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OPERATION DRY RUN

An Enforcement and Public Information Program to Reduce Drinking and Driving by Teenagers

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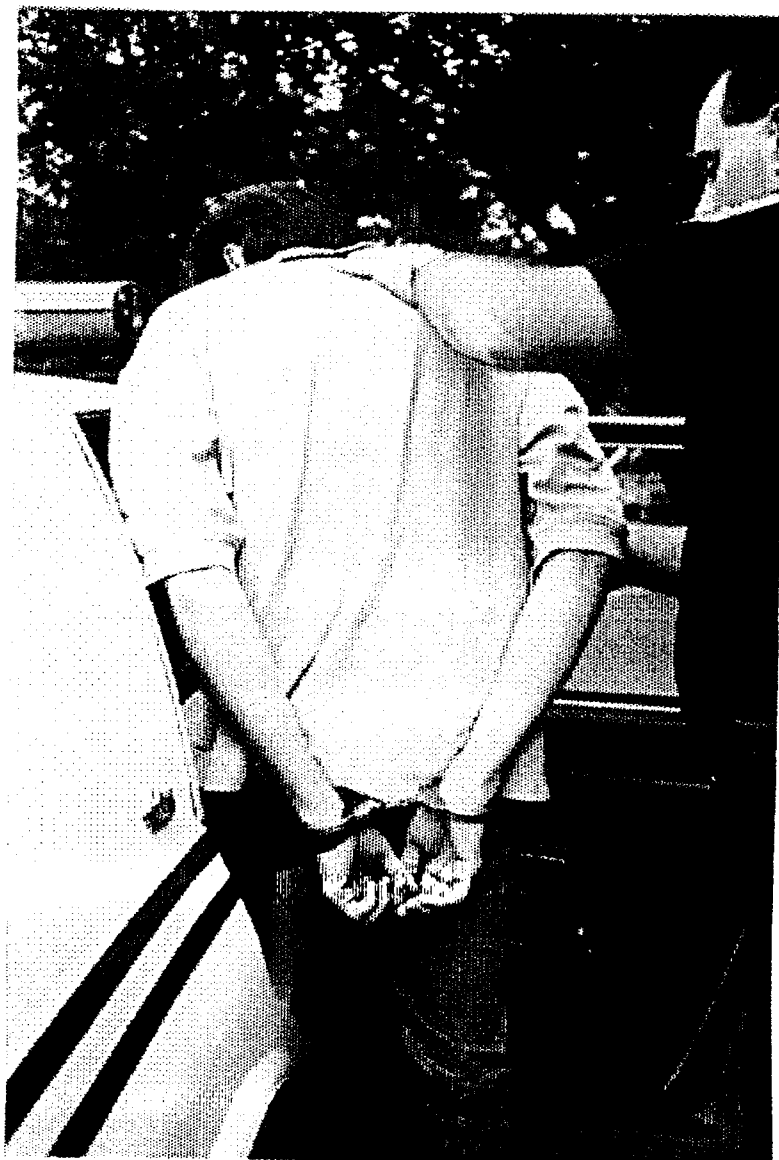
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Executive Summary

The objective of this project was to test innovative countermeasures for combatting the impaired driving problem among teenagers. A site was selected in which the local police department worked with high school students to implement a series of enforcement strategies combined with a public awareness campaign. High school students were surveyed prior to and after the program at the test site and at a comparison location. The ultimate goal of the project was to identify effective strategies for reducing drinking and driving by youth and thereby reducing teenager deaths and injuries that result from alcohol-related crashes.

Project tasks included: 1) selecting a high-risk site to conduct a four-month community intervention program; 2) assisting the site in the development of a community grant for the conduct of the program; 3) implementing enforcement strategies and an awareness program; 4) evaluating the effectiveness of the program; and 5) disseminating results. Enforcement strategies included officers patrolling and setting up checkpoints where teenagers drink and drive; special patrols on alert for underage drinking parties; the use of hand-held alcohol sensors to determine quickly the presence of alcohol; and the use of undercover law enforcement officers to apprehend underage purchasers of alcohol.

The campaign received substantial media coverage and community support. The local police department expressed the belief that the program was successful in terms of creating more positive contact with youth. Comparisons of pre- and post-program surveys found that the number of students indicating that they had consumed alcohol within the last month decreased from 43 percent prior to the program to 38 percent after the program. The comparison site's response remained unchanged at 47 percent. When asked how difficult it is to buy alcohol, test site students were less likely to say "pretty easy" or "very easy" after the program, while the comparison site's responses increased (55 percent and 62 percent, respectively).

I. Introduction

This report documents a project to decrease drinking and driving among youth. The project developed a set of enforcement strategies for combatting the problem and recruited a North Carolina city to conduct a community program to test these concepts. Researchers evaluated the program through written surveys of the target population before and after the program and through analyses of crash data in the test site and in a comparison county.

Background

Motor-vehicle crashes are the most serious threat to the lives of American teenagers. One in four 16 year olds in North Carolina is in a motor-vehicle crash during his/her first year of driving. The rate for 17-year-olds remains high at one in five. In nearly half of these crashes, someone is killed or seriously injured (NCDMV, 1994). As both drivers and passengers, teenagers are disproportionately involved in crashes compared with people of other ages.

The use of alcohol contributes to the problem. Young people become impaired by alcohol at lower blood alcohol concentrations (BACs) than adults and the risk of a crash goes up much faster for teenagers. The alcohol fatality rate for high school age drivers (16-17 year olds) is nearly twice as high as for drivers 25 and older. The rate for 18-20 year olds is nearly three times as high (NHTSA, 1992).

DWI arrest rates for young drivers fall far below their incidence in alcohol-related crashes (NHTSA, 1992). Although young drivers cannot legally purchase alcohol until age 21, a study by the Insurance Institute for Highway Safety found that underage youth are able to purchase alcohol with relative ease. The IIHS study determined that 19 and 20-year-olds in Washington, D.C. were able to purchase beer in 97 out of 100 attempts. In Westchester County, New York, 80 percent of underage purchasers were successful (IIHS, 1991).

Project Description

The objective of this project was to test the effectiveness of countermeasures intended to decrease drinking and driving by teenagers. Project coordinators identified potentially effective strategies and selected a site to conduct a community program headed by the local police department. The project worked closely with the Division of Alcohol Law Enforcement (ALE) of the N.C. Department of Crime Control and Public Safety. ALE, as part of a separate project, worked with this program to pilot-test a reverse-sting strategy aimed at reducing underage purchases of alcohol. Reverse-sting operations, also known as *Cops in Shops*, use undercover officers to apprehend underage youth attempting to buy alcohol at convenience stores. Alcohol purchasers are alerted to the program by signs within stores but do not know when officers are present.

The city of Wilson, in the eastern North Carolina county of Wilson, was selected as the experimental site for this project. The comparison site was Lenoir County which is southeast of Wilson County. Wilson received a \$10,000 community grant from GHSP to conduct the program.

The Wilson Police Department implemented a four-month community intervention program that included the following:

- Special police patrols and sobriety checkpoints, in areas where teenagers commonly drink and drive.

-
- Officers on alert for parties where teenagers may be drinking.
 - Use of electronic, hand-held alcohol sensors designed to quickly alert officers when drivers have been drinking any amount of alcohol.
 - Cooperation with the local judicial system to see that cases were prosecuted promptly.
 - Reverse-sting program (*Cops in Shops*) to discourage underage purchases of alcohol.

A key ingredient in the program was a publicity campaign to ensure that the public, particularly youth, were aware of the strategies. Messages stressed that law enforcement officers were patrolling where underage drinking and driving occurs, and that they had the skills to identify young drinking drivers in traffic and could quickly determine any level of intoxication. Program messages also conveyed that impaired youth drivers were being arrested and the courts and the community supported this effort.

II. Site Selection

Criteria

Several factors were critical in the selection of the test site for this project. These are explained in the following paragraphs.

A Youth Drinking and Driving Problem

The site selected for the program needed to be representative of the areas in which youth drinking and driving is a problem. North Carolina counties with consistently higher-than-average crash rates per hundred licensed adolescent drivers were identified. Overall crash involvement, at-fault crash involvement, alcohol-related crashes, and single-vehicle-nighttime crashes also were examined.

Commitment by Law Enforcement and the Judicial System to the Program

The willingness of the local law enforcement and judicial communities to effectively embrace the strategies was an important factor. The support of local government officials, especially within the district attorney's office, was considered crucial to the success of this project.

Community Involvement

Community support for this project was needed both to enhance the ability of police and district attorney, and to assist the public awareness campaign. This support included SADD and MADD chapters, a local alcohol council, the media, civic clubs, the county school system, etc.

Ability to Obtain Surveys of Youth

Program planners wanted to survey youth before and after the program was implemented. These surveys would provide information regarding the young people's attitudes and perceived behavior regarding drinking and driving, seat belt use, as well as awareness of enforcement strategies. Written surveys of drivers under age 21 were administered through high schools and community colleges. This information was collected prior to and immediately after the program. The survey also served as a measure for evaluation of the *Cops in Shops* program by examining whether youth's perception of likelihood of detection for underage purchase of alcohol had changed during the program.

Size and Location

The community selected needed to be large enough to have its own media such as a newspaper and radio station, yet not be so large that public service messages would be lost. Planners felt that the site should not be part of a larger metro area so that the program's identity would be easier to promote.

Selection of Test and Comparison Sites

Site selection was a collaborative effort of GHSP, HSRC and ALE. GHSP provided a list of police departments that were good candidates to conduct this type of program. ALE compiled a list of sites that they had found to have district attorneys that would support this concept. HSRC provided a list of sites that appeared to have a higher-than-average problem with drinking and driving by younger drivers. Based on this information, four sites were chosen as good

candidates for the conduct of this project. These were Greenville, New Bern, Wilmington and Wilson.

Of the four sites, Wilson appeared to have the best mix of desirable characteristics. Program planners visited Wilson and met with Police Chief Thomas Younce, Major David J. Speight who is the deputy chief for support services, and Lt. E.W. Vendetti who is in charge of special operations. The department indicated that they were interested in the project and were willing to commit to intensive enforcement of underage drinking. They foresaw no problems with the judicial system and informed us that the city has a drug council and a group called Wilson Families in Action. Chief Younce said that these groups were active and would work with the police department to give the project community support.

Program coordinators also met with the assistant district attorney for Wilson County. He indicated that his office would give its full support of the program. A representative of the school system who was responsible for alcohol awareness programs also expressed enthusiasm for the program and pledged his willingness to coordinate the administration of the written surveys. The president of Wilson's newly-established MADD chapter felt this project would enhance the chapter's activity. Project staff members also spoke during a meeting of the Wilson County Drug and Alcohol Council, which included Families in Action, and received the groups' support. Based on the information gathered through these site visits, Wilson was chosen to be the test site for this project.

Community leaders were asked to identify a nearby county suitable as a control site. Several pointed to Lenoir County. The county was similar in demographic make up and had similar youth crash statistics. Conversations with representatives of a public high school and community college indicated that obtaining cooperation in conducting written surveys of the youth population would pose no problems. Because of the similarities in demographic data (detailed in Table 1) and the willingness of the school system to conduct the written surveys, program planners chose Lenoir County to serve as the comparison site for this project.

Table 1. Wilson County and Comparison Site Census Information

1990 Census Data	Wilson County	Lenoir County
Total Persons	66,061	57,274
Living in Families	86%	85%
In Group Quarters	3%	3%
In Rural Areas	44%	51%
Race		
White	62%	60%
Black	38%	40%
All other	< 1%	< 1%
Age		
Under 18	26%	26%
40 and over	40%	42%
Median age	34	35
Income		
Median Household	\$24,021	\$21,207
Median Family	\$29,312	\$26,570
Per Capita	\$11,641	\$10,647

Table 1. *continued*

1990 Census Data	Wilson County	Lenoir County
Persons in poverty	20%	20%
Households	25,107	21,995
Family Households	73%	72%
with 2+ workers	44%	43%
married couples	53%	52%
with own children	24%	23%
Female head, no husband	17%	18%
with own children	9%	10%
1 person households	24%	26%
Average persons per HH	2.6	2.5
Education		
High School Diploma	29%	30%
College Degree	14%	12%

Development of the Community Grant

HSRC assisted the Wilson Police Department in writing a community grant for the conduct of the program. The grant funded an enforcement and awareness campaign to kick off the first week in June (to reach high school students prior to graduation activities) and to continue through mid-September 1994. The grant included monies for printed materials and overtime pay for enforcement operations and training of officers in youthful DWI detection. This grant was funded and administered directly by GHSP.

Police and program coordinators chose the use of electronic, hand-held alcohol sensors as a component of the enforcement program. HSRC investigated the types of alcohol-sensing units that could be used in North Carolina. The manufacturers of two different sensors were contacted and HSRC obtained demonstration units. A unit that combines a flashlight with the alcohol sensor was reported to be popular with police officers; however, no such unit was approved for use in North Carolina. The only model approved was the PBA 3000 which functions both as a passive sensor unit and as an active preliminary breath test device.

The Wilson Police Department already had one such unit and indicated that additional units would be helpful in their enforcement efforts. Program planners learned that the Nationwide Insurance Company had a program through which they donate electronic alcohol sensors to enforcement agencies through local MADD chapters. Nationwide Insurance provided the Wilson Police Department with six PBA 3000's free of cost.

III. Overview of Program Activities

The Wilson, North Carolina police department conducted a four-month enforcement and public awareness program to reduce alcohol consumption and impaired driving by Wilson County teenagers. The program, called *Operation Dry Run*, ran from June through September 1994. The Wilson police department implemented the program through funding and supervisory support from the N.C. Governor's Highway Safety Program and the University of North Carolina Highway Safety Research Center.

The department received a \$10,000 grant to cover production of program materials and overtime hours that officers devoted to the program. The program intended to combine several enforcement strategies, some of which had been tested in other areas. As the program began, program officials believed that the Wilson effort was the first in the nation to combine such an array of targeted alcohol enforcement with varied public awareness strategies focusing solely on teenagers.

