center, 1995.

³McKnight, A.; Langston, E.; McKnight, A.S.; Resnick, J.; and Lange, J. *Why People Drink and Drive; The Bases of Drinking and Driving Decisions*. Washington, DC: US DOT National Highway Traffic Safety Administration. DOT HS 808 251, 1995.

⁴Stewart, K.; Taylor, E.; Tippetts, S.; Sole, C.; and Cohen, A. *Motivating Anti-DWI Behavior Using Existing Values*. Washington, DC: US DOT National Highway Traffic Safety Administration. DOT HS 808 321, 1995.

⁵Wiliszowski, C.; Murphy, P.; Jones, R.; and Lacey, J. *Determine Reasons for Repeat Drinking and Driving*. Washington, DC: US DOT National Highway Traffic Safety Administration. DOT HS 808 401, 1996.

INTRODUCTION

However, effective efforts to change society's normative values in this area can bolster the effectiveness of such efforts.

PROJECT OBJECTIVES

The general objective of this project was to "develop norms-based media messages for the general public" designed to deter alcohol-impaired driving. Specific objectives were:

- to develop media messages to support and/or encourage anti-DWI norms; and
- to pretest the messages developed during the course of this project to determine whether the messages produce the desired results.

PROJECT SCOPE AND GENERAL APPROACH

An important first step was to determine the target audience for the media messages through a literature search and discussions with project team members and NHTSA. The next step was to conduct focus groups with members of the target audience to listen to their suggestions for messages and to check our own ideas for messages. After analyzing the focus group discussions, the actual messages were developed. These messages were tested in two separate geographic locations. Finally, the reactions and responses to the messages were analyzed, and the results are presented in this report.

PROJECT LIMITATIONS

A total of 572 men and women between the ages of 18-25 participated in this project. The results of this study were based on a sample size of 495 of those participants who reviewed the pilot messages. These results are subject to the following limitations, any of which could have influenced the results. The study was based on self-reported data and opinions, none of which was verifiable due to the nature of the process review; that is, participants were asked to provide opinions on ideas and were asked to review ideas, all of which hinge upon the participants being truthful. Anonymity allowed the participants to freely discuss DWI topics, drinking patterns, and views on anti-DWI enforcement without fear of incrimination for related offenses and undetected crimes. However, if any participants believed they could be identified, they may not have been truthful. All of the individuals were paid an incentive to participate and it is not known whether those who did not participate might have responded differently. The messages developed during this project were based on related research, but also on our interpretations of remarks made by the participants.

ORGANIZATION OF THE REPORT

Chapter One contains background information and outlines the project objectives. Chapter Two explains the selection of the target audience. Chapter Three provides information on the development of the messages. Chapter Four discusses the evaluation of the developed messages, and Chapter Five presents the project findings.

2 - SELECTION OF A TARGET AUDIENCE

RECENT LITERATURE ON DWI HIGH-RISK GROUPS

Project staff members were concerned that attempting to target the entire general population would significantly weaken the chances of having an effect. As discussed under the Background section of this report, of the three NHTSA sponsored norms research studies which preceded this project, one dealt mainly with younger people (18-29 years of age), another suggested that a series of messages which vary across populations would be most effective, and the third noted significant differences in drinking patterns and decision making processes among different subgroups. The findings suggested selecting specific segments of the population to target with specific messages rather than developing messages for the general population.

In addition to these studies, project staff conducted a search for other studies completed on "high risk" groups for DWI behavior such as blue-collar workers, teenagers, and young adults. There was also interest in determining if different messages were needed for each gender.

The National Institute on Drug Abuse (NIDA) 1995 National Household Survey on Drug Abuse found that young adults (18-25 years old) who drank were the most likely group to binge or drink heavily. About half of the drinkers in this age group were binge drinkers and about one in five were heavy drinkers. "In 1992, more than seven percent of the population ages 18 years and older--nearly 13.8 million Americans--had problems with drinking... and prevalence was highest in the 18-to-29-years-old age group."⁶ According to the NHTSA, "Traffic Safety Facts 1996," drivers aged 21 to 24 had the highest intoxication rates (27%) for fatal crashes in 1996. Another study found that a drinking driver's age could have an effect on the relationship between blood alcohol concentration (BAC) and impairment; drivers below the age of 25 and above the age of 69 would be expected to have higher crash rates at a given BAC than the remainder of the population.⁷ The National Institute on Alcohol Abuse and Alcoholism (NIAAA) Alcohol Alert publication (No. 25 PH 351 July 1994) cites two studies which report that alcohol poses a more serious risk

⁶National Institute on Alcohol Abuse and Alcoholism (NIAAA), *Alcohol Health & Research World*, Vol. 18, No. 3, 1994.

⁷Moskowitz, H.; Burns, M.M.; & Williams, A.F. Skills performance at low blood alcohol levels. *Journal of Studies on Alcohol* 46(6):482-485, 1985.

for younger drivers because they have comparatively little experience with alcohol(tolerance) or with driving.^{8 9}

Also, queries were made into a database constructed from NHTSA's 1995 survey of drinking and driving (a nationally representative sampling of approximately 8,000 households) specifying age, sex and education as factors. Age was found to be an attribute with 23% of 20-25 year old persons with some college education reporting they had driven within two hours after drinking in the past year.

Outside influences including family and friends were more likely to have an influence on younger drinkers. During the 1996 study, *Determine Reasons for Repeat Drinking and Driving*, we found that older drinkers and/or problem drinkers reported outside influences would not have an affect on their behavior; they had to decide to take responsibility for their own actions.

RECOMMENDED TARGET GROUPS FOR THIS STUDY

The project staff recommended individuals 18-25 years of age for the audience to be targeted by this project. Our reasoning for selecting this group was that **these individuals remain a high incidence group, and are still young enough to make early interdiction in drinking patterns or drinking and driving patterns a possibility.**

It was thought that the target audience might need to be narrowed even further, or perhaps divided into subgroups (e.g., males and females), depending upon the outcome of the pre-test focus groups. We were interested in comparing responses and reactions to the topics between males and females, between under-age (under 21 years) and "legal" drinkers, and between individuals with "white" and "blue" collar careers. Therefore, the decision was made to segment the pre-test focus group participants into four separate groups:

Females	18-20 years of age,	Females	21-25 years of age,
Males	18-20 years of age,	Males	21-25 years of age.

This kept groups separated by gender and under-age versus legal age drinkers. Past experience has taught us that when dealing with sensitive issues (in this case illegal behavior), focus group participants respond more openly and candidly if surrounded by peers with similar demographics. Impaired driving is illegal for everyone, but drinking habits can be different for legal age drinkers versus under-age drinkers. We also believe discussions are more candid on sensitive issues when the genders are kept separate.

⁸Zobeck, T.S.; Stinson, F.S.; Grant, B.F.; & Bertolucci, D. *Surveillance Report #26: Trends in Alcohol-Related Fatal Traffic Crashes, United States: 1979-91*. Rockville MD: National Institute on Alcohol Abuse and Alcoholism (NIAAA), Division of Biometry and Epidemiology, Nov. 1993.

⁹Zador, P.L. Alcohol related relative risk of fatal driver injuries in relation to driver age and sex. *Journal of Studies on Alcohol* 52(4):302-310, 1991.

3 - DEVELOPMENT OF MESSAGES

METHOD

The messages developed during this project were key to the success of this project. To ensure that those messages would cover concepts important to the target audience, it was decided to hold eight “pre-test” focus groups in two different geographic locations. The purpose of these discussion groups was:

- to identify attitudes and behaviors concerning drinking and/or driving after drinking among the target group and,
- to clarify messages or concepts which would have the highest chances of impacting this group.

The first set of focus groups (a total of four) were held in Boston, Massachusetts and covered more general topics such as current social norms among the target audience. The second set of focus groups held in San Diego, California (a total of four) was expanded to check Boston responses and then cover key concepts which could be developed for the pilot messages. Two themes, discussed in greater detail under the section, DEVELOPMENT OF FINAL MESSAGES, were identified and fifteen draft messages were outlined. Six of the draft messages proceeded on to the final development phase, which consisted of storyboards depicted each as a television PSA.

After the messages were developed, two test sites were selected (Overland Park, Kansas and Wilmington, North Carolina) and the six messages were pilot tested. We collected and analyzed the data during the evaluation process to present our findings in this report.

PRE-TEST AND REFINEMENT OF MESSAGE CONCEPTS

Two pre-test sites were found which met the following criteria:

- have populations that, according to the census, are representative of locales where the majority of the U.S. population resides;
- are located in different regions of the country to provide geographical and demographic diversity;
- comprise a mix of sites with and without well-developed public transportation systems (the lack of public transportation is often cited as a reason for continued driving after drinking);
- have sufficient numbers of the segment of the targeted population to be able to attract subjects; and
- have appropriate testing facilities available.

The first site was Boston, Massachusetts, and the second site was San Diego, California. These areas provided the necessary geographical and demographic diversity. These sites had representative populations and had sufficient numbers of the segment of the targeted population. Testing facilities were available in both locations.

Pertinent characteristics of these sites and the focus group participants are provided below, along with the focus group procedures and results at each site.

Boston, Massachusetts

Site Description. The greater Boston metropolitan area from the city center and north covers three counties: Essex, Middlesex, and Suffolk. The following information was obtained from the U.S. Census Bureau:

Table 3-1: Population and Per Capita Income of Boston Area Counties

County	Population (1995)	Per Capita Income (1993)
Essex	683,000	\$23,894
Middlesex	1,408,000	\$28,710
Suffolk	641,000	\$27,059

Demographics of Focus Group Participants. A commercial list containing names, addresses and telephone numbers for people 18-25 years of age in the Boston area was purchased and Mid-America staff contacted and scheduled individuals into four focus group sessions. One focus group was scheduled for and attended by young women 18-20 years of age, a second session was attended by young men ages 18-20, the third by women 21-25 years of age and the fourth by men ages 21-25. (Note: Throughout this report, focus group number 1 always refers to females 18-20 years of age, group number 2 refers to males 18-20 years of age, group number 3 refers to females 21-25 years of age and number four to males 21-25 years of age.) Nineteen women and 19 men participated in the Boston area focus groups. Race was not a question asked during the recruiting process; all of the participants who attended were white. One woman, age 25 was married, one woman, age 22 was divorced, and all of the remaining participants had never been married. The 20 men and women, ages 18-20 were employed part-time in a variety of jobs (only one full-time) and most were in the process of continuing some form of education. The 18 men and women, ages 21-25 had a variety of full-time or part-time professions. Of these individuals, seven were high school graduates and all but one had some additional training (e.g., trade school, mechanic, nursing assistant), three had two-year college

degrees, and eight had four-year degrees or were in the processing of obtaining four-year degrees. It appeared that most came from blue collar backgrounds. All participants, even those under the age of 21, reported that they consumed alcoholic beverages.

Focus Group Topics. Focus group moderators began by discussing the opinions on the drinking habits of this age group. The next discussions focused on the participants' opinions and positions on drinking and driving which pinpointed the current norm (discussed below) for the target audience. Group discussions followed and participants were asked to share opinions on current deterrents to drinking and driving, including their ideas on how to change DWI behavior. And finally, members discussed their opinions on messages and messengers.

Focus Group Findings. It was interesting that a majority of participants in Groups 2, 3 and 4 freely admitted to drinking and driving while impaired; in fact, some admitted they had recently done so and they expected to continue this behavior. Group 1 unanimously denied this "irresponsible" behavior at first, but some participants later admitted to having driven in the past after drinking too much, or having ridden with a driver who had drunk too much. Virtually everyone knew people who drink to get drunk. A majority of the women said they do not feel pressured to drink by others; many of the men sometimes are pressured to drink, but also would drink because they wanted to drink.

Individuals in all four focus groups said it was acceptable for peers to not drink; however, there were strong undertones that a reasonable excuse is usually needed for those individuals to be accepted by others. Every participant in the 21-25 year old groups (both men and women) said they drank more before they turned the legal drinking age, mostly because it was a thrill and "cool" to be able to drink although under-age. They were not worried about driving after drinking when they were under the legal alcohol consumption age of 21 (sometimes driving after drinking too much was a concern, but being under the legal age had nothing to do with that concern). The 18-20 year old participants supported this claim; being under-age had no bearing on how much alcohol was consumed or whether they decided to drive after drinking. They also said being under-age drinkers was not a concern to them. Police enforcement was not viewed as a serious threat and some participants knew of individuals who had been convicted of DWI, had licenses suspended, but drove anyway. No one was certain of the penalties for a DWI conviction. Many said the penalties, whatever they were, should be increased, as well as the chance of getting caught. When read President Clinton's "use and lose" law,¹⁰ they said the law could never be enforced, but if it was, it would be an effective law. (Although, again, some

¹⁰ On October 19, 1996 President Clinton announced in his radio address that every state must pass a law making it illegal for anyone under 21 to drive with alcohol in their blood. If individuals under 21 are caught driving with any alcohol in their blood, their driver's licenses must be suspended.

participants talked of individuals who had lost driver licenses but drove anyway, presumably not after drinking.)

Participants in all four focus groups said they and their friends usually did not make plans ahead of time to avoid driving after they drink. When they did make plans, they most often had a designated driver. However, participants defined a designated driver as someone who does not drink, or someone who only has a few drinks, or the person who has consumed the least amount of alcohol among the group of friends.

The drinking after driving norm for the Boston-area participants was that drunk driving is now viewed as socially unacceptable to the public (more so among women), but in reality it is done by a great many people much of the time, and is sometimes even necessary.

