



**RP ###**

# **Courageous Voices Pilot Study Final Report**

By

Jay Otto

Annmarie McMahon

Center for Health and Safety Culture,  
Western Transportation Institute,  
Montana State University

Prepared for

Idaho Transportation Department  
Research Program

Division of Highways, Resource Center

<http://itd.idaho.gov/planning/research/>

August 2015

RESEARCH REPORT

IDAHO TRANSPORTATION DEPARTMENT

### **Standard Disclaimer**

This document is disseminated under the sponsorship of the Idaho Transportation Department and the United States Department of Transportation in the interest of information exchange. The State of Idaho and the United States Government assume no liability of its contents or use thereof.

The contents of this report reflect the view of the authors, who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official policies of the Idaho Transportation Department or the United States Department of Transportation.

The State of Idaho and the United States Government do not endorse products or manufacturers. Trademarks or manufacturers' names appear herein only because they are considered essential to the object of this document.

***This report does not constitute a standard, specification or regulation.***

1. Report No. FHWA-ID-(will be filled in by ITD)	2. Government Accession No. Leave Blank – erase before final	3. Recipient's Catalog No. Leave Blank – erase before final	
4. Title and Subtitle Media Messages and Tools Pilot Implementation Project		5. Report Date Date published	
		6. Performing Organization Code Leave Blank – erase before final	
7. Author(s) (LIST ALL AUTHORS- erase this phrase before final) Jay Otto, Annmarie McMahon		8. Performing Organization Report No. Add the billing code	
9. Performing Organization Name and Address CENTER FOR HEALTH AND SAFETY CULTURE, Western Transportation Institute, College of Engineering, Montana State University-Bozeman, P.O. Box 174250, Bozeman, MT 59717		10. Work Unit No. (TRAIS) Leave Blank – erase before final	
		11. Contract or Grant No. Leave Blank – erase before final	
12. Sponsoring Agency Name and Address Idaho Transportation Department Division of Highways, Resource Center, Research Program PO Box 7129 Boise, ID 83707-7129		13. Type of Report and Period Covered Final or Interim Report 10/1/2012 – 6/30/2015	
		14. Sponsoring Agency Code Leave Blank – erase before final	
15. Supplementary Notes e.g. Project performed in cooperation with the Idaho Transportation Department and FHWA.			
16. Abstract This report describes a pilot project in Idaho involving a media campaign used in three communities to increase engagement by bystanders to prevent someone from drinking and driving. Various forms of media (including television, radio, and print) were created to support the "Courageous voices create safe roads" theme. Written, mailed surveys of random households in the three communities were conducted before and after the campaign. Surveys from across the state provided a comparison group. Media was placed in the communities for about 12 months. Surveys showed positive, statistically significant changes in beliefs targeted by the media in the pilot communities and no changes across the state. No changes in behaviors or alcohol-related crashes were measured. Local stakeholders from the three communities were provided training in the approach; however, there was little future engagement by the stakeholders in efforts to promote the media or address local policy. Recommendations for future efforts are provided.			
17. Key Words Media, traffic, impaired driving, bystanders, intervention, safety behavior, culture change		18. Distribution Statement Copies available online at <a href="http://itd.idaho.gov/highways/research/">http://itd.idaho.gov/highways/research/</a>	
19. Security Classification (of this report) Unclassified	20. Security Classification (of this page) Unclassified	21. No. of Pages 78	22. Price None

**FHWA Form F 1700.7**

---

## **Acknowledgements**

The Center for Health and Safety Culture wishes to acknowledge the contributions and support by all those at the Idaho Transportation Department who have participated in this project – especially Steve Grant for his support during media development and deployment; Dave Tuttle and Mark Hall for their support and production of two of the video and radio ads; Lisa Losness for assisting with community engagement and media placement; and, Brent Jennings for his wisdom, support and efforts to engage key stakeholders. We would also like to acknowledge Deputy Director Scott Stokes for his leadership and willingness to engage in the project by creating advertisements.

We would also like to thank Eva Escalante of the Idaho Transportation Department for her work in supporting the mailings for the surveys.

We would also like to acknowledge all the participants of the Positive Community Norms training who gave their time and shared their wisdom to help inform this effort.

---

## Table of Contents

Acknowledgements.....	ii
Table of Contents.....	iii
List of Tables .....	v
List of Figures .....	vi
Executive Summary.....	vii
Chapter 1 Introduction .....	1
Research Objective and Background .....	1
Overview of Pilot Project .....	1
Chapter 2 Summary of Project Activities .....	3
Overview .....	3
Pre-Intervention Community Survey .....	3
Training Local Stakeholders .....	4
Media Development .....	5
Media Placement .....	6
Post-Intervention Community Survey .....	7
Chapter 3 Evaluation.....	9
Overview .....	9
Changes in Campaign Awareness .....	9
Changes in Beliefs .....	10
Changes in Behaviors .....	12
Intervening Behaviors .....	12
Calling Law Enforcement .....	13
Driving Within Two Hours of Drinking .....	14
Changes in Outcomes .....	14
Summary of Changes .....	14
Chapter 4 Conclusion and Recommendations.....	15
Conclusions .....	15
Recommendations .....	16
References .....	17
Appendix A Community Survey and Letters .....	19
Appendix B Community Survey Statistical Report .....	23
Appendix C Pre-Intervention Community Survey Key Findings Report .....	33
Appendix D Training Participants.....	39

---

Appendix E Media – Supporting Materials .....	41
Appendix F Media – Billboards .....	51
Appendix G Media – TV Advertisements .....	53
Appendix H Media – Radio Advertisements .....	57
Appendix I Media – Newspaper Ads used in Blackfoot .....	59
Appendix J Media - Bars.....	61

---

## List of Tables

Table 1. Primary Messages to Foster Bystander Engagement.....	1
Table 2. Summary of Age of Pre-Intervention Survey Participants .....	4
Table 3. Summary of Pre-Intervention Survey Participants.....	4
Table 4. Summary of Television, Radio and Billboard Advertisements .....	6
Table 5. Summary of Age of Post-Intervention Survey Participants.....	7
Table 6. Summary of Post-Intervention Survey .....	7
Table 7. Changes in Campaign Awareness.....	10
Table 8. Changes in Beliefs.....	11
Table 9. Changes in Intervening Behaviors .....	12
Table 10. Changes in Perception of Intervening Behaviors .....	12
Table 11. Changes in Self-Reported Calls to Law Enforcement .....	13
Table 12. Alcohol-related Crashes .....	14

---

# List of Figures

Figure 1. Change Model ..... 9



---

# Executive Summary

## Introduction

### Research Objective and Background

One of the Idaho Transportation Department's (ITD) primary goals is to improve traffic safety. Alcohol impairment is a significant contributing factor to fatal and serious injury crashes in Idaho.<sup>(1)</sup> In previous research conducted by the Center for Health and Safety Culture (Western Transportation Institute, Montana State University) using its Positive Community Norms Framework, a strategy to reduce alcohol-related crashes in Idaho by engaging bystanders to prevent others from driving after drinking was explored.<sup>(2)</sup> This research identified potential messages that could be used in a media campaign to increase bystander engagement. The purpose of this pilot project was to test these messages using a universal media campaign, engage local stakeholders to leverage the media to reduce impaired driving, and to evaluate its impact on beliefs and behaviors regarding bystander engagement as well as on alcohol-related crashes.

### Overview of Pilot Project

Three communities were identified for the pilot study: Blackfoot, Lewiston and the City of Twin Falls. These communities were selected because of their geographic distribution across the state, diversity of size, and their high rates of alcohol-impaired driving incidents. The remaining communities in the state (excluding these three) were used as a comparison group. Written surveys were mailed to a random sample of households in each of the three pilot communities as well as across the state before and after the communications campaign to document change. The brand "Courageous Voices Create Safe Roads" was created, and media including television and radio ads were developed using this brand and placed in these three communities from late 2013 to late 2014. Supportive materials including a brochure, speaking points, sample presentation, press releases, and a website landing page were also created.

Stakeholders from the three communities were identified and recruited to participate in initial training about the project. About 21 individuals from the three communities participated in a two-day training. However, there was little engagement by the stakeholders after the initial training.

## Evaluation

Surveys among adults in the three pilot communities conducted before and after the media campaign were compared to assess change. Also, surveys among adults from across the state (outside of the three pilot communities) were compared to see if any changes occurred in areas where the media messages were not placed (perhaps as a result of other efforts to address this issue). Comparisons (using T-tests of the means) showed statistically significant improvements in beliefs addressed in the campaign messages in the pilot communities. Specifically, agreement with the belief that most adults agree people should try to prevent a stranger from driving after drinking enough alcohol to be impaired and agreement with the statement that "I should try to prevent a stranger..." increased statistically significantly ( $p < 0.001$  and

---

$p=0.008$ , respectively). Furthermore, the perception that most people would support individuals who chose to prevent a stranger from driving after drinking too much increased ( $p<0.001$ ) as did the perception that most people would try to intervene ( $p<0.001$ ). Other related beliefs increased as well.

Beliefs not addressed in the campaign showed no changes. No changes were seen in responses outside of the three pilot communities thus supporting the notion that the campaign caused the changes measured in the pilot communities.

The surveys revealed no changes (in either the pilot communities or in the statewide sample) in self-reported behaviors about intervening to try and prevent a stranger from driving after having too much to drink, calling 911 to report a potentially impaired driver, or driving within two-hours of drinking. Because these behaviors are somewhat rare (most people do not drive after having too much to drink, therefore, relatively few people are in a position to intervene), measuring changes in these behaviors can be challenging with relatively small survey samples.

The number of calls to 911 to report drinking and driving were collected from two of the three pilot communities and showed anecdotal evidence of increases during the campaign. Crash reports indicated a slight reduction in alcohol-related crashes during the year of the campaign. However, the reduction in the pilot communities occurred at a rate similar to the reduction at the state level. Thus, the campaign does not appear to have reduced alcohol-related crashes.

## **Conclusion and Recommendations**

Media pieces were able to be created and placed based on the messages identified in previous research. Analyses of the surveys both in the pilot communities and in communities outside of where the media were placed indicate the campaign changed the targeted beliefs. However, there was no known engagement (such as using the supporting media materials, working to change local practices or policies, or engaging specific groups such as schools or community groups) by local stakeholders to support the campaign in the pilot communities after participating in the training. Neither changes in behaviors nor reductions in alcohol-related crashes were found. These results are consistent with previous efforts conducted by the Center for Health and Safety Culture in which behavior change often requires several years of intense messaging and is more likely to occur when supported by other strategies at the local level.

Recommendations include:

- building on the “Courageous Voices” brand for future traffic safety work that could include impaired driving, distraction, seat belt use, speeding, and other risky driving behaviors. The core message of “speaking up” to address traffic safety provides a framework to foster broader engagement at the community level.
- continue leveraging the existing positive norms at the community level that can provide energy to foster local coalitions to take additional steps to address traffic safety.

- 
- using highly targeted media to reach those most in a position to act. For example, we recommend that the media developed for placement in alcohol retail establishments should be used in future efforts to address impaired driving.
  - investing more in local involvement and leveraging of the media to engage action and policy at the community level. This may require “seed” funding and/or partnerships with existing entities at the community level. Local stakeholders can use the media as a catalyst to promote family engagement, school or driver education programs, workplace safety programs, enforcement strategies, and local policy change.
  - shifting from viewing communication campaigns as only a tool for behavior change to viewing campaigns as a catalyst to support local efforts to address traffic safety thus resulting in sustained, long term change in traffic safety culture. While sustained communication efforts can impact behavior, augmenting campaigns with local efforts using multiple strategies is more likely to result in greater and sustained change.

---

# Chapter 1

## Introduction

### Research Objective and Background

One of the Idaho Transportation Department's (ITD) primary goals is to improve traffic safety. Alcohol impairment is a significant contributing factor to fatal and serious injury crashes in Idaho.<sup>(1)</sup> In previous research conducted by the Center for Health and Safety Culture (Western Transportation Institute, Montana State University) to identify media messages to reduce alcohol-related crashes in Idaho, engaging bystanders to prevent others from driving after drinking was identified as a potential strategy.<sup>(2)</sup> This research used the Center's Positive Community Norms Framework and the theory of planned behavior<sup>(3)</sup> to predict bystander engagement using responses from a survey of a random sample of adults across Idaho. Based on analysis of the responses, four primary messages to foster bystander engagement were identified (see Table 1).

**Table 1. Primary Messages to Foster Bystander Engagement**

1. "Most Idaho adults do not drink and drive."
2. "Most Idaho adults agree they should try and prevent a stranger from driving after drinking."
3. "Most Idaho adults agree they would try and prevent a stranger from driving after drinking."
4. "Most Idaho adults agree with strongly enforcing impaired driving laws."

Furthermore, the previous research identified the need to provide information to adults about how to intervene in a safe and effective manner. Three options for intervening were identified. Those intervening should: (1) seek to have the impaired driver stay and not drive; (2) seek to have the impaired driver get a ride with someone else (including taxis or public transportation); or (3) report the impaired driver to law enforcement if the individual chooses to drive.

The purpose of this project was to address three questions:

1. Can a media-based campaign be created to change beliefs and behaviors associated with engaging bystanders to prevent a stranger from driving after drinking?
2. Can local stakeholders become engaged to support the effort and take additional measures to address impaired driving in their communities?
3. Does increasing bystander engagement to prevent a stranger from driving after drinking reduce alcohol-related car crashes?

### Overview of Pilot Project

The Idaho Transportation Department elected to conduct a pilot study to answer these questions. Three communities were identified for the pilot study: Blackfoot, Lewiston and the City of Twin Falls. These

communities were selected because of their geographic distribution across the state, the diversity of size, and their high rates of alcohol-impaired driving incidents. The remaining communities in the state (excluding these three) were used as a comparison group. Key stakeholders from the three pilot communities were identified, recruited and trained in the approach. Surveys were conducted in each of the three pilot communities as well as across the state before and after the intervention to document change. Media including television and radio ads were created and placed in these three communities.

## **Chapter 2**

### **Summary of Project Activities**

#### **Overview**

There were a number of activities undertaken to perform the pilot test. A pre-intervention survey was completed in the three pilot communities as well as across the rest of the state. These surveys provided local data for the messages as well as established baseline measures for evaluation. Stakeholders from each of the three communities were recruited and provided training about the project. Media was developed and placed in each of the three communities. Finally, the same survey used prior to media placement was repeated in the three communities and across the state to assess change. Each of these activities is described in greater detail below.

#### **Pre-Intervention Community Survey**

A brief survey to measure core components predicting bystander engagement to prevent a stranger from driving after drinking was developed based on the survey used in previous research.<sup>(2)</sup> This survey measured important beliefs and intervening behaviors before any media was released in the community. The survey was designed to be very brief to increase response rates. It was implemented as a paper survey distributed using a three contacts: an initial letter sent by a representative of ITD; a cover letter, survey, and return envelope sent by the Center for Health and Safety Culture; followed by another letter, survey and return envelope sent two weeks later. All mail used first class postage. The return envelope used a business reply license so the respondent did not have to use postage. The letters and survey are included in Appendix A.

