

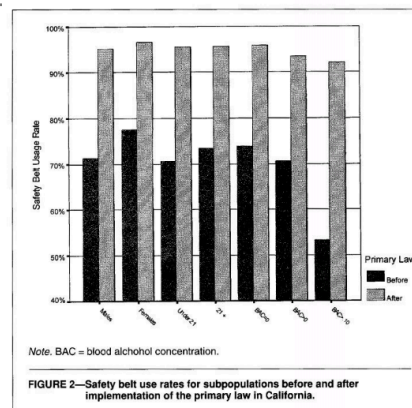
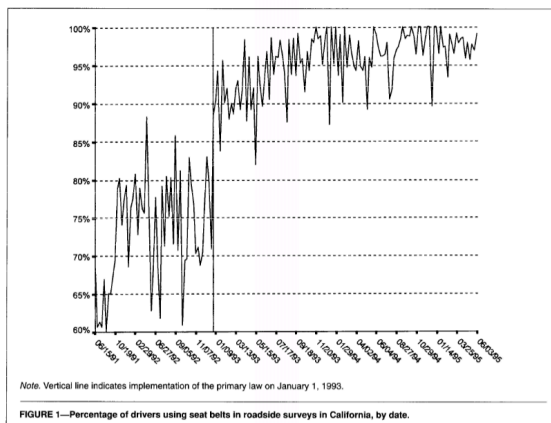
# Understanding and addressing audience resistance

PRESENTATION WITHIN THE PANEL *PUBLIC HEALTH SUCCESSES AND MEDIA INNOVATIONS*. CONNECTICUT SEAT BELT SUMMIT, NHTSA REGION 1 AND 2, WINDSOR, CT. MARCH 2-4, 2016

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## Primary Seat Belt Laws Work for Drunk Drivers



Lange, J. E., & Voas, R. B. (1998). Nighttime observations of safety belt use: An evaluation of California's primary law. *American Journal of Public Health, 88*(11), 1718–1720.

## Societal Definitions Change

Drunk driving was a concern since cars existed (Lange, 2008). But rarely mentioned by prohibitionists in the early 1900's.

Now it's a major source of our justification for alcohol restrictions.



## Very Early Understanding of DUI



Circa 1910



WPA Funded Art 1936 or 1937



Kansas United Dry Forces, 1939

“A social problem is a socially constructed way of seeing certain conditions that provides a claim to change through public actions.” – Joseph Gusfield

In a sense, we’ve always known alcohol posed driving risk

- The Horseless Age (1907) published that the “drunken driver” is the sort that would scare horses as he passed.
- AAA banned alcohol at its races prior to 1917.
- Hearings on Responsibility Legislation in 1930 identified drunk driving (even during prohibition) as a source of injury.

But we did not see the crystallization of the social construct until MADD in the 1980’s.

Where do we stand with seat belts? Perhaps a post-social problem era.

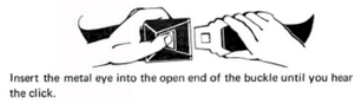
## Early Marketing efforts



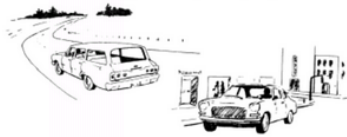
Falcon, 1962 Ford Falcon XL utility with advertising Seat Belt Save Lives



# Early Education Efforts



Seat belt should fit snugly over the hip bones (pelvis, *not* the waist).



When in a car, traveling near or far, driving fast or slow, wherever you go, **WEAR A SAFETY BELT.**

3

WHEN MOTHER DRIVES THE CAR

When Mother drives the car she is ver - y care - ful her  
Daddy he  
Brother he  
Sister she

seat belt is buck - led to help keep her  
from her  
safe

WHOEVER YOU ARE

1. When you're in a car driv - ing near or far  
2. So if you're a farm - er or if you're a barb - er

buck - le your seat belt who - ever you are CLICK!

