

AOD Impaired Driving



Fiscal Year 10/11 Evaluation Report July 2011

Prepared for Community Service Programs, Inc.
by EVALCORP Research & Consulting

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Funded by the County of Orange Health Care Agency
Alcohol Drug Education Prevention Team

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I. Introduction

Community Service Programs, Inc. (CSP) Project Positive Action Toward Health (PATH) is a non-profit, community-based alcohol, and other drug (AOD) prevention program funded by the County of Orange Health Care Agency's Alcohol and Drug Education Prevention Team (ADEPT). In this AOD Impaired Driving initiative, Project PATH serves Orange County, and the Cities of Anaheim, Huntington Beach, Orange, and Santa Ana in particular, with a mission of creating safe and healthy communities by eliminating problems associated with AOD impaired driving through education, training, technical assistance, and a media campaign. The initiative's purpose is to establish or change community standards and norms that influence the incidence and prevalence of AOD impaired driving. To this end, key strategies employed by Project PATH include: collaborating with local law enforcement to develop education and media campaigns based on increasing awareness of driving under the influence (DUI) enforcement operations; incorporating AOD education and prevention strategies in schools, colleges/universities, faith-based organizations, and retail establishments; promoting responsible alcohol sales and service practices in restaurants, bars, liquor stores, and grocery stores; and, by creating working partnerships to address and act on AOD impaired driving issues.

As part of the AOD Impaired Driving initiative, Project PATH provides education regarding AOD impaired driving and Responsible Beverage Service (RBS) training in the Cities of Anaheim, Huntington Beach, Orange, and Santa Ana. In each of these selected cities during the 2010-11 fiscal year, Project PATH implemented a mass media campaign to increase awareness of local DUI enforcement operations and increase the perception of the likelihood that an AOD impaired driver will be stopped by local police, facilitated presentations to increase community members' knowledge of AOD impaired driving issues, and provided RBS trainings to persons involved in serving or selling alcoholic beverages in the four selected cities, as well as in other cities in Orange County. In addition, project staff prepared a report of DUI enforcement activities of Orange County law enforcement agencies that were currently receiving California Office of Traffic Safety funding, participated in DUI enforcement operations, and conducted follow-up meetings with owners/ managers/servers of establishments serving or selling alcohol that have previously attended RBS trainings.

II. Evaluation Methods

CSP Project PATH contracted an independent consulting firm, EVALCORP Research & Consulting, to create an evaluation framework for and conduct an overall evaluation of the five performance objectives and three performance measures that were established by ADEPT to be accomplished during the 10-11 fiscal year through the AOD Impaired Driving initiative.

The five performance objectives were as follows:

1. By June 30, 2011, as a result of a mass media campaign, at least 30% of licensed drivers surveyed within each of the four selected cities shall report increased awareness of DUI enforcement operations conducted by local police.
2. By June 30, 2011, as a result of a mass media campaign, at least 30% of licensed drivers surveyed within each of the four selected cities shall report an increased perception of the likelihood that an AOD impaired driver will be stopped by local police.

3. By June 30, 2011, as a result of providing RBS training to at least 150 persons involved in serving or selling alcoholic beverages within the four selected cities in aggregate, 75% of these persons shall achieve a passing score on the post-training exam.
4. By June 30, 2011, as a result of providing education to a minimum of 400 persons within the four selected cities, in aggregate, 70% of these persons shall demonstrate increased knowledge of AOD impaired driving issues.
5. By June 30, 2011, provide RBS training to at least 50 persons involved in serving or selling alcoholic beverages in Orange County cities other than the four selected, 75% of these persons shall achieve a passing score on the post-training exam.

In addition, the three performance measures included:

1. By October 1, 2010, prepare a detailed report describing the DUI enforcement activities of each Orange County law enforcement agency that is currently receiving California Office of Traffic Safety funding.
2. By June 30, 2011, participate in a minimum of 10 DUI enforcement operations within the four selected cities in aggregate, to demonstrate community support for and increase the public visibility of law enforcement efforts to prevent AOD impaired driving.
3. By June 30, 2011, conduct follow-up meetings with owners/managers/servers at a minimum of 30% of the retail alcohol establishments that have received RBS training during fiscal year 2009-10 or 2010-11 to assess post-training implementation of knowledge and skills.

As a means of determining whether Project PATH attained its goals for this initiative, the following primary research questions guided the evaluation:

- To what extent did the AOD Impaired Driving initiative achieve its proposed performance objectives and measures?
- What, if any, challenges or barriers were encountered during the project's implementation? If so, how were they overcome?
- What were the primary lessons learned and what are recommendations for similar initiatives in the future?

