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Casualty Reduction Partnership
Working together to reduce road casualties

University of Bedfordshire

Evaluation of the 'Morning After'

Drink Drive Publicity Campaign

March 2014

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Executive Summary

The 'Morning After' campaign was evaluated using an experimental research design with 40 participants. Posters and website material ('Morning After' vs. control stimuli) were explored using eye tracking equipment on the number of fixations, average fixation duration, and total viewing time of the material. Participants were also asked to undertake a masked recall test, and to provide a ranking of preference of the posters and content of the websites.

The present study has demonstrated that the 'Morning After' campaign materials have considerable potential for changing public views on drinking alcohol and then driving the following morning. The results indicate that the participants attended to and read the posters and websites in detail. The campaign message has been shown to be easily understood and remembered, which implies that the 'Morning After' campaign will raise awareness to the public and encourage them to adopt more positive driving behaviour. This is supported by participants' opinions on the likelihood of a change in drivers' and passengers' behaviour as a result of the campaign. Most individuals reported positive attitudes towards the campaign, and agreed that there is a substantial need for educational campaigns on drinking alcohol and then driving the following morning, especially given that the majority of the participants seem to know very little about alcohol metabolism and how long it takes before an individual is safe to drive.

Recommendations

- To continue using website and posters for future the anti-drink drive campaigns.
- To provide more information on alcohol metabolism and negative consequences of drinking alcohol and then driving the morning after.
- To consider the negative message framing method for the posters.

1. Introduction

1.1. Morning-after Drink Driving

Road casualties caused by drink driving have substantially decreased over the past three decades. However, 290 people were killed as a result of such accidents, accounting for 17% of all road fatalities in 2012 in Great Britain (Department for Transport, 2014). National Statistics (Department for Transport, 2014), demonstrate that while the number of drink drive accidents, particularly of those reported at night or early morning, has begun to decrease, the number of drink drive prosecutions in the morning (i.e., 6-9 a.m.) remains unchanged. Morning-after drink driving is at its peak during Christmas and New Year (Liverpool Victoria, 2014), accounting for 10% of the annual number of this type of offences. It appears that, on the one hand, more and more drivers are becoming aware of the risks associated with drink driving, but, on the other hand, there are still some who may think that they are obeying the law when driving the morning after drinking.

Police breath test reports (AlcoSense, 2014) estimate that 40% of drivers have driven the morning after a night of drinking alcohol and are unaware that they were still over the legal drink drive limit. Furthermore, approximately 50% of young drivers admitted to driving the morning after excessive alcohol consumption (Road Safety Scotland, 2014). The penalties for driving over the legal alcohol limit include a minimum 12-month driving ban, a criminal record, a fine of up to £5,000 and an endorsement on one's license for 11 years. The Institute of Advanced Motorists (Think, 2014) estimated that a drink drive conviction can cost between £20,000 - £50,000, including fines, fees, solicitors and increased car insurance.

1.2. Risk Perception

It currently remains unclear why individuals continue to drive over the legal limit in the morning after drinking alcohol the night before. One potential explanation is that those drivers trivialise the risks associated with drinking alcohol and then driving the following

morning, either because they underestimate the alcohol-induced impairment or consciously disobey the law. A survey of 1,688 drivers (Liverpool Victoria, 2014) demonstrated that 37% regarded drinking alcohol and driving the following morning as *unavoidable*, 26% said that were only driving a short distance, 19% thought that they were *all right* to drive, 13% decided to drive because they were *only slightly over the limit*, while 7% of the enquired claimed that it was acceptable to drive outside of motorways. The survey also showed that 46% of the drivers underestimate or do not know the rate of alcohol metabolism. One in ten drivers has been shown to correctly identify the amount of time it takes to drive safely after drinking half a bottle of wine (Road Safety Scotland, 2014). This problem may be further exacerbated by most British pubs serving 35ml rather than 25ml measures of spirits, and by continental lager having increased unit strength (Road Safety Scotland, 2014).

1.3. The 'Morning After' drink drive publicity campaign

The aforementioned statistics clearly show that it is important to alert drivers and their passengers to the risks of drinking alcohol and then driving the morning after, and to provide them with information on alcohol metabolism. For several years, Stennik has been running a drink drive publicity campaign – the 'Morning After' (www.morning–after.org.uk) - which aims to raise awareness of the dangers of drinking alcohol and then driving the morning after, and to help people estimate whether they could be still over the legal alcohol limit. The campaign runs at the discretion of local authority road safety teams in various parts of the UK.

1.4. Evaluating road safety campaigns

While many road safety campaigns are produced every year, in the past many have not been formally evaluated (see Hoekstra & Wegman, 2011), and as a result research on the effectiveness of such campaigns is relatively scarce.

According to Phillips, Ulleberg and Vaa (2011), a meta-analysis of 67 road-safety campaigns showed that the average campaign is likely to improve public views on drinking alcohol and

then driving and to reduce such accidents by 9%, and that campaigns are most effective when accompanied by changes in law enforcement.

In contrast to previous studies, the present study details a new research avenue, by which one can evaluate the effectiveness of road safety mass media campaigns more comprehensively. The method combines both objective (eye-movement) and subjective (questionnaire-based) measures to evaluate different aspects of the 'Morning After' campaign. Studies on other types of campaigns have demonstrated this method to be an effective tool of evaluation. For example, Strasser, Tang, Romer, Jepson and Cappella (2012) found that graphic warning labels in cigarette advertisements appear to draw and sustain smokers' attention, and that the viewing patterns (i.e., eye-movement data) are a reliable predictor of the individuals' recall of warning and health risks.

1.5. Evaluation Aims

Elliot (2011) argues that the effectiveness of any road safety campaign depends on three conditions that the campaign technique must meet. First, the target audience needs to attend to the campaign materials. Second, each individual should understand and remember the message of the campaign. Third, the audience adopts a positive driving behaviour as a result of the campaign. The present study aimed to evaluate the effectiveness of the 'Morning After' poster and web-based campaign by 1) attention deployment and processing of the campaign materials and 2) the ability to understand and remember the message of the campaign. These two properties were evaluated based on eye-movement and masked recall data, respectively. A further aim of the project was to establish individuals' attitudes towards the campaign, and to assess their knowledge of alcohol metabolism.

2. Methods

2.1. Research Design

The 'Morning After' campaign was evaluated with an experimental design; with poster and website type ('Morning After' vs. control stimuli) as within-subjects independent variables. Number of fixations, average fixation duration, and total viewing time comprised the dependent variables in the eye-tracking analysis. For the questionnaire-based measures, the main dependent variables were masked recall test scores, ranks of poster preference and website content.

2.2. Participants

Forty participants (24 females) participated in the study. All of them were either students (*n* = 33) or members of staff (*n* = 7) at the University of Bedfordshire (Luton, UK), who were recruited through email or personal contact. Participants' age ranged from 19 to 58 (*M* = 27.4 ± 10.2), and, on average, they reported to drink *two or three times a month.* Nineteen (47.5%) participants were pedestrians or passengers, whilst 52.5% described themselves as vehicle drivers (3 motorcyclists). Twenty-four (60%) participants resided in Luton, with Milton Keynes being the second most common place of residence (*n* = 5; 12.5%). In terms of drinking alcohol and then driving the morning after, there were 11 (27.5%) and 13 (32.5%) individuals who admitted to having driven the morning after or the same day after drinking, respectively.

2.3. Stimuli

2.3.1. Posters

Five experimental posters were taken from the 'Morning After' campaign (www.morning-after.org.uk), and each of the posters pertained to a different social event. Control posters

(*n* = 5) were selected from former UK-based campaigns on road safety and alcohol consumption (see the stimuli in Appendix A). All images were resized to the resolution of 520 × 720 pixels, and were comparable with regards to visual complexity and image quality.

2.3.2. Websites

There were four website screenshots in the study (see Appendix B). Two were taken from the 'Morning After' website (www.morning-after.org.uk), while the other two screenshots came from the Department of Transport dedicated Road Safety website - Think! (www.think.direct.gov.uk/drink-driving.html). These control condition screenshots were taken from a single home page but were split into two images. All the screenshots were of the same resolution – 900 × 680 pixels, albeit their graphic designs and amount of information were deliberately varied so as to compare the influence of these two factors on participants' evaluation/ranking.

2.4. Survey

The survey was administered online via Qualtrics (www.qualtrics.com), and it took approximately 15 minutes to complete. The survey comprised of different sets of measures or tasks as described below.

2.4.1. Knowledge Test: Alcohol Metabolism

The first task was to estimate the number of hours that are necessary for alcohol to metabolise. There were four pseudo-randomised items - (1) a bottle (750 ml) of 15% wine, (2) four pints of 5% lager, (3) a shot of 40% vodka, and (4) one unit of alcohol. The correct estimates (13, 13, 1.5 and 1 hour, respectively) were calculated based on the information taken from the 'Morning After' campaign. Participants had to respond to each example using a slider, whose scale ranged from 0 to 30 hours. The second task was a multiple-choice task, in which participants were to select different factors that affect alcohol metabolism. There were 12 pseudo-randomised responses, out of which half was incorrect, and reflected myths on alcohol metabolism (www.uwstout.edu/counsel/aod/myths_facts). These items

included: type of alcohol, mood, time of the day, amount of ice in the drink, drinking outside or inside, drinking through a straw. The correct responses were taken from the NHS guidelines (www.nhs.uk), and included body size, gender, amount of food eaten, state of the liver, bodily metabolism and amount of alcohol consumed. Participants were also presented with a text-box to list any methods that they apply to accelerate alcohol metabolism.

