



MADD Canada

Evaluation of MADD Canada's Multi-Media Assembly Program Final Report

Prepared by:



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Executive Summary

MADD Canada contracted NRG Research Group to manage and report on a year- long research project designed to measure the impact of MADD Canada's multi-media assembly program. A complete methodological description of the study is contained later in the report, but a high level overview of the project is outlined below:

- A total of 3,146 high school students across Canada (predominantly English speaking Canada) completed an online survey within 5 days of viewing MADD Canada's assembly program presentation.
- Three months later, these same students were invited to complete another online survey similar in structure to the first.
- A total of 1,334 students completed the second survey.

Key Findings – Impression of the Wasted" Presentation

The main message viewers of the MADD Canada's assembly program presentation took away is one of *not drinking alcohol and driving*. This was, by an almost 2 to 1 margin, the most frequently mentioned message. Other relatively frequently mentioned main messages included:

- *Showing the consequences of drinking and driving*
- *Drinking and driving can be avoid*

MADD Canada's assembly program presentation is perceived by high school students as effectively communicating its main message. Three in four students provided a rating of 6 or 7 out of 7 in their assessment of how well the presentation does in communicating its message. Female students, and in particular those sixteen years of age, said the presentation was very effective in communicating its main message.

It is important to note that the presentation appears to resonate with students who drink alcohol or consume drugs. Slightly less than 70% of students who said they consumed alcohol or drugs in the previous 30 days leading up to viewing the presentation, said it was very effective (6/7 out of 7) in delivering the main message. This is somewhat less than impression non-consumers of alcohol or drugs in the past month, but still a relative positive finding.

Finally, as a testament to the presentation's effectiveness and credibility, students, when asked 3 months after viewing the show if their school should show it again next year, 95% said yes.

Sixteen and seventeen year olds, particularly those who currently have a license, are most likely to say MADD Canada's assembly program was directed toward *people like them*. In addition, students who said they consumed alcohol or drugs in the month leading up to viewing the presentation felt it was directed toward them compared to students who said they had no alcohol or drugs in the past month.

The assembly program appears to have the ability to spread its message beyond just those who view it. Approximately half of the students interviewed said they would be *very likely* (6/7 out of 7) to discuss the detail of the presentation with other friends or family members.

MADD Canada's assembly program presentation appears to have some potential for altering teenage behaviours. A sizeable portion of the presentation's audience (42%), said it was *very effective* (rated 6/7 out of 7) in changing future behaviours of people like themselves.

Visually, the most impactful scene on the audience is seeing *Jakes friend in a body bag*. Almost a third of respondents (30%) identified this scene as the most influential one in their opinion.

Females are more likely to identify more emotion-laden scenes of the presentation compared to males in the audience. These are:

- *Pictures of all the impaired driving victims at the end of the show* (Females - 12% of mentions / Males 7%)
- *People talking about their loved who died* (Females – 23% of mentions / Males 11%)
- *When Drew's Mom and others find out he's dead* (Females – 21% of mentions / Males 15%)

Males were more likely to identify the following scenes as influential compared to females:

- *When everyone ignores Jake* (Males -21% of mentions / Females 17%)
- *The accident/crashing into the tree* (Males - 19 % of mentions / Females 16%)

That males are more affected by the scene of *Jake being ignored by everyone* is interesting as this is an emotional scene, but it is more about the emotions of the perpetrator (Jake) as opposed to the emotions experienced by Drew's family. This may be an approach which can be explored in future communications, particularly when targeting a teenage male audience.

There is a tendency among younger students, less than 16 years of age, to identify more action or graphic scenes such as *Jakes friend in the body bag* or *the accident scene/crashing into a tree* compared to older students. Older students, 16 and over, identified the more emotive scenes such as, *people talking about their loved ones at the end of the show* and *Jake being ignored by everyone*.

Another measure of the impact MADD Canada's assembly program presentation had on the audience is how it affected views regarding the consumption of alcohol prior to driving. Individuals were asked if their views on the acceptable amount of alcohol before driving had *increased, decreased* or *stayed the same*. Twenty-nine percent of the audience said their acceptable level of alcohol consumption before driving had decreased after seeing the presentation.

Similarly, 24% of respondents said their views had changed regarding the affect of consuming marijuana prior to driving after seeing MADD Canada's assembly program presentation (97% of respondents felt one would drive worse after consuming marijuana).

Likewise, approximately 80% of respondents, after viewing the assembly program, indicated the show would change at least somewhat the way in which they travel to and from parties where alcohol or drugs maybe involved. The most frequently mentioned changes included:

- *Calling parents for a ride* (68% of mentions)
- *Taking a bus or cab* (46% of mentions)
- *I will walk* (39% of mentions)
- *I will get friends to designate a driver* (33% of mentions)
- *I won't rely on friends to get me home* (26% of mentions)

A final question was asked of study participants regarding how MADD Canada's assembly program altered their impressions toward the issue of driving under the influence of alcohol or drugs. The following statements were selected most often:

- *I will not get into a vehicle when the driver has been drinking or using drugs* (60% of mentions)
- *I will try to convince my friends to not drink or do drugs before driving* (54% of mentions)

Female respondents were significantly more likely than males to select these statements.