When focus group members themselves had been persuaded not to drive after drinking, it was typically because good friends (of the same or opposite sex) had talked them out of driving. And, in the group of 18-20 year old males, half said girlfriends had taken their keys or had persuaded them not to drive. However, if strangers or mere acquaintances tried to intervene, some of the male participants said they might get angry and either start a fight or leave and drive away drunk and mad.

The women in the younger group talked about the importance of making a good impression on dates (not drinking too much), but not being as concerned with impressions when among good friends. This group also talked about the obnoxious behavior of some people who drink too much. The 21-25 year old women agreed with this assessment. Both groups of men denied that appearances were important to men, but the 18-20 year olds apparently did value the views of dates and good friends (those people were listed as influential in stopping DWI behavior) and the 21-25 year old men said that those who "get wasted" were the ones who are laughed at and made fun of the next day.

Reportedly, college life tends to promote drinking. Individuals not in college said they also drank, probably to the same levels but possibly not as frequently as their college peers. Under-age drinkers drank more frequently and possibly heavier than their "legal" age peers. Because individuals with "blue" and "white" collar careers could not be separated (some in blue collar jobs were attending college, some college educated individuals had blue collar jobs, and the ages of the participants were young enough so that "careers" weren't as yet fully determined), we could not ascertain differences between these two categories.

The women seemed to believe messages that evoked emotions might affect them. The men wanted the messages to be real and believable ("show real accidents") and did not think emotional messages would reach them. The men also tired of seeing the same messages over and over again and tended to flip past them on television or turn the messages around and joke about them. All of the groups responded negatively to health-related and education-related approaches. All of the groups listened to their peers and the women said children could also be effective messengers. The 18-20 year old women in college said email was an effective way

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to reach them (e.g., many had received a sad poem about a young women who had died as a result of a drunk driver); but the group of males ages 18-20 said they delete forwarded email messages without looking at them. Television, posters in bars and a popular radio station were also mentioned as possible ways to reach these age groups. Also, the times that the messages are aired has to be an important consideration if the messages are to be heard or seen by the target audience.

Assessment of focus group discussions. Many of the responses were similar to those heard in the past during other research projects. Reportedly anti-DWI law enforcement in the area where these focus group participants lived had not been a high priority and the participants believed there was not much chance of getting caught driving after drinking.

There were differences in types of messages which could affect these men and women. The women were affected more by emotionally charged messages, the men preferred "real life" stories. Similarities among the four groups included higher acceptance of ideas and messages which were delivered by peers. They maintain a belief that they are invincible, nothing will happen to them; therefore, messages and warnings must be perceived as "real" to be believed by this group. Hearing or seeing messages often might keep the subject in the forefront of their thoughts. However, the messages must be innovative and progressive.

There were questions raised about whether a message received at some point in time could actually stop DWI behavior at some future time; remembering a message and having it evoke a response are two different matters. Keeping this in mind, staff members held brainstorming sessions to discuss various message ideas and formats which would later be discussed with San Diego focus group participants.

San Diego, California

Site Description. San Diego is located in the southwest corner of California bordering the Pacific Ocean. According to 1990 U.S. Census Data, the city of San Diego had a population of 1,110,000. San Diego County had a population of 2,498,000 for that same year; in 1995 the county population had grown to 2,644,000. The 1989 median household income was \$33,686.

Demographics of Focus Group Participants. As had been done in Boston, a commercial list containing names, addresses and telephone numbers for people 18-25 years of age in the San Diego area was purchased and Mid-America staff scheduled individuals into four focus group sessions. (Note: Throughout this report, focus group number 1 always refers to females 18-20 years of age, group number 2 refers to males 18-20 years of age, group number 3 refers to females 21-25 years of age and number four to males 21-25 years of age.) There were a total of 27 participants, 14 women and 13 men, from the San Diego area who participated in the focus groups. Race was not a question asked during the recruiting process; one participant was African-American, one Hispanic, the remaining participants were white. Three women in the 21-25 year old group were married; all other participants were never married. Two participants, 18 years old, were still in high school. Five

participants had completed high school and had no further education, one completed one year of college and quit, seven had two-year degrees or were working on two-year degrees, 10 had four year degrees or were working on completing those degrees, one was working on an advanced degree and one had completed an advanced degree. Five participants were not working, 15 had part-time jobs and seven were employed full-time.

Focus Group Topics. These focus groups were conducted with a different agenda and format than the sessions held in Boston. Focus group moderators began by presenting a scale against which participants quantified levels of alcohol consumed by their peers. Next, they rated the frequency of that drinking and then how acceptable the levels of drinking were to their peers. Participants were then given statements to choose from which indicated their personal views (as well as those of their peers) concerning quantity and frequency of alcohol consumption. To identify the current drinking and driving norm among this group, they were asked to choose from five descriptive statements the one which best described the current drinking and driving habits among their friends. Next a series of statements compiled from the Boston area focus groups was read to see if the San Diego area participants agreed or disagreed with those findings. The project objectives were then read to the group and they were asked for opinions on how to change DWI behavior. Finally the groups were asked to build a message and near the end of each meeting, they were shown samples of slogans and themes and asked about what appealed to them or what they disliked, reasons why, and what might help someone remember a message after they have been drinking.

Focus Group Findings. The first topic of discussion in each focus group was the drinking norm for the participants' group of friends. Participants were given definitions for moderate drinking ("not to the point of getting drunk") and drinking heavily ("to the point of getting drunk and beyond"). They were asked to gauge current drinking habits among their friends as to the quantity, frequency and acceptability of moderate and heavy drinking habits. Participants were given specific answers to choose from so that we could more easily chart alcohol consumption patterns among the groups.

Female participants ages 18-20 years reported many of their friends drank moderately and this was acceptable behavior among peers; heavy drinking fell into a range of acceptable to somewhat acceptable behavior, although a few of their peers reportedly drink heavily "sometimes" (as opposed to the other options of "often," or "rarely," or "never"). The majority of females ages 21-25 years reported most of their friends drank moderately often and that this was acceptable among their peers (heavy drinking was somewhat acceptable although it happened rarely). Males ages 18-20 said at times many of their friends drank moderately and many of their friends drank heavily and both levels of drinking were "somewhat acceptable." Likewise, males ages 21-25 reported the same quantity and frequency, but said both levels of drinking were "acceptable."

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Participants were then asked to choose which of the statements listed below best described how they and their friends viewed drinking.

1. It does *not* matter *how much* someone drinks and it does *not* matter *how often* someone drinks.
2. It does *not* matter *how much* someone drinks but it does matter *how often* someone drinks.
3. It does matter *how much* someone drinks but it does *not* matter *how often* someone drinks.
4. It does matter *how much* and it does matter *how often* someone drinks.

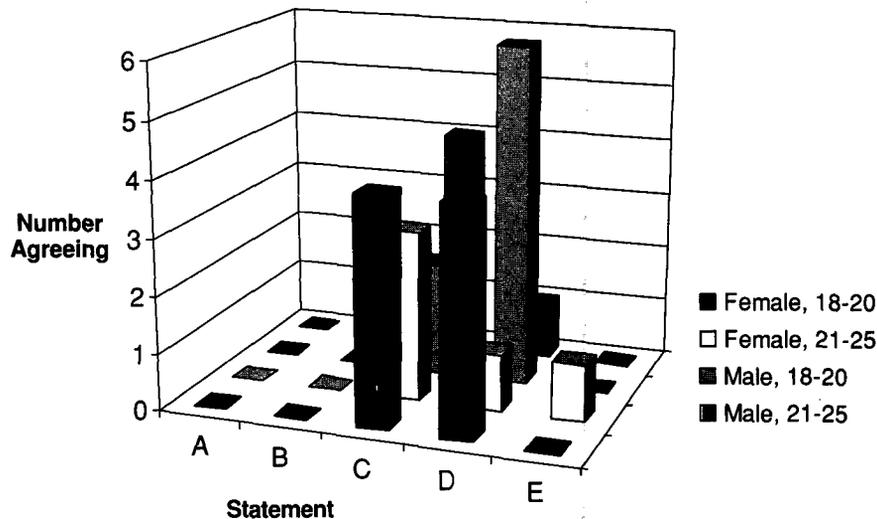
Slightly more 18-20 year old males and females chose the first statement. Four out of the five males ages 21-25 chose the second statement. The women ages 21-25 were evenly split among the statements one through three. Out of the 27 participants, only five (18%) chose statement number four.

The next topic of discussion dealt with the current drinking and driving norms of the target groups. Participants were asked which of the following statements best described current (at the time of the focus groups) driving after drinking habits among their friends:

- A. My friends have no opinions about driving after drinking
- B. It is OK to drive after drinking.
- C. It is *not* OK to drive after drinking; but it happens and sometimes it is necessary.
- D. It is *not* OK to drive after drinking and usually my friends do not drive after drinking.
- E. It is unthinkable to drive after drinking and this is *never* done.

The opinions and positions on driving after drinking among the participants were clearer than on the subject of drinking. The findings are charted in **Figure 3-1**. Thirteen participants chose "C" and 12 participants chose "D" and one woman in the 21-25 age group chose "E." This discussion was held within the first fifteen minutes of each session and all participants knew beforehand that the sessions would deal with anti-DWI messages. **However, at the end of the four discussion periods, it was apparent that statement "C" most accurately described current driving after drinking practices. This was the same norm reported by our previous focus groups held in Boston.**

Figure 3-1: San Diego Focus Groups, Views on Drinking and Driving



Comparison of Focus Group Findings

The next area we covered was to check the findings from the Boston focus groups against the findings from the San Diego focus groups. The statements are listed below with findings from San Diego printed in *italics*.

- Boston area participants said they were not pressured to drink. (*All of the San Diego participants agreed with this statement, although, later in the meeting, one participant discussed being pressured by friends.*)
- Multiple Boston area participants said being drunk was sometimes used as an excuse for certain behavior, “I didn’t know what I was doing because I was so drunk...” when actually most people know what they are doing. (*There was general agreement among the women. The men thought when drunk, people just did not care about behavior and then use the drunk excuse later as a “cop out.” However, several of the men said they had, at times, been so drunk that they really did not know what they were doing.*)
- (For Groups with 21-24 year old participants) Participants in the Boston area reported drinking heavier and more frequently before turning age 21. (*About half of the San Diego participants did not agree with this statement.*)

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- Being under the legal drinking age was not a concern in the Boston area when it came to drinking, or driving after drinking. As stated earlier, Boston area participants said if the “use and lose” law could be enforced, it would make a difference. (*San Diego participants were also asked: “Are you aware of .01 tolerance law for underage drinking in California and does it, or did it make a difference?” Apparently in the San Diego area being under the legal drinking age does matter, especially to the male participants who were most concerned with this issue, and all participants were aware of the .01 tolerance law which did appear to deter driving after drinking.*)
- **In order for anti-drunk driving campaigns to work, the audience has to be able to relate to the person(s) sending the message.** (*Participants in San Diego agreed with this statement.*)
- **Boston area participants were not sure if anti-drunk driving ads which had an impact on them sober would be remembered when the time came to drive after they had been drinking.** (*Participants in San Diego agreed with this statement.*)

Next, the project objectives were explained and participants were asked what messages and sources had impacted them in the past to either drink less or to not drive after drinking. Many participants recalled seeing bumper stickers stating a drunk driver had killed a loved one and most of these recollections were unprompted by the moderators. Participants then were shown samples of different types of messages. Discussions centered on what formats, types of messages and messengers appealed to the participants.

When participants were shown the samples of different types of messages, they responded most favorably (meaning they thought this message might have the most impact) to a picture of a funeral scene of young adults with the caption, “I bought the beer, but my best friend paid for it.” Variations of this message were discussed and viewed as having potential. **Participants feared killing or hurting others, especially their friends, much more than they feared hurting or killing themselves. They also said messages had to be personalized, realistic, and emotionally charged to impact an audience of their peers.**

Some participants also embraced messages which might glamorize people who intervene to stop impaired or intoxicated individuals from driving. They endorsed the theory that the target audience must be reached before drinking occurs because after they are drunk, nothing reaches them. Also messages should be targeted for friends or individuals who would intervene because when someone is drunk, he or she is not thinking straight or making good decisions (glorify the intervening friend, “he’s been there for you in the past, why not let him think for you now...he drives for you, he saves your life...”). One participant said he

had observed that not everyone will intervene, that it depends upon personality; some people won't take a stand and some people don't care.

We heard that it would be hard to get across the goal of stopping binge drinking; some young adults drink for the purpose of getting drunk. We also heard that a lot of people don't know their limit or dangerous limits when drinking alcohol, but some just don't care or they try to keep up with the group. Some participants thought it would be OK to try and develop messages to stop binge drinking and alcohol abuse.

Assessment of Focus Group Discussions

The first part of the focus group sessions held in San Diego were designed to cross check findings from previous focus groups held during this project and other similar projects. We were checking for clarity of some issues and for any differences in the norms of these young adults because of regional differences (due to various levels of anti-DWI enforcement, availability of transportation, etc.). The second part of each session was designed to gather opinions on current anti-DWI messages and on promising messages. Various formats and media approaches were presented for discussion.

Generally, previous findings were upheld with a few exceptions. Participants in the San Diego area, as well as the Boston area, said the current driving after drinking norm is that it is not OK to drive after drinking; but it happens and sometimes it is necessary. One area of disagreement was when Massachusetts participants said being under the legal drinking age is not a concern when drinking or when driving after drinking; in California, according to our San Diego area focus group participants, it generally is a concern, especially among the males. This finding is not surprising, since anti-DWI enforcement efforts have historically been more stringent in California than Massachusetts.