2.4.2. Masked Recall Test

In the masked recall test, participants were to recall the key headline of the ten posters. The order of the posters, with the masked areas of interest (see Appendix A), was randomised for each participant. The masked headlines were comparable in terms of their position in the image, font size and the number of words to be recalled. The poster images were of the same size as when participants viewed them in the eye-tracking part of the study. Participants were given as much time as they needed to complete the test, and could recall and type in the missing text in any order they preferred. If no information was recalled, participants could type in *nothing* and advance to the next image. Responses were considered correct if at least all half of the text response matched the original headline.

2.4.3. Image Ranking

Participants' subsequent task was to rank the ten posters on a scale of 1 to 10, where ranks of 1 and 10 denoted *most favourite* and *least favourite*, respectively. The task was designed in a drag-and-drop fashion, and the initial position of the posters in the ranking list was randomised for each participant. Due to pragmatic reasons, the poster images were resized to 200 × 283 pixels. The second task was to rank how informative the content of the websites was, where a rank of 1 corresponded to *most informative.* Participants typed in the number next to each image, and were later asked to justify their decisions for the websites that had received the rank of 1 and 4. The screenshots were displayed in the original size, in a randomised order.

2.4.4. 'Morning After' Campaign: Evaluation Measures

In the final task participants provided feedback on the 'Morning After' campaign. Using a 7-point scale (*1* denotes *Very Unlikely* and 7 indicated a rating of *Very Likely*), participants were to rate how likely the campaign is to change people's behaviour and/or attitude to driving the morning after drinking alcohol. Participants were then given the opportunity to suggest possible avenues, by which the campaign could further raise people's awareness of the consequences of driving the morning after drinking alcohol.

2.5. Eye-movement Data Acquisition and Pre-processing

Stimuli were presented using EyeTrack 7.10m (www.blogs.umass.edu/eyelab/software/), on a Dell P1130 19" flat-screen monition (1024 × 768 resolution; 100 Hz refresh). The images were displayed at a viewing distance of 87 cm. Viewing was binocular with eye movements recorded from the right eye. Eye-movements were monitored via an SR Research Desktop-Mount EyeLink 2K eye-tracker, with a chin/forehead rest. Eye position was sampled at 1000 Hz, following a nine-point calibration procedure. A series of standard corrective procedures were applied to the eye movement data.

2.6. Procedures

All participants were fully aware of the research aims, and provided written consent prior to their participation. They were not, however, told that their memory would be later tested, and whether their task was to read, skim, or to look at the images. This procedure aimed to maximise the ecological validity of the present study; thus, reflecting individuals' everyday-life, rather than experimental, approach to poster campaigns and online information search. Each participant completed the survey immediately after the eye-tracking part of the study.

2.6.1. Stimulus Presentation

All posters and website screenshots were presented in one block, in a randomised order. Each image was preceded by a fixation cross that was centrally displayed for 3 sec. The website screenshots were displayed on the entire screen (960 × 720 pixels). The poster images were presented in a vertical orientation, on a black background (220 × 720 pixels on the right- and left-hand side). Participants initiated the next trial with a mouse click.

3. Results

3.1. Eye-movement Measures

3.1.1. Posters

On average, participants spent from 14.5 to 21.2 s on viewing each poster (M = 17.76, SD = 2.16), made approximately 60 fixations (SD = 5.74) of an average duration of 0.26 s (SD = 12.42). There were no significant differences between the MA and the control posters with regards to total viewing time [$t(4) = 0.78$, $p = .48$], number of fixations [$t(4) = 0.38$, $p = .72$] and average fixation duration [$t(4) = 0.74$, $p = .50$]. The descriptive statistics for the three measures of eye movements are presented in Table 1. Appendix C contains fixation maps for each 'Morning After' poster (i.e., eye-movement behaviour for a randomly-selected participant).

Table 1: Eye-movement measures for the two types of posters

Poster Type	**Measure**		
	Total viewing time [s]	*Number of fixations*	*Average fixation duration [s]*
Control	18.29 (2.76)	60.29 (6.02)	0.27 (0.014)
Morning After	17.23 (1.49)	58.90 (6.05)	0.26 (0.011)

Note: Standard deviations are reported in parentheses. Statistics averaged across 40 participants.

3.1.2. Websites

Viewing and reading times for the websites revealed a similar pattern of results. Regardless of the type of the website, participants made approximately 44 fixations at each website screenshot (SD = 4.66), with an average duration of 0.26 s (SD = 0.013). In total, participants spend 13 s (SD = 1.25) reading/viewing each website. Further by-type analysis showed no differences, between the 'Morning After' and the control websites, in terms of number of fixations [$t(4) = -0.68$, $p = .62$], average fixation duration [$t(4) = 0.85$, $p = .55$] and total

viewing/reading time [$t(4) = -1.54$, $p = .37$]. See Appendix D for 'Morning After' website fixation maps.

Figure 1: Mean viewing and reading time for each 'Morning After' poster (measured in ms)

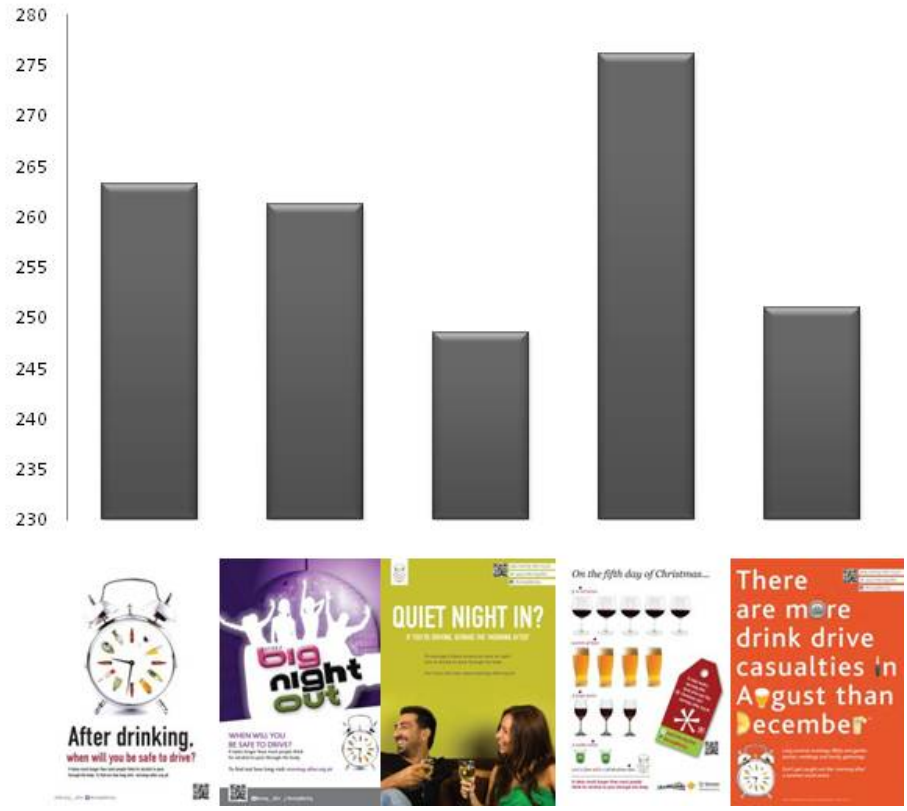

Figure 2: Average fixation duration for each' Morning After' poster (measured in ms)

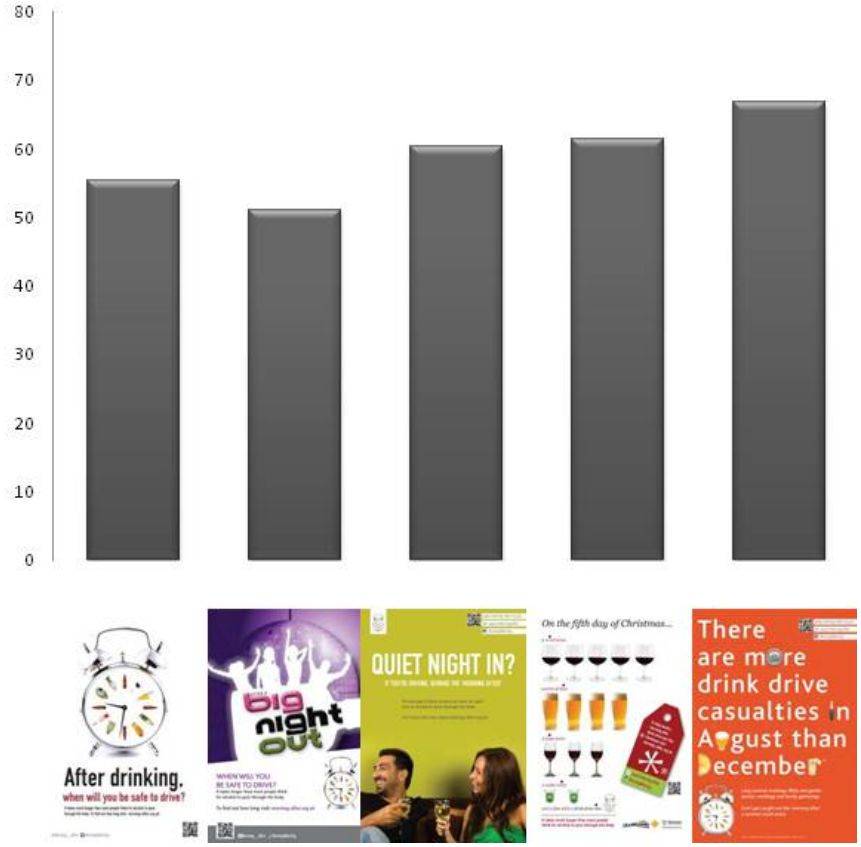

Figure 3: Mean number of fixations for each 'Morning After' poster

3.2. Questionnaire-based Measures

3.2.1. Recall Test Performance

On average, participants' number of all correctly recalled poster messages ranged from 0 to 7 (M = 4.02, SD = 1.69). There was, however, a slight but statistically significant difference in recall test scores between the 'Morning After' posters (M = 1.80, SD = 1.11) and the control (M = 2.22, SD = 0.5); with participants' memory being better for the latter type of stimuli [$t(39) = 2.25$, $p = .03$]. Numbers of correct responses for each poster are given in Figure 4 and 5.