In January 2013, 1200 household addresses were randomly selected in each of four areas: Blackfoot (zip code 83221), Lewiston (zip code 83501), Twin Falls (zip codes 83301 and 83303), and the remainder of the state (all zip codes excluding the four previously stated). Each household received the three mailings. Mailings returned as undeliverable were removed from the sample.

Age, gender, and 30-day drinking behavior were measured in the survey to assess representativeness of the sample. In general, those who participated in the survey were older than the general population of Idaho based on the 2013 US Census estimates (see Table 2). The prevalence of drinking alcohol in the past 30 days among survey participants was similar to the rate measured by the Behavioral Risk Factor Surveillance Survey conducted in 2013 (50.4%).<sup>(4)</sup> Table 3 summarizes participation in the pre-intervention survey.

A statistical report of the survey responses was used to inform the messages for each community (see Appendix B). A Key Findings Report for each community was created to summarize the results (see Appendix C).

**Table 2. Summary of Age of Pre-Intervention Survey Participants**

Community	Age				
	18 – 34	35 – 44	45 – 54	55 – 64	65 or older
Blackfoot	8.3%	15.0%	13.6%	25.3%	37.8%
Lewiston	8.2%	12.0%	20.7%	24.5%	34.7%
Twin Falls	6.4%	8.5%	17.3%	24.0%	43.8%
Statewide*	6.3%	12.3%	21.2%	26.7%	33.5%
Idaho (US Census)	34.3%	18.1%	19.2%	9.2%	19.2%

\*excluding the three pilot communities

**Table 3. Summary of Pre-Intervention Survey Participants**

	Population			
	Blackfoot	Lewiston	Twin Falls	Statewide*
Number of Surveys	362	391	345	383
Confidence Interval	5.1%	4.9%	5.3%	5.0%
Response Rate	30.5%	33%	30.1%	32.7%
Male	51.7%	52.2%	51.8%	56.1%
Prevalence of 30-day drinking (as reported on survey)	26.2%	51.7%	47.4%	49.3%

\*excluding the three pilot communities

## Training Local Stakeholders

Stakeholders involved in addressing impaired driving in the three pilot communities were identified and recruited to participate in a two-day training provided in Boise on February 20-21, 2013. The training provided background on the approach and initial results from the surveys for each community. Most of the participants represented law enforcement (see Appendix D for a list of attendees).

The participants were invited to join an online community of practice to stay informed about the project. The online community of practice was a private website that required a username and password. Preliminary media, reports and other materials were posted on the site.



## Media Development

Initial efforts on media development focused on developing an overall brand for the project.

“Courageous Voices Create Safe Roads” was selected because it connected with the core strategy of fostering bystander engagement through “speaking up” and because it had potential to address other traffic related safety issues in the future. For example, a courageous voice could not only ask an impaired driver to get a ride, it could also ask a friend to wear a seat belt or a co-worker not to use their cell phone while driving.

Media pieces were created using the Courage Voices theme to support the project. Each piece was reviewed by representatives of ITD as well as participants from the training. Revisions were made based on the feedback gathered. A brochure, speaking points, presentation, press release, and op-ed letters were created to provide background on the project (see Appendix E). These materials raised concern about alcohol impaired driving and also clarified the strong positive norms that most people do not drink and drive, most agree it is wrong to drink and drive, and most support strong enforcement.

Television, radio and billboard advertisements were created for paid placement in the three pilot communities. Each spot used the Courageous Voices theme and addressed one or more of the core messages. The first video (Voices – ISP) used an Idaho State Police officer to establish a clear message that strong enforcement was supported by the communities. The second video (Voices – Stokes) used a key leader at ITD (Deputy Director Scott Stokes) to help connect the overall campaign with ITD. Three additional videos (House Party, Bar, and Courage) used actors in various settings to demonstrate what intervening behaviors look like. They were meant to be simple and relate to the citizens of Idaho. Table 4 summarizes these advertisements. Audio versions similar to the videos were also created (for radio placement). Scripts for the television and radio messages are included in Appendices G and H. Because of concerns regarding limited, local television and radio reaching the Blackfoot area, three newspaper advertisements were also placed in the local newspaper (see Appendix I).

To bring messages to people in settings where alcohol was present, materials were developed for placement in bars. Posters, window clings, napkins, urinal liners were created using the same core messages and the Courageous Voices brand. However, these materials were never placed.

Appendices F – J include copies of all the materials created. In addition, a website landing page was created on ITD’s website. The url “idahocourageousvoices.com” was purchased and directed to dedicated website pages that described the project.

**Table 4. Summary of Television, Radio and Billboard Advertisements**

<b>Name of Piece</b>	<b>Format</b>	<b>Core Message</b>
Voices – ISP	Video, audio	Most adults do not drink and drive. Most adults support strong enforcement of DUI laws.
Voices – Stokes	video, audio	Most adults do not drink and drive.
House Party*	video, audio	Most adults would try to prevent someone drinking and driving.
Bar*	video	Most adults would try to prevent someone drinking and driving.
Courage*	video, audio	Most adults would try to prevent someone drinking and driving.
Speak Up*	audio	Most adults would try to prevent someone drinking and driving.
Do Not Drink and Drive*	billboard	Most adults do not drink and drive.
Would Prevent*	billboard	Most adults would try to prevent someone from drinking and driving.
Support Enforcement*	billboard	Most adults support strong enforcement of DUI laws.

\*Three different versions were created – one for each community.

## Media Placement

Billboards, television and radio advertisements were placed in each of the three communities beginning in November of 2013 until October of 2014. An Idaho media firm (Davies-Moore) was hired by ITD to handle the media placement. The spots were rotated over the months. Television and radio advertisements were suspended in May and June while other traffic safety messaging occurred (e.g., Click it or Ticket, etc.). In addition, billboards were placed in each of the communities, and newspaper ads were purchased in Blackfoot.

While media pieces were created for use by local stakeholders (e.g., speaking points, letters for local newspapers, presentations, etc.), we are not aware of any use of these materials. Newspapers across Idaho were monitored for articles about impaired driving related to the project. No articles or letters to the editor were identified.

## Post-Intervention Community Survey

The pre-intervention survey was repeated in November and December of 2014. The survey followed the same protocol as used previously. Households were randomly selected in Blackfoot, Lewiston, Twin Falls and across Idaho. Each household received three mailings (same process as used in the pre-intervention survey). Mailings returned as undeliverable were removed from the sample.

In general, those who participated in the survey were older than the general population of Idaho based on the 2013 US Census estimates (see Table 5) but were similar to the ages of those who participated in the pre-intervention survey (see Table 2). Table 6 summarizes participation in the post-intervention survey. Compared to the pre-intervention survey, the post-intervention survey had a lower response rate, less participation by males and similar levels of 30-day drinking among respondents. A statistical report of the post-intervention survey is included in Appendix B.

**Table 5. Summary of Age of Post-Intervention Survey Participants**

Community	Age				
	18 – 34	35 – 44	45 – 54	55 – 64	65 or older
Blackfoot	7.1%	12.0%	18.0%	31.2%	31.6%
Lewiston	10.5%	10.1%	15.4%	21.7%	42.3%
Twin Falls	5.4%	11.7%	12.7%	23.4%	46.8%
Statewide*	6.3%	11.9%	15.7%	25.0%	41.0%
Idaho (US Census)	34.3%	18.1%	19.2%	9.2%	19.2%

\*excluding the three pilot communities

**Table 6. Summary of Post-Intervention Survey**

	Population			
	Blackfoot	Lewiston	Twin Falls	Statewide
Number of Surveys	276	327	274	271
Confidence Interval	5.8%	5.4%	5.9%	6.0%
Response Rate	26.1%	33.0%	29.7%	26.6%
Male	41%	41%	40%	42%
Prevalence of 30-day drinking	24%	59%	46%	55%

\*excluding the three pilot communities



## Chapter 3

### Evaluation

#### Overview

The pilot was created as a quasi-experimental design. The intervention was evaluated by comparing beliefs and behaviors at baseline (prior to the intervention) with those after the intervention. These changes were compared in both the intervention communities (Blackfoot, Lewiston, and Twin Falls) as well as communities excluding these three across the state (thus acting as a control). In this way, changes more likely associated with the intervention would appear in the intervention communities and not appear in the other communities. Figure 1 represents the change model.

In addition, alcohol-related crashes were compared in both the intervention communities and across the state before and during the intervention.

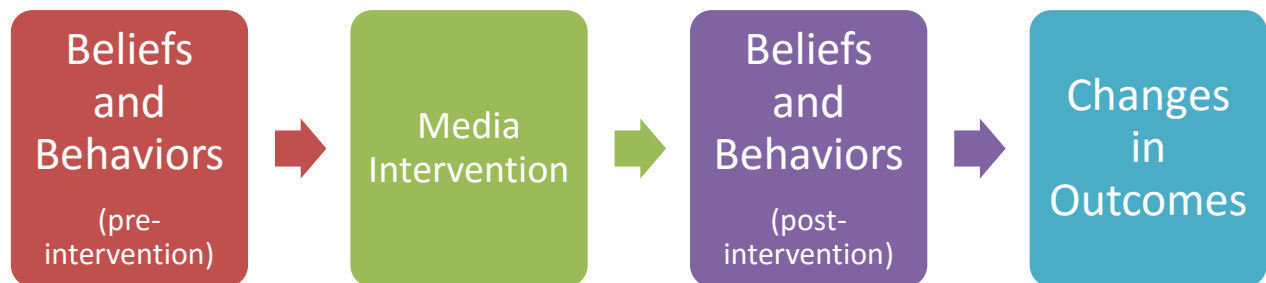


Figure 1. Change Model

#### Changes in Campaign Awareness

Individuals were asked how often they had heard or seen messages about trying to prevent others from impaired driving before and after the intervention. Awareness of such messages did not statistically significantly change in the intervention communities and decreased in other communities across the state (see Table 7). The campaign awareness message did not explicitly ask respondents about the “Courageous Voices” campaign because this name had not been chosen at the time of the baseline survey, and we wanted the post-intervention survey to be directly comparable to the pre-intervention survey and thus elected not to change the question.

**Table 7. Changes in Campaign Awareness**

Campaign Awareness	Means (1=never, 2=once/twice, 3=monthly, 4=weekly, 5=daily)					
	Intervention			Control		
	2013	2014	Sig.	2013	2014	Sig.
In the past 12 months, how often have you heard or seen any media messages about trying to prevent others from impaired driving?	2.66	2.55	0.051	2.51	2.15	<0.001

## Changes in Beliefs

The survey measured several beliefs determined in the previous study<sup>(2)</sup> to be predictive of intervening behaviors (see Table 8). The means of responses from surveys before and after the intervention were compared using T-tests. There were no statistically significant changes in these beliefs among the control communities.

Several beliefs changed in the intervention communities. Specifically, agreement with the perceived injunctive norm to intervene (e.g., perception of how most adults would respond to “I should try to prevent a stranger from driving after drinking enough alcohol to be impaired”) increased significantly ( $p<0.001$ ). Agreement with the self-reported injunction to intervene (“I should try to prevent a stranger...” ) also increased ( $p=0.008$ ).

The perception that most people would support individuals who chose to prevent a stranger from driving after drinking too much increased ( $p<0.001$ ) in the intervention communities. Although this belief was not directly addressed in messages, it was indirectly implied by the messaging, and thus its change is consistent with the overall aim of the campaign.

The perception that most people would try to intervene increased ( $p<0.001$ ) in the intervention communities. This belief was directly addressed in the media. Similarly, individual intention to intervene (as measured by agreement with the statement “I would try and prevent a stranger from ...”) increased slightly as well ( $p=0.051$ ).

The perception that most people support strong enforcement of impaired driving laws increased ( $p=0.031$ ) in the intervention communities. This belief was addressed in media messages in the campaign.

Among those beliefs that did change, the changes were similar among the three pilot communities. Other beliefs did not change in the intervention communities. This is consistent with the media campaign which did not explicitly address these other beliefs.

**Table 8. Changes in Beliefs**

Belief		Means (1= Strongly disagree; 7= Strongly agree)					
		Intervention			Control		
		2013 n=1,114	2014 n=877	Sig.	2013 n=387	2014 n=271	Sig.
It is wrong to drive after drinking enough alcohol to be impaired.		6.80	6.77	0.463	6.70	6.81	0.187
In your opinion, how would most adults in your community respond: "It is wrong to drive after drinking enough alcohol to be impaired?"		6.01	6.07	0.284	6.04	6.00	0.634
I should try to prevent a stranger from driving after drinking enough alcohol to be impaired.		6.11	6.25	0.008	5.99	5.98	0.917
In your opinion, how would most adults in your community respond: "I should try to prevent a stranger from driving after drinking enough alcohol to be impaired?"	*	5.26	5.48	<0.001	5.23	5.16	0.510
I know what to do in order to prevent a stranger from driving after drinking enough alcohol to be impaired.		5.12	5.22	0.160	4.94	4.90	0.757
Most people around me at the time would support me if I chose to prevent a stranger from driving after drinking enough alcohol to be impaired.		5.48	5.72	<0.001	5.47	5.51	0.692
If the situation arose, I would try to prevent a stranger from driving after drinking enough alcohol to be impaired.		5.89	6.00	0.051	5.76	5.90	0.211
In your opinion, how would most adults in your community respond: "I would try to prevent a stranger from driving after drinking enough alcohol to be impaired?"	*	5.09	5.31	<0.001	5.01	5.06	0.561
Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired.		6.38	6.34	0.428	6.26	6.34	0.438
In your opinion, how would most adults in your community respond: "Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired?"		5.54	5.57	0.542	5.50	5.52	0.841
Local law enforcement should strongly enforce drinking and driving laws.		6.76	6.73	0.300	6.73	6.65	0.254
In your opinion, how would most adults in your community respond: "Local law enforcement should strongly enforce drinking and driving laws?"	*	6.08	6.18	0.031	6.08	6.10	0.883

\*indicates beliefs addressed in media messages

## Changes in Behaviors

### *Intervening Behaviors*

Individuals were asked before and after the campaign if they had tried to prevent a stranger from driving after drinking enough alcohol to be impaired in the past 12 months. Chi-square measures were used to determine that there were no statistically significant changes in intervening behaviors between 2013 and 2014 in either the control or intervention group (see Table 9). It is important to note that most people reported that they had not been in a situation to prevent a stranger from driving after drinking. Therefore, measuring change in intervening behaviors is difficult because it involves measuring a change among a small group of people (and thus harder to detect with relatively small survey sample sizes).

**Table 9. Changes in Intervening Behaviors**

“In the last twelve months, have you tried to prevent a stranger from driving after drinking enough alcohol to be impaired?”				
Condition	Year	“I have not been in that situation.”	No	Yes
Control	2013	66.4%	29.1%	4.5%
	2014	59.2%	33.6%	7.2%
Intervention	2013	65.3%	27.9%	6.7%
	2014	65.1%	28.6%	6.4%

No changes statistically significant;  $p > 0.3$  in all cases.

