

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.

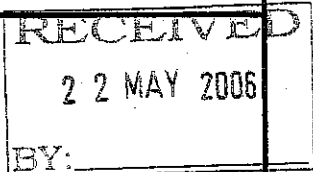
The following proforma is designed to assist you in preparing your final report for the project.

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: 207
Project Name: Booze, Cruise – You Lose
Contact Person: Mel O'Brien
Name of Organisation: RoadWise
Email Address: mobrien@walga.asn.au
Phone number: 9213 2055 Fax number: 9321 8378



2. Executive Summary

Booze, Cruise – You Lose was a project designed to target a captive audience of primarily young males –aged 17 – 39 years of age to raise awareness of effects of alcohol and the risks and consequences associated with drink driving.

This project was designed to have several key objectives:

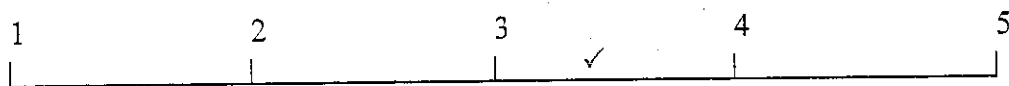
- Change the attitudes and behaviours towards drinking and driving amongst team members and supporters.
- Educate club members about: the effects of alcohol; standard drink sizes and the consequences of driving after drinking

- Increase driver's perception that if you drink and drive, you will get caught.
- Promote alternatives to alcohol and host responsibilities – Eg: Mocktails at the clubs annual Cocktail Party.
- Implement the Skipper program at the club..

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

Objective 1 (*State Objective*):

Change players' attitudes and behaviours relating to Drinking and Driving.



Not successful
at all

Very
successful

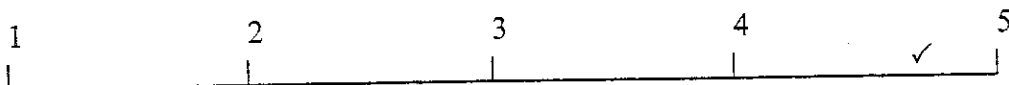
Please provide evidence of your rating:

Pre and post evaluation surveys were conducted with players and supporters from the club. The survey consisted of 6 key questions; true and false answers; relating to BAC, standard drinks and sobering up myths. Data was also collected on their age and MDL status and attitudes towards drinking and driving and the project that was run.

The same survey was used for both pre and post evaluations, however 4 additional questions were added to the post evaluation pertaining to questions on parts of the project that were run at the club.

Objective 2 (*State Objective*)

Educate community members on BAC limits & Inform the community on the actual size of 1 standard drink



Not successful
at all

Very
successful

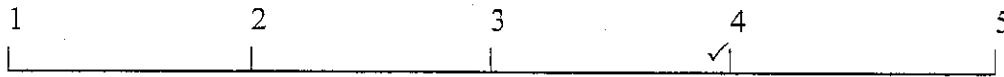
Please provide evidence of your rating:

From information taken in the pre and post surveys there were some significant shifts in knowledge of standard drinks as shown below: (**Number of surveys conducted: Pre – 84 Post - 79**)

Survey results have been attached.

Objective 3 (*State Objective*):

Show the effects of alcohol on the body – co-ordination and perception in relation to driving a vehicle whilst intoxicated and pedestrian safety also.



Not successful
at all

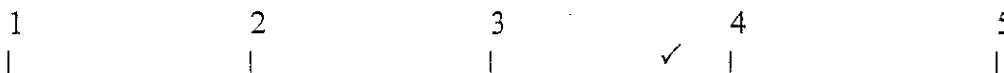
Very
successful

Please provide evidence of your rating:

Using the fatal vision goggles, players and members were giving the opportunity at the start of a club night (before consumption of alcohol) to participate in activities involving fatal vision goggles. Tasks such as hand passing a football, walking the line, dialling phone numbers on mobile phone, catching and throwing a tennis ball were used to show that their perceptions and coordination skills change as the consumption of alcohol increases (this was done by changing the strengths of the goggles.)