## teaching children about safety belts

Grades K thru 3

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Dialized by C

# Various Countervailing Concepts

Reactance

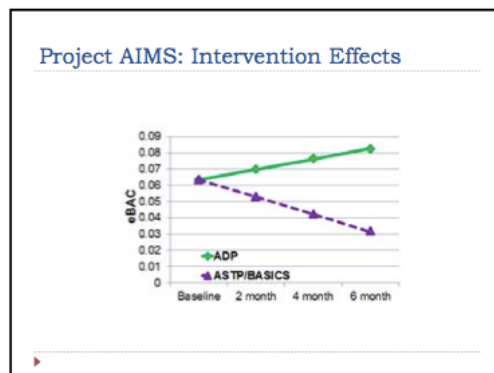
Comfort

Social Forces: Not necessarily overt

Fear/misunderstanding of relative risk



## Don't just do something, stand there!



Logan, Diane, Jason R. Kilmer,  
and Timothy C. Marchell.

"Connection versus

Enforcement: Lessons Learned  
from the 'Teachable Moments.'"  
San Diego, CA, 2014.

Following the sanction effect the  
ADP approach..."suggests that  
the immediate effects may be  
undermined or at least not  
maintained in an education-only  
program."

Logan, D. E., Kilmer, J. R., King, K. M., & Larimer, M. E.  
(2015). Alcohol Interventions for Mandated Students:  
Behavioral Outcomes From a Randomized Controlled Pilot  
Study. *Journal of Studies on Alcohol and Drugs*, 76(1), 31-  
37.

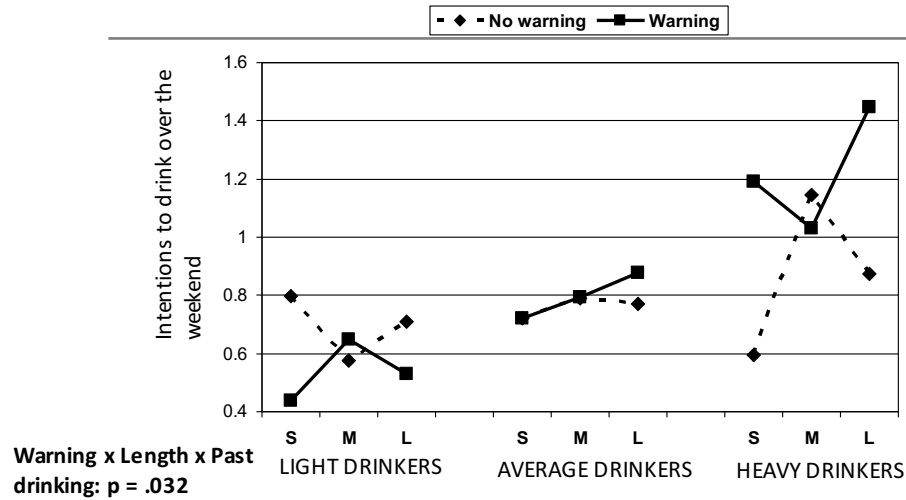
## Examples of experimental messages with "Gain" vs "Loss" Frame

If you drink, drink moderately. It can keep you healthy  
and fit, help you stay smart, and may save your life. (21  
words)