The evaluation framework was participatory and included input from staff and other key stakeholders throughout the evaluation process. For instance, EVALCORP worked collaboratively with Project PATH staff to develop data collection tools and provided consultation on the data collection procedures to support the evaluation. Project PATH staff were primarily responsible for data collection (e.g., survey administration, tracking mechanisms, etc.) and related activities. The evaluators provided ongoing evaluation-related technical assistance and conducted staff interviews to gain a greater understanding of how Project PATH staff achieved the various performance objectives and measures, as well as to learn about any challenges/barriers that were experienced. EVALCORP also conducted data analysis on project surveys and reviewed all project materials describing activities conducted by Project PATH staff throughout the 10-11 fiscal year (e.g., tracking materials, quarterly progress reports, presentation slides, reports, brochures, advertisements).

III. Progress Made Towards Objectives and Measures

As stated above, the AOD Impaired Driving initiative had five performance objectives and three performance measures to be accomplished during the 10-11 fiscal year. This section evaluates the extent to which the AOD Impaired Driving initiative achieved each of its performance objectives and measures.

A. Performance Objectives 1 and 2: Mass Media Campaign

- By June 30, 2011, as a result of a mass media campaign, at least 30% of licensed drivers surveyed within each of the four selected cities shall report increased awareness of DUI enforcement operations conducted by local police.
- By June 30, 2011, as a result of a mass media campaign, at least 30% of licensed drivers surveyed within each of the four selected cities shall report an increased perception of the likelihood that an AOD impaired driver will be stopped by local police.

In order to meet the above performance objectives, Project PATH staff collaborated with a variety of agencies and organizations to increase awareness of DUI enforcement operations among the general public in each of the four selected cities. This included collaborations with: Orange County DUI Task Force, police departments, schools, colleges/universities, Mothers Against Drunk Driving (MADD), other community-based and non-profit organizations, retailers, media companies, cable television networks, and resource fair and other event organizers. Through these collaborations, the general public was exposed to a variety of marketing materials and media advertisements for the DUI enforcement operations media campaign, featuring the advertisements entitled, “Choose Your Ride Wisely.” Marketing materials included banners displayed at local malls, flyers and educational brochures provided at DUI checkpoints and various events, commercials in local retail establishments, billboards, stickers, magnets, postcards, tip cards, and articles in local newspapers. In addition, Project PATH also used mass media outlets such as Facebook and collaborated with cable television networks to present the “Choose Your Ride Wisely” campaign to an even greater audience.

Data Collection and Analysis

To measure the impact of the media campaign on licensed drivers’ awareness and perceptions of DUI enforcement operations conducted by local police, the DUI Enforcement Operations Survey was developed by project staff in collaboration with the evaluation team and was administered by project staff in English and Spanish versions in each of the four selected cities. The first two questions on the DUI Enforcement Operations Survey asked respondents if they were licensed drivers and how often they were in the selected city. The next two survey items (Questions 3 and 4) included multi-part questions asking about respondents’ familiarity with newspaper articles or advertisements from the DUI enforcement operations media campaign. If the respondents had seen the articles or advertisements mentioned, they were asked to complete follow up questions about where they had seen the articles or ads, and how often they had seen the ads. In addition, the last survey item (Question 5) asked respondents to indicate to what extent they agreed or disagreed with four statements about DUI enforcement operations conducted by local police as a result of the articles and/or advertisements mentioned, using a 4-point Likert scale with the following definitions: 1 = strongly disagree; 2 = disagree; 3 = agree; and, 4 = strongly agree.

From October 2010 through June 2011, Project PATH staff administered DUI Enforcement Operations surveys in each of the four selected cities at numerous locations such as high schools, colleges/universities, shopping centers/malls, health and resource fairs, and a community center. The evaluation team calculated response frequencies for each item on the DUI Enforcement Operations Survey by each of the four selected cities. The analysis of all survey items only included data from licensed drivers, as this was the population indicated in the performance objective. In addition, the analysis of Question 5 only included data from respondents who indicated that they had seen or read articles and/or advertisements on Questions 3 and 4.

Data Collection Challenges

When collecting data at selected events and locations, Project PATH staff often had difficulties finding enough licensed drivers to participate in the DUI Enforcement Operations Survey. Although staff encountered a large number of potential respondents at their locations, many individuals did not have driver's licenses but indicated that they were driving and had seen the media campaign. Some potential respondents said that they did not have a driver's license because they were immigrants and others said that their licenses were suspended due to DUIs. Project staff did not survey the potential respondents without driver's licenses, even though they may have provided useful information. To overcome this challenge, project staff provided give-aways to draw larger numbers of people to their table in locations such as shopping malls and health fairs in order to survey an adequate number of licensed drivers in each selected city.

Project staff also reported challenges in the Cities of Anaheim and Huntington Beach accessing locations to post media and collect surveys. For example, there were fewer opportunities to post materials on billboards and in malls in Anaheim. To address this challenge, project staff collaborated with an indoor swap meet as an additional venue to implement their media campaign and collect surveys. Similarly in Huntington Beach, staff encountered barriers like expensive advertising costs and multiple restrictions on potential locations for data collection, such as the cost and time restrictions involved with participating in events on the Huntington Beach Pier. Project staff members persisted in seeking appropriate locations and were able to successfully collect a sufficient number of surveys at the Bella Terrace mall and Golden West College, even though some of the displayed media campaign materials had already been taken down.

