



# **Beyond Access Controls: Another Take on Environmental Prevention**

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# Environmental Interventions

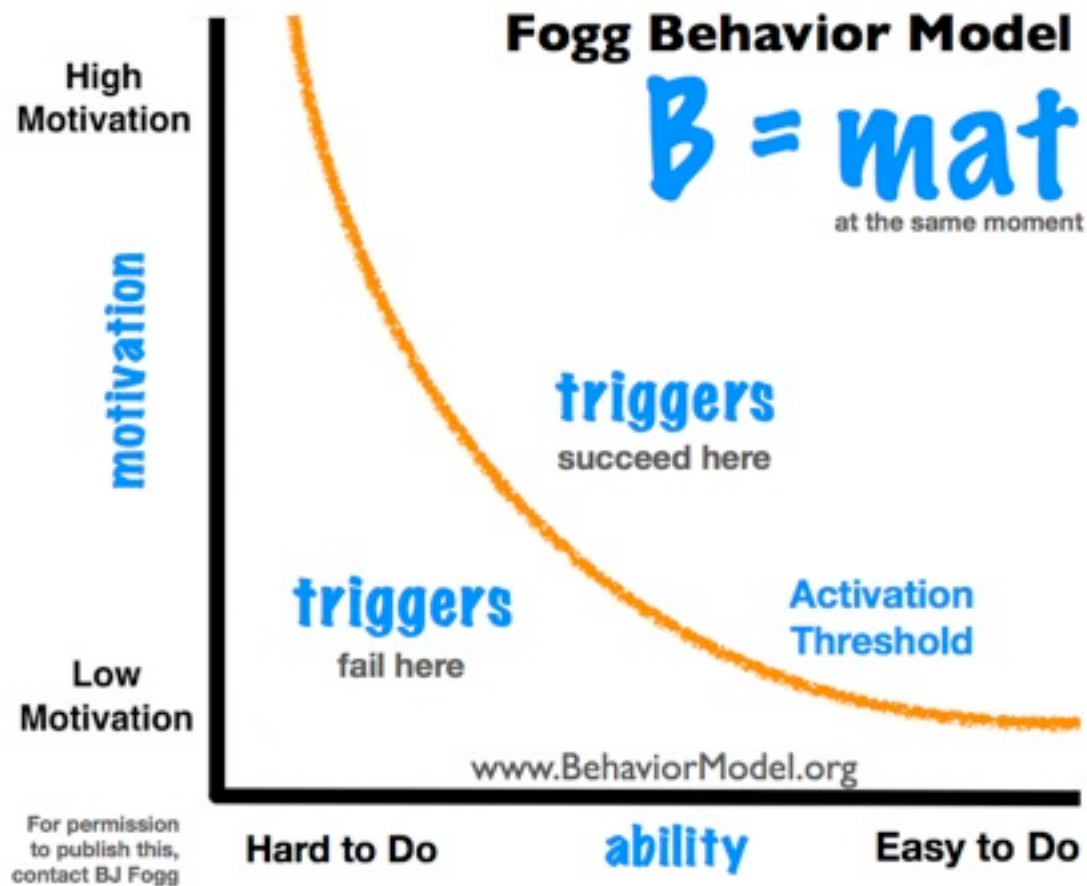
- Typically use community mobilization to change the environmental availability of alcohol and increase enforcement of underage and DUI laws (e.g. Wolfson et al. 2012).
  - Increase coordination with police
  - Restrict alcohol use at campus events
  - Conduct compliance checks
  - Responsible beverage 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



