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SAN ANTONIO ALCOHOL SAFETY ACTION PROJECT ANALYTIC STUDY NO. 7 FINAL ANALYSIS OF PUBLIC INFORMATION AND EDUCATION 1972 THROUGH 1974

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16. Abstract

This document describes the activities undertaken by the San Antonio Safety Action Program during the years 1972 through 1974 and the principal results and findings of the efforts in the major countermeasure areas.

These reports represent the objectives established for each countermeasure during the initial 3-year program (1972-1974). Overall objective results are detailed in Analytic Study No. 1-2, Analysis of Overall Project Impact; Analytic Study No. 3, Analysis of Enforcement; Analytic Study No. 4, Analysis of Adjudication; Analytic Study No. 5-6, Analysis of PDE and Rehabilitation; Analytic Study No. 7, Analysis of Public Information and Education; and the Project Director Report.

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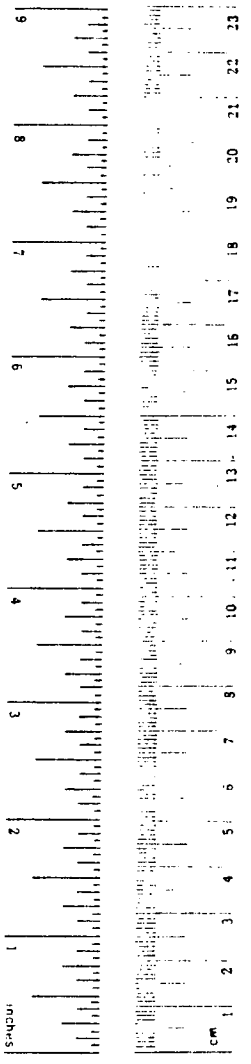
METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures

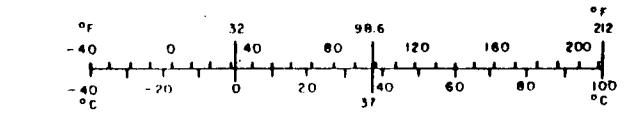
Symbol	When You Know	Multiply by	To Find	Symbol
		LENGTH		
in	inches	*2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
		AREA		
in^2	square inches	6.5	square centimeters	cm^2
ft^2	square feet	0.09	square meters	m^2
yd^2	square yards	0.8	square meters	m^2
mi^2	square miles	2.6	square kilometers	km^2
	acres	0.4	hectares	ha
		MASS (weight)		
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
		VOLUME		
tsp	teaspoons	5	milliliters	ml
Tbsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cups	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.95	liters	l
gal	gallons	3.8	liters	l
ft^3	cubic feet	0.03	cubic meters	m^3
yd^3	cubic yards	0.76	cubic meters	m^3
		TEMPERATURE (exact)		
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

*1 in = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Misc. Publ. 286, Units of Weights and Measures, Price $2.25, SD Catalog No. C13.10:286.



Approximate Conversions from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
		LENGTH		
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
		AREA		
cm^2	square centimeters	0.16	square inches	in^2
m^2	square meters	1.2	square yards	yd^2
km^2	square kilometers	0.4	square miles	mi^2
ha	hectares (10,000 m^2)	2.5	acres	
		MASS (weight)		
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
		VOLUME		
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m^3	cubic meters	35	cubic feet	ft^3
m^3	cubic meters	1.3	cubic yards	yd^3
		TEMPERATURE (exact)		
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F



SAN ANTONIO ALCOHOL SAFETY ACTION PROJECT

EXECUTIVE SUMMARY
PUBLIC INFORMATION AND EDUCATION ANALYTIC STUDY

The Public Information and Education Analytic Study of the Alcohol Safety Action Project (ASAP) focused attention on the hazards of the drinking-driver through three countermeasure activities: Mass Media Campaign—a multifaceted campaign using television, radio, and newspapers; Citizen Involvement Campaign—a person-to-person campaign using speaking engagements, distribution of fliers, posters and pamphlets, contacts with military and industrial groups, and breathalyzer displays in a mobile unit; and Driver and Traffic Safety Enrichment Campaign—a youth oriented campaign directed to students, teachers, and administrators. The overall Public Information and Education Study was implemented by the staff of the Project Director, using materials developed both by NHTSA and its national contractor, and by a local PIE subcontractor. The total expended for the Public Information and Education Study was approximately $120,000.

In the Mass Media Campaign, extensive use was made of all available techniques to achieve the objective of this activity. Actual activity events were approximately as planned—17,387 during 1972-1974. However, all three media tended to decrease their coverage as ASAP became a more accepted and recognized program. In the Citizen Involvement Campaign use was made of a wide variety of techniques to achieve its initial objective which was to develop interest and support for ASAP, particularly from influential citizens. This objective was later broadened to include a people-to-people campaign aimed at the "grass roots," and more extensive use was made of handouts and displays. During 1972-1974, there were a total of 150,498 events in this activity. The Driver and Traffic Safety Enrichment Campaign made approaches to students, teachers, school district personnel, and state level curriculum administrators to achieve its objective to function as a catalyst. Actual activity events exceeded planned levels and were constrained only by the size of the staff available to make presentations. A quasi-scientific analysis conducted in 1974 indicated that students who had taken driver education classes, which used ASAP provided material and ASAP staff presentations, had a higher level of alcohol-driving knowledge than non-ASAP driver education graduates and students without driver education.

Scientific evaluation of the Public Information and Education Study was accomplished through analysis of data generated by four Annual Household Surveys and four Annual Voluntary Roadside Surveys. Data from the Household Survey was used to measure awareness of the problem, recognition of the ASAP effort, and knowledge levels concerning alcohol impairment while driving. Analysis of the Household Survey data provided answers to three research questions: PIE was effective for the general public; PIE was fairly effective in increasing levels of awareness and recognition of ASAP in Anglo, Latin, and Black ethnic groups, but met with less success in the Black population for increased levels of knowledge; and PIE was equally effective in reaching youth and adult populations. Data from the Roadside Survey was used to correlate Blood Alcohol Concentration (BAC) levels with recognition of the ASAP effort and knowledge concerning impairment and driving. Analysis of the Roadside Survey data indicated that drinking drivers have not been effectively reached, nor has there been any significant impact on their knowledge levels. The research question addressed by this analysis must be answered in the negative—PIE was not effective in reaching drunk drivers.

Several conclusions can be drawn from ASAP after three years of sustained effort:

- Public Information and Education Analytic Study made substantial progress but there remains much to be done.
- The general public is more aware of the magnitude of the problem, but they are not clamoring for hardnosed enforcement and judicial decisions.
- City and county leaders were impressed enough to put up some offsetting funds for the Continuation Period, but they also are not demanding solutions to the carnage on the streets of San Antonio.
- Probably the best inroad has been made in the youth area. A decision has been made by the Texas Education Agency to implement an "ASAP Pilot Program" in one San Antonio school district for the 1975-1976 school year. If successful, TEA has indicated that the program could be extended in subsequent years throughout the State of Texas.
- Overall, PIE did as well as planned and as could have been expected, probably better. Three year's time simply was not enough to substantially change attitudes which have been held for many years.

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SAN ANTONIO ALCOHOL SAFETY ACTION PROJECT

INTRODUCTION

This analytic study is one of six final evaluation reports covering the period of program planning (1971) and the initial three years (1972-1974) of operation of the San Antonio Alcohol Safety Action Project (ASAP). Collectively, these six reports contain in-depth descriptions of each of the countermeasurers of ASAP. Administrative and scientific evaluations of their effectiveness are also documented. The major areas for each of the six analytic studies and the countermeasure activities included within each are shown in the accompanying table. This analytic study, No. 7., is an evaluation of Public Information and Education.

No.	Analytic Study	Countermeasure Activities
1-2	Overall Impact	Project Management
3	Enforcement	Enforcement Training Selective Enforcement
4	Judicial	Prosecution Court Services
5	Presentence Investigation	Presentence Investigation PSI Control
6	Rehabilitation	AIDE School Alcoholic Treatment Program Diagnosis and Level II
7	Public Information and Education	Mass Media Campaign Citizen Involvement Campaign Driver Education Campaign

In the interests of making each analytic study a "stand-alone" document, the first section, following the Introduction, is an overall system description of ASAP. This section is subdivided to include a detailed description of the countermeasure activities and the system devised for processing clients.

The second section is a detailed description of the countermeasure pertinent to the analytic study. Included in this section is a record of annual countermeasure activity.

The third section of each analytic study is an administrative evaluation of the appropriate countermeasures for each pertinent study. While the type of evaluation varies among countermeasures, the basic analytic techniques utilized are tabular arrays of data on the number of events occurring, comparison of actual activity or performance ratios against planned levels, and the longitudinal trends of the data. This section, therefore, is quasi-analytical and is intended to quantitatively describe the extent to which the system performed as planned.

The fourth section of each analytic study is the scientific evaluation of the countermeasure activities. With two exceptions, the analytical techniques used for the scientific evaluation are unique to the research questions being addressed and are fully documented in the appropriate analytic study. The two exceptions, namely, the Annual Household Surveys and the Annual Voluntary Roadside Surveys, are used in the analysis of several countermeasure activity areas. The Annual Voluntary Roadside Survey is documented fully only in Analytic Study No. 3, while the complete documentation of the Annual Household Survey is contained only in Analytic Study No. 7. The fourth section is entirely analytical and, therefore, is intended to be the major basis for the analysis of effectiveness.

The last section of each analytic study contains the conclusions reached by the Evaluator concerning his appraisal of the overall value and effectiveness of the Driving While Intoxicated (DWI) control system used by the San Antonio ASAP. These conclusions are based primarily on the scientific evaluation of the data developed, and also on the administrative evaluation and descriptive material. Since subjective appraisals are included within this overall assessment, the opinions and conclusions expressed in this section must be viewed as those of the Evaluator.

While every attempt has been made to make this a "stand-alone" document, it should be recognized that an Alcohol Safety Action Project encompasses a wide spectrum of activities and events, not all of which are integrated into a total system. Accordingly, it is the Evaluator's belief that a full and accurate appraisal of countermeasure or overall effectiveness can only be made after a careful review of all of the evaluation reports and the final report of the Project Director.

ASAP DESCRIPTION

ASAP Countermeasure Activities

The primary objective of the San Antonio ASAP was to closely coordinate all countermeasure actions, seeking the most effective, practical, and economical countermeasures to achieve a substantial reduction in number and severity of traffic accidents caused by drinking drivers, which may be established as a permanent traffic safety program for the City of San Antonio.* To aid in the achievement of this goal, countermeasures were established. These countermeasures and their objectives are as follows:

- **Project Management**–*Objective: To coordinate all countermeasure activities, provide staff management and administration, and control efficient and productive expenditures of funds to achieve the project objective.*

  The basic functions involved in this countermeasure activity were:
  - Internal Administration,
  - Countermeasure coordination, and
  - Countermeasure operation.

  Internal administration is concerned with routine office functions such as fiscal and accounting, correspondence, personnel, planning, and logistics. Countermeasure coordination was accomplished under the supervision of the Project Director primarily by two staff members, the project coordinator and the staff attorney. Coordination in San Antonio consisted of establishing and bringing together activities not directly under ASAP project management, in order to insure the smooth flow of arrested DWIs through the judicial and rehabilitative countermeasure areas. Countermeasure operation was confined solely to Public Information and Education which was restricted to a staff specialist assisted by a subcontract.

  Southwest Research Institute had a subcontract to provide total evaluation of all aspects of the project. The scope of their evaluation activities were broad-ranged to: provide management information to the Project Director with respect to all countermeasures; prepare local evaluation studies or the Project Director; prepare studies for NHTSA; and prepare periodic reports. There were no evaluator personnel on the ASAP staff, but the principal evaluator, Southwest Research Institute, worked closely with the ASAP director on all matters.
- **Enforcement Training**–*Objective: To provide additional expertise necessary for a substantial increase in the rate of detection, apprehension, and conviction of drinking drivers through extensive training in the severity of drinking-driver problems and effective enforcement procedure.*

  A total of 430 officers of the San Antonio Police Department participated in 12 hours of classroom training concerning the detection and apprehension of a DWI. Forty detective-investigators were instructed in the operation of the Breathalyzer. Thirty officers were trained as supervisors.
- **Selective Enforcement**–*Objective: To increase the rate of detection, apprehension, and conviction of drinking drivers through effective use of trained officers working overtime during periods of high incidence of drinking drivers.*

  Each night of the week ASAP-trained members of the San Antonio Police Department patroled the city in specially marked patrol cars for a minimum of five hours. These patrols had as their primary role the duty of detecting and apprehending DWIs. As a secondary function, they answered emergency calls until an officer on regular patrol relieved them. Once a DWI was apprehended, he was taken to the Breathalyzer Room next to the San Antonio Police Station. After arriving there, the suspect was offered a chance to take the Breathalyzer test. If the suspect had a BAC of 0.09 percent or less he was allowed to leave. If he refused to take the Breathalyzer test or had a BAC of 0.10 percent or more, he was booked in the county jail and formally charged with the offense of DWI.
- **Prosecution**–*Objective: To improve, through the use of additional assistant District Attorneys, the quality and timeliness of the preparation and prosecution of the increased case load that results from persons being charged with driving while intoxicated or driving with a suspended or revoked license.*

  As a result of the increase in enforcement, ASAP funded three assistant District Attorneys as prosecutors and one assistant District Attorney as a supervisor to defray the increase in the DWI case load in the three county courts-at-law that handle DWI cases in Bexar County. These four assistants were required to handle all DWI cases that were filed in the District Attorney's Office and to help in promoting the use of ASAP rehabilitative programs for those found guilty.
- **Court Services**–*Objective: To improve timeliness of the preparation and prosecution of the increased DWI case load through the use of additional court services.*

  A DWI Court Coordinator was funded to further aid the courts with their increased work load. It was his function to assist in writing reports; to provide the judges with personal data and rehabilitation recommendations from the Presentence Investigation Office; and to help distribute the work load.
- **Presentence Investigation**–*Objectives: To accurately categorize defendants found guilty of DWI as either problem drinkers or social drinkers, and to provide the courts with rehabilitation options as a condition of possible probation through personal interviews and*

*ASAP Detail Plan, City of San Antonio, Texas.

questionnaires and an examination of arrest and social records of defendants found guilty of DWI.

Once a suspect was found guilty of DWI, he was sent to ASAP's Presentence Investigation. The defendant was given the Mortimer-Filkins questionnaire, an in-depth interview, and a background investigation. Upon review of all this information, a decision was reached by the ASAP psychometrist, psychologist, and doctor as to the proper treatment required by the defendant. This information was then sent to the proper judge so that he could produce an appropriate sentence.

- **PSI Control** *Objective: To validate the accuracy of the personal interview and questionnaire as an effective categorization technique through intensive individual psychosocial examination of a randomly selected sample of defendants found guilty of DWI.*

The Mortimer-Filkins Evaluation (using both the self-administered questionnaire and the interview) was the primary technique used for the drinker categorization of individuals processed through PSI. In order to validaty this technique, in-depth psychosocial evaluations (of a random sample of individuals referred to PSI by the courts) were conducted by trained medical personnel from the University of Texas Medical School at San Antonio. The only elements common to both the PSI and PSIC personnel were the BAC levels at time of arrest, and the record of prior arrests of the individual being diagnosed. Analysis of the drinker classifications determined by the PSI and PSIC validated the accuracy of the Mortimer-Filkins Evaluation technique.

- **Aide School**–*Objective: To minimize occurrence of alcohol-related driving events through group education of court-referred drinking drivers.*

The ASAP, through a subcontract with the Greater San Antonio Safety Council, operated a four-session, ten-hour AIDE school. The classes were two- and one-half hours long and were held once per week for four consecutive weeks. The size of each class ranged from 25 to 50 persons with an average of about 40 persons per class. The criteria for assignment were: a DWI conviction; a written request for probation by the convicted person; and the discretion of the court. The AIDE school was designed for rehabilitation of the social drinker. The referral system included those directed by the County District Attorney to attend the classes. The course topics included: the seriousness of the drinking-driver problem, the effects of alcohol on the body and driving skills; ways to recognize an alcohol problem; where to find help; and the consequence of continued drinking and driving. The class orientation was didactic with the presentation of alcohol education material, then group discussions were conducted to evaluate the social-emotional situations presented by film and tape. The AIDE school was funded by ASAP, but a $12 tuition was charged to help defray cost. However, payment of the fee was not pressed if the client was indigent.

