



**TRANSPORT
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Influencing community attitudes through mass media and local action

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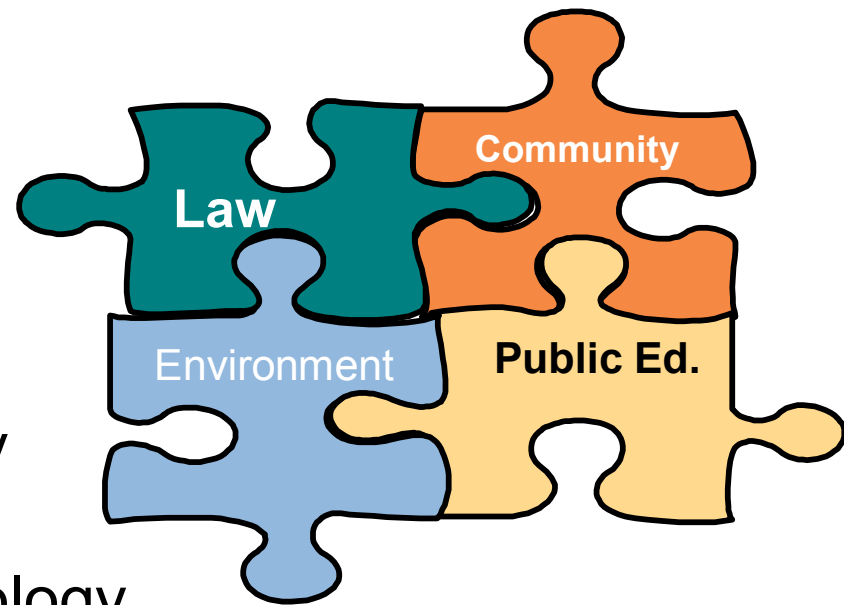


Outline

- Context of public education
- Aims of public education
- Rationale for the “Only a little bit over...” mass media campaign
- Role of community action
- Future challenges

Context of public education

- Mass media advertising alone likely to have only small impact
- Integrated approach paramount
 - legislative framework
 - intensive enforcement activity
 - environmental change/technology
 - community action



Aims of public education

- Place drink-driving on the public agenda
- Reinforce current safe behaviours
- Provide new information to support decision-making
- Sign-post change in the environment
- Increase the perceived risk of police detection
- Model safe behaviours
- Help justify the police enforcement role

Ingredients for changing attitudes and behaviour

- Integrated approach
- The behaviour change sought is not too onerous
- A supportive environment to help facilitate change (eg. alternative transport/breath test machines)
- Incentives/disincentives well-targeted and realisable

“Only a little bit over...” rationale

- Impairment starts at low level BACs
- 50% drivers killed < 0.15 BAC
- Shift in behaviour not too great
- Novice drink-drivers – a particular target
- Strong legislative/enforcement framework



“Only a little bit over...” communication theme

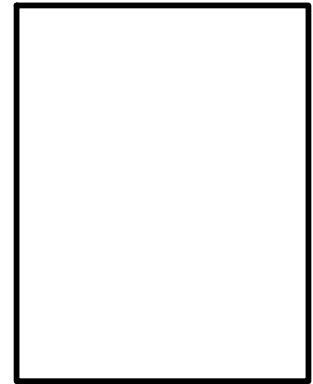
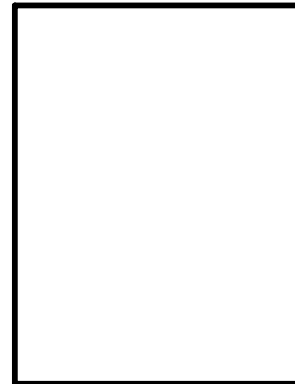
- Enforcement support



- Agenda-setting

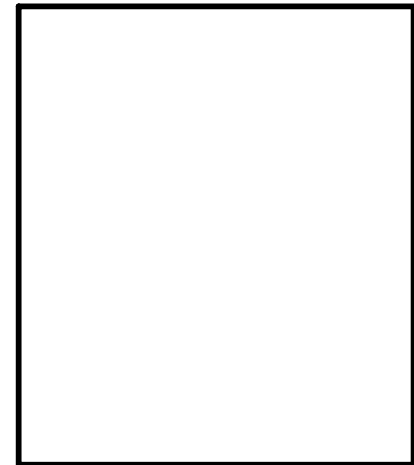


- Model safe behaviours



Role of community action

- Localise “generic” messages
- Increases relevance
- Activates resources/networks locally
- Action plus communications
- Sustainable outcomes possible



Future challenges

- Promoting structural change by building the case – cost of prevention vs cost of outcomes
 - alcohol management policies
 - access/cost of alcohol
- Supporting transport alternatives
- Promoting the role of technology



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