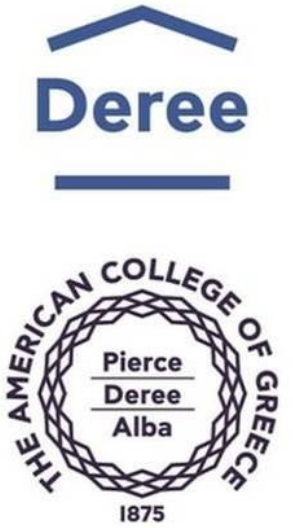
The Effectiveness of Anti-Drinking and Driving Campaigns.



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Abstract

The purpose of this study is to identify the effectiveness of anti-drinking driving campaigns and how young adults react to different approaches. A sample of four TV ads with different contexts and approaches was selected from Greece, United Kingdom, and the United States. The method used for this study was a focus group with 7 young adults aged 20 to 25. The findings showed that the most effective way to target young adults to stop drinking and driving is by creating a campaign that tells the story of real person that was evolved in such accident, without using any rough images. More specifically the majority of the group found fear appealing campaigns awful and ineffective.

Introduction

There has been a lot of decision about whether fear appeal campaigns are appropriate or inappropriate. Appeal to fear is a common technique used in the communication and marketing world. It is believed that the people who are exposed to fear appeal campaigns will start feeling fear and anxiety and eventually modify offending behaviours or adopt recommended behaviours. There is an ongoing debate on whether public health campaigns should use or not use fear appeal in ads. Nowadays, public health campaigns that are created for drunk driving prevention have many different approaches. Each approach is targeting different emotions and feelings with the aim to persuade people to stop drink drive. Such campaigns usually aim to target emotions such fear and sadness, and with a few exceptions where the campaigns aim positive emotions such love and care. All these different types of campaigns have different results and effectiveness on different people. For these reasons, this study used a sample of four Public Service Announcements (PSA) with different context that aimed to trigger different emotions. The four selected ads that aimed to trigger feelings of fear, panic, shame, guilt, love, and care, where shown to a focus group of seven people. The purpose of this study is to investigate and identify which one of the 4 ads was more to persuasive to convince people to stop drink and drive. The contribution of this study could help future research to evaluate or research more what is the most successful way to convince people to modify their existing behaviours or adopt new healthier behaviours.

Literature Review

Nowadays, alcohol is widely advertised both in the traditional media and the new media (Kersbergen & Field, 2017). It is estimated that in the United States young adolescents are exposed to a 2.7 alcohol advertising per day (Kersbergen & Field, 2017). Furthermore, driving under the influence of alcohol is a big and important problem in societies (Sar & Anghelcev, 2015). In USA only, there are approximately 25,000 deaths annually due to this problem (Sar & Anghelcev, 2015), and in the UK in 2012 there were 1,210 people involved in drink and driving accidents that suffered serious injuries and 8,500 people that were slightly injured (BBC News, 2013). Since alcohol is one of the factors that leads to various serious traffic accidents, the government is trying to persuade people to stop drinking and driving and improve public health through public health campaigns (Kersbergen & Field, 2017).

The aim of public health campaigns is to educate and warn individuals about the risks, preventions, and effects of public health problems, like drinking and driving, sexually transmitted diseases, texting and driving, drug use, smoking etc. (Rice & Atkin, 2013). Health campaigns rely on research to identify the groups who are at "risk." Such campaigns use true evidence interventions based in theory together with social ecological perspective to identify social problems and find the most accurate way to alter behaviors (Canfield, 2009). Usually the concept of health campaigns follows two approaches, prevention and promotion.

Drunk driving has existed from the moment cars were invented (Lerner, 2011). It has been a widely important issue since too many people drive under the influence (Sar & Anghelcev, 2015). Public health campaigns were created to try and convince people to adopt new behaviors when it comes to public health issues. But there is a pitfall with such campaigns. Anti-drinking driving campaigns portray excessive drinking, but they fail to

underline that even a smallest consumption of alcohol could alter someone's perception and effect their driving (Lerner, 2011).

