



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

September 30, 1993

Bruce Reed
Deputy Assistant to the President
for Domestic Policy
The White House
Washington, DC 20500

Dear Bruce:

I enjoyed the opportunity to meet you yesterday at the National Alliance Leadership Roundtable meeting. We all appreciate your taking the time to talk with us about the Administration's poverty-related initiatives.

As I mentioned to you, the American Psychological Association (APA) has several initiatives underway focused on violence. Violence is a critical issue to psychologists, and we believe that the science of psychology has much to contribute to understanding and addressing this terrible problem.

In August, the APA Commission on Violence and Youth released a summary of their report on Violence and Youth: Psychology's Response (the full scientific volume will be published early next year). The Commission was empaneled in July 1991 to bring the body of knowledge generated during the last five decades to bear on the troubling national problem of violence involving youth. The report focuses primarily on interventions designed to prevent violence among youth, and makes a wide range of recommendations related to violence prevention and treatment. APA also has a Task Force on Violence Against Women that will soon be issuing a report.

I've enclosed a copy of the Violence and Youth report. Please give me a call at 202/336-6067 if you have any questions or if I can be of additional help to you. If you would be interested in meeting with members of the commission, or other APA experts on violence and violence prevention, I would be happy to arrange such a visit.

Sincerely,

Andrea L. Solarz, Ph.D.
Assistant Director for Science Policy
Public Policy Office



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Violence
File

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VIOLENCE & YOUTH

Psychology's Response

Volume I: Summary Report of the

American Psychological Association

Commission on Violence and Youth



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A SEASON FOR JUSTICE:

THE MORRIS DEES STORY

A Fact-Based Drama of the Fight Against Racism
Monday, January 21, 1991, at 9-11 PM (ET) on the NBC Television Network

US AND THEM

Prejudice hits the headlines when it erupts into violence, when there are reports of a racial killing or charges that racism has undermined the rule of law. But what do we have to say about the prejudice we witness in our own lives everyday? How do we explain the choice of seatmates on a city bus? The choice of tablemates in a cafeteria? The reactions we may feel waiting in line when those standing around us are different?

These are evidence of prejudice, too, passive, perhaps, but part of the pervasive network of attitudes that organizes our society into countless versions of "us" and "them." How do we talk about these seemingly natural predispositions and harmless preconceptions? What can we say that will dispel the misunderstanding and mistrust that may lie at their source? What can we do to expose the danger of these attitudes before they become a basis for hostile behavior?

COMMON GROUND

Finding a way to talk about prejudice can begin on the common ground of definition. We should recognize, for example, that prejudice exists in many forms and can be felt in many degrees. All people have preferences of



some kind and see differences that set them apart from others. Through social conditioning, these attitudes can lead us to form stereotypes, oversimplified generalizations about others based on inadequate or biased information. Stereotypes usually break down as we learn more about others and gain better insight into the differences that make each of us unique. But stereotypes can also cause one to misunderstand others; to ignore the evidence of their individuality and to form a belief that all members of a social group — all teachers, all teenagers, all Arabs, all Jews — think and act the same. Such beliefs, however casually adopted and loosely held, are prejudice in

its most basic form.

Prejudice is usually directed against ethnic groups, although we may also encounter prejudice based on religion, nationality, economic class, gender, age, sexual orientation or profession. Whatever its target, prejudice can lead to **bigotry**, a zealous devotion to one's own group and rejection of all others. It can also lead to **scapegoating**, the tendency to single out a particular group as the object of one's frustration and blame. When it invades our social institutions — the workplace, the community, the courts and government — prejudice can lead to **discrimination**, the practice of limiting the life choices of a particular group through law or custom. And in its most hardened form, prejudice can become the weapon of hatred and fear, expressing itself through harassment, abuse and violence.

THE PRESENT CHALLENGE

To have an impact on prejudice, we must begin to talk about it early, and today there are disturbing signs that the time to start talking is now. Racial divisiveness and discord have recently found an unlikely breeding ground on college campuses. Incidents of racial violence ranging from vandalism to murder are on the rise. There are reports of a resurgence among neo-Nazi hate groups like the Skinheads, young racist bullies who already operate in many cities, and evidence that such hate groups are gaining increased legitimacy through sophisticated lobbying efforts targeted at the general public.