- **Alcoholic Treatment Program** *Objective: To reduce the recidivism rate of court referred problem drinking drivers through the use of coordinated rehabilitation facilities.*

The ASAP and/or the courts refer the most serious problem drinkers to the ATP facility. The ATP is an NIAAA supported facility operated under the management of the Bexar County (Texas) Mental Health and Mental Retardation Center. This (MH&MR) outpatient facility offers three treatment modalities: group therapy; individual therapy; and chemotherapy. Two or more treatment modalities are usually used in combination. The basic objective of the ATP is to instill in the client the awareness that everyone has need of a reason to control his drinking. Through a subcontract arrangement with MH&MR, ASAP can refer clients to the treatment facility at no cost to ASAP. The only cost to ASAP under this subcontract is a charge for data control and reporting within the Alcoholic Treatment Center.

- **Diagnosis and Level II**–*Objective: To reduce the DWI recidivism rate of drivers who were developing a drinking problem, and to prevent the regression of problem-developing drinkers into problem drinkers.*

The diagnostic phase of this countermeasure consisted primarily of the in-depth psychosocial evaluation provided by the ASAP psychiatrists who operated under a subcontract with the University of Texas Medical School. The psychosocial evaluation typically consisted of: a general psychiatric examination; further specific psychiatric testing as needed; consultation; problem drinker classification; and recommended educational, rehabilitation, and/or therapeutic procedures.

Another phase of this countermeasure was the activity of the social worker, also under the UTMS subcontract. The social worker visited the homes of some of the problem drinkers undergoing rehabilitation and helped their families to deal with the drinker's problem.

The Level II Group Therapy Program began functioning in late 1973. Each group of clients was to meet for 12 consecutive weeks in 1- and 1/2-hr sessions. Level II group therapy was only offered to those problem-developing drinkers on probation whom the psychosocial evaluation suggested would really benefit from preventative therapy before they became confirmed problem drinkers.

- **Mass Media**–*Objective: To promote and publicize the ASAP while focusing public attention and action to the hazard of the problem drinker-driver through the comprehensive, multifaceted Mass Media Campaign.*

The Mass Media Countermeasure was designed to inform the public of the drunk driving problem and to promote ASAP. This was done through: the preparation, production, and distribution of radio and television public service announcements; the development and distribution of press releases to the news media when events indicated; and arrangement of

staff appearances on radio and TV interview programs. Locally produced materials have been used, as well as adaptations on materials from National Highway Traffic Safety Administration and other ASAP's.

- **Citizen Involvement**–*Objective: To develop interest and support for ASAP, and motivate and activate elected officials, business leaders, clergy, educators, clubs, organizations, and other interested citizens through person-to-person contact, speeches, and other special attention.*

  The Citizen Involvement Countermeasure was more multifaceted than any of the other PIE activities, but basically, the countermeasure involved a person-to-person approach. Citizen Involvement Countermeasure included: stimulating, scheduling, and conducting speaking engagements before civic groups; writing, editing, publishing, and distributing a quarterly newsletter, periodic pamphlets, and posters. This countermeasure also involved staging Intoximeter demonstrations and other displays throughout the community.

- **Driver Education**–*Objective: To function as a catalyst to expand factual information provided to students, concerning alcohol and driving, and to assist in the development of good personal philosophy.*

  The Driver and Traffic Safety Education involved working directly with administrators, teachers, and students to enrich the schools' curriculum in the area of driver education, health, and safety. Educational materials were provided to individual students and teachers as well as to large groups of students. Also contacts were made at the state level with representatives of the Texas Education Agency.

DWI Client Processing

The DWI system implemented in Bexar County, during 1972 through 1974, is depicted in the accompanying flow chart format. This system is described in the following paragraphs by following the progression through the flow chart. The numbers in this section of the text refer to the same circled numbers in the corresponding boxes on the flow chart.

❶ *ASAP Selective Enforcement*

The Selective Enforcement Countermeasure was conducted by regular officers of the San Antonio Police Department (SAPD) working on an overtime basis, with duty assignments on a voluntary basis on regular days off. The purpose of the ASAP patrols was to identify the intoxicated driver and remove him from the road.

❷ & ❸ *Regular Patrol Enforcement: Patrol and Traffic Divisions*

Regular Patrol Enforcement accounted for the remainder of the DWI arrests by the SAPD. These arrests were made both by the Patrol Division and by the Traffic Division.

❹ *SAPD Arrests Not Booked*

Suspects arrested for DWI by the SAPD were asked to take a Breathalyzer test. If the blood alcohol concentration (BAC) obtained was below 0.10 percent, the suspect was released without being charged for the DWI offense.

❺ *SAPD Booked DWI*

If the suspect arrested for DWI by the SAPD refused to take the Breathalyzer test, or if the test yielded a BAC of 0.10 percent or higher, he was booked on the DWI charge.

❻ *Other Agencies' Booked DWI Arrests*

The Bexar County Sheriff's Department, the Texas Department of Public Safety, and the police departments of communities in and around San Antonio, were the other agencies in Bexar County that also filed DWI charges on DWI arrestees.

❼ *DWI Filed Bexar County DA*

The DWI charges against booked DWI arrestees were filed with the Bexar County District Attorney's Office. The District Attorney (DA) prosecutor assigned to the case examined the charges for sufficiency of evidence; he could reject the case for lack of evidence or he could file the case for subsequent court trial, either on the full charge of DWI or on the reduced charge of Public Intoxication.

❽ *Cases Disposed by the County Courts*

Each DWI case was filed on the docket of one of the three Bexar County Courts-at-Law. At, or prior to, the hearing of each case, one of the following situations occurred: a jury trial (which was rare); a court hearing in the presence of the County Court-at-Law Judge; or plea bargaining, with an agreement between prosecution and defense.

❾ *Final Conviction DWI*

If the DWI defendant was found or pleaded guilty as charged, he was convicted of DWI. If the defendant convicted of DWI did not apply for probation, or if his probation application was rejected by the County Court Judge, his DWI conviction became final. The sentence, usually a fine and jail, was imposed and the DWI conviction was entered on his driving record.

❿ *Probation*

Most defendants convicted of DWI made a formal application for probation. If the individual's application for probation was approved, his conviction did not become final. The individual could then enter the ASAP system. A Presentence Investigation could be ordered by the judge.

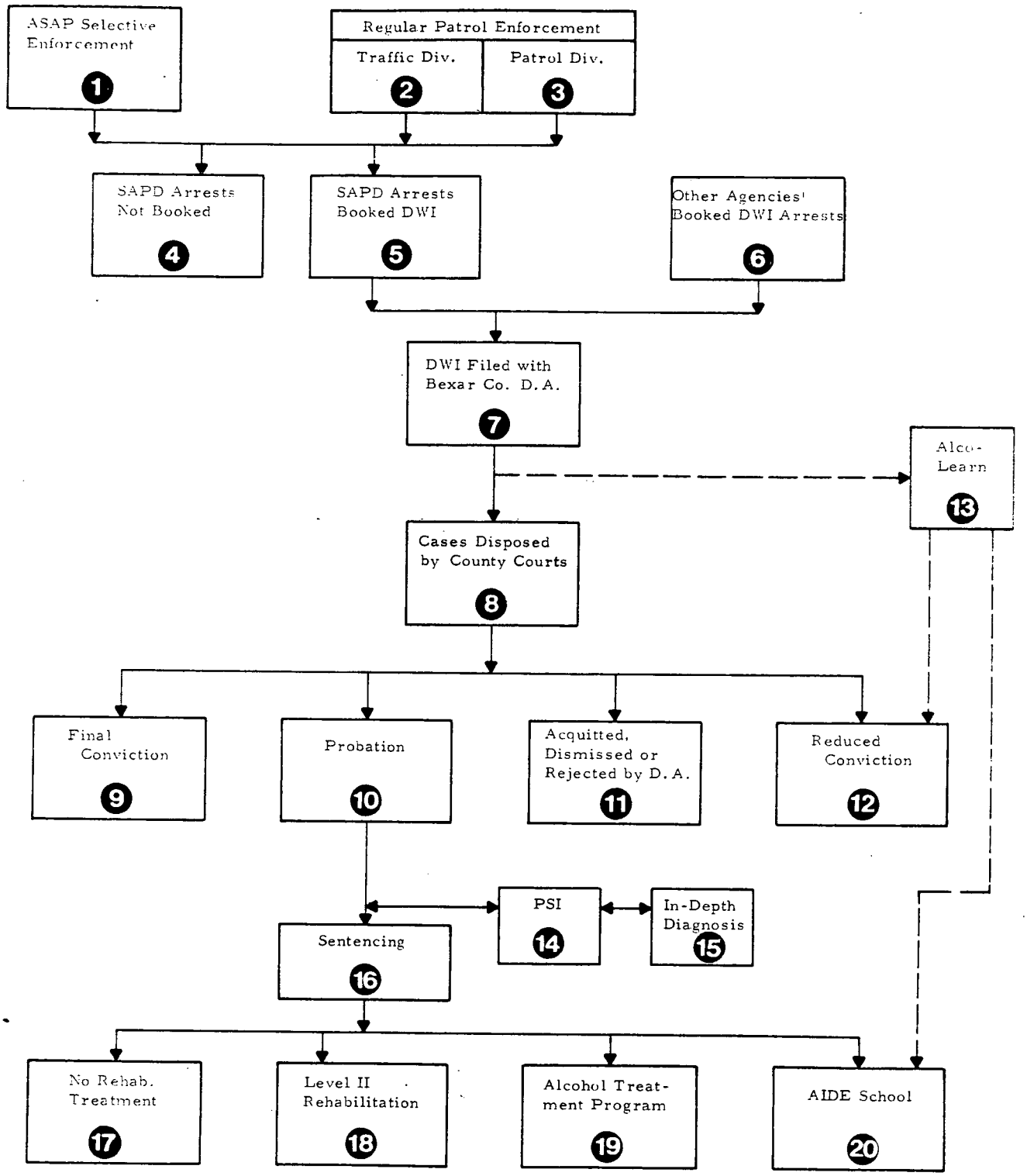
⓫ *Aquitted, Dismissed or Rejected by the District Attorney*

A DWI case could be: rejected by the DA prosecutor for insufficient evidence; dismissed by the judge at the court hearing; or found not guilty in a jury trial. In any such case, the DWI defendant was considered not guilty, and the charge was dismissed.

⓬ *Reduced Conviction*

If the DWI defendant was found or pleaded guilty to a lesser charge as a result of plea bargaining, he was

OVERALL FLOW THROUGH THE ASAP SYSTEM



convicted of Public Intoxication. A fine was usually the only sentence.

13 *Alco-Learn*

For those defendants who had a BAC of ≤ 0.14 percent and not more than one prior alcohol-related offense, the District Attorney gave them the option of attending the ASAP Alcohol Instruction and Driver Education (AIDE) School as a precondition of reduction of the charge to "Public Intoxication." Many of these individuals retained counsel who sought to get the DWI charge reduced in return for a plea of guilty. Since there was no probation for a public intoxication conviction, such individuals were ineligible for the school. If the arrestee failed to meet the established criteria for entry into the Alco-Learn program, the DA's Office could still refer him to the PSI Office for examination. Then if PSI recommended AIDE as appropriate treatment, the arrestee could be referred there as an Alco-Learn client.

14 *Presentence Investigation*

When the DWI probation applicant reported to the ASAP office for a Presentence Investigation (PSI), he was given the Mortimer-Filkins questionnaire and interview, and pertinent information was gathered regarding his background, his DWI arrest, and his prior criminal record. On the basis of this information, the DWI probation applicant was then classified as to the extent of his drinking problem and appropriate rehabilitation was recommended to the court.

15 *In-Depth Diagnosis*

The in-depth psychosocial evaluation conducted by the ASAP psychiatrist was given to a randomly selected sample of clients undergoing a Presentence Investigation.

16 *Sentencing*

If the individual's application for probation was approved, he could then enter the ASAP system. Attendance of one or more of the rehabilitation options was usually made a condition of probation. For those probationers who had undergone a Presentence Investigation, the judge could follow the rehabilitation option recommended by the PSI Office.

17 *No Rehabilitative Treatment*

None of the rehabilitation options were felt to be appropriate treatment for the probationer, or the probationer failed to attend the treatment to which he was referred.

18 *Level II Rehabilitation*

The probationer was referred to and entered the Level II Rehabilitation program.

19 *Alcohol Treatment Program*

The probationer was referred to and entered the Alcohol Treatment Program.

20 *AIDE School*

The probationer was referred to and entered the AIDE School. Referral to AIDE School could be made either by the court or by the District Attorney through the Alco-Learn System.

PIE Countermeasures and Concepts

Development

Public Information and Education was directed by NHTSA to be a countermeasure area to be included in the overall concept of the Alcohol Safety Action Project. The ideas promulgated by NHTSA were based, to a great extent, on prior experience from other sites. In this instance, PIE was to play a support role for other countermeasure areas within ASAP, as well as its individual project role. The question of whether to perform this function through an in-house staff or contract for services, or a combination of both, was the first matter to be resolved. An ASAP in-house staff operation was rejected, due to financial restrictions that prevented procurement of experienced and skilled PIE technicians. The idea of contracting for all services was also rejected because of the inability to supervise the contractor on a daily basis, as well as to effectively respond on short notice. It was apparent that any contract for PIE services would find ASAP as only one of many customers to be served by the contractor. A combination of the two was decided upon as most appropriate to the needs of the San Antonio ASAP. It was believed that a staff of one or two specialists would provide adequate contract supervision, closer and more personal contact with the media, and a more intimate knowledge of project operations on a periodic basis than would be possible with only a contractor.

In order to start with some PIE experience and qualifications in the staff, it was necessary to assign the PIE responsibility to the Project Coordinator whose salary was sufficient to attract a well qualified individual. The Project Coordinator was scheduled to spend half of his time supervising the PIE program. A Public Information-Education Specialist position and an Assistant PIE Specialist position were established. The former position was not filled initially, mainly due to a lack of experienced applicants; however, it was possible to bring in a former city employee with no experience as a trainee with the prospect of developing the individual under the supervision and guidance of the Project Coordinator. Thus, the PIE organization within the project staff consisted of the Project Coordinator as Supervisor of PIE activities and an assistant trainee.

During the proposal and planning period of 1971, three agencies expressed an interest in contracting for PIE services. These agencies were: the National Safety Council; the Greater San Antonio Safety Council; and the Texas Safety Association of Austin. The National Safety Council was interested in only a secondary school program. The Greater San Antonio Safety Council had no PIE staff or prior experience in Public Information and Education. The Texas Safety Association had a staff and years of experience with programs involving the state highway traffic safety programs as well as industrial safety throughout the state. It was agreed by all concerned that the Texas Safety Association appeared to be the most desirable and experienced agency available at the time. The contractor was scheduled to provide Mass Media and Citizen Involvement services and material, and to work under the supervision of the Project Coordinator. The initial contract was set for approximately a three-year period at a cost of $79,800.

Based on assumptions derived from previous police and court experience, it was decided that the primary target group toward which the PIE effort would be directed was the low income strata of San Antonio citizens. The news media was considered essential to reach this group. To enhance community support, local civic and service organizations were believed to be necessary. An educational program designed to fit into the secondary school system was considered to be the most practical method of reaching the younger group and hopefully, through them, the family. Consequently, early decisions divided the PIE countermeasure area into three countermeasure programs:

- Mass Media—a "shotgun" approach to all local news sources to inform the public on ASAP and its countermeasure activities;
- Citizen Involvement—staff and volunteer citizens appearing at speaking engagements, demonstrations, and displays; and
- Driver Education Enrichment—staff appearances at high school driver education classes and other high school classes to explain the dangers of alcohol and driving.

Highlights of 1971 Activity

Writing of the detailed plan, contract negotiations, and other administrative duties occupied a large part of the PIE effort for fall of 1971. Trips were made to Austin and films and materials for possible purchase were reviewed. However, the staff did manage to handle some speaking engagements for organizations, such as, the Taxpayers League, Pilot Club, Women in Safety, the Greater San Antonio Safety Council, and several military groups, such as, the Central Armed Forces Disciplinary Control Board, Air Training Command Staff, and four speaking engagements at Kelly Air Force Base. Early speaking engagements were rather unstructured in that no visuals and no handouts were used. The staff did not know exactly what shape the project would take, since it was still in the planning stages. The first speaking engagement was on September 21, 1971, and was followed by 10 more speaking engagements during that year. The first Voluntary Roadside Survey was conducted in November and a large press conference was staged, resulting in ASAP's first TV and radio coverage plus several newspaper articles. A total of fifty newspaper articles were printed in 1971.

A kickoff luncheon for ASAP, at which the Governor of Texas made the primary address, was the highlight of the PIE activity in the fall of 1971. Many leading businessmen, legislators, and city and county officials attended the function on November 23, 1971, at one of San Antonio's leading hotels. ASAP's first publication, a pamphlet telling about the project, was distributed at the Governor's luncheon.

