

Evaluation Report – Projects over \$4,000

Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include a financial acquittal, project achievements and assessment against project objectives stated in the original application

By completing the report you are assisting the LG&CRSC in evaluating the performance of the Community Road Safety Grants Program in Western Australia. Not only will the information provided be used to improve the efficiency of the program, but will be used to assist other groups /organisations to apply for and undertake projects, providing evidence of successful approaches

The following proforma is designed to assist you in preparing your final report for the project.

Please ensure you have attached copies of the following information:

- Financial acquittal/statement
- Any resources produced for your project
- Any media associated with your project. (Include both print and audiovisual media).
- Photos

PART A.

Project ID No: 184

Project Title: Christmas Indigenous Drink Driving Campaign

1. EXECUTIVE SUMMARY

This project used Indigenous media outlets in Broome to target Indigenous men aged 17 –39 years with the aim of changing their attitudes, beliefs and behaviours in relation to drink driving during the Road Safety Councils drink driving campaign from 1st December 2003 – 24th January 2004.

In Western Australia between 1988 and 1997 research has found that there has been a general increase in the number of serious crashes involving Indigenous persons. This research found that the majority of Indigenous crash fatalities were male and over 60% of Indigenous crash fatalities were aged 21 to 39 years. It was also found that passengers were the most common Indigenous fatality followed by pedestrians.

Therefore, this project involved the re-broadcast of a 30 second television commercial (that was produced in 2002) on Goolarri Television, (a local Indigenous Television Station in Broome). Two 30 second radio advertisements were also produced and broadcast on a local Indigenous radio station, Goolarri Radio. This local Indigenous Radio station broadcasts to the Broome area, and to the Bidyadanga, Beagle Bay, Lombadina, One Arm Point and Djarindjin Indigenous Communities, reaching a total of approximately 6,000 Indigenous people.

All commercials were broadcast during radio shows popular with young Indigenous men in particular. The advertisements ran for thirteen-weeks during the RSC's Drink Driving campaign throughout December 2003 and January 2004.

Results from the post-intervention surveys of the target group found that 65% of those surveyed reported having heard the advertisements on radio or television and 92 % of those could recall the correct message. Sixty nine percent also said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

2. OBJECTIVES

1. To use Indigenous media in the Broome area to communicate culturally appropriate road safety messages to Indigenous people living in the region about the dangers of drink driving from 1st Dec 2003 – 24th Jan 2004.
2. To use a local Indigenous male role model to change Indigenous peoples behaviours and attitudes towards drink driving in radio advertisements from 1st Dec 2003 – 24th Jan 2004.
3. To increase discussion with the Indigenous community about the unacceptability of drink driving during the Road Safety Councils State drink driving campaign from 1st Dec 2003 – 24th Jan 2004

3. TARGET GROUP

Primary: Indigenous men aged 17 – 39 years, living in remote and rural regions in the Broome region of Western Australia.

Secondary: Other Indigenous men, women and children, living in remote and rural regions in the Broome region of Western Australia.

4. STRATEGIES

Objective 1:

To use Indigenous media in the Broome area to communicate culturally appropriate road safety messages to Indigenous people living in the region about the dangers of drink driving from 1st Dec 2003 – 24th Jan 2004.

Strategy:

Use of Indigenous Mass Media

Radio: Two culturally relevant and language appropriate 30 second radio advertisements about the dangers of drinking alcohol and driving were produced. The advertisements featured a local Indigenous identity (a reporter from Goolarri Television). The dialogue/script for the commercial was determined through a consultation process with local Indigenous people and Goolarri Radio Station staff to ensure the language was appropriate. A copy of the radio scripts can be seen as appendices A & B. The radio advertisements were broadcast on Goolarri Radio a total of 220 times over a 13 week period from 09/12/03 – 09/03/04.

Television: A 30 second television commercial that was produced in 2002 was re-used and broadcast on Goolarri Television. The commercial featured a local Indigenous identity as well as some of the Broome Police Station Aboriginal Police Liaison Officers and some other local Indigenous people as extra's. The commercial shows a group of young Indigenous men going home to celebrate after a football match. The main character is the designated driver who makes sure everyone gets home safely. This television advertisement was broadcast 728 times over a 13 week period from 09/12/03 – 09/03/04. A copy of the script can be seen as appendix C.

