

Title of Intervention: Britain's Christmas Crusade against Drinking and Driving

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To reduce drunk driving

Population: Drivers

Setting: Great Britain during the Christmas holiday season; community-based

Partners: Media, local law enforcement agencies

Intervention Description:

- Campaigns and Promotions: Media helped to spread the message about drunk driving to the public that widespread breath testing would be going on in their area during the Christmas holiday season. The media drew attention to the campaign by warning the public that the effort by the police would be tough. The press was kept informed of the general locations of checkpoints and of the daily numbers of breath tests and accidents. The Nottinghamshire police launched its own publicity campaign that included posters displayed in various locations with messages such as "Drinking Drivers Kill."
- Environments and Policies: The local police departments received new breath-testing machines in police stations which were easier to use. Drivers faced jail time if they were caught drinking and driving.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Breath-testing devices, posters, media, local police
- Evaluation: Automobile-crash-related fatalities index

Evaluation:

- Design: Cross sectional
- Methods and Measures: The total automobile-crash-related fatalities index was used to assess the occurrence of drunk driving.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: In studying a series of total automobile-crash-related fatalities, it was found that the series declined significantly during the month of the Christmas "Crusade." No other December during the years analyzed showed a statistically significant drop in the index.

Maintenance: Not mentioned

Lessons Learned: Since some locations were criticized for their efforts or accused of engaging in unlawful random testing, the testing policy met some resistance from within the police force, who believed it bad for community relations.

Citation(s):

Ross, H. L. (1987). "Britain's Christmas Crusade against drinking and driving." *J Stud Alcohol* 48(5): 476-82.