

Drug Drive – August 2009 Post Campaign Report



Background

Introduction

Long running campaigns have established a general consensus that drink-driving is socially unacceptable and dangerous, and the general public see drug-driving in the same way; but despite this our research shows that drug users are not deterred from driving. Summer 2009 saw the first major Drug Drive campaign, giving the issue greater prominence and making it clear that driving while impaired through drugs is an offence. The education campaign works alongside a visible enforcement presence – with ACPO and THINK! co-ordinating timings.

Awareness of impairment through prescription and over the counter medicines has also been tackled via partnership marketing activity with a leading national pharmacist.

Scale of the issue

There are widespread misconceptions about the effects of drugs on driving ability, drug driving laws and police testing methods. (Firefish 2009) Evidence also suggests that drug driving is a significant and possibly increasing road safety problem. 1 in 5 drivers killed on the road may have an impairing drug in their system. (TRL 2001)

Drug driving is a growing concern for the public with 31% of people agreeing that drug driving is in the top three road safety issues most important to address. (BMRB 09)

Evidence suggests that drug driving is a significant and possibly increasing road safety problem. 10% of adults know someone who drives after taking recreational drugs v 57% who break the speed limit (BMRB 09)

Previous activity

THINK! has actively promoted the 'Don't drug drive' messages since 2003. The primary audience for these campaigns has been young men aged between 17 and 29 who were most at risk of driving while on illegal drugs, with a secondary audience of passengers who may be able to influence such drivers. There was a key message not to drug drive and that illegal drugs make people do stupid things – the audience was urged not to make driving one of them. The campaigns were supported by a dedicated website and awareness campaigns at music festivals, linked in some cases with online viral messages.

In 2007, and for the fifth year running, THINK! advertised at the V festival and also went for the first time to Global Gathering. The campaign was also run at the Glastonbury festival. The 'Don't do drugs and drive' message was promoted in the car parks and at the entrances/exits of the festival sites.

Objectives

The Department for Transport has a longstanding and demonstrably successful road casualty reduction programme delivered through education, engineering and enforcement.

Our strategy on drugs shares its objectives with the strategy on drink driving:

- to make drug-driving socially unacceptable
- to deter drivers from driving under the influence of drugs
- to reduce drug driving collisions and casualties

Communications aim to:

- Increase awareness of drug driving and clarify the misconceptions around the law and the effects of drugs on driving ability.
- Support and amplify awareness of enforcement campaigns and local stakeholder activities
- Raise awareness of the potential effects of medicine on driving ability whilst reminding consumers to take their medication as instructed

Target audience

All drivers who take drugs and drive with a focus on:

- 18-35 friendship groups – communications to generate debate
- All adults – communications to share the facts and raise the profile of drug driving as an issue

There are still widespread misconceptions about the effects of certain drugs – such as cannabis – on driving ability, and many people are still unclear about drug driving laws and police methods of testing for drug use.

Our initial qualitative research in April 2009, looking at potential message territories, confirmed that users of illegal drugs are ambivalent about the potential effects on their driving. They deny that their driving is impaired; they discount the chances of getting caught; and therefore do not take into account the serious consequences either of a crash or a conviction. Most are unaware that drug driving is an offence in its own right and that the police are able to detect them.

Our research identified a target audience of people in their twenties and thirties who hold down regular jobs and have active social lives. These people take a variety of recreational drugs (from Cannabis to Cocaine, Ecstasy to Ketamin) on a regular basis. Drug driving is commonplace amongst friendship groups and can be on either spontaneous or planned occasions.

The communications for prescription and over the counter medicines will be prioritised to those most at risk, research has identified this group to those obtaining the following medicines:

- Neuroleptics
- Tricyclic antidepressants
- Benzodiazepine anxiolytics
- Compounds used to treat Parkinson's Disease (e.g. L-dopa, dopamine agonists)
- Some hypnotics and sedating anti-histamines may also be problematic.