Emotional messages appealed to women in both Boston and San Diego. "Realism" and "more sensationalism" incorporated into the messages was favored by many participants (particularly males) because many participants agreed these had the greatest chance of being remembered. Some participants also liked the "positive angle" with suggestions such as making a game of sobriety tests to encourage discussions on whether individuals were able to drive, and developing messages such as "your friend has been there for you in the past, let him be there for you now" (meaning let someone else drive).

DEVELOPMENT OF FINAL MESSAGES

After the San Diego focus groups, project staff met to brainstorm what messages would best convey the two themes which the focus group participants and project staff concluded would have the best chance of changing behavioral norms. The first theme was based on what members of the target audience feared, that is, hurting or killing others, especially friends, more than themselves. We labeled this theme as

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“**Consequences.**” Participants suggested that the consequence did not have to be death and indicated that situations in which someone was left paralyzed or with some other form of permanent disability were powerful. The “consequences” theme would be aimed to convince the potential drinking drivers to stop themselves. It served as a foundation to the second concept which aimed to make it easier for a friend to intervene to stop the behavior. Awareness that drinking drivers hurt others could make a friend more likely to intervene and an impaired friend more likely to consent. There was agreement across focus groups that most people know not to drink and drive when they are sober, but after drinking, they either don’t remember or it doesn’t matter anymore, and drinking and driving happens. The second theme was that friends would have the best chance of intervening after someone had progressed to drinking an amount of alcohol great enough to impair judgement. We labeled this theme “**Intervention.**” These messages would be developed to make intervention behavior admirable and a desired trait of real friendship among the target audience.

Project staff researched advertising publications and appropriate sites on the Internet to compare trends which might appeal to the target audience. We recognized that representatives of the targeted age group needed to be included in every stage of the development process. Therefore, informal discussions with undergraduate and graduate students ages 18 to 25 at the University of North Carolina in Chapel Hill were held throughout the development of the final candidate messages. Their inputs served two main purposes:

- to keep the staff in touch with the language and visuals to which this age group might respond positively; and
- to ensure that we create realistic scenarios that this age group would not dismiss as “out of touch.”

Description of Messages.

Fifteen different messages were drafted in text form based on the two themes proposed by the pre-test focus group findings. These messages were given to members of the target audience in Chapel Hill, North Carolina and Boston, Massachusetts. Additional changes were made based on comments from these individuals. Next came the process of choosing which messages would proceed to the storyboard stage, the final development stage for this project.

Project staff decided to narrow the draft messages to six, comprised of three for each theme. Six was the maximum number of messages which could be pilot tested; we believed more would result in confusion among the target audience and impatience due to the length of time which would be required to review the messages. Again members of the target age group were consulted and their preferences included in the decision-making process. Twelve students, ages 18 to 25, read the 15 PSAs and listed in rank order the six they preferred. Their responses

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were examined to identify the overall most popular messages, as well as the most popular by gender.

The decision was made to use the term “drinking driver” rather than “drunk driver” in the text and tag lines. The rationale was that too often “drunk” connotes a degree of impairment that few people identify as their own drinking behavior. Also we believed that it is important to move the public perception of “driving after drinking too much” closer to that of the .08 BAC level, which does not always resemble the public perception of the term “drunk.”

We also decided to explore whether the person who intervenes with a would-be drinking driver needs to be sober or if it is more realistic, particularly for this age group, for that person to have had a small amount to drink. For this purpose, one PSA depicts a sober person intervening while another PSA shows a person intervening who had drunk a beer.

The six messages appear in the Appendix, but a brief description along with the identifying PSA message number are given below:

Message # PSA 1

Title: “Which Friend Would You Be?”
Theme: Intervention
Description: Three friends: one is about to drive after drinking too much, one is impatient to be on their way, and one sober friend is trying to take the keys. A voice over asks, “Which friend would you be?”
Tag Line: Be there for your friends. Let your friends be there for you. DON'T DRINK AND DRIVE.

Message # PSA 2

Title: “The Emergency Room”
Theme: Consequences
Description: Flashbacks from an emergency room scene to a party and crash resulting in the death of the passenger. The friend who was driving survives and must deal with the guilt. There is no dialogue, only fast moving flashes of each scene with the line of a heart monitor running over top of each scene, beeping throughout, until the last scene where it flat-lines.
Tag Line: I bought the beer but my best friend paid for it.

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Message # PSA 3

Title: “No Excuses”
Theme: Consequences
Description: Photos of victims killed in crashes caused by drinking drivers superimposed over the scene of the fatal crash. Each one is followed by the excuse the driver had given for driving while intoxicated.
Tag Line: There’s no excuse for drinking and driving.

Message # PSA 4

Title: “Is That Stupid?”
Theme: Intervention
Description: Two friends at a party; one who has had too much to drink is leaving and the other sober friend asks her to call when she gets home. The scene cuts to another person who turns to the camera and asks “Is that stupid, or what?” and urges friends to do something while they can, before a crash happens.
Tag Line: *Don’t let a friend drink and drive.*

Message # PSA 5

Title: “Cool Friend”
Theme: Intervention
Description: Party scene where everyone is laughing and enjoying themselves. There is a voice over with someone saying they care about their friends and it takes a special type of person to take a stand. One friend who has had too much to drink leaves the party with another who has had just a little to drink rushing to catch up saying “...hold up! I’m driving!”
Tag Line: Be a friend. Don’t let a friend drink and drive.

Message # PSA 6

<u>Title:</u>	“Karen and Beth”
<u>Theme:</u>	Consequences
<u>Description:</u>	Party with music and conversation. Cut to close up shot of one friend with voice over saying “Tonight Karen is going to die...” Cut to close up of another friend with voice over saying “... and Beth is going to kill her.” Cut to crashed car.
<u>Tag Line:</u>	Drinking and driving turns friends into killers.

Reactions of the focus group and testing path participants to these messages are discussed later in this report. Throughout the sections where we discuss findings, the messages are identified by the PSA numbers 1 - 6 that were randomly assigned. PSA number 4 was written to specifically target women (18-25 years of age) and PSA number 5 was designed for men (18-25 years of age).

Anticipated Cost of Messages.

The focus group participants stressed the importance of high quality when producing any public service announcements (PSAs) or materials and mentioned the inferior quality, particularly of television PSAs, which they have been exposed to in the past. Quality directly affects the impact of the message and how the message influences the audience. We discussed rough estimations of production costs with a private television production company. Our contact agrees with the need for high quality talent and production, recommending film versus video production. When we showed him the color mock-up storyboards of the six pilot television PSAs (which are of varying time lengths and varying complexities), he estimated a range of \$40,000 - \$75,000 for film production of each spot, while saying that careful planning would be necessary to hold costs down. He believes some savings could be gained by producing more than one PSA simultaneously, which would allow for some combined costs in areas such as post production editing.

Production Feasibility of Messages

While the purpose of this project was not to develop finished products such as television PSAs, project staff were informed early on by target audience members that they needed to see and hear real, tangible messages. And so, pilot messages were developed as full-fledged themes which could conceivably proceed with edited changes to final production. To do less would have made it difficult to communicate

proposed ideas and to gauge any impact. The messages were generated around themes which would be appropriate to the target audience anywhere in the United States. For example, themes based on the threat of enforcement were not developed because these were projected as a deterrence only in areas where anti-drunk driving enforcement is strong, not in states or jurisdictions where that enforcement is less stringent. All six of the final messages are capable of being successfully produced after recommended changes are made. Again, high quality production processes are recommended as the target audience is media savvy, particularly about the quality of video products.

Description of Media Used During Message Testing

Storyboards were constructed which depicted each of the six proposed messages. The storyboards contained color "posterized" pictures of scenes which depicted television public service announcements. Most of the scenes were staged, a few were stock photography. Care was taken to ensure that the quality of the representation of the messages was consistent. The posterizing technique provided simplified uniform images and was used to minimize the risk that reaction to messages might be affected by the quality of staged scenes. The storyboards were displayed on large poster boards and were also color printed as handouts which were distributed during the focus groups.

4-PILOT TEST AND EVALUATION OF MESSAGES

APPROACH

The evaluation method used to examine the pilot messages followed a two-pronged approach which utilized focus groups and testing paths. Focus groups were used to gather qualitative responses to the messages. This method allowed us to explore more deeply how the members of the target audience who participated felt and reacted to the messages, and what reasoning they had for those feelings. Focus group participants could also discuss recommended changes to improve the message content and visual appeal.

Testing paths, on the other hand, allowed a greater number of members of the target audience to view the messages and provide us with a large enough data base to conduct some quantitative analyses. The testing paths were set up on the campuses where members of the target audience could choose to participate or walk by without obligation. Those who chose to participate were paid a nominal fee from Mid-America Research's funds. It was decided this additional private funding was necessary to increase the number of the target audience members who would review the messages. Data obtained from the focus groups and testing paths were entered into Dbase III databases and analyzed using various SAS[®] procedures.

TEST SITES

Criteria used in selecting the test sites were the same as those used in selecting the pre-test sites. Sites had to:

- have populations that, according to the census, are representative of locales where the majority of the U.S. population resides;
- be located in different regions of the country to provide geographical and demographic diversity;
- comprise a mix of sites with and without well-developed public transportation systems (the lack of public transportation is often cited as a reason for continued driving after drinking);
- have sufficient numbers of the segment of the targeted population to be able to attract subjects; and
- have appropriate testing facilities available.

Ultimately, two sites were selected, Overland Park, Kansas, and Wilmington, North Carolina. Some attributes of these sites are described below.

Overland Park, Kansas

The first pilot tests were conducted at Johnson County Community College (JCCC) in Overland Park, Kansas. The use of a community college gave us access to a cross-section of the community. In addition, a commercial telephone list was purchased for persons, ages 18-25, living within a 10 mile radius of the JCCC campus. Individuals were called by Mid-America staff and invited to participate in the focus groups. This allowed for individuals to be contacted who were not students at the college. The community refusal rate was high, but 48 individuals agreed to attend the meetings.

Overland Park is located in Johnson County, south of Kansas City, Kansas. According to the U.S. Census Bureau, Johnson County had a 1995 population of 401,000 and a 1993 per capita income level of \$10,613. The median income in 1989 for Overland Park was \$44,246. Overland Park is an affluent section of Johnson County with a large corporate business base and is also home to Johnson County Community College. This institution is not a typical community college in that it is the third largest college in the state of Kansas. It has a multitude of resources generously provided by citizens, the county, and the business community and serves over 15,000 students in various academic programs, with approximately 16,000 additional people enrolled in non-credit courses. Often students complete a two-year program at JCCC and then transfer to another college or university to continue their education; cooperative programs are in place with several universities.

Wilmington, North Carolina

The second test site was Wilmington, North Carolina and testing was conducted on the campus of the University of North Carolina Wilmington (UNCW). UNCW had approximately 9,500 students enrolled. Again, a commercial telephone list was purchased for individuals ages 18-25 within a 20 mile radius of the UNCW campus. Individuals were recruited by project staff to participate in the focus groups. This allowed for individuals to be contacted who were not students at the college. The refusal rate in this area was low and 48 people accepted our invitation to participate.

Wilmington is a coastal city in the southeast corner of North Carolina. Wilmington and UNCW are located in New Hanover County which, according to the 1995 U.S. Census Bureau had a population of 139,800. Per capita income in 1993 was reported by the Bureau to be \$18,931. The city of Wilmington is situated on the east bank of the Cape Fear River and is about 15 miles from Carolina Beach and 10 miles from Wrightsville Beach.

TEST RESULTS

Overland Park, Kansas

Focus Groups. A total of four focus groups were held over two evenings at JCCC. Two focus groups were conducted for 18-20 year old individuals. The first meeting was attended by young women only, the second by young men. Two additional focus groups were scheduled for 21-25 year old individuals, again, one for women and the other for men. Individuals were asked to share their opinions about the six media messages developed during this project.

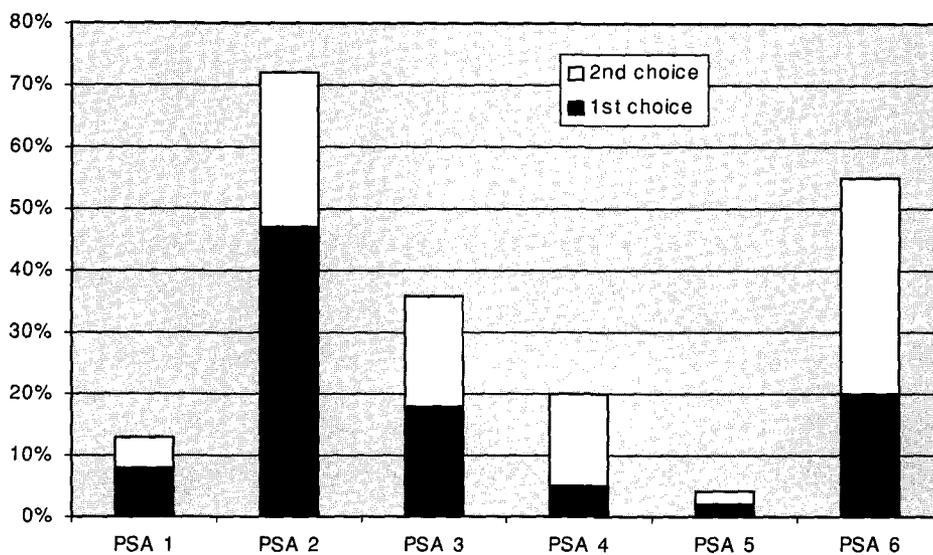
Demographics of Focus Group Participants. There were a total of 40 focus group participants from suburbs south of Kansas City, Kansas. (Eight individuals who had agreed to attend did not show up for the focus groups.) As stated earlier in this report, race was not determined during the recruiting process; one participant was African American, one of Asian descent, two of Indian ancestry and the remaining participants were white.

