



Environmental Promotion: Considering the Design of Drinking Environments to Promote Responsible Behavior

Presented by:

Jim Lange, Ph.D., AOD Initiatives

Erin Meluso, RADD

2014 NASPA Alcohol, Other Drug Abuse, and Violence Prevention Conference
Loews Coronado Bay - San Diego, California
January 18, 2014

Environmental Interventions

- Typically use community mobilization to change the environmental availability of alcohol and increase enforcement of underage and DUI laws (e.g. Wolfson et al. 2012).
 - Increase coordination with police
 - Restrict alcohol use at campus events
 - Conduct compliance checks
 - Responsible beverage service training
- Can include alternative programming (fully restrictive environment)
- Both business and party focus

Comprehensive *Prevention* Strategies

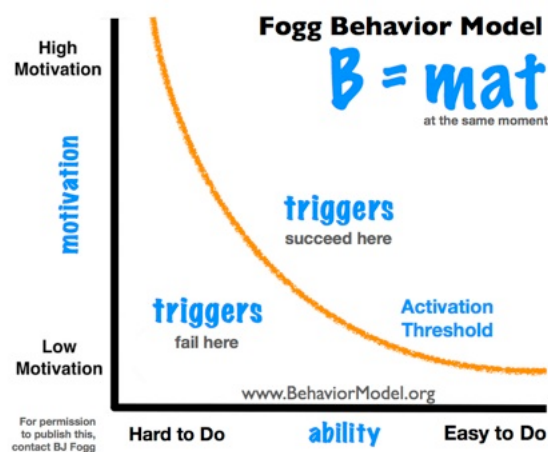
- Comprehensive Strategy:

- Motivational focus
- Alternative focus
- Access focus



3

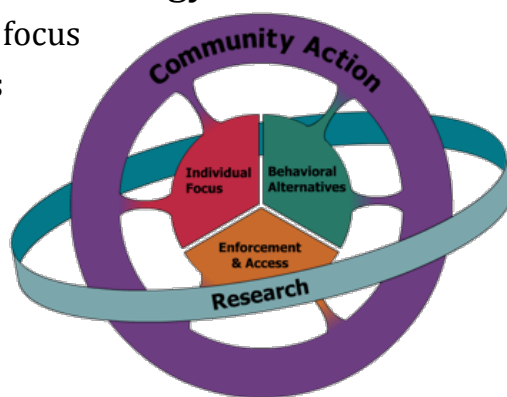
BJ Fogg Model



BJ Fogg's Behavior Model. Retrieved June 4, 2012, from <http://www.behaviormodel.org/>

Comprehensive *Promotion* Strategies

- Comprehensive Strategy:
 - Motivational focus
 - Trigger focus
 - Ability focus



5

BJ Fogg's Message

- 25 crummy trials are better than one “big brain” trial
- Trigger, ability and motivation.
- “Put hot triggers in the path of motivated people.”
- Try a bunch of quick things to make it happen.

Basic Premises

- Designated Drivers are widely known and popular
- Implementation of DD is inconsistent and flawed
- Brief interactions can greatly enhance effective use of DD

Setting the Stage

- Server/Patron based intervention
- Getting establishments on board
- Getting patrons on board

Yelp Review: Crummy Trial #1

Yelp About It!

Check in and post a review of a RADD Member establishment.

Include if they offered you a FREE NON-ALCOHOLIC BEVERAGE FOR THE DESIGNATED DRIVER in your review. If they did, also include THE SERVER'S NAME that offered the drink so that he or she can be entered into a drawing for \$50 prize.

Email a copy of your review to YelpReview@iprevention.com and we'll enter you in a drawing for a \$100 prize. The more reviews you do and send us, the more entries into the lottery you'll have and more chances you'll be the winner!

All prizes are Amazon.Com gift certificates. Prizes will be drawn on May 2 from the reviews received by 11:59 PM May 1.

Winners will be notified by email.



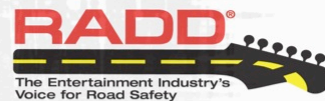
WHAT IS RADD?



RADD IS...

Founded in 1986 as *Rockers Against Drunk Driving*, RADD® advocates the use of designated drivers, seatbelts, underage drinking prevention, and safe driving through full control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, and positive.

RADD; The Entertainment Industry's Voice for Road Safety, is dedicated to saving lives and reducing injuries through *edutainment*.



RADD's "Friends" Anti-DUI Campaign

A decade of partnership with USDOT, Ad Council, NAB on "Friends"

- America's iconic Designated Driver campaign is "*Friends Don't Let Friends Drive Drunk*"
- Generated over \$80 MM earned media nationally
- Fresh campaign w/call to action, *...Do You?*^(TM)
- Strong community legs through the RADD California Coalition, co-chaired by the California Department of Alcoholic Beverage Control and funded by the California Office of Traffic Safety through USDOT/NHTSA
- More than 300 licensed venues serve as RADD Rewards partners throughout California.



