

Evaluation Report – Projects under \$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

1. Contact Details

Project ID: 107

Project Name: Broome Turf Club – Drink Driving Marketing Partnership

Contact Person: Louise Russell-Weisz (nee Spehr)

Name of Organisation: Derby/Fitzroy Crossing RoadWise Committee

Email Address: roadwise@broome.wa.gov.au

Phone number: 08 9191 3456 Fax number: 08 9191 3455

- 2. Executive Summary** (The executive summary should be no longer than half a page and should state clearly and concisely the aims of the project, what the project involved, resources developed, media coverage, what the project found (outcomes) and recommendations for future projects. Please note this summary will appear on the RoadWise website).

This project involved the Broome RoadWise Committee working in partnership with the Broome Turf Club and aimed to market and promote the awareness of the dangers of drinking and driving amongst spectator's and participants at the Kimberley Cup race day on 26th July 2003. This event was attended by approximately 1500 people. The primary target group for this project was males, including Indigenous males, aged 18 – 39 years.

This event was conducted on 26th July 2003 and coincided with the Road Safety Council's State Drink Driving Campaign, which ran from 6th July – 23rd August 2003.

Road crash statistics sourced from the Main Roads WA Traffic Accident System show that in the 10

year period from 1990 to 1999, alcohol was present in 51% of all fatal crashes in the Kimberley. (data Analysis Australia, 2000).

Legge, Gavin & Cercarelli (2002) found in their study that between 1996 and 2000, in 18% of all serious crashes in the Kimberley Population Health Region at least one driver (or rider) had a BAC of 0.05% or over (compared with 11% for the rest of the State). In 87% of these alcohol-related crashes the person with the highest BAC was male, and in 63% they were aged between 15 and 29 years of age.

Promotional activities conducted at this event included the following:

- Ute display with large “Nail You” nail,
- Drink driving display with promotional merchandise and standard drink display,
- Fatal vision goggles,
- Free breath testing throughout the day,
- Inclusion of two half page Don’t Drink and Drive advertisements in the race day program,
- Don’t Drink & Drive announcements over the PA system,
- Don’t drink & Drive banners and signage around the race track,
- Standard drink coasters and Don’t Drink and Drive posters behind the bar areas.

Post intervention surveys of those people participating in the drink driving display found that 94% of those surveyed indicated that they thought there was risk associated with driving when their BAC was in excess of 0.05%, while 6% said ‘no’. Seventy seven percent (77%) of those surveyed also thought that it was either ‘highly likely’ or ‘likely’ they would get caught by the police for driving with a blood alcohol concentration in excess of 0.05%. Twenty two percent (22%) thought it was ‘not likely’ and 0% indicated ‘not at all likely’ they would get caught.

The promotion of drink driving messages at the 2003 Kimberley cup was found to be a worthwhile way of getting messages across to the target group (young men) about the dangers of drinking alcohol and driving. Out of the total of 216 participants in the drink driving display (fatal vision goggles or breath tester), over 60% were male. Anecdotally, many of the participants indicated that after using the fatal vision goggles or the breath tester, they either changed their mind about driving or thought there was more of risk of driving after drinking alcohol. The local Police conducted an RBT roadblock on the road leading back to town and out of 150 cars stopped no-one was charged with a drink driving offence.

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

The objectives of the project were:

1. To increase the perception of the risk of being involved in a serious crash when drink driving at the Kimberley Cup Day in Broome.
2. To promote standard drink information and staying under .05% BAC to spectators and participants in the Kimberley Cup Race Day 2003.