Creative approach

Key messages

Issue:

Role for communications:

LACK OF CONSIDERATION AND CONCERN FOR DRUG DRIVING		HIGHLIGHT THE ISSUE AND CREATE DEBATE
LOW ACCEPTANCE OF RISK / PROBLEM AT INDIVIDUAL LEVEL		ENSURE THE TARGET SEE THEMSELVES & THEIR BEHAVIOUR
LACK OF INFORMATION ABOUT EFFECTS & LEGAL IMPACTS		DELIVER MISSING FACTUAL & LEGAL INFORMATION
STRONG SOCIAL GROUPS SUSPICIOUS OF OUTSIDE VIEWS		BE EMPATHETIC AND USE A TONE OF VOICE THAT RESONATES

It was clear that we needed to raise awareness of drug driving as an issue and, with clear non judgmental communications, provide the facts. The communications aimed to encourage the target audience to face the reality of drug driving, dispelling the myths and ignorance around both impairment and enforcement.

There were 3 core areas, validated by the research, that were covered through the winning creative route:

1. Impairment

Acknowledgement of impaired driving through recreational drug use is low. In some cases there is belief that drugs actually improve driving ability. Any portrayal of the potential emotional consequences of drug driving (i.e. featuring a crash and injury) would be disregarded and deemed only to be relevant to the more hardened drug taker. The ad needed to feature a recognised sign of impairment in a realistic and serious tone.

2. Enforcement

There were a number of misconceptions about the enforcement of drug driving by the police and a real desire to be told the facts.

3. Consequences

There was real surprise and shock that the legal penalties and consequences for drug driving are the same as drink driving.

The advertising campaign aims to provoke a questioning of existing beliefs and dispel the myths around drug driving by giving the facts on impairment and enforcement.

- To be unfit to drive through drugs is an offence in its own right (it is distinct from offences like possession of illegal drugs or dangerous driving).
- Taking illegal drugs will effect your ability to drive
- The police can spot the signs that you're driving under the influence of drugs - 'your eyes will give you away'.
- Drug drivers face serious penalties which are exactly the same as for drink driving – a minimum 12 month ban, a fine of up to £5,000 and a criminal record with the offence on your licence for 11 years.
- Search for 'drug drive' online for more information.

The 30" television advertisement features four twenty-something friends in a car in a generic urban setting. The atmosphere in the car is jovial until the driver spots a police car and encourages his friends to act naturally. The advertisement ends with the police blue lights flooding the car and the driver's face in suspense. The voiceover states 'Drugs have an involuntary effect on your eyes that you cannot control and the police are able spot this.'

The endline reads:

'Drug Driving. Your eyes will give you away. THINK!'

Partnership marketing activity emphasises the importance of taking prescription drugs and medicines and over-the-counter preparations as directed whilst highlighting that some can have an adverse effect on the skills needed to drive safely. The best way for patients to find out if they are safe to drive is to ask for advice from a doctor, healthcare professional or pharmacist.

Examples of the creative work are detailed within Annex A.

Media

Media strategy

Our communications task was to start a conversation around this issue by cutting through the myths, confusion and contradiction. The communications strategy had a two fold approach:

1. To generate wider public discussion and debate to further impact on the social acceptability of drug driving
2. To raise awareness of drug driving as an issue amongst the target audience and their friendship groups challenging existing beliefs with fact and heightening understanding of the risks; the penalties of enforcement and their consequences

It was important that the campaign's tone of voice was authoritative but non judgemental. The task of the campaign was not to tackle illegal drug dealing or possession, but rather to dissuade recreational drug users from driving. The campaign was to clearly establish that drug driving is an issue in its own right, without it being confused with other anti drug taking or anti drink driving campaigns.

We aimed to raise awareness of drug driving as an issue and move it up the social agenda through mass reach media. This media was used to communicate the facts around the law and its consequences. The campaign used:

- TV
- Online search
- A dedicated website

The communications approach focused on the drug driving 'journey' for 18-35 friendship groups and encouraging group reappraisal of their actions by using channels during the planning, checking, consumption and reflection points. This allowed us to demonstrate the consequences of drug driving at times when they are likely to be together. Selected channels included:

- Online display on social networking and club entertainment/music sites
- Media sponsorship: Kiss radio evening shows including on-air credits, trails, live DJ reads, promotional activity and an online presence. THINK! was an NME festival partner (alongside Blackberry) and included a double page and a single page advertorial and sponsorship of NME radio festival bulletins, reads and an online presence.
- Summer festivals V' festivals (Essex and Staffordshire: 22-23 August) and 'Creamfields' (Cheshire: 29-30 August).
- In-game advertising
- Bar and club posters

The media channel selection was evaluated through the tracking study and by media buying reviews to ensure value for money for maximum reach and relevance.