Another data collection challenge was that Spanish-speaking survey respondents sometimes had difficulty understanding the statements in Question 5 that asked about their perceptions of local DUI enforcement operations and would leave items corresponding to that question blank. The difficulties may have been due in part to the Spanish translation of the survey, the table format of the question, and/or the concept of perceptions may need to be simplified. To overcome this challenge, project staff explained the items to respondents in Spanish, answering any questions that arose and making sure that respondents completed the survey.

Findings from DUI Enforcement Operations Survey

Across the four selected cities, a total of 898 DUI Enforcement Operations Surveys were collected, including 264 from Orange, 218 from Huntington Beach, 216 from Santa Ana, and 200 from Anaheim. Of the total surveys collected, 873 were from licensed drivers. As this was the population indicated in the performance objective, the following findings are based on responses from licensed drivers only.

As shown in **Table 1**, the majority of the licensed drivers surveyed in aggregate (63%) and in each of the four cities (72% in Santa Ana, 68% in Anaheim, 60% in Orange, and 52% in Huntington Beach) indicated that they were typically in the selected city 7 days a week.

Table 1. How Often Respondents Were in the Selected City During a Typical Week

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=871	N=199	N=216	N=245	N=211
Less than once a week	8%	12%	5%	11%	5%
1-3 Times a week	10%	10%	10%	9%	11%
4-6 Times a week	19%	10%	33%	20%	12%
7 Days a week	63%	68%	52%	60%	72%

When asked if they had seen and/or read articles about DUI enforcement operations conducted by local police, 57% of the respondents overall said yes, with 69% in Orange, 60% in Anaheim, 53% in Santa Ana, and 47% in Huntington Beach replying “yes.” Of those who replied yes, respondents in all four cities most frequently indicated seeing and/or reading the articles in the Orange County Register (67% in aggregate, 75% in Santa Ana, 68% in Orange, 64% in Anaheim, and 60% in Huntington Beach). As **Table 2** demonstrates, fewer respondents saw articles in the OC Weekly, College Newspapers and OC Family, as well as other specified sources such as television, LA Times, Internet, television news, billboards and/or radio.

Table 2. Where Respondents Saw Articles on DUI Enforcement Operations by Local Police

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=497	N=118	N=101	N=167	N=111
Orange County Register	67%	64%	60%	68%	75%
OC Weekly	12%	7%	17%	9%	15%
College Newspaper	8%	5%	14%	6%	10%
OC Family	4%	3%	4%	5%	5%
Other	20%	21%	24%	20%	15%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

Respondents were also asked if they had seen the “Choose Your Ride Wisely” media campaign. Overall, 86% in aggregate replied “yes,” with 97% in Anaheim, 96% in Santa Ana, 90% in Huntington Beach, and 67% in Orange indicating that they had seen the campaign. Of those who had seen the media campaign, over one quarter in aggregate had seen the ads on a college campus (28%), billboard/marquee (27%), or poster (26%). In addition, the ads were also seen on a flyer, brochure, newspaper, website, Facebook, sticker or magnet (see **Table 3**). Other specified responses included malls, television news, schools, commercials, medical centers, health fairs, events, and banners.

Table 3. Where Respondents Have Seen the “Choose Your Ride Wisely” Media Campaign

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=749	N=190	N=195	N=165	N=199
College Campus	28%	2%	68%	11%	30%
Billboard/Marquee	27%	53%	16%	29%	11%
Poster	26%	15%	12%	21%	55%
Flyer	16%	18%	9%	20%	19%
Brochure	15%	20%	7%	15%	18%
Newspaper	10%	10%	9%	16%	6%
Website	7%	6%	10%	5%	7%
Facebook	6%	3%	9%	5%	8%
Sticker	4%	1%	6%	6%	3%
Magnet	1%	0%	2%	1%	1%
Other	7%	5%	5%	16%	4%

Note: Percentages do not add to 100% as respondents were asked to check all that apply.

In addition, respondents who had seen the “Choose Your Ride Wisely” media campaign were asked how many times they had seen the advertisements. Across the four selected cities, about three-quarters of the respondents indicated that they have seen the advertisements 1-5 times (see **Table 4**).

Table 4. How Often Respondents Had Seen the “Choose Your Ride Wisely” Media Campaign

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=734	N=189	N=192	N=157	N=196
1-5 Times	78%	76%	87%	74%	74%
6-10 Times	12%	11%	6%	125	18%
11-15 Times	4%	4%	5%	4%	3%
16-20 Times	2%	4%	1%	2%	1%
More than 20 Times	4%	5%	1%	8%	4%

Finally to assess whether or not the performance objectives were met, respondents who had seen the above mentioned articles or advertisements were asked to indicate the extent to which they agreed or disagreed with a series of four statements about their awareness and perceptions of DUI enforcement operations by local police. If the respondents did not reply “yes” to Question 3 that they had seen articles or to Question 4 that had seen advertisements, their data was not included in the analysis for the following four items.

