



AOD Impaired Driving

*Fiscal Year 11/12 Evaluation Report
July 2012*

Prepared by

EVALCORP
Research & Consulting

For Community Service Programs, Inc.



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

ACKNOWLEDGEMENTS

We would like to acknowledge and thank a number of individuals for contributing their time and input to support the development of this report. To begin, we thank the County of Orange Health Care Agency's Alcohol and Drug Education and Prevention Team for making the AOD Impaired Driving initiative and its evaluation possible. Special thanks go to Dan Gleason, Joyce Gore and the team at Community Service Programs, Inc. Project PATH for making available all the necessary resources for this evaluation. It has been a pleasure working with this group of dedicated professionals whether collaborating on the survey instruments or collecting data and information needed for the evaluation. They have been true partners of the evaluation process and EVALCORP is very appreciative for all they have done to facilitate our work.

Table of Contents

I. Introduction	1
II. Evaluation Methods	1
III. Impaired Driving Media Campaign-Related Objectives and Measures	3
Performance Measures A, B and C: Media Plans, Campaigns and Events.....	3
Media Plans.....	3
Media Campaigns.....	3
Media Events.....	4
Performance Objectives 1 and 2: Media Campaign Outcomes	5
Data Collection and Analysis.....	6
Data Collection Challenges	6
Findings from AOD Impaired Driving Awareness Survey.....	7
Performance Measure I: Media Event in Other Cities	10
IV. Impaired Driving Media Education-Related Objectives and Measures.....	10
Performance Measure D: Educational Workshops	10
Performance Objective 3: Educational Workshop Outcomes	10
Data Collection and Analysis.....	11
Data Collection Challenges	11
Findings from AOD Impaired Driving Knowledge Survey.....	11
V. Responsible Beverage Service-Related Objectives and Measures	13
Performance Measure E: On-Sale RBS Trainings	13
Performance Objective 4: On-Sale RBS Training Outcomes	13
Performance Measure F: Manager/Owner RBS Trainings	13
Performance Objective 5: Manager/Owner RBS Training Outcomes.....	14
Performance Measure G: Manager/Owner RBS Technical Assistance	14

Performance Measure H: RBS Media Events	15
VI. Staff Assessment.....	16
Major Accomplishments and Unexpected Outcomes	16
Lessons Learned and Recommendations.....	16
VI. Summary.....	17
Achievement of Performance Objectives and Measures	17
Conclusion.....	19

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 and 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 the overall goal of reducing alcohol and drug-impaired driving through education, training, technical assistance, and a comprehensive 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, the project's efforts focus on mobilizing communities, raising awareness, increasing support for prevention activities, and elevating the public visibility of law enforcement operations taking place in the community.

As part of the AOD Impaired Driving initiative, the project provided education regarding AOD impaired driving, law enforcement operations to reduce AOD impaired driving, and Responsible Beverage Service (RBS) training in the four selected cities of Anaheim, Huntington Beach, Orange, and Santa Ana. In each of these cities during fiscal year 11-12, Project PATH implemented a mass media campaign in order to increase community support for law enforcement efforts to reduce AOD impaired driving and increase the perception of the likelihood that an AOD impaired driver will be stopped by local police. As part of the media campaign, the project produced media events in each selected city and in two other cities within Orange County to increase public awareness of law enforcement operations to reduce AOD impaired driving. In addition, the project developed and facilitated presentations to increase support for evidence-based practices to reduce AOD impaired driving among community members and key stakeholders. The project also conducted RBS trainings with persons involved in serving alcoholic beverages and managers/owners of on-sale establishments, and provided technical assistance to managers/owners who have previously received RBS training. Finally, the project produced media events within each of the four selected cities that recognized on-sale establishments that use evidence-based practices to reduce AOD impaired driving.

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 11-12 fiscal year through the AOD Impaired Driving initiative.

The five performance objectives were as follows:

1. By June 30, 2012, at least 35% of licensed drivers surveyed within each of the four selected cities shall report increased community support for law enforcement efforts to reduce alcohol and other drug-impaired driving.
2. By June 30, 2012, at least 35% 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, 2012, at least 70% of community members and key stakeholders educated within each of the four selected cities shall report increased support for evidence-based practices to reduce AOD impaired driving.
4. By June 30, 2012, at least 85% of persons trained in responsible beverage service within the four selected cities, in aggregate, shall achieve a passing score on the post-training exam.
5. By June 30, 2012, at least 85% of managers/owners trained in responsible beverage service within the four selected cities, in aggregate, shall achieve a passing score on the post-training exam.

In addition, the nine performance measures included:

- A. By September 15, 2011, complete a media campaign plan for each of the four selected cities.
- B. By June 30, 2012, conduct one mass media campaign in each of the four selected cities to increase community support for law enforcement efforts to reduce AOD impaired driving.
- C. By June 30, 2012, conduct a total of six media events in each of the four selected cities, in aggregate, to increase public awareness of law enforcement operations.
- D. By June, 30, 2012, provide education to a minimum of 100 community members and key stakeholders within each of the four selected cities.
- E. By June 30, 2012, provide responsible beverage service training to at least 150 persons involved in serving alcoholic beverages within the four selected cities, in aggregate.
- F. By June 30, 2012, provide responsible beverage service training to at least two managers/owners of on-sale establishments in each of the four selected cities.
- G. By June 30, 2012, provide technical assistance sessions on responsible serving practices to 50% of managers/owners of establishments who have received RBS training from 7/1/2009 to 12/31/2011.
- H. By June 30, 2012, produce one media event within each of the four selected cities that recognizes on-sale establishments that use evidence-based practices to reduce AOD impaired driving.
- I. By June 30, 2012, conduct two media events in other cities within Orange County to increase public awareness of law enforcement operations.