During the fall of 1971, a significant amount of time was spent receiving films, and other audio-visual material to be used with civic groups, and acquiring printed materials for a library. During this time, a catalogue of

communications facilities was prepared by the Texas Safety Association. This catalogue was a directory of organizations and groups, namely, the media, government, military, and churches; and served as the beginning of a mailing list. The Drunk Driver test film and the Southwest Research Institute film on racing drivers were shown by teachers to drivers education classes at several public high schools. Also, contact was established with the Texas Education Agency, and the Department of Transportation curriculum guide was reviewed with them.

During 1971, groundwork was laid for the establishment of the Public Information and Education Campaign and many beneficial and necessary contacts were made. By the and of 1971, the ASAP-PIE effort was ready for operation.

Mass Media Countermeasure

Description

The objective of the Mass Media Countermeasure was: To promote and publicize the ASAP while focusing public attention and action to the hazard of the problem drinker driver through a comprehensive, multifaceted Mass Media campaign. The Mass Media activity was to develop and disseminate a continuous flow of a wide variety of items of information or interest about the project through the media to the public. These items would be created to have a beneficial effect on the objectives of the project. The principal target group of the Mass Media activity was the general public with some emphasis on lower income and ethnic groups. The goals of the Mass Media materials as outlined in the detailed plan were to:

- Develop and maintain an information level and personal attitude of individuals which will stimulate their personal behavior toward objectives of the project;
- Create a basis for support by establishing and increasing both individual and general understanding and approval of the project and its activities; and
- Establish a publicity basis and secure public approval to encourage and influence officials and others whose cooperation was necessary to the project's success.

These goals were to be accomplished by making use of the three daily newspapers, twenty weekly newspapers, other types of publications including house organs, five television stations, and twenty radio stations. The project staff instituted early, and continued throughout the years of the project to develop and maintain personal contact with representatives of the media. Attempts were continually being made to provide cooperation and assistance to the media. The Mass Media plan included: making local use of Grey Advertising material produced on the national level; producing television and radio public service spots with the Texas Safety Association; and releasing general news to the media.

Highlights of 1972 Activity

The ASAP staff made 31 television news appearances and interviews during 1972. This figure does not include public service spots. Many of these appearances were the result of the Martin Milner and Kent McCord celebrity visit to San Antonio in April to publicize ASAP; and other appearances were a result of the second Roadside Survey. Since the project was new and unique, interviews were often requested by news media. A one-hour local television special on alcoholism was produced and aired in May of 1972. It was written and produced by the station's public service director. The ASAP Project Director appeared as one of the panelists on the program. In November of 1972, a local newsman did a four-segment news special series on ASAP. Interviews with ASAP Director, County Court Judges, the AIDE school personnel, and the District Attorney were aired. Dana Andrews' "Highway & Freeway" service spots were distributed to the television stations. These had been produced by Grey Advertising for NHTSA, and had Department of Transportation tags. They were used often by the TV channels. Milner and McCord also made a TV public service spot for ASAP while they were in the city and it was used extensively.

Many radio public service spots were produced by Grey Advertising and distributed and used by local radio stations. These spots had Department of Transportation tags. Local radio spots were later prepared and distributed to radio stations. A one-hour radio special was aired during the third quarter. This program was an informal talk show involving four people, an ASAP Director, a PIE Specialist, a police officer, and a driver education teacher. During the first year of ASAP, there was somewhat of a struggle getting the recorded spots played on local radio stations, since the stations wanted 10- and 20-second written copy to be read by their announcers. The 60-second recorded radio spots that Grey Advertising produced did not fit into the local radio format; nevertheless, the spots were distributed and use of them was encouraged. Radio spots were produced using local people, such as the ASAP Director, the head of the San Antonio Human Resources and Services Department, and the Catholic Archbishop.

During 1972, seventy-two newspaper articles were printed in San Antonio newspapers directly relating to the project. Again, because the project was new, it was given more space. Most of the articles appeared in the three San Antonio daily newspapers, although some appeared in weekly or bi-weekly local newspapers. Some of the articles appeared in response to questions that readers wrote in about the project or various aspects of the project.

Highlights of 1973 Activity

The year started with two significant television appearances by ASAP staff members. One was a talk show interview with the Project Director and the other was an interview in Spanish with the ASAP Rehabilitation Coordinator on the Public Broadcasting Channel. Five other television specials were done throughout the year. The year noted a decrease in television news segments about ASAP, but an increase in public service spots aired. The news media lost interest somewhat in ASAP in its second year because the project was operating relatively smoothly and was no longer new and unique. The news media had nothing specific for a story other than events such as the

Voluntary Roadside Survey. Although the television news reporters covered the VRS, they did not do it with the enthusiam of the two previous years. In the early spring, the San Antonio ASAP received new television spots from Grey Advertising: "Janie"; "Beach"; and "Backyard." A local San Antonio ASAP tag was produced by Ray Howell Film Production through the Texas Safety Association and added to the spots. By June these tags were distributed to the television stations, and some continued to be used for a year. Later in the year, ASAP produced its own public service TV spot, "D.W. Eyer." This was a 60-second animated spot designed to emphasize the inconvenience, embarrassment, and expense of Driving While Intoxicated. The spot appeared at a PIE conference in Dallas in February of 1974, and was later purchased by other ASAPs. Also, it was produced in Spanish and was aired extensively on the Spanish language TV station.

The highlight of the year for ASAP, in the area of radio media, was the recording of public service radio spots by Ricardo Montalban. Mr. Montalban was in San Antonio during Fiesta Week of 1973 and agreed to record spots free of charge in Spanish for ASAP. These were distributed to the Spanish radio stations. TSA produced many radio spots for ASAP early in 1973, and distributed them to San Antonio radio stations about every six to eight weeks. Radio spots produced by Grey Advertising were tagged and distributed to the radio stations. The Public Information Specialist personally recorded radio spots for a local station. Other recorded spots for ASAP were made by three San Antonio high school football stars and the local Queen of Soul and her runner-up. Throughout the year, radio interviews were done with staff members, including six in Spanish.

Twenty-seven newspaper articles were published during the year, fewer than the previous year. This, as noted above, was the result of the "newness wearing off" of ASAP. Several of the articles appeared as a result of ASAP Project Director's activity on a traffic safety committee for the City of San Antonio.

Highlights of 1974 Activity

In the first few months of 1974, seven television special programs about ASAP were aired. Five of the programs were in Spanish, one in English, and one in both English and Spanish. The Spanish TV station did a four-segment series on ASAP early in the year. An ASAP staff member appeared on a Spanish language TV talk show, "En San Antonio" during each month of the quarter. In addition, this staff member and an ASAP volunteer speaker appeared on the educational TV channel's Spanish language talk show "Periodico." Five Department of Transportation television spots produced by Grey Advertising, and which featured Bob Hope, Flip Wilson, and Jack Benny, were tagged with the San Antonio ASAP tag and distributed to local TV stations. The "D.W. Eyer" spot continued to be used extensively through the early months. Television coverage showed an increase during the first quarter with more spots and specials being aired than during any quarter in 1973, but this level of activity did not continue throughout the year.

Early in 1974, radio public service spots were received from Grey Advertising through the Department of Transportation, given the San Antonio ASAP tag, shortened if necessary, and distributed to local radio stations. Radio specials for 1974 included a one-hour live interview with ASAP staff members on a local AM/FM station.

During 1974, twenty-two newspaper articles were published in daily San Antonio newspapers. The longest and most impressive article was published in a major San Antonio newspaper and was a result of an ASAP display at the 1974 Auto Show.

Citizen Involvement Countermeasure

Description

The objective of the Citizen Involvement Countermeasure was: To develop interest and support for ASAP; and to motivate and activate elected officials, business leaders, clergy, educational leaders, clubs, organizations, individuals, and other interested citizens through person to person contact, speeches, and other special attention.

In pursuit of this goal, the Public Information and Education Specialist's responsibility was to establish and maintain rapport with leading citizens, public officials, civic clubs, organizations, individuals, and others who could support ASAP. The Public Information and Education Specialist, Director, and Project Coordinator made appearances and held interviews, talks, etc., in support of ASAP. They gave assistance to, and encouraged assistance from, clubs and organizations for promotional activities.

The Texas Safety Association subcontract contained activities for the Citizen Involvement Countermeasure that provided for direct communication with the public. This was to be achieved by: the publication and distribution of pamphlets and newsletters; a Speakers Bureau; participation in and organization of special events; and direct citizen involvement in specific activity areas.

The basis for the Citizen Involvement Countermeasure was person-to-person communicaton, and various methods of reaching people through personal contact were included in the detailed plan and the countermeasure design. The plan of the San Antonio ASAP was to cooperate in the preparation of and the participation in special events. Groups staging safety fairs, workshops, and conferences were to be encouraged to use the staff personnel and/or resources for their events.

The detailed plan was later amended to include a more extensive person-to-person campaign by reaching the "grass roots," or those people who are not necessarily business leaders or members of groups or organizations. The plan included making contacts with business and industry leaders in an attempt to reach their employees, especially those employees with more basic life styles. Also, it was decided that improved communication with the "man-on-the-street" might be achieved by increased use of handouts and displays.

Highlights of 1972 Activity

In 1972, based on the detailed plan, a Speakers Bureau was formed. The Speakers Bureau was to use a slide show prepared by Texas Safety Association. Volunteer speakers began to be recruited early in the year, but the illustrated talk was not ready until October. Prior to that time, the ASAP staff handled most of the speaking engagements. Thirteen people agreed to serve as volunteer speakers and were formally trained by October 18. The Volunteer Speakers Bureau began to function in late 1972, with the first speaking engagement on October 20. A heavy speaking schedule, which included over 25 speaking engagements, was accomplished during the quarter. In the beginning, the Speakers Bureau was an asset to the PIE program. The illustrated talk was scripted by TSA, and after approvals and much recruiting, the slides to go with the script were made during the summer. The presentation was shown for the first time in New Orleans on September 28 to a regional meeting of PIE Specialists from several ASAPs in Region IV and VI. The completed slide show had about 60 slides and contained information about ASAP, the various countermeasures, definition of Blood Alcohol Content, and some facts about the number of fatalities and cost of alcohol related traffic crashes.

While the illustrated talk was of impetus valuable to this countermeasure, it was found to be lacking in effectiveness for reaching individuals who most direly needed the services of ASAP. From results of the 1972 Household and Roadside Surveys, it was concluded that the PIE effort was successful in reaching the Anglo population, but ineffective in reaching other ethnic groups represented in the city. It was determined that the illustrated talk, geared primarily toward the professional level citizen, should be reorganized to make it more broadbased and suited for more of the general public.

To supplement the speaking engagements, pamphlets that had been prepared for the Governor's luncheon were distributed to audiences. At that time the pamphlet adequately described ASAP. A booklet, "ABC's of Drinking and Driving," was initially purchased in the amount of 25,000 copies for use by the San Antonio ASAP. The booklet was adapted to the San Antonio ASAP by the addition of local statistics and facts. These booklets were used extensively throughout the course of the project. The ASAP newsletter was first published in June of 1972 and was published each quarter since that time. The newsletter was written by the ASAP staff, primarily the PIE Specialist, and was printed and mailed to over 1000 persons by the Texas Safety Association. In 1972, the newsletters contained information about the enforcement activities of ASAP, and articles by Judge H.F. Garcia, Dr. Habib Nathan, and District Attorney Ted Butler. Also, they contained information about the Voluntary Roadside Survey, staff notes, and alcohol information.

In 1972 there was no formal effort to make industrial contacts, however, military contacts were frequent. There were at least seven speaking engagements to military groups plus contacts with individuals. The Project Director met with the Armed Forces Disciplinary Control Board on various occasions.

A major thrust in the countermeasure for 1972 was the display of the Police Mobile Laboratory at major shopping centers and the Bexar County Courthouse. The police van, complete with Breathalyzer, video tape unit, and with nine explanatory signs affixed atop, was shown at three major suburban shopping centers on three different Saturdays during the summer. A certified Breathalyzer operator officer and one ASAP staff member talked with people viewing the display. They explained the project and distributed the pamphlet, "ABC's of Drinking and Driving," and response cards. A similar display was held at the Bexar County Courthouse in September and many judges, lawyers, probation office staff, etc. viewed the van. It is estimated that over 5000 people were exposed to the ASAP program at shopping center van displays during 1972 and the idea was later expanded to include other locations.

Highlights of 1973 Activity

During 1973 there were speaking engagements presented to a cumulative audience of over 3,600 persons; this total included the Intoximeter displays and presentations to high schools. The ASAP staff conducted most of the speaking engagements. As the ASAP program became more complex, the need for more detailed speeches increased, and it became impractical to take the time necessary to educate volunteer speakers; therefore by the end of 1973, there remained only one active volunteer speaker. During this time, the staff began to use films such as, "Ladies & Gentlemen of the Jury" and the Ford produced film "Crash," for speaking engagements. As the project grew and changed, the first illustrated talk became obsolete and by the summer of 1973 a new script was being written for a completely new and more professionally done slide show. The new slide show had wider audience appeal in that it was more dramatic, had music, and was shorter in length than the first slide show. Because the Citizen Involvement Countermeasure had been expanded in concept to effectively reach the "grassroots," an attempt was made to broaden the type of speaking engagements and ultimately reach a larger segment of the citizenry.

In 1973 a greater attempt was made to communicate with larger segments of the public using printed material. A four-color cartoon type pamphlet was produced by TSA for ASAP, which attempted to tell, in the simplest terms, the hazards of the drunk driver and what ASAP was doing about it. Another new endeavor developed during 1973 was the distributing of two new educational posters. These colorful posters were placed in liquor stores, bars, taverns, and lounges. One poster, "Time is the only thing that will sober you up," was used for many purposes in addition to being displayed in bars and lounges. It was used in classrooms, as a visual for speaking engagements, and in the AIDE school. The second poster, which commented on the high cost of DWI, was also used in many ways. Bus signs, "Drinking? Know Your Limit Before You Drive," were placed on back of city buses in late second quarter of 1973. The following cab sign was used in the third quarter: "If

you're 'BOOZING', Don't end up LOOSING; The cost is HIGH for DWI; It's a smaller Tab to Call a CAB!" Many thousands of fliers which stated the cost of drunk drivers to the taxpayers, the increase in arrests, the penalties, and the applicable Texas laws were printed and distributed to the purchasers of 1973 auto licenses. A major local supermarket chain cooperated in this effort by printing approximately 20,000 of these fliers at their own expense and distributing them in their nineteen stores.

The ASAP staff members have played a major role in the development of community programs that were projected through Military and Civilian Traffic Safety seminars. The PIE Specialist of the San Antonio ASAP participated as a planner and programmer in a day-long speakers workshop sponsored by the Council on Alcohol Problems–Military and Civilian (CAP/MAC). In the third quarter, the Directorate of Maintenance at Kelly Air Force Base began conducting their own alcohol education program using ASAP materials. A total of 10,000 employees were expected to benefit from this alcohol education program. Military interest and response to ASAP ran high with programs presented during the fourth quarter at Kelly Air Force Base and Fort Sam Houston, plus numerous requests for printed materials, pamphlets, films, and information on ASAP. To implement the broader concept of citizen involvement, many contacts were made with labor union and business leaders who had shown interest in ASAP. Unions, such as the Communication Workers of America, Plumbers and Pipefitters and Construction Workers, were provided pamphlets and fliers for distribution to their members.

A highlight of the Citizen Involvement Countermeasure for the first quarter was the Police Mobile Test Lab van display and Intoximeter demonstration at the San Antonio Light Auto Show. The show was held at the San Antonio Convention Center and alcoholic beverages were available to spectators. Over 200 people had their breath tested and thousands more viewed the display. All viewers and participants in the test were given ASAP literature. In the second quarter, a week long Intoximeter display was staged during Fiesta Week. Another display was staged at the Texas Pharmaceutical Convention. In September the van and Intoximeter were on display for two days at the Texas Folklife Festival at Hemisfair Plaza sponsored by the Institute of Texas Cultures. The most prominent display for the 3rd quarter was the Intoximeter demonstration at the 16th Annual Institute of Alcohol Studies at the University of Texas. The other display of major importance was the cooperative exhibit the ASAP staged with Kemper Insurance Group at a major San Antonio shopping mall. Over 5000 persons were exposed as a result of these displays.

Highlights of 1974 Activity

ASAP staff had 45 speaking engagements reaching a total of 1960 people. Many of these engagements were for specialized groups, seminars, traffic safety committees, in-service training–a somewhat different group than the civic organizations of earlier times.