As shown in **Table 5**, 91% of all the respondents who had seen the articles or advertisements and 92% in Anaheim, 92% in Orange, 90% in Huntington Beach, and 89% Santa Anna either “strongly agree” or “agree” that they are more aware of DUI enforcement operations conducted by local police. Thus, performance objective 1 was met and exceeded with an average of 91% of the licensed drivers surveyed within the four selected cities reporting increased awareness of DUI enforcement operations by local police as a result of the mass media campaign.

Table 5. Impact of Articles/Advertisements on Respondents’ Awareness and Perceptions of DUI Enforcement Operations by Local Police

<i>As a result of the articles and/or advertisements mentioned above...</i>	Total % Who Agree				
	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=831	N=196	N=212	N=218	N=205
I am more aware of DUI enforcement operations conducted by local police.	91%	92%	90%	92%	89%
I think that local police make a great effort to catch drivers impaired by alcohol or other drugs.	90%	95%	87%	91%	90%
I think there is a high level of DUI enforcement activity in this city.	86%	88%	86%	86%	86%
I am more likely to think that drivers impaired by alcohol or other drugs will be stopped by local police.	89%	94%	85%	86%	91%

In addition, performance objective 2 was also met and exceeded with an average of 89% of the licensed drivers surveyed within the four selected cities reporting an increased perception of the likelihood that an AOD impaired driver would be stopped by local police as a result of the mass media campaign. As seen in the above table, 89% of the respondents in aggregate (with 94% in Anaheim, 91% in Santa Ana, 86% in Orange, and 85% in Huntington Beach) either “strongly agree” or “agree” that they are more likely to think that drivers impaired by alcohol or other drugs will be stopped by local police. Furthermore, 90% of the licensed drivers who had seen the media campaign, on average, think that local police make a great effort to catch drivers impaired by alcohol or other drugs, and 86% think there is a high level of DUI enforcement activity in the selected city.

B. Performance Objectives 3 and 5: RBS Trainings

- By June 30, 2011, as a result of providing RBS training to at least 150 persons involved in serving or selling alcoholic beverages within the four selected cities in aggregate, 75% of these persons shall achieve a passing score on the post-training exam.
- By June 30, 2011, provide RBS training to at least 50 persons involved in serving or selling alcoholic beverages in Orange County cities other than the four selected, 75% of these persons shall achieve a passing score on the post-training exam.

In order to meet these performance objectives, Project PATH staff collaborated with several organizations and establishments to promote and provide RBS trainings, including the Orange County DUI Task Force, Orange County Crime Alert Network (CAN), Orange County Restaurant Association, police departments, bars and restaurants, hotels and resorts, event organizers, universities, and senior centers. Through these collaborations, RBS trainings were provided to management and staff working in a wide range of establishments serving alcohol. In total, RBS trainings were provided to 205 individuals across each of the four selected cities (Anaheim, Huntington Beach, Orange, and Santa Ana) and to 88 individuals in Orange County cities other than the four selected cities, such as Fullerton, Santa Margarita, Laguna Niguel, Costa Mesa, and Newport Beach.

Data Collection and Analysis

In their efforts to recruit participants for the RBS trainings, Project PATH staff members developed and distributed flyers of upcoming Training for Intervention Procedures (TIPS) trainings, newsletters, and informative brochures regarding TIPS and the AOD Impaired Driving initiative to colleges, law enforcement officials, establishments selling alcohol, and the general population. In addition, Project Path staff developed informational packets that were distributed to all TIPS training participants that included: a TIPS participation manual, Blood Alcohol Content (BAC) descriptions, and state-specific laws/penalties.

At the end of each RBS training, all participants were given a TIPS post-training exam. The post exams were administered by project staff and scored by the TIPS administration, who in turn notified project staff about which training participants earned passing scores. Project staff maintained tracking counts of the number of participants attending trainings and passing the post-exams. The evaluation team reviewed tracking tools and calculated the exam passing rate based on information provided by project staff.

Data Collection Challenges

According to project staff, the biggest challenge to achieving performance objectives three and five was getting establishments on board to send their managers and other employees to the RBS training. In regards to objective three, it was particularly difficult to get participation from establishments in Santa Ana where management was slow to respond to project inquiries and was resistant to paying their staff to attend four hours of RBS training. To overcome this reluctance in Santa Ana and the other cities, project staff made several site visits, collaborated with local police departments and establishments previously in attendance at RBS trainings, and mailed numerous letters to promote their RBS trainings and meet the minimum number of individuals from each city.

When soliciting RBS training participation in cities other than the four selected cities for performance objective five, project staff initially faced resistance from many establishments because the County Health Educator and California Department of Alcoholic Beverage Control (ABC) were already providing them with RBS trainings. Not wanting to compete with the County Health Educator or other contractors for the same establishments, project staff looked to other organizations to find establishments not being served by ongoing RBS trainings. After numerous attempts to market RBS trainings to bartending schools with minimal success, project staff connected with the Orange County Restaurant Association, which proved to be a fruitful collaboration. This association provided information on Project PATH’s trainings in their electronic newsletters, resulting in numerous establishments contacting project staff about the trainings.