- A total of 150 litter bags, 57 car air fresheners, 52 standard drink wallet cards, 35 can coolers and 60 key rings were distributed on the day.
- 15 standard drink posters and don't drink and drive posters were put up behind the bar areas.
- 250 standard drink beer coasters were placed on the bar and tables in the licensed areas of the grounds.
- The large standard drink free standing display was erected at the drink driving display tent. (See photo section – pg 6)
- Participants were asked if they had seen any other drink driving displays around the race course other than the banners. Eighty three percent said that they had. Of those, 73% said they had seen the ute with the "Nail You" nail, 33% the drink driving display, 20% the fatal vision goggles and 6% the standard drink display.
- A total of 124 breath tests were conducted, of those 64% were male and 36% were female. The breath testing was set up at the entrance/exit gate of the race course. Anecdotally a number of participants changed their mind about driving home after finding out their Blood Alcohol Concentration on the breath tester.
- A total of 92 people used the fatal vision goggles, of those 48% were male and 52% female. These goggles showed the participant the changes they may experience to their vision (when intoxicated), while still being sober. A number of persons using the goggles stated that they had no idea that they would experience the visual changes they did when using the goggles. All participants said that there is no way they would be able to adequately control a car when intoxicated to the level of the goggles.

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

4. Project Activities

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

Objective 1: To increase the perception of the risk of being involved in a serious crash when drink driving at the Kimberley Cup Day in Broome.

Activities:

1. Arena banner's: Four "Don't Drink & Drive" banners were put up around the race track. The banners were used to promote the message of the dangers of drinking alcohol when driving.

2. PA announcements: The rodeo commentator announced drink driving messages over the PA at regular intervals. The messages included alternatives to drinking and driving, information about the dangers of drinking and driving, standard drink information and advertising the free breath testing service (see attached announcements). A total of 10 announcements were broadcast over the PA system over the three days.

3. Advertisement in Race Program: Two half-page Don't Drink and Drive advertisements were included in the race day program (see attached).

4. Ute Display with large "Nail You" Nail: A new ute was donated by Moxam Motors (a local car sale yard) and the large "Nail You" nail was borrowed from the Office of Road Safety. This display was set up at the entrance/exit gates of the racecourse.

Objective 2: To promote standard drink information and staying under .05% BAC to

spectators and participants in the Kimberley Cup Race Day 2003

Activities:

1. **Drink Driving Display:** The drink driving display was used to achieve the project objectives by making information about the dangers associated with drinking alcohol and driving, crash statistics and alcohol in the Kimberley and standard drink information available for the participants and spectator's to take away with them. Car litter bags, air fresheners and standard drink wallet cards were given to those looking at the display. The large standard drink display was put up and the fatal vision goggles were available for those persons over the age of 16 to use. Those persons using the goggles were given either a can cooler or a key ring with a drink driving message.
2. **Free Breath Testing:** Breath testing was made available to race goers near the entrance/exit of the racecourse. A total of 124 used the fatal vision goggles over the day. Either a can cooler or a key ring was offered to each person using the breath testing device.
3. **Fatal Vision Goggles:** The Fatal vision goggles were used to demonstrate, to the person wearing the goggles, the risk of being involved in a crash when drink driving. The goggles show the participant the visual changes and loss of coordination they will experience when intoxicated. A line was drawn on a mat on the ground and participants were asked to walk the line with the goggles on

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.

150 Litter bags	57 Air fresheners
_____ Brochures	_____ Posters
_____ Balloons	52 Wallet cards
250 Coasters	_____ Tattoos
_____ Water bottles	_____ Pencils
35 Stubby holders	Other: Drink Driving Keyrings (60)

Was there any publicity or media generated from the project?