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, challenges and barriers that were experienced, and lessons learned during the implementation of project activities. EVALCORP also conducted data analysis on project surveys and reviewed all project materials describing activities conducted by Project PATH staff throughout the 11-12 fiscal year (e.g., action plans, media plans, tracking tools, quarterly progress reports, presentation slides, and media campaign materials).

III. Impaired Driving Media Campaign-Related Objectives and Measures

As stated above, the AOD Impaired Driving initiative had five performance objectives and nine performance measures to be accomplished during the 11-12 fiscal year. The following three sections evaluate the extent to which the AOD Impaired Driving initiative achieved its performance objectives and measures, which are organized as they relate to the impaired driving mass media campaigns, impaired driving education, and RBS trainings, technical assistance, and media events.

Performance Measures A, B and C: Media Plans, Campaigns and Events

- By September 15, 2011, complete a media campaign plan for each of the four selected cities.
- By June 30, 2012, conduct one mass media campaign in each of the four selected cities to increase community support for law enforcement efforts to reduce AOD impaired driving.
- By June 30, 2012, conduct a total of six media events in each of the four selected cities, in aggregate, to increase public awareness of law enforcement operations.

Media Plans

A media campaign plan was developed for each of the four selected cities by Project PATH, with consultation provided by the evaluation team. Each media campaign plan specified the proposed type, timing and placement of media, along with indicating the target audience and exposure rate when known. Project staff submitted a media campaign plan for each selected city to ADEPT on September 14, 2011. Therefore, this performance measure was met.

Media Campaigns

Project PATH staff collaborated with a variety of agencies and organizations to develop and implement a media campaign designed to increase community support for law enforcement efforts to reduce AOD-impaired driving among the general public in each of the four selected cities. This included collaborations with: Orange County DUI Task Force, police departments, city officials, schools, colleges/universities, libraries, Mothers Against Drunk Driving (MADD), other community-based and non-profit organizations, media companies, retail outlets, cable television networks, and resource/health fairs and other event organizers. Through these collaborations, the general public was

exposed to a variety of educational materials and media advertisements for the AOD impaired driving media campaign, featuring two main ads entitled, “Choose Your Ride Wisely” and “17,000 Impaired Drivers.” Types of campaign materials disseminated to the general population in each of the selected cities included banners, bus shelter ads, posters, flyers, educational brochures, informational packets, commercials, and articles in local newspapers. In addition, from August 2011 to April 2012 the project had 20 media inputs in Huntington Beach, 17 in Orange, 14 in Anaheim, and 14 in Santa Ana.

As described above and indicated in project tracking tools and progress reports, the media campaign in each city employed more than four different types of media and exposed at least one media component to the target audience for more than six months. Thus, this performance measure was met as a media campaign was implemented in each of the four selected cities to increase community support for law enforcement efforts to reduce AOD impaired driving.

The AOD Impaired Driving initiative encountered some challenges in developing a media campaign that appropriately addressed the performance objectives. Project staff found that it was hard to build community support and increased perception of the likelihood of being stopped for impaired driving by local law enforcement from a media image/campaign alone, as opposed to educating them in workshops or trainings. Because many community members were not aware of law enforcement’s efforts regarding impaired driving, project staff needed to design media images/campaigns that educated the community about law enforcement’s efforts, along with increasing community support and perception of impaired driving enforcement. The project conducted formative research, gathering data, and developing and testing several media images. Staff utilized the results to inform the development and final selection of its new “17,000 Impaired Drivers” campaign, the campaign deemed most effective for increasing community member’s perceptions and support. In addition, project staff overcame this challenge by implementing both the “Choose Your Ride Wisely” and “17,000 Impaired Drivers” images as part of the media campaign in each of the selected cities in order to continue to increase awareness and educate the communities about impaired driving, while increasing their perceptions and support for law enforcement efforts to reduce AOD-impaired driving.

Project staff also encountered some challenges finding locations for displaying advertisements when implementing the media campaign. When contacted, some locations/organizations seemed supportive of the campaign but were not able to provide space for the campaign materials to be displayed. At one center, the 17,000 Impaired Drivers ad needed to be removed for political reasons because the ad prominently featured law enforcement officers and local community members were upset that the police department was not receiving budget cuts.

Media Events

From October 2011 to May 2012, Project PATH conducted a total of six media events across the four selected cities in order to obtain media coverage to increase public awareness of law enforcement efforts to reduce AOD-impaired driving. Thus, this performance measure was met. **Table 1** provides a description of each media event and the organizations and companies that the project collaborated with in order to plan and implement each event.

Table 1. Description of Media Events in Four Selected Cities			
Date	City	Collaborative Partners	Media Event Description
10/22/12	Orange	<ul style="list-style-type: none"> • Rock 'N Road Committee • Youth Advisory Board of Orange County (YAB-OC) 	Recognized Orange Police Department DUI Enforcement Officers for their efforts to reduce impaired driving in the city of Orange. The media event took place during the Rock 'N Road event at the Outlets at Orange.
10/22/12	Santa Ana	<ul style="list-style-type: none"> • Pico – Lowell Neighborhood Association • Santa Ana Boys & Girls Club 	Recognized Santa Ana Police Department for their efforts to reduce impaired driving. The media event took place during the 3rd Annual Pico-Lowell Community Resource Fair.
11/14/12	Anaheim	<ul style="list-style-type: none"> • Savanna High School staff and students 	Recognized Anaheim Police Department for their efforts to reduce impaired driving in the community. The media event took place at the Anaheim Police Department.
05/05/12	Orange	<ul style="list-style-type: none"> • Orange International Street Fair Board and Committee 	Presented police officers with community donations from Chick-Fil-A and Starbucks during a DUI Checkpoint.
05/11/12	Santa Ana	<ul style="list-style-type: none"> • Santa Ana Library • Jerome TeenSpace Club • Chick-Fil-A • Starbucks 	Supported law enforcement efforts to reduce AOD impaired driving. Officers were presented with food donations and support banners during a DUI Checkpoint.
05/12/12	Huntington Beach	<ul style="list-style-type: none"> • Mothers Against Drunk Driving • Ocean View High School Friday Night Live chapter 	Recognized Huntington Beach Police Department DUI Enforcement Officers for their efforts to reduce impaired driving. The media event took place during the Walk Like MADD event.

