

Title of Intervention: Saving Lives Program

Website: http://www.findyouthinfo.gov/cf_pages/programdetail.cfm?id=654

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To reduce speeding and drinking while driving

Population: General population

Setting: Six communities in Massachusetts; community-based

Partners: Local police, various city departments and representatives

Intervention Description:

- Campaign and Promotions: Communities introduced media campaigns, business information programs, speeding and drunk driving awareness days, police training, high school peer led education, Students Against Drunk Driving chapters, college prevention programs, alcohol-free prom nights and increased liquor outlet surveillance.
- Environments and Policies: Communities increased police checkpoints, posted crosswalk signs warning drivers of fines for failure to yield to pedestrians, added crosswalk guards, established beer keg registration and established speed watch telephone hotlines.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Coordinator, police, observers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Communities received \$1 per inhabitant to pay for coordinator, added police enforcement and educational materials.
- Intervention: Media, supplies to promote and carry out various activities
- Evaluation: Survey, telephones, Massachusetts Registry of Motor Vehicles data, observer forms

Evaluation:

- Design: Cross-sectional
- Methods and Measures:
 - Telephone surveys measured beliefs about police enforcement.
 - Fatalities, injuries and traffic citations were measured using data from the Massachusetts Registry of Motor Vehicles.
 - Researchers observed safety belt use and speeding.

Outcomes:

- Short Term Impact: The proportion of adults who believed that police would stop drunk drivers and speeders did not significantly increase.
- Long Term Impact: Seat belt use increased in intervention cities. Fatal crashes, injuries, speeding and issuance of traffic citations significantly decreased in intervention cities.

Maintenance: Not mentioned

Lessons Learned: Laws designed to reduce traffic deaths are most effective when accompanied by active education and enforcement at the local levels. The Saving Lives Program provided a community organizational structure that enabled private citizens and public officials from multiple city departments to develop their own innovative initiatives that greatly reduced drunk driving and speeding. This type of intervention can enhance existing traffic safety laws.

Citation(s):

Hingson, R., T. McGovern, et al. (1996). "Reducing alcohol-impaired driving in Massachusetts: the Saving Lives Program." *Am J Public Health* 86(6): 791-7.