

**Title of Intervention:** Checkpoint Strikeforce

**Website:** <http://www.checkpointstrikeforce.net/>

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To increase the perception of risk of arrest for driving under the influence

**Population:** Individuals aged 16 and older

**Setting:** Maryland; community-based

**Partners:** National Highway Traffic and Safety Administration, state highway traffic safety agencies

**Intervention Description:**

- Campaigns and Promotions: "Checkpoint Strikeforce" was a six-month campaign which included radio public service announcements and periodic roadside sobriety checkpoints.

**Theory:** The Health Belief Model

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Streets to conduct sobriety checkpoints
- Budget: Maryland paid \$100,000 for media air-time to promote public awareness of this enforcement campaign. Funds were also required for the operation of checkpoints.
- Intervention: Sobriety checkpoints, radio public service announcements
- Evaluation: Telephones, survey

**Evaluation:**

- Design: Cohort
- Methods and Measures: Telephone surveys were taken at the midpoint and the conclusion of the campaign to examine effects on the perception of risk.

**Outcomes:**

- Short Term Impact: Exposure to the checkpoints was associated with increased perceptions of risk in relation to drinking and driving.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Further research is needed to examine the effects of sobriety checkpoints and efforts are needed to increase the frequency and visibility of similar campaigns.

**Citation(s):**

Beck, K. H. and M. L. Moser (2004). "Exposure to the sobriety "Checkpoint Strikeforce" campaign in Maryland: impact on driver perceptions of vulnerability and behavior." *Traffic Inj Prev* 5(2): 101-6.