

***Drug Aware* Drug Driving Education Campaign**

Innovative ways to reach the hard to reach

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Drug Aware Drug Driving Education Campaign - innovative ways to reach the hard to reach

1. Background

Drug driving is a problem that is recognised in Western Australia. Over the last five years the incidence of drugs detected in fatally injured drivers in Western Australia has increased. This increase has caused concern around the incidence of drug use, such as legal, prescribed and over the counter medications, and illegal psychoactive substances, which have the potential to impact on a drivers' ability to properly control the vehicle, increasing the risk of being involved in a car crash resulting in mortality or morbidity. The relationship between drug use and crash risk is complex and, unlike alcohol, research has not yet established deemed levels for drugs in a driver's system that correspond to a level of risk on the road.

Drug driving is an ongoing issue that continues to cause harm across Western Australia. Unfortunately, it is often regarded as a topic that is not salient in comparison to other road related traumas.

2. Prevalence of Drug Driving

A report on drugs and driving in Australia by the Australian Drug Foundation found that the drug other than alcohol, most commonly associated with drug driving was cannabis (12.3%), followed by methamphetamines (6.9%), ecstasy (5.8%) and benzodiazepines (4%). The report also found that the more often a person takes a drug, the more likely they are to drug drive.

There is some evidence to suggest that the prevalence of drug driving in Western Australia (WA) has increased over recent years. It has been reported from the 2007 National Drug Strategy Household Survey, that in WA, of the 16.2% of those aged 14 years and over who have reported taking illicit drugs in the past year, 27.2% of those have also reported driving while under the influence of illicit drugs. The 2004 results shows similar results with 25.2% of those aged 14 years and over who have reported taking illicit drugs in the past year (17.3%) also reporting driving under the influence of illicit drugs.

Activities undertaken while under the influence of illicit drugs, proportion of recent users aged 14 years and over by sex, Western Australia, 2004 and 2007

Measure	Male		Female		Persons	
	2004	2007	2004	2007	2004	2007
Illicit drugs^(a)						
Drove a motor vehicle	28.8	30.5	20.1	23.1	25.2	27.2

(a) Note: Base = population who had consumed illicit drugs in the past year

(b) Percentages given for 2004 responses may not equal the 2004 Western Australian Report results as the latter report used a different weighting method. The above weighting method used is appropriate for CATI questions as seen above.

(c) Data is not comparable to the similar tables reported in the AIHW NDSHS findings as the national results report the proportion for the whole sample, whilst this reports the results for recent drug users only.

**Source: 2007 National Drug Strategy Household Survey and 2004 National Drug Strategy Household Survey*

***Caution needs to be taken when interpreting data as sample sizes are relatively small*

In 2007, illegal drugs were detected in 29% (61) of road crash fatalities. Of the fatalities with drugs detected, 53 were males and 8 were females. Cannabis was the most commonly detected drug and was detected in 48 fatalities, either alone or in combination with alcohol, amphetamines or other drugs. Approximately half (51%) of fatalities with illegal drugs detected also had alcohol detected.

Fatalities by Drug Use and Gender

	Gender		Total Fatalities
	Male	Female	
Drugs Detected	n	n	n
Amphetamines only	5	2	7
Cannabis only	12	2	14
Amphetamines and Cannabis only	9	0	9
Amphetamines and Alcohol only	3	3	6
Cannabis and Alcohol only	18	1	19
Amphetamines, Cannabis and Alcohol only	5	0	5
Other (other illegal drugs & combinations)	1	0	1
Total with Drugs Detected	53	8	61
None	111	40	151
Total Fatalities	164	48	212

Source: unpublished Forensic Science Laboratory, Chemistry Centre of WA.

3. Community Risk perceptions of Drug Driving

Perception and understanding of the risks of drug driving

The Australian Drug Foundation found that the majority of the surveyed respondents perceived driving under the influence of illicit drugs was very risky or dangerous. However, when asked how much respondents knew about the effects that each illicit drug had on driving ability, results indicated very low levels of knowledge. With the exception of cannabis, more than two thirds reported that they knew either nothing or a little about the effects of drug use on driving ability. In relation to cannabis, just over half (51.1%) reported they knew a little and 33.2% reported knowing a lot. There was also very little knowledge on how long after consuming illicit drugs, it would be safe to drive.

The law and being caught

In the past it was impossible to test body fluids at the roadside sufficiently for drugs other than alcohol in drivers, therefore the chance of being caught is perceived as being minimal and as such is not seen to be relevant by users. It was for this reason that legislative strategies and legal consequences were not viewed by the public as behavioural deterrents. Public education was therefore recommended as being an effective intervention if presented in a wide variety of media (including educational initiatives that are combined with random breath testing activities), warning of the dangers associated with drug driving, including the health and social impacts of driving while under the influence of drugs.

