Overview
This report highlights the implementation of a regional designated driver campaign and provides recommendations for other jurisdictions interested in engaging in a similar strategy. The following elements are included:

1. A description of Ventura County’s Be the DD and Win! designated driver campaign.
2. Successes, challenges, and lessons learned over the last five years of implementation.
3. Data findings specific to the campaign’s reach and the perceptions of participating establishments and volunteers.
4. Recommendations for implementation.

Campaign Goals. Be the DD and Win! is a local, incentive-based campaign aimed at reducing alcohol-impaired driving. The campaign goals are to: (1) change social norms and perceptions related to being the designated driver (i.e., highlighting the designated driver as a positive and important role); (2) educate the public that being the designated driver means not consuming any alcohol before driving; and, (3) reduce drinking and driving by promoting designated drivers. The campaign is a collaborative effort between law enforcement, community volunteers, bars, clubs, restaurants, and other local businesses that rewards sober designated drivers during campaign/promotional nights.

Designated driver programs similar to Be the DD and Win! have been widely implemented since the 1980s. These programs are appealing because they are voluntary and fairly inexpensive. Research has shown that they have some positive effects in increasing the use of designated drivers and taxis, particularly among men and heavy drinkers. However, studies are limited and more extensive research is required to determine how they may affect alcohol-related crashes and people’s attitudes toward drunk driving and using a designated driver.

Campaign Evolution. Ventura County Behavioral Health’s (VCBH) Alcohol and Drug Programs (ADP) launched their campaign in 2011 through grant funding received from the Office of Traffic Safety. After the grant funding expired, VCBH transitioned the campaign’s responsibilities to Project SAFER in 2013. The collaborative partners include: Project SAFER, Ventura Police Department, Thousand Oaks Police Department, Camarillo Police Department, Simi Valley Police Department, Straight Up Ventura County, and VCBH ADP. Since the initial implementation in the cities of Ventura and Thousand Oaks, the campaign has been expanded to include Camarillo and Simi Valley.

Primary Activities and Components. To accomplish the goals of the campaign, Project SAFER:

- Engages in strategic and data-driven planning meetings with law enforcement to target specific bars, clubs, and restaurants to participate in the campaign. Establishments are often identified based on “calls for service” data and other local data sources indicating the establishment and its patrons may benefit from a designated driver program.

- Develops and maintains relationships with local businesses and foundations to help support the program by providing/donating incentives and prizes.

- Fosters partnerships with local county agencies, universities/colleges, businesses, and non-profits to spread awareness about the campaign and educate the community about what it means to be a designated driver.

- Coordinates the campaign’s promotional nights that recognize and reward designated drivers.
More detailed information about the primary campaign components are provided below:

**Education and Media Outreach**
In order to educate the community about the dangers of impaired driving, Project SAFER disseminates promotional materials locally and engages in weekly social media posts via Facebook, Twitter, and Instagram. Informational materials and flyers about the campaign are also placed in business windows, community bulletin boards, and college campuses to expand the campaign’s visibility.

**Collaboration with Bars, Clubs, and Restaurants**
Thirty-four (34) bars, clubs, and restaurants have participated in the campaign since its inception. As shown in the map below, the campaign initially began in the cities of Ventura and Thousand Oaks (FY 11/12) then expanded to the City of Camarillo (FY 12/13), and more recently to the City of Simi Valley (FY 14/15).

![Campaign Cities with Participating Establishments](image)

**Promotional Nights.** During the campaign’s promotional nights, Project SAFER’s “Prize Posse,” a trained group of fun and energetic young people, visit participating establishments to acknowledge and support designated drivers. Throughout the night, the Prize Posse interacts with bar and restaurant patrons and discusses what it means to be a designated driver (i.e., zero alcoholic beverages consumed). Information and promotional materials are also disseminated. Identified designated drivers who have not been drinking (as evidenced via breathalyzer tests) are entered into raffles to win prizes. Promotional nights are conducted in collaboration with local law enforcement officers, which helps show their support for the campaign, encourages positive officer interactions with the community, and provides security for the Prize Posse to ensure a safe and productive event.