Getting media coverage of the media events proved to be challenging for project staff. Despite their best efforts, project staff could not get the media to attend the events to cover it themselves. Therefore, project staff relied on their relationships with community organizations and media outlets in order to overcome this barrier and ultimately get media coverage of the event. For example, media outlets were not willing to attend the Rock 'N Road media event in Orange. So project staff wrote an article about the event, obtained ADEPT approval of their article, and submitted the article/press release to seven media outlets. Then one of the media outlets, the Orange Review, published the article online.

Performance Objectives 1 and 2: Media Campaign Outcomes

- By June 30, 2012, at least 35% of licensed drivers surveyed within each of the four selected cities shall report increased community support for law enforcement efforts to reduce alcohol and other drug-impaired driving.

- By June 30, 2012, at least 35% 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.

Data Collection and Analysis

To measure the impact of the media campaign on licensed drivers' perceptions and support for impaired driving enforcement operations conducted by local police, the AOD Impaired Driving Awareness Survey was developed by project staff in collaboration with the evaluation team and ADEPT. After an initial version of the survey had been developed, it was determined that a dummy ad image should be included along with the two media campaign images on the AOD Impaired Driving Awareness Survey in order to assess to what, if any, extent respondents may be reporting they had seen the ad(s) when in fact they had not. The survey was revised accordingly. On the final version of the survey, the first item asked respondents if they were licensed drivers. The second survey item asked respondents which advertisement they had seen about AOD-impaired driving, asking them to mark all that applied from the following response options: (A) ad A of the "Choose Your Ride Wisely" image, (B) ad B of a "dummy" image that was not run as part of the media campaign, (C) ad C of the "17,000 Impaired Drivers" image, or (D) to indicate if they have not seen any of the ads. If respondents had seen any of the ads mentioned above, they were asked to complete follow-up questions about each ad they had seen, asking them to indicate to what extent the ads seen had increased their awareness, perceptions, and support for law enforcement efforts to reduce impaired driving, using a 4-point Likert scale with the following definitions: 1 = no, not at all; 2 = yes, a little; 3 = yes, somewhat; and, 4 = yes, a lot.

From December 2011 through May 2012, Project PATH staff administered English and Spanish versions of the AOD Impaired Driving Awareness Survey in each of the four selected cities at numerous locations shopping centers/malls, schools and colleges, libraries, parks, health and resource fairs, and meetings and community organizations. The evaluation team calculated response frequencies for each item on the survey for each ad seen by each of the four selected cities. In addition, ANOVAs were run to determine if there was a significant difference in findings between those who indicated seeing the dummy ad B and those who had seen the real ads A and/or C in the media campaign. The analysis of all survey items only included data from licensed drivers, as this was the population indicated in the performance objectives. In addition, the analysis of items assessing impact on the respondents' awareness, perceptions, and support only included data from respondents who indicated that they had seen the advertisement(s) in question.

Data Collection Challenges

Project PATH staff encountered several challenges when administering the AOD Impaired Driving Awareness Survey. They found it difficult to collect the required number of surveys in each city because many community members approached were not willing to take the survey. This may be due in part to the appearance of the one-page survey that included three ad images and was a full page of text with little white space, particularly for the Spanish version of the survey. Some respondents were also put off and confused by the dummy ad as they thought it was designed to trick them. In addition, Spanish speakers had some difficulties understanding the Spanish version of the survey as the translation was more complicated and wordier than necessary. Spanish speakers were also confused by the Likert-scale response options used in the items assessing the ads' impact. To overcome these data collection challenges, project staff took time to encourage people to take the survey and to explain the Likert scale

options and survey items to respondents, particularly with the Spanish speakers. Another challenge experienced by project staff was the shorter amount of time to collect surveys, compared to previous years, due to the time involved in developing, testing, and getting approval on the new media campaign image before implementation of the campaign began. Then the campaign needed to run in each city a sufficient amount of time before project staff could begin collecting surveys to ensure that the general public had exposure to the campaign. The project was able to overcome this challenge by focusing their efforts and collaborating with several organizations/locations to allow them access to collect surveys in the latter half of the fiscal year.

Findings from AOD Impaired Driving Awareness Survey

Across the four selected cities, a total of 1,030 AOD Impaired Driving Awareness Surveys were collected, including 279 from Orange, 268 from Huntington Beach, 249 from Anaheim, and 234 from Santa Ana. All but one of the surveys collected were from licensed drivers (N=1,029). As this was the population indicated in the performance objectives, the following findings are based on responses from licensed drivers only.

Of the 1,029 total surveys collected from licensed drivers, 83% of the survey respondents (N=859) indicated that they had seen at least one ad on the survey and 17% of the respondents (N=170) indicated that they had not seen any ads. In order to assess the impact of the media campaign, the following findings only include survey data from respondents who indicated seeing at least one ad and do not include data from respondents who did not see any of ads shown on the survey (i.e., ad A with the “Choose Your Ride Wisely” image, ad B with the dummy image, and/or ad C with the “17,000 Impaired Drivers” image).

When asked which, if any, of the advertisements they had seen about AOD-impaired driving, 78% of respondents who had seen an ad across all four cities indicated seeing ad A “Choose Your Ride Wisely,” 68% indicated seeing ad C “17,000 Impaired Drivers,” and only 10% indicated seeing ad B the dummy ad. Because respondents were instructed to select all that applied, the percent equals more than 100%. As shown in **Table 2**, the percent of respondents who had seen each ad varied by the city.