RADD/HBO: SMASHED Community Kit

RADD Youth Coalition / 1st National Teen Campaign to Address Underage Drinking Prevention!

Accomplishments to Date:

- Two prestigious national awards
 - NHTSA "Public Service Award" in 2004
 - GHSA "Peter J. O'Rourke Special Achievement Award" in 2006
- Heavy national and local media coverage for UDP
- Military screenings - air craft carrier "Harry S. Truman," the Pentagon, NRSW, DC, etc.
- BACCHUS Network created/executed successful *SMASHED* college campus mentoring model
- National Safe & Drug Free Schools & OJJDP distribution to grantees
- NHTSA Evaluation results due in 2013
- **30,000 copies distributed to date...all FREE! And all were requested!**
- NHTSA printed another 3,000 copies in spring 2013




A tool for use in your own comprehensive programming



13




RADD's California Coalition A Model Environmental Responsible Beverage Service (RBS) Project




RADD California Coalition


Mission Statement: *The RADD California Coalition (RCC) formed in 2005 to engage business, hospitality, media and state government leaders in a forum to utilize marketing techniques, science-based programs and lifestyle solutions to reduce deaths and injuries among ages 21-34 on California's roads. The RCC's co-chairs are Erin Meluso, RADD President and Tim Gorsuch, California ABC Director.*




WHO: BIDs, colleges, government/civic entities, law enforcement, licensed retailers, media, alcohol industry suppliers/distributors, auto makers, insurance companies, lifestyle brands, energy companies, and others who support RADD's vision of improving public safety through the promotion of designated drivers, taxi cabs/alternate transportation, and responsible beverage service.

HOW: Membership in the RCC is free; meetings are held quarterly, alternating between Los Angeles and Sacramento






Funding for this program was provided by a grant from the California Office of Traffic through the National Highway Traffic Safety Administration.



RADD California Coalition (RCC) State Partners

- California Business, Consumer Services & Housing Agency (BCSH)
 - California Department of Alcoholic Beverage Control (ABC),
Co-Chair with RADD of the RADD California Coalition
- California State Transportation Agency (CalSTA)
 - California Office of Traffic Safety (OTS), *RADD's Grant Funder*
 - California Highway Patrol (CHP)
 - California Department of Motor Vehicles (DMV)
 - California Department of Transportation (CalTrans)
- Regents of the University of California
 - UC Irvine (UCI), *RADD's Grant Partner*




RADD Grant Partner Campuses 2013

<p>Sacramento Region University of California, Davis Sacramento State University University of the Pacific</p> <p>Los Angeles Region University of California, Los Angeles (UCLA) Cal State University Northridge University of Southern California (USC)</p> <p>Orange County Region University of California, Irvine Cal State University, Fullerton Concordia University Orange Coast College</p>	<p>Inland Empire (SoCal) University of California, Riverside Cal State University, San Bernardino University of Redlands</p> <p>San Diego Region University of California, San Diego San Diego State University Cal State University San Marcos University of San Diego</p> <p>Southern San Francisco Bay Area University of California, Santa Cruz Cal State University, San Jose</p>
---	--

NOTE: During 2014, RADD's college list will grow from 19 to 30 campuses statewide!


Funding for this program provided by this program provided by the California Office of Traffic Safety though the National Highway Traffic Safety Administration (NHTSA/USDOT)