Individuals were also asked about their perception of whether most adults in that situation tried to intervene. Based on prior analysis<sup>(2)</sup>, the perception of whether most adults would try and intervene predicts intervening behavior. There were statistically significant ( $p = 0.001$ ) increases in the perception that most people tried to intervene in the intervention group between 2013 and 2014. This change is consistent with the messaging campaign. There were no statistically significant changes in the control group (see Table 10).

**Table 10. Changes in Perception of Intervening Behaviors**

“Do you think most adults in your community who were in that situation tried to prevent a stranger from driving after drinking enough alcohol to be impaired?”			
Condition	Year	No	Yes
Control	2013	61.2%	38.8%
	2014	58.8%	41.2%
Intervention	2013	53.6%	46.4%
	2014	45.7%	54.3%*

\* $p = 0.001$



### ***Calling Law Enforcement***

Calling law enforcement (e.g., 911) to report a potentially impaired driver was one strategy for intervening that was promoted in the media. However, based on self-reported data, there were no statistically significant changes in calling law enforcement between 2013 and 2014 in either the intervention or control sites (see Table 11).

**Table 11. Changes in Self-Reported Calls to Law Enforcement**

“In the last twelve months, have you called law enforcement to report a potentially impaired driver?”			
Condition	Year	No	Yes
Control	2013	91.1%	8.9%
	2014	92.8%	7.2%
Intervention	2013	90.6%	9.4%
	2014	92.1%	7.9%

The number of calls to 911 reporting drinking and driving by month were collected from law enforcement agencies in each of the three pilot communities. The number of calls from Blackfoot included all calls to 911 and was excluded from the analysis. Table 12 shows the number of calls reporting drinking and driving by month highlighting those months when the campaign media were placed. In six of the nine months when media were placed, the number of calls to 911 reporting drinking and driving were higher compared to the same month when the campaign media was not placed.

**Table 12. Number of Calls to 911 Reporting Drinking and Driving**

Month	2013	2014
January	16	24*
February	28	28*
March	24	34*
April	25	26*
May	20	30*
June	25	26
July	39	31
August	37	31
September	33	30*
October	23	28*
November	26*	16
December	20*	22

\* indicates when campaign was active

### ***Driving Within Two Hours of Drinking***

Although it was not a primary focus of the intervention, changes in driving within two hours of drinking were also assessed. Respondents were asked how many times in the past 60 days they had engaged in this behavior. There were no statistically significant changes in either the prevalence of engaging in this behavior (that is, the percentage of people who indicated they had engaged in this behavior one or more times) or the average number of episodes reported among those who did report engaging in the behavior.

### **Changes in Outcomes**

The numbers of alcohol-related crashes (non-fatal and fatal) were compared prior to the campaign (2013) and during the campaign (2014) for the intervention communities as well as across the state. In 2014, alcohol-related crashes were lower in the intervention communities compared to 2013; however, the reduction in the number of crashes was in a similar proportion as reductions across the state during the same time period (see Table 13). Thus, there is no evidence that the number of alcohol-related crashes reduced to any greater degree in the intervention communities than across the state.

**Table 13. Alcohol-related Crashes**

	Year				
Condition	2010	2011	2012	2013	2014
Control communities	1,296	1,176	1,138	1,151	1,081
Intervention communities	107	84	93	103	96

### **Summary of Changes**

Several beliefs that were targeted by the campaign changed in the intervention communities while no similar changes of these same beliefs were found in the control communities. No changes in self-reported intervening behaviors or self-reported calls to law enforcement were found. While alcohol-related crashes were lower in the intervention communities in 2014 than in 2013, the reduction was in similar proportion as the reduction across the entire state, and thus, there is no evidence that the reduction is related to the intervention.

## Chapter 4

# Conclusion and Recommendations

### Conclusions

This project was a pilot of using a communications campaign to improve traffic safety. The purpose of this project was to address three core questions:

1. Can a media-based campaign be created to change beliefs and behaviors associated with engaging bystanders to prevent a stranger from driving after drinking?
  - The pilot project demonstrated that media (in various forms including television, radio, print, and supporting materials) can be created based on the recommendations of the previous study.<sup>(2)</sup>
  - The project demonstrated that the media changed core beliefs predictive of intervening behaviors. Beliefs addressed in the media statistically significantly changed among individuals in the intervention communities and these same beliefs did not change in other communities in Idaho. Beliefs not addressed in the media did not change.
  - The project did not demonstrate changes in intervening behaviors (as reported by survey participants) even though beliefs did change. This may be a result of the difficulty of measuring these behaviors because they are relatively rare (most people do not drive when they are impaired, and therefore there are relatively few people who find themselves in a situation to intervene). This also may be a result of the short time period of the project. In our experience, behavior change often requires two to three years of messaging with relatively high levels of dosage.
2. Can local stakeholders become engaged to support the effort and take additional measures to address impaired driving in their communities?
  - Some local stakeholders were successfully recruited to participate in initial training. However, the majority of these were law enforcement officers and other key stakeholders were missing.
  - Engagement after the training was difficult to sustain. There were no local coalitions that maintained participation after the training. The media was not utilized by any local stakeholders, and no additional activities occurred at the local level in support of the project.
3. Does increasing bystander engagement to prevent a stranger from driving after drinking reduce alcohol-related car crashes?
  - Because bystander engagement behaviors did not change during the pilot project (based on self-reported results), we are unable to draw any conclusions about whether increasing bystander engagement impacts impaired driving. Alcohol-related crashes did decrease during the project in the intervention communities; however, alcohol-related crashes also decreased statewide, and the rate of decrease in the intervention communities was similar to that experienced across the state.

Based on the changes noted above, the communications campaign was effective at changing the beliefs addressed in the messages among a random sample of adults in the intervention communities. However, no changes in intervening behaviors were detected. While the changes in beliefs were statistically significant, they may not have been large enough to result in measurable changes in intervening behaviors. These results are similar to other projects conducted by the Center for Health and Safety Culture whereby change in behavior often lags change in beliefs and thus takes longer to see results.

## Recommendations

Based on the results of this pilot project, we offer the following recommendations:

- The “Courageous Voices” brand has value and offers a messaging basis for future traffic safety work that could include impaired driving, distraction, seat belt use, speeding, and other risky driving behaviors. The core message of “speaking up” to address traffic safety provides a framework to foster broader engagement at the community level.
- A positive frame based on leveraging the existing positive norms at the community level can provide energy to foster local coalitions to take additional steps to address traffic safety. However, additional support may be needed to develop local infrastructure to support a local coalition.
- Using highly targeted media will help reach those most in a position to act. We recommend that the media developed for placement in alcohol retail establishments should be used in future efforts to address impaired driving.
- Future efforts should include more investment in local involvement and leveraging of the media to engage action and policy at the community level. This may require “seed” funding and/or partnerships with existing entities at the community level. Building local coalitions with representatives from a variety of agencies and interests takes time; however, local coalitions can be very effective at achieving behavior change. Coalitions can use the media as a catalyst to promote family engagement, school / driver education programs, workplace safety programs, enforcement strategies, and local policy change.
- Overall, shifting from viewing communication campaigns as only a tool for behavior change to viewing campaigns as a catalyst to support local efforts to address traffic safety may result in more sustained, long term change in traffic safety culture. While sustained communication efforts can impact behavior, augmenting campaigns with local efforts using multiple strategies is more likely to result in greater and sustained change.

## References

1. **Idaho Transportation Department.** *Idaho's Crash Information Retrieval Collection and Analysis (Idaho's Statewide Database)*. Boise, ID: Idaho Transportation Department.
2. **Linkenbach, J. W., Keller, S., Otto, J., Swinford, S., & Ward, N.** Media Messages and Tools to Reduce Serious Single Vehicle Run-Off-the-Road Crashes Resulting from Impaired Driving. 2012.
3. **Glanz, Karen, Barbara K. Rimer, and K. Viswanath.** *Health Behavior and Health Education: Theory, Research, and Practice*. San Francisco, CA: John Wiley & Sons, 2008.
4. **Centers for Disease Control and Prevention (CDC).** *Behavioral Risk Factor Surveillance System Survey Data*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2013.



# Appendix A

## Community Survey and Letters

Community Survey (printed on 8.5" x 14" paper and folded in half)

<p>11. In the past 12 months, how often have you heard or seen any media messages about <u>trying to prevent others</u> from impaired driving?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 15%;">Never</td> <td style="text-align: center; width: 15%;">Once or Twice</td> <td style="text-align: center; width: 15%;">Monthly</td> <td style="text-align: center; width: 15%;">Weekly</td> <td style="text-align: center; width: 15%;">Daily</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>12. In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? _____</p> <p>12a. In your opinion, how many times in the past 60 days have <u>most adults in Idaho</u> driven a motor vehicle within two hours after drinking alcoholic beverages? _____</p> <p>13. During the past 30 days, have you had at least one drink of an alcoholic beverage such as beer, wine, a malt beverage, or liquor?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">Yes</td> <td style="text-align: center; width: 50%;">No</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>14. What is your gender / sex? _____</p> <p>15. What is your age?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 15%;">18-34</td> <td style="text-align: center; width: 15%;">35-44</td> <td style="text-align: center; width: 15%;">45-54</td> <td style="text-align: center; width: 15%;">55-64</td> <td style="text-align: center; width: 15%;">65 or older</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>16. Is there anything else you would like us to know?</p> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> <p>Thank-you! Please fold the survey in half and place it in the included, postage-paid envelope.</p>	Never	Once or Twice	Monthly	Weekly	Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>	18-34	35-44	45-54	55-64	65 or older	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>Instructions</b> The Center for Health and Safety Culture is working with the Idaho Transportation Department to improve the safety of your roads by stopping impaired driving.</p> <p><b>Your voice matters.</b> Your answers to this survey will be used to create materials sharing the good practices taking place in your community. Each and every survey is very important to us.</p> <p>Your participation is voluntary, and we will only share summary results. Your responses are anonymous and cannot be associated with your identity.</p> <p>Thank you for taking this survey!</p> <p><b>Please indicate how much you agree or disagree with the following statements.</b></p> <p>1. It is wrong to drive after drinking enough alcohol to be impaired.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>1a. In your opinion, how would <u>most adults in Idaho</u> respond: "It is wrong to drive after drinking enough alcohol to be impaired."</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Most would strongly disagree</td> <td style="text-align: center; width: 12.5%;">Most would mostly disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Most would neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat agree</td> <td style="text-align: center; width: 12.5%;">Most would mostly agree</td> <td style="text-align: center; width: 12.5%;">Most would strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>2. I should try to prevent a stranger from driving after drinking enough alcohol to be impaired.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>2a. In your opinion, how would <u>most adults in Idaho</u> respond: "I should try to prevent a stranger from driving after drinking enough alcohol to be impaired."</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Most would strongly disagree</td> <td style="text-align: center; width: 12.5%;">Most would mostly disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Most would neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat agree</td> <td style="text-align: center; width: 12.5%;">Most would mostly agree</td> <td style="text-align: center; width: 12.5%;">Most would strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>3. I know what to do in order to prevent a stranger from driving after drinking enough alcohol to be impaired.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never	Once or Twice	Monthly	Weekly	Daily																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																											
Yes	No																																																																																														
<input type="checkbox"/>	<input type="checkbox"/>																																																																																														
18-34	35-44	45-54	55-64	65 or older																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																											
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																									
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																									
Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree																																																																																									
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																									
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																									
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																									
Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree																																																																																									
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																									
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																									
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																									

<p>4. Most people around me at the time would support me if I chose to prevent a stranger from driving after drinking enough alcohol to be impaired.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>5. If the situation arose, I would try to prevent a stranger from driving after drinking enough alcohol to be impaired.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>5a. In your opinion, how would <u>most adults in Idaho</u> respond: "I would try to prevent a stranger from driving after drinking enough alcohol to be impaired."</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Most would strongly disagree</td> <td style="text-align: center; width: 12.5%;">Most would mostly disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Most would neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat agree</td> <td style="text-align: center; width: 12.5%;">Most would mostly agree</td> <td style="text-align: center; width: 12.5%;">Most would strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>6. In the last twelve months, have you tried to prevent a stranger from driving after drinking enough alcohol to be impaired?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 33%;">I have not been in that situation</td> <td style="text-align: center; width: 33%;">No</td> <td style="text-align: center; width: 33%;">Yes</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>6a. If you said Yes, how many times: _____</p> <p>7. Do you think <u>most adults in Idaho</u> who were in that situation tried to prevent a stranger from driving after drinking enough alcohol to be impaired?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">No</td> <td style="text-align: center; width: 50%;">Yes</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>8. In the last twelve months, have you called law enforcement to report a potentially impaired driver?</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">No</td> <td style="text-align: center; width: 50%;">Yes</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>8a. If you said Yes, how many times: _____</p>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I have not been in that situation	No	Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No	Yes	<input type="checkbox"/>	<input type="checkbox"/>	No	Yes	<input type="checkbox"/>	<input type="checkbox"/>	<p>9. Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>9a. In your opinion, how would <u>most adults in Idaho</u> respond: "Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired."</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Most would strongly disagree</td> <td style="text-align: center; width: 12.5%;">Most would mostly disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Most would neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat agree</td> <td style="text-align: center; width: 12.5%;">Most would mostly agree</td> <td style="text-align: center; width: 12.5%;">Most would strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>10. Local law enforcement should strongly enforce drinking and driving laws.</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Strongly disagree</td> <td style="text-align: center; width: 12.5%;">Mostly disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Somewhat agree</td> <td style="text-align: center; width: 12.5%;">Mostly agree</td> <td style="text-align: center; width: 12.5%;">Strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p>10a. In your opinion, how would <u>most adults in Idaho</u> respond: "Local law enforcement should strongly enforce drinking and driving laws."</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 12.5%;">Most would strongly disagree</td> <td style="text-align: center; width: 12.5%;">Most would mostly disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat disagree</td> <td style="text-align: center; width: 12.5%;">Most would neither agree nor disagree</td> <td style="text-align: center; width: 12.5%;">Most would somewhat agree</td> <td style="text-align: center; width: 12.5%;">Most would mostly agree</td> <td style="text-align: center; width: 12.5%;">Most would strongly agree</td> </tr> <tr> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											
Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											
I have not been in that situation	No	Yes																																																																																																															
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																															
No	Yes																																																																																																																
<input type="checkbox"/>	<input type="checkbox"/>																																																																																																																
No	Yes																																																																																																																
<input type="checkbox"/>	<input type="checkbox"/>																																																																																																																
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											
Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											
Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											
Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree																																																																																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																																																																																											

Please continue on the back...

Letter #1 (pre-survey)



**IDAHO TRANSPORTATION DEPARTMENT**  
P.O. Box 7129  
Boise ID 83707-1129

(208) 334-8000  
[itd.idaho.gov](http://itd.idaho.gov)

Dear Community Member:

We are writing to ask your help in a very important matter impacting everyone in Idaho. Between 2008 and 2010, almost half of all fatal vehicle crashes in Idaho involved alcohol. Over 260 people were killed, and 830 people seriously injured in crashes involving impaired drivers. We estimate that there are over 200,000 incidents of driving within two hours of drinking alcohol occurring *each month* in Idaho.

The Idaho Transportation Department is starting a multi-year effort to combat this deadly problem. As a part of this effort, we need your help.