However, in May 2007, the *Road Traffic Amendment (Drugs) Bill 2006* was passed by Parliament introducing changes to the laws, which address both random roadside screening of drivers for the presence of the three main illegal drugs of concern, cannabis, methamphetamines (including speed and ice) and MDMA (ecstasy), as well as enhancing police capability in identifying and prosecuting drivers who are visibly impaired by drugs of any kind. The changes to the law, including the introduction of the Drug Bus, took place on the 12th of October 2007.

There is a growing body of attitudinal research that may be used to shed light on the potential effectiveness of Random Drug Testing (RDT) as a deterrent to drug driving. A number of studies focusing on drug-users' perceptions of RDT have found drug users question its effectiveness, perceiving little chance of being tested and caught. Since the introduction of the changed laws, Drug Bus and RDTs, there has been little research into the attitudes and perceptions of drivers in WA specifically, in relation to the changes. However, the Australian Drug Foundation conducted an Australian wide internet survey in 2007 on community attitudes, experiences and understanding of drug driving in Australia and found that of the respondents, only 3.1% of the drivers had experienced Random Drug Testing. Although the percentage of those reported to have been tested was quite low, 42% reported that they thought they would likely be tested in the coming year.

4. Addressing the issue

In 1995, the Western Australian Taskforce on Drug Abuse recognised the need for on-going public education focusing on drug use and driving, particularly among young people, in order to reduce the substantial harm resulting from drug use and driving in the community. In 2009 the State Government endorsed *Towards Zero*, the Road Safety Strategy for 2008 -2020, an evidence-based plan to reduce the number of people killed and seriously injured on WA roads. *Towards Zero* identifies education and enforcement of drug driving as a key priority within the safe road use cornerstone.

The Drug Programs Branch developed the *Drug Aware* Drug Driving Education Campaign to address the need for public education about the harms associated with drug driving. The project ran for the first time in 2000 and was repeated in 2002, 2005 and annually from 2007. In each phase of the project, community support continued for approximately four months after the completion of the media scheduling. Evaluation indicates that the project was successful in raising awareness about the harms associated with drug driving among the target group.

Recommendations arising from a 2003 report by an expert working group of the Road Safety Council were presented to Cabinet, resulting in approval to draft legislation and other strategies to address drug impaired driving.

In May 2007, the *Road Traffic Amendment (Drugs) Bill 2006* was passed by Parliament. The new laws, which address both random roadside screening of drivers for the presence of the three main illegal drugs of concern, as well as enhancing police capability in identifying and prosecuting drivers who are visibly impaired by drugs of any kind, came into operation on the 12th of October 2007.

The objectives of the campaign are to increase awareness of the health, social and legal implications of driving while under the influence of drugs (that have been used for non-medical purposes) and the sources of credible information about drug driving among young people.

The long term goal of the campaign is to raise awareness in at-risk drivers of the dangers of driving while under the influence of drugs (other than alcohol) and to discourage risky driver behaviour to ensure a greater compliance with traffic laws and to reduce drug-related road trauma. Targeted advertising has been used to influence driver attitudes, beliefs and behaviours.

The previous campaigns from 2007 onwards have focused on the changes of the law. The 2010-11 campaign builds on the previous campaigns, reminding drivers of the problems associated with drug driving and that this is the reason the police enforce drug driving laws.

The campaign is a joint initiative of the Drug and Alcohol Office, Road Safety Council and the Western Australian Network of Alcohol and Other Drug Agencies.

Drug Aware Drug Driving Education Campaign

The key message of the *Drug Aware* Drug Driving Education Campaign is that drug driving is dangerous and is against the law. Drugs have varying effects on skills, judgment and risk-taking, which can impair a person's ability to drive safely increasing the risk of being in a car crash resulting in a fatality or serious injury.

The objectives of this campaign are to:

- Increase knowledge that there are a range of health, social and legal consequences associated with drug driving by:
 - Increasing knowledge that illicit drugs can seriously impair driving ability putting you at more risk of having a car crash that can result in a fatality or serious injury;
 - Increasing knowledge that illicit drugs can seriously impair driving ability putting a person at more risk of having a car crash that can result in a fatality or serious injury of family, friends and others on the road; and
 - Reminding the target audience that it is against the law for anyone to drive under the influence of illicit drugs and if tested can be caught, resulting in disqualification of driving, fines and/or imprisonment.
- Increasing the target audience's knowledge of where to go to access information and support related to drug driving by:
 - Increasing awareness of the *Drug Aware* and *Drug Aware* Drug Driving websites.