“The overarching goal is to change perceptions related to designated drivers. We want people to understand that designated drivers are best when they are not consuming alcohol. Gifts, rewards, and prizes are given to designated drivers on the basis that they have not been consuming anything that impairs them.” – Project SAFER

**Responsible Beverage Service Training (RBS).** Before participating in the campaign, bars, clubs, and restaurants are required to sign a “Be the DD and Win Agreement” that specifies the participation requirements. Under the agreement, designated servers and staff are required to receive RBS training provided by Project SAFER. The comprehensive training aims to help reduce underage access to alcohol, over-service of alcohol, and instances of impaired driving. Topics discussed include liabilities and responsibilities, ID verification techniques, identifying signs of intoxication, staff communication, and powerful customer service practices.

More information about the campaign and videos depicting promotional nights are available at Project SAFER’s website: [bethedd.com](http://bethedd.com).
Methodology
EVALCORP Research and Consulting was contracted to describe the implementation of the Be the DD and Win! campaign and to identify successes, challenges, lessons learned, and recommendations for successful implementation. To this end, EVALCORP engaged in a series of data collection activities including:

- **Key Informational Interviews** conducted with the Project SAFER Project Director and two key law enforcement officers who participated in the campaign. Interviewees were asked to describe their role and activities related to the program, and the successes, challenges, lessons learned and recommendations for successful implementation.

- **Business Owner/Manager Surveys** administered to nine owners or managers of establishments most actively involved with the campaign. The survey was designed to capture their perceptions of the campaign, challenges, and benefits of participating in it, and recommendations for enhancing it.

- **Volunteer Surveys** collected from 13 volunteers who were most involved in the campaign over the last two years. Prize Posse volunteers were asked to describe their experiences with the campaign and provide recommendations for how it could be improved.

- **Secondary Data Indicators** reviewed in order to assess for trends. Specifically, Department of California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) and Place of Last Drink Survey (POLD) data were reviewed.

Be the DD and Win! Highlights and Findings

**Campaign Reach**
Since the campaign launched in 2011, there have been 106 campaign promotional nights across the cities of Ventura, Thousand Oaks, Camarillo, and Simi Valley. Over $75,000 in prizes/incentives have been provided to 6,283 designated drivers identified through promotional nights. Furthermore, it is estimated that this has resulted in roughly 16,000 patrons who were provided a ride home by a sober driver. Additionally, through campaign efforts, 529 establishment staff members received RBS training.
Successes
Interviewees, Prize Posse volunteers, and bar/club/restaurant owners or managers conveyed the following key program successes:

- **Enhanced understanding and awareness of the campaign.** Interviewees, owners/managers, and volunteers noted that Ventura County residents have become more aware of the campaign and its promotional nights over time. When the campaign first launched, there was a general misconception of the Prize Posse’s function and the law enforcement officers’ role at the promotional nights. As the campaign has progressed, patrons have gained a better understanding of the campaign’s purpose.

- **Changed social norms around what it means to be a designated driver.** By recognizing and rewarding the designated driver, the campaign has motivated people not to drink and drive. One interviewee described an encounter with a resident who stated, “Because of what you do, I called for a ride home the other night. I was in my car and even had it in reverse, and then remembered what you told me.” Interviewees further explained that the campaign has helped to convey the message that the designated driver is *not* the least intoxicated person, rather the person that has consumed zero alcohol when driving others or themselves.

- **Beneficial outcomes stemming from partnerships.** Through the strong relationships forged with local businesses and foundations, the campaign has successfully obtained $75,000 in donations, gifts, and incentives for the designated drivers identified during promotional nights. The campaign has also been successful in expanding RBS trainings to participating establishments, which has allowed for more alcohol servers to be educated on reducing impaired driving. Additionally, law enforcement engagement in the program has helped to build a better relationship between law enforcement and retailers, as well as with the public. Specifically, by highlighting law enforcement officers’ supportive role in the community, “it has helped to combat the perception that law enforcement is only reactive.”

“I remember being approached by a young man who started telling me about his friend who drove drunk one night and died in an accident only a block from his house. He said that he loves us for doing what we do, and proceeded to give me a hug. Seriously made my night.” – Prize Posse Volunteer

Challenges
Interviewees identified the following challenges to program implementation:

- **Gaining support from the businesses.** Interviewees identified challenges in establishing working relationships with business owners and managers. Developing partnerships with businesses often required extensive follow-up to address owners’ concerns about the campaign nights. Interviewees also noted challenges in gaining buy-in for the campaign from staff and bartenders who might not have been made aware of the program or are not as invested in the campaign as the managers or owners.

