Anti-drink driving public education 2012/2013

Think before you drink. Think twice before you drive.

Campaign overview
Alcohol impairs your ability to drive safely. It effects your judgement, vision, coordination and reflexes and increases your risk of having a crash. On average drink driving contributes to more than one in four fatalities (25.2%) on Queensland roads each year.

In 2011, there were 55 fatalities as a result of crashes involving drink drivers/riders, which represents 20.4% of the Queensland road toll. That means drink driving contributed to one in every five road fatalities in 2011.

As part of a long-term strategy to combat this, the Department of Transport and Main Roads developed the ‘Think before you drink. Think twice before you drive’ campaign. In 2012 the campaign featured the ‘Reflections – police presence’ television commercial which first featured launched in late 2010. The commercial aired in December 2012 and January 2013.

A new web application, ‘Pourmeister’ was also developed and launched in 2012, which educates users about standard drinks in an entertaining and engaging way. This application challenges user to pour a ‘virtual’ standard drink, raising awareness of how alcohol content varies depending on the type of drink. This application can be viewed at www.pourmeister.com.au.

An investment of $685,000 for the 2012-13 financial year was made to produce the creative for the campaign (including editing of the existing television commercial, production of the web-based application ‘Pourmeister’, development of online advertising, and convenience advertising in pubs and clubs, as well as the media placement of the campaign.)

Community attitudes and awareness
Key findings of the 2012 independent tracking survey of Queensland community attitudes and awareness found:

- driving when over the legal blood alcohol limit is considered socially unacceptable by 89 per cent of respondents
- if planning on drinking, 82 per cent of respondents plan ahead to avoid drink driving
- 73 per cent of respondents agreed that random breath testing ‘anywhere/anytime’ deters them from drink driving
• 56 per cent of Queensland motorists surveyed reported being stopped at a random breath test in the past 12 months.

**Campaign objectives**

The primary aim of the drink-driving campaign is to reinforce the positive behaviour among the target audience of deciding not to drive after drinking and to plan ahead if you know you are going to be drinking. Long term objectives of the campaign are to:

- position drink driving as a socially unacceptable behaviour in the community
- increase awareness of the consequences - negative impact on family, friends and work
- contribute to a reduction of the incidence of drink driving related offences, fatalities and hospitalisations
- Increase Queensland motorists’ awareness and understanding of the amount of alcohol they can consume and stay below the 0.05 BAC limit.

**Target audience**

Within the primary target audience there are certain audience segments that require different treatment from a communication perspective. The audience is generally aged 21–39 years of age. The target audience are:

- Males who are usually unsure if they are over or under the limit and feel nervous about driving if they think they are near the limit. They tend not to drive if going out for a ‘big night’ with friends, but generally end up driving after spontaneous drinking. They believe drink driving is wrong, but find it easy to justify.
- Males who think they are fine to drive even if they are over the limit – they believe they know better. They base their decision to drive (or not) on how drunk they ‘feel’ not on how many drinks they’ve had. They have never been caught drink driving – which only perpetuates the above beliefs and represent the most challenging audience to target.

The campaign may have spill over effects onto other audience segments and influence their attitudes to drinking and driving.
Key messages

The primary key message is *Think before you drink. Think twice before you drive*. Secondary messages include:

- You don’t know where the police will be waiting – expect to be tested.
- Plan ahead if you are drinking alcohol.
- If you are planning to drive, the best choice is to not drink any alcohol at all.
- Know your limits. As a guide only:
  - men can have two standard drinks in the first hour and one every hour after that
  - women can have one standard drink in the first hour and one every hour after that.

Campaign strategies

The slogan *Think before you drink. Think twice before you drive*, has been used to encourage the audience to consider their actions before getting behind the wheel.

A range of media will be used throughout the campaign including:

- A television commercial:
  - *Reflections – Police presence* aired 13 December 2012 (this television commercial previously aired in late 2010)
- Online advertising to promote the Pourmeister web application and continue awareness of standard drinks around the key holiday period.
- Convenience advertising (mirror stickers) in pubs and clubs throughout the state to support the traditional methods of advertising by providing an on-site reminder of the key messages.

Evaluation

Previously, an evaluation of the first burst of activity for the *Think before you drink. Think twice before you drive* anti-drink driving campaign was completed in February 2011. Key findings from this research found:

Recall
94% of respondents who had seen drink driving television advertising were able to recall at least one key message from this campaign when prompted.

- Think before you drink. Think twice before you drive (79%)
- Plan ahead if you are drinking alcohol (55%)
- Your choices will affect your life as well as others AND You just don’t know where police will be waiting – expect to be tested (53%).

**Awareness**

- Prompted awareness of the ‘Reflections – anxious and uncertain’ TVC stands at 67% and 88% among motorists who admit to drinking and driving and 95% of respondents support the main messages of the commercial.
- Prompted awareness of the ‘Reflections – police presence’ TVC is 42%, with 58% of drink drivers being aware of this TVC and 92% of respondents support the main messages in the commercial.

**Attitudes**

- 81% of motorists express a positive attitude towards the campaign tag line of ‘Think before you drink. Think twice before you drive.’
- Of those who admit to drinking and driving 74% display a positive attitude towards the tagline.
- The most common reasons cited for a negative reaction is found towards this advertising are:
  - I know how much I can drink before my driving is affected (9%) 
  - I can drive safely after I’ve been drinking (9%).

At least nine in ten motorists agree that the ad (*reflections – anxious and uncertain*) reminds me:

- drink driving is a serious road safety issue and a main contributor to the road toll (91%)
- my choices will affect my life as well as others (96%)
- to drink responsibly – you don’t have to be drunk to be over the limit, you just have to be 0.05 AND to plan ahead if I am drinking alcohol (93%)
- to not drink and drive, even if you think you are okay to drive (90%).

The majority of those who drink and drive agree that the advertising has impacted their attitudes in relation to drink driving. The driving behaviours of drink drivers have also been influenced, although not to as great an extent as the behaviours of motorists in general.