



Drink and Drug Driving

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Table of Contents:

	Page
1. Acknowledgments	4
2. Acronyms and Abbreviations	5
3. Executive Summary	6
4. Introduction	7
5. Background Research/Literature Review	7
6. Discussion	8
6.1 Focus Groups	8
6.2 Details of Focus Groups	10
7. Campaigns	11
7.1 Recording Artists, Actors, Athletes Against Drink Driving (RADD)	11
7.2 Queensland (QLD) Drug Driving Posters	11
7.3 QLD Drink Driving TV Ad	11
7.4 QLD Drink Driving Posters	11
7.5 Western Australia (WA) Drink Driving Posters	11
7.6 Sober Bob	12
7.7 NT TV Ad	12
7.8 NT Drink Driving Poster	12
8. Major Findings	13
9. Conclusion	20
10. Recommendations	21
11. References/Bibliography	22
12. Appendices	22

List of Graphs/Tables:

	Page
Graph One: Age of Participants	8
Table One: Age of Participants	9
Graph Two: Gender of Participants	9
Table Two: Gender of Participants	9
Graph Three: Drink and Drug Driving Problem	13
Table Three: Drink and Drug Driving Problem	13
Graph Four: Greater Problem	14
Table Four: Greater Problem	14
Graph Five: Why Drink and drug drive?	15
Table Five: Why Drink and drug drive?	15
Graph Six: Effectiveness of the Sober Bob Campaign	17
Table Six: Effectiveness of the Sober Bob Campaign	17
Graph Seven (a) and (b): Comparison of Two Campaigns	18

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- Office of Youth Affairs, in particular all the continued support from Vicki Schultz

2. ACRONYMS/ABBREVIATIONS

CSC	Casuarina Senior College
NT	Northern Territory
QLD	Queensland
RADD	Recording Artists, Actors and Athletes against Drink Driving
RBT	Random Breath Test
WA	Western Australia

3. EXECUTIVE SUMMARY

Statistically, the Northern Territory (NT) has a very high number of youths being seriously injured and/or dying on Territory roads, particularly in the Darwin region, from drink and drug driving. In Australia, drivers aged between 18-25 years, make up approximately 26 per cent of all road fatalities - being the highest percentage rate for all drivers. A seemingly increasing trend is common for the Territory with nine more deaths of young people in 2008 than 2007¹.

Four focus groups were held throughout Darwin and Palmerston targeting a range of youth determining a) why they would drink/drug drive, b) what could be done about it and c) if the NT was to create a new anti-drink/drug driving campaign/s, would it be likely to stop people drink/drug driving? It will be shown that the youth of Darwin are generally concerned about the NT's high death/injury rate and feel that a better marketing campaign can help prevent more incidents occurring.

Resulting from the focus groups, a range of techniques have been suggested by young people, who are in the high road fatality risk age group, suggesting ways to discourage people from drink and/or drug driving. These include factors such as more Random Breath Tests (RBTs) given drivers mostly drink/drug drive as they feel they won't get caught and introducing a new anti-drink/drug driving campaign for the Territory which will 'stand' out to youths and discourage them from driving under the influence. For example more graphic (e.g. bloody) campaigns could be used showing the possible consequences of crashing using the 'scare' tactic or having a 'local person' telling a real life story and its consequences.

From our research, we have established a number of recommendations.

1. The Northern Territory Government to establish a greater number of RBTs on Territory roads.
2. Establish an effective marketing campaign using real Territorians.
3. Implement a car-lock strategy for re-offenders.
4. Create a safer environment for taxi and mini bus drivers in the city.

¹ Road Safety Unit, Department Planning and Infrastructure

4. INTRODUCTION

The aim of the Drink and Drug Driving project was to conduct a series of focus groups that targeted a range of youth in the Territory, between the ages of 16 to 25 years. It was clear from our background research (outlined below), that drink and drug driving is a problem. Therefore the intention of the focus groups was to identify ways to reduce drink and drug driving and establish the basis of an effective marketing campaign.

