

'Pick-a-skipper': An evaluation of a designated driver program to prevent alcohol-related injury in a regional Australian city.

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Abstract

Evaluated the Community Mobilization for the Prevention of Alcohol-Related Injury project's designated driver intervention for young adults, known as "Pick-a-Skipper", in the Western Australian city of Geraldton.

Components included TV advertising and a promotion targeting nightclub patrons, where drivers of 2 or more passengers were provided with free soft drinks. The campaign succeeded in persuading a significant number of those young Geraldton drinkers, who were intending to drive to and from their location of drinking, to select designated drivers. Results of 180 telephone surveys with 18GÇö35 yr olds also showed: (1) the mass media component was more important in the success of the program than the on-site licensed premises component; (2) males were significantly less likely to select a Skipper and more likely to undertake high-risk behavior; (3) inaccurate knowledge about designated drivers was associated with high-risk behavior; (4) accurate knowledge of the Skipper concept was associated with increased frequency of Skipper selection; and (5) passengers defined as high-risk were more likely to increase alcohol consumption if they designated a driver. Results indicate that an extensive media campaign can have a significant impact on drinking and driving behavior. (PsycINFO

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