A new pamphlet, "What Happens Now?" was produced and distributed during the second quarter. The pamphlet told about a DWI arrest, what happened to the person arrested, and how ASAP came into the picture. Over one thousand of the pamphlets were mailed to Bexar County lawyers and the response was excellent. The ASAP Project Director received several complimentary letters on the pamphlet, and many requested that additional copies be sent. The pamphlet was the recipient of an Award of Merit from the local Alamo Industrial Editors. Newsletters were published and distributed quarterly in 1974. Fliers were again distributed to the purchasers of 1974 auto licenses at local Sears stores. By 1974, over 10,000 BAC cards had been distributed throughout the city.

Activity in the industrial/military area was confined to military speaking engagements and participation in the Committee on Alcohol Problems/Military and Civilian (CAP/MAC) in 1974. No industrial contacts were made in 1974.

One of the highlights of the first quarter of 1974 for PIE was the exhibit and demonstration of the Intoximeter at the annual San Antonio International Automobile show. This was ASAP's second year of participation in the trade show and the attendance for the five-day show was 51,000 people. In addition to the Intoximeter, the display included ASAP posters, pamphlets, newsletters, and the slide show. Another display was staged in February for 5000 members of a credit union during its annual meeting; at which time educational materials were distributed and a breath testing instrument was displayed. Two displays were staged during the second quarter. During Fiesta Week, April 23-26, an Intoximeter display was set up at Hemisfair Plaza and breath tests were administered to celebrants. The second display was a poster display set up at the courthouse during Law Week and transferred later to Villita Assembly Hall for a large luncheon of attorneys. The posters showed pictures depicting every aspect of ASAP.

Driver and Traffic Safety Enrichment Countermeasure

Description

The objective of this countermeasure was: To function as a catalyst to expand factual information provided students concerning alcohol and driving in order to assist each in the development of a good personal philosophy.

The development plan for this activity was based on enrichment of an existing curriculum. An effort was made to improve the content and quality of drivers education instruction, and to enlarge the number of students exposed through personal contact with school administrators and teachers. This included encouraging teachers to devote maximum attention to subject matter of interest to ASAP and providing materials and other services applicable to quality instruction.

In San Antonio, the principal, and almost only source of formal information for students concerning drinking and driving, is driver education instruction. To some extent, the use of drugs and alcohol is covered in health classes. The project staff had continuing personal contact with school administrators, supervisors, and teachers identified with Driver Education work for the purpose of stimulating

expanded attention of matters of interest to ASAP, and for inclusion of a greater amount of meaningful and informative material in the classes. ASAP offered to supply speakers and displays and to cooperate in the arrangement of away-from-school activity for students within the framework of ASAP interest.

The PIE Specialist maintained continuing contact with the Texas Education Agency, which has the responsibility of approving driver education curriculum and courses throughout Texas. This contact was maintained for the purpose of keeping abreast of driver education activities, offering assistance to the Texas Education Agency, and offering appropriate aid to the San Antonio schools. The ASAP encouraged the Texas Education Agency to afford maximum consideration and use of the curriculum guide prepared and furnished by the Department of Transportatiion.

Highlights of 1972 Activity

Many driver education classes, health classes, and science classes heard the ASAP story and/or saw a filmstrip presentation "The Decision is Yours." The general initial response to the presentation was good. Multiple copies were received and distributed to all school districts in Bexar County. Teachers contacted were impressed with additional visual aids to complement the curriculum. Six "new" films and a filmstrip presentation, "A New Look at the Old Sauce," were distributed. In addition, the "ABC's of Drinking and Driving" booklets were distributed to as many students as possible. The police alcohol safety test laboratory, which contains the Breathalyzer and video tape equipment, was displayed at the high schools and met with keen interest. A uniformed police officer, who was also a certified Breathalyzer operator, explained the use of the van, the Breathalyzer, and the video tape equipment to students and answered their questions. In June of 1972, eight high schools were visited by the ASAP staff. A highlight of the Martin Milner/Kent McCord visit to San Antonio was their visit to a local high school, where they spoke to an assembly of 3,000 high school students.

Personal contact with school administrators and driver education teachers to verify their desire for assistance, to determine their interest, and to secure additional information about the mechanics of their operation was continued during 1972. Contact continued with the Texas Education Agency concerning the driver education curriculum which they were rewriting. The ASAP staff participated in an in-service training of driver education teachers in August 1972. Profitable meetings with state driver education administrators were conducted during the fourth quarter. A speaking engagement at Texas A&M University provided an excellent opportunity to meet with a group of educators whose support of ASAP was necessary and important to the promotion of Alcohol and Traffic Safety in the drivers education curriculum. A later meeting with the Texas Education Agency drivers education administrator and his assistant resulted in an invitation to present ASAP programs to the State Drivers Education convention in April of 1973 in San Antonio.

Highlights of 1973 Activity

During the first quarter of 1973, the ASAP office received an invitation from the Greater San Antonio Safety Council to participate in events scheduled for Career Day on March 30 at Randolph Air Force Base. The Career Day program featured specialists in more than 100 career fields. At least 3,000 junior and senior students from 200 high schools attended the Career Day celebration to view several career displays and demonstrations. One of the major displays was sponsored by the Greater San Antonio Safety Council and featured the activities of the San Antonio Alcohol Safety Action Project. A safety demonstration area, whose major attraction was a mobile advertising unit from the Texas Traffic Administration, highlighted the display. Seven minutes of the automated slide-sound presentation at the mobile unit displayed various activities conducted by the San Antonio ASAP. This presentation ran continuously for four hours. The San Antonio ASAP provided this display area with enough "drunk driver" fliers to supply one for each person attending the Career Day activities. The attendance, including students, adult civilians, and military personnel, was estimated at 10,000. The distribution of the 10,000 fliers and the continuous showing of the slide presentation gave excellent coverage to the San Antonio ASAP at this event.

Emphasis was placed throughout the year on high school awareness presentations. About 5,000 high school students received direct exposure to ASAP programs and demonstrations of the Intoximeter or Breathalyzer during the year. At some of the schools, the usual audiovisual material and discussions were presented personally. However, when personal visits could not be arranged, film presentations were supplied. Throughout the year many high school and college students came to the ASAP office, telephoned or wrote for educational materials, films, and/or interviews with ASAP staff members in order to complete special class projects, write term papers, or make individual presentations to their classes.

Attendance at the Alcohol and Traffic Safety workshop in Bossier City during January of 1973 by the PIE Specialist resulted in increased insight into the possible adoption and use of the Alcohol and Alcohol Safety curriculum for K-12. Many Texas educators were in attendance at the workshop, including the Texas Education Agency Assistant Director of the statewide Drivers & Traffic Safety Education programs.

In the fall of 1973, the ASAP PIE specialist took a graduate course at Texas A&M University entitled "Alcohol and Alcohol Safety." The other members of the class were all local drivers education teachers and administrators. These weekly class meetings with the teachers afforded a great opportunity of exposure to ASAP materials and curriculum. The class professor invited the PIE specialist to Texas City to speak to a similar graduate class of drivers education teachers in October of 1973.

Of particular note was a talk by ASAP's Director and Evaluator to the Texas Driver and Traffic Safety Education conference in April of 1973, nearly 200 educators from all

the Texas ASAPs heard the presentation. In September, the Educational Service Center Region 20, which includes 13 counties in addition to Bexar, conducted a Drug Abuse workshop. The PIE coordinator presented ASAP teaching material to about 20 educators attending this workshop. Effort was made throughout the year to get ASAP materials or programs into the classrooms by making contact with as many teachers as possible.

Highlights of 1974 Activity

During 1974, a large number of students were exposed to ASAP. Forty schools had ASAP programs with a total student audience of over 11,700. Students were highly receptive to audio-visual programs and demonstrations of breath testing devices. Individual students continued to come to the ASAP office for printed material to use in making class presentations or writing class papers.

The major activity for the second quarter was the planning and conducting of a teachers' workshop which was held May 15, 1974. Facilities at Trinity University were used for the workshop and cooperation from other agencies, such as the Region 20 Educational Service Center and the Texas Commission of Alcoholism, was enlisted and utilized. Sixty teachers and administrators, representing 15 school districts in the San Antonio area, attended the all day workshop and fourteen speakers presented topics to the participants. Evaluations from participating teachers showed that the workshop was highly profitable to them, and response, after the workshop was conducted, has been excellent. Two packets of materials, which included a curriculum guide with content material, and educational and resource material, were given to each teacher.

A significant ASAP speaking appearance was made in November before the District Meeting of the Texas State Teachers' Association Drivers Education Teachers. The necessity for increased emphasis on alcohol and its relationship to traffic safety was stressed.

In December, a meeting was held in Austin at the Texas Safety Association Office to coordinate and formulate a plan for a statewide educational activity for students in driver education, health, and related subject areas on the subject of alcohol and traffic safety. In attendance were representatives of the Texas ASAPs, a representative of the Florida ASAP, officials of the Texas Education Agency, and representatives of the Texas Safety Association. Subsequent to that meeting, the Texas Education Agency agreed to a "pilot program" of alcohol-driving instruction in one school district for the 1975-1976 school year.

ADMINISTRATIVE EVALUATION

Key Performance Measures

Performance estimates for the Public Information and Education Countermeasures were developed jointly by the ASAP Project Staff, the PIE Subcontractor, and the Project Evaluator. Initial 1972 estimates were based on late 1971 experience and early plans for PIE activities. Subsequent estimates were developed annually and were based on prior year experience and revised plans for the Public Information and Education countermeasures.

Mass Media Countermeasure

The three performance measures developed for the Mass Media Countermeasure, together with the performance estimates and actual activities for all 3 years, are shown in Table 1. These data indicate that TV and radio coverage were performed as planned in both 1972 and 1973. Although TV maintained its level of performance in 1974, radio fell far below its estimates. With the exception of 1972, newspaper coverage has consistently been lower than the annual performance estimates. Unquestionably, as the ASAP became a more accepted and recognized program, it lost its news appeal and there began a steady erosion in the number of articles printed each year.

Responses from the Household Survey indicate that the Mass Media had a good impact on acquainting the general public with the existence of an alcohol-driving program. The data in Table 2 shows the percentage of people who had heard of an alcohol campaign through various Mass Media sources, and indicates a steady improvement for each of the three media.

TABLE 1. MASS MEDIA COUNTERMEASURE ACTIVITY ANALYSIS

Measure	Performance	1972	1973	1974
TV spots and specials	Actual No.	178	165	152
	Estimated No.	187	122	160
	% Performance	95	135	95
Radio spots and specials	Actual No.	5523	8204	3001
	Estimated No.	5402	7201	8000
	% Performance	102	114	38
Newspaper articles printed	Actual No.	115	27	22
	Estimated No.	120	36	80
	% Performance	96	75	28

TABLE 2. HOUSEHOLD SURVEY RESPONSES

Mass Media Source (%)	1972	1973	1974
All Mass Media sources	37.0	43.0	48.6
Radio	11.5	16.4	26.3
Television	30.1	34.5	46.5
Newspaper	15.0	18.1	19.8

Citizen Involvement Countermeasure

The four performance measures developed for the Citizen Involvement Countermeasure, together with the performance estimates and actual activities for all 3 years, are shown in Table 3. These data indicate that actual performance was close to the estimates for most elements of the Citizen Involvement Countermeasure. The number of speaking engagements began to decline in 1974 as the Speakers Bureau was phased out and the ASAP staff took full responsibility for speaking engagements. In 1974, van displays were somewhat curtailed because of the expense of the police officers' time in manning the Intoximeter. Due to the limitation of funds, publication of ASAP literature was cut back in 1974. Industrial and military contacts were developed in an attempt to reach more people and performance estimates for these contacts were set rather high when the concept was formulated. Even so, actual performance was well below planned levels.

TABLE 3. CITIZEN INVOLVEMENT COUNTERMEASURE ACTIVITY ANALYSIS

Measure	Performance	1972	1973	1974
Speaking engagements	Actual No.	106	89	45
	Estimated No.	105	106	80
	% Performance	101	84	56
Pamphlets, flyers, & posters distributed	Actual No.	25,745	76,980	47,433
	Estimated No.	9,000	55,000	60,000
	% Performance	286	140	79
Military/ industrial contacts	Actual No.		35	5
	Estimated No.	N/A	44	80
	% Performance		80	6
Van displays	Actual No.	15	34	11
	Estimated No.	24	24	24
	% Performance	63	142	46

Also, responses from the Household Survey indicate that the Citizen Involvement techniques had an impact on acquainting the general public with the program. The data in Table 4 shows the percentage of people who had heard of an alcohol campaign through various Citizen Improvement sources, and indicates good impact in 1972, but negligible improvement in subsequent years. However, this does not mean that this countermeasure was not effective. The objective was to develop interest and motivate various groups, particularly elected officials. In this regard the effort was successful, since the city and county officials budgeted funds for the continuation of the ASAP in San Antonio.

TABLE 4. HOUSEHOLD SURVEY RESPONSES

Citizen Involvement Source (%)	1972	1973	1974
All Citizen Involvement sources	18.4	17.7	14.2
Another person	9.5	9.5	10.4
Speaker/speech	7.5	5.5	7.3
Pamphlet	7.5	6.4	7.4
Van display	2.7	4.6	4.1

Driver and Traffic Safety Enrichment Countermeasure

The three performance measures developed for the Driver and Traffic Safety Enrichment Countermeasure, together with the performance estimates and actual activities for all 3 years, are shown in Table 5. In 1972, the number of high schools contacted did not meet performance estimates. However, since this was the first year of activity in the PIE and no past experience could be drawn on, it was likely that the performance estimate for this measure was overly optimistic. The following year, a much lower estimate was far exceeded. For the most part, the ASAP staff had more requests to make ASAP presentations at schools than they could fulfill. As a result of conclusions reached through analysis of the 1972 Roadside Survey, effort in 1973 was directed toward reaching groups not being reached through PIE activity. This campaign included a youth-oriented program. During 1973, emphasis was placed on reaching new drivers through staff talks given at high schools, through contacts with teachers of driver's education courses, and through the distribution of literature. Contacts with school districts were measured because there are at least 15 school districts in San Antonio and contact with each one must be done separately. All the school districts were contacted once, and some a second time. Contact with the Texas Education Agency, which is necessary to promote inclusion of the NHTSA curriculum "Alcohol and Alcohol Safety," was successful. The TEA has agreed to a pilot program in one school district during the 1975-1976 year, and has indicated that, if successful, the program could be extended throughout the state in subsequent years.

TABLE 5. DRIVER AND TRAFFIC SAFETY ENRICHMENT COUNTERMEASURE ACTIVITY ANALYSIS

Measure	Performance	1972	1973	1974
No. High Schools contacted	Actual No.	45	59	40
	Estimated No.	80	34	15
	% Performance	56	174	267
No. School District contacts	Actual No.			28
	Estimated No.	N/A	N/A	15
	% Performance			187
Texas Education Agency contacts	Actual No.			3
	Estimated No.	N/A	N/A	4
	% Performance			75

Analysis of Expenditures

Subcontract Expenditures

Only those expenditures associated with material production by the Texas Safety Association, Austin, Texas (a subcontractor to the city of San Antonio) are costed against Public Information and Education. Throughout the three- and one-half years, this subcontractor was not able to effectively expend planned amounts of funds. The primary reason appeared to the Evaluator to be the 80 miles separating project management and the PIE subcontractor; particularly under the concept of subcontractor development and project staff implementation, since the PIE is such an integral part of Project Administration that distances of even 80 miles create great difficulty in achievement of an adequate and effective level of communications.

Throughout the three- and one-half years, the level of planned expenditures was amended periodically to reflect the current status of funds. The table in the next section indicates the initial and final levels of planned expenditures and the final level of actual expenditures, both for the subcontract and the project staff.

Project Staff Expenditures

The majority of the expenses for all three Public Information and Education Countermeasures are included within the costs for Project Management, which had the responsibility for implementation of all PIE efforts. The cost elements included in the PIE Expenditures for the Project Staff (see Table 6) incorporated estimated prorations of salaries, materials, travel, and communications associated with the Public Information and Education effort.

TABLE 6. PIE EXPENDITURES

Cost Element	Planned Expenditures		Actual Expenditures
	Initial	Final	
TSA Subcontract	$ 79,800	$ 47,944	$ 46,471
Project Staff	$ 64,358	$ 79,643	$ 73,066
Total	$144,158	$127,587	$119,537

SCIENTIFIC EVALUATION

Evaluation Methodologies and Research Questions

The scientific evaluation of the overall effectiveness of the PIE Countermeasure Activity Area was accomplished through four annual Household Surveys, four annual Voluntary Roadside Surveys, and one special analysis. The special analysis was a limited study of the effectiveness of ASAP material and presentations in increasing the knowledge levels of high school students concerning alcohol and driving. This study should be considered quasi-analytical and could have been included either in this section of the report or under Administrative Evaluation.