5. BACKGROUND RESEARCH/LITERATURE REVIEW

Although it is clear through NT media outlets that drink driving is a problem, we conducted some background research to establish a solid basis for this report.

In Australia, a major cause of death for people aged 18 to 25 years is road accidents. Road fatalities in Australia are highest amongst the 18 to 25 year age group, accounting for approximately 26 per cent of all road fatalities. The estimated cost to Australian communities of alcohol-related road accidents for the 18 to 25 year age bracket alone is nearly \$1.6 billion per annum².

The NT also has the most number of deaths per 100,000 people with 34.10 deaths per 100,000 people in 2008, more than tripling all other states and territories in Australia. Western Australia, being the second highest ranking state, had only 9.66 deaths per 100,000 people in 2008.

In the NT from January to September 2008, 16 people aged 15 to 24 years died on NT roads. This is an increase from seven people aged 15 to 24 years old that died in the same time frame in 2007. Furthermore, 62 youths aged between 15 to 24 years of age were seriously injured through drink driving in the July to September period of 2008 – an increase from 2007.

From July to September 2008, 64% of all fatalities on Territory roads were young people (aged 15-24).³

² Recording Artists, Actors, Athletes Against Drink Driving

³ Road Safety Unit, Department Planning and Infrastructure

6. DISCUSSION

6.1 Focus Groups

The team sourced a range of young people to evaluate existing marketing campaigns targeted at drink and drug driving from around Australia (including the NT). We were able to establish key messages that would significantly impact the decisions of young people to get behind the wheel after drinking or taking drugs. In total the focus groups involved 37 participants, from Darwin, Palmerston and the Northern Suburbs.

The results from the focus groups are summarised and the key findings are highlighted in the following section. The key findings include suggestions from youth on ways to stop drink and drug driving in the Territory.

There were four focus groups held within the Darwin and Palmerston region which targeted certain age groups – i.e. 16 to 18 year olds at the Casuarina Senior College, 19 to 25 year olds in the workforce, Darwin city and mixed age groups in Palmerston and the Youth Round Table focus group. A PowerPoint presentation shown to all focus group participants is included at Attachment A. This presentation shows numerous marketing campaigns that have been conducted around Australia, by both government and non-government organisations.

An accompanying survey for the presentation is included at Attachment B. All focus group participants were asked to complete the survey, as they watched the PowerPoint Presentation.

The following graphs show the demographic breakdown of the focus groups.

Graph One: Age of Participants

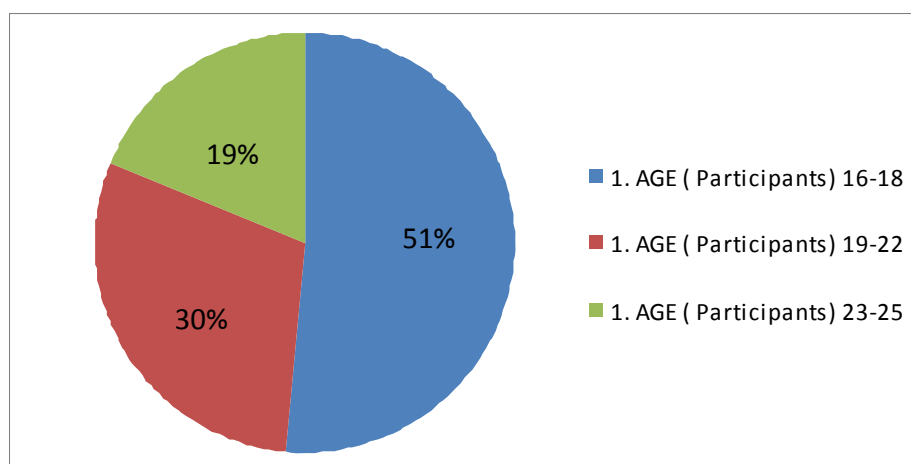


Table Number One: Age of Participants

Age	16-18	19-22	23-25	Total
	19	11	7	37
Percentage	51%	30%	19%	100%

Throughout our focus groups we aimed to get a broad range of ages from 16 to 25. We feel this was achieved. In 2008 the largest group of fatalities were from people aged 15 to 24, therefore we felt that canvassing their opinion was going to ensure that we covered a broad perspective of the drink and drug driving problem in the Territory.