Objective 4 (*State Objective*):

Increase publicity about drink driving enforcement



Not successful
at all

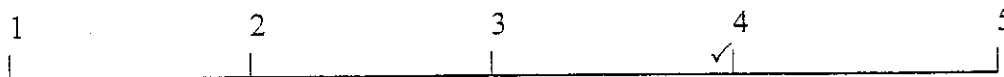
Very
successful

Please provide evidence of your rating:

Using the Football Budget, drink driving messages were placed in each weeks write up for Railways Football Club as a tag line – **Remember, don't drink and drive!** or **Pick a Skipper, don't drink and drive!** Collateral material featuring the Nail You campaign was used around the club also. A Don't Drink and Drive Message was also printed on the bottom of the Railway Football Club letterhead.

Objective 5 (*State Objective*):

Support community involvement on local solutions to reduce serious injuries to drink drivers and drunk pedestrians in rural areas.



Not successful
at all

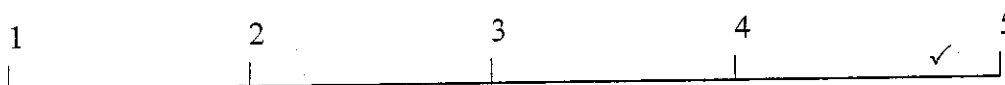
Very
successful

Please provide evidence of your rating:

By increasing the use of taxis through the club and providing the Skipper program to patrons we saw a reduction in the amounts of people leaving the football club to walk to the nightclub and actually using taxi's or skippers. (More details provided below)

Objective 6 (State Objective):

Increase members use of local taxi services to leave the premises



Not successful
at all

Very
successful

Please provide evidence of your rating:

The taxi company primarily used in Geraldton – Geraldton Taxi Services – gave us anecdotal evidence there was a significant increase in taxi's called to Railway Football Club for the 2005 season. The club also called taxis free of charge during the season and the taxi company advised us that the night of the Centenary Celebrations and Annual Wind Up there were over 65 and 50 calls respectively. When we did the original proposal, both taxi companies were happy to give us details of the calls made from the football club, however when it came time to get the information, they were not as helpful.

4. Project Activities

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

Skipper Program

The club implemented the Skipper program during the season. This was a great success with on average of 8 people using the program each Friday and Sunday night during the

season (April – Sept 2004)

On the 2 main nights of the year – Centenary Celebrations and Wind Up night, there were 14 tags issued for the Centenary and 20 for the Wind Up.

Training Shirts

A set of training singlets were purchased for the players to train in. They were given to players at the start of pre-season and were worn exclusively by the players during training and off the field. The singlets featured a "Don't Drink & Drive" message on the back of the 60 singlets and the singlets were seen being worn by Colts players during the following off season, in Geraldton around the streets and at the beach also.

Standard Drink Promotion and Signage

Signage was placed around the clubrooms making it visible to all patrons. A Don't Drink and Drive message was placed on the club letterhead and also on the doors leading in to the club rooms (2 way stick on mesh – the same as taxi advertising – was used.)

Posters were placed in urinals and ladies toilets promoting standard drink consumption.

Standard drink information was featured on drink coasters and glasses used at the club, fatal vision goggles used and local Police came and did breath testing at the club also on a designated evening.

Distribution of collateral material

This was given out to spectators at several home games

Responsible Service of Alcohol

The club adapted a responsible service of alcohol policy. (See attached)

At the first social function of the year, alternatives to alcohol were provided for members and players. "Mocktails" and low strength beer will be promoted as the better option to full strength.

