



**WHO'S
DES
'TONIGHT'?**

**WHO'S DES TONIGHT?
'TOOLKIT'**

www.whosdestonight.com.au



A COMMENT FROM THE BURNIE ROAD SAFETY COMMITTEE

This official **"WHO'S DES TONIGHT?" TOOLKIT** is designed for those organisations, venues and community groups that may wish to introduce the program into their community. We've done the hard work and designed and implemented a program that has proven to be successful. The licensees and community have embraced the concept, and the program has won state and national awards. Importantly, while in operation, Burnie has seen a corresponding reduction in both breathalyser offences and the incidence of crimes, such as vandalism and assault.

The Committee* hopes that you will find the program easy to implement, and congratulates you for being involved. We wish you well in your endeavour to reduce road trauma.

The official *Who's DES Tonight?* website, located at www.whosdestonight.com.au, contains more detailed background information on the pilot program in Burnie as well as offering a full online resource kit for your program. The online kit features downloadable items such as this Toolkit, program report (pilot evaluation), posters, PowerPoint presentations, example RADD advertisements, logos and much more.

If you do adopt this multi-award winning program then please let us know and we'll promote the venues on the website.

The Committee consists of members from Burnie City Council, Department of Infrastructure Energy and Resources (DIER), Tasmania Police, Neighbourhood Watch, Royal Automobile Club of Tasmania (RACT), Rotary Club of Burnie and Safer Roads for Cyclists.

* The Burnie Road Safety Committee was incorporated into the Burnie Safety Committee in 2006

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1. DEFINITIONS

A **DESIGNATED DRIVER** is a person who agrees to look after mates by not drinking alcohol and driving them home safely.

There are two types of **DESIGNATED DRIVER PROGRAMS**:

- * **INFORMAL PROGRAMS** - Groups of friends take turns being the Designated Driver, agreeing to remain sober and make sure all the people who came as a group get home safely.
- * **FORMAL PROGRAMS** - These programs are cooperative agreements with the licensees of bars, clubs, events, etc to recognise those people who choose to be the Designated Driver for people who choose to drink alcohol. These drivers may be rewarded with some form of incentive from the alcohol point of sale, e.g. free soft drink, food, or giveaways.

2. WHY HAVE A “WHO’S DES TONIGHT?” PROGRAM?

BENEFITS OF THE PROGRAM

The following benefits have been identified:

- * Promotes a responsible alternative to drinking and driving.
- * Supports existing programs such as:
 - * Australian Hotels Association’s **RESPONSIBLE SERVING OF ALCOHOL**.
 - * Youth Drug and Alcohol’s **iPARTY**.
 - * Tasmanian Road Safety Task Force’s **WHAT’S YOUR PLAN?** Campaign.
 - * Australian Drug Foundation’s **GOOD SPORTS** Program.
- * May reduce the casualty rate of drink drivers, passengers and pedestrians. A sober person could help keep their friends safe.
- * Encourages sober drivers to responsibly remove people from areas of congregation and could help improve public safety.
- * May reduce the amount of breathalyser offences.
- * May reduce the incidents of vandalism. By having a sober driver to immediately transport friends home people are being removed from the CBD area quicker, which may prevent crime occurring.
- * May remove drivers under the influence of alcohol off the road.
- * Is another example of a working partnership between government, business and the community in an attempt to raise public awareness to reduce the road injury rate and drink driving offences.
- * Creates a positive and constructive working relationship between government, licensed establishments and their peak bodies.
- * Can be expanded to cater for people under the influence of drugs.
- * May reduce the reliance of and angst toward taxi companies.
- * May offer people who can operate as moderators of behaviour within licensed establishments.

EXTENSION TO OTHER EVENTS

There is considerable scope for extending the **‘WHO’S DES TONIGHT?’** concept to other events such as sporting carnivals and community festivals.

3. PREPARATION

RESEARCH OTHER PROGRAMS

Conduct research of other Australian and international programs including **PICK-A-SKIPPER** in Western Australia, **SOBER BOB** in the Northern Territory and **I'LL BE DES** in the UK to gain a feel for the concept.