Findings from RBS Training Tracking Tools and Exam Results

As indicated by AOD Impaired Driving tracking tools, quarterly progress reports, and RBS training exam results provided by Project PATH staff members, both of these objectives were met and exceeded. To achieve objective three, Project PATH staff successfully provided RBS trainings entitled “Training for Intervention Procedures” (TIPS) to 205 people involved in serving or selling alcoholic beverages within the four select cities, in aggregate, with 204 of these individuals (99%) achieving a passing score on the post-training exam.

In regards to performance objective five, project staff provided RBS training to 88 people involved in selling alcoholic beverages in Orange County cities other than the four selected, with 85 of these individuals (96%) achieving a passing score on the post-training exam.

C. Performance Objective 4: Education

- By June 30, 2011, as a result of providing education to a minimum of 400 persons within the four selected cities, in aggregate, 70% of these persons shall demonstrate increased knowledge of AOD impaired driving issues.

To meet this objective, Project PATH staff members worked collaboratively with leaders and managers of a number of community organizations/centers, schools/colleges, police departments, and health/medical centers in order to provide educational workshops to community members and key stakeholders. Project PATH conducted the following number of education workshops on effective strategies to reduce AOD-impaired driving: 12 in Santa Ana, 9 in Huntington Beach, 6 in Orange, and 5 in Anaheim. Through these workshops, Project PATH provided education to a total of 934 community members and key stakeholders within the four selected cities in aggregate.

Data Collection and Analysis

To determine whether participants of educational workshops demonstrated increased knowledge of alcohol and other drug-impaired driving issues, the AOD Impaired Driving Knowledge Survey was developed by Project PATH in collaboration with the evaluation team and was available in both English and Spanish versions. It was administered by project staff to participants in attendance at the conclusion of the workshops. The survey contained a total of 13 closed-ended items, including four multiple choice and four true/false questions that asked about factors, effects, and laws related to AOD impaired driving. The other five items asked respondents the extent to which they agreed or disagreed with statements relating to changes in their knowledge and behavior as a result of the workshop, using a 4-point Likert scale with the following definitions: 1 = strongly disagree; 2 = disagree; 3 = agree; and, 4 = strongly agree.

From October 2010 through May 2011, project staff collected AOD Impaired Driving Knowledge Surveys from a total of 622 people who attended workshops across the four cities at local schools, colleges/ universities, Head Start centers, Kiwanis organizations, and community centers. There were a total of 215 surveys collected in Santa Ana, 162 in Huntington Beach, 136 in Anaheim, and 109 in Orange. Response frequencies were calculated by the evaluation team for each survey item on the AOD Impaired Driving Knowledge Survey from the four selected cities in aggregate.

Data Collection Challenges

When Project PATH began conducting the educational workshops, they initially found that they did not have enough time to conduct the surveys due to the length of the presentation and timing of participants' questions. To overcome this challenge, project staff asked participants to hold most questions until the end so that the material could be covered in the allotted time and allow sufficient time for survey completion at the end of the workshop. According to project staff, once they managed the amount of questions during the presentation this was no longer a challenge.

Another challenge was the high number of requests that the project received for educational workshops. Project staff did their best to accommodate these requests as much as possible, and felt it was necessary to refrain from administering surveys at some of the workshops as their objectives had already been met and the survey data was in the process of being analyzed.

Findings from AOD Impaired Driving Knowledge Survey

Across the four selected cities, a total of 622 AOD Impaired Driving Knowledge Surveys were collected, with 34% of the surveys from Santa Ana, 26% from Huntington Beach, 22% from Anaheim, and 18% from Orange.

Survey results indicated that three-quarters or more of the participants selected the correct response to the eight items measuring participants' knowledge of AOD-related effects and impaired driving laws that were presented in the educational workshop. **Table 6** shows the eight knowledge items, correct responses, and the percentage of survey respondents in aggregate who selected the correct survey response, demonstrating their knowledge of issues related to AOD impaired driving.

Table 6. Percentage of Correct Responses on AOD Impaired Driving Knowledge Survey Items

Survey Question	Correct Response	% Correct Survey Responses
1. Which of these factors does not affect how quickly an individual will become intoxicated? (N=615)	A person's tolerance	75%
2. The liver can metabolize one standard drink in: (N=622)	1 hour	91%
3. Which of the following are immediate effects of drinking alcohol: (N=622)	All of the above. (slower reaction time, decreased reasoning, poor motor coordination)	93%
4. The California Zero Tolerance Law states that it is against the law for individuals under 21 years old to drive with a BAC of .01% or more. (N=622)	True	87%
5. The Ambriz Act requires applicants for a driver's license or license renewal to: (N=622)	Sign a declaration stating that they are aware that a driver may be charged with murder if a person is killed as a result of impaired driving	96%
6. DUI laws only pertain to alcohol, not impairment from other drugs such as prescription medications and/or marijuana. (N=622)	False	89%
7. A person is affected by alcohol as soon as he/she drinks it. (N=622)	True	92%
8. Alcohol and energy drinks are a dangerous combination. (N=618)	True	100%

Additionally, as indicated in **Table 7**, at least 90% of all respondents indicated that they either “agree” or “strongly agree” that as a result of the workshop they know more about AOD-impaired driving issues (92%), know more about the effects of alcohol and other drugs (92%), and know more about DUI enforcement operations (90%). Therefore, performance objective 4 has been met and exceeded with an average of 91% of the over 600 respondents demonstrating increased knowledge of AOD impaired driving issues, AOD effects, and DUI enforcement operations as a result of the educational workshop.