Table 2. Percent of Respondents Who Indicated Seeing Each Ad by City					
Ad Seen	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=859	N=205	N=204	N=234	N=216
Seen Ad A “Choose Your Ride Wisely”	78%	56%	86%	81%	89%
Seen Ad C “17,000 Impaired Drivers”	68%	83%	66%	61%	63%
Seen Ad B Dummy Ad	10%	15%	15%	7%	6%

Note: Percentages exceed 100% as respondents were asked to check all that apply. “N” refers to the total number of survey respondents who are licensed drivers and who had seen the ad(s) in aggregate and by city.

Because several respondents saw more than one ad, there were multiple combinations of ads seen by the respondents. **Table 3** provides a further breakdown of all response combinations of ads seen, with the combinations of those indicating they had seen the dummy ad B highlighted in red to distinguish them from those who indicated seeing the real ads (ad A and/or ad C).

Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
	N=859	N=205	N=204	N=234	N=216
Seen A Only	30%	14%	30%	37%	36%
Seen C Only	20%	41%	13%	19%	10%
Seen A & C	40%	30%	42%	37%	49%
Aggregate of Seen A &/or C	90%	85%	85%	93%	94%
Seen B Only	0%	1%	0%	0%	1%
Seen A & B	2%	3%	3%	2%	0%
Seen B & C	1%	2%	1%	0%	0%
Seen A, B & C	7%	9%	11%	5%	4%

“N” refers to the number of respondents who are licensed drivers and had seen the ad(s) in aggregate and by city.

To assess whether or not the performance objectives were met, respondents who had seen ad A, ad B, and/or ad C were asked to indicate the extent to which their awareness, perception, and support had changed as a result of seeing the advertisements. If the respondents did not indicate that they had seen the ad in question, their data was not included in the analysis for the items on each ad’s impact. In addition, all analyses done for those who had seen ad A and/or C, did not include survey data from anyone who indicated seeing the dummy ad B.

Regarding performance objective 1, 98% of the licensed drivers who had seen the media campaign (i.e., seeing ad A and/or ad C) in aggregate (with 99% in Santa Ana, 97% in Anaheim, 97% in Huntington Beach, and 98% in Orange) indicated that they were now either “yes, a little,” “yes, somewhat,” or “yes, a lot” more in support of law enforcement efforts to reduce AOD-impaired driving as a result of seeing the ad(s). (**See Table 4.**) Therefore, performance objective 1 was exceeded as on average 98% of licensed drivers surveyed within each of the four selected cities who had seen the media campaign reporting increased community support for law enforcement efforts to reduce AOD impaired driving as a result of the mass media campaign, with 99% in Santa Ana, 97% in Anaheim, 97% in Huntington Beach, and 98% in Orange reporting increased community support.

In addition, 93% of the respondents who had seen ad A and/or ad C in aggregate (with 95% in Huntington Beach, 95% in Santa Ana, 92% in Orange, and 90% in Anaheim) indicated that they were now either “yes, a little,” “yes, somewhat,” or “yes, a lot” more aware of law enforcement efforts to reduce AOD-impaired driving as a result of seeing the media campaign. Similarly, 95% of all respondents who had seen ad A and/or ad C indicated that they were now either “yes, a little,” “yes, somewhat,” or “yes, a lot” more likely to think that drivers impaired by alcohol or other drugs will be stopped by local police as a result of seeing the media campaign, with 96% in Santa Ana, 95% in Huntington Beach, 95% in Orange, and 95% in Anaheim. Thus, performance objective 2 was exceeded as on average 95% of licensed drivers surveyed within each of the four selected cities who had seen the media campaign reported increased perception of the likelihood that an AOD impaired driver will be stopped by local police as a result of the mass media campaign. The reported increased perception by city was 96% in Santa Ana, 95% in Huntington Beach, 95% in Orange, and 95% in Anaheim.

Table 4. Impact of Ads on Respondents' Awareness, Perception, and Community Support by Ad Seen and City						
As a result of seeing Ad ...	Ad Seen	All	Anaheim	Huntington Beach	Orange	Santa Ana
Increased awareness of law enforcement efforts to reduce AOD impaired driving	Aggregate of A &/or C	93%	90%	95%	92%	95%
	Ad A	94%	92%	95%	93%	95%
	Ad C	93%	90%	96%	92%	94%
	Ad B	82%	93%	79%	62%	83%
Increased perception of the likelihood that an AOD impaired driver will be stopped by local police	Aggregate of A &/or C	95%	95%	95%	95%	96%
	Ad A	95%	93%	95%	95%	97%
	Ad C	95%	96%	94%	96%	94%
	Ad B	82%	93%	79%	69%	75%
Increased community support for law enforcement efforts to reduce AOD impaired driving	Aggregate of A &/or C	98%	97%	97%	98%	99%
	Ad A	97%	97%	96%	97%	99%
	Ad C	98%	97%	97%	99%	98%
	Ad B	91%	100%	90%	81%	83%

On average, respondents across the four cities who reported seeing the dummy ad B were less likely to report increased awareness, perception, or support of law enforcement efforts to reduce AOD impaired driving than those who reported only seeing ad A and/or ad C. Significant differences were found when comparing the mean scores of responses from all respondents who indicated seeing the dummy ad B to those who only reported seeing the real media campaign ads (ad A and/or ad C, AND not ad B). Those who indicated seeing ad B had significantly lower mean scores than those who had only seen ad A, only seen ad C, or had seen ad A and/or C, but had not seen ad B. **(See Table 5.)** Thus, respondents who said they saw ad B reported a significantly lower impact of the dummy ad on their awareness, perception, and support of law enforcement efforts than those who reported seeing the real media campaign ads.

Table 5. Mean Scores for Impact on Awareness, Perception, and Community Support by Ads Seen Across the Cities				
As a result of seeing Ad ...	Seen Ad A Only	Seen Ad C Only	Seen Ads A &/or C	Seen Ad B
Increased awareness of law enforcement efforts to reduce AOD impaired driving	3.22*	3.26*	3.21*	2.90
Increased perception of the likelihood that an AOD impaired driver will be stopped by local police	3.54*	3.42*	3.33*	2.93
Increased community support for law enforcement efforts to reduce AOD impaired driving	3.28*	3.21*	3.57*	3.10

* indicates *p* is less than .01.