The role for PR was to:

- Foster wider public debate around drug driving in order to 'stigmatise' it in much the same way as drink driving

- Raise awareness of the issue among the core target audience (18-35 year olds) and their peers, cutting through the myths and educating them as to the risks and the penalties of enforcement.

National activity involved:

- Supporting the Drug Drive launch
- Features in lifestyle consumer media to extend debate
- Radio day
- The use of spokespeople – Police Constable Robbie Burns and DJ Tom Middleton
- Sponsorship of ‘Don’t Panic’ mailouts, articles on targeted websites and commissioning renowned London graffiti artist Jimi Crayon and Stika to create a drug drive graffiti wall at Shoreditch’s Village Underground in Great Eastern Street

National PR was supported with regional launch activity.

Stakeholder engagement

There is significant stakeholder support to address drug driving through this campaign.

The drug drive campaign was developed in consultation with the FRANK team at the Home Office– sharing learnings etc.

Across all THINK! activity timings are coordinated to ensure consistency with local campaign delivery (by the police, RSOs etc.) as well as across Whitehall.

In 2009 TfL amplified the campaign by purchasing and securing a range of media in London.

A ‘ways-in’ day was held on the 9th March 2009 speakers included Dr Bremner (a drugs addiction Dr), Paul Jackson (the effects of drugs on driving) and a Road Safety Officer.

A stakeholder update was provided after the research phase (in mid June) with a follow up briefing after the stakeholder launch on the 14th August.

The prescription and over the counter medicine information was produced in consultation with the BMA, MHRA and the NPA.

Evaluation

As conviction and casualty data for drug driving is unreliable, these metrics (used for drink drive campaigns) are unable to provide robust indicators of performance. Casualties amongst 18-35 year olds will be monitored, however it is difficult to identify the extent to which any reduction can be attributed to THINK! versus wider factors and other education, enforcement and engineering interventions.

Key evaluation measures:

- Media channel performance
- Pre-campaign quantitative omnibus survey
- Post-campaign quantitative omnibus survey

Media channel performance

TV
<ul style="list-style-type: none"> After prompting 74% recognised the 'Eyes' commercial compared with 54% prompted recognition for the first burst of the Drink Drive commercial in September 2007. (BMRB post campaign report – Oct 09)
<ul style="list-style-type: none"> The proportion of all adults spontaneously mentioning “eyes” or “their eyes” when asked how police can tell if a driver they have stopped has taken recreational drugs has increased from 20% to 45%. Amongst the target group there was an increase from 23% to 44%. (BMRB post campaign report – Oct 09)
Print
<ul style="list-style-type: none"> 13% of all adults recalled seeing the posters with this rising to 16% amongst the target audience (BMRB post campaign report – Oct 09)
Online
<ul style="list-style-type: none"> 17% of all adults saw the digital advertising with an increase to 30% for the target audience. (BMRB post campaign report – Oct 09) 40% of online gamers said the campaign would influence the non-acceptability of drug driving amongst their peers. (Posterscope/IGA Nov 09) 45% of online gamers recalled seeing the Drug Drive ad in game. (Posterscope/IGA Nov 09) Buzz research undertaken by i-level showed 721 mentions of drug driving with the main forum being Twitter.
Sponsorship
<ul style="list-style-type: none"> Estimated 140 000 people arriving by car across the 3 festivals, 1300 mugshot photos 7 in 10 respondents were worried about being caught by the police (v 3 in 10 in 2006) 2071 website views of the Kiss advertorial page. 842 competition entries 2736 views of the NME advertorial page, 285 competition entries
Website
<ul style="list-style-type: none"> 10620 visits to the Drug Drive website (excluding bounces) during the campaign period (17th August – 13th September). Average time on the site (excluding bounces) 3mins 43secs Average of 4 pages per visit
Public relations
<p>National activity achieved:</p> <ul style="list-style-type: none"> There were 225 articles in total. All coverage was favourable, 85% of articles were strongly favourable and 15% were slightly favourable. (Metrica Nov 09) Message delivery was excellent, with all articles conveying at least one message. The most prolific message in all coverage was 'Your eyes will give you away', delivered in 92% of articles. Spokespeople provided an excellent source of message delivery, particularly PC Robbie Burns and DJ Tom Middleton who took part in nearly all broadcast interviews, as well as being quoted in print and online coverage. Over 10 million people were reached by coverage of the campaign and on average

