

Sample Impaired Driving Programs

School Name: University of Virginia

Group Name: ADAPT (Alcohol and Drug Abuse Prevention Team)

Program Topic: Impaired Driving Prevention

Program Title: Foxfield Races Student Safety Program

Program Goals:

1. Decrease dangerous drinking by students at the Foxfield Races
2. Increase student awareness of ways to get home safely from the Foxfield Races
3. Increase participation in safe ride programs
4. Reduce impaired driving by students after the Foxfield Races

Target Audience: University of Virginia and other college students who attend the spring Foxfield horse races


Program Description: The spring Foxfield steeplechase horse races, held four miles from the University of Virginia (U.Va.) campus on the last Saturday in April, is an annual event that some students use as an excuse to engage in hazardous drinking. Out of approximately 23,000 patrons, about 8,000 are college students from U.Va. as well as many other campuses. While Foxfield is viewed by many as wonderful opportunity to celebrate the end of the year, the all-day tailgate event is often the scene of excessive drinking and unfortunate consequences. The location is far enough away from the U.Va. campus to make walking home unlikely.

A survey of student behavior at the 2006 Foxfield Races indicated that 3% of U.Va. students drove home after drinking, including four students who indicated they were designated drivers and another student who reported consuming 12 drinks. If these results are representative, then approximately 240 students drove home after consuming alcohol. As a result, ADAPT has partnered with a number of groups to promote protective drinking behaviors and safe transportation options.

Student Education Program. The week of the races, ADAPT coordinated an informational session that was attended by over 500 students and was covered by the student newspaper and the local NBC TV affiliate. The goals of the session were to provide information on how to minimize the risks of drinking and to provide alternatives for getting home. We also want students to recognize the signs of alcohol poisoning and know how to quickly find assistance. The program was held as a panel discussion made up of ADAPT members, the Foxfield Racing Association, local police and Alcohol Beverage Control agents, the local Commonwealth's Attorney, the Rescue Squad, and the U.Va. Dean of Students. Panelists reviewed basic alcohol information, discussed what to

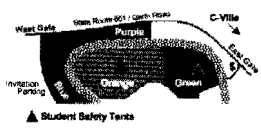
bring (e.g., legal ID if you want to drink, plenty of non-alcoholic beverages, sunscreen, high-protein foods) and potential liability issues for organizations and individuals. Following the 10 minute presentations by each group, there was a question and answer period, followed by a door prize drawing. Athletic teams that attended could fulfill their alcohol education requirements and fraternity and sorority chapters could fulfill either their alcohol or liability education requirements.

Savvy Fox Program



**FREE pizza and soda
all day for sober
drivers at Foxfield!**

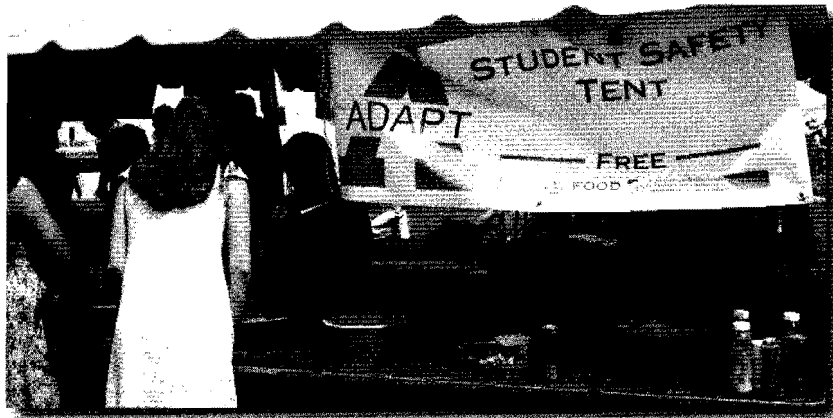
**Register at the
ADAPT Student Safety Tents!**



Social Marketing Campaign. A group of four fourth-year Systems and Information Engineering (SIE) students created a social marketing campaign to reduce the incidence of hazardous alcohol use and promote safe transportation options at the races. The four students met weekly with their SIE advisor as well as the ADAPT advisor and the ADAPT Foxfield education chair as part of their Capstone Program, a SIE graduation requirement in which students solve real problems for real clients while under the mentorship of faculty advisors. The students used the five-step social norms model to develop and pre-test a series of six posters as well as newspaper ads, electronic messaging board displays, handbills and imprinted cups.