Out of 37 participants, from all four focus groups, 51% were aged between 16 and 18 years old, most of these were represented at the Casuarina Senior College focus group and the Danila Dilba focus group. Close to a third of all participants (30%) were aged between 19 and 22 years and were represented at the Darwin City, Youth Round Table and Danila Dilba focus groups. The remaining 19 per cent were aged 23 to 25 and similarly represented at the Darwin City, Youth Round Table and Danila Dilba focus groups.

Gender was also fairly well represented with 46% male and 54% female participants.

Graph Two: Gender of Participants

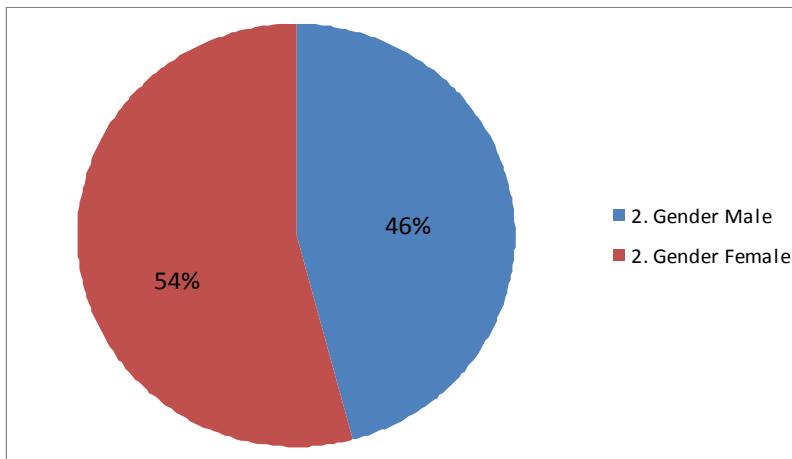


Table Number Two: Gender of Participants

Sex	Male	Female	Total
	17	20	37
Percentage	46%	54%	100%

6.2 Details of focus groups

Focus Group One. Youth Round Table

The first focus group was held with the members of the Youth Round Table. Ten members of the Youth Round Table participated in the focus group. Seven of these participants were female and three male. Seven of these participants were within the 16 to 18 age group. The remaining participants were aged 19 to 24.

Focus Group Two. Darwin City

The second focus group was held at the Office of Youth Affairs in Darwin City, it was aimed at government and office workers. This focus group was a 50-50 split of males and females and six were aged between 19 to 22 and four between 23 to 25 years of age.

Focus Group Three. Danila Dilba

The third focus group was held in Palmerston, at Danila Dilba Youth Services. Eight people, between the ages of 16 to 25 participated in this focus group. This focus group was split 50-50 males and females, and there was three participants aged 16 to 18, four aged 19 to 22 and one aged 23 to 25.

Focus Group Four. Casuarina Senior College

A focus group was held at the Casuarina Senior College consisting of students in the 16 to 18 age group range. Out of these participants, there were five males and three females all of whom were greatly involved with the focus group and had much to discuss on their views of drink and drug diving in the Territory and what different campaigns stood out to them.

7. CAMPAIGNS

Throughout the four focus groups, participants were shown several drink and drug driving campaigns. Participants rated these campaigns based on their level of recognition of the campaign, clarity and potential effectiveness in the Territory.

7.1 Recording Artists, Actors, Athletes Against Drink Driving:

The first campaign that participants were asked to rate was the Recording Artists, Actors, Athletes Against Drink Driving (RAAD) campaign. This campaign has been going since January 2004. RADD creates and uses celebrity-driven messages on radio and television to raise awareness of the dangers associated with drink driving and to promote safe alternatives. RADD is not anti-alcohol nor is it anti-drinking - it simply tries to make youth and young adults more aware of the dangers of drink driving and how the use of common-sense and planning ahead can help to avoid senseless tragedies.