There were five research questions which were intended to be answered by the analysis of the Household Survey data:

- Was the PIE effective in increasing the general public's: awareness of the drinking-driving problem; knowledge of the existence of an anti-drinking driving campaign; and knowledge of the effects of alcohol?
- Was the PIE equally effective in reaching all major ethnic groups residing in San Antonio?
- Was the PIE equally effective in reaching teenagers and adults?
- Which countermeasure of the general public PIE campaigns (Mass Media or Citizen Involvement) was more effective in communicating various PIE messages?
- Were the pamphlet and flier effective educational materials?

One research question was to be answered from the analysis of the Voluntary Roadside Survey data: Was PIE effective in reaching drunk drivers? And, one research question was to be answered from the special study: Did ASAP presentations and/or materials effect alcohol knowledge levels of driver education students?

Household Survey

Design and Performance

Objectives

The household surveys concentrated on acquiring a comprehensive measure of public attitudes toward, and knowledge of, the drinker-driver problem. As in the Roadside Survey questionnaire, the Household Survey questionnaire collected additional data of a categorical nature for use by the local Project and Evaluation Staffs and by the National Highway Traffic Safety Administration. Examples of such data are personal characteristics of the respondent (age, sex, race, education, and income), his driving experience and record, and alcohol-drinking habits.

Technical Factors for Survey Design

NHTSA guidelines for the design of annual Household Surveys specified an annual minimum sample size of 500 and the use of a probability sampling technique for interviewee selection. The San Antonio Household Survey followed these design criteria. In addition, the Project Evaluation specified a criteria of 40 percent adult male, 40 percent adult female, and 20 percent teenagers.

The objective of the sampling was to provide a set of respondents who were representative of the total population of the San Antonio ASAP area. In determining the sample set, the first consideration was geographic distribution. Bexar County and San Antonio, particularly, can be divided into four natural sectors (northside, southside, eastside, and westside) centered on downtown San Antonio, since these sectors are characteristically different in population makeup and employment activity. Census records for 1970 were used to determine the total county population percentage for each of the quarters. Using this percentage as a weighing factor, a representative number of census tracts was chosen for each quarter sector.

In order to select the specific tracts within each quarter sector, the criteria for the final composite sample population were developed. These were determined for the first survey in 1971 through use of the census results for the years 1960 and 1970, and the results of a Texas Highway Department survey of Bexar County census tracts in 1969. The parameters selected to measure the "representativeness" of the population sample are presented below:

Parameter	Data Source
Ethnic Background 1. White, Non-Spanish Surname 2. White, Spanish Surname 3. Non-White	1970 U.S. Census for totals 1960 U.S. Census for distributions
Median Value of Owner-Occupied Units	1960 U.S. Census Extrapolation
Median Annual Income	1969 Texas Highway Department Survey
Median School Years Completed	1960 U.S. Census

The data sources, other than the 1970 U.S. census, were used because complete data from the 1970 census were not available at the time of developing the initial survey plan.

The general aim in selecting the specific tracts was to satisfy the four selection parameters while maintaining as even a geographical distribution as possible. The tracts ultimately selected for the first survey in 1971, the data for each, and the data for the county averages are presented in Table 7. Table 8 represents an update of these same census tracts using 1970 census data exclusively. Despite a general increase in median annual income and school years completed and a substantial increase in the

TABLE 7. ORIGINAL CENSUS TRACT DESCRIPTIVE DATA

1970 Tract No.	1960 Tract No.	White			Non-White	Median Value of Owner-Occupied Units	Median Annual Income	Median School years Completed
		Total	Non-Spanish Surname	Spanish Surname				
1301	48	0.426	0.089	0.337	0.574	9,388	2,674	8.6
1312	(70)	0.878	0.829	0.049	0.122	15,360	7,427	10.4
1106	33	0.952	0.055	0.897	0.048	9,541	2,899	5.3
1706	23	0.990	0.793	0.197	0.010	11,049	5,739	12.2
1606	60	0.991	0.063	0.928	0.009	7,401	4,286	4.0
1714	(38)	0.962	0.368	0.594	0.038	9,828	5,407	8.0
1902	26	0.984	0.675	0.309	0.016	15,660	4,980	12.1
1203	AH-97	0.987	0.960	0.027	0.013	22,828	7,116	13.0
1912	(1)	0.997	0.807	0.190	0.003	28,955	9,813	12.0
1501	56	0.984	0.168	0.816	0.016	7,842	4,700	6.6
1509	83	0.979	0.922	0.057	0.021	10,447	6,375	11.3
1513	(91)	0.987	0.795	0.192	0.013	9,833	6,037	9.3
Survey Area Average		0.926	0.544	0.382	0.074	13,177	5,621	9.4
County Average		0.921	0.547	0.374	0.079	14,820	5,730	10.0

TABLE 8. 1970 CENSUS TRACT DESCRIPTIVE DATA

1970 Tract No.	1960 Tract No.	White			Non-White	Median Value of Owner-Occupied Units	Median Annual Income	Median School years Completed
		Total	Non-Spanish Surname	Spanish Surname				
1301	48	0.426	0.041	0.385	0.574	8,700	5,082	9.6
1312	(70)	0.878	0.660	0.218	0.122	14,600	8,651	11.0
1106	33	0.952	0.059	0.893	0.048	8,600	4,410	6.0
1706	23	0.990	0.309	0.681	0.010	10,800	9,012	11.9
1606	60	0.991	0.012	0.979	0.009	6,900	5,412	5.6
1714	(38)	0.962	0.035	0.927	0.038	9,900	7,311	8.5
1902	26	0.984	0.471	0.513	0.016	12,700	7,256	12.2
1203	AH-97	0.993	0.909	0.084	0.007	19,300	11,385	13.5
1912	(1)	0.998	0.918	0.080	0.002	27,400	14,581	13.2
1501	56	0.984	0.066	0.918	0.016	7,500	5,878	6.8
1509	83	0.979	0.657	0.322	0.021	10,300	7,347	10.8
1513	(91)	0.988	0.413	0.575	0.012	9,300	7,028	9.7
Survey Area Average		0.939	0.402	0.537	0.061	12,932	7,713	10.0
County Average		0.921	0.468	0.453	0.079	12,200	8,045	8.0

Spanish surname population, the population distribution has remained remarkably constant.

The Household Survey was conducted over a seven- to ten-day period, in either late October and/or early November, during each of the four years in which the survey was conducted. Many of the interviewers were committed to other activities during the day and, therefore, conducted most of the interviews during the evening and/or on weekends. This avoided an undesirable imbalance between housewives and employed heads of households.

Personnel Factors For Survey Performance

Originally it had been planned for housewives or other volunteer groups to conduct the Household Survey. However, to ensure that the survey results were complete and responsive to the designed representative stratified random population sample, experienced interviewers were employed by Southwest Research Institute. Many of the interviewers had previously been employed by the Federal Gov-

ernment in the taking of the 1970 census. Approximately 50 percent of the interviewers had bilingual capability (English and Spanish) due to the large Latin population residing in San Antonio. Bilingual personnel were assigned to census tracts that had greater than a 30-percent Spanish surname population.

A Household Survey training program was initiated by exposing all survey personnel to a detailed orientation. This orientation established the objectives of the survey and detailed how each person of the interview team and his job fit into the ultimate goals. A pretest survey was performed in 1971 to provide survey team members with a valuable insight into actual survey operations. During the actual survey, team members and their data-collection procedures were reviewed daily to ensure that the training methodologies employed were effective. When possible, the same interviewers employed in the 1971 Household Survey were retained as interviewers in subsequent surveys.

Survey Insturment and Tabular Data

The Household Survey questionnaire, first designed for the 1971 HHS, was written primarily from questions provided by NHTSA. Slight modifications were made to some of the questions to expedite data handling. Several additions were made to the core questions to fulfill the requirement to obtain public opinion on specific San Antonio ASAP countermeasure activities. The additional questions were designed to obtain information as to public support of the ASAP program and possible legislation to aid in the achievement of ASAP goals. In 1971, the Household Survey questionnaire form was printed in both English and Spanish. The 1972 questionnaire format was changed to simplify data collection. Respondent personal information questions were added to determine the respondents' drinking behavior patterns, employment and marital status, religious preference, and political and civic activities. Questions concerning a PIE distributed pamphlet and flyer were the only additions to the 1973 questionnaire, and these questions were asked only in 1973. Minor changes for the 1974 questionnaire eliminated repetitious or politically outdated questions.

A copy of the 1974 Household Survey questionnaire together with tabular data on the results of the surveys conducted in 1971, 1972, 1973, and 1974, are shown on the following pages.

Analysis of the Household Survey Data

Analytic Methodology

A total of eight questions were selected for the detailed analysis of the Household Survey data. One question (cause of greatest no. of automobile accidents) was used to measure the level of awareness of the problem. Two questions (heard of campaign to reduce alcohol-related traffic deaths; and knowledge of ASAP) were used to measure recognition of the ASAP effort. Five questions (no. of drinks vs weight to become DWI; definition of BAC level for DWI; effect of coffee; effect of beer; and effect of size of a person) were selected to measure changes in the knowledge level concerning alcohol. All of these five questions had been repeatedly used in the PIE campaigns.

The percentage of correct responses were arrayed by year and classified according to the following: Positive–steady increase of correct responses; Negative–steady decrease of correct responses; Increase–overall increase, but not steady; Decrease–overall decrease, but not steady; No change–consistent percentage of correct responses; and Fluctuating–both increases and decreases above baseline year.

The positive category was tested for statistical significance by comparing the earliest year to the latest year. The increase category was tested for statistical significance by comparing the earliest year to the average of the ASAP years. No test for statistical significance was made for the other categories of response.

So that results from the 1971 survey (before ASAP activity) could be compared to following years' surveys, even though different sample sizes were involved, responses are presented in percentage form in the tabular data. Statistical analyses were then performed using a large-sample normal approximation test for a 2 X 2 table with fixed row totals. This technique is discussed in K.A. Brownlee's *Statistical Theory and Methodology in Science and Engineering*, 2nd ed.; New York: John Wiley and Sons, 1965. In the interest of readability, the probability ('p') values which resulted from these analyses were translated according to the following criteria:

'p' Value	Significance Level
0.00009	Extremely significant
0.0001 to 0.0009	Highly significant
0.001 to 0.009	Very significant
0.01 to 0.05	Yes (was significant)
0.06 to 0.09	Probably significant
0.1 to 0.15	Approaching significance
0.16	None (not significant)

Overall Analysis

The percentage of correct responses to the eight key questions by the entire population sampled during the Household Surveys is shown in Table 9, together with the trend classification and the statistical significance test results. In terms of both awareness of the problem and the recognition of the existence of campaigns to control the drinking-driver, the data indicate excellent progress during the initial three years. All three trends were *Positive*, and two of the three were *Extremely Significant*. The statistical significance of the second was *Very Significant*. Also, in the imparting of information concerning the relationship between alcohol and driver impairment, the PIE campaign was reasonably successful. The data indicate *Positive* trends for 3 of the 5 questions, with two of the three trends being *Extremely Significant*. *No Change* was indicated for the other two questions.

Based upon these data, it is concluded that the PIE effort was effective in increasing: the general public's awareness of the drinking-driver problem; their recognition

SAN ANTONIO ALCOHOL SAFETY ACTION PROJECT
1974 HOUSEHOLD SURVEY

1. Which one of these do you feel causes the greatest number of automobile accidents? Just read me the number. — Cols 1-2

01—Unsafe highways or streets
02—Failure to enforce laws
03—Poor traffic laws
04—Driving too fast
05—Driving under the influence of alcohol
06—Disregard for traffic regulations by drivers
07—Disregard for traffic regulations by pedestrians
08—Drivers and pedestrians who don't know the traffic regulations
09—Something wrong with cars
10—Drivers who handle a car poorly
88—Don't know

2. Would you guess that more fatal accidents are caused by the many social drinkers (people who occasionally drink too much) or by the smaller number of problem drinkers (people who frequently drink a great deal)? — 1—Social Drinkers; 2—About Even; 3—Problem Drinkers; 4—No Opinion — Col 3

3. Out of every 10 traffic deaths, how many would you say are caused by *drinking* drivers? — 1—Less than 5; 2—Exactly 5; 3—More than 5; 4—Don't Know — Col 4

4. Have you ever heard the term "Blood Alcohol Level" or "Blood Alcohol Concentration"? — 1—Yes; 2—No — Col 5

5. (If "Yes" on Q. 4, ask): What do you think the term Blood Alcohol Concentration or Blood Alcohol Level means? — 1—Respondent's Answer Completely Correct.; 2—Respondent's Answer Partially Correct; 3—Respondent's Answer Wrong — Col 6

6. The Blood Alcohol Concentration is based on a chemical test, such as a breath test, and is used to determine if a person is legally drunk or intoxicated. Which of these do you understand is the legal definition of being drunk in this state? (0,10%) — 1. Any Trace; 2. 0.05%; 3. 0.08%; 4. 0.10%; 5. 0.12%; 6. 0.15%; 7. 0.20%; 8. Don't Know; 1—Correct; 2—Wrong/Don't Know — Col 7

7a. How many drinks do you think you would have to have in two hours to reach the level you would be considered legally drunk if you were driving?

7b. Which of these comes closest to your weight? Just give the number. (Interviewer: estimate if necessary) — Col 8

Weight	No. of Drinks
Less than 100 lbs	2-3-4
100-119 lbs	3-4
120-139 lbs	3-4-5
140-159 lbs	4-5
160-179 lbs	4-5-6
180-199 lbs	5-6-7
200-219 lbs	6-7
220-239 lbs	6-7-8
240 lbs or more	7-8

1—Correct; 2—Wrong

8. Here is a list of statements about drinking and becoming intoxicated. Please read each statement and tell me if you think it is true or false.

	True	False	Don't Know	
a. A younger person just starting to drink will get drunk faster than an older person on the same amount of liquor.	1	2	3	Col 9
b. A person drinking on an empty stomach will get drunk faster on the same number of drinks than a person who has just eaten something.	1	2	3	Col 10
c. If a person uses a "mixer", like soda water, with liquor, he can drink more without getting drunk than if he drank the liquor straight.	1	2	3	Col 11
d. A small person will get drunk faster than a larger person on the same number of drinks.	1	2	3	Col 12
e. A person who has had one drink should not be allowed to drive an automobile.	1	2	3	Col 13
f. If a person sticks to the same kind of drink, he is less likely to get drunk than if he mixes different kinds of drinks, like beer and whiskey or gin and scotch.	1	2	3	Col 14
g. A person who is used to drinking can drink more and not become drunk than a person who drinks only once in a while.	1	2	3	Col 15
h. Alcohol is considered a drug.	1	2	3	Col 16
i. Alcohol will affect a person faster if he's under medication like a tranquilizer or antidepressant.	1	2	3	Col 17
j. Strong black coffee is helpful in sobering a person up before he drives.	1	2	3	Col 18
k. Beer is pretty much like a soft drink as far as making a person drunk is concerned.	1	2	3	Col 19

9. Have you read or heard of a campaign or program in the area that would reduce alcohol-related traffic deaths? — 1—Yes; 2—No—Skip to Q.12 — Col 20

10. (If "Yes" on Q. 9, ask): Where did you read or hear about it?

a—Radio		Col 21
b—Television		Col 22
c—Newspaper		Col 23
d—Another Person		Col 24
e—Speaker—Speech	1—Yes	Col 25
f—Pamphlet	2—No	Col 26
g—Van Display		Col 27
h—Don't Remember		Col 28
i—a or b or c		Col 29
j—d or e or f or g		Col 30

11. Do you recall what agency or organization is sponsoring the program? — 1—ASAP (Local); 2—Other; 3—Can't Recall — Col 31

12 How effective do you think each of the following methods would be in reducing the drinking driving problem? Just give me the number on this card.

a–Greater police enforcement of drunk driving laws
b–A large-scale public information and education campaign
c–Improved treatment services for problem drinkers
d–More severe penalties for convicted drunk drivers
e–Having convicted drunk drivers use a pill which causes them to be sick if they drink alcohol
f–Special alcohol-education courses for convicted drunk drivers
g–Police using random road checks to find drivers who have been drinking

1–Effective
2–Not Effective
8–Don't Know

a Col 32
b Col 33
c Col 34
d Col 35
e Col 36
f Col 37
g Col 38

13. What is the present status of your driver's license?
1–Never Licensed
2–License Expired
3–License Suspended
4–License Valid
5–N/A
Col 39

14. How many tickets for driving violations have you had in the last 3 years, not counting parking violations?
0–Record 00
1–Record 01
10–Record 10
11–Record 11
etc.
Cols 40-41