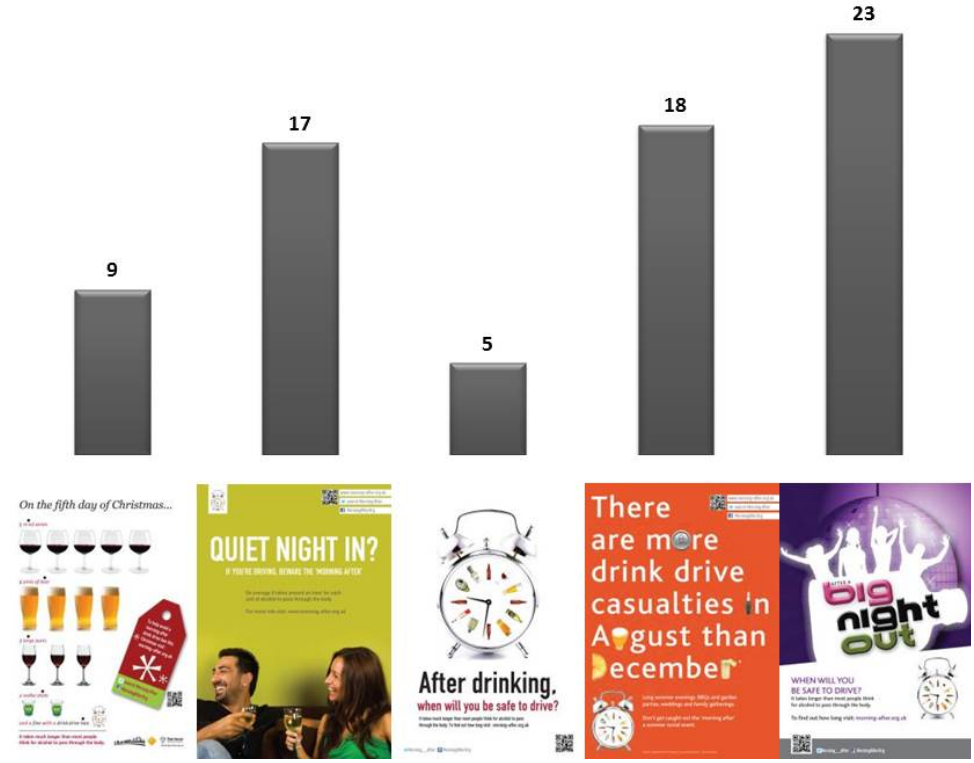

Figure 4: Number of participants who recalled each poster message ('Morning After' posters)

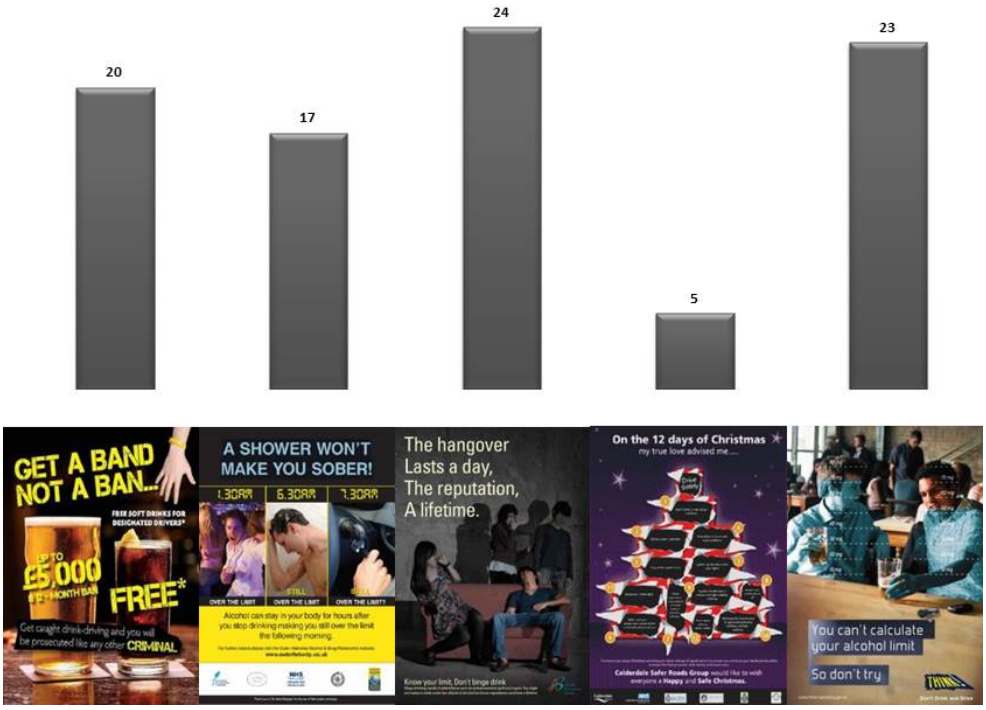

Figure 5: Number of participants who recalled each poster message (Control posters)

3.2.2. Ranks of Posters: Preference

Although the ranks for the control images (*Median* = 5) were lower than for the 'Morning After' posters (*Median* = 6), suggesting a greater preference for the control posters, this difference was not statistically significant (*W* = -1.37, p = .17; *df* = 40). The most preferred posters were *Big Night* Out (MA group), followed by *Get a Band Not a Ban* and *A Shower Won't Make You Sober* (Control group). Mean ranks for each poster are displayed in Figure 6 and 7.