Enforcement Strategies

Five key components comprised the program's enforcement efforts. (1) Wilson police initiated a schedule of patrolling and setting up sobriety checkpoints in areas of the city where teenagers commonly gather and drive. (2) Officers on patrol simultaneously kept alert for indications of ongoing parties where teenagers could be drinking. (3) Police used hand-held, electronic breath sensors that detect alcohol on a person's breath. By using these devices, officers were able to measure a person's breath alcohol while he or she spoke. (4) The Wilson police department worked closely with the district attorney's office to see that teenage DWI cases were prosecuted promptly. (5) During the last month of the project, North Carolina Alcohol Law Enforcement joined the campaign with a two-week *Cops in Shops* effort.

Patrols and Checkpoints

Wilson police concentrated their underage drinking and DWI efforts at night, Thursdays through Sundays. Most of the officers working the patrols were members of the department's special operations division. On program nights, two to three officers typically spent three to four hours on underage DWI patrol. Police used sobriety checkpoints to monitor large groups of teenagers such as those attending parties, and later in the program, after high school football games. When police determined that a party was in progress and that teenagers were present, officers used the event to check for underage alcohol possession and to inform teens of the *Operation Dry Run* program. Officers confronted teenagers possessing alcohol and passed out cards that explained the ongoing program.

Wilson police learned during the program that a certain shopping mall parking lot was a popular nighttime gathering spot for teens. Officers made the parking lot a regular patrol stop where they talked with teens about the program and distributed the information cards. Police reported that this consistent interaction with the teenagers help build a camaraderie between the teens and officers.

Alcohol Sensors

In all enforcement efforts police used the electronic breath sensors. Nationwide Insurance Company, through the Wilson County chapter of Mothers Against Drunk Driving, donated six PBA 3000 alcohol detectors to the Wilson police department. Officers demonstrated the portable

breath sensors to high school students during the first week of the program and then used the sensors during patrols and checkpoints. Much of the program's initial media attention focused on the capabilities of the breath sensors.

Support of Local Courts

Before the program's enforcement activities began, police officers, an assistant district attorney, and HSRC representatives met to discuss adjudication of teenagers arrested and charged during the program. Project sponsors wanted assurances from the local courts that teenage DWI cases would be handled expeditiously. The Wilson police department and the district attorney's office agreed to tag cases generated from *Operation Dry Run* for quick identification and processing. All parties also agreed that program materials explaining *Operation Dry Run* would say that police were working closely with the district attorney to ensure that cases would be prosecuted.

Cops in Shops

As a final enforcement component, N.C. Alcohol Law Enforcement (ALE) conducted a *Cops in Shops* effort during two consecutive weekends in early September. ALE worked with the Wilson police to place undercover agents in convenience stores to apprehend teenagers trying to buy alcohol. Other law enforcement officers took positions outside and nearby the stores.

Underage persons attempting to purchase alcohol were arrested. Persons 21 and older attempting to buy alcohol for underage drinkers also were arrested. ALE agents also took into custody anyone attempting to purchase alcohol with fake identification. A night's enforcement activities usually ran from 6 p.m. until 2 a.m.

ALE posted signs on convenience store doors and inside the stores near refrigerated cases containing alcohol. The signs explained that the store was part of the *Cops in Shops* program and that undercover agents could be monitoring the stores and its premises at any time.

Summary of Enforcement Activities

Wilson police officers logged nearly 700 hours devoted to *Operation Dry Run*. During their program patrols, Wilson police made four arrests for underage DWI, seven arrests for underage possession of alcohol, and made 71 other miscellaneous charges related to the program. Through contacts made with teenagers, officers distributed some 1,150 program information cards to Wilson County teenagers.

ALE agents (23) worked 141 hours during the two weekends of the *Cops in Shops* campaign. Agents made 53 arrests resulting in 62 charges. Out of the 53 arrests, ALE personnel arrested two underage persons for attempting to buy alcohol; six underage persons for possessing alcohol; four persons for aiding or abetting an underage person in buying alcohol; 10 persons for consuming alcohol while driving; and one person for DWI.

Public Awareness

Program sponsors believed that a strong publicity campaign to create public awareness of the program would be important to the project's effectiveness. Project staff decided that the program needed to create public awareness of the underage drinking and driving problem, and of the specialized enforcement to take place during the campaign. Problem-defining messages included the following.

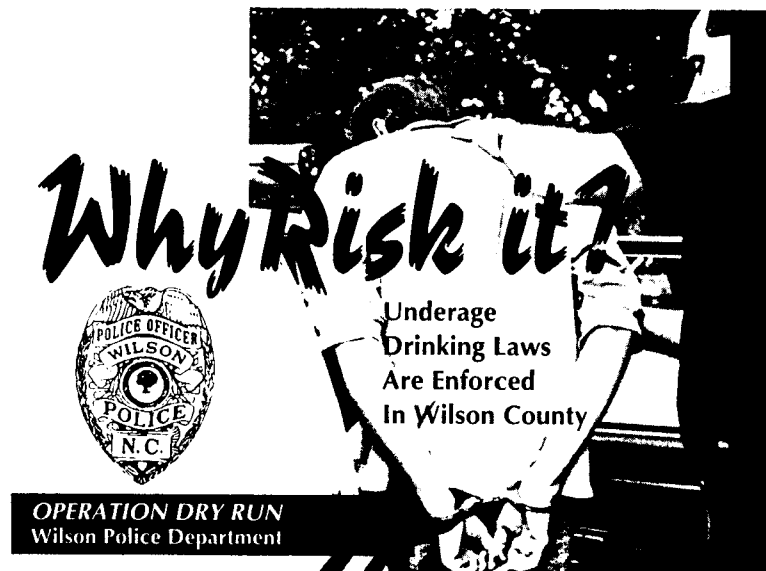
- When teenagers drink, they often become drunk quickly. At a BAC of .03, a person 16 to 19 years old is three times more likely to be in a fatal crash. At .06 the fatal crash risk is 13 times greater.
- Riding with someone who has been drinking is dangerous. In 1992 more than 2,000 U.S. teens died as passengers.

These facts were communicated during the kickoff news conference, on information cards distributed by police to teenagers, as part of police talks with high school classes, in program news releases, and through news media interviews with program spokespersons.

The program's enforcement messages tried simply to explain that police were looking for underage drinking drivers. Program communications and materials conveyed that police were patrolling where underage drinking and driving occurs, and that officers were skilled in identifying young drivers and could quickly determine intoxication levels. Enforcement messages concluded with a statement saying that impaired teenage drivers would be arrested with the support of the courts and community.

Program materials summed up the statistical and enforcement points with a rhetorical question aimed at Wilson County teenagers—"Why Risk It?" Posters, store flyers, merchandise coupons, and the information cards asked teenagers "why risk becoming a crash statistic," and "why risk being arrested."

When talking with the media, police officers tried their best to explain firmly the program and its consequences to teenagers and their parents. All involved felt that it was important that parents as well as their sons and daughters know about the program and its single mission to reduce underage drinking and driving.



Front side of *Operation Dry Run* enforcement card featuring the "Why Risk It?" slogan.

Youth Panel

Prior to the Operation Dry Run kickoff news conference, Wilson police and the Wilson Families in Action service group convened a panel of local high school students to serve as program advisors. The students were members of their schools' SADD groups or student government associations. Police asked the students for opinions concerning the program's messages and theme, and how to keep teenagers' awareness of the campaign high during the summer months.

The panel suggested that local merchants distribute flyers and coupons explaining the program to their teenage customers, and that police place posters at recreation centers and other teen hangouts. They approved the "Why Risk It?" theme and a number of proposed materials.

The panel also suggested a policy of swift and strict enforcement. The students explained that once word got out that police were arresting teenagers, other teens would take note and may modify their behavior.

Program Kickoff and Media Coverage

Operation Dry Run kicked off with a news conference the morning of June 2, 1994. Local and regional news media representatives were invited to gather in front of the Wilson Police Department to learn about a new program to combat underage drinking and driving.

The police chief and the lieutenant in charge of the operation introduced the program. The deputy district attorney for Wilson County voiced support for the program. The president of the local MADD chapter along with six area Nationwide Insurance agents presented the police department six, new, electronic breath-alcohol sensors.



Wilson police officer being interviewed during program kickoff. Note that he is holding a PBA 3000.

Each media representative received a folder of program-related information. These packets included a news release, fact sheets about the youth drinking and driving problem, statistics of Wilson County's teenage crash and DWI rates, a summary of North Carolina's underage drinking laws, the specifications of the electronic alcohol sensors, and the "Why Risk It" program information card.

Immediately following the news conference, police went to R.L. Fike High School where they explained the program to juniors and seniors. Reporters accompanied the police officers and covered the police presentations and interviewed students. Media representatives also were invited to ride with Wilson police officers later that night as they began patrolling in search of underage drinkers.

A STERN LECTURE ON DRINKING



Wilson police Lt. E.W. Venditti talks tough to Wilson Fike students. 'If you're out drinking and partying, expect to see us there,' he warned.

STAFF PHOTO BY JOHN ROTTET

BY FRED HARTMAN
STAFF WRITER

WILSON — Senior Corky Rickert and her graduating classmates listened to one of their last lectures ever Thursday morning at Fike High School.

The material they learned won't show up on next week's final exam, but it's a lesson that the speaker, Wilson police Lt. E.W. Venditti, warned will come back to haunt the teens if they don't heed it.

"I'm definitely going to tell my friends they'd better watch out," Rickert said later, after watching Venditti demonstrate a new handheld, computerized alcohol-detection device.

Venditti took the sensitive tool, and his message, to the school so the teens could see firsthand what they'll be up against this summer if they violate drinking laws.

He urged the class to spread to the word among their alcohol-drinking friends: Wilson police will be looking for you.

The lecture was part of the

Police warn teenagers of alcohol crackdown

State program uses new breath detection device

kickoff to "Operation Dry Run," a research program run by the UNC Highway Safety Research Center aimed at reducing the number of underage drinkers. Wilson was selected in part because the county has a higher-than-average rate of accidents involving teenage drinkers.

City Police Chief Thomas Younce called alcohol "by far the most abused drug in Wilson County." The rate of alcohol-related accidents among 18- to 20-year-olds there is 34 percent higher than it is statewide, he said.

Those numbers ring loud when combined with a statistic from the UNC researchers: Nationwide, teenagers who register 0.06 on blood-alcohol tests are 13 times

more likely to die in a crash than those who don't drink.

"The statistics are shocking to say the least," said Ernie Josephs, chief assistant district attorney covering Wilson County. "We hope that teens will choose not to drink at all, but if they ignore the law, we'll have no choice but to prosecute to the fullest."

Project director Lauren Marchetti from UNC said the National Highway Traffic Safety Administration has expressed interest in the Wilson results, which should be complete this fall.

Meantime, Wilson officers will spend the summer spreading the anti-drinking message around town by combining word-of-mouth

campaigning with patrolling techniques that target the teens directly. Off-duty police, financed by a \$10,000 grant from the Governor's Highway Safety Program, will monitor teen hangouts and large teen parties.

"If you're out drinking and partying, expect to see us there," Venditti, the police lieutenant, told the class. "If you get caught, you're going to pay the price. Everybody in the community, the store owners, parents, the District Attorney's Office, is behind us."

Officers will carry with them six of the new detection tools, donated by Nationwide Insurance. The flashlight-sized devices, more advanced versions of similar machines, can detect breath-alcohol content while a person is talking, without the person having to blow into a tube.

"Don't get us wrong," Venditti said. "We don't want to arrest 150 teenagers every week. We don't want you to drink. Don't put us in a position where we have to throw you in jail."

Article appearing in the *News & Observer*, eastern north Carolina's largest regional newspaper. This story ran on page 3A.

The events of June 2 generated excellent media coverage. The News and Observer, eastern North Carolina's largest regional newspaper, covered the news conference and high school visit. The next morning a substantial story and large photo appeared on page 3A, the N.C. page. The Wilson Daily Times ran a story and color photo on page 1A. The Durham Morning Herald, another regional newspaper, ran a story largely based on the program news release.

Television stations from two media markets covered the news conference. WNCT (CBS) from Greenville and WTVD (ABC) from Durham, with a Wilson bureau, sent reporters and photographers. WTVD shared its video with a local cable news station in Wilson, Headline News. WTVD also provided the most comprehensive coverage. TVD ran news conference stories during its evening newscasts and then dispatched a reporter and photographer to ride with police later that night. The result was the lead story at 11 p.m. which included live remarks from the reporter in Wilson. TVD also used the report as a lead story the next morning (6/3) and during its noon newscast that day.

A week later the Raleigh area CBS affiliate, WRAL, covered Wilson County high school graduation events including alcohol-free parties. In its report, WRAL explained the Operation Dry Run program and interviewed police officers. The WRAL anchor also read from the "Why Risk It" information card. The card gave ten reasons teenagers should not drink in Wilson in David Letterman's Top Ten style.

HSRC, through UNC News Services, also distributed the news release to all major daily newspapers in the state and all regional and local radio stations reaching Wilson County. This distribution prompted inquiries and subsequent coverage from the Charlotte Observer and WRDU-FM in Raleigh. WRDU also used the project as the focus of an hour-long public affairs show which included interviews with the supervising Wilson police lieutenant and an HSRC project staff member.

Ten Reasons Teenagers Shouldn't Drink in Wilson

10. Hurling on your shoes won't impress your date
9. Your friends won't buy your excuse that you gave up driving just to save the ozone
8. Visiting your car at the junk yard
7. Getting the opportunity to introduce your parents to a Wilson police officer
6. Becoming a "True Story of the Wilson Police Department"
5. Your parents' reaction after paying lawyer fees and court costs, and seeing their car insurance go up 400%
4. Seeing your name in the court section of the local newspaper
3. It's embarrassing when a paramedic cuts off your clothes to save your life
2. You might kill yourself
1. You might kill someone else and have to live with it

Back side of program enforcement card, giving teens ten reasons to not drink and drive.

News Release on Survey Results. HSRC and the Wilson police disseminated a second news release on June 29, 1994. This program communication reported the results of a survey conducted at the three Wilson County high schools and the Wilson Technical Community College. More than 900 high school junior and seniors completed survey forms during homeroom periods. The survey asked students questions about their alcohol use and the ease or difficulty by which they get alcohol.