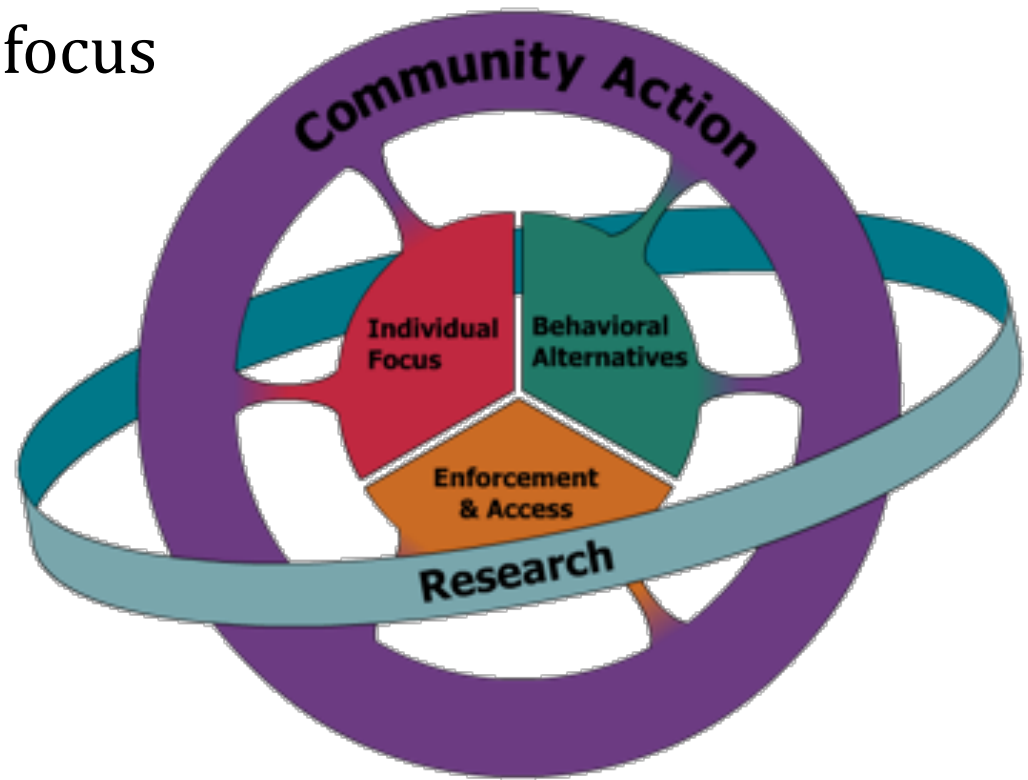
# BJ Fogg Model



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



# 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](mailto: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](http://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?



# WHAT IS RADD?



# RADD IS...

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

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



# RADD: “Friends” Anti-DUI Campaign

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

- America’s iconic Designated Driver campaign
- Over \$80 MM earned media to date nationally
- Fresh campaign w/call to action, **...Do You?**
- Building strong community legs through the RADD California Coalition, CA DUI Prevention Program with UCI and CA Office of Traffic Safety, plus 200 RADD Retail Rewards partners in CA



# 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





# 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 Jacob Appelsmith, ABC Director and Senior Advisor to Governor Brown.



**WHO:** Community partners (law enforcement, BIDs, health care agencies), colleges, government, 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, alternate transportation and responsible beverage service

**HOW:** Membership is free; quarterly mtgs.; alternating LA/Sac







## **RADD California Coalition's *State Partners***

- Office of Traffic Safety (OTS) / Grant Funder
- Alcoholic Beverage Control (ABC)
- Business, Transportation and Housing Agency (BTH)
- California Highway Patrol (CHP)
- Department of Motor Vehicles (DMV)
- Department of Transportation (DOT)
- University of California, Irvine (UCI) / Grant Partner





# RADD California Coalition Model

## Steering

**College Partners**



**Hospitality  
Industry**

**Law Enforcement  
& State Regulators**

## Implementation

- Campus Health Education & Promotion
- Peer Educators ("RADD Crew")
- BIDs / Community Associations
- Non-Hospitality Businesses
- PR / Earned Media
- Community Hubs
- Distribution Resources

# WHAT IS RBS?

**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.collegeisRADD.org](http://www.collegeisRADD.org) | [www.radd.org](http://www.radd.org)

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



[Facebook.com/RADDinCA](https://www.facebook.com/RADDinCA)  
[Facebook.com/RADD4college](https://www.facebook.com/RADD4college)



## “RADD Designated Driver Rewards Program”

**College DUI Awareness Program** 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 such as discounts on food or free non-alcoholic beverages to customers that identify themselves as RADD designated drivers. There is no charge to establishments and they receive free materials and promotion on college campuses across California.*







# What is Responsible Beverage Service

The moment of contact between the server and the drinker presents one of the greatest potentials in the prevention of drinking and driving and other alcohol related problems in the community. By working together, retail alcohol beverage businesses can join with other community members to enhance the quality of life and economic stability of the community.