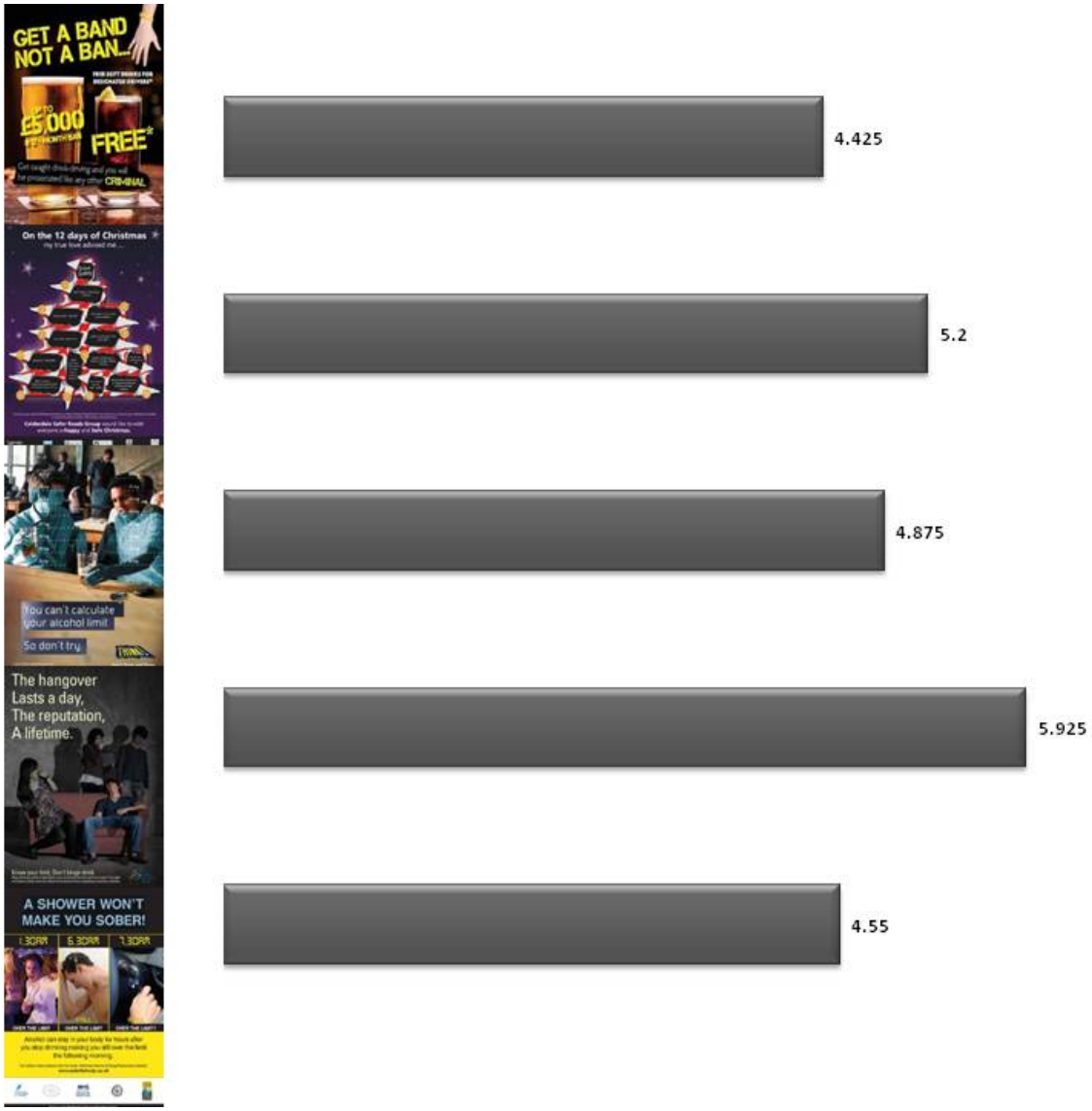

Figure 6: Average by-item ranks for the control posters (*N* = 40)

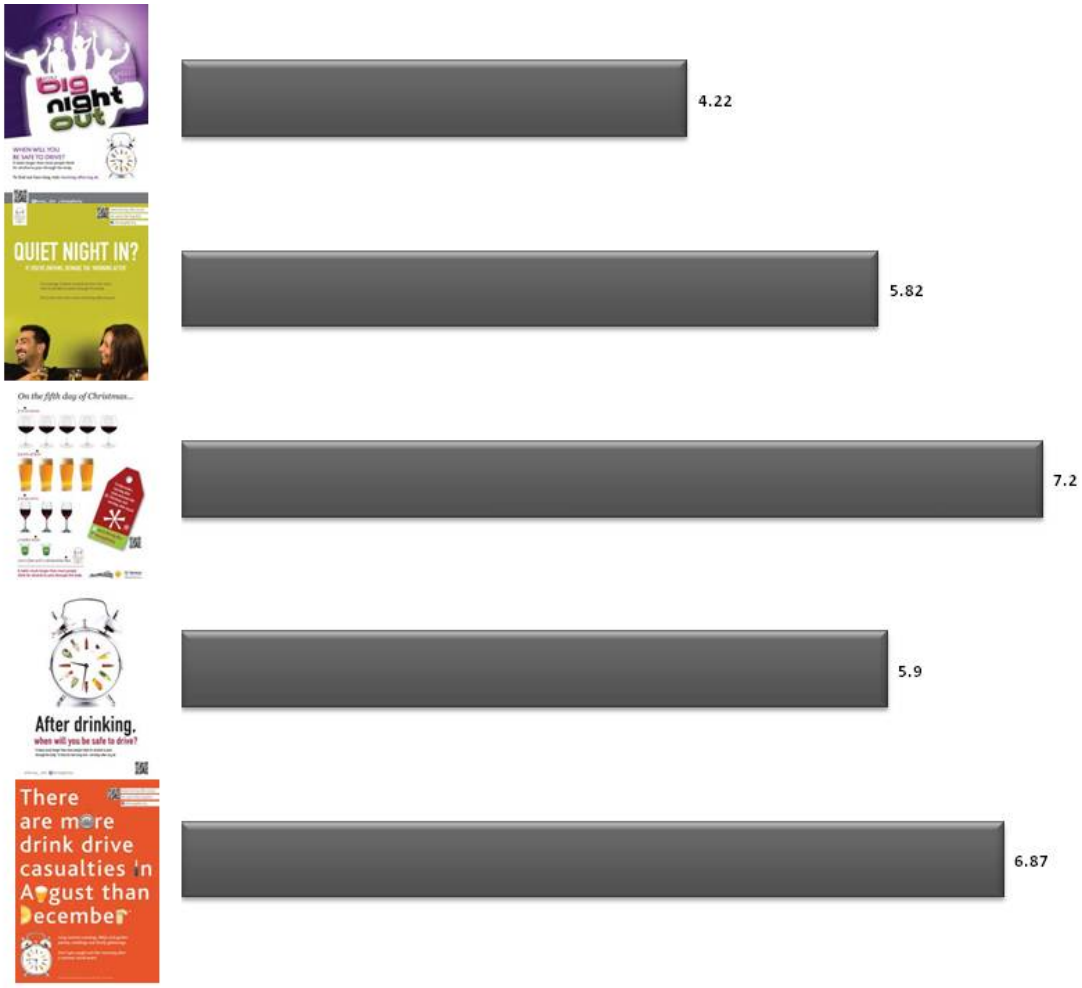

Figure 7: Average by-item ranks for the 'Morning After' posters (*N* = 40)

3.2.3. Ranks of Websites: Content

An analysis of the ranks for the websites showed that participants rated the two control websites (*Median* = 2) to be more informative than those of the 'Morning After' campaign (*Median* = 3; *W* = -3.88, $p < .001$; *df* = 40). The same pattern of results was found when each website (*N* = 4) was included in the analysis separately [$\chi^2(3) = 25.29$, $p < .001$]. The average ranks for the websites are presented in Figure 8 and 9 (lower ranks denote a more informative content of the website). Participants reported that the key properties that made the control websites more informative than the 'Morning After' websites were information on consequences of drink-driving and law (*n* = 7) as well as statistics and facts on drink-driving (*n* = 5).

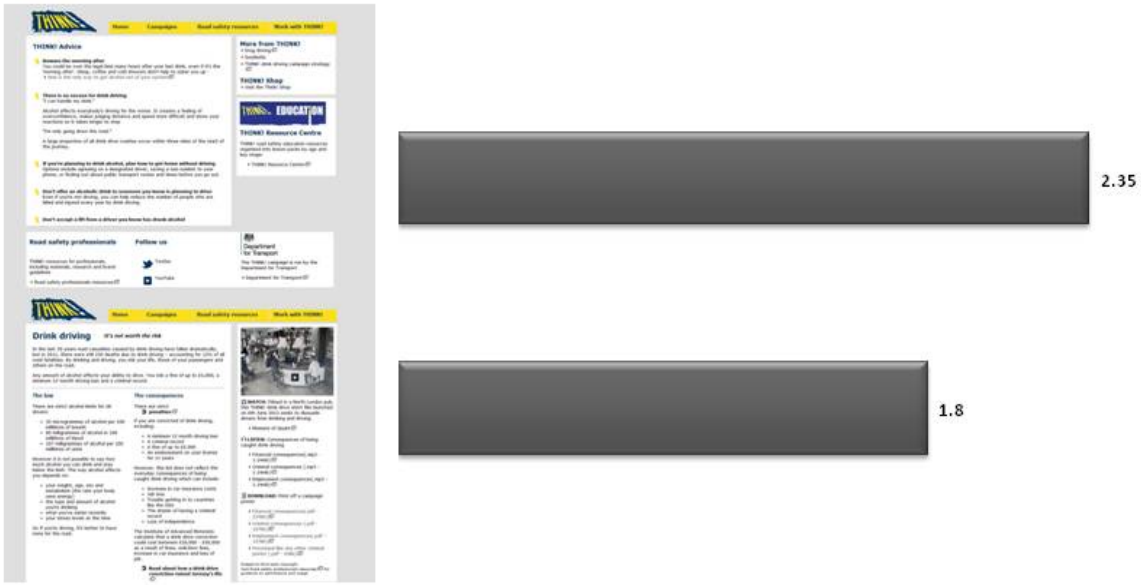

Figure 8: Average by-item ranks for the control websites (*N* = 40)

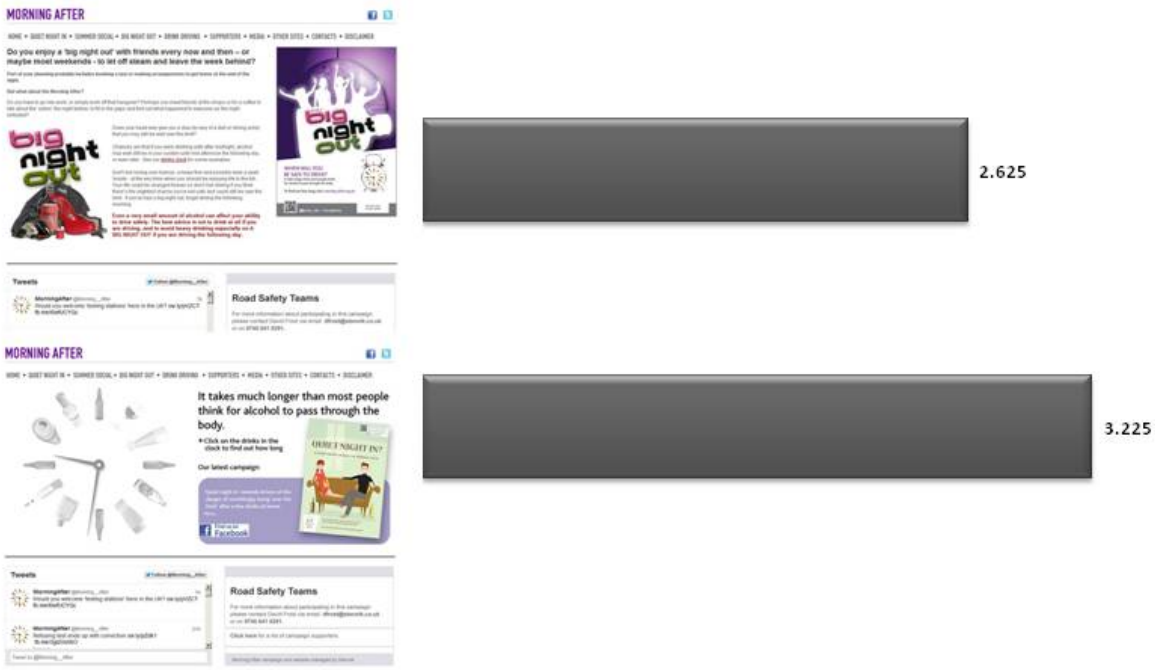

Figure 9: Average by-item ranks for the 'Morning After' websites (*N* = 40)