7.2 Queensland (QLD) Drug Driving Posters:

The QLD drug driving campaign is a number of posters, with the slogan "you can't drive straight on drugs". The campaign also includes pictures of police testing drivers for traces of drugs.

7.3 QLD Drink Driving TV Ad:

The QLD drink driving television campaign, depicts a real and local person, who tragically made himself a level four paraplegic.

7.4 QLD Drink Driving Posters:

The QLD Drink Driving posters try to reinforce the message that "there's nowhere to hide" meaning you will get caught by the police if you drink drive. The main message of this campaign is that if you "Drink Drive you are a loser". QLD anti-drink/drug driving posters mainly use slogans such as 'Busting to Loose Your License?' or 'Only a Little Bit Unsure?'

7.5 Western Australia (WA) Drink Driving Posters:

The WA anti-drink driving posters used humor, such as having hotel signs out the front of suburban houses encouraging not drink/drug drive and staying at a mate's place. WA's anti-drink driving posters also consist of more graphic images such as 'Think One More Couldn't Hurt?' with a picture of a person possibly dead or seriously hurt leaning against the steering wheel after a crash.

7.6 Sober Bob:

The Sober Bob campaign has been around for several years. This campaign was intended to be a preventative measure for drink driving. Getting those who are going out to have a drink to ensure that there is a sober bob driver within their group, someone who makes a commitment to not drink.

7.7 NT TV Ad:

The NT TV Ad campaign from several years ago, show's actors playing with their young child at a park, and then watching as their child gets hit by a car. The slogan is then '*A safer Territory is in your hands*' advising audience not to drink and drive given the possible consequences.

7.8 NT Drink Driving Poster:

The NT Poster is a picture of a man drinking a beer, in a social atmosphere. The poster is blurred, perhaps to give the effect that your vision is impaired after too many drinks.

8. MAJOR FINDINGS

From the surveys completed during focus group sessions, the following data was obtained.

8.1 Do you think drink and drug driving is a problem?

The majority (86%) of focus group participants felt that drink and drug driving is a problem. Overall 32 participants believed drink and drug driving is a problem in their area, whilst five participants didn't believe that it was an issue. This graph illustrates these statistics.

Graph Three: Drink and Drug Driving Problem

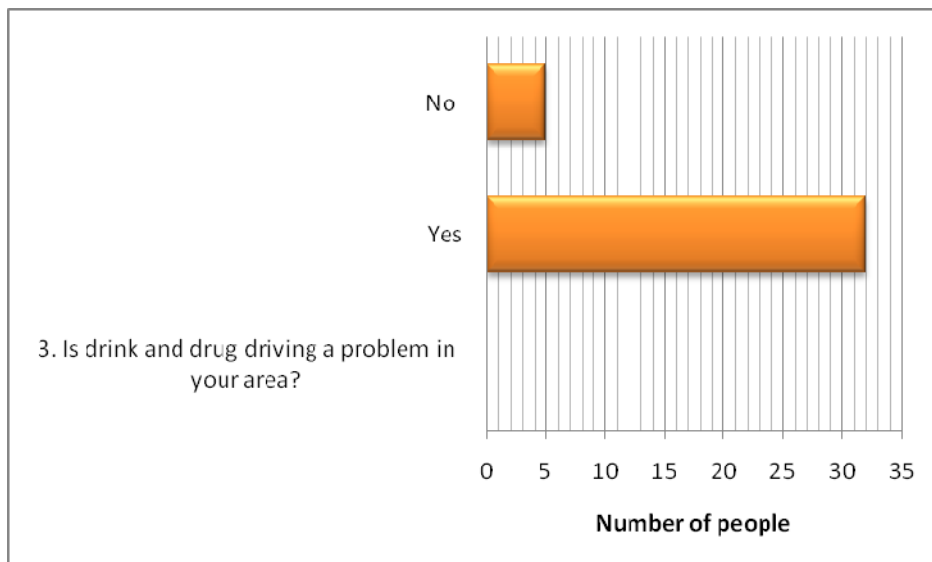


Table Number Three: Drink and Drug Driving Problem

Drink/drug driving problem	Yes	No	Total
	32	5	37
Percentage	86%	14%	100%

8.2 Which is the greater problem?

27 Participants believed that drink driving was the biggest problem in the Territory; eight participants believed that drug driving was the bigger issue. However two believed that both drink and drug driving were equally an issue.

