DRUNK DRIVING PREVENTION
The Beer Institute and its members believe alcohol-impaired* driving is 100 percent preventable. We communicate, advertise, and advocate for programming and policies that prevent drunk driving.

The U.S. beer industry reaches nearly every community in every state. From barley growers to bartenders, farmers to factory workers, the U.S. beer industry supports nearly 2.23 million American jobs in dozens of industries: manufacturing, agriculture, trucking, warehousing, grocery and the bar and restaurant business are just a few examples that relate directly to brewers. We are friends, neighbors, volunteers, and community activists who all want to keep our communities safe from drunk drivers.

The most recent data from the National Highway Traffic Safety Administration (NHTSA) reported 10,874 fatalities in alcohol-impaired driving crashes in 2017 (1). This is too many lives lost.

There are a few optimistic notes to share. In 1982, NHTSA reported that 48 percent of traffic fatalities were alcohol-impaired fatalities (2). In 2017, alcohol-impaired fatalities accounted for 29 percent of 2017 overall fatalities, the lowest percentage since 1982 when NHTSA started reporting these figures (3).

Additionally, NHTSA reported in 2016 that within the last 10 years, alcohol-impaired fatalities declined by more than 20 percent while vehicle miles traveled increased, even considering the two years during which these statistics increased somewhat (3). Initial 2017 data shows a return to reductions with both a 1.8 percent reduction in overall fatalities and a 1.1 percent decrease in alcohol-impaired fatalities. However, fatalities are still too high and it is certainly clear more collective action is needed (1).

The Beer Institute and its members have, and will continue to actively participate in the collective effort to address drunk driving. We focus our efforts in several areas:

- **Public service messaging**;
- **Encouraging use of designated drivers or alternative transportation**;
- **Promoting responsible retailing**; and,
- **Supporting effective policies**.

*This document defines “alcohol-impaired driving” and related and “drunk driving” and related as those drivers with blood alcohol concentrations (BAC) above the legal limit of 0.08. This language is consistent with the National Highway Traffic Safety Administration, which stated in a recent report, "...any fatal crash involving a driver with a BAC of 0.08 g/dL or higher is considered to be an alcohol-impaired-driving crash, and fatalities occurring in those crashes are considered to be alcohol-impaired-driving fatalities. The term ‘drunk driving’ is used instead of alcohol-impaired driving in some other NHTSA communication and material.” This document will contain similar usages.
PUBLIC SERVICE MESSAGING

For decades, the U.S. beer industry has released some of the nation’s most iconic advertising, including public service campaigns. The 2017 publication of the Monitoring the Future study recognizes public service campaign impacts, reporting (4):

“We believe that the public service advertising campaigns in the 1980s against drunk driving, as well as those that urged use of designated drivers when drinking, contributed to the increase in perceived risk of binge drinking generally. Drunk driving by 12th graders declined during that period by an even larger proportion than binge drinking.”

This good work continues today. Whether it is the familiar responsibility tagline that can be found on nearly all beer advertising or dedicated campaigns, the U.S. beer industry is sending a clear message to not over consume and to never drive drunk.

We have also worked collaboratively with the Ad Council, which since 1983 has created messages supported by a broad set of stakeholders to tackle the prevention of drunk driving. Most adults of legal drinking age will remember the now-classic “Friends Don’t Let Friends Drive Drunk” campaign released that year. Since that campaign’s launch, the Ad Council reports that more than 68 percent of Americans have tried to stop someone from driving after drinking to the point of impairment (5).

The Beer Institute itself also plays a part to emphasize responsibility. In partnership with the National Association of Broadcasters, the Beer Institute conducts an annual public service announcement (PSA) campaign during the year-end holiday season. In 2017, nearly 60 elected members of Congress joined with America’s brewers and beer importers to urge Americans across the country to drink responsibly over the holiday season, and 96 participated in 2018. PSAs are recorded in Washington, D.C., and shared with local radio stations in home markets. The PSAs send a powerful message about keeping our roads safe: “Get a designated driver. Find a safe ride home. And have a safe and happy holiday.”

