

Title of Intervention: Impaired Minds Produced by Alcohol Cause Trauma (IMPACT) Program

Intervention Strategies: Group Education

Purpose of the Intervention: To decrease teen drinking and driving

Population: 11th grade students

Setting: Victoria Hospital Emergency Department and Critical Care Trauma Center in London, Ontario; health care facility-based

Partners: School administrators, Hospital administrators, Police department

Intervention Description

- Group Education: Intervention activities were conducted in the emergency room. Hospital staff spoke to students and showed slides of trauma resulting from drinking and driving. Students witnessed a simulated trauma resuscitation, where attendants brought the "victim" to the treatment room and reported details of the incident. Students were taken to the bedsides of selected trauma patients while staff nurses guided the visits and stressed patient dependence as well as physical and emotional pain. Survivors of drunken driving crashes spoke to the students and hospital staff facilitated group discussions.

Theory: Roger's Protection Motivation Theory

Resources Required:

- Staff/Volunteers: Hospital staff
- Training: Not mentioned
- Technology: Medical equipment, slide projector
- Space: Emergency room, meeting area
- Budget: Not mentioned
- Intervention: Simulated victim, trauma victims, trauma slides
- Evaluation: Questionnaire

Evaluation:

- Design: Before and after
- Methods and Measures: Students were given a questionnaire that surveyed attitudes toward drinking and driving and their awareness of consequences of drinking and driving.

Outcomes:

- Short Term Impact: The program was found to be effective in changing attitudes and increasing awareness of drinking and driving.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Those who work in hospital emergency departments and trauma centers can assist in reducing alcohol related motor vehicle crashes through collaboration with educators, students, police and others in prevention programs in their community.

Citation(s):

Grant, K. A., P. L. Lane, et al. (1995). "An evaluation of a hospital-based drinking and driving prevention program." *Can J Public Health* 86(2): 91-4.