‘I’ll be Des’ (Designated Driver Campaign)

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Country: UK

Background Information: Drink Driving in the United Kingdom

http://www.thinkroadsafety.gov.uk/campaigns/drinkdrive/drinkdrive02.htm

Blood Alcohol Concentration (BAC): the legal limit in the UK is 0.8g, but the Association of Chief Police Officers (ACPO) have been calling to a reduction to a 0.5 level, which would bring the UK in line with other countries in the EU.

Drink Driving Statistics:

- On average, 3000 people are killed or seriously injured each year in drink drive collisions
- Nearly one in six of all deaths on the road involved drivers who are over the legal alcohol limit
- Drinking and driving occurs across a wide range of age groups but particularly among young men aged 17-29 in both casualties and positive breath tests following a collision. The Government's most recent drink drive campaigns aims to target this group.
- The latest provisional figures from 2005, show that some 560 people were killed in crashes in which a driver was over the legal limit, 2,100 were seriously injured and 12,740 were slightly injured.
- More than half a million breath tests are carried out each year and on average 100,000 are found to be positive.

The Law:

- Driving or attempting to drive whilst above the legal limit or unfit through drink carries a maximum penalty of 6 months’ imprisonment, a fine of up to £5,000 and a minimum 12 months driving ban.
- An endorsement for a drink-driving offence remains on a driving licence for 11 years, so it is 11 years before a convicted driver will have a "clean" licence again.
- Being in charge of a vehicle whilst over the legal limit or unfit through drink could result in 3 months' imprisonment plus a fine of up to £2,500 and a driving ban.
- The penalty for refusing to provide a specimen of breath, blood or urine for analysis is a maximum 6 months’ imprisonment, up to £5000 fine and a driving ban of at least 12 months.
- Causing death by careless driving when under the influence of drink or drugs carries a maximum penalty of 14 years in prison, a minimum 2 year driving ban and a requirement to pass an extended driving test before the offender is able to drive legally again.

**Good practice or programme one**

**What is the name of the programme/project/practice (PPP)?** ‘I’ll be Des’ (Designated Driver Campaign)

**What is the level of the PPP (country, regional, municipal)?** National (but different strands of implementation in different regions)

**Why have you chosen to describe this PPP?** A well publicised industry led initiative, upon which the most recent ‘Designated Driver Campaign’ builds upon. It utilises a multi agency partnership approach, and also gained a Michael International Road Safety Award. From a practical point of view, I have chosen to describe this campaign because the information I have received about it is very comprehensive and detailed; it is interesting to see how the campaign developed through its different stages. (these details can be edited, if it is felt they are superfluous)

**Who funded the PPP?** The Campaign was delivered through a public/private partnership led by the private sector. The Portman Group provided promotional material, an umbrella of advertising and co-ordinates public relations with the campaign delivered by local agencies (for example police, road safety officers and health promotion professionals), private companies, sport (primarily football) and the licensed trade.

**Who implemented the PPP?** (see above) Ground delivery was taken back in house (the Portman Group) in the summer of 2000, previous to which it had been implemented by an exterior PR agency. As the campaign gained momentum though, it was implemented in different means by various agencies across the country, and outside the Portman Group.

**What year did the PPP start?** October 1999

**What are the main aims and objectives of the PPP?** The overarching aim of the campaign is to reduce deaths and injuries resulting from drink-driving by spreading the practice of designating a non-drinking driver when out drinking. The primary objectives of the campaign are to raise awareness of the practice of designating a non-drinking driver by promoting the use of the phrase “I’ll be Des” among male drivers aged 18 – 40 years old as well as drivers outside this core group. The final objective was for the “I’ll be Des” campaign to be self-sustaining by 2002.

**How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)** The campaign comprised three phases, and strategies were revised as the campaign gained momentum.

Phase 1: October 1999 to June 2
“I’ll be Des” was launched nationally in October 1999 with support from professional football, including all the major national football organisations. Public relations events and below the line advertising were used to stimulate awareness. Activity included:

- a series of regional launches linked to football clubs in the Midlands, Scotland, the North East and North West of England and London;
- articles by leading football in four national newspapers;
- “I’ll be Des” branded appearances by the England Supporters Band at Euro 2000;
- advertising in match day programmes (including the programme for the Rugby League Challenge Cup final) and at football grounds.