Objective 2:

To use a local Indigenous male role model to change Indigenous peoples behaviours and attitudes towards drink driving in radio advertisements from 1st Dec 2003 – 24th Jan 2004.

Strategy:

Use of an Indigenous Role Model:

Two local male Indigenous identities were used as role models, one in the radio advertisement and one in the television commercial.

The post-intervention surveys of the target group found that 85% of those surveyed thought the advertisements were suitable for Aboriginal people and 69% said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

Objective 3:

To increase discussion with the Indigenous community about the unacceptability of drink driving during the Road Safety Councils State drink driving campaign from 1st Dec 2003 – 24th Jan 2004

Strategy:

Use of Airtime on Local Indigenous Radio and Television Stations

The commercials were aired on Goolarri Radio and Goolarri Television for 13 weeks from 09/12/03 to 09/03/04. Both Goolarri TV and Goolarri Radio reach approximately 6,000 Indigenous people in Broome and surrounding remote Indigenous Communities.

Post intervention surveys of the target group found that 65% of those surveyed reported having heard the advertisements on radio or television and 92 % of those could recall the correct message. Sixty nine percent also said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

5. TIMELINE

Date	Activity	Date Completed
November 2003	Radio Script approved	November 2003
December 2003	Radio advertisement recorded	December 2003
December 2003	Airplay on Goolarri radio (13 weeks)	09/03/04
December 2003	Broadcast on Goolarri TV (13 weeks)	09/03/04
March 2004	Evaluation Surveys conducted	18/03/04
July 2004	Final project report completed & submitted	03/08/04

6. EVALUATION

Advertisement Airtime results:

- The two 30 sec radio advertisements were broadcast a total of 220 times over a 13 week period. The two advertisements were broadcast on an alternating basis.
- The 30 sec television commercial was broadcast a total of 728 times on Goolarri television over a 13 week period.

Post-interventional Survey results:

Post-interventional surveys of the target group were conducted by Indigenous employee's of the Broome Aboriginal Media Association via face-to-face interviews to assess the target groups behaviour and attitudinal changes as well as message recall. The survey information was gathered at a local event, which was popular with young Indigenous males (a local band concert). A total of 20 surveys were collected. Of those, 65% regarded themselves as Aboriginal, 65% were male and 35% female. Ninety five percent were aged between 18 and 35 years.

Feedback that came from the surveys included;

- Sixty five percent of those surveyed had seen or heard the radio and television advertisements.
- When asked what the advertisement was about 92% indicated drink driving and 38% indicated wearing seatbelts (participants could tick more than one box).
- Sixty one percent indicated that they had seen the advertisements on Goolarri TV, 54% on GWN, 54% on the PAKAM Network, 38% on Goolarri Radio and 23% on WAFM (participants could tick more than one box again.)
- Of those who had seen the advertisements, 100% indicated they could remember what the advertisement was about.
- Of those surveyed, 85% thought the advertisements were suitable for Aboriginal people, 7.5% said that they were not suitable and 7.5% didn't know.
- Of those surveyed, 69% indicated that they had thought more about not drinking and driving after seeing the advertisements, 8% said they hadn't and 23% didn't know.

7. OTHER RESULTS

There were no other results.

8. COMMENT ON THE IMPLICATIONS OF YOUR WORK FOR ROAD SAFETY

Using mass media as a strategy to increase the Indigenous target group knowledge and awareness of the dangers of drinking alcohol and driving has proven to be successful and cost effective. The post intervention surveys found that a high percentage of the target group indicated that they had seen or heard the advertisements and of those 92% could recall correctly what the advertisement was about (Drink Driving). Of those surveyed, 69% said that they had thought more about not drinking and driving after seeing the advertisements, 8% said they hadn't and 23% didn't know.

The results of this project will be beneficial for other road safety stakeholders and organisations wanting to promote road safety messages to the Indigenous target group.

9. COMMENT ON THE SUSTAINABILITY OF YOUR PROJECT

This project aimed to increase discussion within the Indigenous community about the unacceptability of drink driving. The results of the surveys show that this project may have achieved minimal success in changing the target groups attitudes towards drinking and driving and increasing the unacceptability of drinking alcohol and driving.