- The most far-reaching article was in the Daily Mail (Weekend), reaching 5.6 million readers. The piece was an emotive case study from a father whose son was killed by a drug driver.
- The number of times each person was reached was in line with Metrica's recommended 2 times per campaign for maximum effectiveness of brand recognition and message retention.

Regional activity achieved:

- 9 TV stations - including BBC News Channel (Breakfast and through the day)
- 51 Radio stations – including BBC Radio 1
- 29 pieces of print coverage
- Of the coverage received the majority of it was positive with the rest neutral in tone.

Pre and post campaign results:

	Pre (July 09)	Post (Sept 09)
Spontaneous recall of any communication on recreational drugs and driving		
All adults	NA	71%
17-34s	NA	76%
Those who knew a drug driver	NA	83%
Prompted recall of the TV ad		
All Adults	NA	74%
17-34s	NA	77%
Those who knew a drug driver	NA	84%
Believe the Government is taking drug driving seriously (very or fairly)		
All adults	47%	64%
Agreeing that it would be easy for the police to tell if someone they had stopped had taken recreational drugs		
All Adults	68%	75%
17-34s	78%	83%
Spontaneous awareness of drug driving carrying the same penalties as drink driving		
All adults	10%	18%

The campaign received a silver award at the British Television Advertising Awards and has performed well in terms of recall and attitudinal shift.

The prescription and over the counter medicine campaign achieved a 2:1 ROI based on the equivalent media delivery – this can be improved upon now that the strategy is in place, collateral developed etc. This represents a very low-cost advertising model capable of targeting those most at risk, with a quality intervention (1:1 advice) at a relevant time (when collecting the drugs).

Annex A – The creative work

Poster:



Leaflet:

COCAINE

Cocaine leads to a sense of over confidence and this is reflected in their driving style. Users typically perform higher risk, more aggressive manoeuvres at greater speeds, which is obviously dangerous.

The specific effects of driving on cocaine are:

- Aggressive manoeuvres
- Speeding
- Poor control of the vehicle
- Erratic driving
- Over-confident, high risk behaviour

The following effects are likely to occur once someone has stopped taking the drug and are related to the fatigue that results from cocaine use:

- Inattentive driving
- Distraction and drowsiness
- Falling asleep at the wheel

ECSTASY

Although it's not a drug that makes people violent, it is extremely dangerous to drive on ecstasy because it results in:

- Distorted vision
- Heightened sounds
- Increased fatigue and tiredness
- Affected perception and judgement of risks

ECSTASY (continued)

- A more aggressive attitude
- Day-after effects similar to cocaine, leading to distraction, drowsiness and inattentive driving

USING MORE THAN ONE DRUG

People often take more than one drug or mix drugs with alcohol. For example – a stimulant like cocaine to 'sharpen up' after having alcohol or cannabis. In fact, combining drugs can have a dramatic and unpredictable effect on the user's state and driving.

WHAT ABOUT LEGAL DRUGS?