Focus Group Topics. After a general explanation about the project objective, focus group participants were shown the first message depicted on color handouts as well as a posterboard display. They were asked to read the message, and record their initial impressions. The first impression obtained was how much impact the message had, followed by whether they liked or disliked the message, and finally if the message would have the desired effect. These three impressions were recorded on a ten point scale. This was followed by group discussions on the theme, message content, language and tag lines. Participants were asked to point out any strengths and weaknesses in the message and to recommend changes. The process was repeated for the remaining five messages. The messages were displayed in random order in each of the four focus groups so that no message had the advantage of being critiqued first in each meeting or the disadvantage of being reviewed last when participants might be tired of the process. Participants were also asked where and when they would be most likely to encounter media messages (e.g., where they might encounter messages on the Internet, or which TV networks and times).

Focus Group Findings. Focus group participants shared their opinions on themes and tag lines incorporated into the pilot PSAs. At the end of each focus group, we asked participants to rank order the six PSAs starting with the one they liked the most, listing it first, down to one they liked the least, which was listed sixth. The two focus groups with women participants chose PSA 2 most often as their first choice. The male participants 18-20 years of age chose PSA 3 and PSA 2 equally for the highest ranking PSA and the male participants 21-25 years of age most often chose PSA 6 as their first choice. This particular PSA (6), titled "Karen and Beth," seemed to generate the most discussions out of the six pilot PSAs. The following graph (Figure 4-1) shows the combined rankings of the Kansas focus group participants for their first and second choices.

PSA 5, titled “Cool Friend,” was ranked last most often and we were told this PSA would require the most editing. The following paragraphs provide more detail as to the comments we heard pertaining to each of the six pilot PSAs during the focus groups held in Kansas.

Figure 4-1: Kansas Focus Groups - Message Preferences By PSA number, not by viewing order



For PSA 1 titled, “Which Friend Would You Be?” general comments included that the storyline depicted a typical, realistic situation. A few individuals thought it was a “kind of new concept to involve all of the views.” Others thought it was a predictable PSA and would prefer something which would capture their attention. Several of the women thought this ad would work more for men because they had watched men deal with this situation. Some of the men thought it could be improved by adding flashes of the consequences of each action (e.g., crash, arriving safely at home in a taxi). Some of the younger men (18-20 year old age group) said it was a realistic scenario, but as written would not stick in their minds. Recommendations were to “either lighten up, or push the blood and gore.” Several preferred a humorous scenario of temporarily disabling vehicles to prevent someone from driving drunk (e.g., take spark plug wires, make everyone entering a party leave their battery at the door with the ad saying, “Wouldn’t it be easier to just take the keys”).

For PSA 2, titled, “The Emergency Room,” reactions were overwhelmingly positive for the format and scenes, with some disagreements over the tag line. Comments included:

“No dialogue makes people think a little bit more about what is going on.”

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- “I think a lot of times showing it is a lot better than saying it.”
- “I think the flashbacks help.”
- “This gets peoples’ attention.”
- “The beeping (of the heart monitor) is real attention getting.”
- “The visuals are real important, it’s not as much what you say, it’s seeing it.”
- “...people don’t worry about their own lives, but when they realize their friends’ lives are at stake” (it has an impact).

The use of the heart monitor beeping and then flat-lining at the end was uniformly supported as an effective way to capture the attention of the audience. There were discussions pro and con for the tag line, “I bought the beer but my best friend paid for it.” Underage participants pointed out they could not buy alcohol and suggested “I got the beer...” or “I drank the beer...” while others thought no tag line was needed for this particular PSA. These individuals thought the flat-line with the steady tone and the black empty screen at the end was powerful enough. But it seemed an equal number liked the tag line and felt it should be used with this PSA.

PSA 3 was titled, “No Excuses.” This type of ad was familiar to the participants and still was found to be an effective method for delivering the message that drinking and driving can kill. We were told that the excuses should be common ones recognizable to the audience, preferably excuses they or their friends had used. Other comments were:

- “Preachy does not work” - excuses is a better theme.
- “Ask (or in this case inform), don’t tell” so that we have to think about it ourselves after the commercial.
- “Show feeling” ...such as the driver emotionally recounting the excuse after the crash.
- Showing young children or babies in these types of ads is effective.
- Use real, local accidents familiar to viewers.
- (Change the tag line to) “What’s your excuse?”
- “Silent” ads (no speaking) are effective.

A couple of participants noticed the use of the words “drinking driver” on several storyboard frames as opposed to “drunk driver” and this bothered them because they had driven after drinking one or two beers. They want to see “drunk driver” in the text. Several participants also said a lot of the impact of this ad comes from the deaths, so one suggested a tag line of “There’s no excuse for taking a life.”

PSA 4 was titled, “Is That Stupid?” This ad was written specifically for women and they told us the “call me” wording was realistic but there was disagreement over whether women friends would allow each other to drive if there was a question about the driver’s impairment. Suggestions included making it clear the third woman who asks, “Is that stupid...” is not at the party where she could have intervened, or end the PSA with the third woman intervening with an offer to drive

the first woman home. Others argued this situation does happen and that an effective approach would be to end with "She never called..." and a picture of a crash. Additional suggestions included the friend calling from a police station, or a call from a parent asking for their daughter and saying she had not arrived home. The men were more critical saying they could not relate to the situation and thought this was more of a "woman's ad." They suggested other tag lines such as "Don't be stupid," or "Don't wait for the call."

PSA 5 was titled "**Cool Friend**" and conversely to PSA 4 was written specifically for men in the targeted age group. Many women found the ad unbelievable because women were (they thought) more likely to say things like "I've always cared a lot about my friends..." than men were. "You would never hear a guy say this" and "they're too macho to do that." The women would have been surprised to hear several of the men say "...this is the most realistic (PSA) so far..." A participant said he thought it was a good point to make that friends sometimes need to take a stand. Everyone (both men and women) said the text required editing to a shorter version such as, "just say I've always cared a lot about my friends." Also they objected to the word "cool" and suggested "real," "true," or "good" be used instead to describe the intervening friend. There were discussions on the intervening friend having consumed a small amount of alcohol. Again, we heard there would be confusion over how much could be consumed and there were discussions over how realistic it would be to portray the intervening friend as an abstainer. Some said it was realistic, they had friends who would not drink at all if they planned to drive, others disagreed and said just make it clear the friend had consumed a small quantity of alcohol. We were questioned as to the event, and participants stated the "bar scene" or "house party" should not always be the place where drinking takes place, but should be expanded to sports events or just some people gathering to watch football.

PSA 6 titled "**Karen and Beth**" usually received the most lively discussions. The first group of 18-20 year old women strongly objected to labeling the driver as a killer. "You don't think of somebody who got into an accident, whether they were drunk or sober, as a killer." "A killer you put on trial and send to jail..." A tag line such as "drinking and driving ends a friendship...this is OK." The other is "putting way too much blame on Beth." Another argued that the point was she did not want to be the one everyone blamed for killing her friend. She asked the group, "Doesn't this make you ask yourself...well, I don't want to be the one who kills someone. That's what it makes me feel. I don't want to be the one people are going to blame. I don't want to be the person who killed her - and it is killing." The arguments in this group continued to the point that when we tried to move on to another PSA, several women said they could not think about the next one because they wanted to continue discussing PSA 6 "it's kind of hard to get it off my mind." The 21-25 year old women also found this PSA "harsh." Comments included:

“Concept is OK, but that tag line!”

It does get your attention and you think about it, but the “killer part, that’s the bullet hole.”

The message at the end turns the message at the beginning into “campy.”

I “would change the channel.”

There were also strong disagreements among the men, especially the 21-25 year olds who said:

“Shocking”

“It’s simple, but it works.”

“It’s straightforward instead of beating around the bush.”

“Turns friends into killers” is too strong. A killer is someone who intentionally kills.

The actual impact of the PSA is really good, but the killer tag is too strong.

“Don’t kill your friends. Don’t drink and drive.” (Instead of “killer”)

“That’s the best tag line I’ve ever seen.” (Leave as is.)

An ad cannot be “too blunt nowadays.” Everyone else is being blunt.

When asked if this PSA worked as well for men because it shows women only in the scenes, we were told “it works for guys to see women,” in fact maybe it hits us even harder (“we’re not insensitive...”). The 18-20 male participants had less reactions saying the PSA is “effective, but the ending is weird.” One thought the tag line was better than those used in the other PSAs.

Testing Path. A testing path was set up for students at Johnson County Community College. Students who chose to participate were paid a nominal fee to walk through a path which displayed all six media messages on storyboards. Participants agreed to read each storyboard and share their opinions with project staff, including demographic information. Participants were assigned random order numbers so that no message received any advantage (being read first) or disadvantage (always read last when participants may have tired of reading the messages). The testing path was well received by the students and 204 proceeded through the path in three hours. Students seemed genuinely engrossed in the process once they began to read the messages.

Demographics of Testing Path Participants. Demographics for the 204 individuals who completed the testing path set up at JCCC are outlined below in Table 4-1.

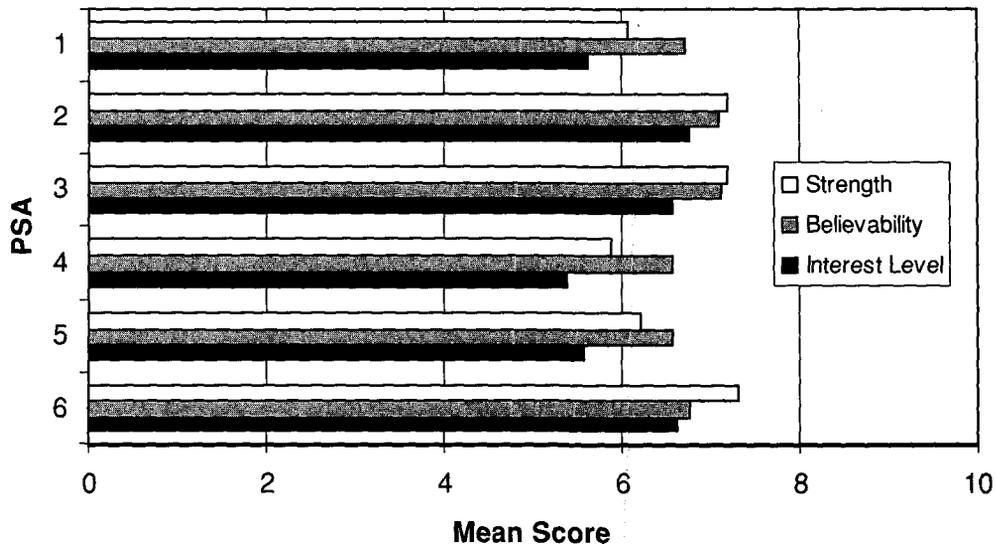
Table 4-1: Characteristics of Kansas Testing Path Participants

Attribute	Number	Percent
Sex		
Women	62	30
Men	128	63
Not Stated	14	7
Race:		
White	121	59
African-American	21	10
Hispanic	6	3
Other	8	4
Not Stated	48	24
Age:		
18-20	173	85
21-25	31	15
Drinking habits:		
Non-drinkers	29	14
Beer	127	62
Other alcohol	77	38
Wine	36	18
Total Participants	204	100

Testing Path Topics. Participants were asked to rank their opinions for each of the six pilot messages on a scale of one to ten (one being low, or a very bad score and ten being high or a very good score) for the following topics: theme, believability, strength, and clarity. They also rated each tag line (a short message at the end of each PSA), and ranked how influential, if at all, each message was in convincing them to not drive after drinking.

Testing Path Findings. The majority of participants told us that the storylines were interesting and believable with strong, clear messages. The means or average scores for those particular measures are as follows:

Figure 4-2: Kansas Testing Path Participants' Mean Scores



The means above show that all of the messages scored well; they show that the scores appeared mostly in the 5-10 range with very few falling from 1-4 in all of the above categories. Kansas testing path participants also told us that the messages were clear, of appropriate length, and that the language that was used was usually appropriate (focus group participants elaborated more on this topic).

Participants were asked to rank the tag line for each PSA as they read that particular PSA. Opinions on the tag lines are shown in Table 4-2 on the following page. All of the tag lines ranked high with PSAs 5 and 3 ranking the highest, 88% and 87% respectively. However, at the end of the testing path which is discussed later in this section, participants were asked which tag line they remembered first. "Drinking and driving turns friends into killers" was the line recited most often, followed by "I bought the beer, but my best friend paid for it." Participants reported that the tag lines generally fit the stories. When each person was asked to rank each PSA overall so that a ranking of "1" meant boring, "5-6" meant the PSA was "OK" and 10 meant the PSA grabbed his or her attention, participants in Kansas ranked PSAs 3, 6 and 2 the highest (Figure 4-3).