PART B

1. Contact Details

Project ID: 184

Project Name: Christmas Indigenous Drink Driving Campaign

Contact Person: Louise Russell-Weisz

Name of Organisation: Broome RoadWise Committee

Email Address: lrussell-weisz@walga.asn.au

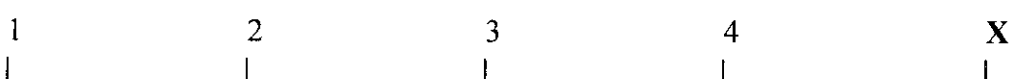
Phone number: (08) 9213 2066 Fax number: (08) 9321 8378

2. List each of the project objectives and rate how successful you were at achieving each of these objectives (refer to your grant application).

1. To use indigenous media in the Broome area to communicate culturally appropriate road safety messages to Indigenous people living in the region about the dangers of drink driving from 1st Dec 2003 – 24th Jan 2004.

2. To use a local Indigenous male role model to change Indigenous peoples behaviours and attitudes towards drink driving in radio advertisements from 1st Dec 2003 – 24th Jan 2004.
3. To increase discussion with the Indigenous community about the unacceptability of drink driving during the Road Safety Councils State drink driving campaign from 1st Dec 2003 – 24th Jan 2004

3. Objective 1 (*State Objective*): *To use indigenous media in the Broome area to communicate culturally appropriate road safety messages to Indigenous people living in the region about the dangers of drink driving from 1st Dec 2003 – 24th Jan 2004.*



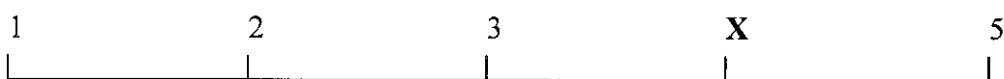
Not successful
at all

Very
successful

Please provide evidence of your rating:

- The radio advertisement was broadcast on Goolarri Radio a total of 220 times over a 13 week period from 09/12/03 – 09/03/04. Copies of the radio scripts can be seen as appendices A & B.
- A 30 second television commercial that was produced in 2002 was re-used and broadcast on Goolarri Television. This television advertisement was broadcast 728 times over a 13 week period from 09/12/03 – 09/03/04. A copy of the script can be seen as appendix C.

Objective 2: (*State Objective*): *To use a local Indigenous male role model to change Indigenous peoples behaviours and attitudes towards drink driving in radio advertisements from 1st Dec 2003 – 24th Jan 2004.*



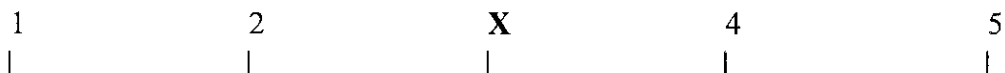
Not successful
at all

Very
successful

Please provide evidence of your rating:

- Two local male Indigenous identities were used as role models, one in the radio advertisements and one in the television commercial.
- The post-intervention surveys of the target group found that 85% of those surveyed thought the advertisements were suitable for Aboriginal people and 69% said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

Objective 3: (State Objective): *To increase discussion with the Indigenous community about the unacceptability of drink driving during the Road Safety Councils State drink driving campaign from 1st Dec 2003 – 24th Jan 2004*



Not successful
at all

Very
successful

Please provide evidence of your rating:

- The commercials were aired on Goolarri Radio and Goolarri Television for 13 weeks from 09/12/03 to 09/03/04. Both Goolarri TV and Goolarri Radio reach approximately 6,000 Indigenous people in Broome and surrounding remote Indigenous Communities.
- Post intervention surveys of the target group found that 65% of those surveyed reported having heard the advertisements on radio or television and 92 % of those could recall the correct message. Sixty nine percent also said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

(NB: If you have more than three objectives, please insert a row into the table and then highlight, copy and paste a new rating scale into the document).

3. Project Activities

Briefly describe what activities/strategies were used to achieve these objectives:

Objective 1:

To use Indigenous media in the Broome area to communicate culturally appropriate road safety messages to Indigenous people living in the region about the dangers of drink driving from 1st Dec 2003 – 24th Jan 2004.