Medicine is obtained either on prescription or over the counter because people need to take it for their health. Medicines should always be taken properly. Advice about this is provided on the packaging and in the patient information leaflet supplied and packed in with the medicine. Advice can also be obtained from a doctor who has prescribed the medicine or pharmacist who dispenses it. If you want more information on drug driving, please visit www.dft.gov.uk/think/drugdrive. For confidential drugs information and advice, please visit www.talktofrank.com

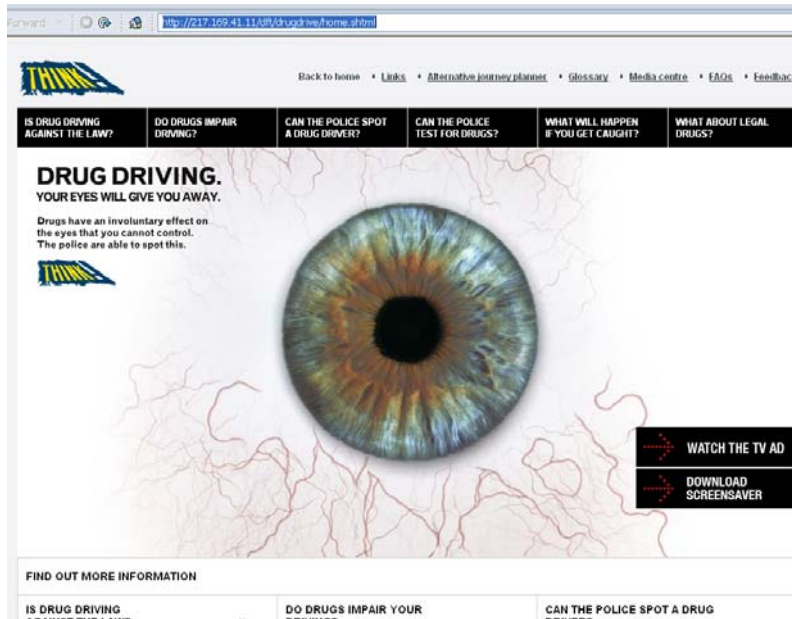
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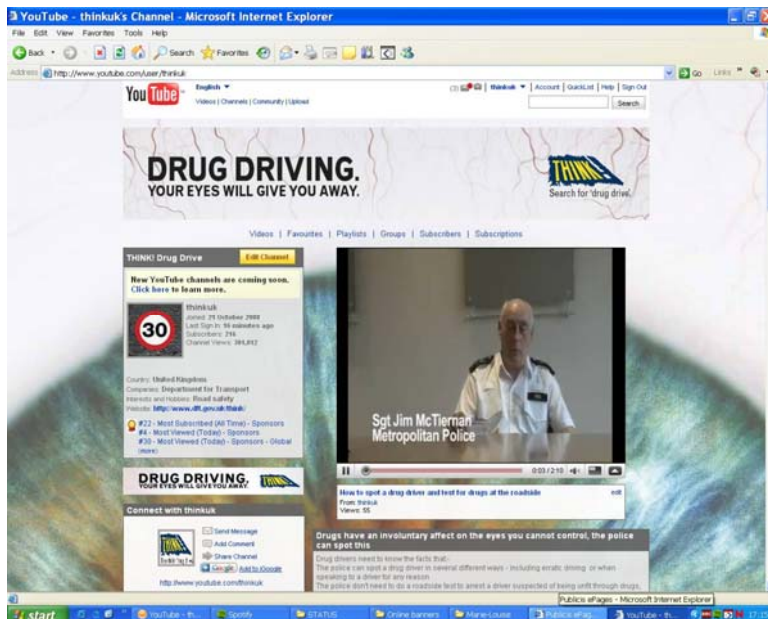
Festival activity:



www.dft.gov.uk/think/drugdrive



You tube channel:



In-game



Partnership Marketing Activity: A6 leaflet

Front



Reverse

It is very important to take any prescribed or over-the-counter medication properly, and to follow any advice you are given.

Some prescription drugs and over-the-counter medicines can affect your ability to drive safely. They can make you drowsy, impair your judgement or make you feel less confident. These effects can be worse if medication is taken at the wrong time, in the wrong doses, or too frequently. The consequences can be very serious, but most people are able to keep driving safely by following good advice.

To find out more, ask your pharmacist or GP for more details. Always read the patient information leaflet and follow the advice you are given.



Sticker for Bags