For more information on these projects refer to the websites below:

<http://www.portmangroup.org.uk/campaigns/57.asp>

<http://www.nhtsa.dot.gov/people/injury/alcohol/DesignatedDriver/resources5.html>

<http://www.soberbob.nt.gov.au/>

<http://heapro.oxfordjournals.org/cgi/content/full/14/4/337>

RESEARCH THE LOCAL SCENE

Researching the local scene will help you when setting up the project to identify local issues and needs that will guide you in decision-making. The information will also be useful when it comes time to evaluate the success of the project. *(For more on evaluation go to section 5: Evaluation and monitoring of the program.)*

A. CRASH DATA

Analyse any local crash data which relates to drink driving / pedestrian crashes. You may also like to look at the incidence of property damage crashes where drink driving has been considered a factor. In Tasmania this information can be obtained from the Department of Infrastructure, Energy and Resources (DIER).

To be able to measure the success of your program you will also need to look at crash data again as part of the evaluation process.

B. LOCAL POLICE

Liaise with local police, as you will need to know about the incidence of drink driving in your community and about random breath testing campaigns. This can help you determine the age, gender, etc of the main offenders. Street offences and property damage can also create a picture of the local scene both before and after you run *Who's DES Tonight?* You can use this information as a baseline to measure the success of the program.

C. ESTABLISH A CONTROL COMMUNITY

Consider gathering data from a similar "control" community for evaluation purposes. This will help you identify whether implementation of the program has had an effect, or whether changes may be due to other factors. Your local road safety consultant can assist you with this.

DEVELOP AN ADVISORY COMMITTEE

Set up a committee to advise on the design of the program and coordinate its implementation. This committee could consist of representatives from Council, regional road safety consultants, local police, hotels, Neighbourhood Watch, venue operators, local media, and service club organisations.

ENLIST SUPPORT

- * Consult with licensees or managers of the proposed establishments.
- * Liaise with peak advocacy bodies such as Road Safety Task Force, Australian Hoteliers Association, Restaurant Caters Association and Good Sports.
- * Seek support of local police.
- * Seek support from local radio stations for marketing.
- * Explore opportunities to link with RADD (Recording Artists, Actors and Athletes Against Drink Driving). Sign up appropriate community representatives as RADD ambassadors.

DESIGN YOUR PROGRAM

A. DEFINE TARGET GROUP(S)

Consider all the licensed venues (hotels, sporting clubs, restaurants), which could be enlisted in your local area? Consider whether specific age groups should be targeted?

B. DESIGN A MODEL

Brainstorm how the program will operate in the identified establishment(s). Consider the resources required to operate the proposed program. Think about advertising (posters, brochures), identification for DES participants, sponsorship, budget and incentives. It may be advisable to plan a trial period, after which a review can be conducted to measure success.

C. IDENTIFY ROLES AND RESPONSIBILITIES

Formalise the program and develop agreements. Consider creating Memorandums Of Understanding with establishments. These MOUs can cover the roles and responsibilities of key stakeholders e.g. hotels, clubs, restaurants, your local Council / Shire, the organising Committee.

4. OPERATIONAL GUIDELINES

RESOURCES REQUIRED

A. IDENTIFICATION OF DESIGNATED DRIVERS

It is important to have some form of easily recognisable identification 'tag' for DES participants e.g. wristbands, VIP cards, or stamps. The 'tag' you choose can include logos or sponsor advertising, and should be simple for a participating venue to distribute.

B. ADVERTISING MATERIAL

A range of support material can be developed to advertise your program. This can include newspaper advertisements, posters, brochures, community newsletter articles and radio and TV messages.

C. BUDGET

Who's DES Tonight? Is a valuable community project with the potential to attract a range of interested sponsors. Potential sources of in-kind and monetary donations could include: venues, Industry Associations, Service Clubs, media outlets, and local business houses. The great thing about sponsors is that by including them in the project, you are automatically increasing the reach of your project. When developing a budget for the program consider the following:

- * **SOFT DRINK** - usually supplied by licensed establishment, or seek sponsorship through soft drink suppliers, such as Cascade, Coca Cola or Cadbury / Schweppes.
- * **PRINTING** costs for posters / brochures.
- * **NEWSPAPER ADVERTISEMENTS** - may be provided as a community service.
- * **RADIO ADVERTISING** - may be provided as a community service.
- * Cost of **INCENTIVES AND REWARDS** - prizes and plaques.
- * Cost of a **PUBLIC LAUNCH** - catering for morning / afternoon tea.

D. INCENTIVES / REWARDS

Incentives for participating Designated Drivers can take a variety of forms e.g. meals at hotels, hotel caps / T-shirts, petrol prizes and gift vouchers. They can be a useful way of publicising the program and enticing people to be involved.

It is strongly recommended not to use alcohol (e.g. drink cards or bottles of wine) as an incentive for prizes. This avoids the possibility of creating mixed messages between responsible drinking and safe driving.