3.2.4. Knowledge on Alcohol Metabolism

While the correct response for both examples was 13 hours, participants' average estimates of the time it takes to metabolise a bottle (750 ml) of 15% wine and four pints of 5% lager were 12.3 (± 6.4) and 11.1 (± 5.8) hours, respectively. The difference between the correct and participants' estimates was substantial for the example of four pints [$t(39) = -2.1$, $p < .05$] but not wine [$t(39) = -0.7$, $p = .50$]. More interestingly, the average estimate of the metabolic rate of a shot of 40% vodka ($M = 6.7 \pm 5.4$) was significantly different from the correct response – 1.5 hour [$t(39) = 6.1$, $p < .001$], and there were only 11 people (27.5%) whose estimate was accurate. A similar pattern of results was found for the example of one unit of alcohol; participants substantially overestimated ($M = 5.0 \pm 6.2$) the time it takes to metabolise one unit of alcohol – 1 hour [$t(39) = 4.1$, $p < .001$].

On average, participants correctly identified 3.6 out of six factors that do affect one's rate of alcohol metabolism [$t(39) = -8.4$, $p < .001$]. These factors included the amount of alcohol consumed (67.5%), energy metabolism (67.5%), sex (62.5%), body mass (60%) and the state of the liver (57.5%). An additional analysis showed that there were 31 participants (77.5%) who selected at least one of the six factors that do not affect alcohol metabolism. The mean number of such errors was 1.6 (± 1.5), with the most common ones pertaining to the type of alcohol (47.5%), drinking outside or inside (27.5%), time of the day (25%), mood (22.5%), drinking through a straw (20%) and the amount of ice in a drink (20%). Furthermore, there were 19 individuals who stated the rate of alcohol metabolism can be accelerated. The most common methods were drinking water or soft drinks (42%), eating food (26%), exercises (16%), or taking a cold shower (16%).

3.2.5. Views on the Campaign

Most participants rated the 'Morning After' campaign very positively. Thirty of them (75%) agreed that driving the morning after drink alcohol is a serious problem in society. Twenty-five of them (62.5%) think that the campaign is likely to change people's behaviour and attitudes to driving the morning after drinking. Twenty-four participants suggested several

ideas on how to improve the campaign to further raise drivers and passengers' awareness of the risks of morning-after drinking driving, and these are presented in Table 2.

Table 2: Frequency counts of suggested improvements to the 'Morning After' campaign

Suggested Improvement	**Frequency (*N*=24)**
Changes to the content/message of the campaign: ▪ *To show accidents and consequences* ▪ *To include testimonies of the victims/criminals* ▪ *To make the content more personal*	9
Coverage in mass media	7
Improvement to the design of the posters: ▪ *More colours and "eye-catching slogans"*	4
To include more facts, statistics and education	2
To display the posters in places of alcohol consumption	2

4. Conclusions

In order to evaluate the effectives of the 'Morning After' poster and web-based campaign the results revealed that participants spent an equal amount of time on reading the posters and websites ('Morning After' vs. Control). On average, the 'Morning After' posters were viewed for 17 seconds, which is a considerable amount of time for a single image. The eye-movement data (number of fixations, average fixation duration and total viewing time) suggest that participants paid attention to the posters and read them rather than glancing at them.

Most participants chose to read and pay attention to the details of the posters even though the instructions did not motivate them to do so. These results, however, varied as a function of the amount of text within each image; with posters that contained longer and more elaborate messages (e.g., *There are more drink drive casualties in August than December* and *On the fifth day of Christmas*) being more characteristic of more frequent fixations and longer reading times. Participants' ability to recall each poster message was not necessarily related to the amount of time they spent looking at the entire image. It is plausible that the recall performance was associated with the features of the poster message rather than the time spent on reading the message and the poster.

In terms of the ability to understand and remember the message of the campaign, the analysis of the masked recall performance showed that participants were more likely to recall the main message of the control rather than the 'Morning After' posters. A crucial difference between the two types of stimuli is that the control posters contained a negatively framed message (e.g., *The hangover lasts a day, the reputation, a lifetime*) that conveyed adverse consequences of drink-driving. The 'Morning After' posters, on the other hand, presented rhetorical questions (e.g., *When will you be safe to drive?*) or neutral messages that might not be as likely to be remembered as the messages that explicitly discourage the audience from drink-driving. Evidence for this explanation comes from four patterns in the data. First, individual recall scores were much higher for posters that

contained a negatively frame message (see Figure 4 & 5). Second, most of these posters were also rated as more attractive, compared to neutral-message stimuli (see Figure 6 & 7). Third, nine participants suggested the use of negative framing for the 'Morning After' posters, as a potential method of improving the effectiveness of the campaign (see Table 2). Finally, 25% of the surveyed reported that the 'Morning After' websites were not as informative as the control websites as they lacked statistics and information on consequences of drink-driving (see *3.2.3. Ranks of Websites: Content*).

The present study has demonstrated that the 'Morning After' campaign materials have considerable potential for changing public views on drinking alcohol and then driving the following morning. In relation to the evaluation aims, the results indicate that the target audience is likely to read and attend to both posters and websites in detail. The campaign message has been shown to be easily understood and remembered, which implies that the 'Morning After' campaign will raise awareness to the public and encourage them to adopt more positive driving behaviour. This is supported by participants' opinions on the likelihood of a change in drivers' and passengers' behaviour as a result of the campaign. Most individuals reported positive attitudes towards the campaign, and agreed that there is a substantial need for educational campaigns on drinking alcohol and then driving the morning-after, especially given that the majority of the participants seem to know very little about alcohol metabolism and how long it takes before an individual is safe to drive.

5. Recommendations

- To continue using website and posters for future the anti-drink drive campaigns.
- To provide more information on alcohol metabolism and negative consequences of drinking alcohol and then driving the morning after.
- To consider the negative message framing method for the posters.

References

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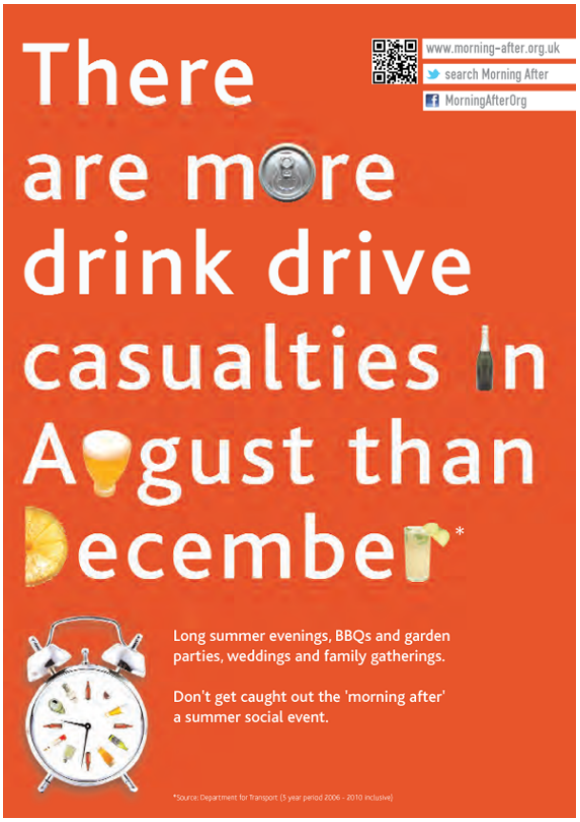
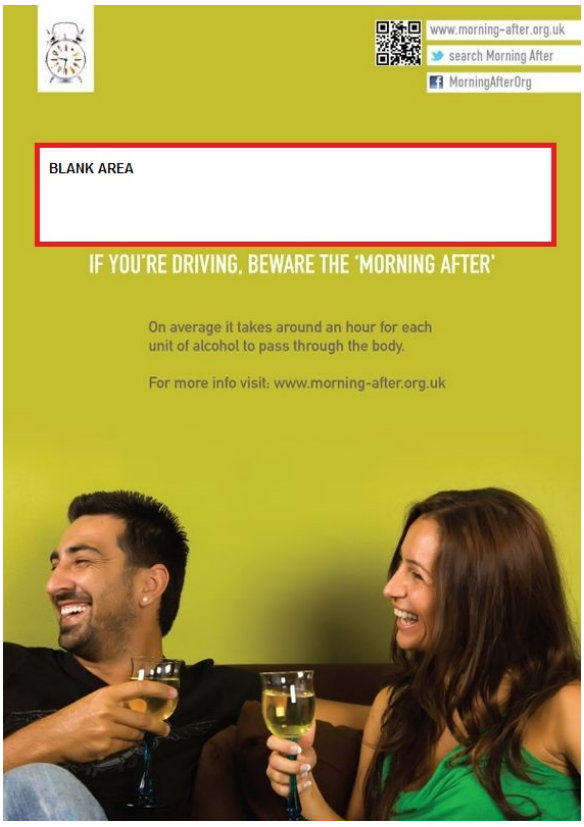
Appendices

Appendix A: Morning After (1-5) and Control (6-10) posters
(Posters on the left include the masked message presented in the recall test)

1



2



After drinking.