Ninety percent of the high school students surveyed said that alcohol was not difficult to obtain. Of these students, 26 percent said that alcohol was "very easy" to get in Wilson County. Forty-three percent of the students surveyed said they had consumed an alcoholic drink within

and seniors completed survey forms during homeroom periods. The survey asked students questions about their alcohol use and the ease or difficulty by which they get alcohol.

Ninety percent of the high school students surveyed said that alcohol was not difficult to obtain. Of these students, 26 percent said that alcohol was “very easy” to get in Wilson County. Forty-three percent of the students surveyed said they had consumed an alcoholic drink within the past month. Of these, 20 percent said they drove an automobile after drinking. Twenty-six percent of the surveyed students indicated they recently rode with a driver who had been drinking. Males said more often than females that they consumed alcohol and drove after drinking.

When asked to tell how they get alcohol, students most often said that someone older bought it for them. The next-most-common answer given was that the teenagers bought their alcohol themselves. Others said they used fake identification to purchase alcohol.

Students responded that the biggest alcohol-related problem for teenagers is being involved in car crashes. Another problem reported by the students was the fear of getting caught with alcohol.

One hundred sixty-two students at Wilson Technical Community College answered similar questions. Those younger than 21 responded much like the high school students. Crashes were cited as the biggest alcohol-related problem by the Wilson Tech students. They also reported no problems getting alcohol, and said that they ask older persons to buy it.

Local radio stations, WRDU, the Wilson Daily Times, and the Charlotte Observer ran stories on the survey results. WTVD made brief mention of the survey during a 6 p.m. newscast. ALE also used the survey results in its kickoff news conference later in September. Copies of the first and second *Operation Dry Run* news releases and samples of newspaper articles can be found in Appendix A.

Final Program Push

During the first week of August, two HSRC staff members went to Wilson to talk with young people in an effort to gauge the awareness level of *Operation Dry Run*. The informal interviews were not scientific surveys. This simply was an attempt to determine if the program was being talked about by local teens.

The two staff members conducted the informal interviews with teenagers at two recreation centers and a shopping mall. They approached and spoke with approximately 50 teenagers and young adults under age 21. From these impromptu conversations, HSRC determined that the program’s name recognition and teenagers’ awareness of the program had declined since its June kickoff. After discussions with the Wilson police, all parties agreed that a back-to-school push could boost the program’s recognition.

To coincide with the start of public schools (late August), Wilson police placed new posters in malls and at other teen hangouts. Officers also worked with local merchants to print and distribute *Operation Dry Run* coupons for store and/or restaurant merchandise (see the illustration on page 13). Police passed out the “Why Risk It” cards during the early season high school football games. The program also introduced a new enforcement strategy with ALE’s *Cops in Shops* campaign.

***Cops in Shops* Kickoff**

The program’s final enforcement and public awareness push came in September with the announcement of the *Cops in Shops* campaign. ALE planned and coordinated a September 9

news conference in the Wilson County courthouse announcing the start of the two-week program. Those speaking during the media briefing included the ALE director and deputy director, the president of the N.C. Convenience Store Association, the Wilson County sheriff, the Wilson city police chief, and members of the Fike High School SADD chapter.

The news conference received good coverage from broadcast and print media. The Wilson Daily Times ran multiple stories about *Cops in Shops* including an editorial in support of the program. The News and Observer and the Durham Herald also ran articles about the program. Television station representatives from Greenville, Raleigh and Wilson also attended the news conference. Examples of the *Cops in Shops* program and news conference materials are contained in Appendix B.

Chances are. . .

**A teenager you know
will be arrested
for drinking and driving
in Wilson
this summer.**



Why Risk it?

The three main causes of death for U.S. teenagers are motor vehicle crashes, suicide and homicide. Alcohol is a major player in all three.

That's why the Wilson Police Department has launched *Operation Dry Run*. We hope teenagers choose to stay sober, but for those who don't:

- Officers are patrolling and setting up sobriety checkpoints where teenagers drink and drive.
- Special patrols are on alert for underage drinking parties
- Computerized alcohol sensors are helping officers quickly identify drivers who have been drinking.
- Officers are working closely with the district attorney to see that cases are prosecuted.



OPERATION DRY RUN Wilson Police Department

See Your School Resource Officer for a **\$10.00 Coupon**

foot Locker.

This message is being distributed by



foot Locker.

We Support the Wilson Police Department in their goal to reduce drinking and driving in Wilson.

Store flyer promoting *Operation Dry Run*.

IV. Program Evaluation

Methodology

The ultimate goal of *Operation Dry Run* was to reduce the number of young people killed or injured in alcohol-related crashes. To obtain this goal, the project sought to reduce the incidence of underage drinking and driving through increased enforcement and public awareness of the enforcement. An important question, of course, was whether the program had an effect.

The project's evaluation consisted of an analysis of crash data and a pre- and post-program survey of the target population at the test and a comparison site. With access to the Department of Transportation's Crash File, the most straightforward method of evaluation is to look for reductions in alcohol-related crashes following the program. This kind of evaluation is possible at the statewide level, but is severely limited at the county level due to the relatively small number of cases available for analysis. Looking at the county level, we must be cautious when drawing conclusions. Furthermore, crash analysis cannot capture attitude and behavior changes relevant to the program's objective of reducing underage drinking and driving.

Examination of Crash Data

Crashes involving 16-18 year old drivers in Wilson County were examined and compared with those of drivers of the same age statewide. Table 2 shows total crash frequencies for drivers in this age group for the years 1992, 1993, 1994. The table also shows frequencies (and percents of total crashes) of nighttime crashes, nighttime single vehicle crashes, and crashes in which the driver was reported as having been drinking by the investigating officer (i.e., alcohol-related crashes). Due to the rather subjective nature of alcohol-related crashes, nighttime and nighttime single vehicle crashes are often taken as additional indicators of drinking and driving activity.

The Wilson County data do not exhibit any dramatic changes over the three year period; the year-to-year changes which did occur could quite likely be due to chance fluctuations. Moreover, the Wilson County percentages are very much in line with the statewide figures.

Questionnaire Development

Given the shortcomings of crash data analysis, the primary evaluation of *Operation Dry Run* hinged on a questionnaire developed by HSRC (see Appendix C). This questionnaire was designed to measure three important components of any enforcement-intervention program:

- Awareness of the program. Was the target population aware of the program? Did youth realize that enforcement strategies were aimed specifically at underage drinking and impaired driving?
- Perceived risk of enforcement action. Did underage drinking drivers believe that the enforcement strategies were actually occurring? Did they believe that their chances of getting caught were increased?
- Drinking and impaired driving behaviors. Did the target population's access to and consumption of alcohol decrease or did the likelihood they would drive after drinking change?

Table 2. Crashes involving 16-18 year old drivers in Wilson County and Statewide

Crash Type	Year		
	1992	1993	1994
Wilson County			
Alcohol-related	2 (0.6%)	3 (0.9%)	5 (1.3%)
Nighttime, single vehicle	21 (6.7%)	18 (5.6%)	21 (5.5%)
Nighttime	46 (14.6%)	49 (15.3%)	63 (16.6%)
All crashes	316	321	380
Statewide			
Alcohol-related	377 (1.2%)	372 (1.1%)	332 (1.0%)
Nighttime, single vehicle	2304 (7.2%)	2459 (7.1%)	2461 (7.1%)
Nighttime	5438 (17.0%)	5915 (17.1%)	5705 (16.5%)
All crashes	32054	34508	34537

Unlike crash data, the written surveys provide immediate insight into the behaviors and attitudes of teenage drivers. The evaluation plan called for baseline data to be collected in the spring, just before *Operation Dry Run* began, followed by a fall survey when the students returned to school.

Wilson community leaders were asked to identify a nearby county suitable as a comparison site. Several pointed to Lenoir County stating that the demographics and economics of Lenoir and Wilson counties were comparable. Analysis of 1990 Census Bureau data revealed that the two counties are remarkably similar (see Table 1, page 4).

We defined the target population as young adults ages 16 through 20. Sixteen, 17, and 18 year old high school students were operationalized as juniors and seniors. All juniors and seniors in the Wilson County school system were surveyed. Kinston High School in Lenoir County served as the comparison high school where all juniors and seniors were surveyed. Reaching youth who had dropped out of school or had gone into the workplace after graduation was a difficult problem. No Wilson County employers who hire substantial numbers of young people could be identified and targeted. Discussions with community leaders led to the conclusion that options for reaching this group were limited to Wilson Technical Community College. Lenoir Community College agreed to serve as the target population in the comparison site.

Reaching 18, 19, and 20 year old college students met with two problems. First, Wilson Tech's student body is primarily made up of working adults who spend very little time on

campus outside of class. The average age at Wilson Tech is 27. To ensure a high response rate, questionnaires were distributed to all required classes. Wilson Tech waived a policy against campus-wide in-class surveys for this project. A second problem arose because Wilson Tech's quarter schedule did not coincide with the high school's semester schedule. Questionnaires at Wilson Tech were not administered until the first week of the summer quarter, reducing the number of students available to survey. Arrangements at Lenoir Community College were made to survey all students in required health classes.

The questionnaire was developed by HSRC and pre-tested with a diverse group of high school students in Alamance County. As mentioned above, the questionnaire was designed to assess three main program components: awareness of the program, perceived risk of enforcement action, and risk taking behaviors. Consistent with advice from Dillman (1978) a great deal of time was spent developing the first question. With the mandate to craft an interesting question that was not offensive or threatening, we decided on the following:

1. *About what percent of students in your school would you say currently drink alcohol at least once a week?*
Less than 20%; 21-40%; 41-60%; 61-80%; More than 80%.

The following four questions continued this theme and asked students their opinion about their peers' alcohol-related behaviors and risks associated with those behaviors.

2. *What would you say is the greatest alcohol-related problem for students who drink?*
Fear of getting caught; Car accidents caused by drinking and driving; How to get alcohol; Negative opinions about drinkers by others; Something else.
3. *Listed below are several ways people your age get alcohol. In the boxes provided on the left, write in the number of the item you believe is the most common, second most common, and third most common way people your age get alcohol in Wilson County.*
They use a fake ID to buy it; They buy it without an ID; They have someone who is older buy it for them; They secretly get it from parents; parents give it to them; They get it some other way.
4. *How difficult would you say it is for people your age in to buy alcohol in Wilson County?*
Very difficult; Pretty difficult; Not too difficult; Pretty easy; Very easy.
5. *What would you say is the biggest risk to the health of students in your school these days?*
Illegal drugs; Violence; Drinking; AIDS; Smoking; Something else.

The next two questions asked students to think about law enforcement in their area. This was an attempt to gauge perceived risk of enforcement action. The first question asked about seat belt enforcement; the second asked about drinking and driving.

6. *Which of the following would you say best describes the way police officers in Wilson County deal with seat belt use by teenage drivers?*
They are almost always looking for teens who aren't wearing belts; They are usually looking for teens who aren't wearing belts; They usually ignore teens who aren't wearing belts; They almost always ignore teen who aren't wearing belts.
7. *Which of the following would you say best describes the way police officers in Wilson County deal with drinking and driving by teenage drivers?*

They are almost always looking for teens who are drinking and driving; They are usually looking for teens who are drinking and driving; They usually ignore teens who are drinking and driving; They almost always ignore teen who are drinking and driving.

Questions eight and nine dealt with the respondent's alcohol-related behaviors.

8. *Have you had anything alcoholic to drink within the past month?*
Yes; No.
If YES, did you drive after drinking?
Yes; No.
9. *Within the past month, have you ridden with a driver who had been drinking?*
Yes; No.

Questions ten and eleven addressed program awareness. Given the enforcement orientation of *Operation Dry Run*, we asked about knowledge of enforcement action. Then, we asked directly whether the police were making a specific effort to stop underage drinking.

10. *Have you or anyone you know been caught by the police in Wilson County for underage drinking in the past three months?*
Yes; No.
11. *Are the police in Wilson County making any special efforts to stop underage drinking?*
Yes; No.
If YES, did you notice:
Increased patrolling by police; Special patrols for parties; Undercover officers in stores where alcohol is sold; Use of special equipment to detect alcohol; Something else.

The remaining questions dealt with demographic information: age (operationalized as sophomore, junior, or senior in the high schools), sex, and race.

Question wording was altered slightly for each group. High school students received a questionnaire titled "Alcohol Use by High School Students" and used the words 'teenage' and 'teens' in questions six and seven. College students received a questionnaire titled "Alcohol Use by College Students" and used the phrases 'young drivers' and 'young adults' in questions six and seven. The phrase 'people your age' was modified for college students to read 'people younger than age 21' in question three. Questionnaires were further modified to read 'Wilson County' and 'Lenoir County' where appropriate.

The surveys were administered with instructions that participation was voluntary and anonymous. No place was provided for names. Each survey question featured the response category, "I do not wish to answer this question." This response was included in order to comply with human subjects guidelines. Since students were asked to complete the survey in a classroom setting, this option allowed them to avoid questions that made them uncomfortable without drawing their classmates' attention.

Examination of Survey Data

Our attempts to reach underage youth not in high school were unsuccessful in Wilson County. As discussed on page 15, the typical student at Wilson Tech is older than our target population. The comparison site for this group provided an acceptable mix of 18, 19, and 20 year

old students. By contrast, of 162 Wilson Tech students completing questionnaires in the spring survey, 74 percent were age 21 or older. **Due to the small number respondents from Wilson Tech in the target population, we decided to focus analysis only on the high school students.**

An important analysis consideration is one of cohort shift. Seniors who graduated after the spring survey were replaced in the data by rising juniors in the fall survey. Likewise, spring juniors were replaced by rising sophomores in the fall survey. Therefore, only one cohort, the spring juniors, were surveyed twice. This cohort gives us the opportunity to examine their responses before and after the program. Although we examined the data from all high school students, we decided to focus our analysis on this cohort. **The findings presented in this section are based on those students who were surveyed once in the spring and again in the fall from each Wilson County high school and from the comparison site, Kinston High.** Table 3 lists the total number of returned surveys and a breakdown of the junior-senior cohort.