ENCOURAGING USE OF DESIGNATED DRIVERS OR ALTERNATIVE TRANSPORTATION

The Beer Institute and its members support a wide range of efforts to promote designated drivers or to encourage the use of alternative transportation.

The Beer Institute and its members try to actively remove drunk drivers from the roads both directly and through a variety of partnerships with other organizations. There are a few common program types by industry over the years, such as:

► National ride share apps (e.g. Lyft or Uber);
► Free rides on mass transportation during holiday periods (e.g. Chicago Transit Authority trains);
► Local “Tow and Go” programs that bring the car and driver home; and,
► Community coalitions dedicated to drunk driving prevention.

One example of local community support from the U.S. beer industry is the Washington Regional Alcohol Program (WRAP) in the Washington, D.C. metro area, an organization that just celebrated its 36th year of consistent work to prevent drunk driving and underage drinking. WRAP is a non-profit organization with a board comprised of both public and private sector representatives that conducts programming, advocates for legislation/policy in the region, and maintains its SoberRide® program, which has provided more than 73,000 free safe rides home to would-be drunk drivers in the greater Washington area since 1991 (6).

Research on and viewpoints about these alternative transportation programs have been mixed, ranging from evidence of reductions in drunk driving when ride sharing apps are introduced, to opponents inferring that safe rides encourage people to drink more. The Beer Institute and its members simply believe...
This is a practical and pragmatic offering to consumers. Providing alternatives to consumers has become a common practice in the U.S. beer industry. Since 2011, the U.S. beer industry has connected consumers to mass transit, free/discounted rides, or other sources over 6.4 million times.

**PROMOTING RESPONSIBLE RETAILING**

The U.S. beer industry is composed of three tiers: beer producers work with a beer wholesaler network, which then distributes products to retailers. These three tiers work together to get responsible retail messaging to consumers. Beer Institute members support retailers providing point-of-sale signage to remind consumers of legal drinking age. In 2017, one such program provided more than 101,000 retailers with signage to remind their consumers that “We I.D.”

In 2017, Beer Institute members also provided support to retailers through staff training. Alcohol server training programs, such as TIPS®, provide instruction on safe and legal sale and service of alcohol. One brewer engaged its wholesalers and together supported training for more than 12,600 alcohol servers nationwide. Another brewer supported the roll-out of a statewide mandate that requires alcohol servers to receive specialized training in alcohol service. In 2017, this brewer joined with hospitality associations to reach 6,500 retailers alerting them to the mandate and encouraging them to seek training, resulting in 400 retail employees quickly gaining certification.

**Responsible Retailing - In 2017, the U.S. beer industry supported retailers:**

- “We I.D.” messages went to 101,000 retailers.
- More than 12,600 servers were trained.
- State mandated training alerts reached 6,500 retailers.
- Research that studied server training and mystery shops. Mystery shop results shared with more than 2,500 retailers in 64 cities.

Since 1985 the Beer Institute and its members have supported the TEAM Coalition (TEAM), an alliance of professional sports, entertainment facilities, concessionaires, stadium service providers, the U.S. beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities, at both the professional and collegiate levels. TEAM collaborates with nearly every major sports league and their teams, training employees on responsible fan management—from security and training policy to responsible alcohol service and encouraging designated drivers. The U.S. beer industry has been supporting TEAM with board participation, financial support of training, and extending fan management to fun and interactive consumer experiences encouraging designated drivers and responsible fans. In 2017, TEAM trained more than 50,000 people on responsible best practices in venues across the country. Since 2001, more than 530,000 have been TEAM trained. The U.S. beer industry challenges each fan to make a pledge to be a responsible fan or designated driver by participating in programming. In 2017, TEAM coordinated with Beer Institute members to provide Responsibility Has Its Rewards consumer programming at more than 100 events, collecting more than 725,000 pledges to be responsible.