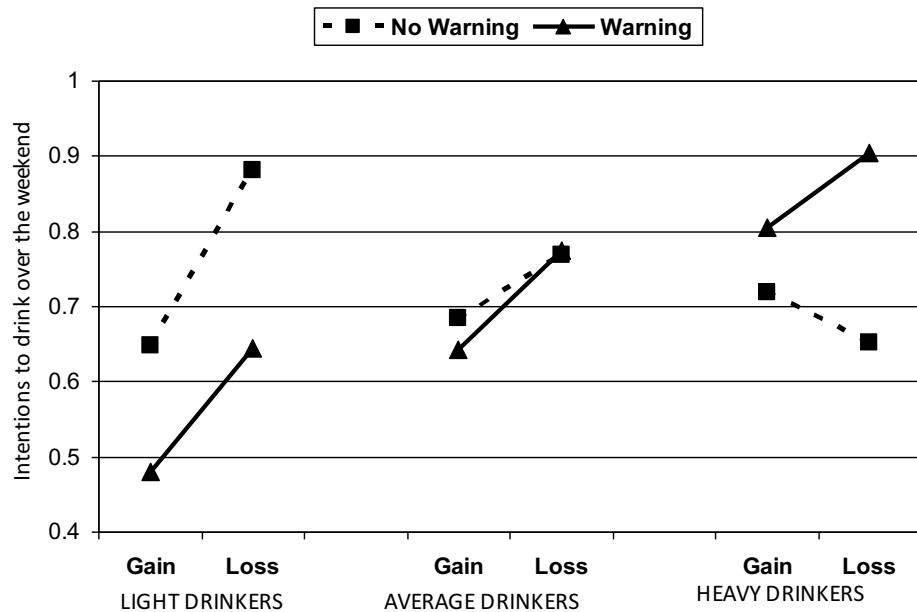
Excessive drinking can damage your health and increase  
your weight. It impairs judgment and decision making.  
Excessive drinking can ruin your life. (22 words)

Research Grant 5RC1AA19004, Lange, JE (PI)

## Intentions to drink after message presentations: Tentative Results



Research Grant 5RC1AA19004, Lange, JE (PI)



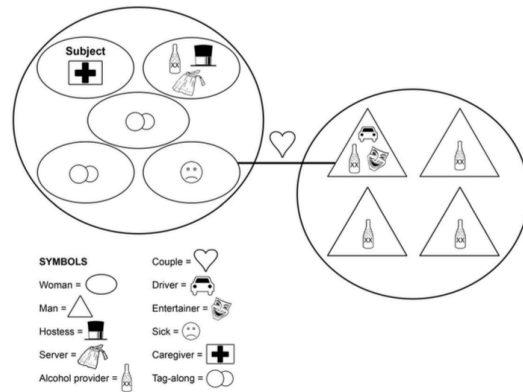
Main effect of frame:  $p = .10$  although not quite significant in any of the cells

(also main effect of gender and its interaction - not represented, interaction warning x past drinking  $p = .006$ )

Research Grant 5RC1AA19004, Lange, JE (PI)

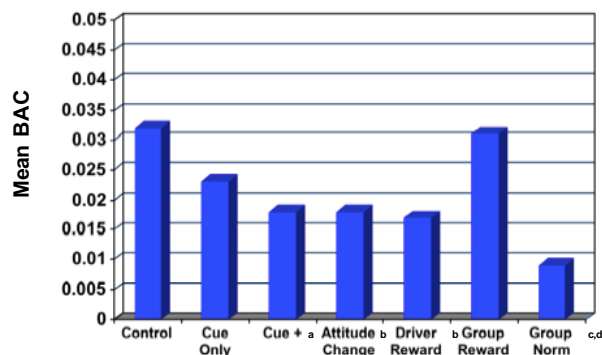
# Social Context

Source of benefits, protection,  
and risks



Lange, J. E., Devos-Comby, L., Moore, R. S., Daniel, J., and Homer, K. "Collegiate Natural Drinking Groups: Characteristics, Structure, and Processes." *Addiction Research & Theory* 19, no. 4 (August 2011): 312–22.

## Border Trial: Drivers' Returning BACs



Lange, J. E., Reed, M. B., Johnson, M. B., & Voas, R. B. (2006). The efficacy of experimental interventions designed to reduce drinking among designated drivers. *Journal of Studies on Alcohol*, 67(2), 261–268.

## Brainstorming gain messages

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Wearing your seat belt during short trips can mean keeping your teeth when in a fender bender.

Wearing your seat belt every time you drive can increase your chance of walking away from an accident.

Wearing your seat belt can mean making it to work the day after a crash.

Abiding by seat belt laws can mean more money in your pocket.

Friends ask friends to buckle up.

Keep friends by buckling up in their car.

## Understanding and addressing audience resistance

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