Public health campaigns follow a specific scenario and pattern linked with negative associations, such as fear appeal campaigns, that aim to make viewers feel psychological regret, fear, social rejection, and momentary expense (Rice & Atkin, 2013). Appeal to fear is a technique that has been used from public health campaigns for approximately sixty years (Simpson, 2017). It is a technique that emphasize potential harm and danger if you do not adopt the recommended message (American Psychological Association, 2015). While there is evidence that suggest that appeal to fear campaigns have an effect to some individuals, there is a strong resistance for the use of this techniques for psychological and ethical reasons (Simpson, 2017). Such an example where appeal to fear is effective is when the viewer is a woman (American Psychological Association, 2015). Moreover, using appeal to fear as a persuasive tool might be appropriate if it is used in a context where the whole truth is stated in the ad in the premises of the argument (Simpson, 2017). A study showed that mood is an important factor for the effectiveness of such campaigns (Sar & Anghelcev, 2015). The positive mood of the viewers increased the effectiveness of promotion ads, whereas negative mood enhanced the effectiveness of prevention ads. Finally, according to the World Health Organization the most successful campaigns are the ones who focus on adoption of new behaviours rather than prevention (Yadav & Kobayashi, 2015).

Methodology

The focus of this study has to do with the effectiveness of drinking and driving campaigns. The data collected for this study where from secondary research and primary research. The journal articles, studies, books, videos, campaigns, and reports provided important data of how public campaigns work and the different types and approaches that exist regarding health campaigns. Furthermore, several of the focus group questions were formed by the content of secondary sources. The data collected from the primary research was acquired from a focus group. Focus groups give a more in-depth view of the subject and give the opportunity to the research to better understand the topic (Wimmer & Dominick, 2011). The subjects of this study where from 20 to 25 years old and all of them where students. The 7 participants of the study where exposed to four different types of anti- drinking and driving campaigns that aimed to trigger different feelings.

The subjects of the focus group where asked to identify which is on their opinion the most effective way to convince people to stop drinking and driving from the selected ads. Moreover, they were asked to describe how they felt after watching each ad and if they liked the approach of the ad, and finally they had to suggest what is in their opinion the best way to approach people to stop drinking and driving.

Pilot Study:

For the purposes of this study I conducted a focus group that assisted for understanding better the effectiveness of anti-drinking and driving campaigns. Focus groups or group interviewing, is a research strategy for better understanding people's behaviours and attitudes (Wimmer & Dominick, 2011). The reason why I choose focus groups as my method is because they provide an enhance understanding and disclose a huge amount of different opinions (Wimmer & Dominick, 2011).

The research conducted for this study assisted me to better understand the different contexts and appeals that exist for public health campaigns both from the government and private organizations. While I was doing my research, I came across to dozens of anti-drinking driving campaigns that used appeal to fear. Approximately 85% of the campaigns that I watched used violent images that triggered emotions of fear and anxiety. For this reason, I tried to locate four different campaigns that used different appeals.

The first campaign "Drive Responsible" used for the focus group was from Greece and aimed to trigger emotions of guilt. The ad showed a group of people in a club drinking. When a couple decided to leave while they were under the influence of alcohol, the club turned into a traffic accident (metaphor). The second campaign "Reflections from Inside" was from the United States and it was an ad that took place inside the man's bathroom of a bar. Moreover, the mirror of the bathroom was replaced with a tv and people who visited the bathroom had the chance to have a conversation with an inmate who was convicted to 50 years because he killed a deputy while he has drink driving. The third campaign "Friends are Waiting," triggered emotions of love and care. The ad showed a young male going out for drinks leaving his dog alone in the house. The dog was waiting all night for his owner to return in agony. Then the ad shows the owner of the dog returning home the next morning and telling his dog that he had to stayed on a friend's house because he had

a couple of drinks. Finally, the last campaign “Never Ever Drink and Drive” was from Ireland and used appeal to fear. The ad showed a man drinking on a bar with his friends and a father playing in his yard with his kids. When the drunk man left the bar, he passed by the house of the father ending up losing control and killing one of his kid.

