

Mass media campaigns reduce the incidence of drinking and driving

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Abstract

Question: Do mass media campaigns result in reduced drunk-driving and alcohol-related crashes? Study Design: Systematic review with meta-analysis. Main results: Eight of 11 studies identified met inclusion criteria. Mass media campaigns on drink driving reduce alcohol-related crashes in the period during or after the campaign (median decrease: 13%; interquartile range [IQR] 6% to 14%; see Results table). Mass media campaigns reduced crashes resulting in injury by a median of 10% (IQR 6% to 15%). Mass media campaigns resulted in large savings in medical costs, property damage and productivity (Victoria campaign cost \$403,174 per month versus savings of \$8,324,532 per month; Wichita campaign cost \$454,060 versus savings of \$3,431,305; Kansas City campaign cost \$322,660 versus savings of \$3,676,399). There were no significant differences in outcomes among message types emphasising legal, social or health consequences of drunk-driving. Conclusions: Mass media campaigns significantly reduce drunk-driving and alcohol-related crashes. These campaigns result in large savings.

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