BLANK AREA

It takes much longer than most people think for alcohol to pass through the body. To find out how long visit: morning-after.org.uk

Morning__After MorningAfterOrg

After drinking,

when will you be safe to drive?

It takes much longer than most people think for alcohol to pass through the body. To find out how long visit: morning-after.org.uk

Morning__After MorningAfterOrg

3

BLANK AREA

5 re-ed wines

4 pints of beer

3 large ports

2 vodka shots

and a fine with a drink-drive ban.

To help avoid a 'morning after' drink drive ban this Christmas visit: morning-after.org.uk

search Morning After MorningAfterOrg

It takes much longer than most people think for alcohol to pass through the body.

Swindon

On the fifth day of Christmas...

5 re-ed wines

4 pints of beer

3 large ports

2 vodka shots

and a fine with a drink-drive ban.

To help avoid a 'morning after' drink drive ban this Christmas visit: morning-after.org.uk

search Morning After MorningAfterOrg

It takes much longer than most people think for alcohol to pass through the body.

Swindon

4

5

BLANK AREA
AFTER A
big night out
WHEN WILL YOU
BE SAFE TO DRIVE?
It takes longer than most people think
for alcohol to pass through the body.
To find out how long visit: morning-after.org.uk
Morning___After
MorningAfterOrg
WHEN WILL YOU
BE SAFE TO DRIVE?
It takes longer than most people think
for alcohol to pass through the body.
To find out how long visit: morning-after.org.uk
Morning___After
MorningAfterOrg

6

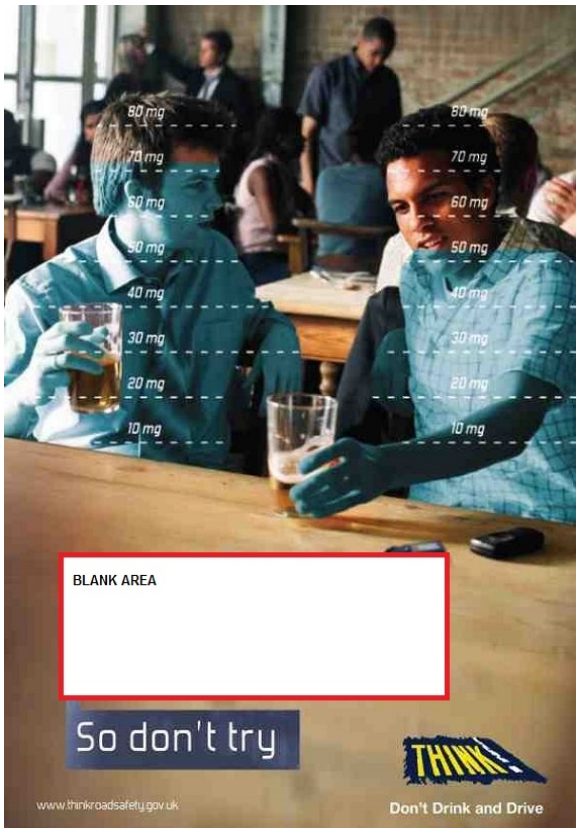
On the 12 days of Christmas
my true love advised me.....
BLANK AREA
Calderdale Safer Roads Group would like to wish
everyone a Happy and Safe Christmas.
On the 12 days of Christmas
my true love advised me.....
Drive Safely
Calderdale Safer Roads Group would like to wish
everyone a Happy and Safe Christmas.

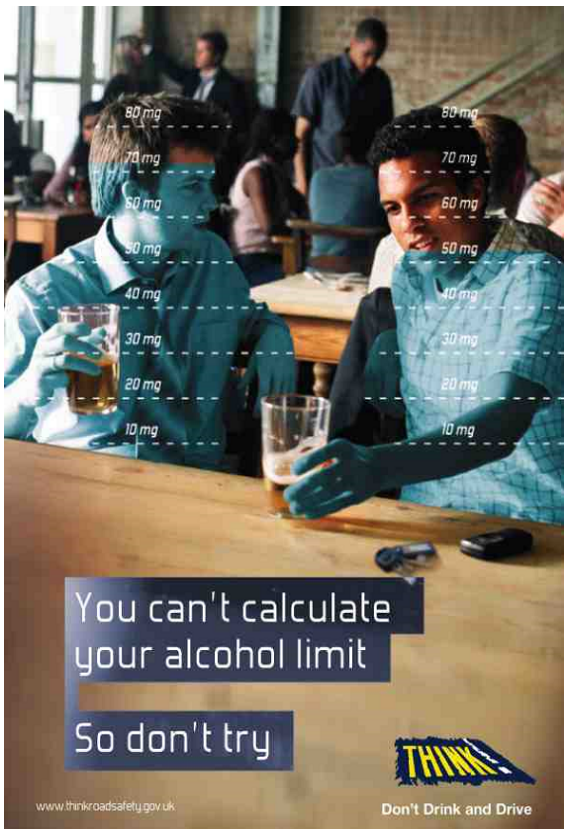
7

BLANK AREA
FREE SOFT DRINKS FOR DESIGNATED DRIVERS*
UP TO £5,000
& 12 - MONTH BAN
FREE*
Get caught drink-driving and you will be prosecuted like any other CRIMINAL.

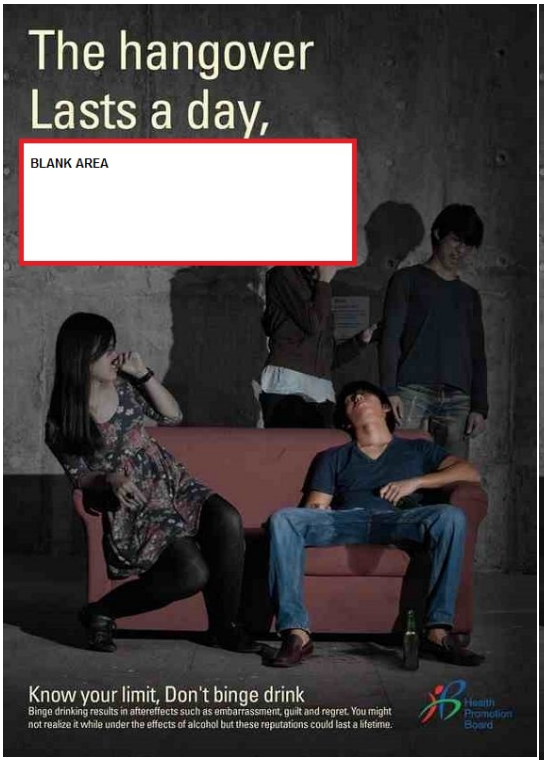
GET A BAND NOT A BAN...
FREE SOFT DRINKS FOR DESIGNATED DRIVERS*
UP TO £5,000
& 12 - MONTH BAN
FREE*
Get caught drink-driving and you will be prosecuted like any other CRIMINAL.

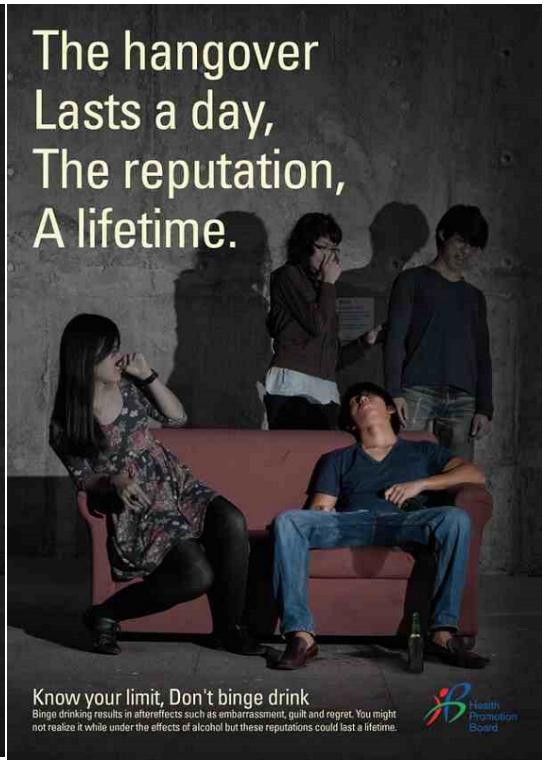
8


80 mg
70 mg
60 mg
50 mg
40 mg
30 mg
20 mg
10 mg
BLANK AREA
So don't try
THINK
www.thinkroadsafety.gov.uk
Don't Drink and Drive