Key Findings – Teenage Attitudes & Habits Regarding Transportation to Parties

Almost a third of students (32%) said typically their *parents gave them* ride to parties where there may be alcohol or drugs present. Twenty-nine percent of respondents said they received a ride from *friends*, 19% *walk* and 14% *took a bus or cab*.

A majority of students (70%) said they *always plan ahead in terms of getting home safely* with an additional 26% saying the *sometimes plan ahead*. Noteworthy is that those who said they consumed alcohol or drugs in the month prior to viewing MADD Canada's assembly program are less likely to *always plan ahead* and more apt to *sometimes plan ahead* in terms of getting home safely from the party.

The main ways students are getting home from a party are:

- *Calling parents* (65% of mentions)
- *Friends designating a driver* (41% of mentions)
- *Taking a bus or cab* (36% of mentions)
- *I plan to safely drive myself and friends* (19% of mentions)
- *I rely on friends to get me home* (11% of mentions)

A large majority of respondents (73%) had not ridden with a driver who had consumed alcohol within *2 hours of driving*. The incidence of being a passenger in a vehicle where the driver has consumed alcohol within 2 hours of driving is much higher among respondents who say they have consumed alcohol or drugs in the 30 days prior to viewing MADD Canada's assembly program (approximately 50% have ridden).

The majority of respondents said that just over 2 drinks (2.2) in a 4 hour period would be the maximum allowable amount in terms of being driven home by this individual.

Key Findings – Impact on Behaviours Three Months after Presentation

This section highlights the findings comparing the responses provided immediately following MADD Canada's assembly program presentation (Survey A) and the responses from the same individuals 3 months later (Survey B). This is a subset of the main sample.

Not surprising, but noteworthy is that the perceived effectiveness of the assembly program presentation diminishes over time. Immediately following the presentation 76% of respondents to Survey A said it was *very effective* (rated 6/7 out of 7). Three months later, 66% of these same individuals rated the presentation a 6 or 7 out of 7. This rate of decline was similar between male and female students.

Similarly, while 40% of Survey A said assembly program was very effective (rated 6/7 out of 7) in changing behaviours, 3 months later only 33% are of this opinion. Interestingly, the greatest decline between the Survey A and Survey B was among females.

Generally, the attitudes toward getting to and from parties or driving under the influence of alcohol or drugs immediately displayed after seeing MADD Canada's assembly program presentation remained unchanged when re-examined three months later. There are few areas that are positive findings within the context of more responsible teenage attitudes toward driving under the influence, however, there are a few findings which are less positive.

Outlined below are the significant differences in opinions between the Survey A and Survey B conducted three months later.

In terms of the impact of the MADD Canada's assembly program presentation on drinking and driving attitudes, the results show a diminishment of the impact over the three month period. In particular, there was a decline in the number of respondents still saying the following:

- *I will not get into a vehicle when the driver has been drinking or using drugs* (Survey A - 60% of mentions vs. 35% Survey B)
- *I will try to convince my friends to not drink or do drugs before driving* (Survey A - 54% of mentions vs. 35% Survey B)
- *I have stopped having any alcohol or drugs before driving* (Survey A - 17% of mentions vs. 7% Survey B)

The habits related to travelling to parties where drinking and drugs may be involved also changes somewhat when examining the responses immediately after the presentation compared to 3 months later.

- *I have my parents drive* (Survey A 27% of mentions vs. 33% Survey B)
- *I will get a ride with friends* (Survey A 24% of mentions vs. 28% Survey B)

In terms of getting home safely from parties where alcohol or drugs may have been involved the following changes over three months are noteworthy.

- *My friends and I designate a driver* (Survey A 39% of mentions vs. 46% Survey B)
- *I plan to safely drive myself and my friends home* (Survey A 18% of mentions vs. 23% Survey B)

Females, as opposed to males, are more likely to say they are getting home from parties in the manner outlined in the above two points.

Immediately after viewing MADD Canada's assembly program, individuals were asked what they would change regarding travelling to and from parties where alcohol and drugs may be involved. A similar question was asked 3 months later, this time asking what they have changed regarding their travel to and from parties. As the table below shows, the views are generally consistent except for three areas: *calling parents, taking a bus or cab* and *riding home with a friend*.

Action	Survey A % of mentions	Survey B % of mentions
<i>Calling parents for a ride</i>	72%	65%
<i>I will walk</i>	43%	43%
<i>Taking a bus or cab</i>	35%	49%
<i>I will get friends to designate a driver</i>	31%	33%
<i>I won't rely on friends to get me home</i>	28%	32%
<i>I have gotten a ride with a friend instead of driving</i>	17%	31%

Males are less likely to say they have *called their parents for a ride* in the Follow-up survey compared to females.