Taken together, these developments pose a challenge to the traditions of tolerance that have united us as Americans despite all our differences. Through education, legislation and social action, we have steadily strengthened these traditions over the years, building a national consensus against prejudice and discrimination. But to preserve this consensus and pass it on to the next generation, we must renew our commitment to equality and to the struggle it requires.

A LESSON IN COMMITMENT

Morris Dees, founder of the Southern Poverty Law Center in Montgomery, Alabama, offers a real-life lesson in the commitment needed to meet the challenge of prejudice we face today. Dees has earned a reputation throughout the South as a champion of civil rights, ever ready to battle discrimination and injustice in the courtroom. **A SEASON FOR JUSTICE: THE MORRIS DEES STORY**, an NBC world-premiere movie starring Corbin Bernsen of *L.A. LAW*, and scheduled for broadcast on Monday, January 21, 1991, at 9:00-11:00 PM (Eastern Time), tells of Morris Dees' greatest courtroom battle, the one that almost cost him his life.

As the film opens, Dees is called to Texas, where a group of Vietnamese fishermen are under attack by the local Ku Klux Klan, which uses violence to enforce its claim over the coastal waters for "white Americans." The Vietnamese are ready to leave Texas, but Dees persuades them to fight for their rights and gains protection for them through the courts. At the same time, however, he incurs the wrath of the local Klan leader and, through him, becomes a target of organized hate groups across the country.

A SEASON FOR JUSTICE: THE MORRIS DEES STORY details the inner workings of these hate groups, showing how they communicate through a sophisticated computer network and coordinate actions in their self-declared "war" against democracy. Financed by armed robbery, the most violent of these groups provide weapons to their allies in this war, creating an arsenal accessible to all who share their belief in white supremacy. And they are ready to act on this belief, gunning down a Denver radio talk show host, Alan Berg, whose outspoken contempt for their neo-Nazism earned him first place on their computer hit list. Soon after this murder, Dees learns that his name is next.

Outraged by this threat on his life, Dees throws himself into a legal attack on the conspiracy of hatred he sees as responsible for many such individual acts of ethnic violence. His commitment to this cause jeopard-



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DRUG WARS 2:

The Medellin Cartel



Casualties of War Teachers know that drugs remain a menace in our society, despite significant declines in drug use over recent years. They have seen how drugs can undermine a student's academic success, eroding in a matter of months the skills and discipline it took years of study to attain. They have seen how the destructive influence of drugs can spread through their classrooms, raising drop out rates and depriving students of hope for the future. In a teacher's eyes, every casualty in the war on drugs is a loss of individual human potential, and for nearly a generation, teachers have seen these losses mount.

Today, however, the devastating effects of drugs extend beyond our schools and communities through a sophisticated economic system built on deceit and fear. Americans now spend more than \$40 billion for illegal drugs each year, an incredible sum that has broadened the scope of our drug problem dramatically. With so much money at stake, street gangs have set up murderous outposts in all our major cities, corrupt bank officers have set up secret financial networks around the world, and foreign drug suppliers have terrorized their own countrymen to protect their trade. In short, drugs have become a systematic threat, here and overseas, and to fight this threat effectively we must attack both the system and those who control it.

Drug Wars 2 A victory in this war came early last year, when Pablo Escobar, leader of the Medellin drug cartel, entered a Colombian prison. A multi-billion dollar syndicate of international cocaine suppliers, the Medellin cartel had gained virtual immunity from prosecution in Colombia through bribery, intimidation and murder. The downfall of this organization, through the dedicated efforts of a handful of law enforcement officials in Colombia and the United States, is the subject of **Drug Wars 2: The Medellin Cartel**, a fact-based mini-series airing January 19 and 20, 1992, at 9 PM (Eastern time), on NBC. Produced by Michael Mann, this sequel to his Emmy-winning mini-series "Drug Wars: The Camarena Story" stars Dennis Farina and Alex McArthur as the U. S. Drug Enforcement Administration agents who spearheaded our government's efforts against the cartel, and Julie Carmen as the Colombian judge whose investigation of Pablo Escobar precipitated its collapse.