The aim of the focus group was to how to my interviewers all four campaigns and ask them if they liked the ad, how did it make them feel, and finally if they found the ad effective enough to persuade people to stop drinking and driving. Finally, the interviewers shared with me their opinions about the ads. The duration of the focus group was approximately 30 minutes, and the majority of the group showed collaboration and were willing to share their opinions with me.

Findings/Discussion

First Campaign (In Only One Moment You Can Lose Everything): Participants of the focus group liked the first campaign and they thought it was an effective campaign. As Male 22 stated, the "ad showed how all that fun can turn out to something really dark really quickly, and how a second of misjudgment can have bad consequences." Additionally, Female 22 stated that ad "is like a part of our daily lives, and how it can happen to everyone." Moreover, as female 22 stated "this ad shows how going out and drinking can lead to something really bad and unexpected, and that is not impossible to happen" When individuals were asked if they liked the metaphor of this ad, Female 20 commented that "it was good at catching your attention, and you wanted to watch it and see what is happening."

Second Campaign (Reflections from Inside): According to male 22 the second campaign was more effective because "they actually had an actual person who hit someone and actually killed them, and it connected more on an emotional level." When individuals where asked if they thought this campaign is effective enough to persuade someone to stop drinking and driving some of the interviewers responded "definitely, because it is based on a true story," female 23.

Third Campaign (Friends are Waiting): "This one makes me cry every time," Female 24. All subjects of the study found the third campaign very emotional, but they had contradictory opinions about the effectiveness of the ad. On one hand, Female 24 stated that this ad was circulated a lot in the media, and it hits all the emotional spots, but she did not know if it is actual prevents you from drinking and driving. She stated that "in the moment it is definitely effective, but I do not know about long term." But on the other hand, Male 22 said that "because I have a dog it really connects with me." Moreover, female 20 said that "it is effective because at least it starts discussions." Male 22 said "it is

very cleaver that a beer company came with this idea," he believed that the message was stronger because Budweiser took the risk to warn people to stop drink and drive. Finally, one of the members of the focus group (Female 20) thought that it was actually a very clever idea that the ad implied that the owner died, but at the end he turns up to be fine.

Fourth Campaign (Never Ever Drink and Drive): "You see the normal life, and how quickly it can change," Female 20. The last campaign had again contradictory opinions about the effectiveness of the campaign. As Female 24 stated she did not like the ad and she thought it was "cringy," and that the "horrible" campaign was trying to force the message. Moreover, the Female 20 whom at the begging thought that it was a nice campaign, quickly changed her mind and thought that you do not need the "shock" factor in such ads. Additionally, the majority of the group agreed that it was a bad campaign, and "over the top what they did" (Male 22).

Finally, the participants when asked which approach in their opinion was the best, the majority replied the based on a true context with no violence. "Catching people in the moment at the bars, showing them what their life will turn to be if they drink drive, and that it can happen to anyone it is not a unique situation." Female 24, thought that when you are trying to persuade young people to stop drink driving the ad with the dog was the best option. This is because "young people do not have any responsibilities, kids etc."

Conclusion

The study showed that all participants agreed that the most effective method and strategy to persuade people to stop drink drinking is by targeting positive emotions and without showing any type of violence. On one hand, one of the limitations of this study was that the sample was too small because a research like this one requires a bigger sample to be able to determine which is the most effective way to persuade people to stop drinking and driving, but on the other hand, the participants gave me clear answers that were useful for my study. Finally, further research is needed with a bigger sample to have a clearer image of which is the most effective campaign to persuade people to stop drinking and driving.