Performance Measure I: Media Event in Other Cities

- By June 30, 2012, conduct two media events in other cities within Orange County to increase public awareness of law enforcement operations.

In May 2012, Project PATH conducted two media events, one in Garden Grove and one in Buena Park, to obtain media coverage to increase public awareness of law enforcement operations to reduce impaired driving. The first media event took place on May 3, 2012 in Garden Grove. Project PATH collaborated with the Garden Grove Drug Free Communities Task Force to recognize the Garden Grove Police Department. Youth from H.O.P.E. created individual awards and parents from the Garden Grove School District presented them to the officers at the event. The second media event occurred on May 15, 2012 in Buena Park. Project staff collaborated with Buena Park High School's ACT Now! Club to plan and implement this event recognizing the Buena Park Police Department Traffic Division's efforts to reduce impaired driving in the community. Therefore, this performance measure was met.

As with the media events in the four selected cities, project staff found it challenging to get media outlets to attend the media events. However, the staff was successful in obtaining media coverage following the events due to relationships they built in these two cities. In Garden Grove, the media event was videotaped and the footage was run on the public access Channel 3. After the media event in Buena Park, project staff spoke at the Buena Park City Council meeting to highlight the Buena Park High School's ACT Now! Club's recognition of the Buena Park Police Department's efforts at the media event. In addition, a story about the media event was published in the Buena Park Independent newspaper and ran on the City of Buena Park's Twitter feed, Facebook page, and website.

IV. Impaired Driving Media Education-Related Objectives and Measures

Performance Measure D: Educational Workshops

- By June, 30, 2012, provide education to a minimum of 100 community members and key stakeholders within each of the four selected cities.

To meet this performance measure, Project PATH staff members worked collaboratively with leaders and managers of a number of community organizations/centers, schools/colleges, police departments, libraries, and health/medical centers in order to provide educational workshops to community members and key stakeholders. Project PATH conducted a total of 36 educational workshops on effective strategies to reduce AOD-impaired driving, including 14 workshops in Santa Ana, nine in Orange, seven in Anaheim, and six in Huntington Beach. Through these workshops, Project PATH provided education to a total of 672 community members and key stakeholders within the four selected cities in aggregate, with 231 educated in Santa Ana, 180 in Huntington Beach, 142 in Anaheim, and 119 in Orange. Thus, this performance objective was exceeded.

Performance Objective 3: Educational Workshop Outcomes

- By June 30, 2012, at least 70% of community members and key stakeholders educated within each of the four selected cities shall report increased support for evidence-based practices to reduce AOD impaired driving.

Data Collection and Analysis

To determine whether participants of educational workshops demonstrated increased knowledge of AOD-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 six closed-ended items, including two multiple choice and two true/false questions that assessed participants' knowledge about laws and strategies to reduce AOD impaired driving. The other two items asked respondents the extent to which they knew more about and supported the use of effective strategies to reduce AOD-impaired driving as a result of the workshop, using a 4-point Likert scale with the following definitions: 1 = no, not at all; 2 = yes, a little; 3 = yes, somewhat; and, 4 = yes, a lot more.

From September 2011 through May 2012, project staff collected AOD Impaired Driving Knowledge Surveys from a total of 672 people who attended workshops across the four cities at local schools, colleges/ universities, Kiwanis and Rotary clubs, and family resource and community centers. There were a total of 231 surveys collected in Santa Ana, 180 in Huntington Beach, 142 in Anaheim, and 119 in Orange. Response frequencies were calculated by the evaluation team for each survey item on the AOD Impaired Driving Knowledge Survey for each of the four selected cities and in aggregate.

Data Collection Challenges

Project PATH found it was often challenging to get adult community members to attend educational workshops as they had several workshops that were promoted scheduled and promoted, and then no participants showed up. The project collaborated with new organizations and schools in each target city to reach licensed drivers who had not attended their educational workshops in previous years. To help overcome this challenge in the future, project staff recommended allowing high school students to participate in educational workshops as many are licensed drivers and would benefit from the information. Another challenge project staff experienced was that they did not always have time to administer the surveys after their presentations. Because community members and key stakeholder groups only had a limited amount of time for the workshop, project staff focused on covering key information in the presentation and cut back on survey taking time when necessary. Therefore, there were some workshops facilitated by project staff in which no surveys were collected.

Findings from AOD Impaired Driving Knowledge Survey

Across the four selected cities, a total of 672 AOD Impaired Driving Knowledge Surveys were collected, with 34% of the surveys from Santa Ana, 27% from Huntington Beach, 21% from Anaheim, and 18% from Orange. Survey results indicated that 92% or more of the total participants on average selected the correct response to the four items measuring participants' knowledge of impaired driving laws and strategies to reduce impaired driving that were presented in the educational workshop. **Table 6** shows the four knowledge items, correct responses, and the percentage of survey respondents in aggregate and by city who selected the correct survey response, demonstrating their knowledge of laws and strategies related to AOD impaired driving.

Table 6. Percent of Correct Responses on AOD Impaired Driving Knowledge Survey Items by City						
Survey Item	Correct Response	All	Anaheim	Huntington Beach	Orange	Santa Ana
DUI laws only pertain to alcohol, not impairment from other drugs such as prescription medications and/or marijuana. (n=667)	False	93%	96%	91%	92%	91%
The Ambriz Act states that a driver may be charged with murder if a person is killed as a result of impaired driving. (n=671)	True	98%	99%	98%	100%	97%
Responsible Beverage Service trainings educate servers how to prevent: (n=672)	All of the above (Intoxication, impaired driving, underage drinking)	95%	98%	94%	95%	92%
Which of these strategies is considered an effective strategy to reduce impaired driving? (n=664)	All of the above (RBS training, DUI checkpoints, Saturation patrols)	92%	97%	95%	93%	87%

Note: “n” refers to the total number of participants who responded to the above items.