RADD California Coalition Model

Steering

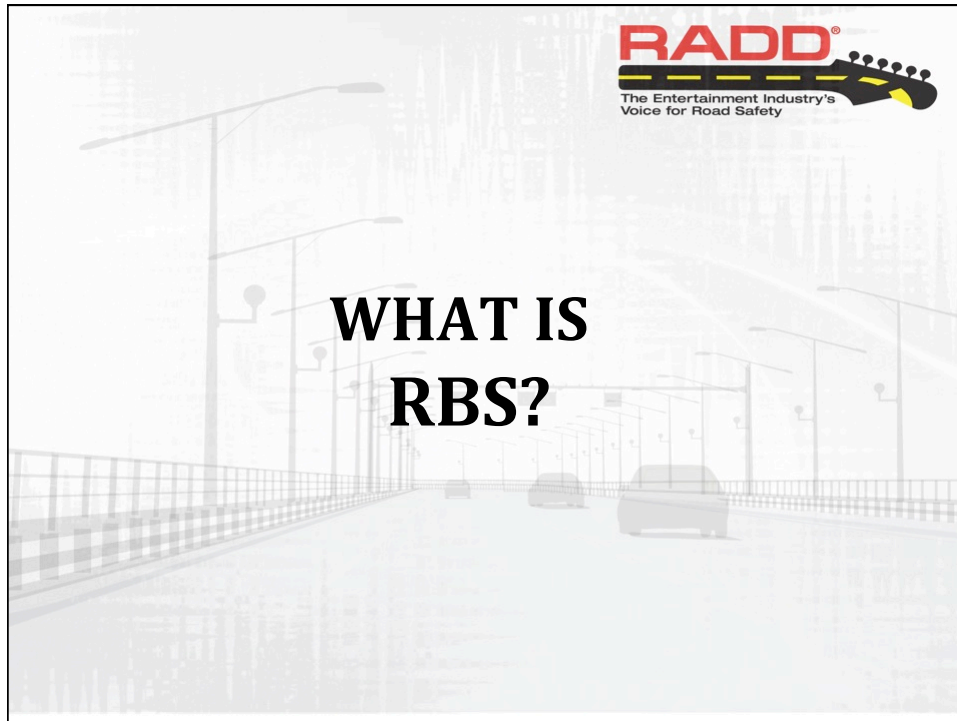
College Partners



Hospitality Industry
Law Enforcement & State Regulators

Implementation

- Social Media / Marketing
- Campus Health Ed & Promotion
- Peer Educators (“RADD Crew”)
- Hospitality Associations
- BIDs / Community Associations
- Lifestyle Retailers
- PR / Earned Media
- College Clusters grouped around Hospitality Zone hubs
- Distribution Resources



Responsible Beverage Service training (RBS) is a community-based approach to promote public safety and to reduce the risks associated with the retail alcohol environment. Researchers have found this to be an effective way to reduce hazardous alcohol use.

There are three parts to this approach:

- The adoption of alcohol service policy and guidelines by an establishment or business
- Education and guidance of servers to follow policy
- The development of policies between businesses, communities, law enforcement and local government

The background of the slide is a faded image of a city street with streetlights and cars.




The Importance of Server Interventions

The moment of contact between the server and the drinker presents one of the greatest potentials for DUI prevention

RBS training and strong in-house policies have proven to be effective in reducing alcohol-related problems and increasing profitability.

Working together, retail alcohol beverage businesses can join with other community members to enhance the quality of life and economic stability of the community.





Environmental Interventions

STANDARD HEALTH MODEL:
Typically uses community mobilization to decrease the environmental availability of alcohol and increase enforcement of underage and DUI laws (e.g. Wolfson et al. 2012)

RADD HOSPITALITY MODEL:
Engages management, servers and patrons in rewards-based, "shared-mission" lifestyle marketing campaigns to get patrons home safely and promote responsible behavior through the use of RADD designated drivers and the "RADD Card" program.



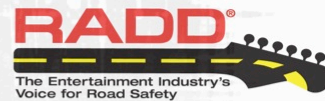
Basic Premises

Designated Drivers are widely known and popular, but...

- Implementation of DD is inconsistent and flawed
- Back-up plans are rarely made


Brief interactions can greatly enhance effective use of DDs and can be used to promote alternate transportation.

- “We offer RADD rewards
- “Are you a RADD designated driver?”
- “Do you have a RADD Card?” and “May we schedule a cab for you?”




RADD California Coalition's Engagement Strategies


- **Patrons:** RADD's marketing campaigns foster on-campus activations and fuel social-media outreach
- **Venues:** Participating retailers utilize RADD's best practices for responsible beverage service and deliver RADD Rewards incentives, and environmental cues
- **Community:** RADD/Business-led interaction and engagement with law enforcement, local media, town/gown organizations, hospitality groups, industry (brewers, distillers, wholesalers), taxi fleets and transportation agencies



Make a Plan.
It's as simple as calling a cab or taking keys from a friend



Friends don't let friends drive drunk ...Do You?





www.getwithRADD.org | www.radd.org
Facebook.com/RADDinCA
Facebook.com/RADDinCollege

RADD Designated Driver Rewards Program

College DUI Awareness Project encourages young adults ages 18 - 34 to utilize non-drinking designated drivers or alternate transportation each time they go out.

RADD establishments throughout the state provide incentives to customers who identify themselves as RADD designated drivers. There is no charge to establishments and they receive free materials and promotion on college campuses across California.






RADD REWARDS PROGRAM

We're a RADD Rewards partner and support these responsible beverage service practices:

- 1 Diligently **CHECK IDS**
- 2 Practice **RESPONSIBLE BEVERAGE SERVICE**
- 3 Support patrons **GETTING HOME SAFELY**

OUR REWARDS:



I don't let my friends drive drunk ...Do You?

Find us on Facebook
Facebook.com/RADDinCA
Facebook.com/collegeRADD

RADD "Kitchen Posters"

- Promote RBS
- Remind staff of venue's RADD Rewards for DDs

Rewards include:

- Free non-alcohol beverages
- Free food and snacks
- VIP line
- Waived cover charge
- Free billiards and games

Think "sales promotion" NOT sales prevention!



Model RADD Hospitality Zones

In San Diego

Pacific Beach



and Gaslamp Quarter



Midtown & Downtown Sacramento



Downtown Los Angeles





Thank you! For more information, please contact:

Jim Lange, Ph.D.
San Diego State University
AOD Initiatives Research
lange@aodinitiatives/org

Erin Meluso
President
RADD International
erin.meluso@radd.org



California Coalition