Soon you will receive a letter and the "Idaho Community Survey" from the Center for Health and Safety Culture of Montana State, a contractor hired by the Idaho Transportation Department.

We would greatly appreciate you taking the time to complete this survey. Your responses are confidential and cannot be associated with your identity. Only summary results will be reported.

Though participation in the survey is voluntary, we hope that you will support our state's effort to keep our roads safe and choose to participate.

The survey is very brief and will only take a few minutes of your time. Please look for the envelope labeled "IMPORTANT SURVEY ENCLOSED" arriving soon from Montana State University. It will look like this:



**Important  
Survey  
Enclosed**

Thank you for your help in promoting safe roads for all citizens of Idaho.

Sincerely,

A handwritten signature in blue ink, appearing to read "L. Scott Stokes".

L. Scott Stokes  
Chief Deputy



Letter #2 (with survey and return envelope)



January 8<sup>th</sup>, 2012

Dear Idaho Resident:

**Your voice matters.** I am working with the Idaho Transportation Department and very much want to understand your beliefs and attitudes about drinking and driving in your community. We need your input so we can find positive ways to work together as a community to make Idaho's roads safer for everyone.

Your household was randomly selected among households in your community. In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete this questionnaire. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

We greatly value your thoughts and opinions. This survey will take approximately 10 minutes to complete and will benefit the well-being of everyone in your community. We will use the results to develop materials specifically to reduce drinking and driving in your community.

Participation is voluntary, and only summary results will be reported. If you have questions about returning the survey, please contact me, Steve Swinford, at the Center for Health and Safety Culture at (406) 994-7490 or email me at [steven.swinford@coe.montana.edu](mailto:steven.swinford@coe.montana.edu).

Your responses are anonymous and confidential. Your responses cannot be associated with your address. Remember, there are no "right" or "wrong" answers. We only ask that you read each question carefully and answer as honestly as you can. We are interested in your thoughts as well as how you think most other adults in your community would respond to the same questions.

Please return the survey in the envelope provided – no postage is required.  
**Thank you for your time in supporting this effort to keep Idaho roads safer.**

Also, if you would be interested in providing us feedback on materials that we create in the future, please go to this website:  
<https://www.surveymonkey.com/s/impaired-driving>

**Center for Health and  
Safety Culture**  
**MOST of Us®**  
P.O. Box 170548  
Bozeman, MT 59717-0548  
[www.mostofus.org](http://www.mostofus.org)  
[www.westerntransportation  
institute.org/centers/culture](http://www.westerntransportationinstitute.org/centers/culture)

Tel 406-994-7873  
Fax 406-994-7285

Your participation in providing feedback will in no way be associated with your survey responses.

Sincerely,

Steve Swinford  
Associate Professor, Department of Sociology and Anthropology

Letter #3 (with survey and return envelope)



January 22<sup>nd</sup>, 2013

Dear Idaho Resident:

About two weeks ago I sent a survey to you about drinking and driving in your community. We have no way of telling if you have returned the survey or not. If you have already returned the survey, we thank you and ask you to disregard this mailing.

**Many households in your community have completed the survey and shared important information.** We believe this information will be very valuable in supporting local efforts to reduce impaired driving.

We are writing again because of the importance that your survey has for helping to get accurate results. **Your voice matters.** It's only by hearing from nearly everyone in the sample that we can be sure that the results are truly representative. This is your last chance to respond to this important survey.

If you have not completed the survey, we have included another survey and self-addressed return envelope with pre-paid postage. In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete this questionnaire. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

If you have questions about returning the survey, please contact me, Steve Swinford, at the Center for Health and Safety Culture at (406) 994-7490 or email me at [steven.swinford@coe.montana.edu](mailto:steven.swinford@coe.montana.edu).

Your responses are anonymous and confidential. Your responses cannot be associated with your address. Remember, there are no "right" or "wrong" answers. We only ask that you read each question carefully and answer as honestly as you can. We are interested in your thoughts as well as how you think most other adults in your community would respond to the same questions.

Please return the survey in the envelope provided – no postage is required.  
**Thank you for your time in supporting this effort to keep Idaho roads safer.**

Also, if you would be interested in providing us feedback on materials that we create in the future, please go to this website:  
<https://www.surveymonkey.com/s/impaired-driving>

Your participation in providing feedback will in no way be associated with your survey responses.

Sincerely,

Steve Swinford

Associate Professor, Department of Sociology and Anthropology

**Center for Health and  
Safety Culture**  
**MOST of Us®**  
P.O. Box 170548  
Bozeman, MT 59717-0548  
[www.mostofus.org](http://www.mostofus.org)  
[www.westerntransportation  
institute.org/centers/culture](http://www.westerntransportationinstitute.org/centers/culture)

Tel 406-994-7873  
Fax 406-994-7285

Mountains & Minds

## Appendix B

### Community Survey Statistical Report

Number of Surveys

		Community				Total
		Blackfoot	Twin Falls	Lewiston	Idaho	
Year	2013	366	353	395	387	1501
	2014	276	274	327	271	1148
Total		642	627	722	658	2649

		Q1 It is wrong to drive after drinking enough alcohol to be impaired.							Total
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	1.9%	.3%	.6%	.3%	.6%	2.5%	93.9%	100.0%
	Twin Falls	1.7%	.3%		.3%	.9%	3.5%	93.3%	100.0%
	Lewiston	1.5%	.5%	.5%		1.0%	6.6%	89.8%	100.0%
	Idaho	3.1%	.8%		.3%	1.6%	3.7%	90.6%	100.0%
	Total	2.1%	.5%	.3%	.2%	1.0%	4.1%	91.8%	100.0%
2014	Blackfoot	3.0%	.4%			.4%	3.0%	93.3%	100.0%
	Twin Falls	2.3%		.4%	.8%	1.1%	3.4%	92.1%	100.0%
	Lewiston	2.2%	.6%			.6%	5.9%	90.6%	100.0%
	Idaho	2.2%				.7%	4.1%	92.9%	100.0%
	Total	2.4%	.3%	.1%	.2%	.7%	4.2%	92.2%	100.0%

		Q1a In your opinion, how would most adults in your community respond: "It is wrong to drive after drinking enough alcohol to be impaired."							Total
		Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	
2013	Blackfoot	1.1%	1.1%	2.8%	2.2%	12.2%	33.6%	46.9%	100.0%
	Twin Falls	.6%	.9%	1.5%	1.8%	12.2%	39.0%	44.0%	100.0%
	Lewiston	1.8%	1.3%	4.3%	3.6%	19.7%	38.4%	30.9%	100.0%
	Idaho	2.1%	.8%	1.6%	1.8%	13.6%	40.2%	39.9%	100.0%
	Total	1.4%	1.0%	2.6%	2.4%	14.6%	37.8%	40.2%	100.0%
2014	Blackfoot	1.1%	1.1%		1.1%	12.7%	37.3%	46.6%	100.0%
	Twin Falls	.8%	1.5%	.8%	2.7%	18.6%	39.2%	36.5%	100.0%
	Lewiston	.3%	2.2%	2.2%	2.2%	18.4%	35.6%	39.0%	100.0%
	Idaho	1.5%	.8%	1.9%	1.9%	17.0%	39.8%	37.1%	100.0%
	Total	.9%	1.4%	1.3%	2.0%	16.8%	37.8%	39.8%	100.0%

		Q2 I should try to prevent a stranger from driving after drinking enough alcohol to be impaired.							Total
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	1.7%	1.4%	1.4%	5.2%	9.4%	20.4%	60.5%	100.0%
	Twin Falls	1.2%	1.2%	2.3%	6.1%	13.2%	21.6%	54.4%	100.0%
	Lewiston	2.1%	2.1%	.3%	5.7%	15.8%	28.6%	45.5%	100.0%
	Idaho	3.4%	2.4%	.8%	4.7%	14.4%	22.8%	51.6%	100.0%
2014	Total	2.1%	1.8%	1.2%	5.4%	13.3%	23.5%	52.8%	100.0%
	Blackfoot	.7%	1.5%		3.0%	8.2%	22.0%	64.6%	100.0%
	Twin Falls	.4%	.8%	1.9%	5.7%	8.7%	28.1%	54.4%	100.0%
	Lewiston	.9%	1.3%	1.9%	4.4%	13.1%	27.2%	51.3%	100.0%
2014	Idaho	2.2%	2.2%	1.5%	4.9%	14.9%	27.2%	47.0%	100.0%
	Total	1.1%	1.4%	1.3%	4.5%	11.3%	26.2%	54.2%	100.0%

		Q2a In your opinion, how would most adults in your community respond: “I should try to prevent a stranger from driving after drinking enough alcohol to be impaired.”							Total
		Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	
2013	Blackfoot	.8%	2.2%	5.8%	9.7%	24.4%	36.1%	20.8%	100.0%
	Twin Falls	1.2%	1.8%	5.3%	13.9%	30.3%	29.7%	17.8%	100.0%
	Lewiston	2.1%	2.8%	7.7%	17.8%	30.9%	24.7%	13.9%	100.0%
	Idaho	1.6%	4.2%	4.5%	12.9%	29.2%	31.6%	16.1%	100.0%
2014	Total	1.4%	2.8%	5.9%	13.7%	28.7%	30.4%	17.1%	100.0%
	Blackfoot	1.1%	1.9%	1.9%	7.5%	26.2%	37.8%	23.6%	100.0%
	Twin Falls		1.1%	2.7%	9.5%	32.1%	36.6%	17.9%	100.0%
	Lewiston	.3%	4.4%	5.1%	13.9%	26.6%	30.7%	19.0%	100.0%
	Idaho	1.1%	3.4%	5.7%	14.3%	33.2%	28.3%	14.0%	100.0%
	Total	.6%	2.8%	3.9%	11.4%	29.4%	33.2%	18.6%	100.0%

		Q3 I know what to do in order to prevent a stranger from driving after drinking enough alcohol to be impaired.							Total
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	3.0%	4.7%	5.8%	11.4%	24.7%	22.4%	28.0%	100.0%
	Twin Falls	3.8%	8.2%	7.6%	10.6%	22.6%	18.5%	28.5%	100.0%
	Lewiston	4.2%	6.3%	8.6%	15.7%	23.8%	17.0%	24.3%	100.0%
	Idaho	5.2%	7.3%	6.5%	13.4%	25.1%	21.7%	20.7%	100.0%
2014	Total	4.1%	6.6%	7.2%	12.8%	24.1%	19.9%	25.3%	100.0%
	Blackfoot	4.2%	4.2%	8.7%	9.4%	24.9%	25.7%	23.0%	100.0%
	Twin Falls	1.5%	5.0%	8.0%	9.9%	27.9%	21.8%	26.0%	100.0%
	Lewiston	2.2%	6.3%	6.3%	11.7%	22.7%	25.6%	25.2%	100.0%
	Idaho	3.7%	6.0%	13.5%	12.4%	24.0%	19.1%	21.3%	100.0%
	Total	2.9%	5.4%	9.0%	10.9%	24.8%	23.1%	23.9%	100.0%

		Q4 Most people around me at the time would support me if I chose to prevent a stranger from driving after drinking enough alcohol to be impaired.							
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	1.4%	2.0%	4.5%	8.2%	16.6%	39.2%	28.2%	100.0%
	Twin Falls	1.5%	2.4%	6.2%	8.9%	21.6%	31.1%	28.4%	100.0%
	Lewiston	.8%	3.7%	7.9%	13.1%	24.9%	29.6%	20.2%	100.0%
	Idaho	1.3%	3.7%	3.2%	10.5%	25.0%	32.9%	23.4%	100.0%
2014	Total	1.2%	3.0%	5.4%	10.2%	22.1%	33.1%	24.9%	100.0%
	Blackfoot	1.9%	.8%	1.1%	6.8%	18.3%	42.6%	28.5%	100.0%
	Twin Falls		1.1%	3.0%	10.3%	18.6%	35.7%	31.2%	100.0%
	Lewiston	1.0%	2.5%	2.2%	12.4%	21.0%	33.4%	27.4%	100.0%
2014	Idaho	1.5%	2.3%	7.9%	7.5%	20.8%	32.8%	27.2%	100.0%
	Total	1.1%	1.7%	3.5%	9.4%	19.7%	36.0%	28.5%	100.0%

		Q5 If the situation arose, I would try to prevent a stranger from driving after drinking enough alcohol to be impaired.							
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	1.7%	1.7%	1.4%	8.7%	11.2%	29.2%	46.1%	100.0%
	Twin Falls	1.2%	1.8%	2.4%	5.6%	17.8%	26.9%	44.4%	100.0%
	Lewiston	1.0%	2.4%	3.9%	7.6%	19.9%	29.4%	35.7%	100.0%
	Idaho	3.4%	1.6%	3.2%	6.9%	20.1%	22.2%	42.7%	100.0%
2014	Total	1.9%	1.9%	2.8%	7.2%	17.3%	26.9%	42.1%	100.0%
	Blackfoot	1.5%	.8%		5.3%	14.4%	28.5%	49.4%	100.0%
	Twin Falls	.4%	1.5%	2.7%	5.7%	15.2%	33.7%	40.9%	100.0%
	Lewiston	1.9%	1.0%	3.5%	10.2%	9.2%	30.5%	43.8%	100.0%
	Idaho	1.1%	1.1%	3.0%	6.8%	19.7%	25.4%	42.8%	100.0%
	Total	1.3%	1.1%	2.4%	7.1%	14.4%	29.6%	44.2%	100.0%

		Q5a In your opinion, how would most adults in your community respond: “I would try to prevent a stranger from driving after drinking enough alcohol to be impaired.”							Total
		Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	
2013	Blackfoot	1.7%	2.3%	6.2%	11.0%	29.0%	34.1%	15.8%	100.0%
	Twin Falls	.9%	2.7%	4.8%	15.9%	34.5%	27.3%	13.8%	100.0%
	Lewiston	.8%	5.0%	10.0%	19.8%	31.7%	23.7%	9.0%	100.0%
	Idaho	1.9%	2.4%	7.9%	18.3%	30.2%	29.6%	9.8%	100.0%
2014	Total	1.3%	3.1%	7.3%	16.3%	31.3%	28.7%	12.0%	100.0%
	Blackfoot	.8%	1.5%	2.3%	10.3%	26.2%	46.0%	12.9%	100.0%
	Twin Falls	.4%	.8%	5.0%	13.0%	26.8%	39.1%	14.9%	100.0%
	Lewiston	1.0%	4.5%	7.4%	15.8%	28.7%	31.9%	10.6%	100.0%
	Idaho		2.7%	9.1%	15.2%	37.3%	23.6%	12.2%	100.0%
	Total	.5%	2.5%	6.0%	13.7%	29.7%	35.0%	12.6%	100.0%