Table 4-2: Kansas Testing Path Participants' Tag Lines Ranked (By Preference)

Tag Line	PSA	"Liked"	"Definitely Liked"	Total
"Be a friend. Don't let a friend drink and drive."	PSA 5	39%	49%	88%
"There's no excuse for drinking and driving."	PSA 3	30%	57%	87%
"Drinking and driving turns friends into killers."	PSA 6	23%	61%	84%
"Be there for your friends. Let your friends be there for you. Don't drink and drive."	PSA 1	36%	48%	84%
"I bought the beer, but my best friend paid for it."	PSA 2	30%	53%	83%
"Don't let a friend drink and drive."	PSA 4	32%	49%	81%

More important, for each PSA, participants were asked if the ad would influence them to not drive after drinking. The percentages of those who said "yes" or "definitely yes" in Kansas are shown in Figure 4-4. Over half of the participants said

Figure 4-3: Kansas Testing Path Participants Overall Opinion, By Highest Scores

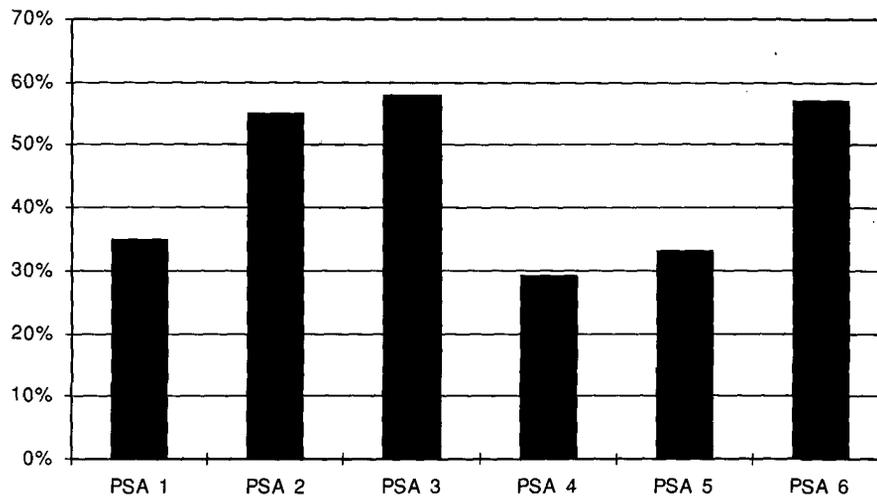
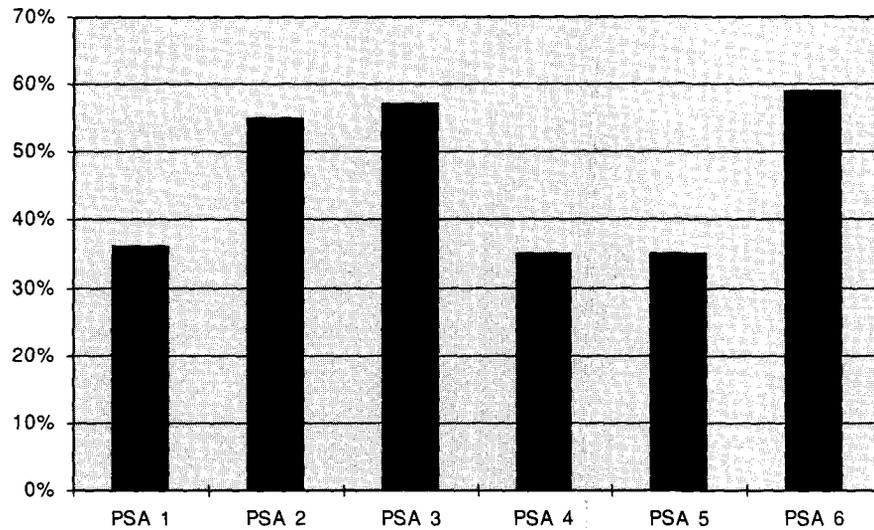


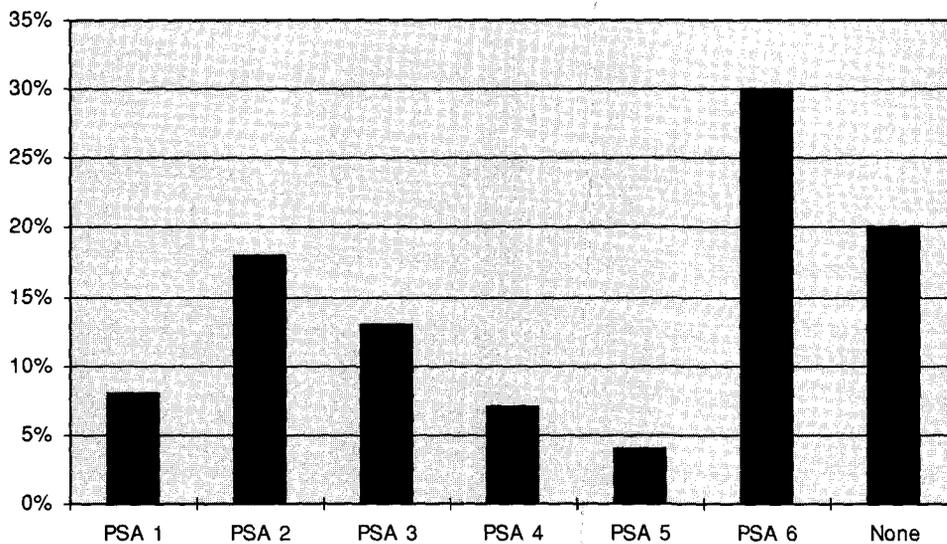
Figure 4-5: Kansas Testing Path Participants Self-Reported Anti-DWI Influence



PSA numbers 6, 3, and 2 would influence them to not drive after drinking.

After participants had read each PSA, they were asked for demographic information as well as their personal driving and drinking habits. The purpose for asking participants to provide this information after viewing the PSAs rather than

Figure 4-4: Kansas Testing Path Participants' Most Remembered PSA



before they started the process was to provide a break in their concentration. Then they were asked which PSA they remembered first (Figure 4-5). Thirty percent (30%) of the participants remembered PSA 6 (Figure 4-5). Twenty percent either could not name any or named another campaign slogan (e.g., "Friends don't let friends drive drunk," the crash dummies, etc.). PSA 2 was remembered by 18% of the participants. Lastly, participants were asked what slogan they remembered first, and again the tag line from PSA 6 was first (44 participants) followed by PSA 2 (27 persons).

Wilmington, North Carolina

Focus Groups. As was done at JCCC in Overland Park, Kansas, a total of four focus groups were held over two evenings at UNCW. Two focus groups were conducted for 18-20 year old individuals. The first meeting was attended by young women only, the second by young men. Two additional focus groups were scheduled for 21-25 year old individuals, again, one for women and the other for men. Individuals were asked to share their opinions about the six media messages developed during this project.

Demographics of Focus Group Participants. There were a total of 39 focus group participants from Wilmington, North Carolina and surrounding areas. (Nine individuals who had agreed to attend did not show up for the focus groups.) As stated earlier in this report, race was not determined during the recruiting process; two participants were African-American, one of Indian ancestry and the remaining participants were white.

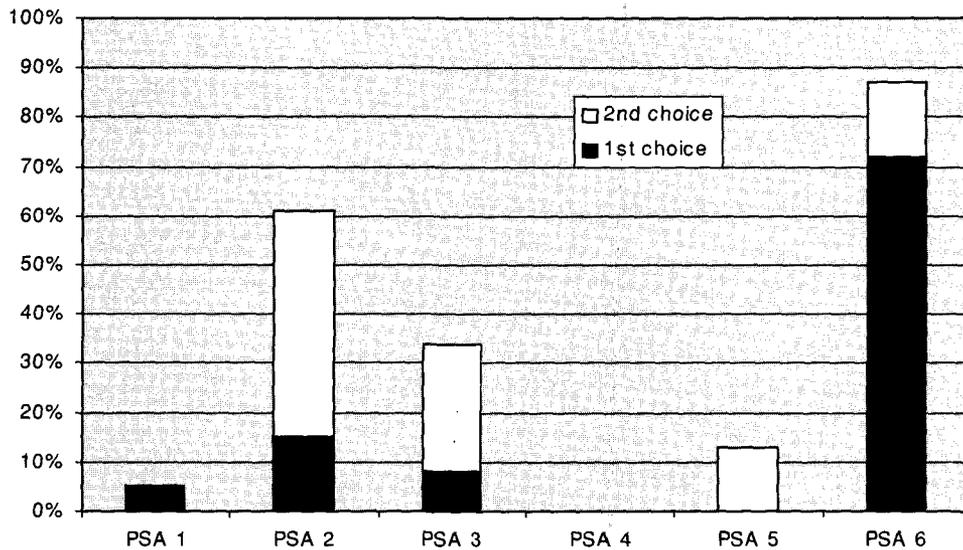
Focus Group Topics. In order to be able to identify any differences which might occur between the two test sites, the format followed at JCCC in Kansas was adhered to as closely as possible at UNCW. After a general explanation about the project objective, focus group participants were shown the first message depicted on color handouts as well as a posterboard display. They were asked to read the message, and record their initial impressions. The first impression obtained was how much impact the message had, followed by whether they liked or disliked the message, and finally if the message would have the desired effect. These three impressions were recorded on a ten point scale. This was followed by group discussions on the theme, message content, language and tag lines. Participants were asked to point out any strengths and weaknesses in the message and to recommend changes. The process was repeated for the remaining five messages. The messages were displayed in random order in each of the four focus groups so that none had any uniform advantage or disadvantage resulting from the order in which it was shown. Participants were also asked where and when they would be most likely to encounter media messages (e.g., where they might encounter messages on the Internet, or which TV networks and times).

Focus Group Findings. As in Kansas, focus group participants shared their opinions on themes and tag lines incorporated into the pilot PSAs. The impact of

each message, the overall opinion and the effectiveness are discussed in Chapter 4 under the pilot focus group findings. At the end of each focus group, participants were asked to rank order the six PSAs starting with the one they liked the most, listing it first, down to the one they liked the least, which was listed sixth. As Figure 4-6 shows, a majority of the North Carolina participants favored PSA 6 with 87% choosing it as their first or second most favored PSA. PSA 2 also did quite well with a combined (1st and 2nd choice) vote of 61%. Following are a sampling of comments made for each PSA.

PSA 1, titled “Which Friend Would You Be?” was referred to by some of the male participants as a realistic situation with several of them having experienced this type of conversation. However, one young man pointed out this might be a very difficult situation to create and he believed it would be difficult to make the conversation sound realistic (“might look kind of fake”). In the focus group for women 21-25 years of age we heard that this concept was “thought provoking” but needed more impact, meaning sensation. One woman thought there was “a gender difference with this-if you’re a girl and you’re drunk and a friend would say let me

Figure 4-6: North Carolina Focus Groups - Message Preferences by PSA Number (Not by Viewing Order)



drive, I would say, Yes! A sober person! But guys are more egotistical about their limit like, I can drive!” Even though several of the women seemed to think this PSA was meant for men, they also said a commercial with “three girls arguing would be an attention getter.” Several believed the principal actors needed to include both genders. It seemed to us that a majority of the focus group participants, both men and women, wanted to see the consequences of the actions included in the scenes. Many also believed the tag lines needed revisions (shortened) and we again heard

that it might be a good idea to end with “Which friend would you be?” We were told that ending with a question is good because this makes the audience think about how to answer the question. But one woman in the 21-25 age group said “...’Let your friends be there for you’ ...that’s a kind of different angle....you can be too drunk and realize, ‘Hey, I need to let someone help me out’” Another person suggested a commercial showing a drunk person looking for someone to drive, meaning the drunk person is taking the responsibility.

PSA 2, titled “The Emergency Room” showed scenes some participants reported as similar to past ads they have viewed. However this PSA still seemed to be a popular theme and without exception the focus group participants liked the use of rapid visuals, no dialogue, and the beeping sounds with the red line of the heart monitor running throughout the PSA. Comments included:

“No dialogue forces you to look.”

The fear of hurting a friend comes through.

Having no dialogue “makes it more believable...you can make up the words for yourself...what was actually going on.”

“This one shows the results of what could happen - how bad it could get.”

There were few changes the participants would recommend to improve this PSA. The only main point of discussion centered around the tag line, “I bought the beer but my best friend paid for it.” Younger participants said they could not “buy” alcohol (also mentioned in Kansas). Some believed no tag line was necessary, but others disagreed and said the point of watching commercials is to see/hear what is said at the end. Several participants thought the tag line needed rework but weren’t sure how to do it.

PSA 3, titled “No excuses” was described as “nothing new” but “it’s a pretty effective way of doing it anyway.” Objections were voiced to the use of “drinking” driver as opposed to “drunk” driver in the PSA. Participants thought of a drunk driver as someone having too much to drink while a “drinking” driver was either impaired or as several participants took the term literally said, someone driving while drinking alcohol. A popular substitution for the tag line, again as in Kansas, was “What’s your excuse?” Other comments we heard included:

Scenes should be of real crashes and people. If someone gets killed in the PSA,
“I don’t want to see her walking down the street or in the next commercial.”

Need to use the actual voice of the person who was driving (saying the excuse).

Need to be common excuses.

One person said these types of ads showing the victims make him focus anger on the driver but does not bring the message to him that he could have been the driver, but he thought the “excuses” theme was an improvement to this type of ad. To us, this

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means a careful need to make the excuses common so the target audience can relate to the driver.

PSA 4, titled "Is That Stupid?" The opening dialogue was described as a common request ("Call me...") especially among young women, but in North Carolina, both the men and women questioned a sober friend letting a drunk friend drive. This situation seemed unreal to the majority of them and they discussed fear of getting caught by the police as much as fear of crashing. We also heard that the PSA needed to deliver more impact and someone suggested having the first friend sitting, waiting by the phone which does not ring, then just end with a crash scene. Suggestions for improved tag lines were:

"Do you think she got home?"

"Did she get home?"

"She's not going to call."