Graph Four: Greater Problem

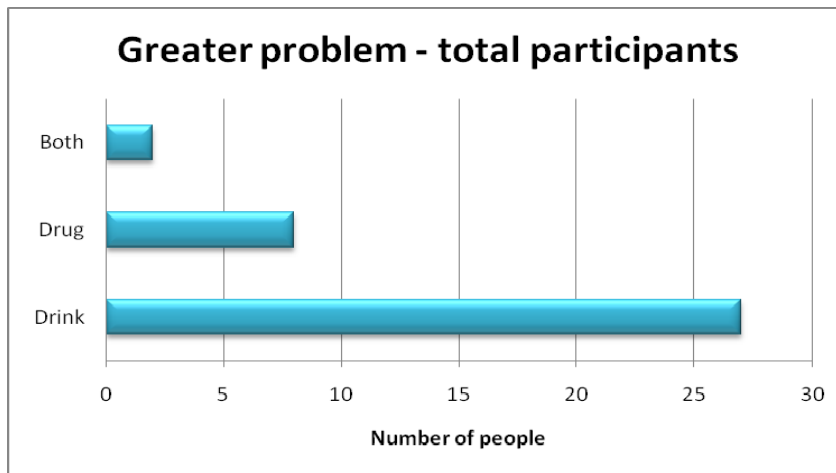


Table Number Four: Greater Problem

	Drink Driving	Drug Driving	Both	Total
	27	8	2	37
Percentage	73%	22%	5%	100

8.3 Have you or others driven drunk/drugged in last 6 months? If yes, why?

Throughout the completion of this project, many facts were discovered that were shocking. Youth canvassed during the focus groups believed that the main reason why youth drink and drug drive is because they won't get caught. This attitude shows that despite the government and Police's best efforts youth didn't believe they would get caught if they drink or drug drive.

Due to this attitude and other factors, the majority of participants have driven intoxicated in the past six months, or know someone who has.

Graph Five: Why Drink and drug drive?

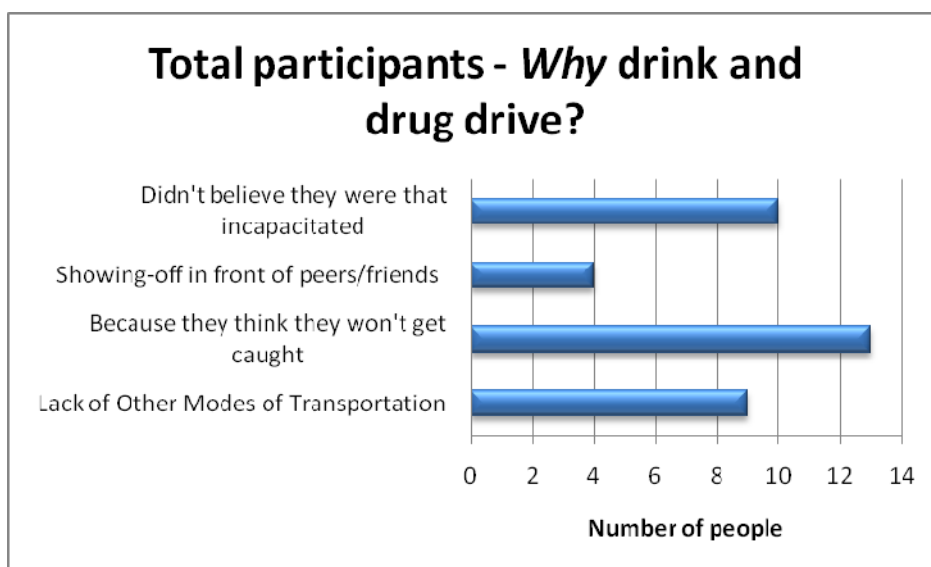


Table Number Five: Why Drink and drug drive?