15 In the past 3 years, how many traffic accidents, no matter how minor, have you been involved in when you were driving a car?
Cols 42-43

16. Drinking is an accepted part of business and social activity for many people. Do you ever drink beer, wine, or liquor such as whiskey, gin, or vodka?
1–Yes–Skip to Q. 19
2–No
Col 44

17. (If "No" on Q. 16, Ask): Have you ever drunk beer, wine, or liquor?
1–Yes
2–No–Skip to Q. 29
Col 45

18. (If "Yes" on Q. 17 Ask): How long ago did you last drink beer, wine, or liquor?
1–Less than 1 month
2–1-2 months
3–3 months to 1 year
4–More than 1 year ago
Col 46

19. Which of these do you drink most often–beer, wine, or liquor?
1–Beer 2–Wine 3–Liquor
Col 47

20. At the present time, do you consider yourself to be a:
1–Very light drinker
2–Fairly light drinker
3–Moderate drinker
4–Fairly heavy drinker
5–Heavy drinker
Col 48

21. On how many days did you have something to drink in the past week?
Col 49

22. What was the most you had on any one day?
01–One drink
02–Two drinks
03–Three drinks
04–Four drinks
05–Five drinks
06–Six drinks
07–Seven drinks
08–Eight drinks
09–Nine drinks
10–Ten or more drinks
88–Don't Know
Cols 50-51

23. How often do you drive after having anything to drink? Would you say often, occasionally, hardly ever, or never?
1–Often
2–Occasionally
3–Hardly Ever
4–Never (Skip to 29)
5–Don't Drive (Skip to 29)
Col 52

24. (If "Often" or "Occasionally" drive after drinking, Ask): How much is the most you will drink and continue to drive?
01–One drink
02–Two drinks
03–Three drinks
04–Four drinks
05–Five drinks
06–Six drinks
07–Seven drinks
08–Eight drinks
09–Nine drinks
10–Ten or more drinks
88–Don't Know
Cols 53-54

25. When you've driven after drinking, have you ever thought you really shouldn't be on the road?
1–Yes
2–No
Col 55

26. Has anyone ever tried to persuade you not to drive because you had been drinking?
1–Yes
2–No
Col 56

27. Have you ever refused to drive or decided not to drive because you thought you had had too much to drink?
1–Yes
2–No
Col 57

28. (If "YES" What other mode of transportation did you use?
1–Driven by friend or relative
2–Taxi
3–Bus
4–Walked
Col 58

29. If you drive after drinking too much, what are your chances of being stopped by the police?
1–Very High
2–High
3–About even (50-50)
4–Low
5–Very Low
6–Don't Know
Col 59

30. Did you vote in the last primary election?
1–Yes 2–No
Col 60

31. What is the highest grade in school you completed?
1–Less than 8th grade
2–8th grade
3–High School–Incomplete
4–High School–Completed
5–College–Incomplete
6–College–Completed
7–Graduate work
Col 61

32. Which of these best describes your status at the present time?
1–Employed full time
2–Employed part time
3–Unemployed
4–Housewife
5–Student
6–Retired
Col 62

33. Are you married living with your spouse, or are you single, separated, divorced, or widowed?
1–Married
2–Single
3–Separated
4–Divorced
5–Widowed
Col 63

34. What is your religious preference?
1–Protestant
2–Roman Catholic
3–Jewish
4–Other/None
Col 64

35. Race (Interviewer: Observe and Record)
1–White
2–Black
3–Oriental
4–Latin
5–American Indian
6–Other
Col 65

36. What was your age on your last birthday?
1–15-17
2–18-19
3–20-29
4–30-39
5–40–49
6–50-59
7–60 or over
Col 66

37. Interviewer: (Observe and Record)
1–Male 2–Female
Col 67

Date _____ Interviewer's Initials _____ Location Code _____
Cols 79-80

SAN ANTONIO ALCOHOL SAFETY ACTION PROJECT
HOUSEHOLD SURVEY RESPONSES

Question and Response	Comparative Percentages			
	1971	1972	1973	1974
1. Cause of greatest no. of auto accidents:	(549)	(581)	(598)	(605)
Unsafe highways	1.3	2.2	1.7	1.7
Failure to enforce	5.0	3.3	2.7	2.6
Poor traffic laws	0.7	0.3	0.8	1.2
Driving too fast	22.9	17.4	16.6	17.7
DWI	40.9	41.7	52.5	56.2
Disregard by drivers	14.4	15.5	9.7	9.4
Disregard by pedestrians	0.9	0.3	0.2	0.3
Don't know regulations	3.4	4.3	2.8	1.5
Something wrong cars	0.7	0.9	0.8	0.3
Poor drivers	8.5	11.0	10.5	6.4
Don't know	1.3	3.1	1.7	2.6
2. Fatal accidents caused by:	(555)	(581)	(598)	(605)
Social drinkers	41.4	32.9	35.3	28.3
About even		20.8	17.2	26.3
Problem drinkers	51.0	39.4	41.6	40.2
No opinion	7.6	6.9	5.9	5.3
3. No. deaths by drinking drivers out of 10:	(552)	(581)	(597)	(599)
Less than 5	34.6	23.7	20.1	21.2
Exactly 5	25.9	18.9	22.4	15.4
More than 5	30.6	42.9	45.6	50.3
Don't know	8.9	14.5	11.9	13.2
4. Heard of BAC:		(581)	(598)	(598)
Yes		53.0	55.4	59.7
No		47.0	44.6	40.3
5. Knowledge of BAC:	(520)	(581)	(399)	(438)
Complete knowledge	35.3	29.8	37.6	46.8
Partial knowledge	31.5	24.8	42.1	32.2
No knowledge	33.2	45.4	20.3	31.0
6. Knowledge of 0.10% as Presumptive limit:	(546)	(581)	(591)	(596)
Knowledge	24.8	21.2	26.1	25.5
Incorrect/don't know	75.2	78.8	73.9	74.5
7. No. drinks vs weight				
8. To become DWI:	(552)	(581)	(586)	(592)
Knowledge	25.4	35.6	38.2	48.1
Incorrect/don't know	74.6	64.4	61.8	51.9
8A. Young person will get drunk faster:	(554)	(581)	(596)	(605)
True	74.8	73.7	71.6	76.2
False	20.5	20.1	23.7	19.5
Don't know	4.7	6.2	4.7	4.3
8B. Empty stomach will get drunk faster:	(555)	(581)	(596)	(605)
True	86.5	87.6	86.6	86.1
False	9.4	6.7	9.7	10.6
Don't know	4.1	5.7	3.7	3.3

Question and Response	Comparative Percentages			
	1971	1972	1973	1974
8C. Mixer permits more alcohol than straight without becoming drunk:	(555)	(581)	(596)	(605)
True	57.5	56.8	55.4	63.1
False	31.7	31.3	35.2	31.2
Don't know	10.8	11.9	9.4	5.6
8D. Small person gets drunk faster:	(554)	(581)	(598)	(604)
True	29.6	41.1	46.3	54.5
False	54.2	41.7	43.8	37.4
Don't know	16.2	17.2	9.9	8.1
8E. One drink and should not be allowed to drive:	(554)	(581)	(598)	(605)
True	23.2	22.5	22.1	24.6
False	68.1	70.2	70.2	71.7
Don't know	8.7	7.2	7.7	3.6
8F. Same drink, less drunk than if mixes different kinds of drinks:	(555)	(581)	(598)	(604)
True	60.9	57.7	46.3	62.6
False	29.4	28.9	43.8	32.9
Don't know	9.7	13.4	9.9	4.6
8G. Used to drinking can drink more and not become drunk:	(555)	(581)	(598)	(605)
True	72.6	22.5	22.1	74.2
False	20.7	70.2	70.2	22.5
Don't know	6.7	7.2	7.7	3.3
8H. Alcohol is a drug:		(581)	(598)	(605)
True		49.2	62.2	68.1
False		32.9	23.6	27.9
Don't know		17.9	14.2	4.0
8I. Alcohol will affect faster if under medication:	(555)	(581)	(598)	(605)
True	86.1	85.2	88.0	85.3
False	2.5	3.3	5.4	10.7
Don't know	11.4	11.5	6.7	4.0
8J. Strong black coffee helpful in sobering up:	(555)	(581)	(598)	(605)
True	57.3	58.9	56.2	60.2
False	29.7	32.2	33.4	34.0
Don't know	13.0	8.9	10.4	5.8
8K. Beer like a soft drink:	(554)	(581)	(598)	(605)
True	13.0	9.6	14.0	11.6
False	82.3	84.0	81.9	84.8
Don't know	4.7	6.4	4.0	3.7
9. Heard or read of a program to reduce alcohol-related traffic deaths:		(581)	(598)	(601)
Had heard or read	*	42.5	48.5	51.1
Had not heard or read	*	57.5	51.5	48.9

*1971 results are not comparable because of concurrent Household and Roadside Surveys; publicity associated with Roadside Survey distorted 1971 data upward.

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Question and Response	Comparative Percentages			
	1971	1972	1973	1974
10. How heard of program:		(581)	(598)	(605)
Radio	*	11.5	16.4	26.3
Television	*	30.1	34.5	46.5
Newspaper	*	15.0	18.1	19.8
Another person	*	9.5	9.5	10.4
Speaker-speech	*	5.5	7.5	7.3
Pamphlet	*	6.4	7.5	7.4
Van display	*	4.6	2.7	4.1
Don't remember	*	3.1	1.5	1.7
Multi-media source	*	37.0	43.0	48.6
Citizen involvement source	*	18.4	17.7	14.2
11. Knowledge of ASAP as sponsoring organization:		(581)	(598)	(605)
Yes	*	5.9	11.5	13.6
12A. Effectiveness of greater police enforcement of drunk driving laws:	(555)	(581)	(598)	(603)
Effective	87.7	75.3	76.1	78.6
Not effective	12.3	16.8	18.7	18.1
Don't know		7.9	5.2	3.3
12B. Effectiveness of a large-scale Public Information and Education Campaign:	(555)	(581)	(598)	(602)
Effective	81.3	63.3	70.9	71.9
Not effective	18.7	22.9	23.2	23.9
Don't know		13.8	5.9	4.1
12C. Effectiveness of Improved treatment Services for problem drinkers:	(555)	(581)	(598)	(603)
Effective	83.6	72.8	77.4	77.5
Not effective	16.4	16.9	17.4	18.7
Don't know		10.3	5.2	3.8
12D. Effectiveness of more severe penalties for convicted drunk drivers:	(555)	(581)	(598)	(602)
Effective	80.4	65.7	64.0	70.4
Not effective	19.6	26.2	30.8	25.9
Don't know		8.1	5.2	3.7
12E. Effectiveness of antibuse:	(555)	(581)	(598)	(602)
Effective	42.3	38.2	39.7	38.7
Not effective	57.7	42.5	50.3	46.4
Don't know		19.3	10.0	14.9
12F. Effectiveness of Alcohol-Education Courses for convicted drunk drivers:	(555)	(581)	(598)	(603)
Effective	77.1	68.7	73.4	76.8
Not effective	22.9	20.5	20.4	19.7
Don't know		10.8	6.2	3.5

Question and Response	Comparative Percentages			
	1971	1972	1973	1974
12G. Effectiveness of random road blocks for DWIs:	(553)	(581)	(598)	(602)
Effective	77.1	70.4	69.7	73.6
Not effective	22.9	21.5	24.3	22.1
Don't know		8.1	6.0	4.3
13A. Greater police enforcement of DWI Laws:		(581)	(597)	
Yes, support		77.8	76.2	
No, no support		15.7	19.8	
Don't know		6.5	4.0	
13B. Large-scale Public Info. and Education Campaign:		(581)	(597)	
Yes, support		69.7	70.3	
No, no support		20.1	25.3	
Don't know		10.2	4.4	
13C. Improved treatment for problem drinkers:		(581)	(598)	
Yes, support		76.2	75.8	
No, no support		15.7	20.2	
Don't know		8.1	4.0	
13D. More penalties for convicted DWI:		(581)	(597)	
Yes, support		66.4	62.0	
No, no support		24.3	33.5	
Don't know		9.3	4.5	
13E. Have convicted DWIs: use pill to cause them to be sick if they drink alcohol:		(581)	(597)	
Yes, support		39.9	41.7	
No, no support		45.3	51.6	
Don't know		14.8	6.7	
13F. Special Alcohol-Education Courses for convicted DWIs:		(581)	(596)	
Yes, support		74.0	74.1	
No, no support		17.2	21.0	
Don't know		8.8	4.9	
13G. Police use random road checks to find DWIs:		(581)	(596)	
Yes, support		71.1	65.5	
No, no support		23.1	29.5	
Don't know		5.9	5.0	
14. Present status of your Driver License:		(581)	(596)	(594)
Never licensed		17.4	21.8	16.6
License expired		2.4	4.1	4.0
License suspended		2.6	0.8	1.7
License valid		77.6	73.3	77.5

*1971 results are not comparable because of concurrent Household and Roadside Surveys; publicity associated with Roadside Survey distorted 1971 data upward.

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Question and Response	Comparative Percentages			
	1971	1972	1973	1974
15. How many tickets for driving violations have you had in past 3 years; exclude parking violations:		(581)	(595)	(592)
0		62.0	68.4	66.2
1		19.6	19.0	22.8
2		9.8	5.6	4.7
3		4.1	3.0	3.6
4 or more		4.5	4.0	2.7
16. How many traffic accidents in past 3 years:		(581)	(595)	(590)
0		72.5	73.6	78.3
1		16.9	20.0	14.9
2		5.7	1.5	4.2
3 or more		5.0	0.7	2.6
17. Do you drink:	(555)	(581)	(593)	(603)
Yes	63.9	73.8	72.5	75.3
No	36.1	26.2	27.5	24.7
18. (If "no" on Q. 17) Have you ever drunk beer, wine, or liquor:	(201)	(152)	(175)	(176)
Yes	50.7	57.9	54.3	44.9
No–skip to Q. 30	49.3	42.1	45.7	55.1
19. (If "yes" on Q. 18) When Did you drink last:	(98)	(88)	(99)	(105)
Less than 1 month	13.3	33.0	33.3	57.2
1-2 months	7.1	18.2	5.1	7.6
3 months to 1 year	26.5	19.3	24.2	14.3
More than 1 year	53.1	29.5	37.4	21.0
20. Which drank most often:	(354)	(477)	(508)	(504)
Beer	61.3	62.1	58.7	58.1
Wine	10.7	10.1	13.8	14.7
Liquor	28.0	27.9	27.5	27.2
21. Do you consider yourself to be a:	(353)	(476)	(507)	(491)
Very light drinker	49.0	44.5	50.4	43.2
Fairly light drinker	22.1	24.4	21.3	20.2
Moderate drinker	26.1	26.9	23.9	30.6
Fairly heavy drinker	2.6	3.2	3.0	3.9
Heavy drinker	0.3	1.0	1.4	2.2
22. How many days have you drank in past week:		(581)	(598)	(502)
0		39.8	44.2	30.7
1		22.9	18.7	21.7
2		11.5	13.5	15.1
3		6.4	7.9	10.4
4-6		4.0	8.2	12.4
7		15.5	7.5	9.8

Question and Response	Comparative Percentages			
	1971	1972	1973	1974
23. Most consumed in one day:		(581)	(598)	(492)
0		27.4	23.4	32.1
1		10.0	13.0	5.3
2		13.1	10.0	12.2
3-4		16.5	16.1	22.8
5-6		12.0	14.1	20.1
7-9		10.5	7.2	6.9
10		9.0	13.4	11.2
Don't know		1.5	2.8	0.6
24. How often do you drive after drinking:	(354)	(581)	(511)	(500)
Often	7.3	9.8	12.3	18.0
Occasionally	24.0	20.1	21.1	29.6
Hardly ever	36.7	22.5	24.3	18.4
Never (skip to 30)	22.9	28.4	34.6	30.0
Don't drive (skip to 30)	9.1		7.7	4.0
25. How much is most you drink and drive:	(113)	(581)	(198)	(274)
1 drink	4.4	3.6	3.0	2.9
2	17.7	5.6	12.6	10.2
3	17.3	13.3	14.6	17.9
4	15.9	14.9	10.6	16.8
5	8.9	11.8	11.1	8.8
6	10.6	12.8	10.6	16.8
7	6.2	8.7	4.6	1.5
8	4.4	7.2	6.1	2.2
9	1.8	0.5	1.0	1.1
10 or more	12.4	15.4	17.7	13.5
Don't know		6.2	8.1	8.4
26. After drinking and driving, ever thought you shouldn't be on road:	(115)	(306)	(292)	(333)
Yes	70.4*	54.6	60.0	42.7
No	29.6	45.4	40.0	57.4
27. Anyone tell you not to drive after drinking:		(305)	(293)	(333)
Yes		35.1	44.4	33.3
No		64.9	55.6	66.7
28. Have you refused to drive because you had too much to drink:	(113)	(303)	(293)	(331)
Yes	68.1	46.2	53.2	38.4
No	31.9	53.8	46.8	61.6
29. If "yes" What other transportation used:		(147)	(139)	(136)
Driven by friend or other		90.5	88.5	88.2
Taxi		6.8	7.2	7.4
Bus		0.7	2.2	3.0
Walked		2.0	2.2	1.5

*Not comparable because the "hardly ever" respondees to question 24 did not answer question 26 in 1971, but did in subsequent year surveys.