## Courageous Voices Pilot Study Final Report

		Q6 In the last twelve months, have you tried to prevent a stranger from driving after drinking enough alcohol to be impaired?			Total
		I have not been in that situation	No	Yes	
2013	Blackfoot	65.7%	26.4%	7.9%	100.0%
	Twin Falls	65.3%	28.5%	6.2%	100.0%
	Lewiston	65.0%	28.8%	6.2%	100.0%
	Idaho	66.4%	29.1%	4.5%	100.0%
2014	Total	65.6%	28.2%	6.2%	100.0%
	Blackfoot	67.7%	27.2%	5.1%	100.0%
	Twin Falls	64.6%	29.7%	5.7%	100.0%
	Lewiston	63.3%	28.8%	8.0%	100.0%
Total	Idaho	59.2%	33.6%	7.2%	100.0%
	Total	63.7%	29.8%	6.6%	100.0%

		Q6a_ recode If you said YES, how many times:						Total
		0	1 to 2	3 to 5	6 to 8	9 to 11	12 or more	
2013	Blackfoot	11.1%	55.6%	18.5%	3.7%		11.1%	100.0%
	Twin Falls	9.5%	81.0%		4.8%	4.8%		100.0%
	Lewiston	4.2%	45.8%	41.7%	4.2%		4.2%	100.0%
	Idaho	5.9%	47.1%	35.3%	5.9%		5.9%	100.0%
2014	Total	7.9%	57.3%	23.6%	4.5%	1.1%	5.6%	100.0%
	Blackfoot		90.9%	9.1%				100.0%
	Twin Falls		75.0%		8.3%	8.3%	8.3%	100.0%
	Lewiston		75.0%	20.0%	5.0%			100.0%
Total	Idaho		52.6%	31.6%	10.5%		5.3%	100.0%
	Total		71.0%	17.7%	6.5%	1.6%	3.2%	100.0%

		Q7 Do you think most adults in your community who were in that situation tried to prevent a stranger from driving after drinking enough alcohol to be impaired?		Total
		No	Yes	
2013	Blackfoot	43.0%	57.0%	100.0%
	Twin Falls	53.5%	46.5%	100.0%
	Lewiston	63.6%	36.4%	100.0%
	Idaho	61.2%	38.8%	100.0%
2014	Total	55.6%	44.4%	100.0%
	Blackfoot	39.4%	60.6%	100.0%
	Twin Falls	42.0%	58.0%	100.0%
	Lewiston	53.9%	46.1%	100.0%
Total	Idaho	58.8%	41.2%	100.0%
	Total	48.8%	51.2%	100.0%

## Courageous Voices Pilot Study Final Report

		Q8 In the last twelve months, have you called law enforcement to report a potentially impaired driver?		Total
		No	Yes	
2013	Blackfoot	89.1%	10.9%	100.0%
	Twin Falls	89.1%	10.9%	100.0%
	Lewiston	93.3%	6.7%	100.0%
	Idaho	91.1%	8.9%	100.0%
Total		90.7%	9.3%	100.0%
2014	Blackfoot	90.1%	9.9%	100.0%
	Twin Falls	91.7%	8.3%	100.0%
	Lewiston	94.0%	6.0%	100.0%
	Idaho	92.8%	7.2%	100.0%
Total		92.2%	7.8%	100.0%

		Q8a If you said Yes, how many times:								Total
		0	1	2	3	4	5	7	8	
2013	Blackfoot	8.6%	40.0%	31.4%	8.6%	5.7%	2.9%		2.9%	100.0%
	Twin Falls		61.1%	27.8%	8.3%		2.8%			100.0%
	Lewiston		65.0%	30.0%		5.0%				100.0%
	Idaho		78.6%	10.7%	10.7%					100.0%
Total		2.5%	59.7%	25.2%	7.6%	2.5%	1.7%		.8%	100.0%
2014	Blackfoot	33.3%	44.4%	13.9%	5.6%			2.8%		100.0%
	Twin Falls	30.0%	40.0%	23.3%	3.3%	3.3%				100.0%
	Lewiston	40.7%	44.4%	14.8%						100.0%
	Idaho	21.7%	43.5%	26.1%	4.3%		4.3%			100.0%
Total		31.9%	43.1%	19.0%	3.4%	.9%	.9%	.9%		100.0%

		Q9 Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired.							Total
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	.3%	.3%	2.0%	4.5%	7.3%	20.1%	65.5%	100.0%
	Twin Falls	.9%	.6%	.9%	4.4%	8.5%	13.5%	71.3%	100.0%
	Lewiston	1.8%	1.0%	1.0%	2.6%	10.7%	20.8%	62.0%	100.0%
	Idaho	1.8%	1.3%	1.8%	4.5%	9.2%	17.3%	64.0%	100.0%
Total		1.2%	.8%	1.4%	4.0%	9.0%	18.0%	65.5%	100.0%
2014	Blackfoot	1.1%	1.5%	.4%	1.9%	8.4%	14.4%	72.2%	100.0%
	Twin Falls	1.1%	.8%	1.1%	5.3%	9.5%	20.9%	61.2%	100.0%
	Lewiston	1.3%	.3%	1.3%	4.7%	13.0%	18.4%	61.1%	100.0%
	Idaho	1.5%	1.1%	1.1%	1.9%	10.9%	19.9%	63.7%	100.0%
Total		1.3%	.9%	1.0%	3.5%	10.6%	18.4%	64.4%	100.0%

		Q9a In your opinion, how would most adults in your community respond: “Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired.”							Total
		Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	
2013	Blackfoot	.3%	1.1%	2.8%	10.8%	22.4%	33.5%	29.0%	100.0%
	Twin Falls	.9%	.6%	1.8%	9.6%	25.5%	35.7%	25.8%	100.0%
	Lewiston	2.1%	3.4%	6.1%	12.9%	25.5%	30.8%	19.2%	100.0%
	Idaho	1.6%	2.6%	3.7%	9.5%	25.9%	32.7%	24.0%	100.0%
Total		1.2%	2.0%	3.7%	10.7%	24.9%	33.1%	24.4%	100.0%
2014	Blackfoot	1.1%	2.7%	1.9%	6.1%	22.1%	35.5%	30.5%	100.0%
	Twin Falls	.8%	1.9%	3.8%	10.6%	25.5%	38.0%	19.4%	100.0%
	Lewiston	1.0%	2.3%	5.5%	11.3%	21.2%	34.7%	24.1%	100.0%
	Idaho		3.4%	4.6%	9.5%	24.7%	35.0%	22.8%	100.0%
Total		.7%	2.5%	4.0%	9.5%	23.3%	35.8%	24.2%	100.0%



		Q10 Local law enforcement should strongly enforce drinking and driving laws.							Total
		Strongly disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Strongly agree	
2013	Blackfoot	.3%	.3%	.3%	1.4%	2.8%	8.2%	86.8%	100.0%
	Twin Falls	.3%		.6%	1.2%	2.0%	11.4%	84.5%	100.0%
	Lewiston		.3%	.5%	.8%	3.1%	13.8%	81.6%	100.0%
	Idaho	.8%	.5%	.3%	1.8%	2.1%	8.7%	85.8%	100.0%
2014	Total	.3%	.3%	.4%	1.3%	2.5%	10.5%	84.6%	100.0%
	Blackfoot	.8%			.4%	2.3%	8.4%	88.2%	100.0%
	Twin Falls	.8%	.4%		1.1%	2.6%	10.9%	84.2%	100.0%
	Lewiston	1.6%			2.5%	2.8%	12.6%	80.4%	100.0%
	Idaho	.7%	.7%		2.2%	2.6%	14.6%	79.0%	100.0%
	Total	1.0%	.3%		1.6%	2.6%	11.7%	82.8%	100.0%

		Q10a In your opinion, how would most adults in your community respond: “Local law enforcement should strongly enforce drinking and driving laws.”							Total
		Most would strongly disagree	Most would mostly disagree	Most would somewhat disagree	Most would neither agree nor disagree	Most would somewhat agree	Most would mostly agree	Most would strongly agree	
2013	Blackfoot	.6%	.8%	1.4%	2.8%	12.1%	32.8%	49.4%	100.0%
	Twin Falls	.3%		1.2%	4.2%	11.7%	40.1%	42.5%	100.0%
	Lewiston	.3%	.8%	2.9%	5.8%	19.9%	38.6%	31.8%	100.0%
	Idaho	.5%	.8%	1.6%	4.0%	16.2%	34.0%	43.0%	100.0%
2014	Total	.4%	.6%	1.8%	4.2%	15.1%	36.3%	41.5%	100.0%
	Blackfoot	.8%		.8%	2.3%	9.2%	30.9%	56.1%	100.0%
	Twin Falls	.4%	.4%	.4%	3.8%	11.1%	39.3%	44.7%	100.0%
	Lewiston	.6%	1.0%	2.6%	4.8%	14.5%	37.3%	39.2%	100.0%
	Idaho	.4%	1.1%	2.7%	2.7%	14.4%	35.0%	43.7%	100.0%
	Total	.5%	.6%	1.6%	3.5%	12.4%	35.7%	45.6%	100.0%

		Q11 In the past 12 months, how often have you heard or seen any media messages about trying to prevent others from impaired driving?					Total
		Never	Once or Twice	Monthly	Weekly	Daily	
2013	Blackfoot	16.0%	26.1%	27.2%	22.7%	8.1%	100.0%
	Twin Falls	20.7%	29.9%	24.3%	21.3%	3.9%	100.0%
	Lewiston	19.1%	35.8%	19.1%	19.8%	6.3%	100.0%
	Idaho	21.7%	31.6%	24.3%	19.5%	2.9%	100.0%
2014	Total	19.3%	30.9%	23.6%	20.8%	5.3%	100.0%
	Blackfoot	21.8%	28.2%	22.6%	24.1%	3.4%	100.0%
	Twin Falls	22.9%	27.9%	19.1%	25.2%	5.0%	100.0%
	Lewiston	26.6%	31.3%	19.4%	19.1%	3.4%	100.0%
	Idaho	36.6%	33.6%	12.8%	14.3%	2.6%	100.0%
	Total	27.0%	30.3%	18.5%	20.6%	3.6%	100.0%

## Courageous Voices Pilot Study Final Report

		Q12_recode In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?						Total
		0	1 to 2	3 to 5	6 to 8	9 to 11	12 or more	
2013	Blackfoot	92.0%	4.8%	1.1%	.6%	.6%	.9%	100.0%
	Twin Falls	87.6%	6.8%	2.9%	.9%	1.5%	.3%	100.0%
	Lewiston	79.1%	10.5%	5.2%	1.8%	.5%	2.9%	100.0%
	Idaho	84.5%	8.3%	3.7%	1.3%	1.1%	1.1%	100.0%
Total		85.6%	7.7%	3.3%	1.2%	.9%	1.3%	100.0%
2014	Blackfoot	93.8%	4.2%	1.5%		.4%		100.0%
	Twin Falls	86.3%	5.7%	5.3%	.4%	1.1%	1.1%	100.0%
	Lewiston	80.6%	9.0%	5.2%	1.0%	2.6%	1.6%	100.0%
	Idaho	80.3%	10.2%	6.4%		.8%	2.3%	100.0%
Total		85.1%	7.4%	4.6%	.4%	1.3%	1.3%	100.0%

		Q12a_recode In your opinion, how many times in the past 60 days have most adults in [community] driven a motor vehicle within two hours after drinking alcoholic beverages?						Total
		0	1 to 2	3 to 5	6 to 8	9 to 11	12 or more	
2013	Blackfoot	17.0%	24.0%	14.0%	5.7%	11.8%	27.5%	100.0%
	Twin Falls	12.0%	30.1%	14.8%	4.8%	5.7%	32.5%	100.0%
	Lewiston	6.5%	20.4%	22.2%	5.7%	7.8%	37.4%	100.0%
	Idaho	9.3%	21.1%	17.0%	6.9%	8.9%	36.8%	100.0%
Total		11.1%	23.7%	17.0%	5.8%	8.6%	33.7%	100.0%
2014	Blackfoot	8.5%	32.5%	13.7%	6.8%	10.3%	28.2%	100.0%
	Twin Falls	7.9%	25.7%	26.4%	5.7%	7.9%	26.4%	100.0%
	Lewiston	2.8%	26.7%	14.2%	5.1%	11.4%	39.8%	100.0%
	Idaho	7.1%	25.2%	24.5%	5.8%	9.7%	27.7%	100.0%
Total		6.3%	27.2%	19.7%	5.8%	9.9%	31.1%	100.0%

		Q13 During the past 30 days, have you had at least one drink of an alcoholic beverage such as beer, wine, a malt beverage, or liquor?		Total
		Yes	No	
2013	Blackfoot	26.2%	73.8%	100.0%
	Twin Falls	47.4%	52.6%	100.0%
	Lewiston	51.7%	48.3%	100.0%
	Idaho	49.3%	50.7%	100.0%
Total		43.9%	56.1%	100.0%
2014	Blackfoot	23.5%	76.5%	100.0%
	Twin Falls	45.7%	54.3%	100.0%
	Lewiston	58.8%	41.2%	100.0%
	Idaho	55.3%	44.7%	100.0%
Total		46.4%	53.6%	100.0%

		Q14 What is your gender / sex?		Total
		male	female	
2013	Blackfoot	51.7%	48.3%	100.0%
	Twin Falls	51.8%	48.2%	100.0%
	Lewiston	52.2%	47.8%	100.0%
	Idaho	56.1%	43.9%	100.0%
2014	Total	53.0%	47.0%	100.0%
	Blackfoot	41.0%	59.0%	100.0%
	Twin Falls	40.0%	60.0%	100.0%
	Lewiston	41.0%	59.0%	100.0%
	Idaho	42.1%	57.9%	100.0%
	Total	41.0%	59.0%	100.0%