Table 7. Impact of Educational Workshops on AOD Impaired Driving Knowledge and Behaviors

<i>As a result of this workshop ...</i>	Strongly Disagree	Disagree	Agree	Strongly Agree
9. I know more about alcohol and other drug (AOD) impaired driving issues. (N=620)	4%	4%	49%	43%
10. I know more about the effects of alcohol and other drugs. (N=619)	4%	4%	47%	45%
11. I know more about DUI enforcement operations. (N=619)	5%	5%	46%	44%
12. I am more likely to report an impaired driver. (N=619)	4%	7%	50%	39%
13. I am less likely to drive while impaired by alcohol or other drugs. (N=619)	6%	3%	30%	61%

Furthermore as far as behaviors are concerned, almost all (91%) of the respondents agreed (indicating that they “agree” or “strongly agree”) that they are less likely to drive while impaired by alcohol or other drugs as a result of the workshop, and 89% would be more likely to report an impaired driver as a result of the workshop.

D. Performance Measure 1: DUI Enforcement Activity Report

- By October 1, 2010, prepare a detailed report describing the DUI enforcement activities of each Orange County law enforcement agency that is currently receiving California Office of Traffic Safety funding.

This performance measure has been met as indicated by the California Office of Traffic Safety (OTS) Funding Report that was completed and submitted by Project PATH staff on October 15, 2010. The due date for this report was extended by ADEPT to October 15, 2010 because much of the necessary data was not available until early October as described in the data collection challenges discussed below. Therefore, this report was submitted in a timely manner to meet this performance measure. Project PATH staff collected all data and developed this report, independent of the evaluation team.

Project Path staff found that it was challenging to obtain data for this report, requiring a good deal of time and leg work. Staff was not able to obtain data directly from OTS as anticipated and needed to work with each city/agency in order to get the needed information and statistics. With the report initially being due at the beginning of October, there was a time crunch in obtaining the data because the fiscal year for law enforcement agencies ended in September 2010 and they needed time to compile the data before giving it to project staff. In addition, some of the agencies were not familiar with CSP Project PATH and therefore were reluctant to share data with the non-profit organization. To address these challenges, project staff persisted with their data requests and took time to explain the work done by the AOD Impaired Driving initiative. Staff also worked with OTS staff, which were familiar with Project PATH’s work and supported their efforts. Due to their efforts, project staff was able to collect and compile all of the necessary data to complete the report by the extended due date of October 15, 2011.

The detailed report provided an overview of the goals and grants of the OTS, along with listing the cities/organizations who currently received OTS funds, including Anaheim, Costa Mesa, Cypress, Fountain Valley, Garden Grove, Huntington Beach, Newport Beach, Orange, Orange County Sheriff's Department, Orange County Superior Court, Placentia, Santa Ana, University of California, Irvine and the University Of California, Irvine Medical Center. Detailed descriptions and statistics were provided in the report on the DUI enforcement campaigns of the agencies receiving funding.

E. Performance Measure 2: DUI Enforcement Operation Participation

- By June 30, 2011, participate in a minimum of 10 DUI enforcement operations within the four selected cities in aggregate, to demonstrate community support for and increase the public visibility of law enforcement efforts to prevent AOD impaired driving.

According to Project PATH tracking documents and progress reports reviewed, this objective was met and exceeded. Between the months of July 2010 through June 2011, Project PATH staff participated in a total of 33 DUI enforcement operations across all four selected Cities of Anaheim, Huntington Beach, Orange, and Santa Ana.

To meet this objective, Project PATH staff members supported law enforcement officers in the DUI checkpoints in each of the four selected cities. Additionally, project staff passed out flyers and brochures that included information from the media campaign, "Choose Your Ride Wisely" to drivers and passengers that passed through the checkpoints.

No major challenges were encountered by Project PATH staff in their efforts to participate in DUI enforcement operations, even with turnover in the police department personnel in the middle of the fiscal year. Project PATH's reputation and previously built partnerships with law enforcement agencies helped them obtain access when new personnel were assigned. If anything, project staff stated that the challenge was learning to say no because law enforcement agencies have asked them to participate in more enforcement operations than they had the capacity to meet while fulfilling other contract requirements.