The primary target groups for the campaign are:

- Young people aged 17- to 29-years, who are at risk of drug driving; and
- Young people aged 17- to 29-years, who occasionally or regularly drug drive;

The secondary target group for the campaign is:

- General community, aged 17- to 59-years, who may be exposed to random roadside drug testing operations and who may be at risk of impaired driving through both illicit and prescription/over the counter drug use

5. Development of the campaign

The goal of the campaign is to raise awareness in at-risk drivers of the dangers of driving while under the influence of drugs (other than alcohol) and to discourage risky driver behaviour, and ensure compliance with traffic laws and reduce drug-related road trauma. The theme for the *Drug Aware* Drug Driving Education Campaign focuses on the health, social and legal consequences of drug driving.

Key message – Drug drivers are a danger to themselves and others on the road.

Communicate to the target audience that:

- it is against the law for anyone to drive under the influence of illicit drugs and if tested they can be caught, resulting in disqualification of driving, fines and/or imprisonment;
- using cannabis impairs driving ability by slower reaction times which increases the risk of being involved in a crash that could result in fatality or serious injury;
- using amphetamines (ice) impairs driving ability by giving the driver a false sense of confidence causing rash decision making and exaggerated confidence which leads to increased risk taking behaviour which increases the risk of being involved in a crash that could result in fatality or serious injury; and
- using ecstasy impairs driving ability by distorting visual perceptions, which make it difficult to judge distances and can cause accumulated tiredness that can affect driving ability. This increases the risk of being involved in a crash and could result in a fatality or serious injury.

Understanding the primary audience:

To ensure an effective campaign, we must understand our audience. The target audience are not habitual drug drivers and unaware of exactly how drugs can impair driving. They are:

- Social
 - 43% like to be with a crowd of people
 - 63% agree that it is important to have a full social life
- Risk takers
 - 61% believe in taking risks
 - 49% look for new experiences everyday
- Tech savvy
 - 41% are heavy users of the internet (over 15 hours per week).

Our challenge was to find a way of talking to an audience who are hard to reach and cynical of anti-drug messages.

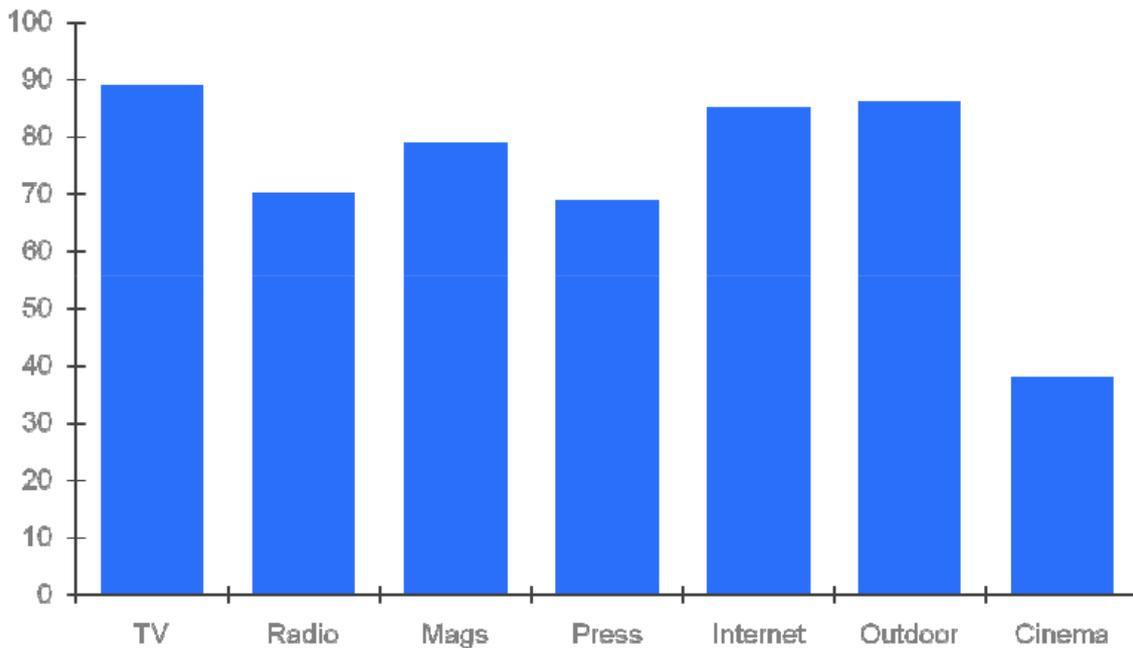
Young people and the media

The role of media is to:

- Educate our audience about the dangers of driving whilst on drugs;
- Help to demonstrate the impact drug have on driving ability; and
- Find ways of connecting with the audience that are engaging and disruptive.