	Don't believe they were incapacitated	Showing off	Thought they wouldn't get caught	Lack of other modes of transport
	10	4	13	9
Percentage	28%	11%	36%	25%

8.4 Have you been Random Breath Tested (RBT) in last 12 months?

Whilst this was not a question posed to all focus groups, when it was presented to the Danila Dilba participants the results were shocking. Only 25% of the focus group present had been stopped for a RBT on Darwin and Palmerston roads in the past 12 months. This question was also presented to the participants of the Darwin City focus group, and out of ten participants, only two had been stopped for a RBT in the past twelve months.

8.5 What can NT Government do?

This question was posed to all participants of the focus groups and in each focus group the responses were similar: creating a safer environment for taxi and mini bus drivers in the city, more RBT's, having a drink driving "blitz" all year around, instead of just during the Christmas, New Year's periods. Participants also suggested more public transport, display car wrecks around town for people to see, participants also suggested implementing a car lock strategy for repeat offenders.

8.6 What can young people do?

This question was posed to all participants and similar to the question 8.5, most participants had similar responses, including plan nights out better, try and get youth to change the attitude towards drink and drug driving, encourage mates to stop drink and drug driving, and help support the sober bob campaign.

8.7 Campaign analysis

Recording Artists, Actors, Athletes Against Drink Driving:

Whilst the participants of the focus groups thought this campaign was clear and recognisable, they felt that it did little to discourage people from drink driving.

Queensland (QLD) Drug Driving Posters:

To most young people in Darwin, the saliva test poster was unclear and confusing what it was portraying.

QLD Drink Driving TV Ad:

This campaign was a standout to participants, as the person was real and the consequences were real. This campaign was the most graphic campaign shown to participants. Throughout discussion the majority of participants felt this campaign was the most compelling.

QLD Drink Driving Posters:

The posters were not found to be as effective as the more graphic images such as the WA poster of a dead body in a car, which captured the audience straight away.

Western Australia (WA) Drink Driving Posters:

Most young people in the focus groups did not understand what the 'hotel' advertisement was portraying yet, the graphic image of a seriously injured driver impacted on the youth with the 'shock' tactic.

Sober Bob:

In each focus group, over half of participants state they, or someone they know, has been a sober bob but still consumed alcohol.

