

IL PILOTA (The Pilot -The Driver)

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Good practice or programme one

What is the name of the programme/project/practice (PPP)? IL PILOTA (The Pilot -The Driver)

What is the level of the PPP (country, regional, municipal)? Both Country and Regional level

Why have you chosen to describe this PPP? This project is innovative in terms of its communication strategies. Briefly the project combined the usual designed driver strategy approach with a SAT-TV reality show aimed at the effective involvement of national audience and young people all over the Country in voting through a mobile phone SMS the “Driver of the discotheque” of the week and at the end, among the different competitors elected into a planned discos tours, the “Driver of the Year”). Moreover, the project tried to reflect in its performance young people’s habits, lifestyles and expectation.

Who funded the PPP? The funding came from the Minister of Health and was coordinated, organized and evaluated by the National Institute of Health (Istituto Superiore di Sanità - ISS) as a part of the yearly Governmental National Campaign Against Alcohol Abuse.

Who implemented the PPP? It was performed by a commercial company (Just Media Communication) supervised by the National Observatory on Alcohol- WHO Coll. Centre for Research and Health Promotion on Alcohol at the ISS in collaboration with SIA - Italian Society of Alcoholology and the support of the Regional Alcohol Centre of Tuscany Region.

What year did the PPP start? In 2005 a Regional tour in different discoteques was organised. In 2006 Tuscany Region included the Project into a specific Regional plan dealing with health promotion in contexts where young people usually gather and the ISS selected the Tuscany Regional area as the ideal setting to perform the project adequately distributed to a national audience through a Sat-TV broadcasting all over Italy. The final event took place in January 2007.

What are the main aims and objectives of the PPP? Raise awareness among young people on the risks related to alcohol use when driving;

Make young people more familiar with the idea of “the driver” and try to implement it in their lifestyle

Support the fashion of “sobriety” and the trendy value to be “the driver”, the person in charge to take care of the friends, a model to be imitated by those who are accompanied at home

Perform specific research on young people drinking habits and evaluate knowledge and perception (results at www.epicentro.iss.it/alcol/alcol.asp)

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) It was thought in the beginning as a national project and then developed in a regional context. This project had specific Italian characteristics, it was designed to relate with National culture.

Who is the target group of the PPP? (age group, gender group etc) Young people between 13 and 35 years old, although the target group of people met in the discoteque is very heterogeneous.

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

1. Young people's recognition of the risks related to drink driving both for themselves and for the third party.
2. Raising awareness among the professionals of the hospitality sector about the implementation and enforcement of the law on serving alcohol to young people aged less than 16 years old.
3. Raising awareness among policy makers about the need to increase and enforce controls on the roads, in order to decrease the number of accidents.

Has the PPP been evaluated? The self evaluation performed by young people involved in the project show that 78.6% of males and 82% of females gave the project an average score 7.4 (on a 10 point scale), although young people do not seem to be willing to be chosen as "pilots". All age groups, also under the legal age of 16, are using alcoholic beverages mainly on Saturday night and not with meals; 20 % of young people were showed to binge drink on Saturday night .

What are the main results of the PPP? The project's results show that risky drinking is really a priority which needs to be tackled. Most young people have drinking patterns at risk, especially in relation to driving.

What would you say were the pre-conditions for success for this PPP?

Preconditions for success are:

1. Effective collaboration of the hospitality sector
2. Involvement of the community professionals working in the alcohol field, giving information on the one hand and analysing the phenomenon on the other
3. Creation of information materials which must be based on the communication style of young people.

What would you say are the main lessons to be learnt from this PPP? Using the format of the reality show, which belongs to the TV communication, young people were reached on the themes of safety on the roads. This strategy seems to have a good impact on young people's attitude..

Please list a website or contact organization or person to find out more information about the PPP

www.ilpilota.it

www.dfc.unifi/sia

www.epicentro.iss.it

www.iss.it/ofad

www.ministerosalute.it

www.alcolonline.it

Please give full reference details of any published papers and reports on the PPP Information material :”Se guidi, non bere” (Don’t drink when driving”) – Ministry of Health - Osservatorio Nazionale Alcol CNESPS-OssFAD, WHO Collaborating Centre for Research and Health Promotion On Alcohol and Alcohol-Related Health Problems, Italian Society of Alcoholology.