80 mg
70 mg
60 mg
50 mg
40 mg
30 mg
20 mg
10 mg
You can't calculate your alcohol limit
So don't try
THINK
www.thinkroadsafety.gov.uk
Don't Drink and Drive

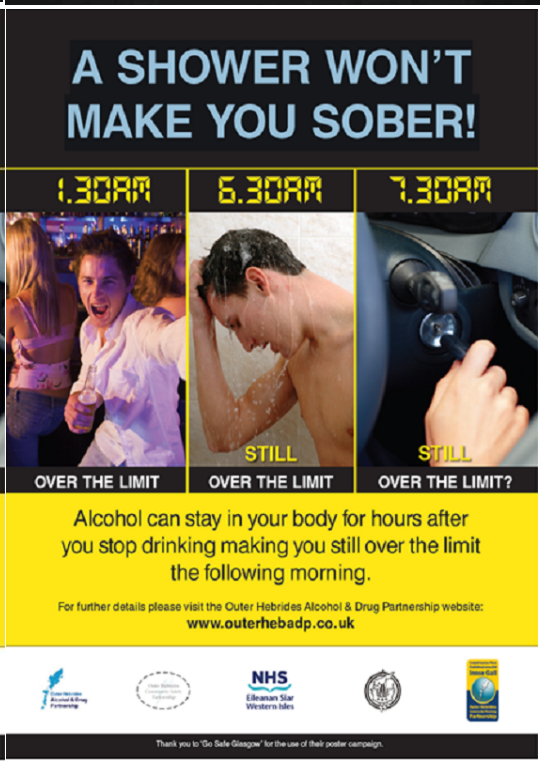
9


The hangover
Lasts a day,
BLANK AREA
Know your limit, Don't binge drink
Binge drinking results in aftereffects such as embarrassment, guilt and regret. You might not realize it while under the effects of alcohol but these reputations could last a lifetime.
Health Promotion Board


The hangover
Lasts a day,
The reputation,
A lifetime.
Know your limit, Don't binge drink
Binge drinking results in aftereffects such as embarrassment, guilt and regret. You might not realize it while under the effects of alcohol but these reputations could last a lifetime.
Health Promotion Board

10

BLANK AREA
1.30AM
6.30AM
7.30AM
OVER THE LIMIT
STILL
OVER THE LIMIT
STILL
OVER THE LIMIT?
Alcohol can stay in your body for hours after you stop drinking making you still over the limit the following morning.
For further details please visit the Outer Hebrides Alcohol & Drug Partnership website:
www.outerhebadp.co.uk
NHS
Eileanan Siar
Western Isles
Thank you to 'Go Safe Glasgow' for the use of their poster campaign.


A SHOWER WON'T MAKE YOU SOBER!
1.30AM
6.30AM
7.30AM
OVER THE LIMIT
STILL
OVER THE LIMIT
STILL
OVER THE LIMIT?
Alcohol can stay in your body for hours after you stop drinking making you still over the limit the following morning.
For further details please visit the Outer Hebrides Alcohol & Drug Partnership website:
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NHS
Eileanan Siar
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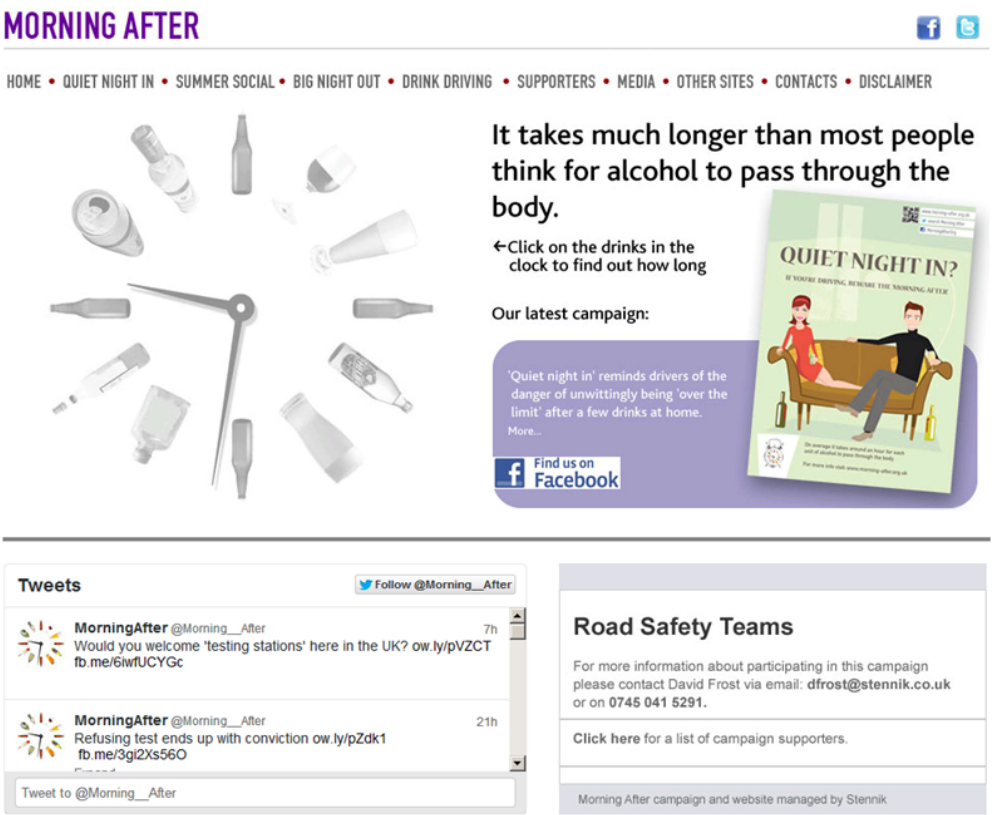
Thank you to 'Go Safe Glasgow' for the use of their poster campaign.

Appendix B: Morning After (1-2) and control (3-4) website screenshots



1

2

3

Home | Campaigns | Road safety resources | Work with THINK!

Drink driving

It's not worth the risk

In the last 30 years road casualties caused by drink driving have fallen dramatically, but in 2011, there were still 230 deaths due to drink driving – accounting for 12% of all road fatalities. By drinking and driving, you risk your life, those of your passengers and others on the road.

Any amount of alcohol affects your ability to drive. You risk a fine of up to £5,000, a minimum 12-month driving ban and a criminal record.

The law

There are strict alcohol limits for UK drivers:

- 35 microgrammes of alcohol per 100 millilitres of breath
- 80 milligrammes of alcohol in 100 millilitres of blood
- 107 milligrammes of alcohol per 100 millilitres of urine

However it is not possible to say how much alcohol you can drink and stay below the limit. The way alcohol affects you depends on:

- your weight, age, sex and metabolism (the rate your body uses energy)
- the type and amount of alcohol you're drinking
- what you've eaten recently
- your stress levels at the time

So if you're driving, it's better to have none for the road.

The consequences

There are strict **penalties** if you are convicted of drink driving, including:

- A minimum 12 month driving ban
- A criminal record
- A fine of up to £5,000
- An endorsement on your license for 11 years

However, this list does not reflect the everyday consequences of being caught drink driving which can include:

- Increase in car insurance costs
- Job loss
- Trouble getting in to countries like the USA
- The shame of having a criminal record
- Loss of independence

The Institute of Advanced Motorists calculate that a drink drive conviction could cost between £20,000 - £50,000 as a result of fines, solicitors fees, increase in car insurance and loss of job.

Read about how a drink drive conviction ruined Jeremy's life

WATCH: Filmed in a North London pub, this THINK! drink drive short film launched on 6th June 2013 seeks to dissuade drivers from drinking and driving.

- Moment of doubt

LISTEN: Consequences of being caught drink driving

- Financial consequences(.mp3 - 1.14mb)
- Criminal consequences (.mp3 - 1.14mb)
- Employment consequences(.mp3 - 1.14mb)

DOWNLOAD: Print off a campaign poster

- Financial consequences(.pdf - 224kb)
- Criminal consequences (.pdf - 167kb)
- Employment consequences(.pdf - 147kb)
- Processed like any other criminal poster (.pdf - 63kb)

Subject to third party copyright.
Visit Road safety professionals resources for guidance on permissions and usage

4

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THINK! Advice

Beware the morning after
You could be over the legal limit many hours after your last drink, even if it's the 'morning after'. Sleep, coffee and cold showers don't help to sober you up - time is the only way to get alcohol out of your system

There is no excuse for drink driving
"I can handle my drink."

Alcohol affects everybody's driving for the worse. It creates a feeling of overconfidence, makes judging distance and speed more difficult and slows your reactions so it takes longer to stop

"I'm only going down the road."

A large proportion of all drink drive crashes occur within three miles of the start of the journey.

If you're planning to drink alcohol, plan how to get home without driving
Options include agreeing on a designated driver, saving a taxi number to your phone, or finding out about public transport routes and times before you go out.

Don't offer an alcoholic drink to someone you know is planning to drive
Even if you're not driving, you can help reduce the number of people who are killed and injured every year by drink driving.

Don't accept a lift from a driver you know has drunk alcohol

More from THINK!