PSA 5 was titled "Cool Friend." Unlike in Kansas, many of the female participants in North Carolina liked the concept of the theme. Several did not like the idea that the driver had been drinking, even a small amount. They thought it was realistic for the person to have abstained. Some of the women believed the conversation was unrealistic. Many of the male participants also did not like to see that the driver had drunk alcohol, although there was disagreement over what was realistic. One thought the ending of the PSA would be different, "I was expecting it to end differently with the guy who only had a few drinks crashing." We heard:

There's confusion over how much a driver can safely consume, "two's a little for that guy, maybe five's a little for me."

That's playing it the wrong way.

Have the friend who has drank something call someone to pick up both he and his drunk friend.

Lose the word "cool."

"Just make the call." (Suggestion for a tag line.)

"Play it safe, call a friend." (Suggestion for a tag line.)

The disagreements continued with some thinking it was a good message to get across that you can drink responsibly and still drive, while others said some people can drink a small amount and drive safely, others cannot.

PSA 6, titled "Karen and Beth," did not cause as much controversy in North Carolina as it had in Kansas. Generally, most liked the concept, although several thought the tag line was too strong. The younger women (18-20 years of age) did not recommend any changes and said:

You really stop and think about it more when it is friends killing each other.

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When you kill someone you don't know (it's bad enough) but when it is someone you know and are around all of the time you're "a monster."

The women ages 21-25 also did not recommend changes and commented:

"Pretty shocking."

"It's got the strength the other ones didn't."

It gets to the point.

"Hate to say killing is a good thing to see but it sticks with you. And because it's people that know each other instead of strangers, it's a little bit more effective."

Visual images are real important.

"I agree, if I'm about to get into a car drunk, I'm much more likely to remember a photograph than a tag line..."

It was the men in North Carolina who said the use of the words "kill" and "killer" were harsh. However, they believed "it gets to the point" and did not recommend changing the wording. When asked if this PSA would be just as effective with guys in the scene, the men thought it was more effective for them with women. Other comments the men made included:

"...To me I think that hits home. People seeing what could happen. It really hammers into them."

"Effective. With some commercials these days, commercials in general, visually they are so original, so graphic, so attention grabbing. This one is simple, but the announcer (tag line) that's what really grabs you."

"There's not a lot of dialogue....this is short, but they've got to be to...get through to people."

Testing Path. A testing path was set up for students at the University of North Carolina Wilmington during the annual "Wellness Safari," a campus fair designed to inform students about health related issues. Students who volunteered to participate were paid a nominal fee to walk through a path which displayed all six media messages on storyboards. Participants agreed to read each storyboard and share their opinions with project staff, including demographic information. Participants were assigned random order numbers so that no message received any advantage (being read first) or disadvantage (always read last when participants may have tired of reading the messages). The testing path was well received by the students and 212 individuals completed the process. As in Kansas, participants seemed genuinely engrossed in the process once they began to read the messages.

Demographics of Testing Path Participants. Following are demographics for the 212 individuals who participated in the UNCW testing.

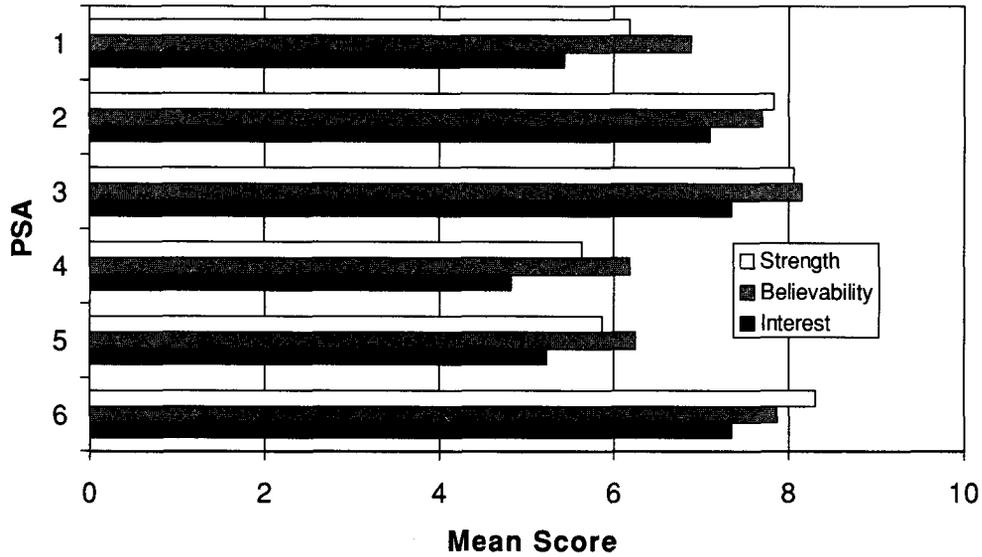
Table 4-3: Characteristics of North Carolina Testing Path Participants

Attribute	Number	Percent
Sex		
Women	128	60
Men	59	28
Not Stated	25	12
Race:		
White	159	75
African-American	19	9
Hispanic	1	-
Other	7	3
Not Stated	26	13
Age:		
18-20	148	69
21-25	65	31
Drinking habits:		
Non-drinkers	21	24
Beer	104	49
Other alcohol	88	53
Wine	35	17
Total Participants	212	-

Testing Path Topics. Participants were asked to rank their opinions for each of the six pilot messages on a scale of one to ten (one being low, or a very bad score and ten being high or a very good score) for the following topics: theme, believability, strength, and clarity. They also rated each tag line (a short message at the end of each PSA), and ranked how influential, if at all, each message was in convincing them to not drive after drinking.

Testing Path Findings. As was the case in Kansas, the majority of participants in North Carolina told us that the storylines were interesting and believable with strong, clear messages. The means or average scores for these particular measures are as follows:

Figure 4-7: North Carolina Testing Path Mean Scores



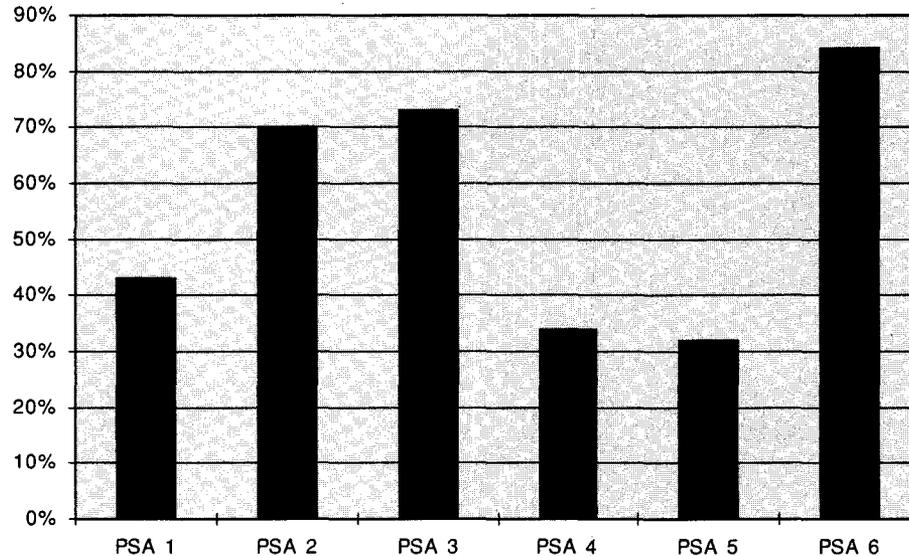
North Carolina participants also gave us their opinions on the tag lines. The responses are listed in Table 4-4 by percentage.

Table 4-4: North Carolina Testing Path Participants' Tag Lines Ranked (By Preference)

Tag Line	PSA	"Liked"	"Definitely Liked"	Total
"Drinking and driving turns friends into killers."	PSA 6	12%	83%	96%
"There's no excuse for drinking and driving."	PSA 3	20%	76%	96%
"I bought the beer, but my best friend paid for it."	PSA 2	17%	70%	87%
"Be a friend. Don't let a friend drink and drive."	PSA 5	32%	55%	87%
"Don't let a friend drink and drive."	PSA 4	32%	52%	84%
"Be there for your friends. Let your friends be there for you. Don't drink and drive."	PSA 1	8%	35%	43%

Each participant was asked to rank each PSA overall so that a ranking of “1” meant boring, “5-6” meant the PSA was “OK” and 10 meant the PSA grabbed the attention of the reader. Participants in North Carolina ranked PSAs 6, 3, and 2 the highest (Figure 4-8). These are the same PSAs the Kansas testing path participants

Figure 4-8: North Carolina Testing Path Participants’ Overall Opinion, by Highest Scores



chose, although in a different order (ranked 3, 6, and 2 in Kansas).

Again, as was done in Kansas, participants were asked if each PSA would influence them to not drive after drinking. The percentages of those that said “yes” or “definitely yes” in North Carolina are recorded in Figure 4-9. Over 80% said PSA 6 would influence them to not drive after drinking. PSAs 2 and 3 each had 70% of the participants claiming those PSAs would influence them to not drive after drinking.

After participants read and gave their responses for each PSA individually, they were asked to provide demographic information along with background on their personal driving and drinking habits. They were asked to provide this information after viewing the PSAs, rather than before when it would normally be requested, so that their concentration would be broken from reading the PSAs. Then they were asked which PSA they remembered first. Forty-one percent (41%) chose PSA 6 (Figure 4-10). Lastly, participants were asked what slogan they remembered first, and again the tag line from PSA 6 was first (63 participants) followed by PSA 2 (27 persons), and PSA 3 (21 persons).

Figure 4-9: North Carolina Testing Path Participants' Self-Reported Anti-DWI Influence

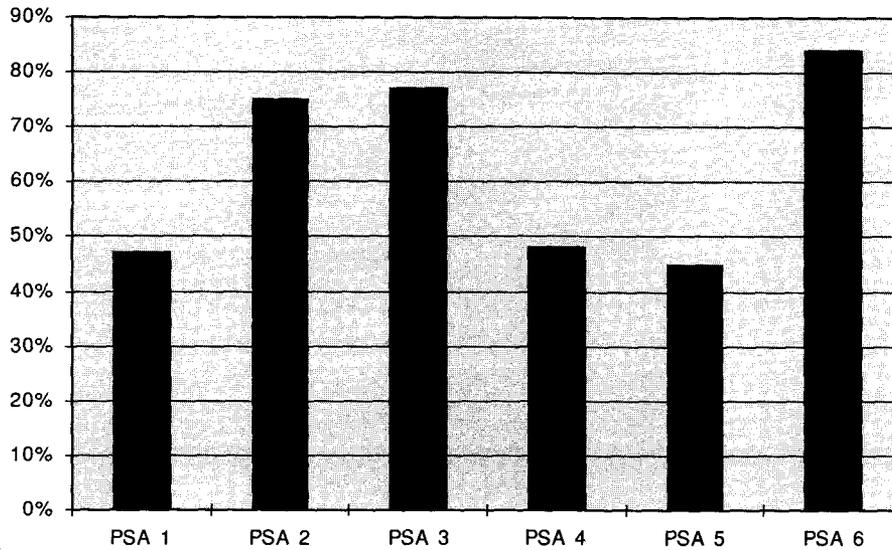
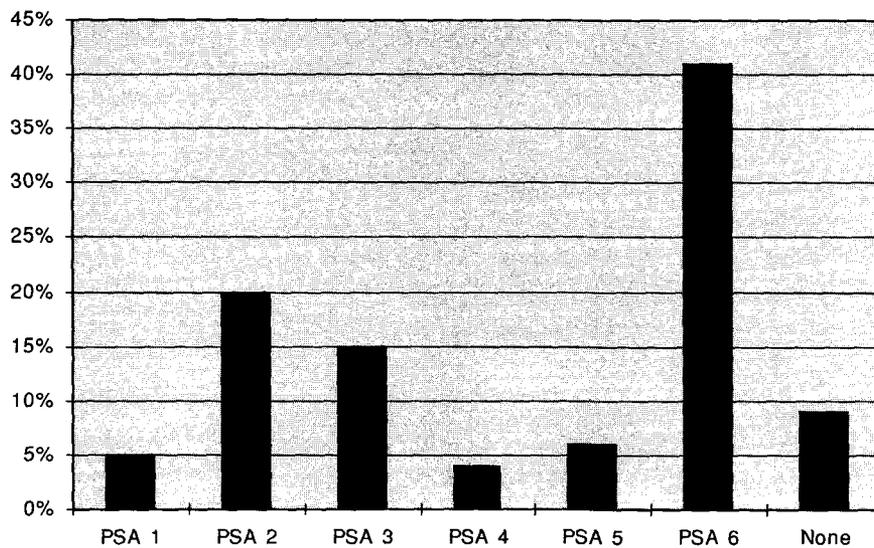


Figure 4-10: North Carolina Testing Path Participants' Most Remembered PSA

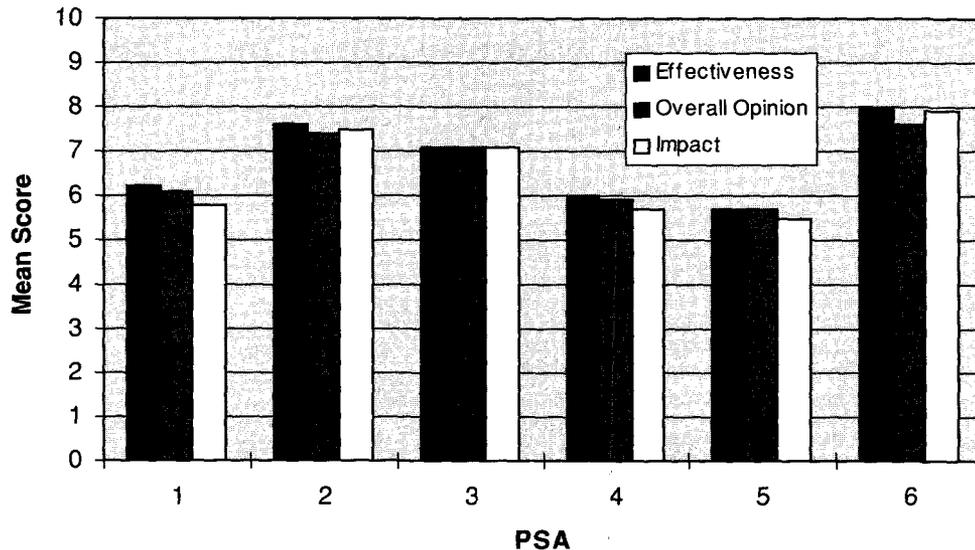


Analysis of Combined Data

The prior sections of this chapter contained separate discussions of the results of each of the two pilot tests in Overland Park, Kansas and Wilmington, North Carolina. In this section, the data from the two tests are combined to determine the (1) overall results of the tests and (2) any differences in results between sites.