Drug Wars 2: The Medellin Cartel offers a first-hand look into the ruthless world of international drug trafficking, a world largely financed by drug users in the United States who may regard their behavior as harmless. Educators can use this mini-series to broaden their students' perspective on the drug problem in our own country, helping them see how the economic forces of supply and demand connect their choices about drug use with the cycle of violence, treachery and greed these choices can set in motion. At the same time, **Drug Wars 2: The Medellin Cartel** provides an opportunity to reinforce students' resistance to the pressure either to use alcohol and other drugs or to tolerate their use by others, for it shows vividly how such pressure can spread through a society, gradually corrupting those who do not resist it and eventually growing into a reign of terror.

The More You Know This Poster/Study Guide includes three reproducible activity masters designed to highlight these underlying themes of **Drug Wars 2: The Medellin Cartel** and their relevance to the impact alcohol and other drugs have in students' lives. The guide has been sent to high school social studies chairpersons across the country in connection with NBC's annual **THE MORE YOU KNOW About Substance Abuse** campaign, which is but one facet of NBC's ongoing **THE MORE YOU KNOW** community action campaign in support of education.

Over the past twelve years, NBC and its affiliates, working in partnership with the U.S. Department of Health and Human Services, have focused public attention on the problem of substance abuse in our schools through special programming and public service announcements by some of NBC's best known personalities, including, in past years, Bill Cosby of **THE COSBY SHOW**, Rhea Perlman of **CHEERS**, Markie Post of **NIGHT COURT**, Cree Summer of **A DIFFERENT WORLD** and Blair Underwood of **L. A. LAW**. This year brings a new series of hard-hitting **THE MORE YOU KNOW About Substance Abuse** public service announcements, and NBC's continuing commitment to support educators in the fight against alcohol and other drugs.

Please photocopy this guide before hanging the poster prominently in your school, and distribute copies of the guide to other teachers so they can use it with their students. The more students know about substance abuse now, they more they can do to keep their future drug free.

The More You Know



A community action campaign in support of education

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DRUG WARS

NBC THE CAMARENA STORY



The 1984 attack and murder of Camarena, an agent of the States Drug Administration, marked an important turning point in international cooperation against drug trafficking. Camarena had

led an attack on one of Mexico's most notorious drug traffickers, Rafael Caro Quintero, convincing reluctant local law enforcement to burn a huge marijuana plantation. Caro Quintero had established a safe haven in Tijuana. When Caro Quintero struck, abducting Camarena, DEA officials in Washington launched a desperate operation which ultimately exposed the involvement of several Mexican officials in the billion dollar drug industry in the country. The investigation that followed brought Camarena's killers to justice and also led to important changes that strengthened cooperation between Mexico and the United States in their mutual fight against drugs.



This saga of true-life heroism is the basis of a powerful NBC mini-series **DRUG WARS: THE CAMARENA STORY**, set for broadcast on January 7, 8 & 9 at 9:00 P.M. (Eastern time). Steven Bochco, Robert Peña, Craig T. Nelson and Robert Williams star under the direction of Michael Mann. Executive producer is Michael Mann, best known as creator of the groundbreaking NBC series **MIAMI VICE**.

DRUG WARS: THE CAMARENA STORY offers students a first-hand look behind the scenes into the ruthless world of international drug trafficking, a world financed by American drug users who regard their behavior as harmless. Teachers can use this broadcast to raise students' awareness of the farthest-reaching consequences of drug use—murder, political corruption—and to initiate discussion of U.S. anti-drug policy.

**A fact-based NBC mini-series
January 7-8-9 at 9pm (et)**

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A N
E A R L Y
F R O S T



NOVEMBER 11, 1985, 9-11 PM ET
ON THE NBC TELEVISION NETWORK

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The Designated Driver Campaign in the United States: Promoting a New Social Norm

(The entire month of December has been proclaimed Drunk and Drugged Driving Awareness Month in the United States. In recognition of this, the Harvard Alcohol Project has released its status report on the Designated Driver Movement in the United States. The report, which follows, was written by Jay Winsten, director of the Harvard Alcohol Project and of the School of Public Health's Center for Health Communication. He is also associate dean at the School.)

Former U.S. Surgeon General C. Everett Koop, in an interview with the Los Angeles Times, was asked: "What are the most important health messages that you would like to deliver to all Americans?" Dr. Koop responded, "Stop smoking. Don't drink if you have a problem with it. And for those who don't have a problem, drink only in controlled moderation. The best thing that could happen in this area is an absolute commitment to the designated driver."