Table 3. Completed Surveys by School and Junior-Senior Cohort

School	Spring Total	Fall Total	Spring Juniors	Fall Seniors
Wilson County High Schools	938	1087	409	498
Comparison Site High School	343	354	147	178
Wilson Technical Community College	162	295	N/A	N/A
Lenoir Community College	206	135	N/A	N/A

Program Awareness

Program awareness was gauged primarily with the question, “*Are the police in your county making any special efforts to stop underage drinking?*” If program awareness was high, we would expect to see some noticeable increase in the number of Wilson County students responding ‘Yes’ and we would expect no change in the comparison site. However, we found no change among Wilson County students while fewer students from the comparison site reported that police were making a special effort to stop underage drinking (see figure 1).^a

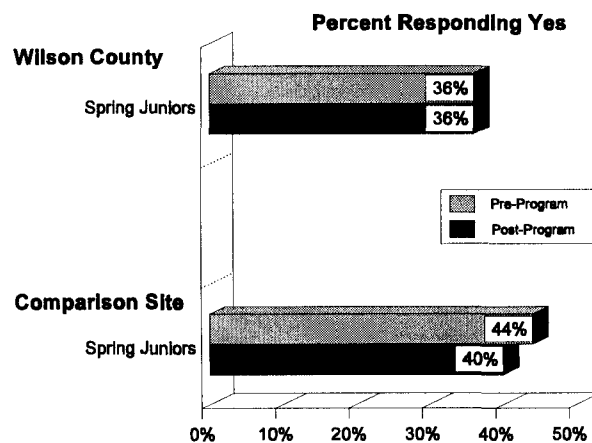


Figure 1. Are the police in your county making any special efforts to stop underage drinking?

^a Significance tests do not apply in this analysis because *all* students in the target population were surveyed.

The second question designed to detect program awareness asked for knowledge of anyone, including themselves, being caught by the police for underage drinking in the past three months. Following *Operation Dry Run*, students from Wilson County were more likely to answer yes to this question than students from the comparison site (see figure 2).

Perceived Risk of Enforcement

We observed a drop in perceived risk of enforcement action following the program. When we asked, “Which of the following would you say best describes the way police officers in your county deal with drinking and driving by teenage drivers?” 89 percent of Wilson County students said police were always or usually looking for young adults who are drinking and driving (see figure 3). After the program, the number dropped to 85 percent. Similarly, 91 percent of students from the comparison site said police were always or usually looking for young adults who drink and drive. This was followed by a drop of four percentage points in the fall survey.

Question number two was used to detect risk of enforcement action also. We asked, “What would you say is the greatest alcohol-related problem for students who drink?” Here, we would expect response to the *fear of getting caught* option to increase following *Operation Dry Run*. Instead, we observed a decrease in both groups. Wilson County students dropped from 26 percent to 20 percent and students from the comparison group dropped from 32 percent to 22 percent (see figure 4). Following the program, students at both sites were more likely to say car accidents were the greatest alcohol-related problem for students who drink. The increase was greater for Wilson County students. Key messages in the awareness effort were facts about the crash risks associated with drinking and driving.

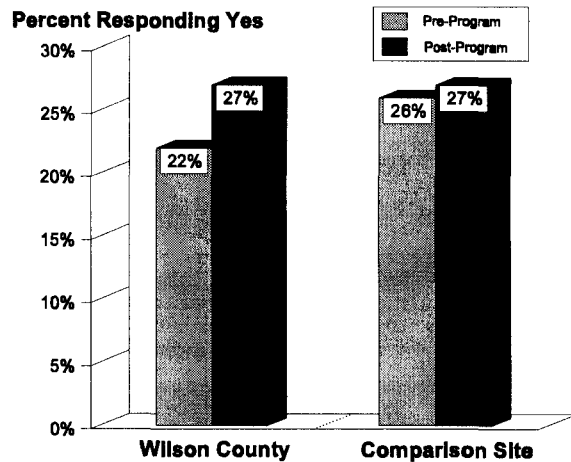


Figure 2. Have you or anyone you know been caught by the police in your county for underage drinking in the past 3 months?

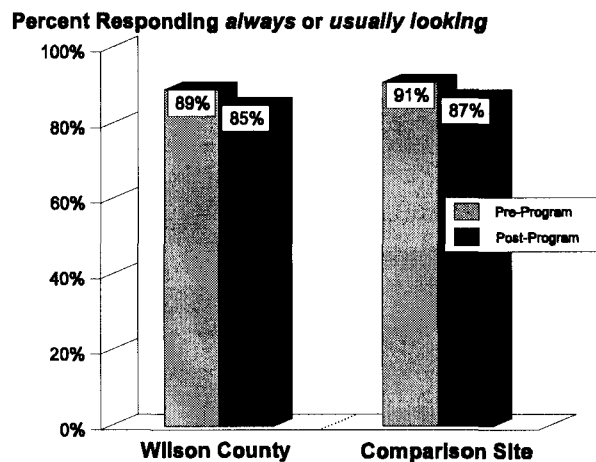


Figure 3. Which of the following would you say best describes the way police officers in your county deal with drinking and driving by teenager drivers?

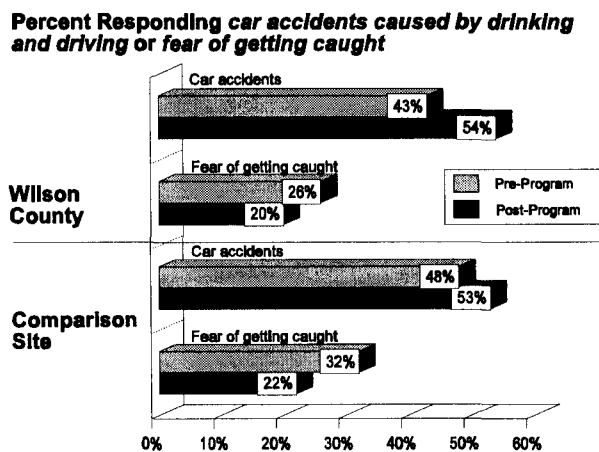


Figure 4. What would you say is the greatest alcohol-related problem for students who drink?

When we looked at the response to question four, “How difficult would you say it is for people your age to buy alcohol in your county?,” 54 percent of Wilson County students said buying alcohol was pretty easy or very easy in the spring survey. The number dropped to 45 percent in the fall survey. By contrast, students from the comparison site jumped from 55 percent in the spring to 62 percent in the fall. As illustrated in Figure 5, males in Wilson County dropped more than females while males in the comparison site increased more than females.

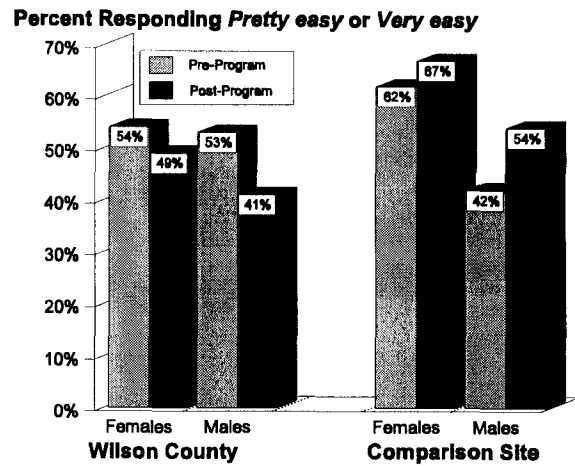


Figure 5. How difficult would you say it is for people your age to buy alcohol in your county?

Alcohol-Related Behaviors

This finding leads us to questions that addressed alcohol-related behaviors. The most common way students obtain alcohol is to have someone who is older buy it for them. The second most common way is to buy it outright, without identification. The third most common way students obtain alcohol is to buy it using false identification. The number of Wilson County students citing someone older as the method of obtaining alcohol dropped from 73 percent to 69 percent after the program. Students from the comparison site dropped even more, from a pre-program rate of 71 percent to a post-program 57 percent (see Table 4).

Table 4. Three most common ways young people obtain alcohol.^a

	Wilson County		Comparison	
	Before	After	Before	After
They have someone who is older buy it for them	73%	69%	71%	57%
They buy it without an ID	17%	19%	26%	29%
They use a fake ID to buy it	6%	8%	3%	8%

^a There are two ways to look at responses to this question. One is to list the most frequent response in each category (most common, second most common, and third most common). Another method is to examine the distribution of responses in each category. Both methods yield essentially the same results. Percentages reported above are taken from the distribution within the most common category.

When we asked, “About what percent of students in your school would you say currently drink alcohol at least once a month?” we observed a slight drop in both groups among those who indicated “61 to 80 %” or “More than 80%.” Question five addressed perceived health risks. Here, no single risk dominated either group nor were there meaningful changes following the program. Question eight asked, “Have you had anything alcoholic to drink within the past month?” Wilson County students dropped from a pre-program 43 percent to 38 percent while students from the comparison site held an even 47 percent before and after the program (see figure 6). Of those who had consumed alcohol in the past month, 17 percent drove after drinking in Wilson County compared to 8 percent in the comparison group, before the program. Following *Operation Dry Run*, 24 percent of Wilson County students admitted to driving after drinking compared to 35 percent in the comparison group (see figure 7).

The next question asked, “Within the past month, have you ridden with a driver who had been drinking?” In the spring, 27 percent of Wilson County students answered ‘yes’ compared to 20 percent in the comparison group. Following *Operation Dry Run*, 24 percent of students from both groups reported that they had ridden with a drinking driver in the past month (see figure 8). Males and females varied greatly in response to this question. Males from Wilson County held constant with 26 percent having been a passenger of a drinking driver while Wilson County females dropped from 27 percent to 21 percent. In contrast, males from the comparison site moved from 26 percent to 36 percent while females remained at 16 percent.

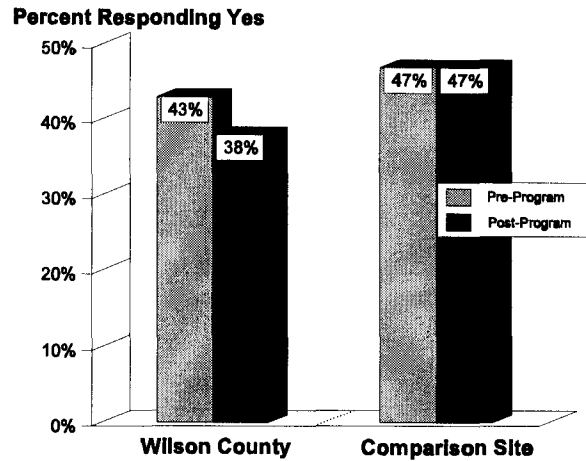


Figure 6. Have you had anything alcoholic to drink within the past month?

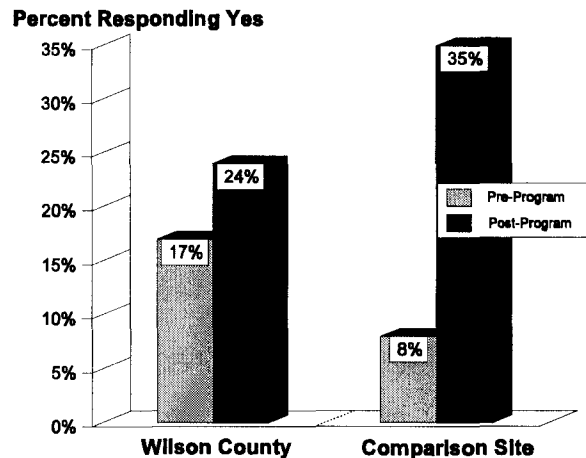


Figure 7. Did you drive after drinking?

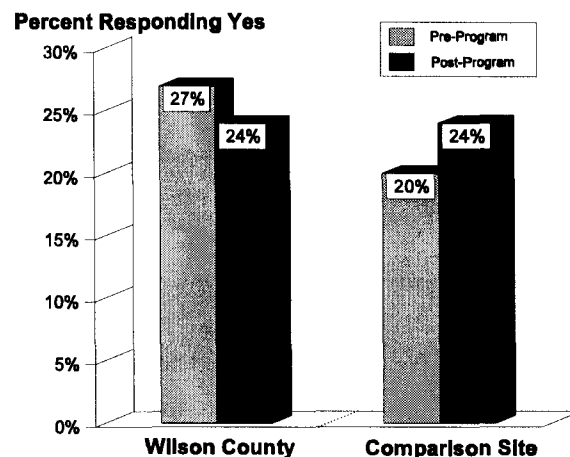


Figure 8. Within the past month, have you ridden with a driver who had been drinking?

Discussion

The impact of *Operation Dry Run* on underage drinking in Wilson County is a little unclear. Several indicators suggest that overt program awareness was low and perception of enforcement efforts changed little following the program. Fear of getting caught dropped as an alcohol-related problem for students who drink and more students reported that they drove after drinking following the program.

However, other indicators point to important behavior changes among Wilson County students not observed in the comparison group. In the absence of a program to curb underage drinking, we would assume that older, more experienced students returning to school after the summer break would find alcohol easier to obtain.^a This assumption is supported by the comparison site data. However, Wilson County students reported *more* difficulty getting alcohol after the program than before and were more likely than comparison site students to know someone who had been caught by police for underage drinking. Following *Operation Dry Run*, the number of Wilson County students reporting that they had consumed alcohol within the last month had dropped, while comparison site students were unchanged. Wilson County students were more likely to cite car accidents as the greatest alcohol-related problem for students who drink *after* the program than comparison site students. Finally, while fewer Wilson County students reported having ridden with a drinking driver following the program, more comparison site students reported that they had ridden with a drinking driver in the fall survey.

Low program awareness may be explained by two factors. Students may have been inundated with alcohol-related media messages that typically appear during late spring to coincide with prom and graduation activities. Without major TV or radio support, it is unlikely that the *Operation Dry Run* messages reached the target group as thoroughly as the competing messages. Many of these messages had stopped by the time students returned to school; hence no increase in program awareness (and a slight decrease in the comparison site). Another factor was the perception that police were always or usually looking for youth who drink and drive. Before and after the program, at both sites, we saw elevated perception of enforcement activity. Several written comments suggested that youth really believe that police are ‘out to get’ teen drivers. Perhaps the survey was not able to adequately assess any increase due to the already high level of perceived enforcement.

