

Ventura County SPOTLIGHT on Impaired Driving



ALCOHOL & DRUG PROGRAMS

Prepared by **EVALCORP**
Measuring What Matters™

WORKING TOWARD SOLUTIONS

VCBH and their partners are engaged in numerous prevention activities to address the problem of impaired driving and resulting tragedies. Below are some recent examples.

Strategy	Description
DUI Prevention Summit	VCBH brings together law enforcement, fire and other emergency responders, hospitals, MADD and other agencies to address factors that contribute to DUI and focus on collaborative prevention efforts.
Safe Bars Task Force	Multiple agencies meet quarterly to develop data-driven and collaborative approaches to reducing impaired driving.
DUI Awareness Campaigns	Posters, brochures, stickers, booklets, fotonovelas and more are developed and distributed in English and Spanish to community members to raise awareness of the consequences of DUI and how it can be prevented.
Responsible Retailer Program	This comprehensive program involves on- and off-sale alcohol licensees designed to help them stay in compliance with laws, and at the same time, maintain safe and responsible businesses.
DUI Checkpoints	“Avoid the 14” and other DUI enforcement operations are a visible deterrent and help get impaired drivers off our roads.
Designated Driver Programs	These programs provide incentives for patrons to plan their night out and <i>always</i> have someone sober behind the wheel.
Youth Outreach	VCBH will be establishing a Youth DUI Program, and in the spring of 2011 will launch “Real DUI Trials” in selected local high schools.

DESIGN: IDEA ENGINEERING



VENTURA COUNTY

PLACE OF LAST DRINK SURVEY



Volume V



EVALCORP
Research & Consulting

INTRODUCTION

This publication is dedicated to key driving under the influence (DUI) indicators for Ventura County. The primary data sources used include the:

- Ventura County DUI Program Place of Last Drink (POLD) Survey;
- California Highway Patrol (CHP) Statewide Integrated Traffic Records System (SWITRS);
- California Department of Justice, Criminal Justice Statistics Center (CJSC); and,
- California Office of Traffic Safety (OTS).

The information in this publication is intended to assist law enforcement, city and county officials, community members and local coalitions to identify issues and support practices and policies aimed at enhancing public health and safety.

However, as with many data sources these data are not without limitations. For example, although the POLD survey is conducted as an interview with DUI Program participants, rather than self-administered to increase data quality and the completion of all survey items, there is still potential for bias as with any self-report measure. That is, participants may have trouble remembering an event as time passes or may want to appear in a certain way, and therefore provide less accurate responses as a result.

Despite these possible challenges, with a large number of respondents and the long history of collecting and analyzing these data, such biases typically “wash out”. Also, using analyses that rely on large groups of respondents, while excluding rare or unusual responses, provides increased reliability of findings. Additionally, this volume of the *Spotlight* incorporates data from a variety of sources to help provide a more complete picture of the circumstances surrounding and impacts related to DUI in Ventura County.

The Place of Last Drink (POLD) findings are based on 2,244 POLD Surveys collected from Ventura County DUI Program participants arrested for impaired driving during a two-year period (January 1, 2008 through December 31, 2009). See below for additional details related to the six dashboard statistics on the right.

- 1) **6 Drinks**
On average, participants said they consumed six drinks on the day of their arrest. Men tended to report drinking more drinks than women (7 vs. 5 drinks, respectively).
- 2) **0.13 BAC**
Although men tended to report having more drinks, women had a slightly higher BAC than men (0.136 vs. 0.130). The average BAC when looking at women and men in aggregate was 0.131 – nearly twice the legal limit.
- 3) **1 in 4 under 21**
Those ages 18-20 were more likely to be involved in a crash than their older counterparts. Almost one quarter (24%) of participants ages 18-20 crashed compared to only 13% of those 21-25 and 12% of those 26 and older.
- 4) **2,288 Crashes**
In 2008, there were 1,310 alcohol-involved collisions in Ventura County. From January to October 2009, there were 978 alcohol-involved collisions (CHP-SWITRS, 2008–2009).[†]
- 5) **1,164 Victims**
In 2008, 661 persons were injured and 36 killed by alcohol-impaired drivers. From January to October 2009, 446 were injured and 21 killed (CHP-SWITRS, 2008-2009).[†]
- 6) **27 out of 58 Counties**
Recent OTS statistics representing the number of victims injured or killed by “had been drinking drivers” under the age of 21 in 2008 indicate that Ventura County was ranked 27 out of all 58 counties in California for having the highest number of victims in this category (i.e., a total of 96 victims were injured/killed by impaired drivers under 21 in 2008). Previously, in 2007, Ventura County was ranked 44 out of 58 with a total of 77 victims (OTS Rankings, http://www.ots.ca.gov/Media_and_Research/Rankings/default.asp).

[†]2009 is a partial year including CHP-SWITRS data available from January to October 2009.

IMPAIRED DRIVING DASHBOARD

