

Tools for Implementing Environmental Approaches to Impaired Driving

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Effective strategies to reduce impaired driving: Change the community environment

- Control alcohol availability
- Increase the deterrence effects of enforcement

But . . .

- Resources in communities are always limited.
- Countervailing influences make the implementation of the most powerful strategies difficult.
- Community leaders often lack the knowledge of the most effective strategies.
- Tendency to adopt flashy and fun strategies not supported by research.

Addressing Alcohol Availability

- Controlling alcohol availability has strong potential for preventing risky drinking as well as impaired driving.
- Can be implemented at the community level, making it possible for cities and towns to help prevent alcohol related problems.

Enforcement

- Vigorous, visible enforcement enhances deterrence
- Enforcement includes laws related to alcohol sales and service as well as impaired driving laws
- Many enforcement agencies are local

Two parallel projects

- California State Prevention Framework/State Incentive Grant:
 - Intensive; included funding for communities
- Environmental Approaches to Prevention: Education and Dissemination
 - Informational resources only; no funding

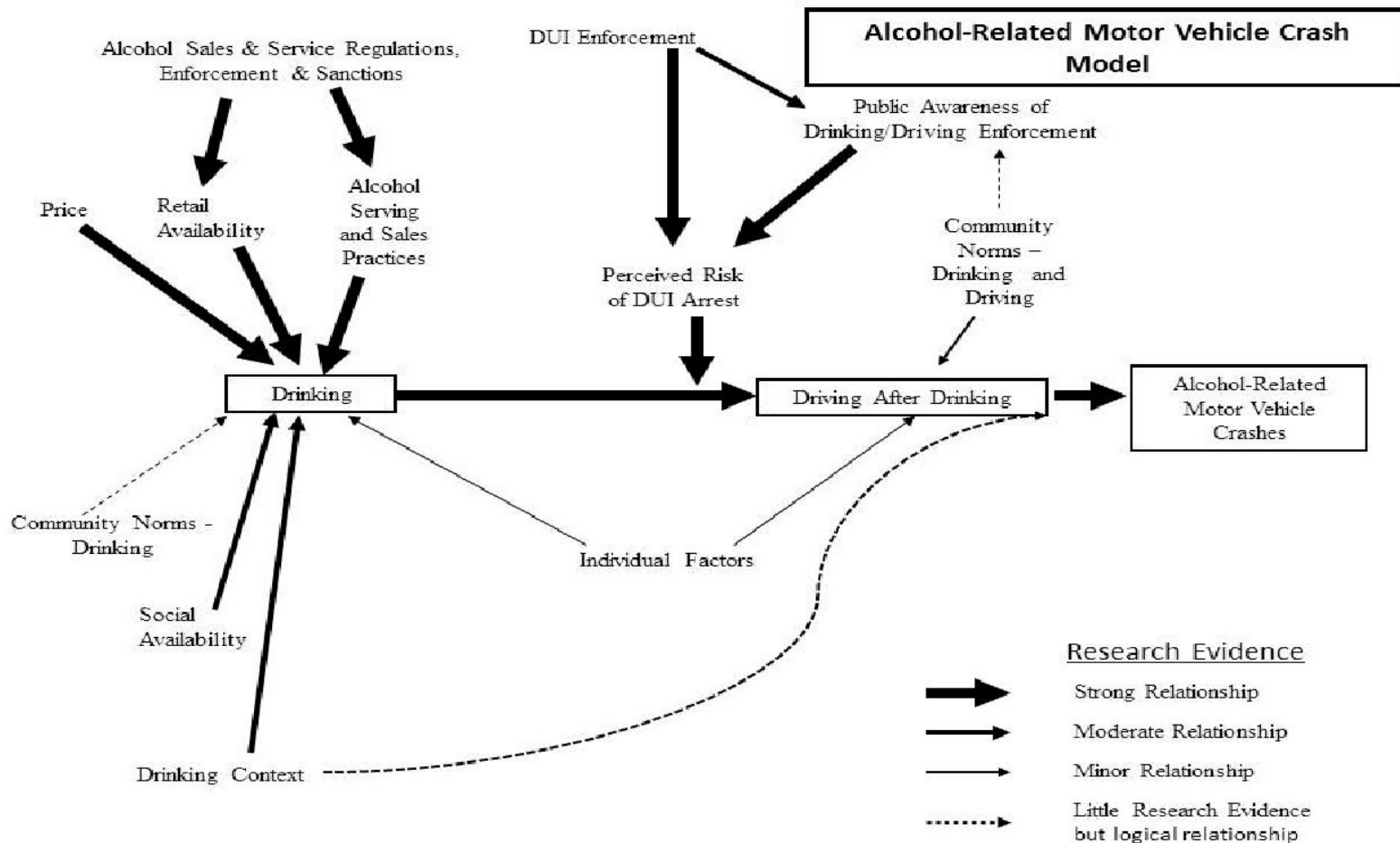
Method: SPF/SIG

- 12 mid-sized communities in California USA provided with information, training and funding
- Randomly selected from 24 similar communities
- 12 non-intervention comparison communities
- Designed to overcome usual challenges faced by community coalitions

Intervention

- Very prescriptive approach in collaboration with local liaisons in communities
- Defined array of evidence based strategies
- Focused attention on the most effective strategies and bringing about swifter, more targeted action.