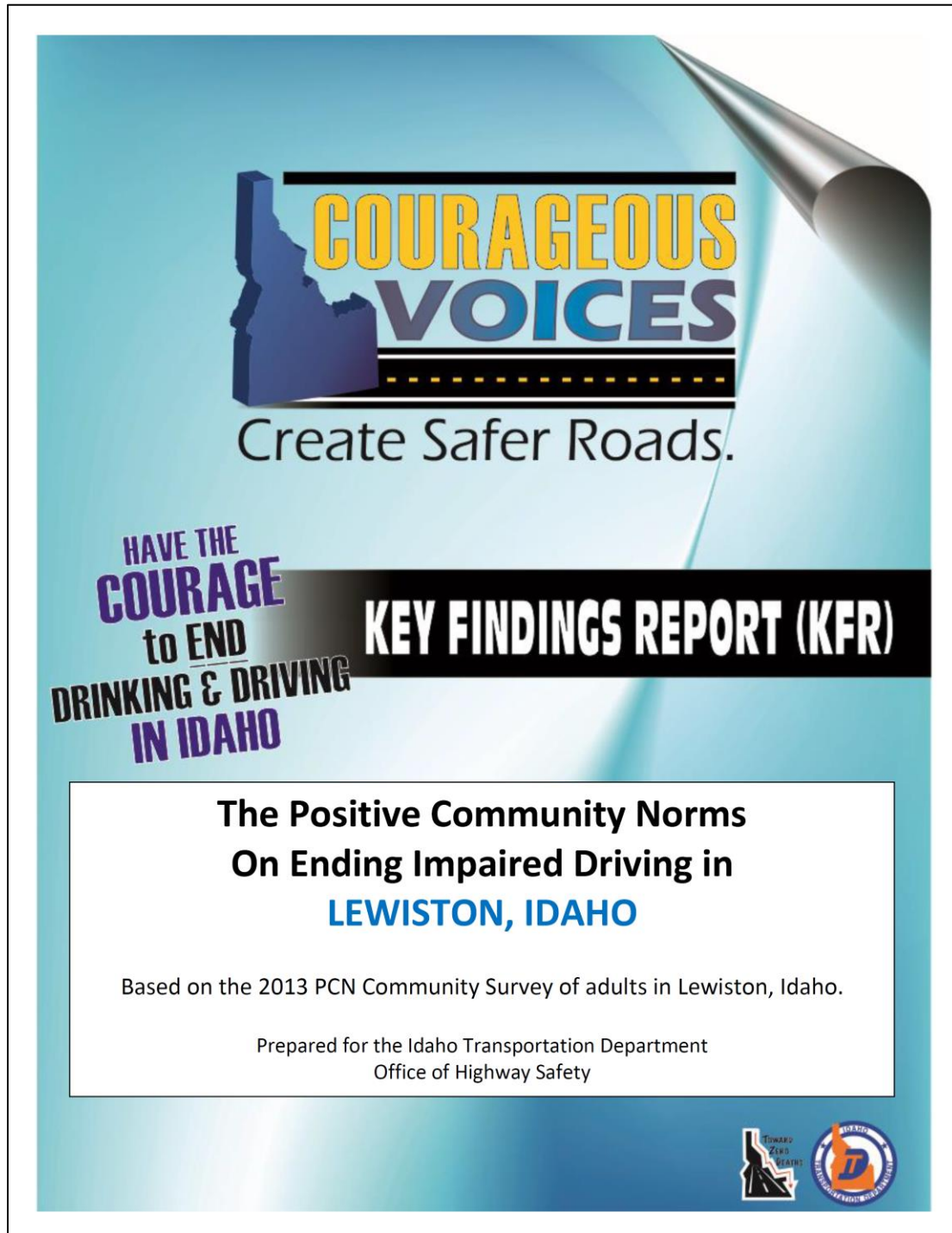
		Q15 What is your age?					Total
		18-34	35-44	45-54	55-64	65 or older	
2013	Blackfoot	8.3%	15.0%	13.6%	25.3%	37.8%	100.0%
	Twin Falls	8.2%	12.0%	20.7%	24.5%	34.7%	100.0%
	Lewiston	6.4%	8.5%	17.3%	24.0%	43.8%	100.0%
	Idaho	6.3%	12.3%	21.2%	26.7%	33.5%	100.0%
2014	Total	7.3%	11.9%	18.2%	25.1%	37.5%	100.0%
	Blackfoot	7.1%	12.0%	18.0%	31.2%	31.6%	100.0%
	Twin Falls	10.5%	10.1%	15.4%	21.7%	42.3%	100.0%
	Lewiston	5.4%	11.7%	12.7%	23.4%	46.8%	100.0%
	Idaho	6.3%	11.9%	15.7%	25.0%	41.0%	100.0%
	Total	7.3%	11.5%	15.3%	25.2%	40.7%	100.0%



## Appendix C

### Pre-Intervention Community Survey Key Findings Report

The following is a sample of a Key Findings Report created for one community.



**Standard Disclaimer**

This document is disseminated under the sponsorship of the Idaho Transportation Department and the United States Department of Transportation in the interest of information exchange. The State of Idaho and the United States Government assume no liability of its contents or use thereof.

The contents of this report reflect the view of the authors, who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official policies of the Idaho Transportation Department or the United States Department of Transportation.

The State of Idaho and the United States Government do not endorse products or manufacturers. Trademarks or manufacturers' names appear herein only because they are considered essential to the object of this document.

***This report does not constitute a standard, specification or regulation.***



## Ending Impaired Driving in Idaho

A public health issue impacting us all

### Executive Summary

While impaired driving is still a significant contributing factor to motor vehicle crashes in Idaho (involved in 40 percent of all fatal crashes), most Idaho adults do NOT drive while impaired and most support strategies to address the problem.

A recent survey conducted by the Center for Health and Safety Culture on behalf of the Idaho Transportation Department revealed strong positive norms regarding protective behaviors and attitudes about impaired driving in Lewiston, Idaho. However, many adults in this community misperceived these positive norms. For example, while most adults in Lewiston do not drink and drive, they think most other adults in their community do.

Most adults in Lewiston support strong enforcement of impaired driving laws and believe establishments where alcoholic beverages are sold should have a role in preventing drinking and driving. Most adults also believe they should try to prevent someone else from drinking and driving, although they don't always know how or have a sense of support from those around them for taking such action. Recommendations are made to correct misperceptions and address gaps in knowledge and a sense of support.

### Background

**Between 2008 and 2010 in Idaho, over 260 people were killed and 830 people seriously injured in crashes involving impaired driving. In fact, 40 percent of all fatal crashes involved impaired drivers.**

While these facts are very concerning, there is hope to build upon for saving lives. The Idaho Transportation Department (ITD) is initiating a multi-year pilot effort to address the problem of impaired driving.

The Center for Health and Safety Culture developed a survey to better understand how adults in Idaho perceive impaired driving and to assess their support for various strategies to reduce this risky behavior. The survey was completed in January and February of 2013 using a paper-based survey mailed to a random selection of households in Lewiston, Idaho. Each household was mailed an introductory letter followed by two surveys (mailed several weeks apart). The final response rate for the Lewiston community is 33 percent based on 391 returned surveys yielding a confidence interval of  $\pm 4.9$  percent.

About half of the adults who took the survey were male (52%), and about half were female (48%). People of varying ages took the survey and were representative of the various ages across the state of Idaho. About half of the adults (52%) who took the survey had at least one drink of alcohol in the past 30 days.







### **Impaired Driving – Actual and Perceived Norms**

**MOST Idaho adults in Lewiston do NOT drink and drive.**

- ❖ MOST adults in Lewiston, 79%, reported that they had NOT driven a motor vehicle within two hours after drinking alcoholic beverages in the past 60 days (Q12).

**However, the overwhelming majority of adults in Lewiston believe that MOST adults in their community DO drink and drive.**

- ❖ Most adults in Lewiston, 93%, believed that most adults in their community had driven a motor vehicle within two hours after drinking alcoholic beverages in the past 60 days (Q12a).

**MOST adults in Lewiston STRONGLY agree that impaired driving is wrong.**

- ❖ MOST adults in Lewiston, 90%, STRONGLY agreed it is wrong to drive after drinking enough alcohol to be impaired (Q1).

**However, many adults in Lewiston do not believe others feel the same way.**

- ❖ However, 69% of adults in Lewiston did NOT believe that most other adults in their community felt this way (Q1a).

### **Strong Support for Strategies to Reduce Impaired Driving**

**MOST adults in Lewiston support strong enforcement.**

- ❖ MOST adults in Lewiston, 82%, STRONGLY agreed that local law enforcement should strongly enforce drinking and driving laws (Q10).
- ❖ However, 68% of adults in Lewiston did NOT believe that most other adults in their community felt this way (Q10a).

**MOST adults in Lewiston believe servers should try to prevent impaired customers from driving.**

- ❖ MOST adults in Lewiston, 62%, STRONGLY agreed that employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired (Q9).
- ❖ However, 81% of adults in Lewiston did NOT believe that most other adults in their community felt this way (Q9a).







## Strong Support by Individuals to Reduce Impaired Driving

**MOST adults in Lewiston believe they should try to prevent someone else from drinking and driving.**

- ❖ MOST adults in Lewiston, 74%, agreed they should try to prevent a stranger from driving after drinking enough alcohol to be impaired (Q2).
- ❖ However, 61% of adults in Lewiston did NOT believe that most other adults in their community felt this way (Q2a).

**If the situation arose, MOST adults in Lewiston would try to prevent someone from drinking and driving.**

- ❖ MOST adults in Lewiston, 65%, agreed they would try to prevent a stranger from driving after drinking enough alcohol to be impaired (Q5).
- ❖ However, 67% of adults in Lewiston did NOT believe that most other adults in their community would (Q5a).

## Challenges to Overcome

**Many adults in Lewiston do not know what to do in order to prevent someone from drinking and driving.**

- ❖ 76% of adults in Lewiston did NOT strongly agree they had the knowledge to prevent a stranger from driving after drinking enough alcohol to be impaired (Q3).

**Many adults in Lewiston did NOT feel they would be supported in preventing a stranger from drinking and driving.**

- ❖ 80% of adults in Lewiston did NOT strongly agree that most people around them at the time would support them if they chose to prevent a stranger from driving after drinking enough alcohol to be impaired (Q4).





## Recommended Next Steps

- **Correct misperceptions regarding drinking and driving in Idaho.**
  - Seek to communicate to all adults in Lewiston that while most adults do NOT drink and drive, impaired driving still causes significant harm and together, this is an issue we can address.
- **Take steps to bolster strategies to reduce impaired driving by sharing community support.**
  - Seek to communicate to all adults that
    - MOST adults strongly support strong local enforcement.
    - MOST adults believe servers should try to prevent impaired customers from driving.
    - MOST adults believe we should try to prevent someone else from drinking and driving.
- **Take appropriate steps to build the skills and sense of support for adults in Lewiston to prevent others from drinking and driving.**
  - Build on the existing strong positive norms outlined in this report.
  - Use broad, universal media campaigns reaching adults to promote individuals stepping up to stop others from driving after drinking.
  - Promote strong enforcement among law enforcement.
  - Take steps to promote beverage server training for establishments serving alcohol.
  - Encourage officials to take measures to eliminate impaired driving at community events where alcohol is available.



## Appendix D

### Training Participants

<b>Twin Falls</b>			
<b>First</b>	<b>Last</b>	<b>Title</b>	<b>Organization</b>
Lanting	Greg	Mayor of Twin Falls	City of Twin Falls
Pruitt	Chris	VP	KMVT Communication
Howe	Ryan	SGT	Twin Falls Police Dept
Thom	Dan	SGT	Twin Falls Police Dept
Benefiel	David	SGT	TFS Sheriffs
Barnhart	Anthony	Capt. Deputy Prosecuting	City of Twin Falls
Harrington	Jethelyn	Attorney	Twin Falls Prosecutor
<b>Blackfoot</b>			
Scarborough	Nick	Health Educator	<i>SIPH</i>
Harrington	Donavan	Gen Mgr	Teton Stagelines
Gay	Scott	LT	Blackfoot P.D.
Brennon	Jones	SGT	Bingham County Sheriff
<b>LEWISTON</b>			
DeJong	Garry	Chief	Lewiston PD
Larson	Mike	Division Administrator	Public Health Idaho
Orr	Steve	Chief	Lewiston PD
Pedersen	Michael	LT	Lewison Police Dept
Plaskson	Joel	City Planner	City of Lewiston
Shropshire	Jamie	City Attorney	City of Lewiston
<b>ISP</b>			
Dayley	Eric	Captain	Idaho State Police
Storm	Rob	Captain	Idaho State Police
Richardson	Lonnie	Captain	Idaho State Police
<b>DHW</b>			
Rasmussen	Scott	Program Manager	DHW
<b>ITD</b>			
Grant	Steve	Comm Spec	ITD Communications
Losness	Lisa	Grant Mgr	ITD /OHS
Bechen	Kevin	Grant Mgr	ITD/OHS
Rich	Steve	Reseacrch Analyst	ITD/OHS
Jennings	Brent	Highway Safety Manager	ITD/OHS



## Appendix E Media – Supporting Materials

### Brochure

*Most Idaho adults  
**HAVE THE COURAGE**  
to end  
drinking & driving*

**82%** of Idaho adults do NOT drive within two hours of drinking alcohol.\*

**94%** of Idaho adults strongly agreed that it is wrong to drive after drinking enough alcohol to be impaired.\*

**91%** of Idaho adults strongly agreed that local law enforcement should strongly enforce drinking and driving laws.\*



*Contact us:*



Idaho Transportation Department  
Office of Highway Safety  
P.O. Box 7129  
Boise, Idaho 83707-1129  
[www.itd.idaho.gov](http://www.itd.idaho.gov)



Center for Health & Safety Culture  
Western Transportation Institute  
Montana State University  
P.O. Box 170548  
Bozeman, MT 59717-0548  
Phone: 406-994-7873  
Fax: 406-994-7285  
Email: [mail@mostofus.org](mailto:mail@mostofus.org)  
[www.westerntransportationinstitute.org/centers/culture](http://www.westerntransportationinstitute.org/centers/culture)  
[www.mostofus.org](http://www.mostofus.org)

\*Data gathered from the Positive Community Norms 2011 Community Survey (n= 553) on Impaired Driving funded by the Idaho Transportation Department.

1. Linkenbach, Jeffrey W., *The Theoretical Foundations of the Positive Community Norms Process A Working Paper*, September 2009.  
2. Linkenbach, Jeffrey W., *The Positive Community Norms Workbook*, July 2010.




**HAVE THE  
COURAGE  
to END  
DRINKING & DRIVING  
IN IDAHO**






## Who We Are:

### Goal:

To save lives and reduce serious injuries in Idaho by eliminating drinking and driving.

### Concern:

Between 2008 and 2010 in Idaho, more than 260 people were killed and 830 people seriously injured in crashes involving impaired driving.

In fact, 40 percent of ALL crashes involved impaired drivers.



"Courageous Voices" media campaign is designed to tell a new story of what's happening in local Idaho communities surrounding drinking and driving.

Recent survey data reveals that most Idaho adults are choosing not to drink and drive, most believe in strongly enforcing drinking and driving laws, and most community members feel that they should try to prevent drinking and driving.

The goal of the "Courageous Voices" campaign is to encourage people to **SPEAK UP** and help eliminate drinking and driving throughout Idaho.



Most Idaho adults **HAVE THE COURAGE** to prevent a stranger from driving after drinking

Most Idaho adults do **NOT** drink and drive.

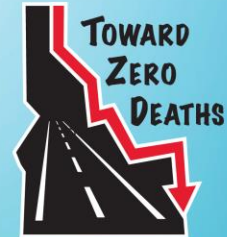
### Approach:

Most Idaho adults exhibit healthy behaviors and have strong protective beliefs surrounding the norm of NOT drinking and driving. Our goal is to grow that norm! This approach is called Positive Community Norms (PCN).

The PCN framework is a new approach to improving health and safety in our communities. PCN fosters cultural transformation by addressing many different audiences throughout the community for the purpose of growing positive norms and thereby improving health and safety. PCN integrates leadership, communication and prevention integration across the social ecology to improve health and safety.<sup>1,2</sup>

*"Drinking and driving is an issue which impacts all Idaho citizens. I am excited to engage our communities to use their positive norms to eliminate this problem."*

- Scott Stokes, Chief Deputy, Idaho Transportation Department



Your Safety. Your Mobility.  
Your Economic Opportunity.

## Speaking Points



### Idaho Transportation Department Courageous Voices Speaking Points – Twin Falls

The following are speaking points to support the Idaho Transportation Department's effort to end impaired driving. The campaign is called Courageous Voices and focuses on the need for all Idaho citizens to step up and become engaged in ending impaired driving.