SAN ANTONIO ALCOHOL SAFETY ACTION PROJECT
HOUSEHOLD SURVEY RESPONSES (Cont'd)

Question and Response	Comparative Percentages			
	1971	1972	1973	1974
30A. Chances of being stopped by police when driving after excessive drinking:	(553)	(581)	(565)	(599)
Very high	18.1	19.4	15.8	21.7
High	20.4	15.3	13.8	13.7
About even (50-50)	28.4	22.9	24.4	28.7
Low	11.4	14.8	19.8	14.7
Very low	12.3	12.7	16.1	13.0
Don't know	9.4	14.8	10.1	8.2
30B. Do you know Texas Highway Safety Slogan:		(581)	(592)	
Correct		36.0	51.0	
Wrong/don't know		64.0	49.0	
31. Did you vote in state and national elections:		(581)	(591)	(599)
Yes		58.0	58.4	47.9
No		42.0	41.6	52.1
32. Participation in politics or civic activities; of the following, what done in past three years:		(581)	(589)	
0-1		75.9	70.0	
2-4		19.8	21.7	
5 or more		4.3	8.3	
33. Highest grade completed in school:	(553)	(581)	(596)	(603)
Less than 8th grade		9.8	6.5	5.3
8th grade	19.4	7.2	6.5	4.5
High School–incomplete		24.4	26.5	27.5
High School–completed	48.8	29.6	25.0	35.8
College–incomplete		20.3	22.8	14.6
College–completed	26.9	6.2	7.2	10.3
Graduate work	4.9	2.4	5.4	2.0

Question and Response	Comparative Percentages			
	1971	1972	1973	1974
34. Status now:	(555)	(581)	(598)	(605)
Employed full-time	40.0	44.9	44.0	48.1
Employed part-time	6.3	10.3	7.4	6.8
Unemployed	4.3	4.5	5.0	4.3
Housewife	24.3	21.7	16.6	21.3
Student	15.3	13.1	20.1	10.4
Retired	9.7	5.5	7.0	9.1
35. Marital status:	(550)	(581)	(598)	(605)
Married	61.0	61.3	56.0	63.6
Single	27.0	24.6	32.8	20.5
Separated	4.7	3.4	2.2	2.8
Divorced	6.5	6.5	4.0	6.8
Widowed	0.5	4.1	5.0	6.3
36. Religious preference:	(549)	(581)	(597)	(605)
Protestant	43.3	33.9	37.7	35.4
Roman Catholic	51.1	56.3	50.8	53.6
Jewish	0.1	0.2	1.5	1.3
Other/none	5.1	9.6	10.1	9.8
37. Race:	(553)	(581)	(596)	(599)
White	42.1	45.1	43.1	43.4
Black	10.4	10.5	16.1	12.5
Latin	47.5	42.2	38.9	43.9
Other		2.2	1.9	0.2
38. Age on last birthday:	(554)	(581)	(598)	(605)
Under 20	17.5	17.9	22.6	14.1
20-29	27.6	24.3	24.1	31.6
30-39	17.0	19.4	19.4	5.1
40-49	14.3	16.5	14.2	14.9
50-59	10.8	13.4	10.4	8.6
60 or over	13.0	8.4	9.4	9.3
39. Sex:	(548)	(581)	(592)	(597)
Male	51.4	53.5	50.2	51.3
Female	48.6	46.5	49.8	48.7

TABLE 9. OVERALL CORRECT RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (555)	1972 (581)	1973 (598)	1974 (605)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	40.9	41.7	52.5	56.2	Positive	Extremely significant
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	*	42.5	48.5	51.1	Positive	Very significant
Knowledge of ASAP	*	5.9	11.5	13.6	Positive	Extremely significant
Information						
No. of drinks vs weight to become DWI	25.4	35.6	38.2	48.1	Positive	Extremely significant
0.10% Definition of DWI	24.8	21.2	26.1	25.5	No change	N/A
Coffee has no sobering effect	29.7	32.2	33.4	34.0	Positive	Probably significant
Beer not like soft drink in alcohol content	82.3	84.0	81.9	84.8	No change	N/A
Smaller person gets drunk faster	29.6	41.1	46.3	54.5	Positive	Extremely significant

*Data distorted due to concurrent Roadside Survey.

of the existence of the ASAP campaign; and their knowledge of the effects of alcohol. Also, the slow, but steady, increase in the percentage of correct responses indicates that PIE is not an instant cureall; rather, it is a long-term means for slowly changing public attitudes and knowledge levels.

Ethnic Analysis

The percentages of correct responses to the eight key questions by the major ethnic groups represented in San Antonio are shown in Tables 10, 11, and 12, together with the trend classifications and the statistical significance test results. Anglo responses are found in Table 10, Black responses in Table 11, and Latin responses in Table 12.

Anglo responses indicate increased awareness of the drinking-driver problem and recognition of the ASAP program. The awareness increase tested to be statistically *Significant* and the recognition increase was *Highly Significant*. The third question in this category showed *No Change*. Knowledge levels among Anglo respondents appear to have increased during the three operational years of the PIE countermeasure. Four of the five questions, indicating alcohol information learned, showed increases of correct responses. Two of these increases tested *Extremely Significant*, the other two were statistically *Not Significant*. Correct responses to the fifth knowledge question fluctuated throughout the four survey years.

Black respondents to the Household Surveys showed increases in the areas of awareness of the drinking-driver problem and recognition of the existence of an anti-drinking-driver campaign. The first question showed an increase which was statistically *Very Significant*; the second question showed a positive trend which tested to be *Significant*. Correct responses to the third question decreased. Responses to four of the five alcohol information questions fluctuated above and below 1971 baseline levels. The fifth knowledge question was of a more technical nature (knowledge of the 0.10 percent BAC level for DWI) and showed a decrease of correct responses.

Latin responses to two of the three awareness and recognition questions showed *Positive* trends for correct responses. Both of these positive trends were *Extremely Significant*. Responses to the third question were *Fluctuating*. Also, Latin responses indicated an increase of alcohol-knowledge levels. Three of the five information questions reflected *Positive* trends; two were *Extremely Significant* and one was *Very Significant*. Correct responses to one question increased, but not significantly. The fifth question showed *Fluctuating* levels of correct responses.

Judging from data presented in these three tables, it can be concluded that the PIE was fairly effective in increasing levels of awareness and recognition of the campaign among all three ethnic groups. All three groups were reached by the PIE effort. However, the knowledge imparted to the three groups varied. Generally, the Anglo and the Latin respondents showed high levels of increased knowledge, since both groups have increases or positive trends for four of the five information questions. Correct

TABLE 10. ANGLO CORRECT RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (235)	1972 (262)	1973 (257)	1974 (261)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	40.0	38.5	49.8	55.6	Increase	Yes (significant)
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	*	54.6	51.4	56.0	No Change	N/A
Knowledge of ASAP	*	6.1	13.2	15.0	Positive	Highly significant
Information						
No. of drinks vs weight to become DWI	27.2	45.0	42.7	58.2	Increase	Extremely significant
0.10% Definition of DWI	22.9	22.9	27.2	29.0	Increase	None (not significant)
Coffee has no sobering effect	35.6	36.3	42.4	37.6	Increase	None (not significant)
Beer not like soft drink in alcohol content	90.7	89.7	92.2	86.6	Fluctuating	N/A
Smaller person gets drunk faster	29.4	46.2	62.4	60.9	Increase	Extremely significant

*Data distorted due to concurrent Roadside Survey.

TABLE 11. BLACK CORRECT RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (57)	1972 (61)	1973 (96)	1974 (75)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	35.1	37.7	66.7	53.3	Increase	Very significant
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	*	27.9	40.6	45.3	Positive	Yes (significant)
Knowledge of ASAP	*	14.8	9.4	8.0	Negative	N/A
Information						
No. of drinks vs weight to become DWI	38.6	24.6	29.5	42.7	Fluctuating	N/A
0.10% Definition of DWI	32.8	26.2	22.9	14.7	Negative	N/A
Coffee has no sobering effect	39.7	31.1	21.9	61.3	Fluctuating	N/A
Beer not like soft drink in alcohol content	81.0	93.4	70.8	84.0	Fluctuating	N/A
Smaller person gets drunk faster	26.3	34.4	16.7	38.7	Fluctuating	N/A

*Data distorted due to concurrent Roadside Survey.

TABLE 12. LATIN CORRECT RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (285)	1972 (245)	1973 (232)	1974 (267)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	40.0	45.7	50.0	57.3	Positive	Extremely significant
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	*	33.1	48.3	47.9	Fluctuating	N/A
Knowledge of ASAP	*	2.9	11.2	13.9	Positive	Extremely significant
Information						
No. of drinks vs weight to become DWI	23.9	26.9	37.1	40.0	Positive	Extremely significant
0.10% Definition of DWI	23.8	26.9	24.1	25.4	Increase	None (not significant)
Coffee has no sobering effect	22.2	27.3	28.4	31.5	Positive	Very significant
Beer not like soft drink in alcohol content	75.1	75.1	74.6	83.5	Fluctuating	N/A
Smaller person gets drunk faster	30.9	37.6	41.4	53.0	Positive	Extremely significant

*Data distorted due to concurrent Roadside Survey.

responses by Blacks generally fluctuated above and below baseline levels. The positive performance by Latins can be primarily attributed to a planned PIE effort which included the broadcast and printing of the PIE message in Spanish, appearances by the ASAP staff on Spanish television programs, and the placement of ASAP materials in locales frequented by the Latin population.

Age Analysis

The percentages of correct responses to the eight key questions by teenagers and adults (age $\geq$ 20 years) are shown in Tables 13 and 14, together with the trend classifications and the statistical significance test results. Teenage responses are presented in Table 13 and Adult responses are presented in Table 14.

Awareness among teenagers of the extent of the drinking-driver problem increased in a positive trend which was statistically *Very Significant.* One of the two questions concerning recognition of the campaign showed a *Positive* trend. This increase, however, was *Not Significant.* Responses to the second recognition question were *Fluctuating.* Three of the five information questions showed increases of correct responses over the baseline year. One increase was *Probably Significant,* one was *Approaching Significance*, and the third was statistically *Not Significant.* The number of teens who knew their own drinking capacity increased steadily in a *Positive* trend which was *Extremely Significant.* Correct responses to the fifth information question decreased.

Adult responses to the Household Surveys indicate high levels of awareness and recognition of the campaign. One of the three questions in this area showed an *Increase* and another question showed a *Positive* trend, both of which were *Very Significant.* The third question reflected a *Fluctuating* response pattern. Knowledge level increases among adults were generally good. Three of the five information questions showed *Positive* trends. Statistically, one of these was *Significant*; the other two were *Extremely Significant*. One of the information questions reflected an increase which was *Approaching Significance*. A *Fluctuating* pattern of correct responses was recorded for the fifth information question.

From the data presented in Tables 13 and 14, there appears to be little difference in the levels of awareness, recognition, and knowledge obtained by teen and adult survey respondents. Both age groups demonstrated increases in all categories. Even though the increases for some of the adult responses were statistically more significant, it can be concluded that the PIE effort effectively reached both age groups with the ASAP message.

Mass Media—Citizen Involvement Analysis

The percentages of correct responses to the eight key questions, by respondents having heard of an anti-drinking-driver campaign from a Mass Media or a Citizen Involvement source, are shown in Tables 15 and 16, together with the trend classification and the statistical significance test results. Responses by those informed through a Mass

TABLE 13. TEEN CORRECT RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (96)	1972 (104)	1973 (135)	1974 (85)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	31.3	37.5	48.1	50.6	Positive	Very significant
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	*	47.1	52.6	54.1	Positive	None (not significant)
Knowledge of ASAP	*	5.8	5.2	11.8	Fluctuating	N/A
Information						
No. of drinks vs weight to become DWI	18.8	34.6	39.8	42.4	Positive	Extremely significant
0.10% Definition of DWI	19.4	26.9	25.2	23.5	Increase	None (not significant)
Coffee has no sobering effect	26.5	43.3	31.9	28.2	Increase	Probably significant
Beer not like soft drink in alcohol content	81.6	78.8	74.8	76.5	Decrease	N/A
Smaller person gets drunk faster	36.4	45.2	45.2	42.4	Increase	Approaching significance

*Data distorted due to concurrent Roadside Survey.

TABLE 14. ADULT CORRECT RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (458)	1972 (477)	1973 (370)	1974 (520)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	43.2	42.1	51.9	57.2	Increase	Very significant
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	*	41.3	48.9	50.6	Positive	Very significant
Knowledge of ASAP	*	5.7	14.3	13.9	Fluctuating	N/A
Information						
No. of drinks vs weight to become DWI	26.9	35.8	40.1	49.0	Positive	Extremely significant
0.10% Definition of DWI	25.3	19.7	26.4	25.0	Fluctuating	N/A
Coffee has no sobering effect	30.3	29.8	36.8	35.0	Increase	Approaching significance
Beer not like soft drink in alcohol content	82.1	84.9	85.7	86.1	Positive	Yes (significant)
Smaller person gets drunk faster	28.2	40.3	53.0	56.5	Positive	Extremely significant

*Data distorted due to concurrent Roadside Survey.

TABLE 15. MASS MEDIA INFORMED RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (239)	1972 (139)	1973 (178)	1974 (213)	Classification	Statistical Significance
Awareness						
DWI causes greatest number of auto accidents	44.1	34.5	51.1	55.4	Fluctuating	N/A
Recognition						
Knowledge of ASAP	*	10.1	18.0	28.8	Positive	Extremely significant
Information						
No. of drinks vs weight to become DWI	26.8	45.3	31.6	55.2	Increase	Extremely significant
0.10% Definition of DWI	31.8	23.2	27.0	32.5	Fluctuating	N/A
Coffee has no sobering effect	34.3	34.5	32.6	37.1	Fluctuating	N/A
Beer not like soft drink in alcohol content	84.5	85.6	85.4	93.4	Increase	Probably significant
Smaller person gets drunk faster	32.6	47.5	44.6	61.0	Increase	Extremely significant

*Data distorted due to concurrent Roadside Survey.

Media source are presented in Table 15 and responses by those informed through a Citizen Involvement source are presented in Table 16.

The Mass Media proved to be an effective tool in acquainting the public with the ASAP Program. This question showed a *Positive* trend in correct responses which was statistically *Extremely Significant.* Levels of awareness of the drinking-driving problem reflected a *Fluctuating pattern.* Three patterns of the five information questions showed *Increases,* two of which were *Extremely Significant* and the third was *Probably Significant.* The other two information questions showed *Fluctuating* patterns of correct responses.

The number of respondents who were informed through a Citizen Involvement source was much smaller. The number dropped to a very low level in 1974. This is due to the decreased publication and distribution of ASAP materials in that year because of financial limitations. Because of the small number of respondents, no adequate analysis can be performed, no comparison of the two groups (Mass Media and Citizen Involvement) can be made, and therefore, the research question pertaining to this analysis cannot be answered.

Pamphlet-Flier Analysis

During the first ten months of 1973, the PIE effort included the distribution of 61,000 one-page fliers and 11,980 pamphlets entitled, "The ABC's of Drinking and Driving." Special questions were added to the 1973 Household and Voluntary Roadside Surveys to determine the extent to which these two PIE efforts were successful in reaching the public. These results are illustrated in Table 17. The percentage, derived by dividing the total number of each publication distributed by the driving age population (> 15 yrs), provides a basis of comparison for the percentage of survey respondents who had seen the publication. This comparison shows the efficiency of the pamphlet as very high, the English flier as adequate, and the Spanish flier as low.

Table 18 illustrates the effectiveness of the pamphlet and the flier in imparting knowledge to the public. The pamphlet contained the answers to nine questions on the survey, while the flier contained the answers to two questions. These results indicate that the increase in knowledge among those having seen the pamphlet was *Significant*; however, the increase in knowledge among those persons having seen the flier was *Not Significant*. On the seven questions in the pamphlet which were not on the flier, those having seen the flier were slightly less informed than those seeing neither, but this difference is not significant. In conclusion, the pamphlet was shown to be an effective educational material and the flier was less effective in imparting knowledge.