Since 1988, U.S. alcohol-related traffic fatalities have declined by 15.8%, compared to virtually no decline in the preceding three years. The National Highway Traffic Safety Administration cites the recent, widespread use of designated drivers as a contributing factor in the downward trend. A "designated driver" is an individual who refrains from drinking on a particular occasion in order to take responsibility for driving companions home safely.

The designated driver concept was first widely introduced in the U.S. in 1988 by the Harvard Alcohol Project, a national media campaign organized by the Center for Health Communication of the Harvard School of Public Health. The project's goal is to help change American social norms relating to drinking-after-drinking. The campaign has grown into a large-scale movement as the designated driver concept has attracted a broad range of allies in the public and private sectors. Participants and supporters have included the President of the United States, the National Highway Traffic Safety Administration, the National Commission Against Drunk Driving, all major Hollywood studios, the U.S. broadcast industry, professional sports leagues such as Major League Baseball and the National Basketball Association, major U.S. corporations such as State Farm Insurance, and grassroots groups such as Mothers Against Drunk Driving (MADD).

The designated driver concept is a new component of the nation's comprehensive strategy for reducing alcohol-related traffic fatalities through prevention, deterrence and treatment. This report explains how the designated driver concept serves as a vehicle for changing social norms; describes the national designated driver campaign and the involvement of the public and private sectors; and presents public opinion findings documenting the wide popularity and growing usage of the designated driver concept.

The Designated Driver Concept

The designated driver concept was invented many years ago in the Nordic countries. In Sweden today, a couple going out for the evening will routinely discuss in advance, "Who's driving tonight?" and

the implication is clear—the designated driver does not drink. Likewise, when guests arrive at a party in Sweden, the host or hostess will typically ask, "Who's driving?" and offer the designated driver a non-alcoholic drink.

"The Designated Driver is the Life of the Party" reads a wall poster, designed by the Harvard Alcohol Project, which appears each week in the bar scene of "Cheers," a top-rated U.S. television series. Underlying the intended simplicity of this slogan is a prevention strategy of considerable subtlety that offers several important strengths:

- It promotes a new social norm that

The Harvard Alcohol Project achieved an important breakthrough in 1988 when television writers agreed to insert drunk driving prevention messages, including frequent references to designated drivers, into the scripts of top-rated television series such as "Cheers," "Roseanne" and "L.A. Law."

the driver does not drink any alcohol, thereby fostering a social environment conducive to the prevention of alcohol-related traffic crashes.

- It goes beyond the dictum, "Don't drink and drive" and offers a positive alternative.
- It leads social legitimacy to the non-drinking role.
- It encourages people to plan ahead for transportation if they intend to drink, getting away from the risky idea of gauging "when to say when" after one's judgment has been impaired by alcohol.
- It asks for only a modest shift in behavior—a slight shift that can make a significant contribution to preventing 500,000 injuries and almost 20,000 fatalities each year on the nation's highways.
- It is a simple, straightforward concept—"If you drink, don't drive." Simplicity is critically important for working effectively with mass communication to change social norms.

Origins of the

U.S. Designated Driver Campaign
U.S. newspaper coverage of the drunk driving problem reached a peak in the U.S. in 1983 and 1984, stimulated by the work of grassroots groups such as MADD, government agencies and health professionals. Then, beginning in 1985, newspaper coverage dropped precipitously, reflecting the diminished news value of the ongoing activities of prevention advocates. Likewise, national network news coverage of the drunk driving problem declined in 1985, dropped sharply in 1986 and reached a low point in 1987. As media attention turned away from the issue, the previous downward trend in alcohol-related traffic fatalities reversed direction in 1986. There was an urgent need to find a fresh, new idea to re-capture media attention and regenerate the anti-drunk driving movement.

In early 1986, Harvard's Center for

Health Communication learned about a concept called the "designated driver" that was being promoted in a local, three-month television campaign in Washington, D.C., sponsored by the Washington Regional Alcohol Program (WRAP).

Building on WRAP's experience, the Center organized a local designated driver campaign in 1986 in collaboration with Westinghouse-owned WBZ-TV and the Massachusetts Restaurant Association. The Center viewed the designated driver concept as a simple, powerful idea that could re-kindle media interest in the drunk driving problem, re-energize the anti-drunk driving movement and help trans-

mitting, including Twentieth Century Fox, Warner Brothers, Columbia Pictures, Lorimar, Paramount, Walt Disney, Universal and MGM. The board of directors of the Screen Actors Guild strongly endorsed the project.