A wide range of promotional materials was made available free of charge for use by organisations, groups or individuals wishing to promote the “I’ll be Des” message.

By the end of June 2000, the “I’ll be Des” campaign was successfully established with a wide range of key stakeholders including pub companies and individual licensees, trade associations, the media, government, professional football and road safety professionals. Over 240,000 promotional items had been distributed; many in the 4,000 pub packs sent to pub companies. Over 100 professional football clubs gave their support to the campaign; 70 local partnerships with road safety professionals were established; and 42 MPs signed an Early Day Motion praising the campaign.

**Phase 2: July 2000 to February 2001**

The campaign was reviewed internally over the summer of 2000. Management of “I’ll be Des” remained in-house and on the ground delivery of the campaign was taken back in-house. Previously, it had been undertaken by an external PR agency. In response to user feedback and following an analysis of the demand for campaign materials, changes were made to improve the range of materials. A new campaign pack for Road Safety Officers, lapel stickers, a leaflet dispenser, revised leaflets and new key rings were introduced. Some items were dropped because they were unpopular with users. Demand for campaign materials increased dramatically. Over 1.2 million promotional items had been distributed by the end of February 2001.

The campaign continued to be national but now included a series of intensive regional promotions delivered in partnership with local communities. The initial regional promotions took place in East Anglia and the South East of England between November 2000 and February 2001. These two promotions generated TV news coverage of “I’ll be Des” and more radio and newspaper coverage than in the previous year of the campaign. The East Anglian campaign was evaluated formally to assess its impact and reach.

Above the line advertising using leaflet drops and specially commissioned radio and bus ads was introduced. The two radio ads used humour to communicate the “I’ll be Des” message. There were two types of bus ad. The first showed a row of pint glasses and a glass of orange juice with the Des message spelled out across them. The second type was based on photographs of an evening out. They showed “Des” enjoying him/herself.

The campaign started to attract increasing matched funding and sponsorship. The estimated value of this up to the end of December 2000 was at least £100k. This equates to an additional 25 per cent above Portman Group expenditure of £400k between October 1999 and December 2000.

Young and Co, John Barras and The Unique Pub Co ran “Des” promotions over Christmas 2000 in which they gave away free soft drinks to designated drivers. Many individual pubs ran similar promotions.
Phase 3: March 2001 to December 2001
The focus for activity during this phase was to turn the campaign into something which was self-sustaining and had widespread support from the drinks industry. Various changes were made to the campaign as it moved into its third phase:

- the Portman Group budget for each regional campaign was increased from £32.5k to £40k. Resources were focused on radio and bus advertising. In a further change, road safety teams were asked to fund the bus advertising. This allowed all The Portman Group’s campaign budget to be used for radio advertising and promotions;
- two new bus ads were commissioned. These continued the “young people” theme introduced in phase 2;
- two new radio ads were produced. These linked directly to the new bus ads and again used humour;
- two of the bus ads were used as the basis for an ad in the Christmas 2001 edition of the Radio Times;
- radio advertising in Yorkshire and Humber was backed-up by a promotion on Galaxy 105, a radio station covering the region. Listeners had to identify who was “Des” amongst three of the station’s DJs from recordings of them ordering rounds of drinks. The prize for the promotion was provided by Kaliber;
- leaflet mail shots were stopped because the evaluation of the East Anglian campaign showed that they were ineffective.
- a target of 10% was set for matched-funding. This included road safety teams’ expenditure on bus advertising in regional campaigns;
- policy was changed to allow co-branding of “I’ll be Des” with named alcoholic drinks, subject to the Director’s approval of the proposed promotion;
- a new mechanic for pub promotions was evaluated successfully in conjunction with Morrell’s of Oxford. The “Pay Back Drink” promotion rewarded designated drivers who had purchased four soft drinks to claim a free alcoholic drink on an occasion when they were not driving. Greene King implemented the scheme for Christmas 2001.

