

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

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Abstract

Evaluated the Community Mobilization for the Prevention of Alcohol-Related Injury project's designated driver intervention for young adults, known as "Pick-a-Skipper", in the Western Australian city of Geraldton. Components included TV advertising and a promotion targeting nightclub patrons, where drivers of 2 or more passengers were provided with free soft drinks. The campaign succeeded in persuading a significant number of those young Geraldton drinkers, who were intending to drive to and from their location of drinking, to select designated drivers. Results of 180 telephone surveys with 18-35 yr olds also showed: (1) the mass media component was more important in the success of the program than the on-site licensed premises component; (2) males were significantly less likely to select a Skipper and more likely to undertake high-risk behavior; (3) inaccurate knowledge about designated drivers was associated with high-risk behavior; (4) accurate knowledge of the Skipper concept was associated with increased frequency of Skipper selection; and (5) passengers defined as high-risk were more likely to increase alcohol consumption if they designated a driver. Results indicate that an extensive media campaign can have a significant impact on drinking and driving

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