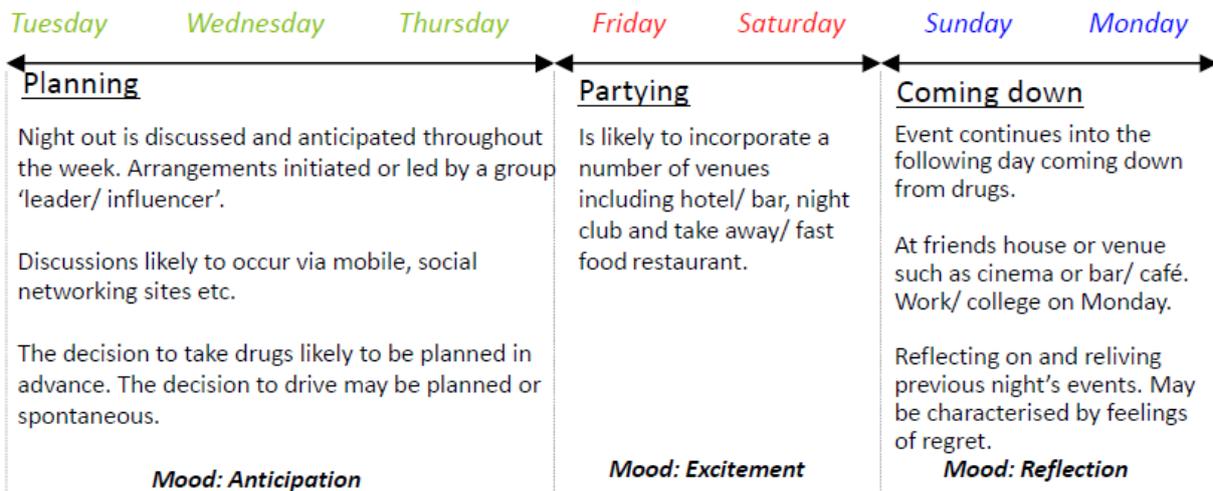
Media Consumption of young people aged 16-29 years.

Reach (%)



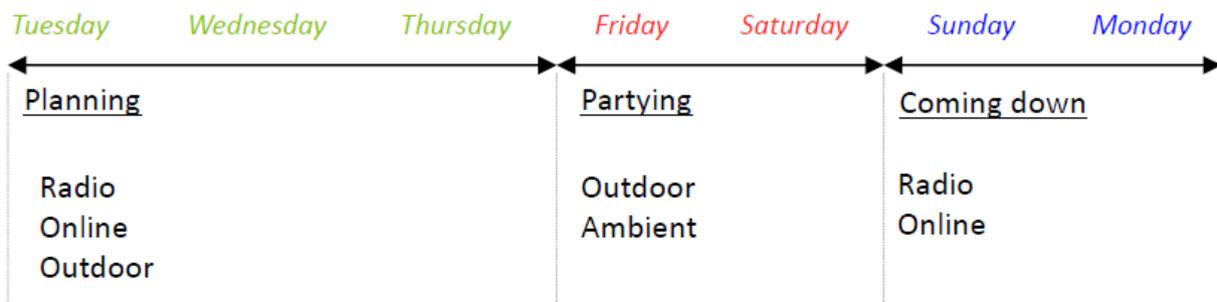
Source: Roy Morgan December 2009

Using the media to match the audiences' mood - A night out is a week long event.



Source: The Brand Agency, Drug Driving 2010 Campaign creative presentation.

Targeting our messages and channels of media with their mood is important.



Source: The Brand Agency, Drug Driving 2010 Campaign creative presentation.

Media strategies:

- Radio – increasing education and awareness around drugs and driving. Bringing the issue to life.
- Online – 80% of media activity focused on planning phase, 20% of media activity focused on sober moments
- Outdoor – utilise visual and informative mediums to communicate prevention and education messages to young people attending while they are out and to engage the target group in environments at the time or before consumption periods, when they are more predisposed of the message.

6. Innovative and Engaging Advertising – Reaching the hard to reach

Young people's use of media and how they are receiving messages are rapidly changing. To stand out from all the messages young people are bombarded with everyday new and innovative strategies are required to stand out from the rest.

In 2010, the Drug and Alcohol Office won Creative Champion: Client Category for the *Drug Aware* Drug Driving Education campaign.