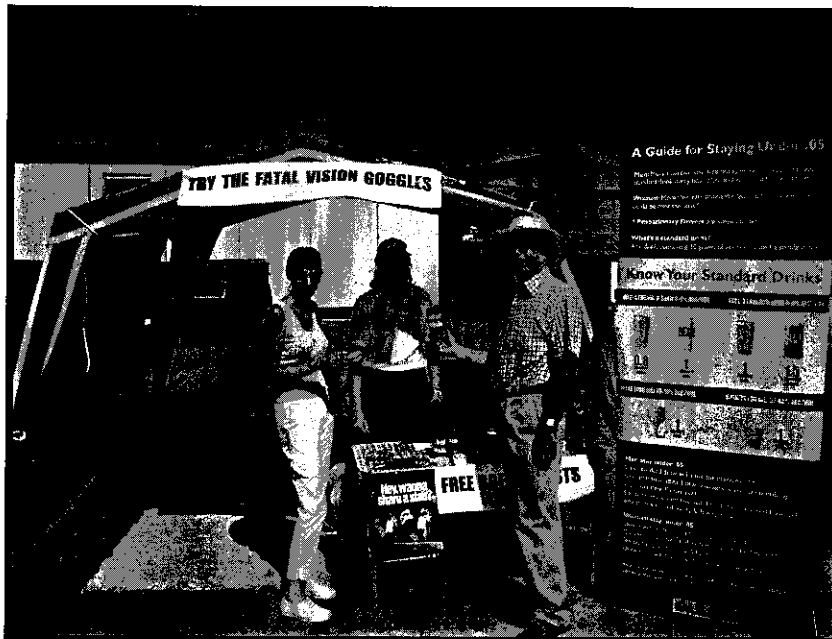
- | | | |
|-------------------------------------|---|--|
| Print media articles or advertising | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| Radio coverage or advertising | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

Television coverage Yes No

Other, please specify Race day program advertising (See attached)

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.



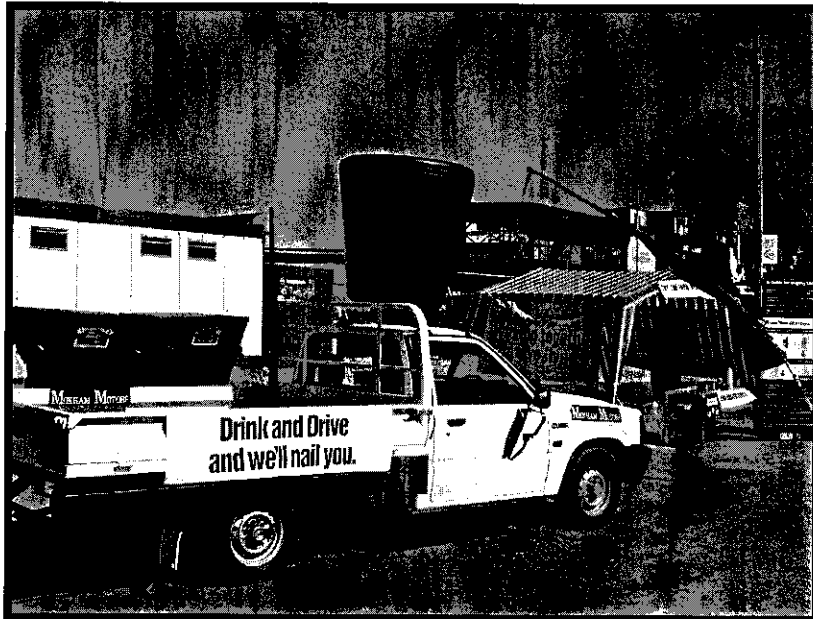
**Above: Drink Driving tent with fatal vision goggles, standard drink display and free breath testing.
Broome Kimberley Cup Saturday 26th July 2003.**



**Above: Don't Drink and Drive Banners on racecourse fence.
Broome Kimberley Cup Day Saturday 26th July 2003**



**Above: Don't Drink and Drive Banners on racecourse fence.
Broome Kimberley Cup Day Saturday 26th July 2003**



**Above: Ute with large "Nail You" nail and signage with drink driving tent in back ground.
Broome Kimberley Cup Day Saturday 26th July 2003**



Above: Ute with large "Nail You" nail and signage.
 Broome Kimberley Cup Day Saturday 26th July 2003

5. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Local Government | <input checked="" 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 out of working hours.

Estimate approximate number of volunteer hours: 7 hours _____

What, if any funding was provided from other sources?

6. Conclusions and Recommendations

Were there any major obstacles with the project?

- Yes
 No

If yes, what were they?

- Lack of volunteers to help.
- Unable to get through many breath tests before it got dark because we only had one breath testing device.
- Lighting

Do you have any suggestions for overcoming them?