Challenges were also identified in communicating the campaign’s promotional night details across all levels of employees, as the owners or managers would not always convey information about the pre-scheduled promotional night with staff working on that particular night, leading to some confusion during the event. Furthermore, staff turnover posed challenges, as new staff had to be brought on board and informed about the campaign. The overall dynamic nature of the restaurant business made it difficult to build and maintain support from establishments on a continual basis. However, concerted efforts were made to keep establishment engaged.
- Creating a clear understanding of the campaign and its objectives and goals. Interviewees described initial challenges with sharing the campaign’s purpose and intent. Campaign staff and volunteers had to work diligently to change the perceptions of the campaign among business owners, restaurant staff, and the community.

- Funding Challenges. Having sufficient funding to support the multiple components of the campaign posed challenges. Establishing and maintaining partnerships with local businesses that donate prizes has been a substantial time commitment for Project SAFER.

- Volunteer Recruitment and Law Enforcement Officer Time. Obtaining the necessary number of volunteers for the Prize Posse has been difficult. To gain access to a larger pool of youth volunteers, Project SAFER has built collaborations with local colleges/universities and Straight Up. Additionally, conflicting priorities during campaign promotional nights has occasionally impacted law enforcement officers’ ability to participate in the events.

Campaign Participants’ Perceptions

Bar Owner/Manager Participation
Since the beginning of the campaign, a total of 34 establishments have volunteered to participate in one or more promotional nights. The most engaged business owners/managers were surveyed to assess the impact of the campaign on participating establishments.

Reasons for Participating. When asked to describe why they chose to participate in Be the DD and Win!, 78% of business owners/managers indicated they were approached by Project SAFER and thought it would be a good idea. Additionally, 56% participated because they support the promotion of designated drivers or want to make the community safer (Figure 1).

![Figure 1. Retailers’ Reasons for Participating in the Campaign](image)

Business Owner/Manager Respondents
- 44% have a business in Ventura, 22% have an establishment in Camarillo or Thousand Oaks, and 12% have an establishment in Simi Valley.
- 67% participated in the campaign for 3-6 years; 33% participated for 1-2 years.
- Just under two-thirds (63%) had hosted a promotional night 10 or more times.
Positive Outcomes Related to *Be the DD and Win*.
Owners/managers were also asked about the outcomes of their participation. As shown below, owners/managers generally agreed that the campaign had positive outcomes.

| Enhanced Collaborative Relationships | ▪ 89% believed they were able to establish a more positive relationship with local law enforcement.  
                          ▪ 67% believed hosting promotional nights helped to portray their establishment more positively within the community. |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Overall Positive Experience         | ▪ 78% believed their staff benefited from the Responsible Beverage Service Training.  
                          ▪ 78% believed their participation in *Be the DD and Win!* has been a valuable experience overall.  
                          ▪ 75% would recommend participating in the *Be the DD and Win!* campaign to other establishments. |
| Positive Perceptions of Prize Posse | ▪ 89% of respondents indicated the Prize Posse volunteers were well received by their staff.  
                          ▪ 67% believed the Prize Posse volunteers were well received by the patrons of their establishment. |
| Minimal Efforts Required            | ▪ 100% believed participation in the campaign required minimal effort on their part. |

Volunteer Experience with *Be the DD and Win!*
Prize Posse volunteers were also asked about their experiences with *Be the DD and Win!* As shown in Figure 2, volunteers reported having a positive experience participating in the campaign. All of the respondents reported that they believed their participation in *Be the DD and Win!* has been a valuable experience, they were well received by the staff of participating establishments, and they were able to effectively share the benefits of designated driving.

### Figure 2. Volunteer Experience with *Be the DD and Win!*
Percent Indicating "Strongly Agree" or "Agree"

- Overall, I believe my participation in Be the DD and Win! has been a valuable experience: 100%
- The Prize Posse volunteers were well received by the staff of participating establishments: 100%
- I was able to effectively share the benefits of designated driving with the patrons of participating establishments: 100%
- The Prize Posse volunteers were well-received by the managers of participating establishments: 92%
- The Prize Posse volunteers were well-received by the patrons of participating establishments: 92%

Volunteer Respondents
- 46% participated in one to five promotional nights; 23% participated in five to 10 nights; and 31% participated in over 10 promotional nights.
- 69% volunteered in the program for less than one year; 23% volunteered for 3-6 years; and 8% have volunteered for one-two years.
Be the DD and Win! as an Effective Tool to Address Impaired Driving