#### Key Speaking Points

- Safety is very important to the Idaho Transportation Department.
- While the overwhelming majority of Idaho citizens do NOT drink and drive, impaired driving is a problem that impacts all of Idaho.
  - From 2010-2012, over 40% of all fatal crashes in Idaho involved impaired drivers. This is simply unacceptable. However, there is also good news:
    - Most adults in Idaho do NOT drink and drive. In a recent survey of adults in Twin Falls, 88% reported NOT driving within two hours of drinking in the past 60 days.
    - Most adults in Twin Falls, 93%, strongly agree drinking and driving is WRONG.
    - Most adults in Twin Falls, 96%, support strong enforcement of drinking and driving laws.
- The Idaho Transportation Department is launching a media campaign called "Courageous Voices." This campaign encourages people to speak up and end drinking and driving in their community. There are many steps communities can take to end impaired driving including:
  - Speak up if you come into contact with someone who has been drinking and tell them to either **stay where they are** or **get a ride with someone else**.
  - **Report drivers** who have been drinking to **911**.
    - Calling 911 is not about getting people arrested; it is about protecting communities.
  - Establish clear rules about never drinking and driving in your family and workplace.
  - Support Beverage Server training among establishments that serve alcohol.
  - Support DUI Courts.
  - Support the use of guidelines that address drinking and driving when issuing special use permits for alcohol at events.





# COURAGEOUS VOICES

- Speaking up about drinking and driving takes courage, and you should know that you are NOT alone on this issue. Here are more important facts you should know:
  - Most adults in Twin Falls strongly agree drinking and driving is wrong.
  - Most adults in Twin Falls support strong enforcement of drinking and driving laws.
  - Most adults in Twin Falls, 76%, believe they should try and prevent someone from drinking and driving.
  - Most adults in Twin Falls, 71%, reported that they would try and prevent someone from drinking and driving.
- Ending drinking and driving in our community will take all of us. The time to speak up is NOW.
  - Speak to your family and **establish clear rules about not drinking and driving.**
  - If you participate in an event where alcohol is served, **discuss how people will get home BEFORE the event.**
  - Tell people who have been drinking not to drive; **have them stay or get a ride with someone else.**
  - **Report impaired drivers immediately to 911** – do not wait for a crash.
- This is an issue that we can and must address as a community.
- Do NOT let the needless injury and harm continue.
- We, as a community, can end impaired driving.

## Speaking Points for when a crash occurs involving alcohol

- While the overwhelming majority of Idaho citizens and citizens of Twin Falls do NOT drink and drive, the recent crash is an example of how impaired driving is a problem that impacts us all.
  - We wish this individual had either stayed where he/she was or gotten a ride with someone else.
  - If you see someone drinking and driving, please call 911.
- Crashes, like this, can be prevented.
- It is time for all us to speak up and end impaired driving in our community.







# Ending Impaired Driving in Idaho

[presenter information here]

# Ending Impaired Driving in Idaho

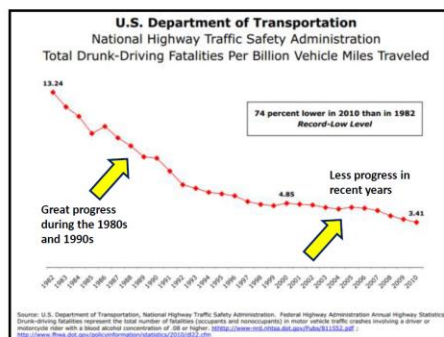
Idaho Transportation Department  
Highway Safety Office



**Our Mission:**  
Your Safety.  
Your Mobility.  
Your Economic Opportunity.



- over **230** people were killed and **791** people seriously injured in crashes involving impaired drivers
- **Over 40% of all fatal crashes** involved impaired drivers
- impaired driving resulted in extensive property damage



Everyone can choose to speak up with a  
**Courageous Voice.**

92%

Most adults in **Blackfoot** do **NOT** drink & drive.

**TODAY'S VOICES**  
CREATE SAFE BODIES

Most Idahoans have the courage to end drinking & driving.

Source: PCN Community Services on Impaired Driving in Idaho, 2012, n=302.

**Core Messages**

- MOST do NOT drink and drive
- MOST support strong enforcement
- MOST would try to prevent someone from drinking and driving

**Media**

- Billboards
- Radio
- Television

3/24/2015

(insert sample video ads here)



For a driver who has been drinking, there are only **two** choices:

1. Stay
2. Ride



#### Remember

Calling 911 **BEFORE** the crash is better than calling 911 **AFTER** the crash.



#### Ending impaired driving involves everyone

- Families
- Retailers
- Community Leaders / Policy Makers



#### Families / Individuals

- Establish clear guidelines in the family about never drinking and driving
- Create transportation plans BEFORE drinking ever starts
- Speak up and ask someone to stay
- Speak up and get someone a ride
- Call 911 to report an impaired driver (before the crash!)



#### Retailers – Bars / Workplaces / Schools

- Requiring beverage server training to avoid over-serving
- Developing internal plans to deal with patrons who should not drive
- Planning ahead of time to eliminate drinking and driving at workplace social events
- Evidence-based programs and strategies to reduce underage drinking

3/24/2015



**CREATE SAFE ROADS**

**Community Leaders / Policy Makers**

- Require alcohol special use permit holders to plan so that there is no drinking and driving.
- Regularly conduct compliance checks for alcohol retailers
- Require beverage server training to avoid over-serving
- Sustain consistent DUI enforcement
- Use best-practices and specialty courts (e.g., DUI courts)




**We Have Positive Community Norms**

In XX,


- ❖ Most, XX%, adults do NOT drink and drive.
- ❖ Most, XX%, adults support strong enforcement of DUI laws.
- ❖ MOST, XX%, adults would try to prevent someone from drinking and driving.

Source: PCN Community Survey on Impaired Driving in Idaho, n= XXX.



**CREATE SAFE ROADS**

**Most Idahoans have the courage to end drinking and driving.**



**CREATE SAFE ROADS**

**For more information, please contact:**

Press Release



Our Mission. Your Mobility

Idaho Transportation Department

**News Release**

1/17/2012

Contact:  
Steve Grant  
Public Information Specialist  
(208) 334-8874

FOR IMMEDIATE RELEASE

**Idaho motor vehicle fatalities drop by nearly one-third over two years**

BOISE – Idaho leads the nation with a 31 percent reduction in traffic fatalities over the past two years, the Idaho State Police and the Idaho Transportation Department announced today.

While fewer people died in traffic crashes in Idaho in 2011 than in any year since 1956, the state's safety leaders remain concerned that any loss of life is unacceptable.

Preliminary data indicate that in 2011, 169 people died on Idaho's roads, 40 fewer than in 2010 and 57 fewer than in 2009.

"Idaho drivers are making better decisions. They are making smart choices and avoiding risky behaviors such as speeding and driving after drinking," said ITD Highway Safety Manager Brent Jennings.

He also credited the efforts of law enforcement, transportation and emergency response professionals, engineering improvements to highways and vehicles, and education campaigns for reducing traffic-related deaths.

Fatalities attributed to driving under the influence and speeding both declined from 2010.

"These numbers present both hope and concern," Jennings said. "While the overwhelming majority of our drivers are wearing their seatbelts and are not driving after drinking, we are still very concerned about those who are engaging in risky behaviors."

In 2011, 70 people who died in traffic crashes were unrestrained. Safety experts estimate that approximately half of those people might have survived if they were wearing seat belts.

Idaho's downward trend is not unique. The National Highway Traffic Safety Administration reports nationwide traffic fatalities in 2010 fell to the lowest levels since 1949 despite a significant increase in the number of miles Americans drove during the year.

"Our goal is to sustain this downward trend in 2012, as we move *Toward Zero Deaths* on Idaho's highways" Jennings said.

- end -

Op-Ed / Letter to the Editor

## Opinion - Editorial

[date]

**It is time to end impaired driving in [community]**

by [name]

As a law enforcement officer, one of my most dreaded duties is to inform a family about the loss of a loved one in a traffic crash. In recent years, over 40 percent of fatal crashes in Idaho involved impaired driving – and it is time for this preventable, risky behavior to end.

I am very encouraged by a recent survey of over XX people in [community] that revealed more than XX percent of adults strongly agree impaired driving is wrong, and most adults, XX percent, agree with strong enforcement of drinking and driving laws. However, I also know that we, in law enforcement, cannot end impaired driving by ourselves. We need your help.

Recently, you may have seen commercials in our community about speaking up about impaired driving. This campaign, called Courageous Voices, is being led by the Idaho Transportation Department, and has our department's support. We agree that it will take all of us to speak up to end impaired driving.

There are many ways that you can speak with a courageous voice about this issue. We ask that you discuss drinking and driving in your family and make it clear to everyone that this behavior is not acceptable. Ever. If you choose to drink, then calling someone else for a ride or staying put are the only options for people who have been drinking.

If you are hosting an event where alcohol will be served, think about how people will get home *before* the event takes place. Don't wait for the situation to arrive. Ending impaired driving requires taking action and planning before drinking occurs.

The survey also revealed that people in our community support efforts by alcohol retailers to prevent impaired driving. Towards that end, we will be working with local bars and restaurants to provide beverage server training – skills that help servers identify and not over-serve patrons who have had too much to drink.

And finally, if you are in a situation where you are aware of someone getting in their car after drinking, do NOT try and stop them or disable their vehicle. The only safe choice in that situation is to call 911. This is not about getting them in trouble – it is about keeping them alive and preventing them from injuring others.

Most adults in our community, XX percent, do NOT drink and drive. It is the choices of a small number of people which put us all at risk. And together, we can end this dangerous behavior and make the roads in our community safer for everyone.

Please speak up and talk about ending impaired driving in [community].

## Appendix F Media – Billboards

### Do Not Drink and Drive

**92%** Most adults in **Blackfoot** do **NOT** drink & drive.

**COURAGEOUS VOICES**  
CREATE SAFE ROADS

Most Idahoans have the courage to end drinking & driving.  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

### Would Prevent

**75%** Most adults in **Blackfoot** would try to prevent someone from drinking & driving

**COURAGEOUS VOICES**  
CREATE SAFE ROADS

Most Idahoans have the courage to end drinking & driving.  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

### Support Enforcement

**92%** Most adults in **Blackfoot** support strong enforcement of DUI laws.

**COURAGEOUS VOICES**  
CREATE SAFE ROADS

Most Idahoans have the courage to end drinking & driving.  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.





## **Appendix G**

### **Media – TV Advertisements**

#### Voices ISP

I am \_\_\_\_\_ of the Idaho State Police. It makes me proud to know that most adults in Idaho do not drive after drinking, and that most adults believe impaired driving laws should be strongly enforced.

There ARE options for those that choose to drink when they go out: They can either stay where they are or get a ride with someone else.

And if someone does drink and drive, I hope you have the courage to call 911.

Remember, Courageous Voices Create Safer Roads.

Most Idahoans have the courage to end drinking and driving. It's time to speak up.

#### Voices – Stokes

(Stokes): It's a fact we can be proud of: Most Idaho adults don't drink and drive.

Yet, in recent years, 40% of all fatal crashes in Idaho involved impaired drivers.

It's time we HAVE THE COURAGE to speak up

(female 1): I have the courage to call 911 if I see an impaired driver.

(male 1): I have the courage to help someone find a safe ride home.

(female 2): I have the courage to be a designated driver.

(Stokes): Most Idahoans have the courage to end drinking and driving. It's time to speak up.

House Party

<u>VIDEO</u>	<u>AUDIO</u>
<p><b>INT. House Party - Night</b></p> <p><b>MS:</b> (one continuous, sliding shot throughout entire ad - moving us closer to the subject) Man sitting on couch, contemplating the situation.</p> <p>Man looking forward, slowly nodding head.</p> <p>Man slowly looks around.</p> <p><b>CU:</b> A drink is placed on the counter by another man and he grabs his keys.</p> <p><b>CU:</b> Thinking man slowly looks over at the drinking man.</p> <p>.</p> <p><b>BLACK SCREEN with facts</b></p> <p><b>MS:</b> Man with the individual drinking.</p> <p>Closing Logo</p>	<p><b>BACKGROUND NOISE:</b> Sounds of a house party.</p> <p><b>VO:</b> I should probably just mind my own business. He's an adult, he can handle himself.</p> <p><b>VO:</b> He's only had a few.</p> <p><b>VO:</b> Should I even care? Am I responsible?</p> <p><b>MAN :</b> Hey, Why don't you stay for a while.</p> <p><b>VO:</b> It's time to speak up. Courageous voices create safer roads.</p>

Bar

<u>VIDEO</u>	<u>AUDIO</u>
<p><b>INT. Bar Scene</b></p> <p><b>CU:</b> An alcoholic beverage is poured into a glass</p> <p><b>CU:</b> Bystanders watch the man who has the drink.</p> <p><b>CU:</b> The man leaves cash on the bar next to his empty glass and picks up his keys, implying he is leaving.</p> <p><b>CU:</b> Another bystander picks up his phone to dial 911.</p> <p><b>CU:</b> The other Bystander grabs the impaired mans hand.</p> <p><b>MS:</b> Bystander and impaired man, look at each other creating tension.</p> <p><b>BLACK:</b> Community Statistics in text.</p> <p><b>MS:</b> Impaired man nods his head and give the bystander his keys.</p> <p><b>Closing Logo</b></p>	<p><b>VO:</b> Most "Community" adults said they would try and prevent someone from drinking and driving.</p> <p><b>VO:</b> In Idaho we understand that courageous voices create safer roads.</p> <p><b>Bystander:</b> Let me find you a ride.</p> <p><b>VO:</b> Stay, ride or call 911</p>

Courage

<u>VIDEO</u>	<u>AUDIO</u>
<p><b>CU:</b> A bull, looking at us, breathing.</p> <p><b>CU:</b> A rider, breathing heavily, sitting on the shoot, getting ready to get on the bull.</p> <p><b>MS:</b> A woman firefighter, with an axe, stands behind a fire truck, breathing heavy, building up courage to fight fire.</p> <p><b>MS:</b> A soldier, with weapon standing behind wall, breathing heavy, building up courage to enter combat.</p> <p><b>CU:</b> Man sitting at bar, thinking and looking at the (blurred) individual in the foreground who is setting down his drink.</p> <p><b>BLACK SCREEN</b> - Community Stats</p> <p><b>CU:</b> Over the shoulder of drinking individual, showing man in front of him.</p> <p><b>CU:</b> Hands exchange keys.</p> <p><b>Closing Logo</b></p>	<p>Heavy breathing, Sounds of rodeo.</p> <p>Heavy breathing, Sounds of sirens and fire.</p> <p>Heavy breathing, Sounds of combat.</p> <p>The mixed audio crescendos, transitioning us to a quite bar.</p> <p><b>VO:</b> Be courageous...</p> <p><b>MAN:</b> Can I get you a ride?</p> <p><b>VO:</b> It creates safer roads.</p>

## **Appendix H**

### **Media – Radio Advertisements**

#### Voices ISP

I am \_\_\_\_\_ of the Idaho State Police. It makes me proud to know that most adults in Idaho do not drive after drinking, and that most adults believe impaired driving laws should be strongly enforced.

