

Increasing awareness is not enough: The challenge of encouraging drinkers to use coin-operated breath test devices

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Background

- TAC conducted a trial of public breath testers
- Program assessed the potential value of access to breath testers and use of advertising on units to deliver road safety messages
- Concerned with finding a means for public breath testers to be sustainable in commercial venues

Background

- Involved placement of 50 breath testers in 50 venues
- Placed in a wedge extending east of inner eastern suburbs of Melbourne to Healesville
- Breath testers supplied and serviced by Premier Beer Systems and Services and Breathometer Pty Ltd
- Trial was split into four phases



Right to Drive

- Phase 1 – general drink drive advertising
- Phase 2 – promotional material informing patrons of the presence of a breath testing unit in the venue



Myth #4

My **mate** Jim knows how to drink as much as you like and still **stay under** the limit – like sticking to **one type** of alcohol instead of **mixing** drinks. One night, we were at a **nightclub** and after having a few drinks, Jim said he was okay to drive home. On our way, we were **pulled over** by the **booze bus** and guess what?...

Busted!

The only reliable way to check whether you are safe to drive is by using the self-test breathalyser in this venue.

Only a little bit over? You bloody idiot! **TAC** 

086 884 4444 www.tac.org.nz

Put yourself to the test.



Under the limit. **Over the limit.**

If you've been drinking and plan on driving, check your Blood Alcohol Concentration (BAC) using this breathalyser before leaving.

Only a little bit over? You bloody idiot! **TAC** 

**Cautionary: This applies to drivers holding a Full License. Drivers of other types of licenses need to be aware the legal BAC level might be lower or different for that class of license.

Right to Drive

- Phase 3 – promotional material and additional general Police enforcement
- Phase 4 – removal of all advertising material



Evaluation

- Data downloads from the breath test units
- Surveys were conducted at the end of each phase
- Market research company conducted face to face interviews with patrons to assess:
 - Awareness of breath testing unit
 - Usage levels
 - Possible barriers to usage

Evaluation Results

- Drink Driving was perceived as an important issue
- 50% nominated the use of breath testing units as a way to reduce the likelihood of drink driving
- This proportion increased with more intensive promotional material
- Usage by patrons with BACs around .05 were influenced by promotional material

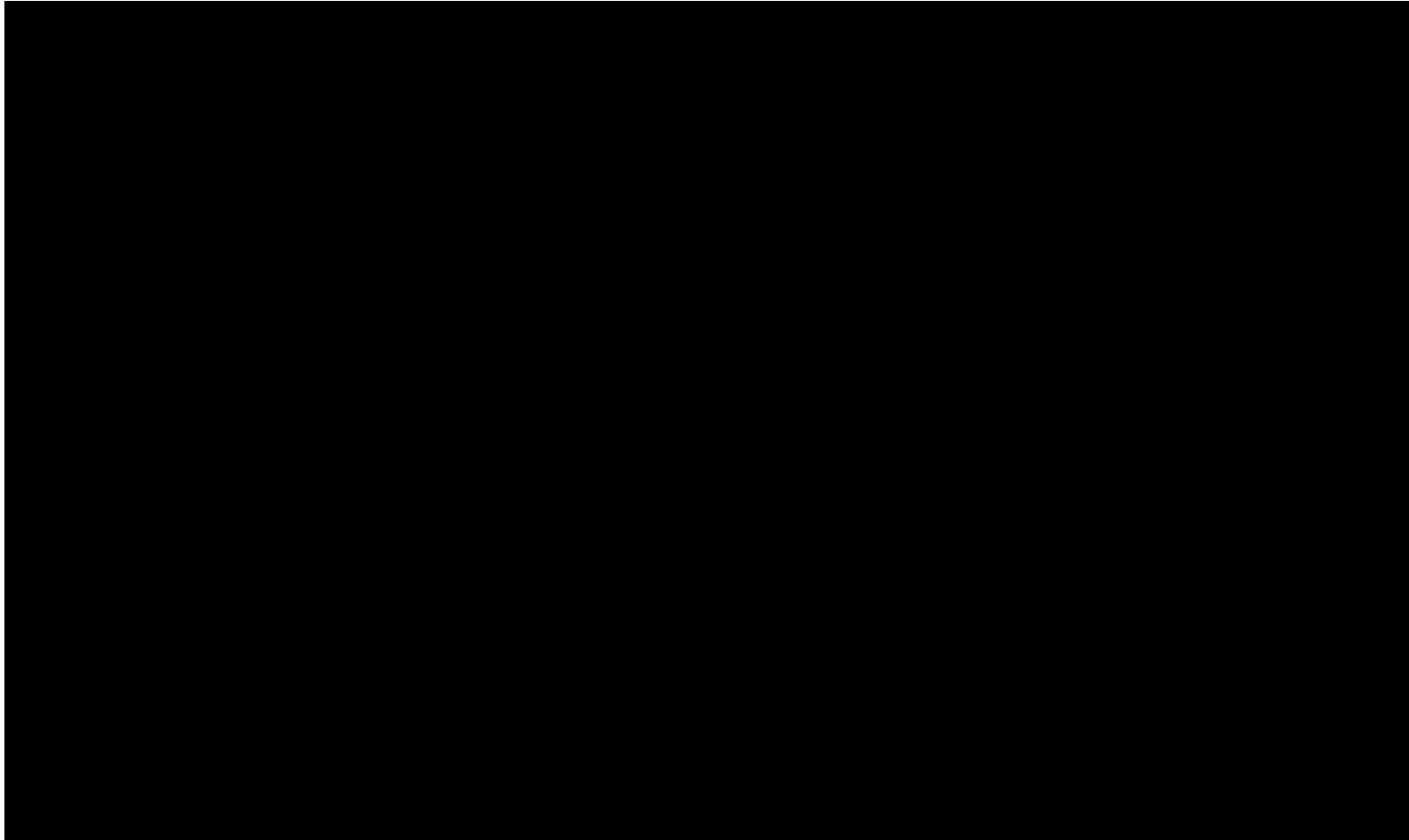
Evaluation Results

- Intensive material may prompt patrons to use the units the way a well located unit might be expected to prompt patrons to use them
- Concerns about reliability and self awareness about alcohol consumption were barriers to usage
- There were no detectable changes to usage levels when additional Police enforcement was conducted

Next Steps

- Still to be determined
- Some issues require follow up
- A number of barriers still exist

Levels



Acknowledgment

- Warren Harrison, Eastern Professional Services – consultant to the TAC and co-author of paper



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