Yes

No

Please provide details:

- Make sure that there are at least four volunteers other than the RoadWise Officer to help on the day.
- Have more than one breath tester available for use.
- Improve lighting situation by either bringing own lighting or setting up display closer to existent lighting.

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

The promotion of drink driving messages at the 2003 Kimberley cup was found to be a worthwhile way of getting messages across to the target group (young men) about the dangers of drinking alcohol and driving. Out of the total of 216 participants in the drink driving display (fatal vision goggles or breath tester), over 60% were male. Anecdotally, many of the participants indicated that after using the fatal vision goggles or the breath tester, they either changed their mind about driving or thought there was more of risk of driving after drinking alcohol. The local Police conducted an RBT roadblock on the road leading back to town and out of 150 cars stopped no-one was charged with a drink driving offence.

Improvements:

We would have liked more people participating by either using the fatal vision goggles or the breath tester. Unfortunately only one volunteer, besides the RoadWise Officer, was available to help out on the day. This made it difficult to breath test everyone that wanted to be tested before it got dark after the last race. The area where the display was set up was near the entrance/exit to the racecourse. This area was unlit so as soon as the sun set (5.30 pm) it was too dark to carry on into the night, even though there was still many people at the race course for the after race activities. In future years better lighting will need to be considered.

6. Signature of Project Officer

Name: Louise Russell-Weisz

Organisation: WA Local Government Association (RoadWise Program)

Signature: Louise Russell-Weisz Date: 04/06/04

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au

Kimberley Cup 2003
Don't Drink and Drive Sponsorship

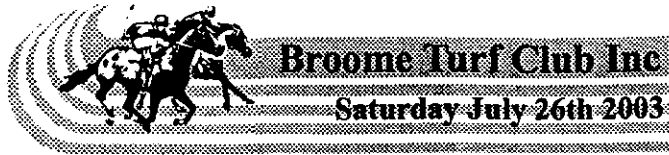
Announcers messages

**HOW ARE YOU GETTING HOME TODAY/TONIGHT?
REMEMBER, PICK A SKIPPER AND DON'T DRINK AND
DRIVE.**

**TO STAY UNDER POINT ZERO FIVE. WOMEN; YOU CAN
HAVE ONE STANDARD DRINK PER HOUR AND MEN; YOU
CAN HAVE TWO STANDARD DRINKS IN THE FIRST HOUR
THEN ONE EVERY HOUR AFTER THAT.**

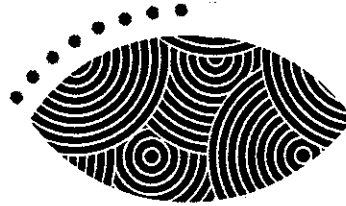
**DID YOU KNOW THAT ONE CAN OF MID STRENGTH BEER
IS EQUAL TO ONE STANDARD DRINK. ONE CAN OF FULL
STRENGTH BEER IS EQUAL TO 1.5 STANDARD DRINKS.**

**UNSURE IF YOU ARE RIGHT TO DRIVE? WELL THERE'S
FREE BREATH TESTING AT THE EXIT TODAY. TEST
YOURSELF BEFORE YOU DRIVE.**



Broome Turf Club Inc

Saturday July 26th 2003



The
MANGROVE
RESORT HOTEL
Broome Western Australia

Broome with a view

The Management & Staff of
The Mangrove Resort Hotel
would like to welcome you to the
2003 Kimberley Cup