Graph Six: Effectiveness of the Sober Bob Campaign

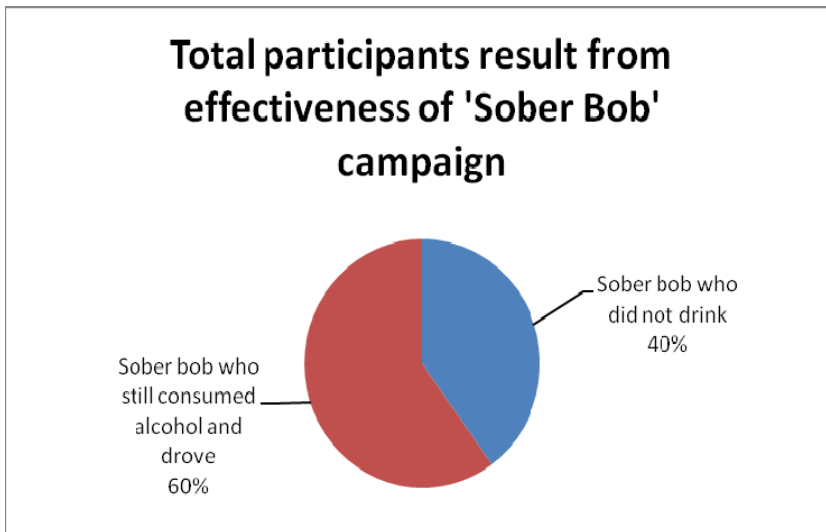


Table six: Effectiveness of the Sober Bob Campaign

	Yes	No	Total
	22	15	37
Percentage	60%	40%	100%

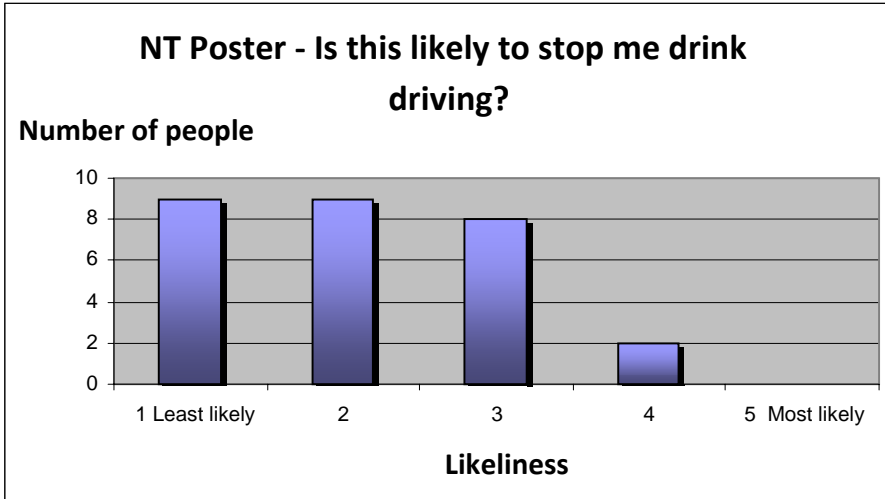
60 per cent of participants of the four focus group, had been a sober bob or knew someone who was a sober bob, but still consumed alcohol and drove. These statistics are alarming, as the majority of these incidents would see one or more passengers in the car with a “sober bob” who had been drinking.

NT Drink Driving Poster:

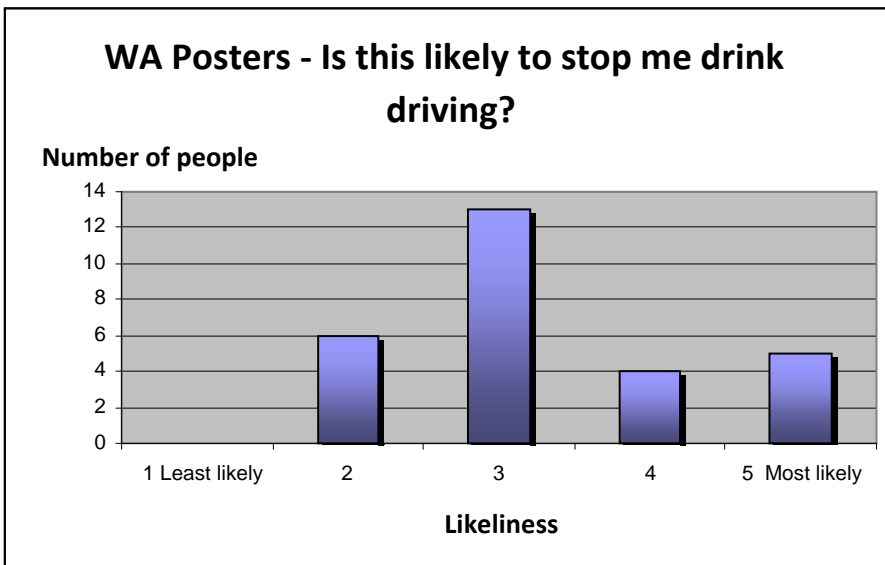
Participants of the focus groups believed that this poster did nothing to discourage them from drinking, as the man looked to be enjoying himself. Despite this, many of the participants in the focus groups actually thought the photo was not meant to be blurry and didn’t understand in why it was.

Graph Seven: Compared NT poster to WA posters regarding youth's views whether it would likely stop them drink driving

7 (a)



7 (b)



As shown in above graphs, the youths from the focus groups thought the WA posters were more likely to stop them drink driving than the NT poster that was shown. This shows that graphic images that are clear are the best deterrent. In general, clear messages, that don't require analysis or consideration, were the best as they left no room for ambiguity upon viewing.