The most important finding is that Wilson County students returning to school in the fall reported increased difficulty in obtaining alcohol while comparison site students reported less difficulty in obtaining alcohol. Here it appears that the combined effort of the local police department and the state Alcohol Law Enforcement agency was effective at thwarting underage purchase and aiding or abetting an underage person in buying alcohol. Although the primary method of obtaining alcohol did not change (having someone older buy it for them), the fact that alcohol was more difficult to obtain may be the reason fewer Wilson County students had consumed alcohol within the past month (figure 6).

^a Note that all analysis is based on the spring junior cohort. See page 18 for rationale.

V. Conclusions and Recommendations

The objective of this project was to test enforcement and public awareness strategies specially designed to reduce underage drinking and driving. High school students in both the test and a comparison site were surveyed before and after the program. Prior to the project, students at both sites believed that there were high levels of enforcement efforts concentrated on teenage drivers. This perception did not change at either site during the program. However, self-reported behaviors did change at the test site. Pre- and post-program surveys indicated that the number of students at the test site who consumed alcohol within the last month decreased from 43 percent prior to the program to 38 percent after the program while comparison site students remained unchanged at 47 percent. When asked how difficult it is to purchase alcohol, test site students were less likely to say “pretty easy” or “very easy” after the program (54 percent in the spring compared to 45 percent in the fall). Comparison site students reported greater ease in obtaining alcohol, from 55 percent in the spring to 62 percent in the fall. Although the project was not able to increase the already high perception of DWI enforcement, it appears that consumption and access to alcohol was affected by the program at the test site.

In addition to behavioral changes, the local police department expressed the belief that the program was successful in terms of creating more positive contact with youth. The program also received substantial media coverage and community support.

Recommendations for future programs include:

Use the program to build a relationship with youth.

The program convened a panel of students from the county’s high schools to help shape the program. The group of eight students advised the police department about strategies that they felt would be effective for their age group and suggested methods for creating awareness of the program among youth. Several of their ideas were incorporated into the campaign. The youth panel served two key purposes: their input strengthened the overall plan, and made the program a joint undertaking of youth and law enforcement. It is important to remember that many students do not drink and are willing to take a stand in dealing with this problem. Officers also were able to get to know students at their local hangouts. The materials developed for the program had a serious message but also a lighter side that made it easier for the officers to use the program to build positive relationships.

Schools can provide a natural setting for achieving awareness, rapport.

The program began with a presentation to students in classes at the city high school. This was valuable in establishing the intent of the program. Law enforcement officers wanted first and foremost to convince students not to drink or drive impaired. The goal was not to catch students breaking the law but rather to deter them from those behaviors.

Use an array of enforcement strategies to tackle the problem from several sides.

Enforcement strategies were chosen that were suited for the patterns of drinking done by teenagers. Many teens report that they drink at home parties. Patrolling officers kept watch on weekend nights for parties early in the evening. Officers would come

to the party, explain the enforcement program and remind teens that officers would be patrolling for drinking drivers. Officers also patrolled nighttime hangouts for teens where underage drinking was common. Hand-held alcohol sensors that detect the presence of alcohol on the breath enabled officers to detect any amount of alcohol. This device also was an excellent teaching tool and generated good media coverage. The *Cops in Shops* Program tackled yet another aspect of the problem—access to alcohol in the first place. Placing officers undercover as beverage sellers may have been a main factor in the decline in reported access to alcohol by students.

Enforcement strategies must be followed with arrests and convictions.

One suggestion that the student panel made was “do not let the teenagers off,” instead they urged the police to make sure that it is understood that anyone caught will be arrested and prosecuted. For this type of commitment to work, it required the cooperation of the judicial system, the chief of police and the city government. The youth panel was emphatic that without this commitment, no program would be taken seriously by teenagers.

Programs need effective coordinators with time committed expressly for the program.

The energy and enthusiasm of the coordinator is a major factor in the success of any program. It is important to select an officer who is known for getting things done. However, it is a mistake to assign someone an ambitious project like this without shifting some of his or her other responsibilities. Another way to make the program work is to share some of the tasks. Many schools now have a police officer assigned to the school as a resource officer. This person is in an excellent position to help deliver the message to the target audience, thus allowing the coordinator to devote more time to overall planning of the program and supervising the enforcement strategies.

Local police combined with outside law enforcement offer advantages.

This program was a combined effort of the local police department and the Division of Alcohol Law Enforcement (ALE) of the N.C. Department of Crime Control and Public Safety. The local police department initiated the program and was joined by ALE during the last month of the campaign. ALE worked with local police in a strategy that used undercover at convenience stores to prevent underage purchase of alcohol. The value of having both agencies was tremendous. The local officers established rapport, explained the program and lived in the community. It was their local problem that they were committed to solve. As valuable as being local was to the police officers, ALE agents had the advantage of not being local. Outside agents joining local efforts provide heightened awareness and perceived risk. These agents’ anonymity and the lack of local pressures gave the potential underage purchaser (or older friend who illegally purchases for the youth) no clue as to whom the officer might be and further increased the perception that no one who was caught would get off.

Develop widespread community support.

Community support included the school system which administered the surveys, identified students for the youth panel, and assisted in generating awareness; the district attorney’s office which worked closely with the police to ensure that cases

were prosecuted; the local drug council; the MADD chapter and Nationwide insurance agents who together donated the hand-held alcohol sensors; and area merchants who sponsored the back-to-school campaign in the fall. We do not know if community support directly affected teen behavior. This support did enhance media coverage of the program, enabled the evaluation process, and increased the credibility of the enforcement effort. Having community support in place is vital to heading off any backlash to a program. No backlashes occurred.

Surveys of youth provide much valuable information.

High school students were surveyed prior to and after the program at the test and a comparison site. Surveys can serve several important purposes. Surveys may be one of the only ways to gain a reasonable idea of how the program is working. Pre-program surveys provide insight about the problem, how to target enforcement and public information strategies and the data provide good information to generate media coverage. The post program surveys provide an opportunity to examine for changes that may have occurred as a result of the program. They also provide insight regarding areas that might be improved.

Strive for clever messages, good sustained awareness.

It is important to strive to make the program messages as clever and powerful as possible. High school students are bombarded with some of the most ingenious, well produced advertising. It is difficult for social programs' messages to compete. This is where a youth panel can be very helpful in steering a program away from messages that don't work for teens and to messages that youth find appealing. While it is not difficult to get good initial media coverage of a program, it is hard to sustain this attention. Introducing new approaches at intervals during a program can provide media with fresh angles and energize the program. However, traditional media cannot create awareness without help. Young adults are less likely to read newspapers or listen to the evening news than older adults which can make news media coverage less effective for this age group. Messages distributed through the schools; athletic events; and video rental, music and sports stores, all were strategies identified by the youth panel as excellent opportunities for reaching teenagers.

Progress has been made in recent years in reducing the number of alcohol-related crashes involving young drivers. This has been due in large part to the passage of laws that raised the legal drinking age to 21. At the same time as laws were being changed, high school students were becoming vocal in opposing drinking and impaired driving among their peers. However, survey responses at both our test and comparison sites indicate that most youth are still drinking and many are choosing to drive while impaired. And, even as alcohol-related crashes have decreased, the incidence of crashes among 16 and 17 year olds remains alarmingly high.

Programs that effectively target this age group can produce additional benefits. Alcohol is present in many of the behaviors that harm youth. Strategies that reduce access to alcohol also reduce consumption of alcohol. This can have an impact on other alcohol-related injuries and deaths, including homicides and suicides.

Through legislation, the advent of student-led organizations against drinking and driving, and through mass media advertising, a useful groundwork has been laid. A highly visible presence of law enforcement coupled with the establishment of a positive police-youth relationship can combat the drinking and driving problem while producing additional safety benefits for this high-risk age group.

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Appendix A
***Operation Dry Run* News Releases**
Samples of Newspaper Articles

CAROLINA

NEWS SERVICES
210 Pittsboro Street, Campus Box 6210
Chapel Hill, NC 27599-6210
(919) 962-2091 FAX: (919) 962-2279

ADVISORY

Not for publication

May 27, 1994 -- No. NN77

**Officials to announce program to curb
underage drinking, driving in Wilson**

Thursday (June 2), 10 a.m.
Front of Wilson Police Dept., 120 N. Goldsboro St.

Details of a new enforcement program in Wilson aimed at discouraging underage consumption of alcohol and reducing the number of teen-agers who drink and drive will be announced Thursday (June 2) at a 10 a.m. news conference outside the Wilson Police Department downtown.

Wilson police will use heightened enforcement strategies and high-tech alcohol detection equipment during the program, which is being kicked off Thursday to call attention to upcoming high school graduations and related parties where teen-agers often choose to drink. News conference speakers will be **Thomas Younce**, Wilson police chief; Lt. **E.W. Venditti**, Wilson police supervisor of special operations; **Howard S. Boney**, District Attorney, Seventh Prosecutorial District; and **Thea Stallings**, president, Wilson County chapter, Mothers Against Drunk Driving.

Immediately after the session, media representatives are invited to accompany Wilson police officers speaking to classes at Fike Senior High School off Harrison Drive. Officers will explain the program to students and discuss the dangers associated with underage drinking and driving while impaired. Students will be encouraged to ask questions.

Visuals: Photographers, videographers and reporters can watch Wilson police demonstrate computerized portable breath analyzers. Officers and students will be available for interviews during the class discussions at Fike Senior High School.

Also on Thursday at 9 p.m., photographers, videographers and reporters are invited to ride with Wilson police as they begin patrolling and implementing the new strategies to locate and arrest underage drinkers and teen-agers who drive after consuming alcohol. Media representatives should notify the Wilson police of their plans to participate in the ride-alongs and should report to the police department at 9 p.m.

The Wilson program will be coordinated by the University of North Carolina Highway Safety Research Center and the Governor's Highway Safety Program. Program results will be shared around the state and nation.

- 30 -

News Services Contacts: Mike McFarland, Pete Redpath
Highway Safety Research Center Contact: Jeff Lowrance (1-800-672-4527)
Wilson Police Contact: Lt. E.W. Venditt, (919) 399-2363

CAROLINA

NEWS

NEWS SERVICES
210 Pittsboro Street, Campus Box 6210
Chapel Hill, NC 27599-6210
(919) 962-2091 FAX: (919) 962-2279

For immediate use

June 2, 1994 -- No. 381

Operation Dry Run targets teen-age drinking, driving

By JEFF LOWRANCE
UNC Highway Safety Research Center

WILSON -- Wilson teen-agers hosting parties with alcohol this summer may have some uninvited guests. Beginning tonight (June 2), Wilson police will use special patrols and computerized alcohol detection equipment to locate and arrest underage drinkers and teens who drive after drinking.

At a morning news conference, Wilson Police Chief Thomas C. Younce said his department is working with the University of North Carolina Highway Safety Research Center and the Governor's Highway Safety Program to test new strategies aimed at discouraging and reducing underage drinking and teen-age drunken driving.

The department has received a \$10,000 grant to cover overtime hours officers will devote to the program, called "Operation Dry Run," and related expenses. Wilson is the only N.C. city chosen to conduct such a program, and officials believe it is the nation's first to use a combination of targeted enforcement and information dissemination techniques to focus solely on teen-agers.

"Underage drinking and impaired driving is a national, state and local problem," Younce said. "This summer we hope to persuade the young people of Wilson that drinking alcohol just isn't worth the risks. The primary goal of the program is to reduce drinking and driving by teen-agers. Ultimately, we hope young people will choose not to drink alcohol in the first place."

(More)

Police officers will patrol and set up sobriety checkpoints in areas of the town where underage drinking and driving commonly occur. When police receive word or see signs of a teen-age party, officers will check teens present for alcohol possession and distribute literature about the dangers of underage drinking.

The Wilson County chapter of Mothers Against Drunk Driving and Nationwide Insurance Co. are providing police with six portable breath analyzers. These hand-held, computerized devices can detect alcohol on a person's breath as he or she speaks.

"The breath analyzers work as an extension of the officer's nose," said Lt. E.W. Venditti, whose special operations division will coordinate the summer program. "By using the sensors, we will be able to tell very quickly if a person has been drinking and determine if we should conduct further sobriety tests."

Wilson police will work with the district attorney's office to see that program cases are reviewed and forwarded quickly.

"The office of the district attorney is committed to supporting the efforts of the Wilson Police Department in discouraging underage drinking and impaired driving," said Ernie Josephs, chief assistant district attorney, 7th Prosecutorial District. "We intend to work very closely with the police in the handling and timely prosecution of cases arising from the Operation Dry Run program."

Wilson Families in Action convened a panel of Wilson County high school students to advise police. The students are members of their schools' Students Against Driving Drunk chapters or student government associations. Wilson police asked for student input about the program's messages and theme and how to alert teen-agers of the summer enforcement plans.

Based on the panel's suggestions, local merchants will distribute flyers explaining the program to their teen-age customers. Police will place posters at recreation centers and other teen hangouts. "Why Risk It?," is the program's theme.

"We felt it was important that our local young people know about the program and all that's at risk when they choose to drink alcohol and drive after drinking," said Venditti. "We want parents and teens alike to realize that this program represents a concentrated enforcement effort to deter underage drinking."

(More)

Other groups pledging program support include the Wilson Drug and Alcohol Council, the Wilson County Sheriff's Department and the N.C. State Highway Patrol.

According to statistics compiled by the UNC Highway Safety Research Center, teen-agers make up 9 percent of the U.S. population, yet they account for 13 percent of all motor vehicle deaths.

Once consumed, alcohol affects teen-agers more quickly than adults. At a blood-alcohol concentration of .03, 16- to 19-year-olds are three times more likely to be in a fatal crash. The fatal crash risk is 13 times greater at a concentration of .06. The three top causes of death for U.S. teen-agers are motor vehicle crashes, suicide and homicide. Alcohol often is involved in all three.

North Carolina's legal age to consume alcohol is 21. People 21 and older are legally impaired when their blood-alcohol content meets or exceeds .08. Teen-agers convicted of driving with any amount of alcohol or other drugs in their bodies can lose their drivers licenses for as long as two years.

"We don't want to ruin anyone's summer by making an underage drinking or drunk driving arrest," Venditti said. "At the same time, we don't want young people ruining their lives or the lives of others by using alcohol."

