Marketing Sober Driving

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Abstract
This piece outlines the approach to “advertising” sober driving, as a way of preventing injury and death caused by people who could otherwise drive impaired.

Introduction
In Ontario, to “sell” the public on the concept of sober driving we host the arrive alive DRIVE SOBER® campaign with support from businesses, provincial government/agencies, broadcast industry, and community groups. The campaign builds on the premise that we all know we are not supposed to drive after drinking; we use positive reinforcement for the general public with a “how-to” drive sober approach, reminding them to plan ahead, be a designated driver, stay overnight, take public transit, call a cab, etc. OCCID includes the use of radio and television Public Service Announcements (PSAs), print media, and educational but fun giveaways. The campaign doesn’t focus solely on drivers, it also addresses issues for passengers, party hosts, etc.

Methods
arrive alive DRIVE SOBER® raises awareness of why and how to drive sober. Parts of the campaign emphasize the tragedy caused by impaired driving, the prevalence of impaired driving at key times, and will also relate the worst times of the year for the crash rate. However, the bulk of the campaign intends to educate the public and drivers, and presents alternatives: "Plan ahead, drink responsibly, designate a driver, call home, take a cab or public transit, or stay overnight". OCCID produces PSAs, the Arrive Alive Passport to Safety, posters, insurance folders, even “Drive Sober Valentines” to get these messages out there.

Materials are produced with current information relevant to Ontario; with a pleasing appearance; and when possible, they highlight local groups or other groups. The 2002 Arrive Alive Passport to Safety includes information on new penalties, a list of costs to first-time impaired drivers, an invite to take an on-line quiz, a 1-888 number for a cab, and home hosting tips; it will be shared with the public through community groups, high schools, police, workplace displays, driving schools, licensed premises, etc. Provincial distribution is achieved with partners including gas stations (Esso), alcohol retailers (The Beer Store, the LCBO), summer + travel locations (Ontario Parks), Grad related businesses (Tuxedo Royale), and we always want to include messaging for 220,000 new drivers each year in Ontario (Driver Examination Centers). We further advertise the availability of our products via networks such as Ontario Drug Awareness
Partnership, Ontario Traffic Conference, Take Action on Impaired Driving, and through displays at impaired driving related conferences.

Where possible, materials are produced in French to service that portion of the Ontario population.

The Arrive Alive Passport to Safety has played an important role especially over the last few years in keeping Ontarians abreast of new legislation for impaired drivers including: Vehicle Impoundment, increased penalties/suspensions, higher fines, remedial measures, and this year, ignition interlock. One of our main sponsors has been the Ontario government, a relationship which we find of mutual benefit. “Tough New Measures” should prove to be a disincentive to impaired driving, but only if potential impaired driver are aware of them.

Public Service Announcements (PSAs) are most successful when recorded with recognized popular personalities such as Shania Twain, Chantal Kreviazuk, and Blondie, or with sports figures like Tie Domi, Mats Sundin, Patrick Lalime, or Ron Fellows. The PSAs once again emphasize the right way to get home safely and always try to use peers and/or personalities in a “warm, fuzzy” way (although on occasion, a campaign may use a police officer with a “don’t take chances on our roads” or may relate a victim story). Arrive alive DRIVE SOBER® PSAs are tracked and assessed with a form, which is sent along with original mailing to Ontario radio stations, and is sent again later in the summer to recap. PSAs are sent primarily in CD format with background information, contact information, printed scripts, and airdates, but can also be sent electronically to some stations, or posted on our website and downloaded from there directly. As often as possible, we use songs and background noises to keep the listener interested. Token thank you gifts are sent to radio broadcasters who donate an exceptional amount of airtime.

**Results**

Each year this campaign reaches an increasing number of Ontarians; connects with more community groups, and reaches more drivers and road users. “Biggest successes” include the production and distribution of half a million passports and PSA airtime: in 2001, radio broadcasters alone in Ontario donated $1,000,000 to the arrive alive DRIVER SOBER® campaign.

Ontario enjoys a high awareness level around impaired driving and its prevention, and also has the best legislation for fighting impaired driving and the lowest injury/fatality rate relating to impaired driving in Canada. All this, despite the reality of very busy roadways, and 8 million licensed drivers. OCCID has been pleased to play a role in this success by facilitating information and resource sharing and by advertising sober driving since 1989.
arrive alive
DRIVE SOBER
occid.org

be a designated driver

call home

take a cab

take public transit

stay overnight

PLAN AHEAD
drink responsibly