

Title of Intervention: The Harvard Alcohol Project

Website: <http://www.hsph.harvard.edu/research/chc/harvard-alcohol-project/>

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To promote a new social norm: the non-drinking driver

Population: General population 21 years of age and older

Setting: Nation-wide media campaign; community-based

Partners: Major media outlets including ABC, CBS, and NBC television networks, government agencies, national organizations, professional sports leagues, major corporations and leading police departments

Intervention Description:

- Campaigns and Promotions: A "media blitz" was coordinated which included a broad array of drunk driving prevention messages in scripts about prevention, avoidance and treatment, in addition to the designated driver message. More than 160 prime-time programs included subplots, scenes, dialogue or an entire 30-minute or 60-minute episode supporting the campaign, with audiences of up to 45 million viewers. In addition, the three major television networks promoted the designated driver concept through network-produced and sponsored public service announcements. Finally, extensive news coverage of the designated driver campaign and two special initiatives were covered by media including a designated driver campaign on Martha's Vineyard and a restaurant-based designated driver promotion at the Hard Rock Café.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Significant media, marketing and promotional resources (coordination with major networks, public service announcements, news coverage)
- Evaluation: National surveys, monitoring of media and news coverage

Evaluation:

- Design: Post-intervention evaluation
- Methods and Measures:
 - The number of programs, public service announcements and media components along with the amount of news coverage were monitored.
 - Two national surveys were conducted to assess the impact of the program.

Outcomes:

- Short Term Impact: A Gallup poll found that a majority of adults had noticed designated driver messages on network television. A majority of respondents in the country were familiar with the designated driver program and gave it a favorable rating, the designated driver program rated higher than all other programs and industries measured.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: None mentioned

Citation(s):

Winsten, J. A. (1994). "Promoting designated drivers: the Harvard Alcohol Project." *Am J Prev Med* 10(3 Suppl): 11-4.