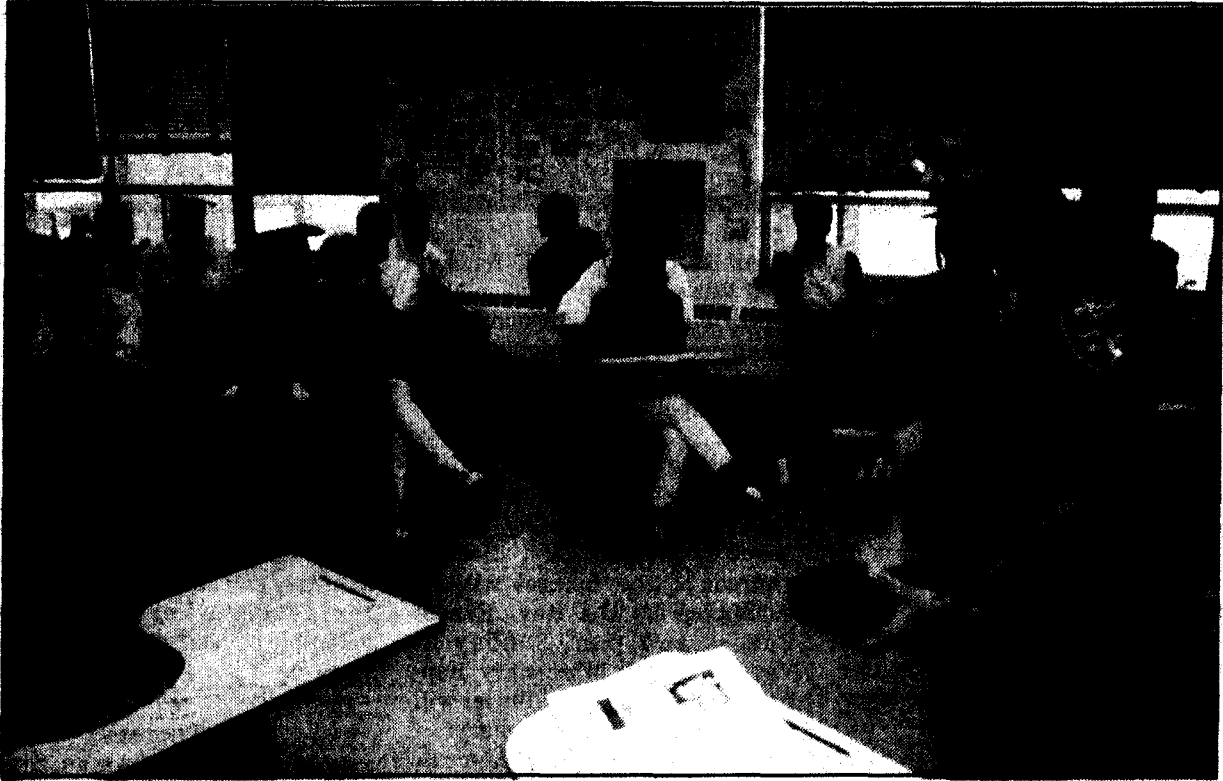
UNC center staff members will evaluate the program by studying surveys conducted at all three Wilson County high schools and Wilson Technical Community College. They also will examine underage alcohol arrests and motor vehicle crashes involving teen-agers and alcohol.

UNC center officials said Operation Dry Run will be watched with interest by the National Highway Traffic Safety Administration. Program results will be shared with other communities in North Carolina and the nation.

- 30 -

Coverage note: At 9 p.m. (today), photographers, videographers and reporters can ride with Wilson police as officers begin patrolling to locate and arrest underage drinkers and teen-agers who drive after consuming alcohol. Media representatives planning to ride along should call Wilson police, (919) 399-2363.

News Services Contacts: Mike McFarland, Pete Redpath
Highway Safety Research Center Contact: Jeff Lowrance, (919) 962-2202
Wilson Police Contact: Lt. E.W. Venditti, (919) 399-2363



Lt. E.W. Venditti demonstrates the use of the PBA-3000 device for a senior English class at Fike High School on Thursday.

(Photos by Keith Barnes)

Police plan crackdown on underage drinking

By Adrienne Gaskins

Daily Times Staff Writer

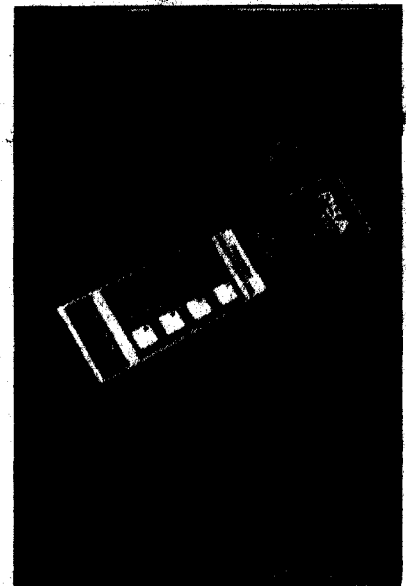
The Wilson Police Department will have a new means of fighting alcohol use by minors this summer.

On Thursday, officers began carrying PBA-3000s, hand-held, computerized devices used to detect alcohol on the breath of a drinker. The devices will be used by police during special patrols to seek out and arrest underage drinkers and determine whether teen-agers behind the wheel have been drinking, police officials said.

In a news conference held Thursday morning, Police Chief Tom Younce introduced the new machine.

"Alcohol is, by far, the most abused drug," he said.

This summer, Wilson will be the only North Carolina site of "Operation Dry Run," a one-of-a-kind combination of enforcement efforts and information disbursement that focuses solely on teen-agers. The department has received a \$10,000 grant to cover overtime hours that officers



The PBA-3000 hand-held device shown.

See Police, page 6A

NEWS

For immediate use

June 29, 1994

Wilson County teens say alcohol is easy to get

WILSON -- Ninety percent of Wilson County high school juniors and seniors surveyed say alcohol is seldom difficult for them to come by. In fact, of these students, 26 percent said alcohol is "very easy" to get in Wilson County.

The Wilson Police department, the University of North Carolina Highway Safety Research Center and the Governor's Highway Safety Program surveyed juniors and seniors at Beddingfield, Fike and Hunt high schools in late May to learn more about the drinking habits of Wilson teenagers. More than 900 students completed survey forms during homeroom periods. The survey was designed to be conducted before the start of the Wilson police department's ongoing Operation Dry Run program, targeting drinking and driving by teens.

During the first three weeks of the program, police made 10 alcohol-related traffic stops involving teenagers and three underage persons were arrested and charged with alcohol offenses. Officers also located eight parties and checked teenagers there for alcohol use.

Forty-three percent of the students surveyed, in school, reported having had an alcoholic drink within the past month. Of these, 20 percent said they drove an automobile after drinking. Twenty-six percent of the students indicated they recently had ridden with a driver who had been drinking. Males said more often than females that they consumed alcohol and drove after drinking.

"These survey results seem to confirm what we had suspected," said Thomas C. Younce, Wilson police chief. "A significant portion of Wilson teenagers are drinking alcohol and are having an easy time obtaining alcohol."

When asked to tell how they get alcohol, students most often said that someone older bought it for them. The next most common answer given was that teenagers simply buy their alcohol themselves, while others said they use fake IDs.

(MORE)

Page 2, Wilson County teens say alcohol is easy to get

Students responded that the biggest alcohol-related problem for teenagers is being involved in car crashes. Another problem reported by the students was getting caught with alcohol.

Similar survey questions were answered by students at Wilson Technical Community College. Students younger than 21 responded much like the high school students. Crashes were cited as the biggest alcohol-related problem by the Wilson Tech students. They also said that they get older persons to buy alcohol.

Wilson police said the survey results are helping them as they continue to focus on underage drinking and teenage drunk driving through Operation Dry Run. The program began June 2 and will run throughout the summer. Another survey will be conducted shortly after school begins this fall to measure how the program has affected Wilson teenagers' drinking tendencies and their attitudes toward alcohol.

During the program police officers are patrolling and setting up sobriety checkpoints in areas of town where underage drinking and driving commonly occur. When police receive word or see signs of a teenage party, officers are checking teens present for alcohol possession and giving out literature concerning the dangers of underage drinking.

The Wilson Police department received a \$10,000 grant from the Governor's Highway Safety Program to cover overtime hours that officers are devoting to Operation Dry Run. Wilson is the only community in the state conducting such a program.

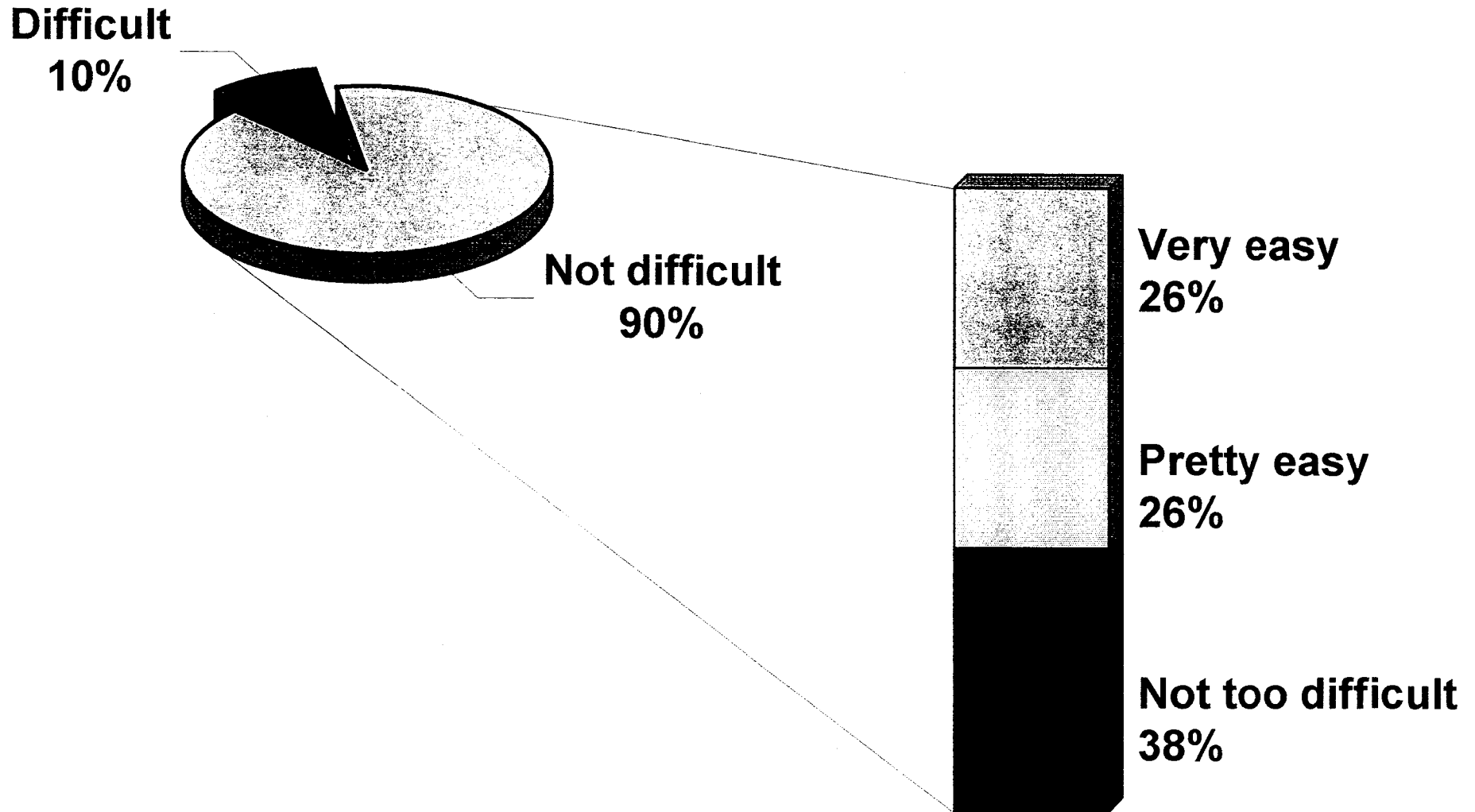
"Teenagers and their parents need to remember that officers are out looking for young people drinking and driving," said Younce. "This program is supported by the district attorney's office and those teenagers arrested will be charged and prosecuted.

"We're not trying to spoil anyone's summer. We just don't want our young people drinking and driving," he said.

UNC Highway Safety Research Center staff developed the surveys and worked with Wilson County Schools administrators and Wilson Tech officials to get the student questionnaires completed.

How difficult would you say it is for people your age to buy alcohol in Wilson County?

Survey of Beddingfield, Fike and Hunt High School Juniors and Seniors



Operation Dry Run targets teen drinking, driving

By JEFF LOWRANCE

UNC-CH News Services

WILSON — UNC's Highway Safety Research Center has joined with law enforcement to test new strategies aimed at discouraging and reducing underage drinking and teen-age drunken driving.

Wilson police, working with the University of North Carolina center and the Governor's Highway Safety Program, are using special patrols and computerized alcohol detection equipment to locate and arrest underage drinkers and teens who drive after drinking.

The department has received a \$10,000 grant to cover overtime hours officers will devote to the program, called "Operation Dry Run," and related expenses. Wilson is the only N.C. city chosen to conduct such a program, and officials believe it is the nation's first to use a combination of targeted enforcement and information dissemination techniques to focus solely on teen-agers.

UNC center staff members will evaluate the program by studying surveys con-

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ducted at all three Wilson County high schools and Wilson Technical Community College. They also will examine underage alcohol arrests and motor vehicle crashes involving teen-agers and alcohol.

UNC center officials said Operation

Dry Run will be watched with interest by the National Highway Traffic Safety Administration. Program results will be shared with other communities in North Carolina and the nation.

According to statistics compiled by the UNC center, teen-agers make up 9 per-

cent of the U.S. population, yet they account for 13 percent of all motor vehicle deaths.

Once consumed, alcohol affects teenagers more quickly than adults. At a blood-alcohol concentration of .03, 16- to 19-year-olds are three times more likely to be in a fatal crash. The fatal crash risk is 13 times greater at a concentration of .06. The three top causes of death for U.S. teen-agers are motor vehicle crashes, suicide and homicide. Alcohol often is involved in all three.