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

Yes (Photos of singlets, plans of printing on doors attached)

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.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Litter bags | <input checked="" type="checkbox"/> Air fresheners |
| <input checked="" type="checkbox"/> Brochures | <input checked="" type="checkbox"/> Posters |
| <input type="checkbox"/> Balloons | <input type="checkbox"/> Wallet cards |
| <input checked="" type="checkbox"/> Coasters | <input type="checkbox"/> Tattoos |
| <input type="checkbox"/> Water bottles | <input type="checkbox"/> Pencils |
| <input type="checkbox"/> 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 checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Radio coverage or advertising | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Television coverage | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Other, please specify | GNFL Football Budget, Club letterhead | |

Please attach copies of all publicity.

5. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

- | | |
|--|---|
| <input type="checkbox"/> Local Government | <input checked="" type="checkbox"/> Police |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Local businesses |
| <input checked="" type="checkbox"/> Health Department | <input type="checkbox"/> Youth Advisory Council |
| <input type="checkbox"/> Department for Planning
& Infrastructure | 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: 40

What, if any funding was provided from other sources?

Nil

6. Conclusions and Recommendations

Were there any major obstacles with the project?

- Yes
 No

ALCOHOL POLICY 2004

The health of members, players and supporters is of the primary concern for Railway Football Club. It is the Railway Football Club's responsibility to ensure alcohol is served in a safe and responsible manner.

Railway Football Club has discussed this policy at committee level. It has been endorsed by all committee members and formally adopted as the policy of the club.

Railway Football Club will actively seek to promote, encourage and support this alcohol policy to all players, supporters and members.

Railway Football Club will:-

1. Discourage excessive or rapid consumption of alcohol (Eg: Free drinks, happy hours, drinking competitions.)
2. Clearly display the liquor license and alcohol policy at the bar.
3. Ensure alcohol is not served to any person who is intoxicated or under the age of 18 years.
4. Require staff to request proof of age where appropriate and only accept photographic identification.
5. Prominently display taxi phone numbers near the public telephone and encourage intoxicated patrons to take safe transport home.
6. Provide free jugs of water on the bar.
7. Actively promote a range of low, non-alcoholic drinks to be sold at cheaper prices than full strength drinks.
8. Actively promote and provide a range of snacks and/or meals when alcohol is being served.
9. Participation and promotion of the Skippers Program by providing free soft drink to the designated driver.
10. Educate the players, members and supporters of the dangers of drinking and driving, standard drink sizes and safe alcohol consumption by participation in the RoadWise Booze, Cruise – You Lose! Project.

John Smith – President
22nd May, 2004

Linda McMurtrie – Bar Manager
22nd May 2004



RAILWAY FOOTBALL CLUB (Inc.) Est. 1904

Recreation Ground - Francis St

PO Box 124, Geraldton WA 6531

Website: www.blues.westnet.com.au

TEL/FAX: (08) 9921 4814

GNFL Premiers

1904

1906

1913

1914

1924

1925

1926

1938

1939

1946

1947

1948

1949

1951

1952

1955

1956

1957

1958

1959

1961

1964

1965

1969

1970

1980

1981

1982

1985

1989

Proud major sponsor

Drennan O'Malley Motors

Ph: 9921 1739

Cnr. Chapman Road & Lewis Street, Geraldton W.A. 6530

DON'T
DRINK
AND
DRIVE

Please do 20 singlets with each of the following prints. Also, can you please mix up the sizes. (Total: 60 shirts)

**Will you be under 0.05
or under arrest?**

Don't Drink & Drive

**Over 0.05?
Call a cab and stay alive.**

Don't Drink & Drive

Don't Drink & Drive

**It's not just your life
you're risking.**

Double Doors

**If you
drink & drive –
you're a bloody
idiot.**



**Crash at a
mate's place or
grab a cab.**

You decide



Single Door

**Who's the
skipper?**

**Don't
Drink & Drive**



Booze, Cruise – You Lose! Survey Results

- 97% of participants in the survey had MDL's
- 78% were aged between 21 – 32 years of age
- 11% were on P plates

Objective 2 – Std Drinks and BAC

Pre Survey (84 responses)

Post Survey (79 responses)

A standard drink contains 10grams of alcohol.