In addition to the designated driver message, the Harvard Alcohol Project has encouraged television writers to incorporate a broad array of drunk driving prevention messages into scripts, encompassing prevention, deterrence and treatment. Since November 1988, more than 140 prime-time programs have included subplots, scenes, dialogue or (in over 25 instances) an entire 30- or 60-minute episode supportive of the campaign with audiences of up to 45 million. Many of the 140 programs subsequently were re-broadcast, either as repeat reruns or in syndication, greatly amplifying the campaign's exposure. In addition to frequent mentions of designated drivers, a majority of the 140 programs have dealt with such other themes as server and peer intervention; underage drinking; the attitudes of police, judges and juries; and the social stigma and shame associated with an arrest for drunk driving.

To cite one example, "Growing Pains" (an ABC television situation comedy especially popular among children and adolescents) introduced Sandy as a new teenage boyfriend for Carol—with the explicit intention of sacrificing Sandy several episodes later in an alcohol-related crash. The writers' objective was to break through their young audience's belief that "It can't happen to me" by having them experience the loss of someone they had come to know. Initially, it seemed that Sandy would survive his severe injuries. Visiting him in the hospital, Carol observed, "You've got a second chance." Later, when a telephone call brought the unanticipated news that Sandy had died, Carol's horror and anguish were captured in the cry, "What happened to his second chance?" The Harvard Alcohol Project worked closely with Warner Brothers Television, which produced "Growing Pains," to generate extensive national news coverage of this episode on network television and in leading newspapers. In response to this publicity, school districts around the country requested videocassettes of the program for use in classrooms. The episode provoked an avalanche of letters to the writers and stars of "Growing Pains" from viewers aged 10-16. Remarkably, the letters dealt less with the risks of drinking-after-drinking and more with the broader dangers of alcohol abuse. The writers had focused narrowly on drinking-after-drinking, but their audience had received a broad, potent message about abusive drinking. In a subsequent episode, "Growing Pains" dealt with the emotional aftermath of the fatal crash.

Public Service Advertising: At the request of the Harvard Alcohol Project, the ABC, CBS and NBC television networks have promoted the designated driver concept via network-produced and sponsored public service announcements (PSAs). Among the three networks, these messages were broadcast approximately 20 times per week during the December, 1988 holiday season. The networks have continued to air designated driver PSAs in

(Continued on next page)

form American social norms. A national Gallup Poll commissioned by the Center in 1987 found that 91% of respondents approved of the designated driver concept; 75% said they would be willing to take their turn as the designated driver.

The Harvard Alcohol Project

In 1988, the Center for Health Communication, through its Harvard Alcohol Project, set out to demonstrate how this new social concept, the designated driver, could be rapidly introduced nationwide through mass communication, catalyzing a fundamental shift in social norms. The project used three communication strategies: television entertainment programming, public service advertising and news.

Television Entertainment Programming: The Harvard Alcohol Project achieved an important breakthrough in 1988 when television writers agreed to insert drunk driving prevention messages, including frequent references to designated drivers, into the scripts of top-rated television series such as "Cheers," "Roseanne" and "L.A. Law." Entertainment not only mirrors social reality but also helps shape it by depicting what constitutes popular opinion, by influencing people's perceptions of the roles and behaviors that are appropriate to members of a culture, and by modeling specific behaviors. The strength of this approach is that short messages, embedded within dialogue, are casually presented by characters who serve as role models within a dramatic context, facilitating social learning. This strategy of the Harvard Alcohol Project was strongly endorsed in a unanimous resolution of the board of directors of the Writers Guild of America, West, which widely publicized the campaign to its membership.

The Harvard Alcohol Project serves as catalyst and information source; the television writers retain full creative control. All major Hollywood studios are par-

Status Report on the U.S. Designated Driver Campaign

(Continued from previous page)

concentrated bursts at particular times in the calendar year. For example, CBS runs four annual mini-campaigns, each consisting of a cluster of about seven prime-time PSAs, leading up to Memorial Day, Independence Day and Labor Day, and in early December. Many CBS messages stress the theme of social host responsibility. ABC and NBC continue to cluster their designated driver messages in December. Other network-produced and sponsored PSAs airing in prime time address broader aspects of alcohol abuse prevention.