As shown in **Table 7**, an average of 96% of all respondents indicated either “yes, a little,” “yes, somewhat,” or “yes, a lot more” that they know more about effective strategies to reduce AOD-impaired driving as a result of the workshop, including 98% of respondents in Orange, 97% in Huntington Beach, 96% in Santa Ana, and 95% in Anaheim. Additionally, an average of 99% of all respondents (with 99% in Huntington Beach, 99% in Orange, 99% in Santa Ana, and 98% in Anaheim) reported they are more supportive of evidence-based strategies to reduce AOD-impaired driving by indicating either “yes, a little,” “yes, somewhat,” or “yes, a lot more.” Therefore, performance objective 3 has been met and exceeded with an average of 99% of the respondents demonstrating increased support for evidence-based strategies to reduce AOD-impaired driving as a result of the educational workshop, with 99% in Huntington Beach, 99% in Orange, 99% in Santa Ana, and 98% in Anaheim.

Table 7. Impact of Educational Workshops on Respondents’ Knowledge and Support by City					
As a result of this workshop ...	All	Anaheim	Huntington Beach	Orange	Santa Ana
Know more about effective strategies to reduce AOD-impaired driving (n=665)	96%	95%	97%	98%	96%
More supportive of using effective strategies to reduce AOD-impaired driving (n=666)	99%	98%	99%	99%	99%

Note: “n” refers to the total number of participants who responded to the above items.

V. Responsible Beverage Service-Related Objectives and Measures

Performance Measure E: On-Sale RBS Trainings

- By June 30, 2012, provide responsible beverage service training to at least 150 persons involved in serving alcoholic beverages within the four selected cities, in aggregate.

In order to meet this performance measure, Project PATH staff collaborated with several organizations and establishments to promote and provide RBS trainings, including the Orange County DUI Task Force, National Bartenders School, Straub Distributing, restaurant associations, police departments, bars and restaurants, hotels and resorts, bowling facilities, event organizers, universities, senior centers, and entertainment centers or businesses such as cinema or bowling establishments. 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, and educational packets regarding TIPS and the AOD Impaired Driving initiative to colleges, law enforcement officials, establishments selling alcohol, organizations, and the general population. No major challenges were encountered when working to achieve this performance measure.

Through these collaborations and information disseminations, Project PATH was able to provide RBS trainings to a total of 247 individuals working in a wide range of establishments serving alcohol across each of the four selected cities. In total, 22 establishments received RBS training, including seven establishments in Santa Ana, six in Huntington Beach, five in Orange, and four in Anaheim. Thus, the performance measure was exceeded as indicated by project tracking tools and progress reports.

Performance Objective 4: On-Sale RBS Training Outcomes

- By June 30, 2012, at least 85% of persons trained in responsible beverage service within the four selected cities, in aggregate, shall achieve a passing score on the post-training exam.

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. No major data collection challenges were encountered.

As indicated by AOD Impaired Driving tracking tools, quarterly progress reports, and RBS training exam results provided by Project PATH staff members, this performance objective was exceeded. Project PATH staff successfully provided RBS trainings entitled "Training for Intervention Procedures" (TIPS) to 247 people involved in serving or selling alcoholic beverages within the four select cities, in aggregate, with 245 of these individuals (99%) achieving a passing score on the post-training exam.

Performance Measure F: Manager/Owner RBS Trainings

- By June 30, 2012, provide responsible beverage service training to at least two managers/owners of on-sale establishments in each of the four selected cities.

Project PATH provide RBS trainings to a total of 25 managers/owners of on-sale establishments across the four selected cities, training 10 owners/managers in Anaheim, seven in Santa Ana, six in Orange and two in Huntington Beach. Thus, the performance measure was met or exceeded in each city as indicated by project tracking tools and progress reports. Because project staff found it somewhat challenging to get owners/managers to attend RBS trainings, they began requiring at least one owner or manager to be trained from each on-sale establishment receiving RBS training.

Performance Objective 5: Manager/Owner RBS Training Outcomes

- By June 30, 2012, at least 85% of managers/owners trained in responsible beverage service within the four selected cities, in aggregate, shall achieve a passing score on the post-training exam.

All owners/managers were given a TIPS post-training exam at the end of each RBS training. The post exams were administered by project staff and scored by the TIPS administration, who then notified project staff about which training participants earned passing scores. Project staff maintained tracking counts of the number of owners/managers 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. No major data collection challenges were encountered.

As shown in the project’s tracking tools, quarterly progress reports, and RBS training exam results provided by Project PATH staff members, this performance objective was exceeded. All of the 25 owners/managers receiving RBS trainings within the four selected cities achieved a passing score on the post-training exam, resulting in a 100% passing rate.

Performance Measure G: Manager/Owner RBS Technical Assistance

- By June 30, 2012, provide technical assistance sessions on responsible serving practices to 50% of managers/owners of establishments who have received RBS training from 7/1/2009 to 12/31/2011.

AOD Impaired Driving initiative tracking materials and quarterly progress reports indicated that this performance measure was exceeded. Technical assistance sessions were conducted with managers and owners of 54% of the retail alcohol establishments that received RBS training from July 2009 through December 2011.

Project PATH staff conducted a total of 35 technical assistance sessions with 14 of the 26 managers/owners of establishments that received RBS trainings from July 2009 through December 2011. Some managers/owners received multiple technical assistance sessions. 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 RBS trainings for new management/staff, and answered questions from the managers/owners. Overall, managers/owners reported that the RBS trainings were helpful and that they noticed a difference in their staff’s practices after the trainings.