Strategy:

Use of Indigenous Mass media

Radio: Two culturally relevant and language appropriate 30 second radio commercials about the dangers of drinking alcohol and driving were produced. The advertisements featured a local Indigenous identity (a reporter from Goolarri Television). The dialogue/script for the commercial was determined through a consultation process with local Indigenous people and Goolarri Radio Station staff to ensure the language is appropriate. Copies of the radio scripts can be seen as appendices A & B. The radio advertisements were broadcast on Goolarri Radio a total of 220 times over a 13 week period from 09/12/03 – 09/03/04.

Television: A 30 second television commercial that was produced in 2002 was re-used and broadcast on Goolarri Television. The commercial featured a local Indigenous identity as well as

some of the Broome Police Station Aboriginal Police Liaison Officers and some other local Indigenous people as extra's. The commercial shows a group of young Indigenous men going home to celebrate after a football match. The main character is the designated driver who makes sure everyone gets home safely. This television advertisement was broadcast 728 times over a 13 week period from 09/12/03 – 09/03/04. A copy of the script can be seen as appendix C.

Objective 2:

To use a local Indigenous male role model to change Indigenous peoples behaviours and attitudes towards drink driving in radio advertisements from 1st Dec 2003 – 24th Jan 2004.

Strategy:

Use of an Indigenous Role Model:

Two local well known male Indigenous identities were used as role models, one in the radio advertisement and one in the television commercial.

The post-intervention surveys of the target group found that 85% of those surveyed thought the advertisements were suitable for Aboriginal people and 69% said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

Objective 3:

To increase discussion with the Indigenous community about the unacceptability of drink driving during the Road Safety Councils State drink driving campaign from 1st Dec 2003 – 24th Jan 2004

Strategy:

Use of Airtime on Local Indigenous Radio and Television Stations

The commercials were aired on Goolarri Radio and Goolarri Television for 13 weeks from 09/12/03 to 09/03/04. Both Goolarri TV and Goolarri Radio reach approximately 6,000 Indigenous people in Broome and surrounding remote Indigenous Communities.

Post intervention surveys of the target group found that 65% of those surveyed reported having heard the advertisements on radio or television and 92 % of those could recall the correct message. Sixty nine percent also said that seeing the advertisements had made them think about what they did with regards to drinking and driving.

Were any resources produced specifically for this project e.g. Promotional items, educational literature?

Yes (Please attach a sample)

No

Were any other resources distributed during the project?

Yes

No

If yes, please indicate which resources were distributed and approximately how many of each and indicate the source e.g. litter bags from the Office of Road Safety

_____ Litter bags	_____ Air fresheners
_____ Brochures	_____ Posters
_____ Balloons	_____ Wallet cards
_____ Coasters	_____ Tattoos
_____ Water bottles	_____ Pencils
_____ Stubby holders	Other _____

How did you promote your project?:

Was there any publicity or media generated from the project?

Print media articles or advertising	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
Radio coverage or advertising	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No
Television coverage	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No

Other, please specify _____

Please attach copies of all publicity.

Where appropriate please attach photographs of the project activities and any information that was produced as part of the project. Please remember to date and describe the photographs.

4. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

<input type="checkbox"/> Local Government	<input type="checkbox"/> Police
<input type="checkbox"/> Schools	<input checked="" type="checkbox"/> Local businesses
<input type="checkbox"/> Health Department	<input type="checkbox"/> Youth Advisory Council
<input type="checkbox"/> Department for Planning & Infrastructure	<input type="checkbox"/> Other _____

Estimate the amount of in kind support and volunteer hours for the project e.g. Using Police Vehicle to tow trailer to Driver Reviver locations outside working hours

Estimate approximate number of volunteer hours: _____ 8 hrs _____

What, if any funding was provided from other sources?

Goolarri Media gave as in kind support one free radio advertisement for every one paid.

5. Conclusions and Recommendations

Were there any major obstacles with the project?

Yes
 No

If yes, what were they?

Do you have any suggestions for overcoming them?

- Yes
- No

Please provide details:

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved.

Using mass media as a strategy to increase the Indigenous target group knowledge and awareness of the dangers of drinking alcohol and driving has proven to be successful and cost effective. The post intervention surveys found that a high percentage of the target group indicated that they had seen or heard the advertisements and of those 92% could recall correctly what the advertisement was about (Drink Driving). Of those surveyed, 69% said that they had thought more about not drinking and driving after seeing the advertisements, 8% said they hadn't and 23% didn't know.