News. Generating publicity is a key component of the project's strategy. Each news story is the equivalent of a well-placed "public service announcement" for the designated driver concept. The campaign succeeded in generating extensive coverage, especially in its first three years, including a front page story in the *New York Times*; an editorial applauding the campaign in the *New York Times*; a special 4-minute report on "ABC's World News Tonight with Peter Jennings"; major stories in the *Washington Post* and the *Los Angeles Times*; and favorable editorial commentary and news coverage in many other newspapers, national newsmagazines and television newscasts. Also drawing extensive press attention were two special initiatives of the Harvard Alcohol Project: a community-based designated driver campaign on the resort island of Martha's Vineyard, and a restaurant-based designated driver promotion at the Hard Rock Cafe. Perhaps stimulated by this activity, the number of network news stories on various aspects of the drunk driving problem increased sharply in 1988, held steady at this high level in 1989, and rose to a new high in 1990.

Partners in the Movement

The transformation of the designated driver campaign into a national movement is a consequence of the broad range of government agencies, national organizations, professional sports leagues, and major corporations that have endorsed and promoted the concept.

Government agencies: The National Highway Traffic Safety Administration (NHTSA) has encouraged state and local agencies and organizations to support and promote the designated driver concept as one component of a comprehensive approach to drunk driving prevention. Across the country, many local and state government agencies have instituted designated driver programs in collaboration with the private sector. In California, for example, the California Highway Patrol, a major law enforcement agency, runs a state-wide designated driver program involving restaurants and taverns. The California Department of Motor Vehicles includes information about the state-wide designated driver program in its *Driver's Handbook*. The Los Angeles County Designated Driver Coalition sponsors major events to promote the designated driver concept, and issues English and Spanish-language versions of a pamphlet entitled, "Be A Designated Driver. A Choice You Can Live With." Coalition members include the Los Angeles Chapter of Mothers Against Drunk Driving, the City of Los Angeles Police Department, the Los Angeles County Sheriff's Department, the California Restaurant Association, and the California Department of Alcoholic Beverage Control.

National organizations: Mothers Against Drunk Driving (MADD) has provided technical assistance to its 415 local U.S. affiliates to encourage the development of community-based designated driver campaigns in both social host and licensed establishment settings. MADD also has promoted the designated driver concept through direct mail and telemarketing activities reaching millions of citizens. In December 1991, with funding from NHTSA, the National Commission Against Drunk Driving (NCADD) spon-

ored the first national conference on designated driver programs and called on local agencies across the country to support designated driver programs as part of a comprehensive traffic safety strategy. In collaboration with the Harvard Alcohol Project, the NCADD produced and distributed a guidebook for developing community-based designated driver programs. The National Restaurant Association has encouraged member restaurants to sponsor designated driver promotions. The National Association of Broadcasters has distributed designated driver PSAs to hundreds of television stations. The National Association of Convenience Store Operators, a non-profit organization representing more than 64,000 convenience stores around the country, is planning a large-scale designated driver promotion this month.

Generating publicity is a key component of the project's strategy. Each news story is the equivalent of a well-placed "public service announcement" for the designated driver concept.

Professional sports leagues: Under the auspices of Techniques for Effective Alcohol Management (TEAM), a public-private coalition dedicated to curbing alcohol-impaired driving, Major League Baseball has sponsored PSAs on national and local television promoting the designated driver concept; these have aired during the All-Star Game, the World Series, and throughout the regular baseball season. Likewise, the National Basketball Association has sponsored designated driver PSAs featuring Magic Johnson that have aired on national and local television during championship and regular games. Within sports stadiums, TEAM has heavily promoted the designated driver concept during sporting events through the use of posters, buttons, table napkins and advertisements in the official program. For example, eight Major League Baseball teams currently are participating in TEAM's Advantage Program, offering free non-alcoholic drinks to stadium customers who volunteer to be designated drivers.