- Drug driving
- Seatbelts
- THINK! drink driving campaign strategy

THINK! Shop

- Visit the Think! Shop

THINK! EDUCATION

THINK! Resource Centre

THINK! road safety education resources organised into lesson packs by age and key stage:

- THINK! Resource Centre

Road safety professionals

THINK! resources for professionals, including materials, research and brand guidelines

- Road safety professionals resources

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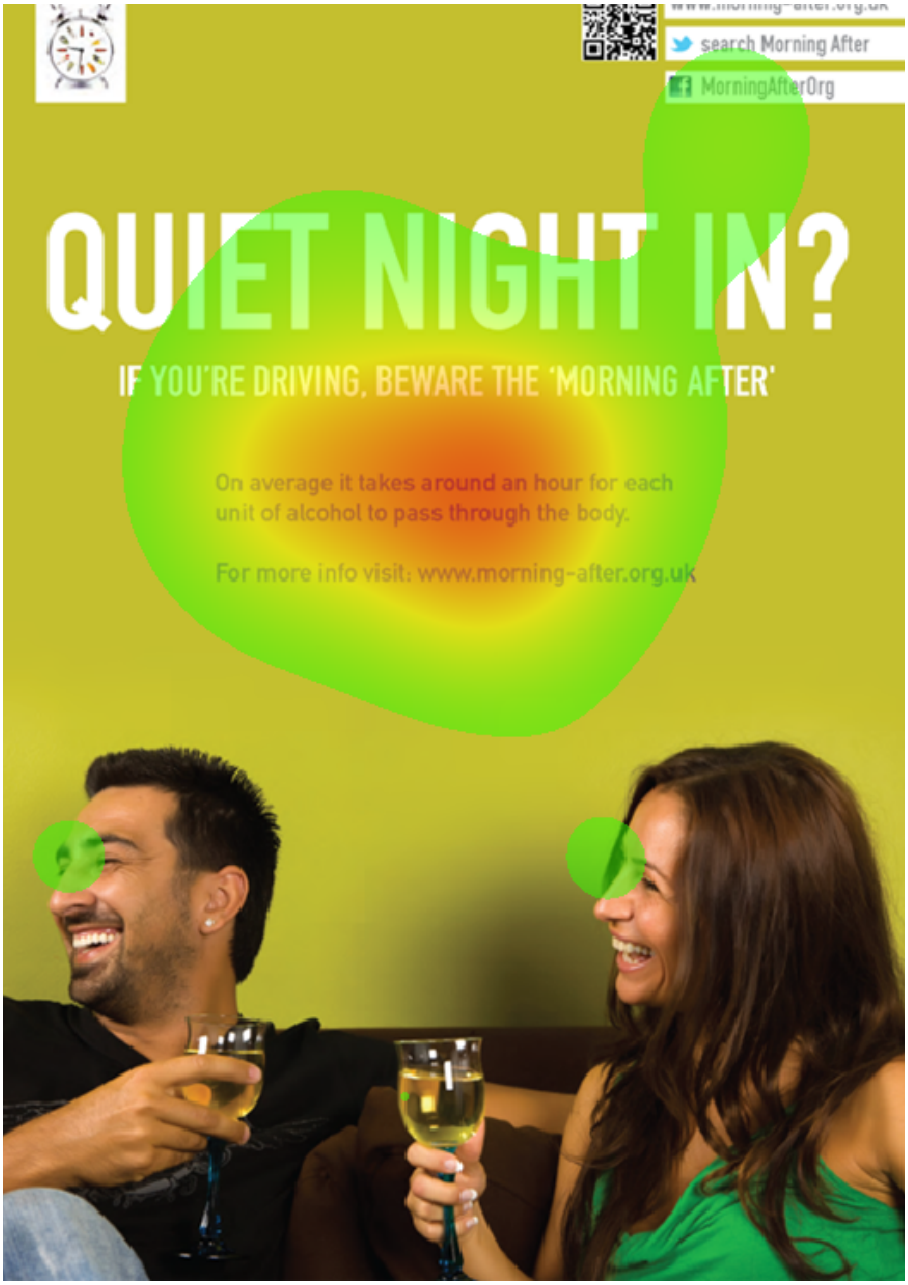
Department for Transport

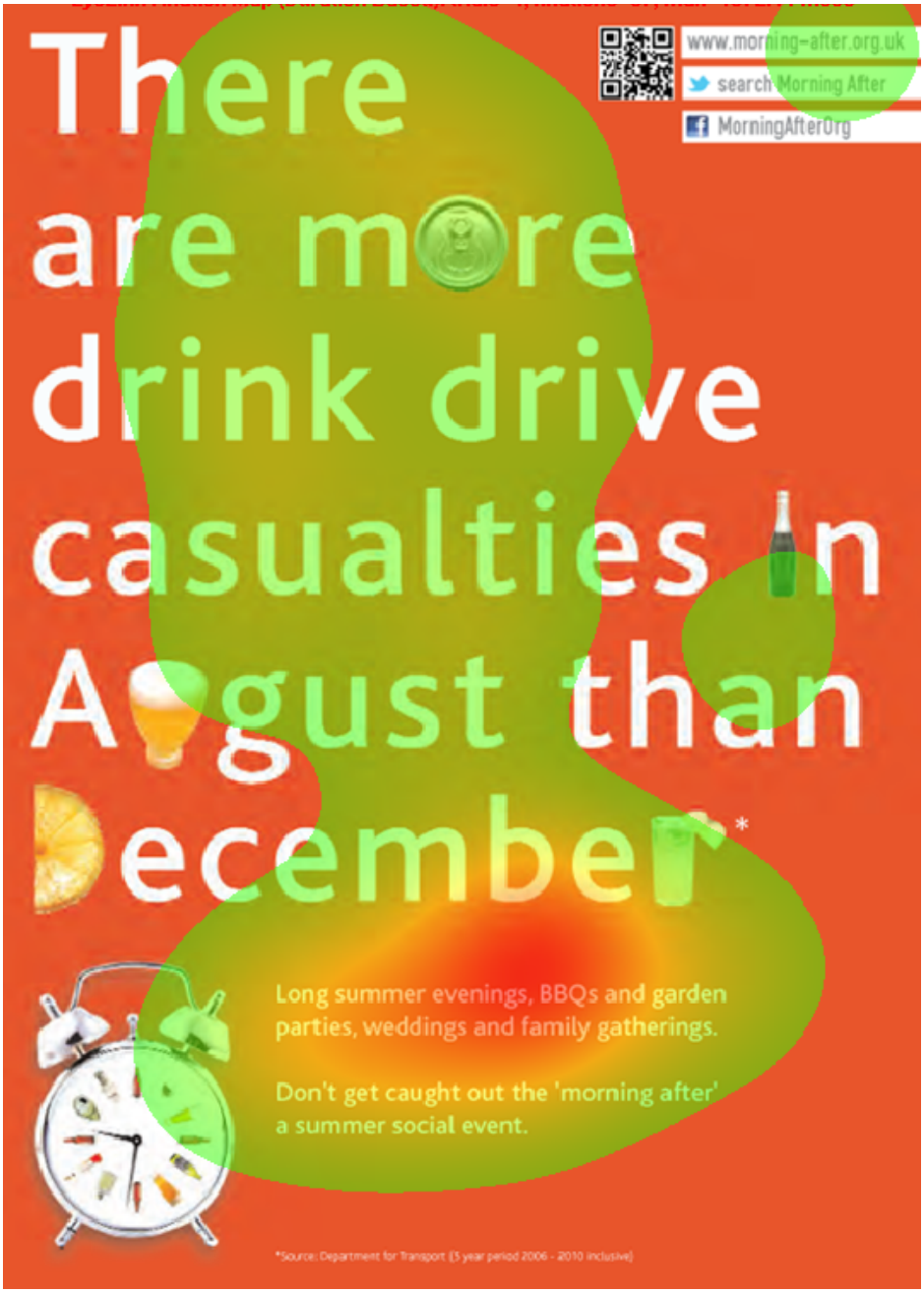
The THINK! campaign is run by the Department for Transport

- Department for Transport

Appendix C: Fixation maps for each 'Morning After' poster (Eye-movement measures of a randomly-selected participant; red colouration indicates longer and more frequent fixations)

AFTER A
big night out
WHEN WILL YOU
BE SAFE TO DRIVE?
It takes longer than most people think
for alcohol to pass through the body.
To find out how long visit: morning-after.org.uk
Morning__After
MorningAfterOrg


search Morning After
MorningAfterOrg
QUIET NIGHT IN?
IF YOU'RE DRIVING, BEWARE THE 'MORNING AFTER'
On average it takes around an hour for each unit of alcohol to pass through the body.
For more info visit: www.morning-after.org.uk


There are more drink drive casualties in August than December*
www.morning-after.org.uk
search Morning After
MorningAfterOrg
Long summer evenings, BBQs and garden parties, weddings and family gatherings.
Don't get caught out the 'morning after' a summer social event.
*Source: Department for Transport (5 year period 2006 - 2010 inclusive)

On the fifth day of Christmas...
5 re-ed wines
4 pints of beer
3 large ports
2 vodka shots
and a fine with a drink-drive ban.
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Swindon

Appendix D: A fixation map for the MA website (home page)