

**Title of Intervention:** Community Trials Project

**Website:** <http://www.pire.org/CommunityTrials/ProjectResults.htm>

**Intervention Strategies:** Environments and Policies, Campaigns and Promotions

**Purpose of the Intervention:** To reduce alcohol-involved accidental injuries and death

**Population:** General population

**Setting:** Three community pairs; community-based

**Partners:** Community coalitions, media, law enforcement, alcohol retailers

**Intervention Description:**

- **Environments and Policies:** Community mobilization involved project organizers working with existing community coalitions to implement specific alcohol problem prevention activities. Activities developed public awareness and concern about alcohol-involved trauma and the increased risk of death or injury associated with drinking. Responsible Beverage Service goals included reducing the likelihood of customer intoxication at licensed on-premise establishments and preventing already intoxicated patrons from driving or engaging in other risky behavior while impaired. The project intended to reduce the number of drinking and driving events by increasing both the actual and perceived risk of driving while intoxicated (DWI) detection. Enforcement of underage alcohol sales laws and training of off-sale clerks, owners and managers was done to prevent the sale of alcohol to underage people.
- **Campaigns and Promotions:** Public communication via media advocacy supported the overall goals of the project as well as the individual components. Media advocacy was used to bring news attention to the issue of underage drinking and easy retail access of alcohol by minors. Local media not only influenced public opinion and community leaders but also served as a lightning rod for enthusiasm and provided local staff and project participants with a sense of efficacy and potential for change. The efforts to train local media proved useful.

**Theory:** Not mentioned

**Resources Required:**

- **Staff/Volunteers:** Full time project coordinator for each experimental community, research scientists, a project prevention coordinator, half time administrative person for each community
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Offices
- **Budget:** The cost over four years was \$1,080,000.
- **Intervention:** Telephone, copier, postage, local travel costs, breath analyzers
- **Evaluation:** Research scientists, statistical software, surveys, telephones

**Evaluation:**

- **Design:** Pre and post and a matched time-series
- **Methods and Measures:**
  - Ten years of prior crash records for each community from each state's highway patrol were analyzed for alcohol-involved traffic crashes and alcohol involved non-traffic trauma.
  - An adult phone survey was used to evaluate each component (media coverage of alcohol-related issues, newspaper/ TV coding, changes in server behavior, underage decoy survey, intoxicated patron survey, underage drinking and youth access, BACs and DWIs)

**Outcomes:**

- **Short Term Impact:** A statistically significant effect on local newspaper coverage of alcohol issues.
- **Long Term Impact:** An increased adoption of responsible alcohol serving policies was found in the experimental communities. There were limited but promising results in reducing alcohol service to

intoxicated patrons. There was a significant reduction in alcohol sales to minors. A statistically significant reduction in traffic crashes was found in comparing experimental communities with their matched comparison communities.

**Maintenance:** Not mentioned

**Lessons Learned:** Policy-based interventions require a coalition to be more thoughtful, strategic and purposeful and require a different perspective than do activity-based program interventions. Local news disseminated through local mass media is essential to local policy development.

**Citation(s):**

Holder, H. D., R. F. Saltz, et al. (1997). "A community prevention trial to reduce alcohol-involved accidental injury and death: overview." *Addiction* 92 Suppl 2: S155-71.

Holder, H. D., P. J. Gruenewald, et al. (2000). "Effect of community-based interventions on high-risk drinking and alcohol-related injuries." *Jama* 284(18): 2341-7.