Student Safety Tent. On race day, ADAPT coordinated a Student Safety Tent with free water, snack foods and sunscreen available to anyone who stopped by the tent (not just U.Va. students). ADAPT, the Peer Health Educators and the Inter-Sorority Council staffed the tent. ADAPT received a significant food and water donation from the Whole Foods market including whole fruit, chips, granola bars and other snack foods. Students who came by the tent were uniformly positive in their response to the free food and water.

U DECIDE



The Savvy Fox: Foxfield's non-drinking driver program is funded by the Foxfield Racing Association and administered by ADAPT. Anyone who signs a pledge not to drink AT ALL during the races receives a special wristband, free non-alcoholic drinks all day and a coupon for free pizza. The sign up tables and beverage distribution areas are part of the ADAPT Safety Tent. In 2008, 466 individuals signed the Savvy Fox pledge.

Bus Service. Charlottesville Transit Buses provide rides to the races for \$10 roundtrip, however rides back to U.Va. are free to everyone. In 2006, just over 500 students took the buses to the Races, while over 1,000 took a bus home. With increased publicity in 2008, 862 students took a bus to the Races and 1,263 rode home. Information about the service was provided through the social marketing poster series, the ADAPT educational program, emails to race attendees, and a mass email from the Vice President and Chief Student Affairs Officer.

Promotion and Publicity:

1. Six part social marketing poster campaign, including versions displayed on the Hoo View electronic messaging boards, and ads in the U.Va., James Madison University and Virginia Tech student newspapers.
2. Informational presentation on Foxfield safety, coordinated by ADAPT and including representatives of the Foxfield Racing Association, local police and ABC agents, the local Commonwealth's Attorney, Rescue Squad, and the Dean of Students. Over 500 students attended.
3. Media coverage of the informational presentation by the student newspaper and the local NBC affiliate.
4. Emails to all students who bought their race tickets online.
5. Emails to all U.Va. students with safety information from the Vice President and Chief Student Affairs Officer.
6. The VP sent a version of her message to her counterparts at all Virginia schools as well as the out-of-state schools that typically have a large contingent of students attending the races.

Budget:

- Foxfield Racing Association – \$5,112 (newspaper ads at U.Va., Virginia Tech and James Madison University, posters, cups)
- U.Va. Student Health – \$4,000 (data analysis for survey of student Foxfield behaviors)
- U.Va. Parents Program grant – \$3,100 (poster printing, ads and focus groups)
- The Network Addressing Collegiate Alcohol and Other Drug Issues – \$600 (newspaper ads)
- U.Va.'s Z Society – \$137 (focus groups)
- Whole Foods donated a large amount of food

Collaboration:

In total, ADAPT collaborated with the following groups:

- U.Va. Department of Systems Information Engineering – online survey and analysis of students' behavior; social marketing campaign
- Foxfield Racing Association
- U.Va. Peer Health Educators
- U.Va. Inter-Fraternity Council
- U.Va. Inter-Sorority Council
- Student Athlete Mentors
- U.Va. Vice President and Chief Student Affairs Officer
- Virginia Alcoholic Beverage Control Board
- Albemarle County Police
- Albemarle County Commonwealth's Attorney
- Charlottesville-Albemarle Rescue Squad
- U.Va. Department of Emergency Medicine
- Whole Foods, Inc.

Contact Information:

Susie Bruce
Director, Center for Alcohol and Substance Education
(434) 924-5276
sbruce@virginia.edu

References

*Guha, P.N., Bass, E. J., & Bruce, S. E. (2007). I Drink, I Get Drunk, I Fall Down, No Problem: An Analysis of College Student Binge Drinking and Related Decision Making Behaviors *Proceedings of the 2007 IEEE Systems and Information Engineering Design Symposium*. Charlottesville, VA, April 27, 2007. Michael D. DeVore, ed.