Project PATH staff members reported a couple challenges in their efforts to achieve this measure. First, they experienced difficulty determining which previous RBS training recipients were managers/owners as the project’s earlier tracking logs did not specify which participants were managers/owners. Once

they were able to determine which managers/owners previously received RBS training, it was challenging to track down and follow-up with these managers due to high-turnover in the industry. In addition, it was often difficult to have in-depth meetings with the managers/owners due to their busy schedules and limited number of hours available during the day. Project staff reported that managers wanted the free RBS trainings and resources, but were not as open to follow-up meetings and making commitments. To overcome these challenges, project staff persisted in their efforts and tried to conduct the meetings in a concise manner to respect the managers/owners time limitations, while covering the necessary information.

Performance Measure H: RBS Media Events

- By June 30, 2012, produce one media event within each of the four selected cities that recognizes on-sale establishments that use evidence-based practices to reduce AOD impaired driving.

In order to acknowledge and recognize on-sale establishments using evidence-based practices such as RBS training to reduce AOD impaired driving, Project PATH produced a media event in each of the four selected cities, meeting this performance measure. A description of each media event is given below.

- In April 2012, five on-sale establishments in Anaheim were recognized with a “Commitment to Safety” award for their dedication to serving alcohol responsibly. A week after this media event, project staff spoke at the Anaheim City Council meeting highlighting the media event and the establishments deserving the awards.
- In April 2012, project staff recognized five on-sale establishments in Huntington Beach with a “Commitment to Safety” award for their dedication to serving alcohol responsibly. Following this event, articles titled “Huntington Beach Bars Committed to Serving Alcohol Responsibly” ran in the Huntington Beach Community News and Neighborhood Watch Newsletter.
- In April 2012, five on-sale establishments in Orange were awarded “Commitment to Safety” awards for their efforts to reduce impaired driving in the community.
- In May 2012, five on-sale establishments in Santa Ana were recognized with a “Commitment to Safety” award for their dedication to serving alcohol responsibly. Following this event, project staff spoke at the Santa Ana City Council meeting recognizing the establishments earning the awards and highlighting the media event.

A few challenges were encountered by project staff regarding this performance measure. Project staff chose to award five establishments in each city that were committed to getting all of their staff trained in RBS. Staff invited members of the local media to participate in each of the events, however there was very little interest to attend and provide media coverage. In an effort to obtain some type of media exposure for the events, staff took photos of each establishment receiving their award and wrote articles about the events and recognition of each establishment. In addition, project staff spoke at city council meetings to inform city officials and the public about the awards and events. The entire process proved to be time consuming and challenging as it was hard to set up the events, garner interest from media, and get on the agenda at city council meetings. Despite these challenges, project staff persisted in their efforts and achieved the performance measure.

VI. Staff Assessment

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 each performance objective and measure, how those challenges/barriers were overcome, lessons learned through the implementation of the project, and any recommendations for improvement.

Major Accomplishments and Unexpected Outcomes

Project PATH staff described various accomplishments experienced throughout the year that included designing a new media campaign, strengthening relationships with collaborative partners in old cities, building collaborations in new cities, and creatively implementing media campaigns and events to overcome challenges and meet and/or exceed their performance objectives and measures. The most significant achievement according to project staff was creating a new media campaign, despite their limited resources, that addressed both performance objectives of increased community support for law enforcement efforts to reduce AOD-impaired driving and increased perception that AOD-impaired drivers would be stopped by local police. Another major accomplishment is that project staff were able to strengthen relationships with all police departments and cities, as well as with many libraries, community organizations, and youth groups such as Friday Night Live. These collaborations were very useful in the implementation of media events and obtainment of media coverage in the four selected cities and two new cities. In addition, project staff was proud that even with limited resources and increased numbers on its performance objectives and goals, “the staff never fails to reach its numbers. They work tirelessly, every weekend and evening possible, to make sure they reach their goals.”

When asked to describe unexpected outcomes that occurred during the 11-12 fiscal year, Project PATH staff said they were glad that they were able to create a new campaign related to the two performance objectives, and to use their new “17,000 Impaired Drivers” image along with their previous “Choose Your Ride Wisely” image in a joint campaign to successfully address their performance measures and objectives. They were pleasantly surprised by how well the two images/campaigns fit and worked together to achieve their goals. In addition, staff did not expect how successful their communications would be with the city officials when asking to speak at council meetings to highlight their media events and recognize responsible on-sale establishments. Staff commented, “Even when city councils did not allow the project time on the meeting agendas, the council members thanked CSP for all the work we have done for the community.”

Lessons Learned and Recommendations

Based on previously discussed challenges the project experienced in some of their data collection efforts, Project PATH learned some lessons to make their data collection and evaluation efforts more successful in the future. Accordingly, project staff recommends that the evaluation tools be simplified in the coming fiscal year to help decrease respondents’ confusion and increase the response rate by using more concise, focused tools. For example, they suggest not using Likert scale-type response options, having a more concise Spanish translation of the surveys, and shortening the surveys to only include items necessary to measure their objectives. By using clear, concise evaluation tools in the coming year, the project hopes to focus less energy on data collection efforts and more on the implementation of

their media campaigns, educational workshops, and RBS trainings and technical assistance sessions in order to continue accomplishing their performance objectives and measures in the future.

VI. Summary

During the 11-12 fiscal year, Project PATH conducted a variety of activities to increase knowledge of and community support for law enforcement efforts to reduce AOD impaired driving across each of the four selected cities. For instance, Project PATH implemented mass media campaigns and events to increase community support for and perceptions of AOD-impaired driving operations conducted by local police; facilitated workshops to increase community members' support for evidence-based practices to reduce AOD-impaired driving; and provided RBS trainings and technical assistance to managers/owners and staff at establishments selling alcoholic beverages. A thorough evaluation of all AOD Impaired Driving progress reports, tracking documents, presentations, media campaign advertisements, marketing materials, and survey findings indicated that all performance objectives and performance measures were met and/or exceeded.