Focus Groups. Focus group participants at both sites were asked to read a PSA and then record their first impressions of that PSA before group discussions began. They were asked to rank each PSA on a scale of 1-10 (one being the lowest point and ten the highest) as to the impact level the message had for them, whether they liked or disliked the ad overall, and finally if the message would have the desired effect (stop them from driving after drinking). The graph below illustrates the mean score for each PSA for each of these three measures.

Figure 4-11: Combined Pilot Test Focus Groups Mean Scores By Message



As Figure 4-11 shows, PSA 6 was scored as having the highest mean score for all three measurement categories, PSA 2 had the second highest mean score for all three measurement categories, and PSA 3 had the third highest mean score for all three measurement categories. These top PSAs all were more emotionally charged than the remaining PSAs and all showed crash scenes. During the focus group discussions, when participants were asked how the other PSAs which dealt with intervention might be improved, we were told to flash scenes of what could happen both if the intervention were successful (person arrives home safely) and if not, meaning the driver drove while drunk (e.g., crash, stopped by the police). We were told the visuals were the most important part of the television PSA, followed by the

dialogue and tag lines. The visuals is what the participants said they would most likely be able to recall after watching a PSA. Consequently these visuals must be of high quality.

While most of the tag lines met with approval most of the time, focus group participants said ending with a question is always good because it makes the audience think (e.g., “Which friend would you be?” or “What’s your excuse?”). Otherwise it should be a powerful message (e.g., “Drinking and driving turns friends into killers” or “She never called. Don’t let a friend drink and drive.”). Another constructive criticism was “...lose the black screen and white letters” because, to date, this is how most PSAs have ended.

Testing Path. More formal analyses of these data were possible because of the much larger number of participants in the testing path portion of the pilot test. We first prepared an analysis data set in SAS[®] format. Testing path data from both sites were included in the data set. Univariates were then prepared of (1) variables reflecting the participants’ opinions of the six messages and (2) several independent variables, including site, age group (younger or older), ethnicity, and gender. A series of cross tabulations of opinion variables versus message, site, age group (younger or older), ethnicity, and gender were also prepared. These results were then examined by project staff to determine which formal quantitative analyses should be conducted.

Two series of such analyses were conducted as a result of these preliminary examinations of the data. The first series used the generalized linear model (GLM) technique to examine how the quantitative opinion variables were affected by the independent variables. Some interaction effects were included in these models, especially those among the variable “site” and the other independent variables. Initially, we examined a number of dependent variables including message strength, clarity, believability, theme and complexity, but later concentrated on the two most directly related to overall message effectiveness, “attention getting” (x11) and “influence on my driving after drinking” (x12).

The second series of analyses used logistic regression techniques. Our objective here was to determine how a high score on either of the variables x11 and x12 was affected by our study’s two major target group-variables, age group and gender. To do this, we transformed x11 and x12 into 0-1 variables, where the value 0 indicated a value of less than 9 and the value 1 indicated a score of 9 or 10. We used the logistic regression technique to calculate the probability of a high score (9 or 10) as a function of age group and gender.

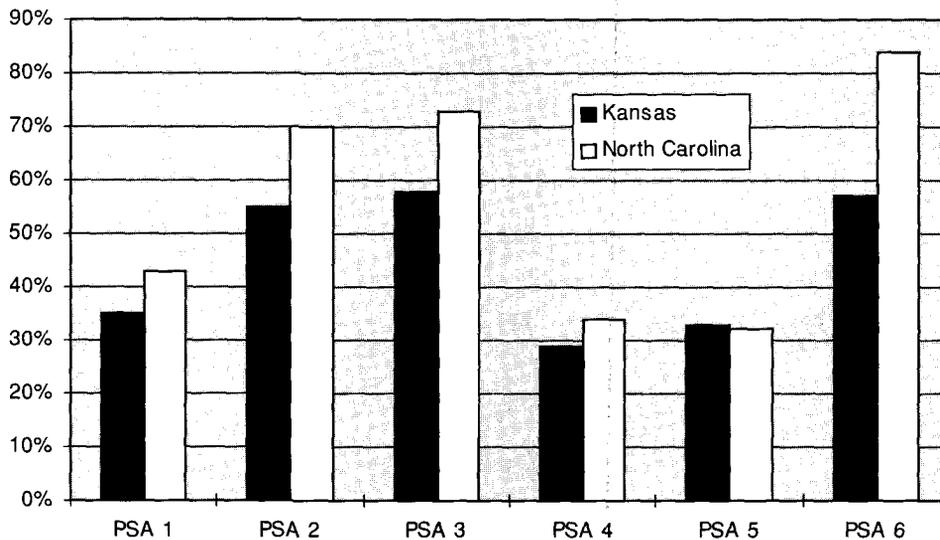
We combined the scores from both sites for attention getting (x11). We also combined the scores from both sites for influence on driving after drinking behavior (x12). The quantitative analyses strongly indicate **the major variables affecting message effectiveness for these two most important categories (x11 and x12) are message, site, and gender.** Being under the legal age to consume alcohol (18-20

years) as opposed to being a legal drinker (21-25 years) did not have a significant effect on responses, *p* values ranged from 0.16 to 0.97 for the various messages.

Initially, we looked for any differences between the two sites, while controlling for each message separately. While it appeared that the two geographically different populations mirrored each other in message preferences (meaning overall they thought certain messages would be more likely to positively influence their behavior to not drive after drinking than would other messages); participants in North Carolina appeared to score the messages at a higher level overall. This held true with all six messages, although the differences were smaller among the messages voted a “10” less often. So, although scores in North Carolina and Kansas ran parallel for all six messages, the North Carolina participants scored each message higher for every category than did the Kansas participants. (Note: The minor exception was PSA 5 which Kansas participants ranked slightly higher than North Carolina participants.)

The following graph illustrates the percentages of participants who ranked the PSAs a score of 8, 9, or 10. The scores are separated by PSA and by site. PSA numbers 6, 3, and 2 scored the highest in both locations.

Figure 4-12: Testing Path Participants’ Overall Opinion, By Site

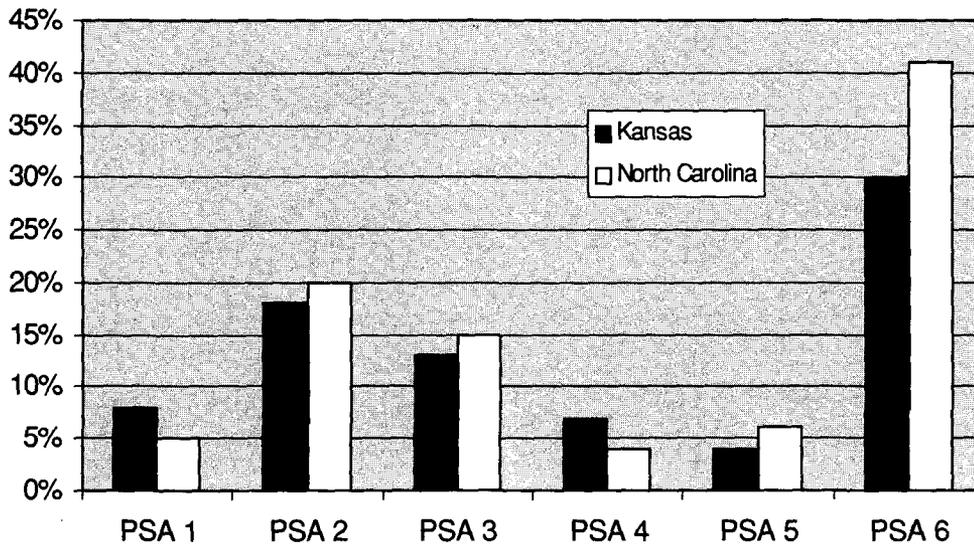


Again, the choice of influential messages was the same in both geographic locations, but responses in North Carolina were rated higher overall, meaning that the audience had stronger reactions to all of the messages. We also point out that the number of participants in the two locations were almost exact opposites in the mix of genders; in Wilmington, North Carolina approximately 60% of the individuals who viewed the messages in the testing path were female, while in Overland Park, Kansas approximately 63% of the participants were males. The combined gender composition from both sites was about equal: 46% women, 45% men, and 9% not

specified. After running regression statistical models using the generalized linear model procedure, we looked at the mean scores for the two variables dealing with overall opinions of the messages and if the messages would influence behavior. There were no significant interactions at the 0.05 level between the means for site and gender. However there were significant differences between the means for both terms (site and gender); therefore, we determined both were separate factors in the reactions of the target audience.

Finally, as described under each site’s testing path description, participants were distracted after viewing all six PSAs by asking the participants for demographic data as well as general driving information and drinking practices. Then participants were asked to tell us which of the pilot PSAs came to mind first. Eighty percent of the testing path participants in Kansas and 91% in North Carolina could recall at

Figure 4-13: Testing Path Participants’ PSA Recalled First



least one of the six pilot PSAs. As Figure 4-13 shows, PSA 6 was recalled first most often by 30% of the Kansas participants and 41% of the North Carolina participants.

After giving us the PSA they first remembered, testing path participants were asked to give us the first tag line they could recall. Again, PSA 6 ranked first with the slogan “Drinking and driving turns friends into killers,” or a close version (e.g., “Drunk friends turn friends into killers”) given by 22% of the participants in Kansas and 30% of the North Carolina participants.

Though there were differences between the sites in the extent particular messages were favored, it should be noted that in both sites, PSA 6 was the overwhelming favorite followed by both PSAs 2 and 3. Also of note is that this preference pattern

DEVELOP AND TEST MESSAGES TO DETER DRINKING AND DRIVING

held for both age groups and both genders, implying that a viable target audience could include all persons ages 18 to 25.

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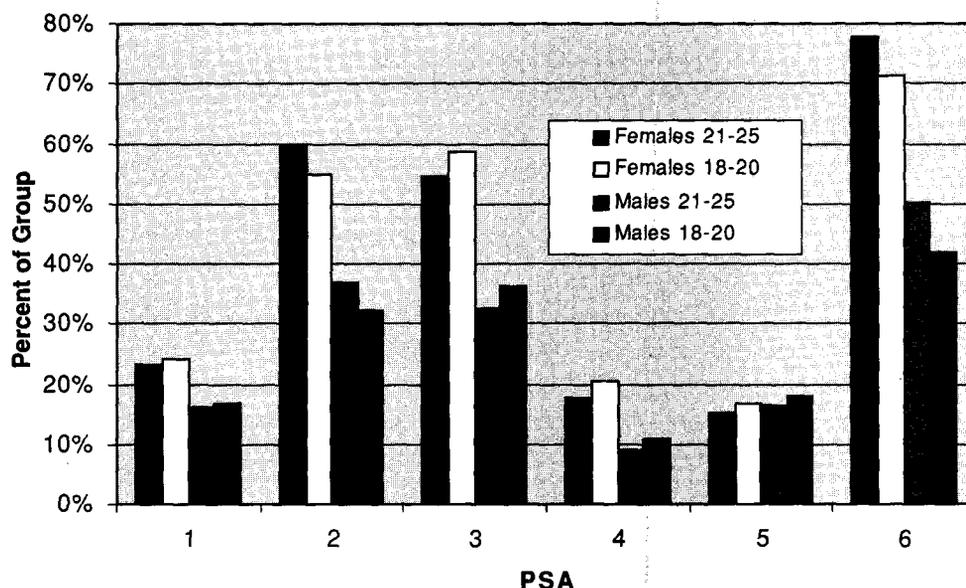
A total of 65 men and women between the ages of 18 and 25 participated in the initial focus groups in Boston and San Diego which were held before the PSA design phase of this project. Twelve other students at UNC Chapel Hill assisted in refining and selecting the six messages to be pilot tested. An additional 495 members of the 18-25 target audience in Overland Park, Kansas and Wilmington, North Carolina viewed the six messages either in focus groups or testing paths and then shared their opinions with project staff. Data from those focus groups and testing paths were entered into databases and analyzed.