Word Count: 2,304

Appendices:

Appendix 1 Literature Review

For this study I decided to analyse all my sources one by one. For this reason, I categorized my sources as journal articles, books, and popular culture articles. This helped to have a clearer understanding the content of each source.

Journal Articles:

1) **Title:** Visual Attention to Alcohol Cues and Responsible Drinking Statements Within Alcohol Advertisements and Public Health Campaigns: Relationships with Drinking Intentions and Alcohol Consumption in the Laboratory

   Year: 2017

   Authors: Inge Kersbergen and Matt Field

   Summary:

This article helped me understand the important elements of a campaign and when and where viewers paid more attention to the message of the campaign. The study conducted in the article "Visual Attention to Alcohol Cues and Responsible Drinking Statements Within Alcohol Advertisements and Public Health Campaigns: Relationships with Drinking Intentions and Alcohol Consumption in the Laboratory" by Kersbergen and Field in 2017 investigated the visual cues in public health campaigns and in advertising, and the drinking behaviours of the participants that followed the next week (2017). The findings showed that the participants payed more attention to the alcohol cues rather than the safety messages on the ads. (Kersbergen & Field, 2017).

2) **Title:** Appeal to Fear in Health Care: Appropriate or Inappropriate?

Year: 2017

Author: J. Keith Simpson

Summary:

The purpose of this study was to identify if using fear appeal in public health promotion campaigns is appropriate or in appropriate. This article was useful for my research because it offers a thorough analyses of what is appeal to fear and how it is used in public health campaigns. There are two ways of appeal to fear in campaigns. The first one is that death (X) is something to fear, therefore people must stop (X) and prevent what is causing death. And the second one is that (X) is something to fear, and it can be avoided if you avoid what is causing (X).

Moreover, the author is stating that even though appeal to fear has been used for many years in campaigns, it is not the most appropriate way to use in campaigns since it might create phycological problems among the viewers. Early researchers on the appeal to fear topic noticed that they are three types of emotional reactions when exposed to campaign who use appeal to fear. 1) Inattentiveness: is a defensive mechanism that prevents people to think anything for the topic. 2) Aggressiveness: a defensive mechanism where people become aggressive towards the communicator, and they might reject the message and argument. 3) Defensive avoidances: people try to prevent the message and not to get emotionally affected, therefore people have difficulties to remember the message oZ . Using as an example the effectiveness of anti-drinking driving campaigns that use appeal to fear it has been noticed that there are mixed results. For example, Macpherson and Lewis in their study could not find any evidence to support that the appeal to fear technique prevented drinking and driving. Whereas, Tay noticed in his study that public campaigns assisted for the significant reduction of drinking and driving accidents.

3) **Title:** Congruity Between Mood and Message Regulatory Focus Enhances the Effectiveness of Anti-Drinking and Driving Advertisements: a Global Versus Local Processing Explanation.

   Year: 2015

   Authors: Sar, S., & Anghelcev, G.

   Summary:

This study examined the effectiveness of alcohol-impaired driving (AID) as a function of the pre-existing audience mood. This article was useful for me to understand how different people get affected by ads because of their mood. The study used 200 undergraduate students aged from 18 to 26. The two experiments that where conducted showed that the mood of the audience played a huge role on the effectiveness of both privation and promotion health campaigns. Finally, mood played an important role on the type of ad (promotion or prevention). The results showed that positive mood increased the effectiveness of promotion ads, whereas negative mood enhanced the effectiveness of prevention ads.

4) **Title:** A Systematic Review: Effectiveness of Mass Media Campaigns for Reducing Alcohol-Impaired Driving and Alcohol-Related Crashes.

   Year: 2015

   Authors: Rajendra-Prasad Yadav and Miwako Kobayashi

   Summary:

This study is investigating the effects of mass media campaigns relating to drink and driving accidents. The article was useful for my research to understand if public health campaigns are effective. The finding of the study showed that intervention campaigns did not show any reduction to drink and driving traffic accidents. This is due to the huge heterogeneity that the campaigns are using. Finally, all the measures that were used in this study did not showed any reductions on the alcohol relating accidents. Governments and

organizations should invest more money on public health campaigns to better target their desired audience and create more effective messages and campaigns.

