

Title of Intervention: Reducing DUI among US College Students

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To decrease driving under the influence (DUI)

Population: College students

Setting: Two large universities located along the United States and Mexico border; community-based

Partners: Local city police and highway patrol

Intervention Description:

- Campaigns and Promotions: Each checkpoint received local news coverage. The campus newspaper ran stories related to driving under the influence. The student-designed social marketing campaign included advertisements posted in various places around campus (newspapers, posters in public areas, magnets and promotion cards).
- Environments and Policies: Checkpoints were used to increase the perception of risk of arrest for DUI. A secondary goal was arrests. Checkpoints were conducted on three main streets surrounding the campus.

Theory: Social Marketing

Resources Required:

- Staff/Volunteers: Police officers for DUI checkpoints
- Training: Not mentioned
- Technology: Not mentioned
- Space: Streets to set up and conduct DUI checkpoints
- Budget: Media materials cost approximately \$5000 to produce. A DUI checkpoint, on average, costs \$3000 to operate.
- Intervention: DUI checkpoints, newspaper stories, posters, magnets, promotion cards
- Evaluation: Pre- and post-tests

Evaluation:

- Design: Quasi-experimental
- Methods and Measures: Pre-test and post-test measures were taken to examine the effects of the intervention on self-reported DUI.

Outcomes:

- Short Term Impact: The perceived risk of arrest from DUI increased.
- Long Term Impact: Self-reported drinking and driving decreased.

Maintenance: Not mentioned

Lessons Learned: An intervention such as this is costly to implement, however, environmental DUI campaigns can be effective in college settings.

Citation(s):

Clapp, J. D., M. Johnson, et al. (2005). "Reducing DUI among US college students: results of an environmental prevention trial." *Addiction* 100(3): 327-34