True 30% False 70%

True 72% False 28%

One can of full-strength beer is equal to 1.5 standard drinks

True 45% False 55%

True 84% False 16%

The guideline for a male to stay under the 0.05 limit is to consume no more than 2 standard drinks in the first hour and one standard drink each hour after that.

True 69% False 31%

True 90% False 10%

Other Questions

Pre Survey (84 surveys)

Post Survey (79 responses)

Drinking coffee or taking a cold shower helps to sober up an intoxicated person.

True 29% False 71%

True 13% False 87%

Please rank the consequences of drinking and driving in order from 1 – 6 with 1 being a major consequence and 6 being a minor consequence.

Getting caught by Police and losing drivers licence

Pre 31% Post 38%

Loss of freedom – not being able to drive if caught by Police

Pre 29% Post 24%

Killing or seriously injuring someone

Pre 12% Post 13%

Damage to your vehicle or property

Pre 16% Post 14%

Embarrassment of people knowing you were drinking and driving

Pre 2% Post 4%

Possibility of jail sentence and a criminal record

Pre 10% Post 7%

Have you heard of the Skipper program?

Yes **Pre** **70%** **Post** **94%**

No **Pre** **30%** **Post** **6%**

Have you utilized the Skipper program?

Yes **Pre** **25%** **Post** **44%**

No **Pre** **75%** **Post** **56%**

What do you think the chances are of getting caught if you were drinking and driving?

Very High		High		Low		Not a chance	
Pre	Post	Pre	Post	Pre	Post	Pre	Post
24%	30%	44%	51%	14%	8%	18%	11%

Please circle the message below that was on the back of the training singlets which you believe delivered the most important drink driving message?

Will you be under 0.05 or under arrest? Don't Drink and Drive

Pre **38%** **Post** **47%**

Over 0.05? Call a cab and stay alive! Don't Drink and Drive.

Pre **28%** **Post** **34%**

Don't drink and drive – it's not just your life you're risking.

Pre **33%** **Post** **17%**

Limits. Football = Push them Drinking and Driving = 0.05

Pre **2%** **Post** **2%**

Have you seen the drink driving signage inside the club rooms?

Yes **17%** **No** **83%**

Yes **81%** **No** **19%**

Do you think that seeing the drink driving messages on the training singlets, in the club rooms and at the ground have made you change your behaviour in relation to driving after consuming alcohol?

Yes **2%** **No** **18%** **Unsure** **80%**

Yes **49%** **No** **29%** **Unsure** **22%**

Comments:

- Good project.
- Needed – too many young people dying on roads.
- Great to see the club supporting the project.
- Well Done
- Good work

10. Please rank the consequences of drinking and driving in order from 1 – 6 with 1 being a major consequence and 6 being a minor consequence.

- _____ Getting caught by Police and losing drivers licence
- _____ Loss of freedom – not being able to drive if caught by Police
- _____ Killing or seriously injuring someone
- _____ Damage to your vehicle or property
- _____ Embarrassment of people knowing you were drinking and driving
- _____ Possibility of jail sentence and a criminal record

11. Have you heard of the Skipper program? Yes No

12. Have you utilized the Skipper program? Yes No

13. What do you think the chances are of getting caught if you were drinking and driving?

Very High High Low Not a chance

14. Please circle the message below that was on the back of the training singlets which you believe delivered the most important drink driving message?

- a) Will you be under 0.05 or under arrest? Don't Drink and Drive
- b) Over 0.05? Call a cab and stay alive! Don't Drink and Drive.
- c) Don't drink and drive – it's not just your life you're risking.
- d) Limits. Football = Push them Drinking and Driving = 0.05

15. Have you seen the drink driving signage inside the club rooms? Yes No

16. Do you think that seeing the drink driving messages on the training singlets, in the club rooms and at the ground have made you change your behavior in relation to driving after consuming alcohol? Yes No

16. Comments:

Thank you for your time.