The results of this project will be beneficial for other road safety stakeholders and organisations wanting to promote road safety messages to the Indigenous target group.

6. Signature of Project Officer

Name: Louise Russell-Weisz

Organisation: WA Local Government Association

Signature: _____ Date: 03/08/04

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au

Appendix A – Radio script 1

Goolarri Radio 99.7 FM –Creative Form

Client Name: RoadWise
Commencement Date:TBA
Number of Spots: 120
Show Preference: PAKAM
of spots per show:
Talent Preference:
Material Supplied: No
Proof Required: Yes
Suggested Script:

<p><u>SFX</u></p> <p><u>Party Music</u></p> <p><u>Background Party Music</u></p>	<p><u>Voice over</u></p> <p>Tony: Thanks for the Party Bro I really enjoyed myself I've gotta go, get these kids home.</p> <p>Party owner: Yeah no worries. How are you getting home Tony?</p> <p>Tony: Driving whadda you reckon.</p> <p>Party owner: you've been on the grog for hours, you in no state to drive. Think about it, you've got your wife and kids with you.</p> <p>Tony: She'll be right</p> <p>Party Owner: Nah, don't be stupid Tony, call or cab or grap a lift with someone who's not on the grog. Give me your keys Bro</p> <p>Tony: Your right mate, my job is to protect my family not put em at risk</p> <p>Authoritive Voice: Don't put your life or the life of family and friends at risk. Don't drink and drive</p> <p>This road safety message was brought to you by Roadwise, the Road Safety Council, The National Safety Council of WA Trust Fund and Goolarri Radio</p>
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Appendix B – Radio Script 2

Goolarri Radio 99.7 FM –Creative Form

Client Name: Road Wise
Commencement Date: 10 December 03
Number of Spots: 120
Show Preference: PAKAM
of spots per show:
Talent Preference: Henry
Material Supplied: No
Proof Required: Yes
Suggested Script:

<u>SFX</u>	<u>Voice over</u>
<p><u>Appropriate Background</u></p>	<p>Bill: Hey Rudy were are you heading?</p> <p>Rudy: I am off down to the hospital , my little sister is all busted up</p> <p>Bill: what happened?</p> <p>Rudy: Her boyfriend was driving drunk and smahed the car up real bad</p> <p>Bill: Is she ok?</p> <p>Rudy: Not really bro, its touch and go...she might not make it. Ive never felt so sick and scared in my whole life. She might be gone forever</p> <p>Promise me you'll never drink & drive Bill. Grab a cab or call someone for a lift. There's always an alternative.</p> <p>Bill: I promise you Rudy, never again.</p> <p>Authoritive Voice: Don't let this happen to your family. Don't drink and drive</p> <p>This road safety message was brought to you by Roadwise, the Road Safety Council, The National Safety Council of WA Trust Fund and Goolarri Radio</p>

Appendix C – Television Commercial Script



KIMBERLEY TVC SCRIPT

CLIENT: ROADWISE/WA POLICE
 TITLE: INDIGENOUS DRINK DRIVING
 DATE: 25 MARCH 2002
 TALENT: AS DETAILED BELOW
 MUSIC: APPROPRIATE
 DURATION: 30 SECONDS

TVC CORPORATE KEY No. JMA		
VISION	TIME	AUDIO
VISION TO SUIT		<p><u>ESTABLISH SFX:</u></p> <p>COP: Hey, where you going with all that?</p> <p>FELLA#1: Back home to celebrate – great win, eh?</p> <p>COP: But who's drivin. Can't drink 'n drive, you know that.</p> <p>Fella#2: That's OK bro, Boss man for today's organised all that. Bamba's driving -</p> <p>Bamba (to camera): I'd like a drink but not today. It keeps these fellas happy and most importantly it keeps these fellas safe.</p> <p>IT'S REAL DANGEROUS DRIVING ON THE BOOZE – PEOPLE GET KILLED.</p> <p>WHEN YOU'RE GOING PLACES, GET SOMEONE TO DRIVE WHO'S NOT ON THE GROG.</p>