Major corporations: In December 1991, State Farm Insurance launched a national campaign with the slogan, "Be A Good Neighbor. Be A Designated Driver." In addition to a promotional mailing to its 32 million auto insurance policyholders, State Farm has distributed more than 1 million key rings and bracelets bearing the slogan. The company also has distributed 12,000 kits containing a videocassette, decals, brochures, and sample speeches promoting the designated driver concept for use by State Farm insurance salesmen. Pepsi-Cola and NutriSystem, Inc. have supported

a nationally publicized designated driver campaign on Martha's Vineyard. Alcoholic beverage producers have purchased network television airtime, radio airtime, and newspaper and magazine advertising space to heavily promote the designated driver concept. Among the breweries, distillers and brand names sponsoring these advertisements are Anheuser-Busch, Seagram, Bud Light, Budweiser, Molson, Michelob, and Miller. For example, Miller has run full and half-page print advertisements with seasonal themes: "This St. Patrick's Day, give a designated driver the green light", "Do some-

thing really bright this Fourth [of July, showing fireworks]. Designate a driver!" and, "Let someone else guide your sleigh tonight. Stay on track over the holidays. Designate a driver." These print ads have run in major national publications such as *Sports Illustrated*, *Time* and *USA Today*. In addition, Anheuser-Busch has sponsored a restaurant-based designated driver program, and the Century Council, a non-profit organization funded by a number of alcoholic beverage companies, has widely publicized the designated driver concept.

The Public's Response

Fueled by this overall national effort, the designated driver concept has become so deeply embedded in American life and language that the term is included in the 1991 *Random House Webster's College Dictionary*. The campaign's dramatic impact on awareness, acceptance and usage of the designated driver concept has been documented in national public opinion polls conducted by the Gallup Organization, the Wirthlin Group and the Roper Organization.

In 1989, Gallup found that 67% of adults had noticed the designated driver messages on network television. In 1990, Wirthlin found that 89% respondents in the country were familiar with the designated driver program and gave it a favorability rating of 81 on a 100-point scale; the designated driver program rated higher than all other programs and industries measured. Among parents with children aged 13-18, Wirthlin found that 97% were familiar with the designated driver program, and gave it a favorability rating of 82%. Among young adults aged 18-24, 97% were familiar with the designated driver program, and gave it a favorability rating of 88.

The most detailed survey data have been collected by the Roper Organization in studies of U.S. adults conducted in 1989 and 1991. Roper's 1991 findings, with selected comparisons to 1989, are highlighted below:

- 93% of Americans characterized the designated driver concept as an "excellent" or "good" idea (71%, excellent; 22%, good). Among all drunk driving prevention strategies, U.S. adults gave their strongest endorsement to the use of designated drivers. Other anti-drunk driving ideas described as "excellent" or "good" by majorities included: more advertisements about drinking responsibly (81%); random police roadblocks to check for intoxicated drivers (69%); holding bar

owners (60%) and private citizens (50%) legally responsible if they serve alcohol; and a ban on alcohol advertising (52%).

- 37% of U.S. adults reported that they have themselves refrained from drinking in order to be a designated driver at least once in their lifetime, up sharply from 29% in 1989. "In other words," Roper observed, "There have been a minimum of 68 million occasions when an adult—who might otherwise have driven home while under the influence of alcohol—was instead driven home by a designated driver, up from 52 million in 1989." Because most of these people probably have been designated drivers more than once, and often have driven more than one person home, these numbers are likely to be underestimates.

- 52% of U.S. adults under the age of 30 reported that they have been a designated driver, up from 43% in 1989. This finding is especially important because this age group accounts for more than half of all drinking drivers who are fatally injured in crashes.

- 46% of drinkers reported that they have been a designated driver, compared to 35% in 1989. 51% of frequent drinkers reported that they have been a designated driver, compared to 36% in 1989. Roper observed: "This indicates that it is not just the non-drinkers in a group who offer to be designated drivers, but that drinkers voluntarily refrain on occasions, and the concept is being implemented by this key group."

- 35% of drinkers reported that they have been driven home by a designated driver, compared to 28% in 1989. 54% of frequent drinkers reported that they have been driven home by a designated driver, compared to 43% in 1989.

- 61% of politically and socially active adults ("influentials") reported that they have been been a designated driver, compared to 45% in 1989.

- 30% of executives and professionals reported that they have been a designated driver, compared to 36% in 1989.

- 46% of union members and 41% of blue collar workers reported that they have been a designated driver, compared to 33% and 34%, respectively, in 1989.

Summing up, Roper observed, "Considering how relatively new the concept of the designated driver is, the sustained growth and support of the idea is impressive." And Roper concluded, "The designated driver concept is fast becoming ingrained in the nation's psyche. . . . The designated driver system has likely saved many young lives: Among those under 30, a majority has been one."

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