North Carolina's legal age to consume alcohol is 21. People 21 and older are legally impaired when their blood-alcohol content meets or exceeds .08. Teen-agers convicted of driving with any amount of alcohol or other drugs in their bodies can lose their drivers licenses for as long as two years.

Wilson police officers will patrol and set up sobriety checkpoints in areas of the town where underage drinking and driving commonly occur. When police

, please see **TEENS/6**

6/6 Durham Morning Herald

TEENS

FROM 3

receive word or see signs of a teen-age party, officers will check teens present for alcohol possession and distribute literature about the dangers of underage drinking.

The Wilson County chapter of Mothers Against Drunk Driving and Nationwide Insurance Co. are providing police with six portable breath analyzers. These hand-held, computerized devices can detect alcohol on a person's breath as he or she speaks.

Wilson police will work with the district attorney's office to see that program cases are reviewed and forwarded quickly.

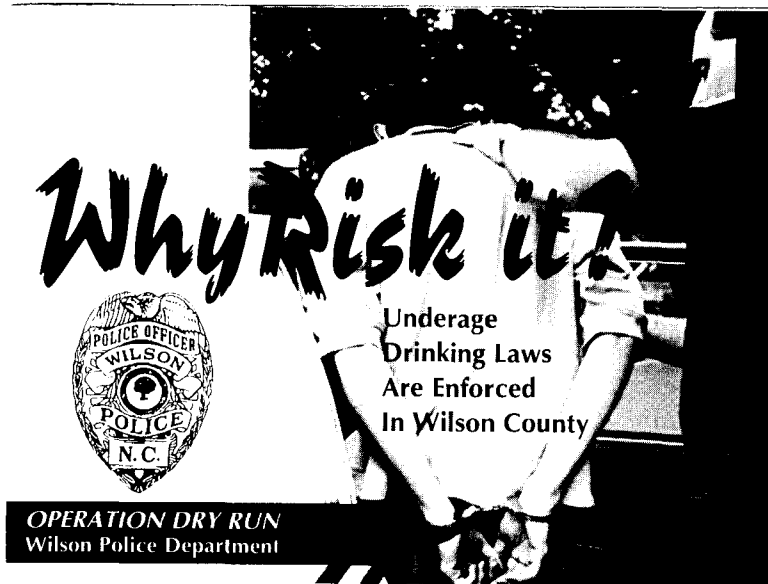
Wilson Families in Action convened a panel of Wilson County high school students to advise police. The students are members of their schools' Students Against Driving Drunk chapters or student government associations. Wilson police asked for student input about the program's messages and theme and how to alert teen-agers of the summer enforcement plans.

Based on the panel's suggestions, local merchants will distribute flyers explaining the program to their teen-age customers. Police will place posters at recreation centers and other teen hangouts. "Why Risk It?" is the program's theme.

Appendix B
Program News Conference Materials

Operation Dry Run Conference:
Program Enforcement Card
Graphs Showing youth crash statistics
Specifications of PBA 3000

Cops In Shops Conference:
News Release
Convenience Store Door Decal



Chances are. . .

A teenager you know will be in a drunk driving crash.

- The three main causes of death for U.S. teenagers are motor vehicle crashes, suicide and homicide. Alcohol is a major player in all three.
- Teenagers make up only nine percent of the U.S. population, yet they account for 13 percent of all motor vehicle deaths.
- When teenagers drink, they often become drunk quickly. At a BAC of .03, a person 16 to 19 years old is three times more likely to be in a fatal crash. At .06 the fatal crash risk is 13 times greater.
- Riding with someone who has been drinking is dangerous. In 1992, more than 2,000 U.S. teens died as passengers.
- Beer, wine and wine coolers are just as likely to make a person drunk as hard liquor. In fact, beer is involved in more crashes than any other kind of alcohol.



Chances are even greater. . .

A teenager you know will be arrested for drunk driving.

The Wilson Police Department has launched *Operation Dry Run* to reduce the deaths and injuries that result from teenage drinking and driving. We hope teenagers choose to drive sober, but for those who do drink and drive:

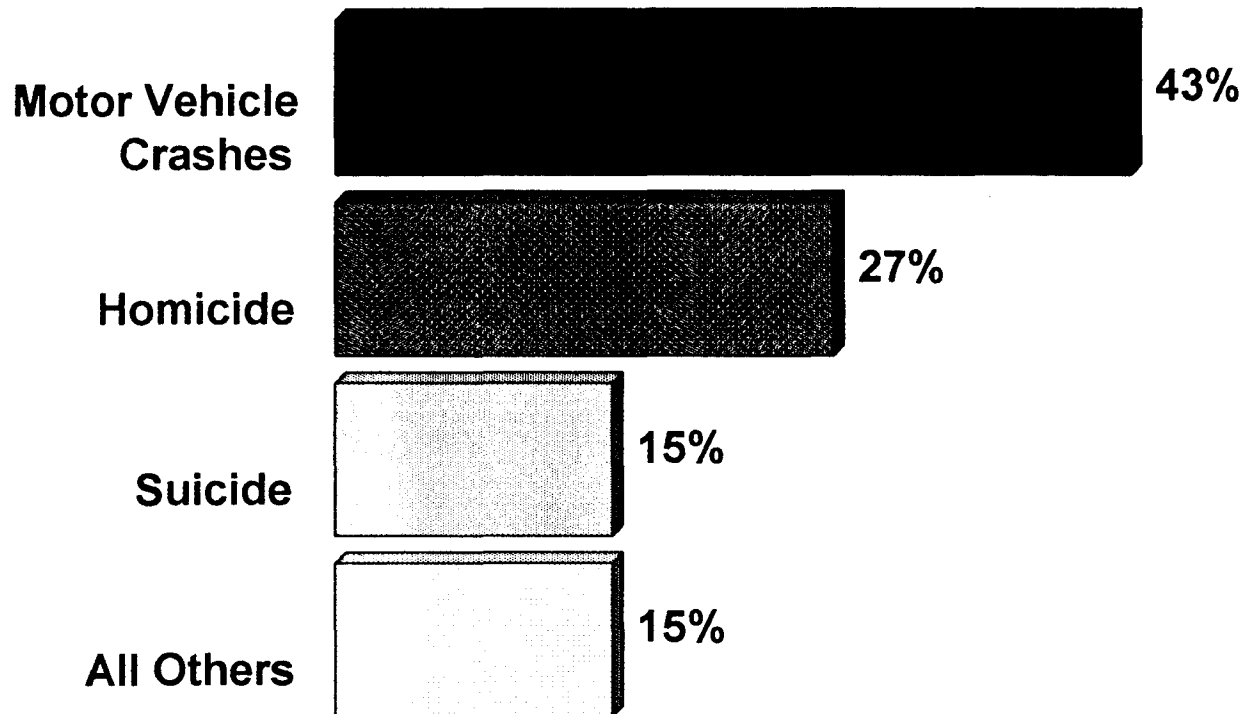
- Officers are patrolling and setting up sobriety checkpoints where teenagers drink and drive.
- Special patrols are on alert for underage drinking at parties.
- High tech alcohol sensors are being used to quickly tell officers when drivers have been drinking.
- Police are working closely with the district attorney to see that cases are prosecuted.

Why Risk it?

Underage Drinking and Driving Laws are Enforced in Wilson

Wilson Police Department • NC Governor's Highway Safety Program • UNC Highway Safety Research Center

Injury Related Deaths Among Young Adults (Ages 15 to 19)

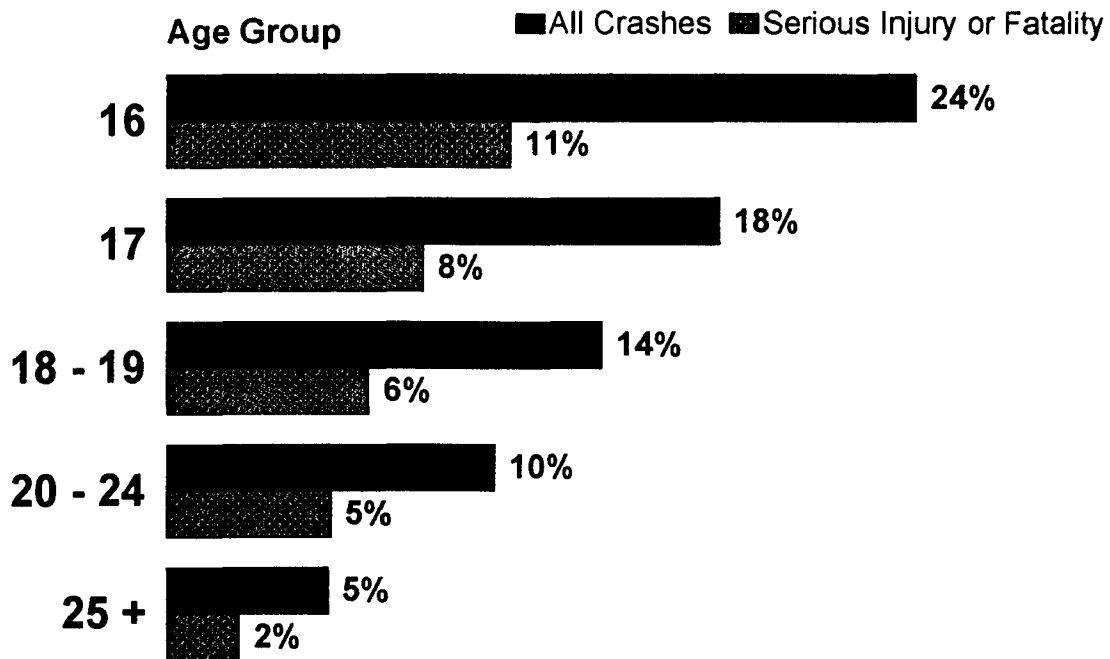


National Center for Health Statistics 1991

The most common killer of young adults - in fact of all persons between the ages of 1 and 40 - is injury. Among injury causes of death, three are responsible for the majority of all fatalities: Motor vehicle crashes, homicides, and suicides. Among teens age 15 to 19, these three causes result in 85 percent of all injury-related fatalities.

Motor vehicle crashes cause 43 percent of these injury-related deaths, homicides are responsible for 27 percent, and suicides are responsible for an additional 15 percent.

Percent of Licensed Drivers Involved in Crashes During 1992 by Age Group

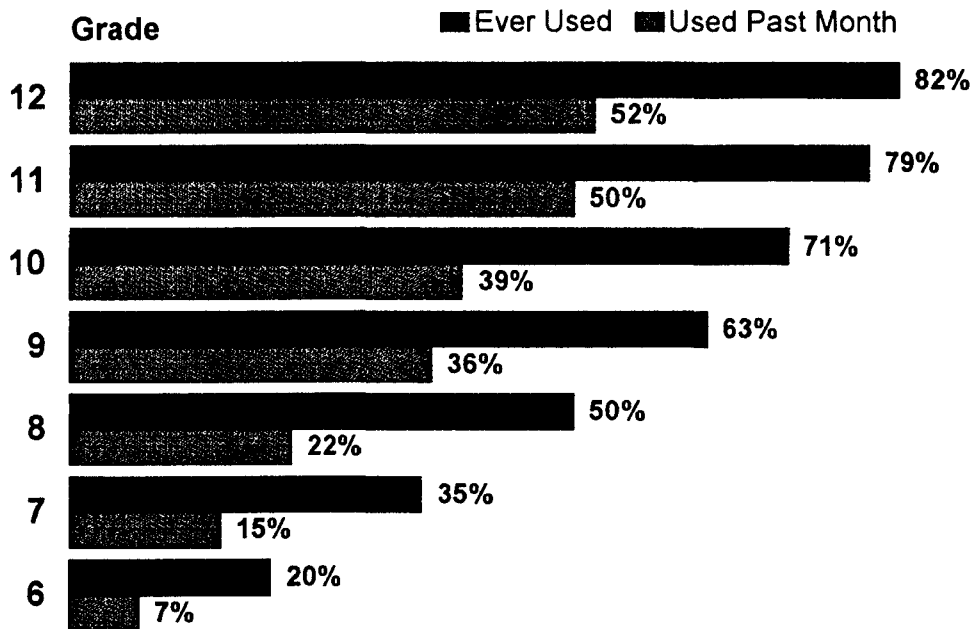


NC Traffic Accident facts, 1992

Because of inexperience with driving, a tendency to engage in risky behaviors, and a greater susceptibility to the effects of alcohol, young drivers have a substantially larger number of motor vehicle crashes than do more experienced drivers. These crashes are not merely 'fender benders.' At every age, a substantial proportion of these crashes are serious enough to result in at least one person being injured.

In North Carolina during 1992, 24 percent of licensed 16-year-old drivers were involved in crashes, nearly half of which involved injuries; and eighteen percent of 17-year-old drivers experienced crashes, with a similar proportion resulting in injuries. Only 5 percent of drivers age 25 and older experienced crashes during 1992.

Percent of U.S. Students Who Have Consumed Alcohol

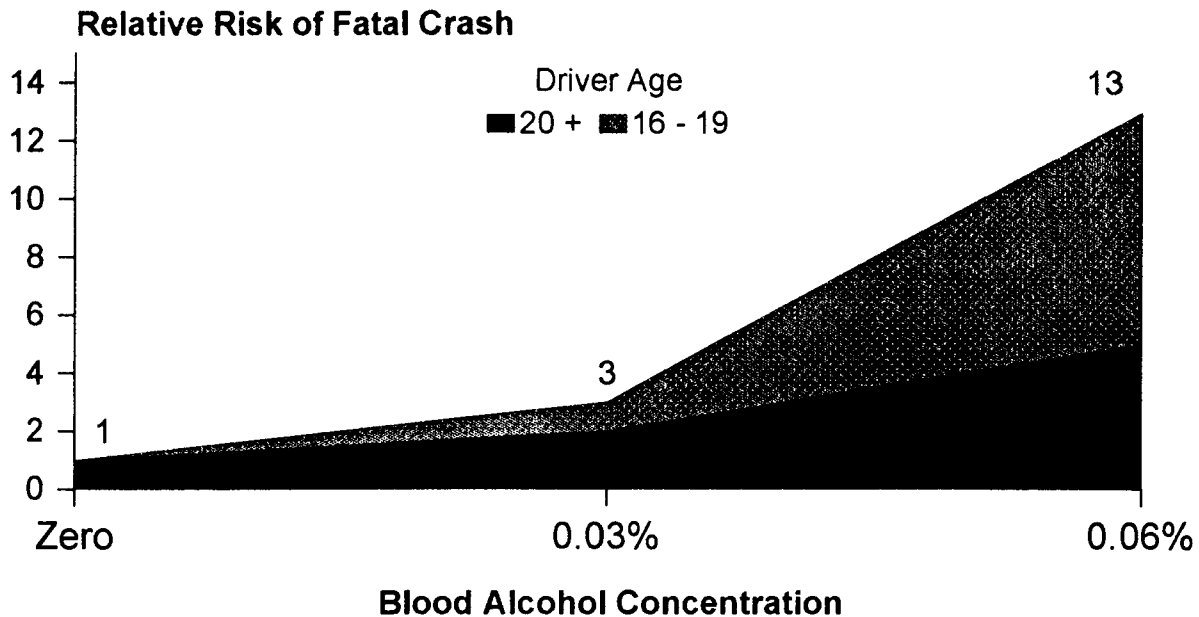


Alcohol Health and Research World, vol. 17, 1993

Alcohol is by far the largest drug problem among American youth. Because it is used so commonly, the negative consequences far outweigh those of all other drugs combined. Roughly 40 percent of all U.S. high school students report having consumed some alcohol during the past month, and among juniors and seniors the figure is about 50 percent.