The Portman Group ran regional campaigns in Yorkshire and Humber and in Wales. The campaign in Yorkshire and Humber was evaluated in the same way as the one in East Anglia. With the exception of these campaigns, all “I’ll be Des” activity was initiated outside The Portman Group. Examples include:

- summer and Christmas campaigns set up by police in the North East of England and a Christmas campaign established by Avon and Somerset Police;
- local Christmas campaigns established by the police and/or road safety teams on Merseyside, in the Greater Manchester area and in Birmingham;
- smaller campaigns run by road safety teams in Suffolk, Reading, Bournemouth and Poole, Warrington, Herefordshire and Shropshire;
- 13 drinks industry initiatives for Christmas 2001;
- several campaigns organised by the armed services, mainly the Army;
- a multitude of small local initiatives run by pubs, companies, health promotion staff and private individuals.

The campaign continued to gain momentum and 2.9 million items had been distributed by the end of November 2001. One million in November 2001 alone.

Who is the target group of the PPP? (age group, gender group etc) The target group of the campaign are men aged from 18 to 40 years old, who were identified as
the group the most at risk of being involved, injured or killed in drink-driving accidents; however, of course, it also sought to have a resonance amongst drivers outside this core group.

What are the main elements or components of the PPP (change in law, education campaign etc) (Please see above)

Has the PPP been evaluated? The Campaign evaluation comprises several strands: Impact was monitored via a national survey conducted by Mintel in autumn 2001. Further insight into the campaign’s effectiveness came from the independent market research conducted by SMRC in two regions of the country (East Anglia and Yorkshire and Humber); this market research was used to monitor and assess campaign mechanisms as well. Furthermore, six other mechanisms were used to keep track of campaign progress. These were:

- DTLR tracking of awareness of the phrase “I'll be Des”;
- user evaluation;
- analysis of drinks industry campaign activity;
- analysis of the volumes of promotional materials used;
- measuring progress against the target for matched-funding;
- recording media coverage of the campaign.

What are the main results of the PPP? The Evaluation identified the following strengths and weaknesses of the campaign:

Strengths
- it is a positive and inclusive message which is not patronising. This is seen as a welcome change to the shock tactics and negative message used by the Government in its drink-drive advertising;
- enormous goodwill built on The Portman Group’s name and our customer service. The result is a loyal “customer” base;
- the campaign is long running and doesn’t keep changing direction. It builds on things which work and replaces things which don’t;
- TPG listens to users and is willing to share ideas and artwork;
- the campaign is a complete package of above-the-line advertising and supporting materials which can be implemented easily by people wishing to become involved;
- it saves money for road safety and other professionals using it. They can put all their resources into advertising rather than having to pay to have materials developed. This way they get better coverage;
- campaign materials are seen as relevant and good quality. The bus back ads are very strong;
- TPG provides excellent service with materials delivered quickly and full support given when this is needed. People value the advice and guidance they get about how to use the campaign and the PR support TPG provides;
- the newsletter. It is an effective way of recruiting people to the campaign and participants like having their work reported in it;
- having a field-worker who goes out and meets people;
- a campaign team whose members pull together;
- commercially viable promotional mechanisms for use by the industry;
- structured evaluation. Evaluation results have been important in persuading people to put their own resources into the campaign. This is particularly true of the drinks industry. The PMIRSA award is an important factor here.
Weaknesses

- drinks industry support is growing but it is far short of what is needed. An increasing number of pub companies are taking-on the campaign but they are mainly smaller companies. Orders from individual pubs are growing but penetration in the free-house sector is very low. The same is true for the off-trade;
- it is still cyclic with peak activity at Christmas/New Year and in the summer;

What would you say were the pre-conditions for success for this PPP? The successful partnership work and uptake from the industry; response from the public.

What would you say are the main lessons to be learnt from this PPP? no answer

Please list a website or contact organization or person to find out more information about the PPP Kate Winstanley, Director of Policy and Campaigns, The Drinkaware Trust (details to be added)

Please give full reference details of any published papers and reports on the PPP Ford, A (December 2001) ‘Review of the Portman Group’s ‘Ill be Des Campaign’

Information is no longer available over the web