It is difficult to gauge the campaign’s effect on alcohol-impaired driving because these types of campaigns are often conducted in conjunction with a series of concerted efforts to reduce impaired driving across several agencies (e.g., law enforcement, public health, etc.). Changes in DUI arrest rates, alcohol-involved collisions, and alcohol-related problems could be due to factors beyond the campaign. However, interviewees and survey respondents reported that the campaign is a valuable tool for addressing impaired driving. Interviewees stated that by identifying and promoting designated drivers during promotional nights, the campaign helps support responsible decision-making. One interviewee said, “Even if we prevent one person from driving home drunk on a given night, that’s making a difference and keeping our communities safer.” As shown in Figure 3, owners/managers and volunteers believe the campaign to be an effective tool for reducing impaired driving and helping change perceptions of what it means to be a designated driver.

Statewide Integrated Traffic Records System (SWITRS)

As previously noted, assessing the impacts of these types of campaigns can be difficult; however, data sources such as the California Highway Patrol Statewide Integrated Traffic Records System (SWITRS) are reviewed to examine and monitor DUI trends on a broad scale. As shown, there were decreases in the number of collisions reported for the cities of Ventura, Thousand Oaks, and Camarillo in most subsequent years after engaging in the program. Although not an indicator of causality, collision statistics provide an overall profile useful for assessing local trends.

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1 The cities of Ventura and Thousand Oaks began participating in 2011; Camarillo began in 2012; and Simi Valley began in 2014.

2 Analysis included a total of 12 establishments that participated in the campaign for at least two years and were identified by five or more
Place of Last Drink Survey (POLD)
Ventura County’s POLD database is a rich local data source often used to inform and assess prevention efforts. The database includes more than 30,000 surveys collected from convicted DUI offenders and includes information related to the settings and circumstances leading up the DUI arrest. Data were analyzed to determine if convicted DUI offenders identified bars/clubs/restaurants participating in the campaign as their location of last drink, and trends were assessed to determine if there were fewer mentions since the establishment became engaged in the campaign. Of the establishments included in the analysis, 92% saw a decrease in the number of times they were mentioned by POLD respondents from the first year of participation to the last year of participation. While this does not imply causation, it provides support for potential positive impacts of prevention efforts.

Lessons Learned and Recommendations for Implementation
Through surveys collected and key informational interviews conducted, a series of lessons learned and recommendations were provided for achieving maximum and sustainable program success.

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<th>Clear Communication and Media Efforts</th>
<th>Strategically approach and interact with establishments to promote a positive and clear understanding of the campaign and how it works.</th>
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<td>Engage in consistent and systematic advertising, promotion, and education efforts to increase the reach and community support for the campaign.</td>
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<td>Raise awareness about the campaign by leveraging local contacts to the extent possible (i.e., work with local radio stations, colleges/universities, county agencies).</td>
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<td>Maintain an active social media presence.</td>
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<th>Focus on External Funding and Recruitment of Volunteers</th>
<th>Build relationships with local retailers, foundations, and other agencies to obtain donations to support program activities (i.e., prizes awarded to designated drivers).</th>
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<td>Volunteers are vital for staffing the Prize Posse, as costs would likely be prohibitive if Prize Posse were paid staff.</td>
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<td>Seek collaborations from local colleges/universities to boost the volunteer base.</td>
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<th>Develop Relationships</th>
<th>Establish and maintain working relationships/partnerships with law enforcement and retailers.</th>
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<td>May be beneficial to promote continued participation and involvement in campaign activities by recognizing staff at participating establishments and volunteers.</td>
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<th>Strategic Expansion &amp; Adaptability</th>
<th>Begin efforts on a small scale and slowly expand the campaign in a strategic manner.</th>
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<td>Use a data-driven approach to implementation; identify potential participants based on local data sources.</td>
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<td>Build time to evaluate and assess the efforts engaged in and adapt the campaign activities/strategy, if necessary. For instance, the name of Ventura County’s campaign was changed from “Protect Your Posse” to “Be the DD and Win!” in order to address negative connotations associated with the campaign’s initial name.</td>
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<th>Dedicated and Committed Lead</th>
<th>Seek out dedicated full time staff personnel to manage the campaign.</th>
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<td>Have a dynamic and engaging campaign lead(s) that is able to develop lasting relationships and is able to effectively collaborate with partners to ensure the campaign’s ongoing success.</td>
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2 Analysis included a total of 12 establishments that participated in the campaign for at least two years and were identified by five or more POLD respondents during their first year of participation in the campaign.