Other Scientific Surveys

Voluntary Roadside Survey

Design and Performance

The design and performance of the Voluntary Roadside Survey is fully documented only in Analytic Study

TABLE 16. CITIZEN INVOLVEMENT INFORMED RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents)				Classification	Statistical Significance
	1971 (26)	1972 (27)	1973 (30)	1974 (11)		
Awareness						
DWI causes greatest number of auto accidents	34.6	37.0	53.3	45.5	Increase	None (not significant)
Recognition						
Knowledge of ASAP	*	14.8	24.1	0.0	Fluctuating	N/A
Information						
No. of drinks vs weight to become DWI	15.4	48.1	48.3	45.5	Increase	Very significant
0.10% Definition of DWI	30.8	25.9	34.5	20.0	Fluctuating	N/A
Coffee has no sobering effect	38.5	51.9	36.7	45.5	Fluctuating	N/A
Beer not like soft drink in alcohol content	96.1	88.9	83.3	90.9	Decrease	N/A
Smaller person gets drunk faster	23.1	48.1	60.0	54.5	Increase	Very significant

*Data distorted due to concurrent Roadside Survey.

TABLE 17. PAMPHLET AND FLIER DISTRIBUTION AS REPORTED BY HOUSEHOLD AND ROADSIDE SURVEYS

Performance	Pamphlet	English Flier	Spanish Flier
Number Distributed			
Population over 15 yrs (%)	2.4	11.3	2.3
VRS % seen	17.0	12.1	0.2
HHS % seen	16.7	10.6	0.0

TABLE 18. RESPONSES FROM 1973 HOUSEHOLD AND ROADSIDE SURVEYS

Performance Criteria	Saw Pamphlet	Saw Flier	Saw Neither	Significance of Difference
9 Questions in pamphlet	58.9	–	50.4	Highly significant
2 Questions in flier	–	41.4	36.9	None
7 Questions in pamphlet not in flier	–	52.4	54.5	None

No. 3. It was a survey conducted annually at 32 locations within San Antonio, and had an annual intake of approximately 640. A brief questionnaire was administered and a BAC reading was obtained by a certified Breathalyzer Operator of the San Antonio Police Department.

Analytic Methodology

The analytic methodology is similar to that of the Household Survey, with the exception that responses to only 4 key questions were analyzed. Data arrays, classification, and tests for statistical significance were all identical to the procedures used for the Household Survey.

Driver BAC Analysis

The percentages of correct responses to the four Roadside Survey key questions, according to the BAC of the driver, are presented in the following three tables, together with the trend classifications and the statistical test results. Responses by drivers with a negative BAC are presented in Table 19; responses by drivers with a 0.01 to 0.09 BAC are presented in Table 20; and responses by drivers with a BAC $\geq$ 0.10 are presented in Table 21.

Drivers who had a negative BAC showed a *Positive* trend of correct responses to only one of the survey questions examined. The statistical test proved this trend to be *Approaching Significance.* Two of the four questions had *Fluctuating* levels of correct responses. The fourth question (knowledge of the legal BAC level for DWI) showed a *Decrease* in correct responses.

TABLE 19. NEGATIVE BAC RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (414)	1972 (393)	1973 (382)	1974 (390)	Classification	Statistical Significance
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	61.6	64.4	69.0	51.8	Fluctuating	N/A
Knowledge of ASAP	3.5	4.1	5.2	6.0	Positive	Approaching significance
Information						
No. of drinks vs weight to become DWI	21.6	30.0	28.8	19.6	Fluctuating	N/A
0.10% Definition of DWI	22.7	17.3	19.6	18.5	Decrease	N/A

TABLE 20. 0.01 TO 0.09 BAC RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (138)	1972 (190)	1973 (202)	1974 (184)	Classification	Statistical Significance
Recognition						
Heard of campaign to reduce alochol-related traffic deaths	70.3	66.8	69.3	62.1	Decrease	N/A
Knowledge of ASAP	3.2	4.2	6.4	5.5	Increase	None (not significant)
Information						
No. of drinks vs weight to become DWI	19.6	27.4	40.6	24.9	Increase	Very significant
0.10% Definition of DWI	20.3	20.0	18.8	18.5	Negative	N/A

TABLE 21. 0.10 BAC RESPONSES (%) TO KEY QUESTIONS

Measure	Year (No. Respondents) 1971 (82)	1972 (70)	1973 (70)	1974 (77)	Classification	Statistical Significance
Recognition						
Heard of campaign to reduce alcohol-related traffic deaths	74.4	65.7	70.0	61.3	Decrease	N/A
Knowledge of ASAP	5.1	1.4	7.1	2.2	Fluctuating	N/A
Information						
No. of drinks vs. weight to become DWI	11.0	17.1	20.0	13.2	Increase	Approaching significance
0.10% Definition of DWI	7.3	13.6	20.0	10.4	Increase	Yes (significant)

Drivers who had been drinking but were not DWI (0.01 to 0.09 BAC) showed increases of correct responses for two of the four questions. One question in the area of campaign recognition reflected an *Increase*, but it was statistically *Not Significant*. However, the number of respondents who knew their own drinking capacity increased *Very Significantly*. The other two key questions showed a *Decrease* or *Negative* trend.

Responding drivers who were DWI (BAC $\geq$ 0.10) measured increases of correct responses to both of the alcohol information questions. The increase of respondents who knew their own drinking capacity was *Approaching Significance*. The increase of respondents who knew the legal BAC level for DWI was statistically *Significant*. Correct responses to one of the recognition questions fluctuated while correct responses to the other decreased.

Data from Tables 20 and 21 indicate that both drinking-driver groups showed increases for the question concerning knowledge of their own drinking capacity. This increase in knowledge levels may be due in part to a PIE effort aimed at the drinking-driver. This effort consisted primarily of the placement of ASAP materials in liquor stores, bars, and taverns. However, even though data from these tables show increases of knowledge levels among drinking-drivers, the actual percentages of correct responses to survey questions are relatively low. The percentages of correct responses given by drivers who were DWI are generally lower than responses by drivers with a BAC of 0.01 to 0.09 and by drivers who had not been drinking. Furthermore, it can be seen by comparing Household Survey Overall Responses (Table 9) to these three samples of Roadside Survey Data, that knowledge levels of the driving public are lower than those of the general public. This is understandable when the timing of the Roadside Surveys is taken into consideration, since these surveys were conducted between 7 P.M. and 3 A.M. on Friday and Saturday nights. Also, correct responses to all questions by drunk drivers showed a sharp decrease in 1974. One must conclude that drunks are a very difficult group to effectively reach, and even more difficult to motivate.

Driver Education Survey

Design and Performance

Four local high schools were selected for the performance of the Driver Education Class Survey. The primary consideration in the selection of the schools was their geographic location. The four areas of the city represented in the survey were: (1) Northside (CHS); (2) Southeast (HHS); (3) Central City (WHS); and (4) Westside (MHS). Selection of the schools on this basis provided a fairly stratified representation of the general population, both racially and economically. Each of the schools, except one, had some exposure to the ASAP Program. Presentations by the ASAP staff and the provision of ASAP materials were done only upon request from the individual school.

Students asked to respond to the survey questionnaire were all seniors in high school. Selection of the participating students was done by the school administrators. The students were taken from senior subject classes and, in one case, a study hall.

Eight of the questions selected for use in the survey were taken directly from Household and Roadside Surveys. Two additional questons dealt with knowledge of the penalties for first and second DWI connections. All the questions were felt to cover information that a Driver Education class should cover, and information covered in ASAP presentations and most ASAP materials.

Analytic Methodology

The respondents to the Driver Education Survey were divided into groups according to their driver education participation and exposure to ASAP: (1) seniors who had not taken driver education class; (2) seniors who had taken driver education, but had no ASAP exposure; (3) seniors who were given ASAP materials in their driver education class; and (4) seniors who had viewed an ASAP presentation and were given ASAP materials in their driver education class. Data from these groups was arranged in order of increasing driver education participation and exposure to ASAP. Driver Education and ASAP effectiveness could then be analyzed by using the method of classification and statistical testing previously described under Analytic Methodology of the Household Survey Analysis.

Driver Education Analysis

The percentages of correct responses to the Driver Education Class Survey are presented in Table 22, together with the trend classifications and statistical test results. The table reflects knowledge levels of students who had driver education, both with and without the benefit of ASAP presentations and materials, compared to knowledge levels of students who had had no driver education. A positive trend would indicate that alcohol knowledge increased proportionately with the increased driver education and ASAP exposure. Positive trends were measured for three of the ten survey questions. These questions included knowledge of the BAC definition and the knowledge of the penalties for first and second convictions DWI. Increases in correct responses to the latter two questions tested to be statistically *Significant*, the other was not. Six of the ten survey questions reflected increases in knowledge. All of these increases were significant to some degree: One was *Extremely Significant;* one was *Highly Significant;* two were *Very Significant;* one was *Significant;* and one *Approached Significance*. Correct responses to the tenth survey question fluctuated above and below the correct responses by students who had had no driver education class instruction.

Although this was not a completely scientific survey and analysis, implications can be drawn from this data. In all but one question, the students who had taken driver education class, but without ASAP exposure, measured more correct responses than students without driver education. This indicates that the regular driver education program does effectively increase alcohol knowledge levels. However, for half of the survey questions, the alcohol knowledge levels of those students with some ASAP exposure were higher than those of

the driver education students. This indicates that the ASAP materials and presentations can be effectively used as educational tools to supplement the material presently included in the course curriculum.

TABLE 22. DRIVER EDUCATION CLASS SURVEY RESPONSES (%)

Measure	No Driver Education (96)	Had Driver Education (133)	ASAP Materials Only (100)	ASAP Materials & Presentation (48)	Classification	Statistical Significance
% Definition of DWI	22.3	36.1	23.0	54.1	Increase	Approaching significance
No. of drinks vs weight to become DWI	44.4	36.6	48.0	41.7	Fluctuating	N/A
Smaller-person gets drunk faster	21.9	39.8	69.0	56.3	Increase	Extremely significant
Coffee has no sobering effect	26.3	30.8	65.0	47.9	Increase	Highly significant
Beer not like a soft drink in alcohol content	76.1	85.5	83.0	89.6	Increase	Yes (significant)
Empty stomach gets drunk faster	77.1	88.0	89.0	85.4	Increase	Very significant
Alcohol will effect faster if under medication	77.1	90.2	89.0	87.5	Increase	Very significant
Correct def. of BAC	87.2	94.7	95.0	97.9	Positive	None (not significant)
Knowledge of penalty for 1st DWI conv.	65.3	75.2	80.0	85.4	Positive	Yes (significant)
Knowledge of penalty for 2nd DWI conv.	64.1	80.3	81.0	81.2	Positive	Yes (significant)

CONCLUSIONS

Public Information and Education focused attention on the hazards of the drinking-driver through three countermeasures:

- Mass Media—a multifaceted campaign using television, radio, and newspapers;
- Citizen Involvement—a person-to-person campaign using speaking engagements, distribution of printed material (fliers, posters, and pamphlets), contacts with military and industrial groups, and breathalyzer displays in a mobile unit; and
- Driver and Traffic Safety Enrichment—a youth-oriented campaign directed to students, teachers, and administrators.

The overall Public Information and Education Program was implemented by the staff of the Project Director, using materials developed both by NHTSA and its national contractor, and by a local PIE subcontractor. During the initial three years of operation, the total Public Information and Education Program expended approximately $120,000.

The Mass Media Campaign made extensive use of all available techniques to achieve its objective to promote and publicize the Alcohol Safety Action Project while focusing public attention and action to the hazard of the problem drinker-driver. Actual activity events were approximately as planned. However, all three media tended to decrease their coverage as ASAP became a more accepted and recognized program and lost its news appeal. Responses from the Household Survey indicate that Mass Media had reached almost 50 percent of the people of San Antonio by 1974. The results of data compiled on the performance of the Mass Media Campaign are shown in the following table.

Measure	Performance	1972-1974
Television events	Actual	495
	Planned	469
Radio events	Actual	16,728
	Planned	20,603
Newspaper events	Actual	164
	Planned	236

The Citizen Involvement Campaign made use of a wide variety of techniques to achieve its initial objective to develop interest and support for the Alcohol Safety Action Project, particularly from influential citizens. This objective was later broadened to include a person-to-person campaign aimed at the "grass roots," and more extensive use was made of handouts and displays, and contacts with military and industrial organizations. Actual activity events were somewhat lower than planned for speaking engagements, contacts, and displays, but were exceeded in the distribution of pamphlets, fliers, and posters. Responses from the Household Survey indicate that Citizen Involvement had reached almost 15 percent of the people of San Antonio by 1974. The results of data compiled on the performance of the Citizen Involvement Campaign are shown in the following table.

Measure	Performance	1972-1974
Speaking events	Actual	240
	Planned	291
Handout events	Actual	150,158
	Planned	124,000
Contact events	Actual	40
	Planned	124
Display events	Actual	60
	Planned	72

The Driver and Traffic Safety Enrichment Campaign made approaches to students, teachers, school district personnel, and state level curriculum administrators to achieve its objective to function as a catalyst to expand factual information provided students concerning the hazards of alcohol and driving. Actual activity events exceeded planned levels and were constrained only by the size of the staff available to make presentations. A quasi-scientific analysis conducted in 1974 at four high schools indicated that students, who had taken driver education classes using ASAP material and staff presentations, had a higher level of alcohol-driving knowledge than non-ASAP driver education graduates. In turn, graduates of driver education classes, without ASAP exposure, measured more correct responses than students without driver education. It was concluded that the existing driver education curriculum does impart alcohol hazard knowledge, but that ASAP materials and presentations are effective tools to supplement the material presently included in the course curriculum. Of major importance for the future of the Alcohol Safety Action Project, is the decision by the Texas Education Agency to implement an "ASAP Pilot Program" in one school district for the 1975-1976 school year and their indication that, if successful, the program could be extended throughout the State of Texas in subsequent years. The results of the data compiled on the performance of the Driver and Traffic Safety Enrichment Campaign are shown in the following table.

Measure	Performance	1972-1974
High School contracts	Actual	144
	Planned	129
District-State contracts	Actual	31
	Planned	19

The scientific evaluation of the Public Information and Education effort was accomplished through analysis of data generated by four annual Household Surveys and four annual Voluntary Roadside Surveys. The Household Survey was a stratified, random sample of over 500 individuals who collectively matched socio-economic and geographic patterns in San Antonio. The Voluntary Roadside Survey was conducted at 32 high accident risk locations within San Antonio, and had an annual intake of over 640 drivers.

Data from the Household Survey on eight key questions was used to measure awareness of the problem, recognition of the ASAP effort, and knowledge levels concerning alcohol impairment while driving. Analysis of the data provided answers to three research questions:

- PIE was effective in increasing the general public's: awareness of the drinking-driver problem; recognition of the ASAP program; and knowledge of the effects of alcohol;
- PIE was fairly effective in increasing levels of awareness and recognition of ASAP in Anglo, Latin, and Black ethnic groups, but met with less success in the Black population for increased levels of knowledge; and
- PIE was equally effective in reaching both youth and adult populations.

Data from the Roadside Survey on four key questions was used to correlate BAC levels with recognition of the ASAP effort and knowledge concerning alcohol impairment and driving. Analysis of the data indicates that drinking drivers have not been effectively reached, nor has there been any significant impact on their knowledge levels. There have been some increases, but the actual percentage of correct responses are relatively low. Furthermore, sharp decreases occurred in 1974 in correct responses by drunks. The research question addressed by this analysis must be answered in the negative. PIE has not been effective in reaching drunk drivers; they are a most difficult group to reach and even more difficult to motivate toward better drinking and driving habits. It is the Evaluator's personal opinion that a Public Information and Education program will never effectively reach the drunk driver in San Antonio.

Several overall conclusions can be drawn about the impact of three years of sustained effort:

- Public Information and Education Countermeasure made substantial progress but there remains much to be done.
- The general public is more aware of the magnitude of the problem, but they are not clamoring for hardnosed enforcement and judicial decisions.
- City and county leaders were impressed enough to put up some offsetting funds for the Continuation Period, but they also are not demanding solutions to the carnage on the streets of San Antonio.
- Probably the best inroad that has been made is in the youth area. After three years of talking to all levels of school administration, a decision has been made by the Texas Education Agency which acknowledges the existence of the problem of the drinking driver and contains a plan of positive action.
- Overall, PIE did as well as could have been expected, probably better. Three year's time simply was not enough to substantially change attitudes which have been held for many years.