All of the messages were reported to be understandable and all the storylines were reported to be believable by the members of the target audience who read them. Message clarity and believability were two important factors identified by our initial focus groups and other similar research as being necessary to reach the target group and have a chance of affecting behavior. Impact had been identified as another important message component. Overall, in both Kansas and North Carolina, "Drinking and driving turns friends into killers" (PSA 6) with the accompanying storyline generated the most reaction and was reported to "hit home" with a direct, brief, and shocking theme. Some focus group participants in Overland Park believed it was too strong, however this was the message they continued to discuss when we moved on to the next PSA in the focus group and this was the message they clearly remembered. Most importantly, 41% of the viewing audience said this message would influence them to not drive after drinking. And finally, after a break from reading the messages during which time testing path participants were distracted by providing demographic information as well as driving practices and alcohol consumption preferences, the participants were asked which message they could remember first. PSA 6 was given by 30% of the Kansas participants and 41% of the North Carolina participants.

The other two messages which scored high were the emergency room scene with flashbacks to a party and crash scene and the tag line, "I bought the beer but my best friend paid for it" (PSA 2) as well as the message based on excuses given for driving after drinking that led to crashes which killed innocent victims (PSA 3) ending with "There's no excuse for drinking and driving." (Focus group participants suggested changing the tag line to "What's your excuse?") These two messages were closely aligned in all of our ranking categories. Again, most importantly, 34% of the participants said the "no excuses" message would influence them to not drive after drinking and 33% said the "emergency room" message would have a positive influence. And at the end, PSAs 2 and 3 respectively followed PSA 6 as the messages first remembered. PSA 2 was remembered by 19% of a combined test audience and PSA 3 by 14%.

The following graphs illustrate how the messages were ranked as to getting the attention of the testing path participants and if the messages would have an effect on influencing the participants to not drive after drinking.

Figure 5-1: Testing Path Participants, High Attention Getter By Percent, By Gender, Sites Combined



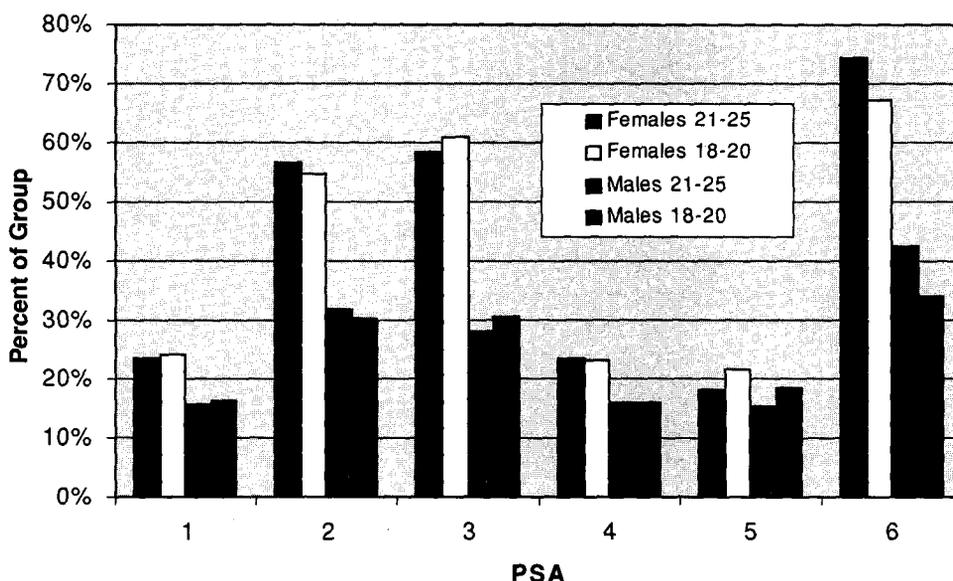
We note that while in both geographic locations, the choice of messages was the same, responses in North Carolina were higher overall, meaning that the audience had stronger reactions to all of the messages. We also point out that the number of participants in the two locations were almost exact opposites in the mix of genders; in Wilmington, approximately 60% of the individuals who viewed the messages in the testing path were female, while in Overland Park, approximately 63% of the participants were males. The combined gender composition from both sites was about equal: 46% women, 45% men, and 9% not specified. Tests showed there were significant differences between the means for both terms (site and gender); therefore, we determined both were separate factors in the reactions of the target audience. However, the top three messages remained the same regardless of these site and gender differences.

The top three messages (PSAs 6, 2 and 3), chosen by participants as having the most impact, all deal with the fear of participants killing or hurting someone other than themselves. The messages developed around this fear were identified during the PSA development phase as “consequences” as opposed to the other theme of “intervention” which deals with friends stopping friends from driving after drinking

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and that accepting a friend's intervention is a desirable trait. However, upon reflection, the "consequences" messages presented to potential audience members all include crash scenes and portray emotional, life-ending scenes which deal with tragedy, while the "intervention" messages, relatively more upbeat and positive in nature, were comparatively "low key." The "low key" approach apparently did not grab the attention of the majority of our test audience. When focus group participants were asked how the intervention messages might be improved, they suggested showing crash scenes of what might have happened if the intervention had not succeeded.

Figure 5-2: Testing Path Participants, Anti-Drunk Driving Influence By Percent, By Gender, Sites Combined



In summary, messages which focused on the consequences (crash or injury) of impaired driving both were more likely to grab the attention of our audience and lead them to report that it would decrease their own drinking and driving. Those messages which focused on encouraging others to intervene were less effective with this audience but were reported likely to be more effective if the consequences of the behavior were also introduced into the public service announcement. Additionally, the opinions of the group studied (males and females 18-20 and 21-25 years of age) about the final messages were relatively uniform, suggesting that messages targeted to the overall group (all persons 18-25 years of age) are likely to be as successful as ones targeted to segments of the group. This has implications for program managers as they make decisions relating to allocation of resources to message development

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and message delivery. Finally, efforts to change society's normative values can bolster the effectiveness of a comprehensive program of strong laws, enforcement, sure sanctions, and non-drinking driving transportation alternatives, resulting in achieving the goal of reducing DWI fatalities.

APPENDIX - PILOT TEST MESSAGES

Some of the photographs in this report are copywritten and should not be reproduced.

PSA 1

WHICH FRIEND WOULD YOU BE?

(Open to three friends who have just left a bar or party standing near a parked car. One friend has been drinking and is getting ready to drive. Another friend is trying to persuade him not to drive. A third friend is impatiently trying to get the other two to get in the car and go.)

SFX: (Loud music coming from a bar or party.)
Intervening Friend:

C'mon. Gimme the keys. You know you can't drive. You've had too much to drink.

(He reaches out to the friend who is about to drive.)

C'mon Mike. Gimme the keys.

(Cut to close-up of friend about to drive.)

Friend About to Drive:

No Man. I'm fine. Lemme go.

I said I'm fine.

(Cut to close-up of impatient friend standing next to the front-seat passenger door of car.)

Impatient Friend:

Hey, let's go! What're we waiting for?

(Cut back to all three friends next to car.)

Intervening Friend:

"Mike! C'mon! Gimme the keys."

(He takes the keys out of the hands of the friend about to drive.) (Scene freezes.)

Anncr. (VO):

Which friend would you be?

The one letting him drive?

The one taking his keys?

The one about to risk his friends' lives?

(Screen fades to black.)

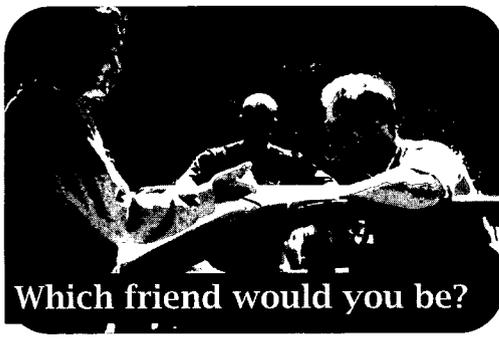
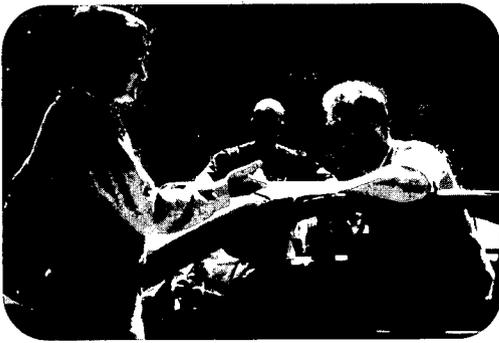
(Cut to super.)

Super:

Be there for your friends.

Let your friends be there for you.

Don't drink and drive.



Which friend would you be?

Be there for your friends.

Let your friends
be there for you.

DON'T DRINK AND DRIVE.

PSA 2 THE EMERGENCY ROOM

(Open on shot of an emergency room. A patient — the victim of a drinking driver — is connected to a heart monitor. The monitor is beeping rapidly as the nurses and doctors work on him.)

(Cut to flashback of two friends talking, laughing and drinking together. One of the two guys is the person being worked on in the emergency room. The beeping red line of the heart monitor appears on screen.)

(Rapid cut back to emergency room scene. The heart monitor is beeping slower as the emergency room staff work on the victim.)

(Cut to flashback of the two guys getting into their car. The guy in the emergency room is the passenger in the car. Red line of heart monitor is beeping slower.)

(Rapid cut back to emergency room operation scene. The heart monitor is beeping even slower.)

(Cut to flashback of paramedics working at the crash scene.)

(Rapid cut back to emergency room. The heart monitor is beeping even slower.)

(Cut to shot of doctor looking intently at the friend who was driving the car. It is obvious that the news is going to be grim. The heart monitor goes flat.)

(Screen goes black.)

(Cut to super.)

Super:

I bought the beer
but my best friend paid for it.

**I bought the beer
but my best friend paid for it.**

PSA 3
NO EXCUSES



(Open on photo of teen-age girl superimposed over photo of the car crash she died in.)

SFX: Cars crashing, glass breaking, metal crunching.

Text on screen reads: Sherry Kramer, killed by a drinking driver, March 26, 1997.

(Screen goes black.)

Anncr. (VO): The excuse that killed Sherry:

Super: "I've had a few beers but I feel fine."

*"I've had a few beers
but I feel fine."*



(Cut to photo of father and young daughter superimposed over photo of the car crash they died in.)

SFX: Cars crashing, glass breaking, metal crunching.

Text on screen reads: Jeffrey Robinson and his daughter, Cynthia, killed by a drinking driver, August 19, 1995.

(Screen goes black.)

Anncr. (VO): The excuse that killed Jeffrey and Cynthia:

Super: "I always sober up when I get behind the wheel."

*"I always sober up
when I get
behind the wheel."*



(Cut to photo of couple in their mid-forties superimposed over photo of the car crash they died in.)

SFX: Cars crashing, glass breaking, metal crunching.

Text on bottom of the screen reads: James and Linda Maynard, killed by a drinking driver, September 8, 1996.

(Screen goes black.)

Anncr.: The excuse that killed James and Linda:

Super: "I don't want anyone else to drive my car."

**There's no excuse
for drinking and driving.**

(Cut to Super)

Super: There's no excuse for drinking and driving.

PSA 4
IS THAT STUPID?



(Open on scene of two young women leaving a party. One has had too much to drink. The other is sober and touches the arm of her friend as a gesture of concern as she speaks to her.)

SFX: Party music, background conversation.

Sober friend:

Call me to let me know
you got home okay.



(Cut to confident young woman at same party looking at camera.)

Woman:

Is that stupid or what? "Call me when you
get home" are code words for "Hey, I think
you've had too much to drink and just
might hurt yourself or someone else."

Don't wait for a news report.

Do something while you still can.

Be a friend.

**Don't let a friend
drink and drive.**

(Cut to super.)

Super:

Don't let a friend drink and drive.

PSA 5
COOL FRIEND

(Open to party scene. Everyone is talking, laughing and enjoying themselves. Camera focuses on two male friends. They are joking with each other and having a good time. One is drinking a lot and is starting to lose control. The other has had little to drink but is still enjoying himself. It is obvious that he is well-liked.)



(Camera cuts to close-up of friend who has had little to drink interacting with the group.)

Friend who has had little to drink(VO):

I've always cared a lot about my friends. I just don't want anything bad to happen to them. If you don't care, that's one thing. If you're afraid to make a stand, that's another. If you're the kind of person to help your friend, you do whatever it takes to not let them get in that car when they've had too much to drink. It's yourself. It's your personality. You have the attributes of a cool friend.



(Cut to close-up of friend who has had too much to drink.)

Drinking friend:

I gotta get home.

(He stumbles out of the party.)



(Cut to friend who has had little to drink.)

Friend who has had little to drink: (as he grabs his coat and follows his friend out of the party)

Hey Bud, hold up! I'm driving!

Be a friend.
Don't let a friend
drink and drive.

(Screen fades to black.)

(Cut to super.)

Super:

Be a friend.

Don't let a friend drink and drive.

PSA 6
KAREN AND BETH



(Open to shot of friends at a party talking, drinking, joking and laughing.)

SFX: Party music, background party conversation.



(Cut to close-up of Karen, one of the females at the party.)

Annrc. (VO):

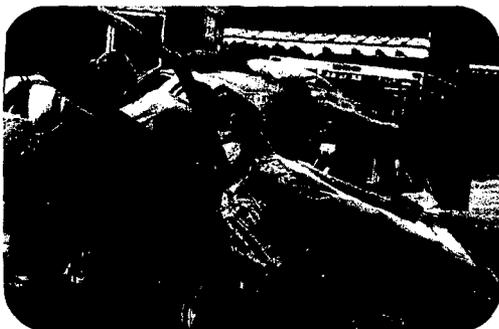
Tonight, Karen is going to die...



(Cut to close-up of Beth, another female at the party.)

Annrc. (VO):

...and Beth is going to kill her.



(Cut to scene of a crashed car.)

(Screen fades to black)

**Drinking and driving
turns friends into killers.**

(Cut to Super)

Super: Drinking and driving turns friends into killers.

DOT HS 808 726
June 1998



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