Because even small amounts of alcohol have an impairing effect on teenage drivers, combining any drinking at all with driving is a very risky behavior.

Relative Risk of Fatal Traffic Crash at BAC Levels Below the Current Legal Limit in NC



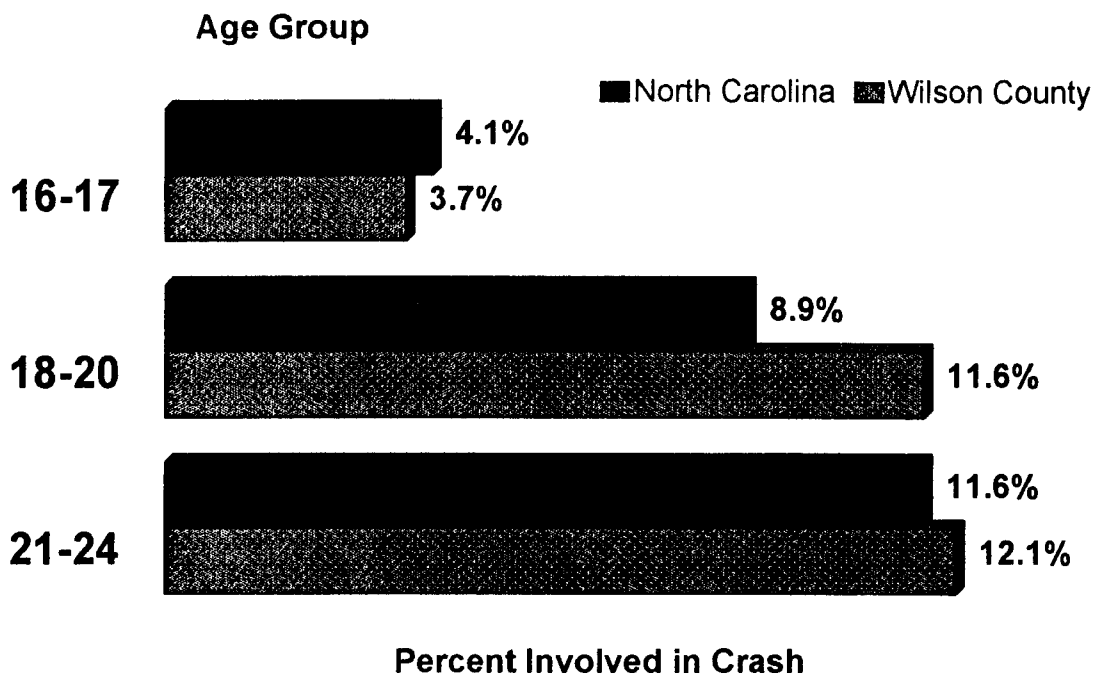
Phelps, 1990

Alcohol impairs both cognitive (judgment and decision-making) abilities and physical abilities. Because of this, persons who have consumed alcohol are at increased risk of crashing when they drive a motor vehicle. The risk, or likelihood, of causing a crash increases with the concentration of alcohol in the blood (BAC). For most drivers, the risk of a crash begins to climb sharply by the time they have reached a BAC of 0.08% (which is the current legal limit in NC).

Among young drivers, for a variety of reasons, the risk of a crash goes up much more quickly as a function of BAC. At a BAC of only 0.03%, which can be reached by many teens with a single can of beer, the risk of a crash is three times as great as when they have not been drinking. At a BAC of 0.06%, which is well within the current legal limit, the risk of a crash is 13 times as great as with a BAC of zero.

Drinking even a couple of beers or wine coolers, then driving, puts a young driver at a substantially higher risk of having a motor vehicle crash. For this reason, many states have reduced the BAC limit for teenage drivers to 0.02% or lower.

Alcohol Involvement in Injury Crashes Wilson County vs. Entire State, 1991 - 1993



NC Traffic Crash File

Wilson County differs little from the state among 16 to 17 year-old drivers. However, among 18 to 20 year olds, Wilson County drivers involved in crashes are 34 percent more likely to have been drinking.



THE PBA 3000 — AN EFFECTIVE TOOL AT CHECKPOINTS

FACT SHEET

Drunken driving is a killer and Nationwide Insurance Company is committed to help curb these senseless deaths on our highways. One important way police can help deter drunken driving is by conducting regular, publicized checkpoints. And using the portable breath analyzer at checkpoints, enables police to handle the task quickly and more effectively.

Here's what you should know about these computerized hand-held alcohol detectors.

- Nationwide Insurance, the fourth largest auto insurer, began donating the PBA 3000 (portable breath analyzer) to police agencies in 1990, after studying various technologies that would improve detection of alcohol-impaired drivers.
- The PBA is a sophisticated alcohol detector about the size of a cellular telephone. It is a hand-held preliminary screening device that police can use quickly and reliably to identify alcohol-impaired drivers.
- When used at sobriety checkpoints, the PBA can increase alcohol detection by 20%, according to research conducted by the Insurance Institute for Highway Safety (IIHS).
- The Bexar County Sheriff Department in San Antonio, Texas, reported a 100% increase in drunken driving arrests after using the PBA on regular patrols.
- The Ohio State Highway Patrol used the detector at sobriety checkpoints to reduce traffic tie-ups and increase detection. The average time for moving a driver through a checkpoint was less than a minute.
- The Kittanning, PA, police attributed a 25% reduction in DWI arrests to the PBA's deterrence value. Court time was cut in half with defendants pleading guilty after seeing the PBA test results.
- On regular patrols, the Columbus, Ohio, police significantly increased from 69% to 77%, the number of drivers detected with blood alcohol of 0.10 percent or more when the PBA was used. (IIHS, 11/30/91)
- Police in 22 states and the District of Columbia have received some 1500 PBA 3000s through Nationwide Insurance and its agents.
- The unit is equipped with the latest micro-chip computer technology that displays a reading of the alcohol level in the driver's breath.
- In less than 30 seconds, the PBA provides a law enforcement officer with a pass, warn or fail reading of breath alcohol. Also, it can take a deep lung sample when the person blows directly into an attached sterile tube.
- The PBA 3000 works in the passive mode measuring the alcohol amount on a person's exhaled breath as they talk normally.

11/93



State of North Carolina
Department of Crime Control and Public Safety

For Release: IMMEDIATE

Contact: TOM HEGELE

Date: SEPTEMBER 8, 1994

Phone: (919) 733-5027

ALCOHOL LAW ENFORCEMENT AGENTS TO BECOME "COPS IN SHOPS"
Pilot Program to Begin in Wilson

RALEIGH -- State Alcohol Law Enforcement (A.L.E.) agents have begun a new enforcement program in Wilson to prevent the sale of alcohol to people under the age of 21. The program is called "Cops in Shops" and will be conducted with the support of local law enforcement agencies and establishments that sell alcohol.

"The idea behind "Cops in Shops" is to put undercover agents in places where underage people usually try to buy beer and wine," said A.L.E. Director Roland Dale. "Just the knowledge that someone in the store may be a police officer is enough to deter most potential buyers who are underage."

ABC stores and convenience stores in the city will be asked to display "Cops in Shops" stickers and posters in their stores. The stickers and posters tell patrons that an A.L.E. agent may be posing as a store employee, and warns that it is illegal for people under the age of 21 to buy alcoholic beverages.

"The abuse of alcohol by young people is a potentially costly problem for society and a deadly problem for teenagers," said Dale. "We simply must prevent people who are too young to responsibly use alcohol from doing so."

In 1993, over 5,000 people under the age of 21 were arrested for driving while impaired in North Carolina. Even more frightening is the fact that the alcohol fatality rate for high school age drivers (16-17 year olds) is nearly twice as high as for drivers 25 years and older. The death rate for 18-20 year olds is nearly three times as high.

"The problem of underage drinking costs us money, but more importantly, it frequently costs a young person their life," said Dale. "We applaud the efforts of stores that sell alcohol to make sure their employees check I-Ds and we thank them for their support of "Cops in Shops." "

###



Under 21?



WARNING

**State Alcohol Law Enforcement Agents
may be posing as store employees.**

☐ COPS IN SHOPS ☐

Appendix C
Survey Questionnaire

That's it! Thank you for your time and effort.

Please use the space provided here to tell us anything else about young adult's alcohol use that you think is important for us to know.

ALCOHOL USE BY HIGH SCHOOL STUDENTS

The University of North Carolina would like your help. We want to learn more about alcohol use by young adults. Your participation is voluntary. Do not sign your name anywhere on this form—just mark the boxes that tell us how you feel or think.

Thank you for your help. If you have any questions, call 800-672-4527 between 8 am and 5 pm Monday through Friday and ask for the Alcohol Survey Project.

1. About what percent of students in your school would you say currently drink alcohol at least once a month?

- ¹ Less than 20% ⁴ 61% - 80%
² 21% - 40% ⁵ More than 80%
³ 41% - 60% ⁰ I do not wish to answer this question

2. What would you say is the greatest alcohol-related problem for students who drink?

- ¹ Fear of getting caught
² Car accidents caused by drinking and driving
³ How to get alcohol
⁴ Negative opinions about drinkers by others
⁵ Something else [What is that? _____]
⁰ I do not wish to answer this question

3. Listed below are several ways people your age get alcohol. In the boxes provided on the left, write in the number of the item you believe is the most common, second most common, and third most common way people your age get alcohol in Lenoir County.

- | | |
|--|--|
| <input type="checkbox"/> Most Common | 1 They use a fake ID to buy it |
| <input type="checkbox"/> 2nd Most Common | 2 They buy it without an ID |
| <input type="checkbox"/> 3rd Most Common | 3 They have someone who is older buy it for them |
| | 4 They secretly get it from parents |
| | 5 Parents give it to them |
| | 6 They get it some other way [What is that? _____] |
- ⁰ I do not wish to answer this question

4. How difficult would you say it is for people your age to buy alcohol in Lenoir County?

- ¹ Very difficult
- ² Pretty difficult
- ³ Not too difficult
- ⁴ Pretty easy
- ⁵ Very easy
- ⁰ I do not wish to answer this question

5. What would you say is the biggest risk to the health of students in your school these days?

- ¹ Illegal drugs
- ² Violence
- ³ Drinking
- ⁴ AIDS
- ⁵ Smoking
- ⁶ Something else [What? _____]
- ⁰ I do not wish to answer this question

6. Which of the following would you say best describes the way police officers in Lenoir County deal with SEAT BELT USE by teenage drivers?

- ¹ They are *almost always looking* for teens who aren't wearing belts
- ² They are *usually looking* for teens who aren't wearing belts
- ³ They *usually ignore* teens who aren't wearing belts
- ⁴ They *almost always ignore* teens who aren't wearing belts
- ⁰ I do not wish to answer this question

7. Which of the following would you say best describes the way police officers in Lenoir County deal with DRINKING AND DRIVING by teenage drivers?

- ¹ They are *almost always looking* for teens who are drinking and driving
- ² They are *usually looking* for teens who are drinking and driving
- ³ They *usually ignore* teens who are drinking and driving
- ⁴ They *almost always ignore* teens who are drinking and driving
- ⁰ I do not wish to answer this question

8. Have you had anything alcoholic to drink *within the past month*?

- ¹ Yes
 - ² No
 - ⁰ I do not wish to answer this question
- If YES, did you drive after drinking?

Yes No

9. *Within the past month*, have you ridden with a driver who had been drinking?

- ¹ Yes
- ² No
- ⁰ I do not wish to answer this question

10. Have you or anyone you know been caught by the police in Lenoir County for underage drinking *in the past 3 months*?

- ¹ Yes
- ² No
- ⁰ I do not wish to answer this question

11. Are the police in Lenoir County making any special efforts to stop underage drinking?

- ¹ Yes
- ² No
- ⁰ I do not wish to answer this question

If YES, did you notice:

- | | <u>Yes</u> | <u>No</u> |
|--|---------------------------------------|---------------------------------------|
| 11a. Increased patrolling by police | ¹ <input type="checkbox"/> | ² <input type="checkbox"/> |
| 11b. Special patrols for parties | ¹ <input type="checkbox"/> | ² <input type="checkbox"/> |
| 11c. Undercover officers in stores where alcohol is sold | ¹ <input type="checkbox"/> | ² <input type="checkbox"/> |
| 11d. Use of special equipment to detect alcohol | ¹ <input type="checkbox"/> | ² <input type="checkbox"/> |
| 11e. Something else | ¹ <input type="checkbox"/> | ² <input type="checkbox"/> |
| [What? _____] | | |

12. Are you a sophomore, junior, or senior?

- ¹ Sophomore
- ² Junior
- ³ Senior
- ⁰ I do not wish to answer this question

13. Are you male or female?

- ¹ Male
- ² Female
- ⁰ I do not wish to answer this question

14. Are you:

- ¹ White
- ² Black
- ³ American Indian
- ⁴ Hispanic
- ⁵ Other [_____]
- ⁰ I do not wish to answer this question