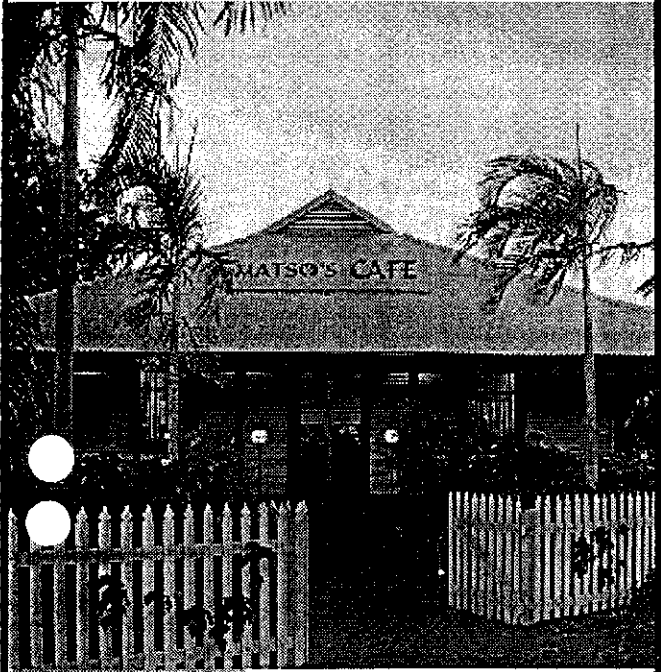
Happy Racing!

OFFICIAL PROGRAMME

\$4.00

MATSO'S Café & Brewery

60 Hamersley St, Broome Telephone 9193 5811

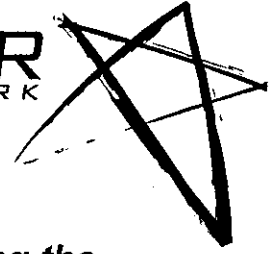


Taste Of The Kimberley

Sample any of our unique on-premise brews. Our famous alcoholic ginger beer, mid lager, pale ale, mocha stout, passionfruit or mango coolers are all there. Team any of these with a great meal or snack. Open 7 days. Souvenir packs available. Come visit this heritage listed Brewery and café @ 60 Hamersley St, Broome.

WAFM

STAR
NETWORK



Supporting the
Broome Turf Club

Don't take a punt on your life.



Don't drink and drive.



THIS PROJECT IS FUNDED THROUGH SPEED LIMIT RED LIGHT CAMERAS AND THE KIMBERLEY SAFETY COUNCIL OF BROOME. FIRST FUNDING ASSISTED BY THE I.C.C.

FORM COMMENTS

- (1) **COUNTER STRIKE:** Big effort when beaten a nose by Voltega 1600m WFA two starts back. Led and weakened behind Durham Girl 1600m last Saturday. Chance in this field.
- (2) **DON'T SAY DANNY:** Top run to beat Cyclone Sox 1300m July 12 before fighting second to Durham Girl 1600m last Saturday. Should be right in the finish again.
- (3) **MEGA ROLE:** Has been racing against tougher opposition and will welcome the drop in class today. Won't be far away.
- (4) **CARGO:** Hasn't been far away last couple of starts and could sneak into the money.
- (5) **COROONLIER:** Raced wide all the way when fifth to Old Boomer 1200m July 12. Distance could test.
- (6) **MAN ALIVE:** Has disappointed since fourth in Derby Cup June 28 and place prospects look best here.
- (7) **PURE IRONY:** Has failed to impress at four starts in north and prospects look remote.
- (8) **WINTERFUN:** You can write your own ticket on what he has shown so far.



**Don't make this
your last ride.**



Don't drink and drive.



Dates for Your Diary!

Tuesday 5th August

Calcutta on the Broome Sprint
Mercure Inn Hotel 6:30pm onwards

Wednesday 6th August

Ladies Day, featuring
The Skea Hager BROOME SPRINT
Entry to the grounds free for ladies
\$20 for Day Membership

Tables of 8 are available at \$220 per table which includes
Gourmet Lunch Platters supplied by the Mangrove Resort
Hotel and 2 bottles of wine.

Table are located in the Members Area so all attendees who are
not members will need to purchase Day Membership as above.

For reservations & information please phone
Marisa on 0419 689 222 AFTER 4PM PLEASE!
Bookings close Thursday 31st July 2003

Thursday 7th August

The Roebuck Bay Hotel 2003 Punters Party
Join International Entertainer Peter Dee for a great night
6pm till 1am \$30 including Buffet Dinner

Friday 8th August

Calcutta on the Broome Cup
The Mangrove Resort Hotel 6:30pm onwards

Saturday 9th August

The Swan Draught 2003 Broome Cup