Achievement of Performance Objectives and Measures

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

- **Performance Objective 1:** On average, 98% of licensed drivers surveyed within each of the four selected cities who had seen the media campaign reported increased community support for law enforcement efforts to reduce AOD impaired driving as a result of the mass media campaign. This exceeds the 35% of licensed drivers within each city as specified by the objective, with 99% of those who had seen the ad(s) in Santa Ana, 97% in Anaheim, 97% in Huntington Beach, and 98% in Orange increasing community support as a result of the media campaign.
- **Performance Objective 2:** On average, 95% of licensed drivers surveyed within each of the four selected cities who had seen the media campaign reported increased perception of the likelihood that an AOD impaired driver will be stopped by local police as a result of the mass media campaign. This exceeds the 35% of licensed drivers surveyed within each city as specified by the objective, as 96% of licensed drivers who had seen the ad(s) in Santa Ana, 95% in Huntington Beach, 95% in Orange, and 95% in Anaheim being more likely to have this perception as a result of the media campaign.
- **Performance Objective 3:** An average of 99% of the community members and key stakeholders educated within each of the four selected cities reported increased support for evidence-based strategies to reduce AOD-impaired driving as a result of the educational workshop. This exceeds the 70% of community members and key stakeholders within each city as specified in the objective as, 99% in those Huntington Beach, 99% in Orange, 99% in Santa Ana, and 98% in Anaheim increased support as a result of the workshop.
- **Performance Objective 4:** Of the 247 people who received RBS training within the four selected cities in aggregate, 99% achieved a passing score on the post-training exam. This exceeds the

85% of those persons who were to achieve a passing score on the post-training exam as specified in the objective.

- **Performance Objective 5:** All of the 25 managers/owners who received RBS training within the four selected cities achieved a passing score on the post-training exam, resulting in a 100% passing rate. This exceeds the 85% of managers/owners who 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 nine performance measures. An outcome indicator or statement is provided below for each performance measure.

- **Performance Measure A:** A comprehensive media campaign plan specifying media type, timing, placement, and target audience was developed for each selected city and submitted to ADEPT on September 14, 2011. This meets the requirements of the measure and the due date.
- **Performance Measure B:** A media campaign was implemented in each of the four selected cities to increase community support for law enforcement efforts to reduce AOD impaired driving. The media campaign in each city featured “Choose Your Ride Wisely” and “17,000 Impaired Drivers” advertisements, employed at least 4 different types of media, and exposed the target audience to at least one media component during a six month period; thus meeting the requirements of this measure.
- **Performance Measure C:** A total of six media events were conducted across the four selected cities, with at least one event in each city, in order to increase public awareness of law enforcement efforts to reduce AOD-impaired driving. This performance measure was met.
- **Performance Measure D:** A total of 672 community members, key stakeholders and college students were educated within the four selected cities in aggregate, with 231 educated in Santa Ana, 180 in Huntington Beach, 142 in Anaheim, and 119 in Orange. This exceeds the 100 people who were to be educated in each of the four selected cities.
- **Performance Measure E:** RBS trainings were provided to a total of 247 persons involved in serving alcoholic beverages across the four selected cities in aggregate. In total, 22 on-sale establishments received RBS training, including seven establishments in Santa Ana, six in Huntington Beach, five in Orange, and four in Anaheim. This exceeds the 150 persons and 20 establishments in aggregate, and the three establishments per city that were required to be trained in this measure.
- **Performance Measure F:** RBS trainings were provided to a total of 25 managers/owners of on-sale establishments across the four selected cities in aggregate, with 10 owners/managers trained in Anaheim, seven in Santa Ana, six in Orange and two in Huntington Beach. This meets or exceeds the two managers/owners in each city that were required to be trained in this measure.
- **Performance Measure G:** Technical assistance sessions were provided to 54% of the managers and owners of retail alcohol establishments that received RBS training from July 2009 through December 2011, with technical assistance sessions provided to 14 of the 26 managers/owners

of establishments that received RBS training from July 2009 through December 2011. This exceeds the 50% of managers/owners who were specified to be trained in this measure.

- **Performance Measure H:** A media event was produced in each of the four selected cities that recognized five on-sale establishments in each city that use evidence-based practices to reduce AOD-impaired driving. Thus, this performance measure was met.
- **Performance Measure I:** Two media events were conducted to obtain media coverage to increase public awareness of law enforcement operations to reduce impaired driving, including one in Garden Grove and one in Buena Park. These cities were proposed and substantiated to ADEPT by August 1, 2011, meeting the requirements for this performance measure.

Conclusion

The AOD Impaired Driving initiative achieved several major accomplishments during the 11-12 fiscal year such as designing a new media campaign, strengthening relationships with collaborative partners in old cities, building collaborations in new cities, and creatively implementing media campaigns and events to overcome challenges and meet and/or exceed its performance objectives and measures. According to project staff, the initiative's most significant achievement was creating a new media campaign that integrated their newly designed "17,000 Impaired Drivers" ad along with their previous "Choose Your Ride Wisely" ad to successfully address both performance objectives of increased community support for law enforcement efforts to reduce AOD-impaired driving and increased perception that and AOD-impaired drivers would be stopped by local police.

Another major accomplishment was the project staff's ability to strengthen relationships with all police departments and cities, as well as with many libraries, community organizations, and youth groups. These collaborations were very useful in the implementation of media events and obtainment of media coverage in the four selected cities and two new cities. Project staff members were pleasantly surprised by the positive reception and feedback they received from city officials, acknowledging all the work the project has done to improve the community.

Lessons learned by project staff from their experiences in the 11-12 fiscal year included the necessity of having concise data collection tools, particularly for Spanish-speakers, to help overcome the challenges of getting community members to participate in surveys and the time-consuming nature of data collection. Overall this past fiscal year, project staff successfully persisted in their efforts, strengthened relationships, and used creative strategies in order to overcome challenges and to ultimately meet and/or exceed all of the AOD Impaired Driving initiative's performance objectives and performance measures.