F. Performance Measure 3: RBS Training Follow-up Meetings

- By June, 30, 2011, conduct follow-up meetings with owners/managers/servers at a minimum of 30% of the retail alcohol establishments that have received RBS training during fiscal year 2009-10 or 2010-11 to assess post-training implementation of knowledge and skills.

AOD Impaired Driving initiative tracking materials and quarterly progress reports indicated that this performance measure was met and exceeded. Follow-up meetings were conducted with owners/managers/staff of 60% of the retail alcohol establishments that received RBS training during the 9-10 and 10-11 fiscal years.

Project PATH staff conducted a total of 21 follow-up meetings with owners, managers, and/or staff from 18 of the 30 establishments that received RBS trainings in the past two fiscal years. During these meetings, project staff provided TIPS certification cards, ID checking guides, incident logs, and/or TIPS marketing materials. They also discussed the effectiveness of the TIPS training in helping reduce alcohol-

related problems, scheduled TIPS trainings for new management/staff, and answered questions from the owners/managers/staff.

Project PATH staff members reported one challenge in their efforts to achieve this objective. They found that it was often difficult to schedule meetings with the owners/managers/staff of these alcohol outlets due to the busy schedules of the owners and/or managers. Project staff persisted in their efforts and found that they were more likely to arrange face-to-face meetings when dropping off certification cards or materials to the personnel. Utilizing this strategy whenever possible, staff was able to exceed the number of follow-up meetings required.

IV. Project PATH AOD Impaired Driving Staff Interviews

In addition to reviewing all AOD Impaired Driving documents and conducting data analysis of surveys received, staff assessments were also conducted to inform the year-end evaluation. Project PATH staff were asked to describe the most significant accomplishments achieved throughout the fiscal year, any surprising or unexpected outcomes that occurred, any challenges/barriers faced in implementing the project, how those challenges/barriers were overcome, lessons learned through the implementation of the project, and any recommendations for improvement.

A. Major Accomplishments and Unexpected Outcomes

Project PATH staff described various accomplishments experienced throughout the year that included building on previous collaborative relationships, finding new collaborative partners, and creatively implementing media campaigns to overcome challenges and exceed numbers on performance objectives and measures. For example, based on the project's previous work and relationships with law enforcement agencies in the four selected cities, police departments actively seek the project's involvement in their DUI enforcement operations. As one staff member stated, "Law enforcement sees us as one of their partners. They email us information on their enforcement operations and really want us to be there with them." Another example was how the project was able to build relationships with staff from OTS and other law enforcement agencies in order to obtain data needed for the OTS report. According to staff, "We faced a lot of barriers getting the data in the beginning, but we were able to overcome them and turn the report in on time."

When faced with the challenge of expensive advertising and marketing costs, project staff was creative in implementing the media campaign with limited resources. They collaborated with media and retail outlets to expand the locations and extend the length of time their banners and advertisements were displayed at no additional costs. For example, the project paid to have banners/ads displayed at the Block of Orange for one month but the materials remained displayed for six months at no additional charge. Similarly, the Main Place mall extended the display of the project's banner for an additional month.

When asked to describe unexpected outcomes that occurred during the 10-11 fiscal year, Project PATH staff said that their new collaboration with the Orange County Restaurant Association was unexpected but really aided them in achieving the performance objective of providing RBS trainings in cities other than the selected four cities. Before collaborating with the Orange County Restaurant Association, the project was struggling to connect with alcohol establishments to provide RBS trainings to in other cities as many of the establishments were already receiving training from ABC, the County, or other

contractors. After partnering with the Orange County Restaurant Association, project staff received and fulfilled many requests for RBS training from restaurants, bars, and organizations such as fraternity and sorority advisors/leaders at California State University, Fullerton. According to a project staff member, “Through the Orange County Restaurant Association, we were able to reach several different types of people. They really helped us spread the word. We received more requests from restaurants and from other organizations. So in addition to the typical TIPS trainings, we also put together specialized trainings and materials for university personnel.”

B. Lessons Learned and Recommendations

When asked what lessons they had learned through the implementation of their project this fiscal year, project staff replied that they learned it was best to “start off with a bang.” They found that setting up RBS trainings early in the fiscal year really helped them manage their time so they could focus more on other objectives such as data collection for the media campaign later in the year. According to one staff, “Starting early and having a plan is the key.” Based on this lesson, project staff focused on their year-end 2010-11 fiscal reports in June so that they would have more time to focus on project planning and activities in the beginning of the 2011-12 fiscal year in July.

The only recommendation project staff had for improving their project or similar projects in the future was for more cohesion between the media campaigns for the AOD Impaired Driving initiative and for the County. For example, it might be more cost-efficient and effective if a single media campaign was promoted by both the AOD Impaired Driving initiative and the County, instead of two separate media campaigns which sometimes confused respondents when materials for both campaigns were distributed at the same DUI checkpoint or event.