There ARE options for those that choose to drink when they go out: They can either stay where they are or get a ride with someone else.

And if someone does drink and drive, I hope you have the courage to call 911.

Remember, Courageous Voices Create Safer Roads.

Most Idahoans have the courage to end drinking and driving. It's time to speak up.

#### Voices – Stokes

(Stokes): It's a fact we can be proud of: Most Idaho adults don't drink and drive.

Yet, in recent years, 40% of all fatal crashes in Idaho involved impaired drivers.

It's time we HAVE THE COURAGE to speak up

(female 1): I have the courage to call 911 if I see an impaired driver.

(male 1): I have the courage to help someone find a safe ride home.

(female 2): I have the courage to be a designated driver.

(Stokes): Most Idahoans have the courage to end drinking and driving. It's time to speak up.

#### Courage

I am so grateful to live in Idaho. We have a beautiful state and it's a wonderful place to raise my kids. What really makes me proud is that most of us Idahoans choose not to drink and drive, but if someone intends to, we also have the courage to speak up.

See most (Blackfoot, Lewiston, Twin Falls) residents would try to prevent someone from drinking and driving and that's something to be proud of. This type of courage keeps our state great.

Keep in mind, its courageous voices that create safer roads.

#### House Party

Have you ever been in a situation where you wanted to speak up, but maybe you just didn't have the courage to. Well this happened to me last night. I was at a party and there was this guy drinking. He had a little too much, but he grabbed his keys and was planning to drive anyway. So I found the courage to talk with him and you know what, he ended up staying.

I'm proud I kept an impaired driver off our roads and it's encouraging to know that most (Blackfoot, Lewiston, Twin Falls) residents would have done the same.

It takes courageous voices to create safer roads.

### Speak Up

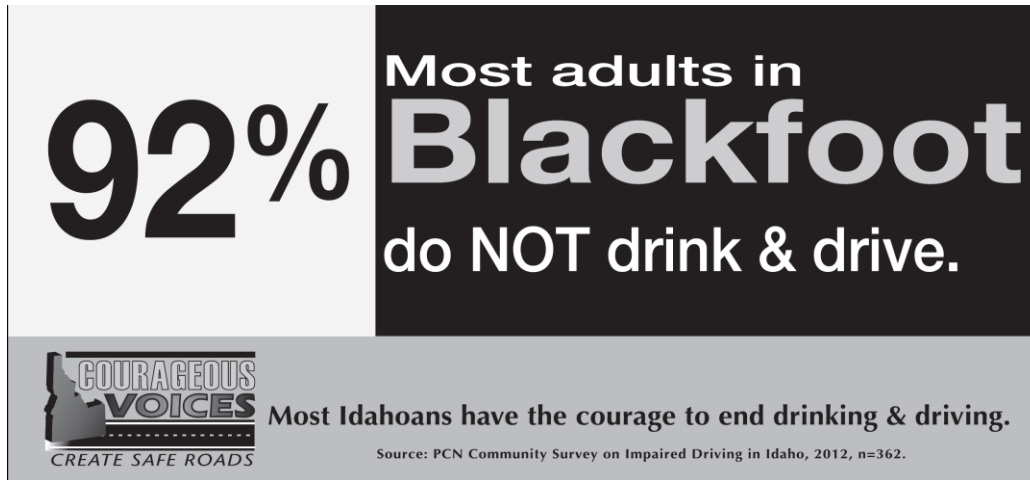
I am proud to say that most of us in Idaho choose not to drink and drive, but if someone intends to, it's our responsibility as bystanders to speak up.

It's good to know that most residents of (Blackfoot, Lewiston, Twin Falls) would try to prevent someone from drinking and driving. This is encouraging and it shows that we Idahoans understand the dangers of drinking and driving and realize that it is ok to speak up.


Keep in mind, courageous voices create safer roads.

## Appendix I

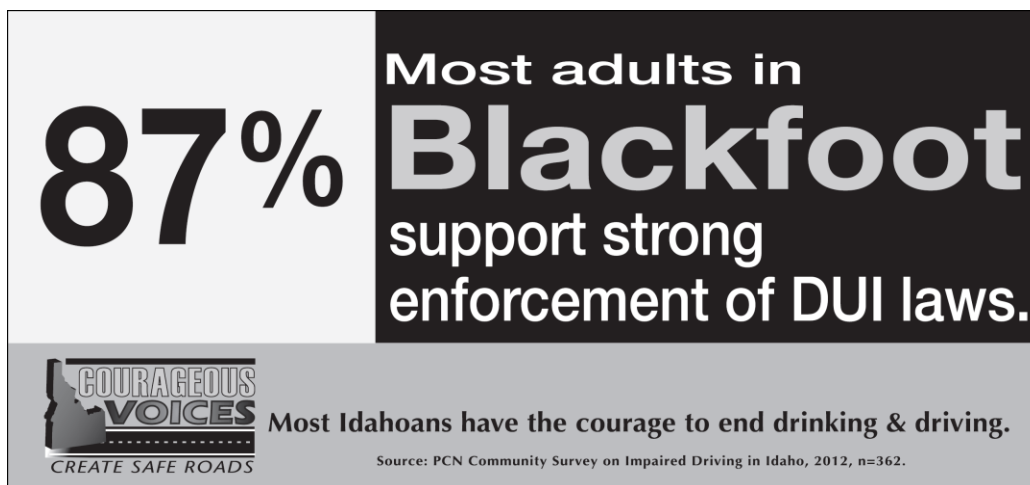
### Media – Newspaper Ads used in Blackfoot




**92%** Most adults in **Blackfoot** do NOT drink & drive.

 **COURAGEOUS VOICES**  
CREATE SAFE ROADS

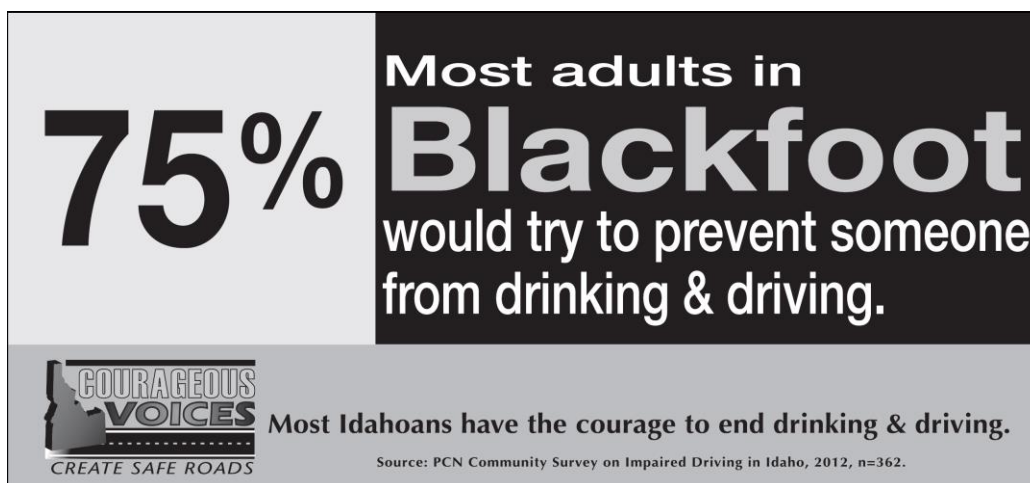
Most Idahoans have the courage to end drinking & driving.  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.




**87%** Most adults in **Blackfoot** support strong enforcement of DUI laws.

 **COURAGEOUS VOICES**  
CREATE SAFE ROADS

Most Idahoans have the courage to end drinking & driving.  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.



**75%** Most adults in **Blackfoot** would try to prevent someone from drinking & driving.

 **COURAGEOUS VOICES**  
CREATE SAFE ROADS

Most Idahoans have the courage to end drinking & driving.  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.





## Appendix J

### Media - Bars




#### Idaho Transportation Department Courageous Voices Speaking Points

The following is a brief overview of the Idaho Transportation Department's effort to end impaired driving. The campaign is called Courageous Voices and focuses on the need for all Idaho citizens to step up and become engaged in ending impaired driving.

##### Background

- Safety is very important to the Idaho Transportation Department.
- While the overwhelming majority of Idaho citizens do NOT drink and drive, impaired driving is a problem that impacts all of Idaho.
  - In recent years, over 40% of all fatal crashes in Idaho involved impaired drivers. This is simply unacceptable. However, there is also good news:
    - Most adults in Idaho do NOT drink and drive. In a recent survey of adults in Blackfoot, 92% reported NOT driving within two hours of drinking in the past 60 days.
    - Most adults in Blackfoot, 94%, strongly agree drinking and driving is WRONG.
    - Most adults in Blackfoot, 95%, support strong enforcement of drinking and driving laws.
- The Idaho Transportation Department has launched a media campaign called "Courageous Voices." This campaign encourages people to speak up and end drinking and driving in their community. There are many steps communities can take to end impaired driving including:
  - Speak up if you come into contact with someone who has been drinking and tell them to either **stay where they are** or **get a ride with someone else**.
  - **Report drivers** who have been drinking to **911**.
    - Calling 911 is not about getting people arrested; it is about protecting communities.
  - Establish clear rules about never drinking and driving in your family and workplace.
  - Support Beverage Server training among establishments that serve alcohol.
  - Support DUI Courts.
  - Support the use of guidelines that address drinking and driving when issuing special use permits for alcohol at events.







**COURAGEOUS VOICES**

- Speaking up about drinking and driving takes courage, and you should know that you are NOT alone on this issue. Here are more important facts you should know:
  - Most adults in Blackfoot strongly agree drinking and driving is wrong.
  - Most adults in Blackfoot support strong enforcement of drinking and driving laws.
  - Most adults in Blackfoot, 81%, believe they should try and prevent someone from drinking and driving.
  - Most adults in Blackfoot, 75%, reported that they would try and prevent someone from drinking and driving.

Role of Alcohol Retailers

- Establishments where alcohol is served provide an ideal environment to remind people about never drinking and driving.
- ITD has created several media pieces which we would like to place in establishments (see below for samples). These include:
  - 3 different posters
  - 3 different table tents
  - 3 different window clings that could be placed on the front door, bar mirror, or bathroom mirrors
  - 1 set of napkins
  - 3 sets of urinal liners
- We would greatly appreciate retailers having these materials accessible over the next several months.

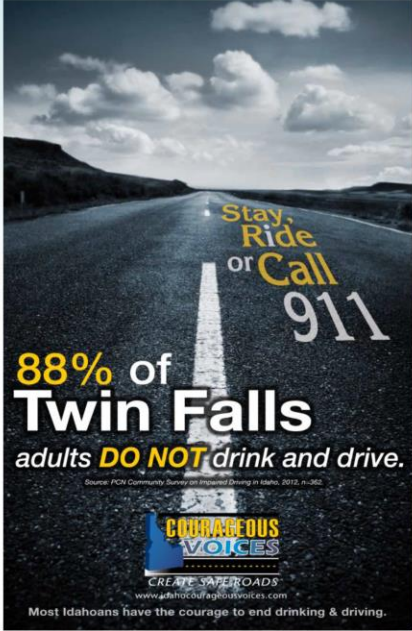




# COURAGEOUS VOICES

---

Posters

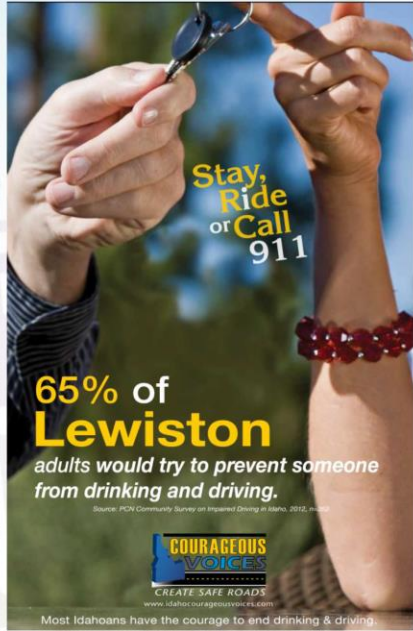


**88% of Twin Falls**  
adults **DO NOT** drink and drive.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

**COURAGEOUS VOICES**  
CREATE SAFE ROADS  
[www.idaho.courageousvoices.com](http://www.idaho.courageousvoices.com)

Most Idahoans have the courage to end drinking & driving.

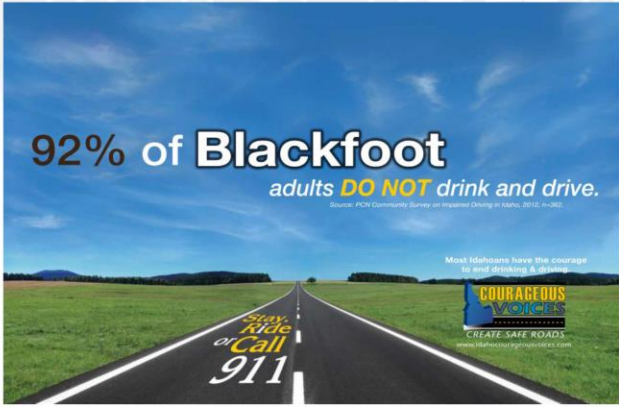


**65% of Lewiston**  
adults would try to prevent someone from drinking and driving.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=193.

**COURAGEOUS VOICES**  
CREATE SAFE ROADS  
[www.idaho.courageousvoices.com](http://www.idaho.courageousvoices.com)

Most Idahoans have the courage to end drinking & driving.




**92% of Blackfoot**  
adults **DO NOT** drink and drive.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

**COURAGEOUS VOICES**  
CREATE SAFE ROADS  
[www.idaho.courageousvoices.com](http://www.idaho.courageousvoices.com)

Most Idahoans have the courage to end drinking & driving.





# COURAGEOUS VOICES

Window Clings

**Stay,  
Ride  
or Call  
911**

**65% of  
Lewiston**  
adults would try to  
prevent someone from  
drinking and driving.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

**COURAGEOUS  
VOICES**  
CREATE SAFE ROADS  
[www.idahocourageousvoices.com](http://www.idahocourageousvoices.com)

**Stay,  
Ride  
or Call  
911**

**79% of  
Lewiston**  
adults  
do **NOT**  
drink and  
drive.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

**COURAGEOUS  
VOICES**  
CREATE SAFE ROADS  
[www.idahocourageousvoices.com](http://www.idahocourageousvoices.com)

AVOID DRIVING 10

**COURAGEOUS VOICES**

65% of Lewiston adults would try to prevent someone from drinking and driving.

**COURAGEOUS VOICES**  
CREATE SAFE ROADS  
www.idahocourageousvoices.com

**Stay, Ride or Call 911**  
Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=362.

Urinal Screens

**Stay, Ride or Call 911**  
73% of Blackfoot adults would try to prevent someone from drinking and driving

**92% of Blackfoot adults do NOT drink and drive**  
Stay, Ride or Call 911

**COURAGEOUS VOICES**  
CREATE SAFE ROADS  
www.idahocourageousvoices.com

**ATTENTION**  
DRINKING AND DRIVING  
IS A DEAD END