8.8 Suggestion of new NT campaign

The youth canvassed in our focus groups believed that the advertising from Queensland, with the young male who drank and drove which resulted in him becoming a paraplegic, was the most effective. This campaign stood out to all participants. They believe that a campaign with real people, who have suffered real consequences from the act are the most effective as it brings home that any person can suffer/be injured/die.

Many participants didn't believe the NT campaign with the actors have a significant effect on drivers. The participants of the focus groups believed that the QLD TV Ad was the most effective, it used shock tactics. The participants believed that this could be translated to an advertisement that could be applied in the Territory. This is because the participants believed that because Darwin was a small town, and using a real person to appear in an advertisement, showing real experiences would have a greater impact on viewers.

9. CONCLUSION

As established, young people in the Darwin and Palmerston areas are concerned about the rising number of serious injuries and fatalities for people under the age of 25 years from drink and drug driving. As previously established, 62 youths aged between 15 to 24 years of age were seriously injured through drink driving in the July to September period of 2008 – an increase from 2007.

It has also been found that 16 youths in this age group died on Territory roads during the period between January and September 2008 which is an increase from seven the previous year. Young people in Darwin were particularly shocked that young Territorians made up 64% of the NT's death road toll between July and September 2008.⁴ From the four focus groups – which covered all ages between 16 to 25 years, a common response was made for effective media campaigns on anti-drink and drug driving.

These include factors or ideas such as using a local voice (local Darwin youth) who has been seriously affected from drink or drug driving. It has also been concluded that more graphic images or video clips on television is very effective in encouraging young people not to drink or take drugs and drive emphasising the 'shock' tactic used in other states of Australia. The current NT media advertisements in anti-drink driving were rated lower than some of the other states with anti-drink drive posters such as 'Drink Driving – Stupid' being miss-interpreted by youths and are therefore not very effective.

From our recommendations, it is clear that the threat of losing your licence would be a good deterrent for young people. However, if police have found that this isn't working, perhaps implementing a campaign with real Territorians that have suffered real consequences would have a more significant impact on people.

⁴ Information sourced from NT Government Territory Road Crash Overview – Quarterly Statics July - September 2008

10. RECOMMENDATIONS

From the focus group, we have established two key recommendations.

1. The Northern Territory Government to establish a greater number of RBTs on Territory roads.

Our focus groups have indicated that the idea of getting caught maybe enough to stop a majority of young people from drinking and drug driving. Participants felt that police should target events such as Bass in the Grass, concerts and the Darwin Cup Carnival, and not just conduct a “sweep’ of the city during the Christmas and New Year period. Participants believed that a greater police presence would significantly impact the willingness of youth drinking and drug driving.

2. Establish an effective marketing campaign using real Territorians.

From our focus groups it was indicated that an advertising campaign with real Territorians would be the way to go for a new Territory campaign. However the best TV campaigns have been supported by pamphlets and posters, to constantly reinforce the message. Having these at big NT events would be a constant reminder for youth to think before they drink and drive. This campaign would need to include real people, who have suffered real consequences from drink and drug driving. Research has indicated that this would be effective in deterring youth to drink drive.

3. Implement a car-lock strategy for re-offenders.

From our focus groups, participants indicated that this could be a solution to the large percentage of people who re-offend when drink or drug driving. This system would decrease the ability of people getting behind the wheel of their vehicle whilst intoxicated.

4. Create a safer environment for taxi and mini-bus drivers.

Most youths understand that one of the main problems when getting a taxi or minibus in the city, is the owners'/drivers' unwillingness to pick people up from the city because of frequent violent outbursts. However, by creating a safer environment in the city for taxis and mini-buses, by expanding on the current taxi rank and providing security guards at the venues, it would potentially increase their willingness, and therefore increase the ability of people to get safe transport home after drinking.

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12. APPENDICES

Appendix A: PowerPoint Presentation

Appendix B: Hand-out given to participants