

Project id 17
entered
End 4 Year 2

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: 79

Project Name: Fitzroy Crossing Rodeo – Don't Drink & Drive Promotion

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 Derby/ Fitzroy Crossing RoadWise Committee working in partnership with the Fitzroy Valley Rodeo Club to promote and raise the awareness of the dangers of drinking and driving amongst spectator's and participants at the Fitzroy Crossing Rodeo, which was held on 4th 5th & 6th July. This event was attended by approximately 2000 people over the three days.

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.

The primary target group for this event were males, including Indigenous males, aged 17 – 39 years. The Fitzroy Crossing Rodeo was seen as an ideal opportunity to promote and educate Indigenous people living in the Fitzroy Valley about the dangers of drinking and driving. Approximately 1000 Indigenous people from 50 remote Indigenous Communities made the trip into town to watch and participate in the Rodeo. Some of these people travelled from remote communities, which were up to 300 kilometres from town.

Promotional opportunities of the Don't Drink and Drive message at this event included:

- Regular Don't Drink & Drive announcements over the PA system,
- Four Don't Drink & Drive banners around the main rodeo arena,
- Don't Drink and Drive Display whereby the fatal vision goggles were used,
- Distribution of Don't Drink & Drive promotional merchandise and standard drink information.
- Free breath testing was also provided on site at the entrance to the licensed area to allow people to test their blood alcohol concentration prior to driving.

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

Approximately 2000 people attended the event over the three days. Most attending at least two days of the event. A total of 317 people participated in the drink driving display by either using the fatal vision goggles or the breath tester. Approximately 21% of people attending the event participated in the display.

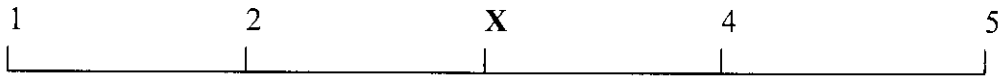
A total of 200 litter bags, 250 car air fresheners, 140 standard drink wallet cards, 80 can coolers and 80 key rings were distributed over the three days. One hundred and fifty eight breath tests were also conducted, of those, 60% were male and 40% were female. A total of 159 people also used the fatal vision goggles over the three days, of those 63% were male and 37% female.

The evaluation found that the promotion of drink driving messages at the 2003 Fitzroy Crossing Rodeo 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 317 participants in the drink driving display (fatal vision goggles or breath tester), over 60% were male.

3. 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 increase the perception of the risk of being involved in a serious crash when drink driving
2. To distribute merchandise to promote the dangers of drinking and driving at the Fitzroy Crossing Rodeo.
3. To decrease the number of people drinking and driving after attending the Fitzroy Crossing Rodeo.

Objective 1 (State Objective): To increase the perception of the risk of being involved in a serious crash when drink driving.



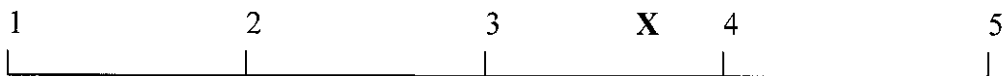
Not successful
at all

Very
successful

Please provide evidence of your rating:

- Approximately 2000 people attended the event over the three days. Most attending at least two days of the event. A total of 317 people participated in the drink driving display by either using the fatal vision goggles or the breath tester. Approximately 21% of people attending the event participated in the display.
- A total of 18 PA announcements were broadcast over the PA system over the three days.
- The 'Don't Drink & Drive' banners were up around the main rodeo arena for the whole time the rodeo was run.
- The participants were not surveyed as to whether they thought participating in the drink driving display, seeing the drink driving messages around the grounds or hearing the messages over the PA system had increased their perception of the risk of being involved in a serious crash while drinking and driving. However, anecdotally participants who used the fatal vision goggles or the breath tester indicated that they would not drink and drive.

4. Objective 2 (State Objective): To distribute merchandise to promote the dangers of drinking and driving at the Fitzroy Crossing Rodeo.



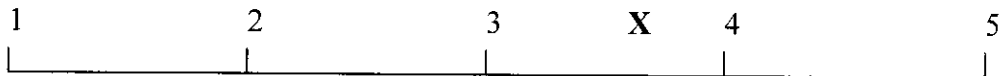
Not successful
at all

Very
successful

Please provide evidence of your rating:

- A total of 200 litter bags, 250 car air fresheners, 140 standard drink wallet cards, 80 can coolers and 80 key rings were distributed over the three days

5. Objective 3 (State Objective): To decrease the number of people drinking and driving after attending the Fitzroy Crossing Rodeo.



Not successful
at all

Very
successful

Please provide evidence of your rating:

- A total of 158 breath tests were conducted over the three-day event, of those 60% were male and 40% were female. The breath testing was set up in the afternoon and evenings in the licensed area of the Rodeo grounds. 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 159 people used the fatal vision goggles over the three days, of those 63% were male and 37% 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*

Activities:

1. Arena banner's: Four "Don't Drink & Drive" banners were put up around the main rodeo arena over the three days. The banners were used to promote the message of the dangers of drinking alcohol when driving. (See photo section).