V. Summary

During the 10-11 fiscal year, Project PATH conducted a variety of activities to increase awareness and knowledge about AOD impaired driving across each of the four selected cities and in Orange County. For instance, Project PATH implemented a mass media campaign to increase awareness and perceptions of DUI enforcement operations conducted by local police; facilitated workshops to increase community members’ knowledge of AOD impaired driving issues; and provided RBS trainings to those serving or selling alcoholic beverages in the four selected cities as well as in other cities in Orange County. A thorough evaluation of all AOD Impaired Driving progress reports, tracking documents, presentations, media campaign advertisements, marketing materials, reports, and surveys indicated that all performance objectives and performance measures were met and/or exceeded.

A. Meeting Performance Objectives and Measures

The AOD Impaired Driving initiative was able to meet and exceed all of the five performance objectives. An outcome indicator for each performance objective is provided below.

- **Performance Objective 1:** On average, 91% of the licensed drivers surveyed within the four selected cities reported increased awareness of DUI enforcement operations by local police as a result of the mass media campaign. This exceeds the 30% of licensed drivers surveyed within each of the four selected cities specified by the objective, as 92% of licensed drivers surveyed in

Anaheim, 92% in Orange, 90% in Huntington Beach, and 89% in Santa Ana were more aware as a result of the ads or articles they had seen.

- **Performance Objective 2:** On average, 89% of the licensed drivers surveyed within the four selected cities reported an increased perception of the likelihood that an AOD impaired driver would be stopped by local police as a result of the mass media campaign. This exceeds the 30% of licensed drivers within each of the four selected cities specified by the objective, with 94% of those in Anaheim, 91% in Santa Ana, 86% in Orange, and 85% in Huntington Beach being more likely to have this perception as a result of the articles or ads they had seen.
- **Performance Objective 3:** RBS training was provided to 205 people involved in serving or selling alcoholic beverages within the four select cities, in aggregate, of which 99% of these individuals achieved a passing score on the post-training exam. This exceeds the 150 persons who were to receive RBS trainings, of which 75% of those persons were to achieve a passing score on the post-training exam as specified in the objective.
- **Performance Objective 4:** Of the over 600 persons receiving education within the four selected cities in aggregate, an average of 91% demonstrated increased knowledge of AOD impaired driving issues as a result of the educational workshop. This exceeds the 400 persons who were to be provided education, of which 70% of those persons were to increase knowledge as a result of the workshop as specified in the objective.
- **Performance Objective 5:** RBS training was provided to 88 people involved in selling alcoholic beverages in Orange County cities other than the four selected, of which 96% achieved a passing score on the post-training exam. This exceeds the 50 persons who were to receive RBS trainings, of which 75% were to achieve a passing score on the post-training exam as specified in the objective.

Additionally, Project PATH was able to meet and/or exceed each of the three performance measures. An outcome indicator or statement is provided below for each performance measure.

- **Performance Measure 1:** A detailed report describing the DUI enforcement activities of each Orange County law enforcement agency receiving California Office of Traffic Safety Funding was developed and submitted by Project PATH staff on October 15, 2010. This meets the due date which was extended by ADEPT to October 15, 2011.
- **Performance Measure 2:** Project PATH staff participated in 33 DUI enforcement operations across the four selected cities, in aggregate, in order to demonstrate community support for and increase the public visibility of law enforcement efforts to prevent AOD impaired driving. This exceeds the 10 DUI enforcement operations that were specified in the performance measure.
- **Performance Measure 3:** Follow-up meetings were conducted with owners/managers/staff of 60% of the retail alcohol establishments that received RBS training during the 09-10 and 10-11 fiscal years in order to assess post-training implementation of knowledge and skills. This exceeds the 30% of establishments that was specified for follow-up meetings in the performance measure.

B. Staff Interviews

Project PATH staff members were interviewed to gain a greater understanding of the implementation and outcomes of the AOD Impaired Driving initiative during the 10-11 fiscal year. Staff identified various accomplishments and indicated that the strong collaborative partnerships that were established and maintained with various organizations throughout the year aided Project PATH's efforts to participate in DUI enforcement operations, promote and expand the mass media campaign, and provide RBS trainings to those selling or serving alcohol in establishments within the four selected cities in Orange County. Similarly, staff members were pleasantly surprised by the effectiveness of a new collaborative partner to help them reach alcohol establishments outside of the four selected cities in order to provide RBS trainings to those establishments. Overall, staff believed that their strong collaborations and creative strategies helped them overcome challenges of obtaining data, getting participation in data collection efforts and trainings, and acquiring sufficient advertising space with limited resources.

The lessons learned by project staff included starting project activities early in the fiscal year, along with actively managing the project timeline to ensure achievement of all performance objectives and measures in a timely manner. To improve the project in future years, staff recommended implementing a single, cohesive media campaign to be used by both the County and the AOD Impaired Driving initiative in order to minimize competing campaign messages and materials that may be advertised at the same event and increase the exposure of the advertisements and marketing materials with the budgets from each project providing contributing to ads with the same message across Orange County. Overall, project staff successfully persisted, built relationships, and used creative strategies in order to overcome challenges and to ultimately meet and/or exceed all of the AOD Impaired Driving initiative performance objectives and performance measures.