The Beer Institute and its members have worked for years with the Responsible Retailing Forum (RRF). RRF is a non-profit organization that brings together public and private stakeholders, including regulatory and enforcement agencies; attorneys general; public health agencies and advocates; retailers and their associations; distributors and producers; and researchers facilitating collaboration to find and promote research-based best practices that help retailers and their communities prevent underage alcohol and tobacco sales and abuse. Our involvement in RRF has offered an exchange of concerns and ideas toward solutions with a cross-section of views that is both unique and genuinely develops shared best practices.
One brewer collaborates with RRF to operate a large-scale program with the RRF, Respect 21®. The program both encourages training and tests success through mystery shops providing retailers measured results on improvement. Study results are conclusive: academic research has shown that the program spanning 64 cities and 2,534 retailers is a best practice for retailers. The 2015 evaluation results demonstrate that the Respect 21® program has been successful in increasing ID-checking by both clerks and servers, is favorably viewed by the vast majority of retailers, and has stimulated broader community impacts (7).

While the U.S. beer industry sends many individual corporate and brand responsibility messages into the community, the Beer Institute and its members have collectively supported the Federal Trade Commission’s community messaging, “We Don’t Serve Teens”. Along with a broad group of stakeholders, the U.S. beer industry promotes the “We Don’t Serve Teens” campaign each year. In 2017, the U.S. beer industry added 112.5 million impressions to the FTC’s community effort to reduce underage access to alcohol.

**SUPPORTING EFFECTIVE POLICIES**

The U.S. beer industry has had a long history of supporting effective legislative and policy solutions to address drunk driving.

We are also considering new and adaptive solutions for local, state, and federal consideration to address drunk driving.

- **Administrative Response to Remove Drunk Drivers**
  - The Beer Institute and its members are in favor of the effective administrative license suspension and/or revocation for all drivers arrested for DWI at the discretion of the judge or magistrate (8). There should be swift and certain consequences for drunk drivers.

- **Consequences for First-time Offenders**
  - The Beer Institute and its members are in favor of leveraging ignition interlocks to limit drunk drivers and encourage judicial review of this tool for those facing first-time offenses, so a first offense is also their last. Interlocks are highly effective in allowing a vehicle to be started by sober drivers, but not by alcohol-impaired drivers (8).

- **Ignition Interlock for High BAC Offenders**
  - The Beer Institute and its members support per se ignition interlock device for anyone convicted of drunk driving registering a 0.15 or higher blood alcohol concentration (BAC). Research shows that a vast majority, 67 percent, of alcohol-impaired fatalities involved drivers with 0.15 g/dL or higher BAC (9).

- **Escalating Penalties for Repeat DWI Offenders**
  - The Beer Institute and its members support the use of an ignition interlock device for any repeat DWI offender including escalating penalties for repeat offenders.

- **High Visibility Saturation Patrols Target Drunk Drivers**
  - The Beer Institute and its members support saturation patrols, combined with other effective and constitutional means of apprehending drunk drivers (8). Saturation patrols involve concentrated enforcement efforts in a specific geographic area, targeting high-volume neighborhoods to identify and arrest drunk drivers. The publicity surrounding such enforcement is also an effective tool to deter drunk driving longer-term and educates consumers about the importance of responsible behavior (8).

- **Increasing the Number of DUI/DWI Courts, Using the NCDWI Courts 10 Guiding Principles**
  - The Beer Institute and its members support the DWI court system, as it has proven effective in a number of states in reducing repeat offenses. Judges and prosecutors in DWI courts are trained to understand the needs of chronic offenders and to utilize sentencing alternatives that combine strict monitoring of sobriety with treatment and rehabilitation. This approach addresses the causes of drunk driving directly, and has shown proven reductions in recidivism (8).
In addition to these policies, we have long supported effective initiatives that also contribute to highway traffic safety. The Beer Institute and its members have long supported zero tolerance for underage drivers, graduated drivers licensing systems (10) and primary seat belt laws (11,12).

The U.S. beer industry supports public service messaging, responsible retailing and effective deterrence policies, many noted within NHTSA’s “Countermeasures That Work.” (10) We are pleased our work has contributed to long-term declines and will continue to actively communicate and promote programming to reduce drunk driving.

References