Logic Model of Impaired Driving



Prevention Strategies

- Enforcement to prevent sales of alcohol to underage people

Minor Decoy Enforcement



“Mountain of Beer”

Prevention Strategies

- Enforcement to prevent sales of alcohol to underage people
- Changes in local policy and enforcement regarding social hosting of parties

Social hosting policies and enforcement



Prevention Strategies

- Enforcement to prevent sales of alcohol to underage people
- Changes in local policy regarding social hosting of parties
- Better enforcement of other sales and service laws

Sales and Service Policies/Enforcement



Prevention Strategies


- Enforcement to prevent sales of alcohol to underage people
- Changes in local policy regarding social hosting of parties
- Better enforcement of other sales and service laws
- Enforcement of impaired driving laws.

DUI Enforcement



Intensive Approach

- 12 California cities receive direct guidance
- In-person training and technical assistance
- Funding based on a commitment to implement specified evidence-based policy approaches


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- Potentially powerful
 - Expensive and limited in scope

Less Intensive Approach

- Used lessons from work with 12 intervention communities
- Adapted into on-line tools for wider dissemination
- Provided information and tools for implementing the selected strategies

Online Resources

- Website with research summaries and policy guidance
- Interactive online tool for community planning and implementation of effective strategies
- Bi-monthly newsletter including success stories and other information about the activities of communities.
- Social media platforms: Facebook and Twitter

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- Less intensive
 - Can be used more widely

Broad dissemination

- On line materials available to anyone
- Recruited more than 200 organizations and agencies in communities around the country to use the materials and provide feedback.

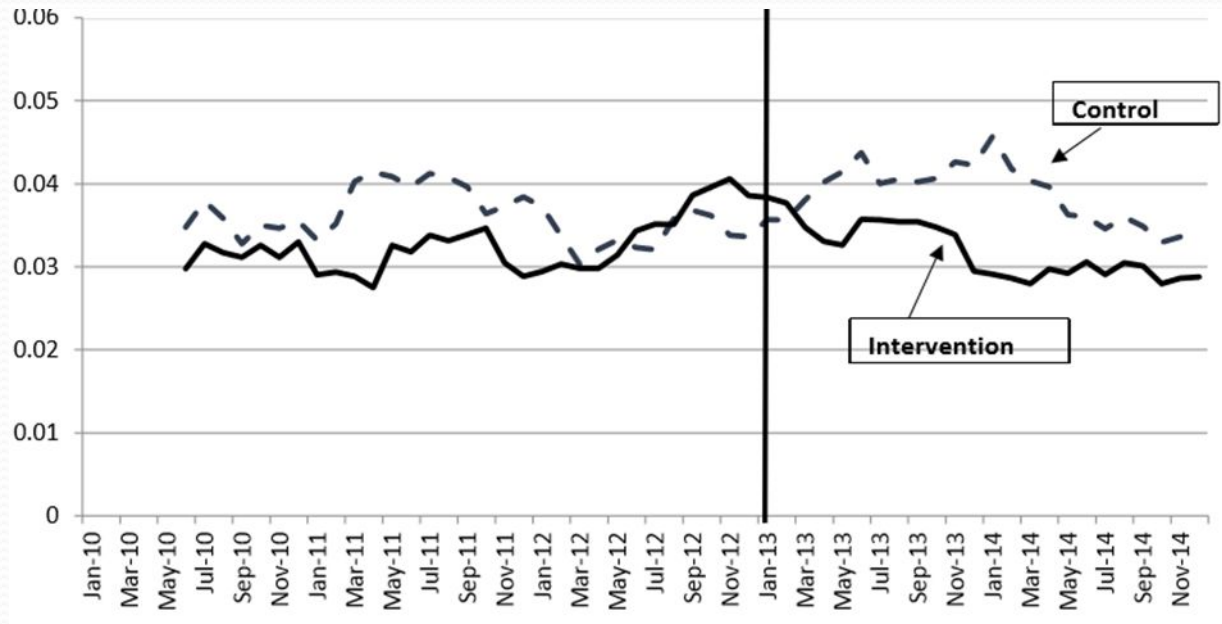
Evaluation

- Intensive Approach:
 - Process evaluation and analysis of archival data to follow progress.
- Online Approach:
 - Informal telephone surveys with representatives from participating communities

Results of Intensive Approach

- The 12 communities were able to implement most of the prescribed strategies

DUI INJURY CRASH RATES: INTERVENTION AND NON-INTERVENTION COMMUNITIES



Prevention Research Center (2016) *Strategic Prevention Framework – State Incentive Grant Final Report* Presented to the California Department of Health Care Services.

Results of Online Information Only

Communities were able to:

- Enhance ongoing compliance check operations and impaired driving enforcement operations
- Implemented responsible beverage service training for servers and sellers of alcohol
- Establish penalties for social hosts who serve minors or where guests are involved in impaired driving
- Limit the licensing of additional alcohol outlets in areas with high concentration of outlets or in sensitive areas

Information-Only Communities

- Less consistent and less comprehensive than for communities that received training, technical assistance and funding
- Nonetheless were able to implement many effective strategies

Challenges shared by all communities

- Concern that interfering with the sale of alcohol would have negative economic effects on the community.
- Devotion to ongoing prevention strategies – regardless of research evidence

Conclusion: Intensive Training and Technical Assistance

- Can be very useful in helping communities to select effective strategies and overcome obstacles
- But resources to provide this kind of hands-on guidance and motivation are limited.

Conclusion: Written and Online Materials Only

- Provide a broader range of communities with motivation and instruction in applying effective strategies.
- Even without intensive in-person contact and funding support, these tools can help communities make progress.