Books:

1) **Title:** Public Communication Campaigns

Year: 2013

Authors: Ronald E. Rice and Charles K. Atkin

Summary: Rice and Atkin in their book "Public Communication Campaigns" analyze the effectiveness of public campaigns. The book was useful to understand the history of public health campaigns. This book offers a detailed analyzes of history, overview, and the importance of public campaigns. As stated by the authors campaigns are strategies of social control that aim provoking. Public communication campaigns aim to educate people through informing people about the implications, risks, effects, and precaution measures. Moreover, the book gives a thorough evaluation of the effectiveness and effects of public campaigns in the following chapters. Finally, as stated by the authors the effectiveness of a campaign depends on the perception of the viewers.

2) **Title:** One for the Road: Drunk Driving Since 1900

Year: 2011

Author: Lerner, Barron H.

Summary: Lerner's book discusses the historical aspect of the drink and driving problem. The author narrates the two sides that exist in the United States about drink driving. One on hand, he discusses the one side of the debate in which people are against of drink and driving, and on the other hand he discusses the other side of the debate in which people believe that this topic is overregulated and exaggerated. Moreover, the book is trying to prove that drink and driving is a serious problem than has to stop. Finally, in his book the author gives several examples from the media about drink and driving incidents.

3) **Title:** Engaging and Influencing Consumers.

Year: 2009

Author: Canfield, Terrance M.

Summary:

The third chapter of this book is called "Theory-Driven Components of Public Health Campaigns." This chapter discusses what is the purpose of public health campaigns, how are they designed, what executions do they use, and what do they aim to succeed. This book also helped me to have a clearer understanding on how campaigns work. Social marketing is the promotion of a marketing product but for the benefit of a social cause. Additionally, social marketing aims to target the emotions of the society members and change behaviours. Finally, in order for the creators of the campaign to create something successful they have to follow many steps. They have to identify which behaviours the want to change from whom, what is their lifestyle, what is their social environment, and finally conduct formative research to better understand their desired target audience.

Popular Culture Articles:

1) **Title:** Drink-drive deaths show 26% rise

Year: 2013

Source: BBC

Summary:

The article is discussing the death rates and injured people that were involved in traffic accidents due to drink driving. Taking UK, it is noticed that their death rates from drinking and driving changes. As it is evident from the numbers the government has managed to dramatically decrease the number of deaths from such accidents, through the education of the citizens. Moreover, it was noticed that there was 26% increase of such accidents that raises a lot of concern. This increase of death rates has to be taken seriously and the government has to identify why more people died in 2012.

1979: 1,640

1989: 810

1999: 460

2006: 560

2007: 410

2008: 400

2009: 380

2010: 240

2011: 230

2012: 290

2)Title: Fear-Based Appeals Effective at Changing Attitudes, Behaviours After All

Year: 2015

Source: American Psychology Association

Summary:

The article discusses the effectiveness of appeal to fear in public health campaigns. Again, this article helped to understand how appeal to fear works and the effectiveness on people. A study of over 50 years of research about this topic showed that appeal to fear is mostly effective on woman. The researchers of this study used 127 research articles with 248 independent samples and more than 27,000 people that have participated in previous experiments from 1962 to 2014. Finally, appeal to fear seemed to be more effective for one-time behaviours compering to repeated behaviours.

Appendix 2:

The URL links for all the campaigns:

In Only One Moment You Can Lose Everything: https://www.youtube.com/watch?v=jd_P8wbmZ9g

Reflections from Inside: https://www.youtube.com/watch?v=mAFpkKL6c6w&t=22s

Friends are Waiting: https://www.youtube.com/watch?v=6EmIDqGOX44

Never Ever Drink and Drive: https://www.youtube.com/watch?v=xtJqw--DGl8&t=2s

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