Innovative Outdoor advertising – Northbridge Piazza



Recognising that Northbridge is the hub of nightlife in Perth, the Brand Agency and the Drug and Alcohol Office worked with the City of Perth on the first use ever of the 'big screen' at the Northbridge Piazza to produce an innovative, interactive outdoor display using the audience as actors.

The screen captured live footage of people in Northbridge and projected them onto the big screen while using movement tracking technology to add a speech bubble over their head, implying what they had that night, for example "I've had a dodgy kebab." The objective was to present the idea that Police will know what you have taken that night, and so if you drive on drugs you will get caught.

The activity ran for two hour blocks, over three nights, stopping hundreds of people in their tracks. Not only did they stop to look, they interacted with the screen, some staying for well over half an hour. While enjoying interacting with the display, they also understood the social message, and those questioned about the strategy all shared the same view that “more of this should be done in Northbridge.”

This strategy won two Golden Pigeon Awards being awarded in the highly coveted categories of Government/ Public Service and Innovation Outdoor Media at the 2010 National Outdoor Awards. It was also a finalist in the 2010 PADC (Perth Advertising & Design Club) Awards.

Interactive and engaging Online Advertising



Young people are bombarded with online banner advertising everyday. The challenge of this strategy was to develop an online banner ad to engage the target audience and deliver a message that was memorable.

Tapping into the target groups love of gaming, an interactive online banner was developed to demonstrate how drugs impair driving ability. The online banner placed the user in the driving seat by encouraging them to activate their webcam to place themselves into the banner. This allowed the user to interact with the banner on a personal level. The advertisement simulated a series of obstacles that would normally be presented to a driver on the road, while the driver drove in a manner reflective of that particular drug. The banner user was then invited to press the “brake” button when they saw danger. When the user tried to click the “break” button their relation simulates that of someone under the influence of that particular drug, resulting in an accident.

Interaction rates of 11.85% were achieved with this strategy which is 4.6 times above the industry average. Expansion and dwell duration also performed well over the industry average. This indicates that more people were interacting with the banner ads, as well as spending more time interacting with the ad than industry average.

Online Banner summary results:

Item	Benchmark	Achieved
Average Interaction rate	2.57%	11.85%
Average Expansion Duration (Sec)	43.45	67.22
Average Dwell Duration (Sec)	30.81	79.40
Dwell Rate	3.86%	8.97%

Radio advertising

Radio is an intimate form of advertising. Many people listen alone, such as when jogging or driving. A radio audience can be doing other things whilst listening; therefore radio advertising can also be subliminal. Listeners develop strong relationships with their favourite stations, identifying with the music and bonding with on-air personalities, so radio is considered a very personal medium even though it is a mass medium. Radio is a relatively cost effective to buy and also enables a number of messages to be produced within the same campaign on a relatively small budget. Radio is most effective when the idea engages the listener with the words that then transposes to images to become “theatre of the mind” for listeners. Radio is also a very good medium to target audiences with the drug driving message when our targets are out and about in their motor vehicles possibly engaging in the exact behaviour we are trying to minimise.

Radio can reach significant numbers of listeners from quite targeted audience profiles. With several spots placed within programs, top and tailing ad breaks and/or sponsoring newsbreaks on the hour, radio can achieve frequency and message retention within a relatively short time frame.

The key message of the *Drug Aware* Drug Driving Education Campaign radio ad is that drug driving is against the law and Police are now running random drug driving roadside tests, so if the target audience have used illicit drugs and are tested they will be caught. The ad was developed to play with users’ conscience by simulating paranoia and the fear of being caught.

This radio ad won Campaign Brief: Best of Year Radio Campaign in 2010 and was also a finalist in the Campaign Brief: Single radio category and was also the overall winner in round 4 of the 2010 Siren Radio Writers Award. This ad was also submitted alongside the Northbridge Piazza strategy, into the 2010 PADC (Perth Advertising & Design Club) Awards.

7. Are we reaching the hard to reach?

It is good practice to carry out concept testing prior to the development of campaign materials to ensure the strategies and concepts will be effective. It is also good practice to evaluate the campaign to ensure awareness and correct message take out. However, this can only be achieved where the proportion of testing and evaluation funding doesn't interfere with funds for the project. Due to the overall cost of this project, formal testing and evaluation was not warranted. However, strategies utilised in this campaign are consistent with those that consistently evaluate effectively within the *Drug Aware* program and therefore awareness rates of between 26% - 52% (increases are normally achieved the more times a campaign is run)

would be expected from learnings from other *Drug Aware* campaigns. A more formal means of evaluation is expensive and not justifiable in the scope of this budget.

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