NB. It is recommended that prizewinners are 'police checked' to establish the driver's legitimacy before the prizes are awarded.

PUBLICITY AND PROMOTION

A. MEDIA ADVERTISING

Attempt to enlist your local radio station / newspaper to get involved with the program. They can include supportive messages as part of community service announcements or subsidisation of the costs of any ads.

B. LOCAL NEWSLETTERS

Use local community newsletters such as Neighbourhood Watch or Good Sports to support / promote your program.

C. PRESENTATIONS

Make your local Council / Shire, service organisations and youth networks aware of your DES program. Many organisations are happy to have guest speakers attend their regular meetings and it is a great way to extend the reach of your project and invite individuals and groups to participate in the project.



5. EVALUATION / MONITORING THE PROGRAM

The monitoring / evaluation of the program is important to measure how the program is progressing and whether you are meeting your intended goals. A range of useful information can be collected, such as the number of Designated Drivers registered, number of passengers transported home, comments from bar staff, feedback from police at random breath testing (RBT) sites.

A. REGISTRATION

It is useful to record the number of DES participants who are involved in the program. Different registration techniques can be used, and registrations encouraged through prize draws for participating designated drivers.

B. PROCESS EVALUATION

Data can be kept relating to organisational processes / activities. This can include such information as:

- * The number of licensed establishments involved.
- * The number of participants.
- * The number of passengers.
- * The demographics of participants.
- * Anecdotal reports from stakeholders - drivers, hoteliers, passengers.
- * Measurement of popularity / profit margins by participating establishments.

C. OUTCOMES EVALUATION

This type of evaluation measures how successful the program has been in impacting on the intended goals, in particular the behavioural outcomes - reducing the incidence of drink driving and intoxicated pedestrians. This is where you use the baseline (initial) data that you gathered (refer to section 3 A, B and C) to measure the success of the program by comparing it with the post project data.

To increase the validity of your evaluation, a control population such as another town of similar characteristics can be monitored. This will help you to control some of the variables such as, the impact of other Road Safety initiatives, and variations in the policing of particular offences or seasonal factors.

D. PROGRAM REPORT (EVALUATION OF PILOT PROGRAM)

For further detail on assessment refer to the **"WHO'S DES TONIGHT?" PROGRAM REPORT -2005**", which can be downloaded from the resources section of www.whosdestonight.com.au. This document outlines evaluation processes and provides further insight into the community perception of the program through comments from DES winners, police, RADD and licensed establishments.

CELEBRATION OF SUCCESS

Enjoy your successes and publicise them. Congratulate and publicise the winners and the program in general, with media articles. Seek comments from licensed establishments, the police and the community. The community needs to know that the program is successful.



CONTACTS

We are here to help, please don't hesitate to contact us if you want assistance.

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Burnie City Council
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Road Safety Consultant
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PROJECT CHECKLIST

BEFORE YOU START

- Register your project online at www.whosdestonight.com.au and discover the free downloads ready for you to use.
- Research your local scene using crash data, police reports and other available facts and stats. Collate into a short report that you can use later on in your evaluation.
- Establish an advisory group and identify roles and responsibilities of group members.
- Enlist the support of licenced premises, police, and other relevant organisations.
- Prepare an outline of your project based on the assets and roles of project participants and distribute to project team members.
- Establish a budget for the project.
- Seek sponsors where possible and suitable.
- Define your target group(s).
- Arrange printing of advertising and marketing materials.
- Book advertising print, radio and other advertising.
- Purchase I.D. tags for DES participants and distribute to participating venues.
- Distribute posters, brochures and other marketing materials to businesses, organisations and individuals.
- Plan media and PR activities, including media releases, radio / TV advertising and photo opportunities.
- Set a launch date for all advertising materials and promotional activities.
- Consider hosting an event to signal the start of the project.
- Plan how you will evaluate the success of DES in your area, this will help you to focus your research efforts throughout the project.

DURING THE PROJECT

- Officially launch *Who's DES Tonight?*
- Visit participating licensed venues fortnightly.
- Update your advisory group, participants and others on the progress of *Who's DES Tonight?*
- Distribute additional marketing materials (posters, brochures and flyers) and I.D. tags where required.
- Conduct prize draws or other incentive and reward programs.
- Collect information and statistics for your final evaluation.
- Seek opportunities to further promote *Who's DES Tonight?*

AFTER THE PROJECT

- Prepare an evaluation report using registration information.
- Report your findings to participants, the community and the advisory committee.
- Celebrate the achievements of *Who's DES Tonight?*
- Continue operating the project.