

Reducing Alcohol-Impaired Driving: Mass Media Campaigns

Task Force Finding

Intervention Definition

Mass media campaigns intended to reduce alcohol-impaired driving are designed to persuade individuals either to avoid drinking and driving or to prevent others from doing so. Common campaign themes include fear of arrest; fear of injury to self, others, or property; and characterizing drinking drivers as irresponsible and dangerous to others.

Task Force Finding (June 2002)*

The accompanying systematic review found strong evidence that mass media campaigns are effective in reducing alcohol-impaired driving and alcohol-related crashes (i.e., those in which the driver had a blood alcohol concentration [BAC] of at least 0.01 g/dL) if they are carefully planned, well-executed, and attain adequate audience exposure, and if they are implemented in conjunction with other ongoing prevention activities, such as enforcement of laws against alcohol-impaired driving.

Based on this evidence, the Task Force on Community Preventive Services (the Task Force) recommends that mass media campaigns that meet these criteria be implemented to reduce alcohol-impaired driving and its consequences. Such campaigns can be effective whether they focus on publicizing existing laws and enforcement activities or on the health and social consequences of alcohol-impaired driving.

*From the following publication:

Task Force on Community Preventive Services. Recommendation for use of mass media campaigns to reduce alcohol-impaired driving. *Am J Prev Med* 2004;27(1):66.

Publications

Elder RW, Shults RA, Sleet DA, et al. Effectiveness of mass media campaigns for reducing drinking and driving and alcohol-involved crashes: a systematic review. *Am J Prev Med* 2004;27:57-65.

Task Force on Community Preventive Services. Recommendation for use of mass media campaigns to reduce alcohol-impaired driving. *Am J Prev Med* 2004;27(1):66.

Task Force on Community Preventive Services. Motor vehicle occupant injury. In: Zaza S, Briss PA, Harris KW, eds. *The Guide to Community Preventive Services: What Works to Promote Health?* Atlanta (GA): Oxford University Press;2005:329-84 (Out of Print).

Disclaimer

The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

Document last updated September 24, 2013