Responsible Beverage Service Training and strong In-House Policies have proven to be effective in reducing alcohol-related problems and increasing profitability.





# *Because We Care!*

## **Pacific Beach Community Covenant**

Hospitality is an important aspect of the social and cultural activities for all visitors to Pacific beach. The hospitality industry – comprised of hotels, restaurants, bars, nightclubs, social clubs, micro-breweries and recreation facilities – is the community's largest private employer and a major contributor to its economic vitality.

As commercial and social hosts, we recognize the importance of being responsible hospitality providers and recognize the right of people to choose to drink or not drink alcoholic beverages. For this reason, we have adopted a Community Covenant to emphasize our responsibility toward serving our guests which frequently includes students from many of our nearby colleges and universities and the equally large population of young military personnel. In acknowledging the importance of moderation, we recognize the distinction between the appropriate and inappropriate use of beverages containing alcohol.

Because of the nature of products and services provided which includes alcoholic beverages, both hosts and guests share the responsibility of protecting the health, safety and well-being of the community.

As members of the Pacific Beach community, we support the efforts of community alcoholism treatment and recovery agencies that assist individuals to safeguard their own welfare and that of the community at large.

Therefore, we agree to adopt the following hospitality practices which promote a healthy and safe environment for visitors to and residents of Pacific Beach. We agree to:

- Assure that all owners, managers and servers are certified by the Responsible Beverage Service Program (ABC).
- Provide competitively priced beverages which contain reduced alcohol or which are alcohol-free in those establishments which are licensed to serve alcohol.
- Refuse to participate in promotions or specials which encourage over consumption and intoxication.
- Refuse to serve intoxicated patrons.
- Encourage the consumption of food when alcoholic beverages are sold or served.
- Encourage an atmosphere that facilitates social interaction among groups of men and women and activities other than drinking.
- Encourage awareness of the risks involved with the consumption of beverages containing alcohol related to activities and situations that might result in harm, injury, or death – such as when driving, when pregnant, and when operating machinery.
- Refrain from the illegal use of promotional flyers, and abide by posting practices on campus.
- Recognize that a clean neighborhood is good for business and participate in the cleaning of the neighborhood by pressure washing sidewalks at least quarterly, providing outdoor trash cans and ashtrays for patrons, and sweeping sidewalks on a daily basis.
- Participate in a Designated Driver Program such as RADD.
- Refrain from advertising two for one drink specials or prices below two dollars for any alcoholic beverage sold in our establishments.
- Provide a safe environment for customers and employees alike by operating with proper fire safety practices.
- Maintain and abide by the occupancy standards set forth for each establishment. Continue to seek training and direction from Fire and Rescue with a commitment to operate in a responsible manner.



**RADD's Model  
Community Covenant  
is used successfully by  
the cited of Pacific  
Beach and Davis, CA.**

**It was developed by  
Marian Novak for  
RADD's use.**

# Model College Hospitality Zones

## San Diego's Pacific Beach

All four San Diego colleges' main entertainment destination is the Pacific-Mission Beach area

RADD Crew have recruited over **34 RADD Rewards partners.**

Most are independently owned beer bars



Banner campaign on Garnet Avenue the major “party central” road in PB, during Oct-Nov ‘09





# Model College Hospitality Zones

## Sacramento's Midtown & Downtown

The Midtown and Downtown Business Associations of Sacramento have become an avid RADD-Sac State partner

A featured Midtown event with the community and Sac State in '11 was "Cocktail Week"

Midtown's sister agency, the Downtown Sacramento Partnership joined in 2011 and helped Sac State recruit RADD Rewards partners.

**A total of 24 RADD Rewards retail partners in Midtown and Downtown Sacramento participate in the program**



MCW supports RADD in its road safety efforts. Please don't drink and drive!







***Thank you!*** *For more information, please contact:*

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