2. PA announcements: The rodeo commentator announced drink driving messages over the PA at regular intervals over the three days. 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 18 announcements were broadcast over the PA system over the three days.

Objective 2: *To distribute merchandise to promote the dangers of drinking and driving at the Fitzroy Crossing Rodeo.*

Activity:

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. (see photo section).

Objective 3: To decrease the number of people drinking and driving after attending the Fitzroy Crossing Rodeo.

Activities:

Free breath testing: Breath testing was made available to event goers near the entrance/exit of the licensed area at the Rodeo. A total of 158 people used the breath tester over Friday and Saturday afternoon and evening's. Either a can cooler or a key ring was given to each person using the breath testing device

Fatal vision goggles: Fatal vision goggles are 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 sheet 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.

<u> 200 </u> Litter bags	<u> 250 </u> Air fresheners
<u> </u> Brochures	<u> </u> Posters
<u> </u> Balloons	<u> 140 </u> Wallet cards
<u> </u> Coasters	<u> </u> Tattoos
<u> </u> Water bottles	<u> </u> Pencils
<u> 80 </u> Can Coolers	Other <u> </u> Drink driving key rings – (80) <u> </u>

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 type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

Television coverage Yes No

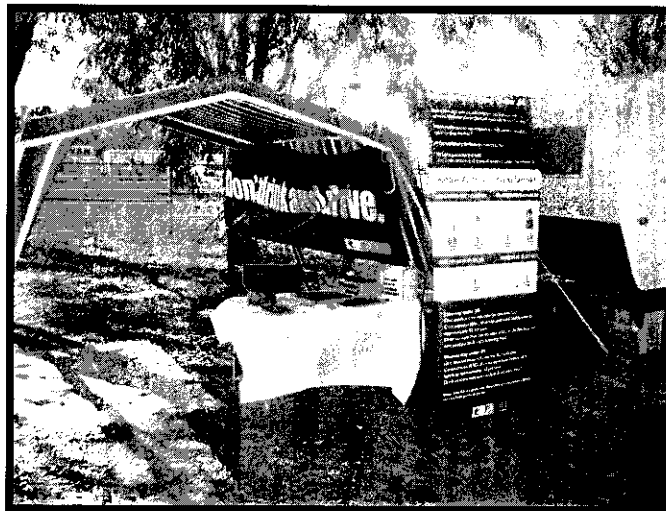
Other, please specify _____

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.



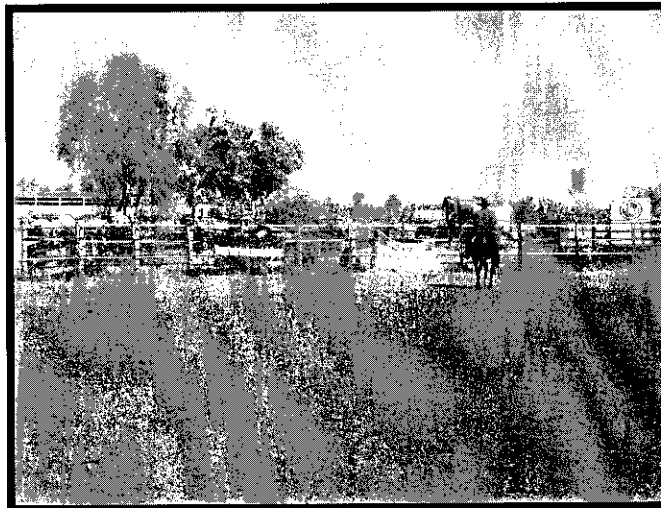
Above: 04.06.03. RoadWise Officer with cowboys (and horses) using the fatal vision goggles.



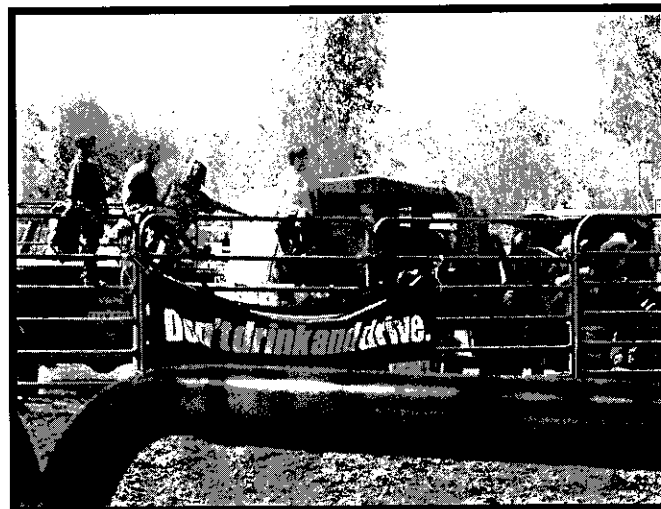
Above: 04.06.03. Don't drink and drive display Fitzroy Crossing Rodeo ground.



Above: 04.06.03 Children checking out the display.



Above: 05.06.03. Fitzroy Crossing Rodeo arena with 'Don't' Drink & Drive' banner.



Above: 05.06.03. 'Don't Drink and Drive' banner – Fitzroy Crossing Rodeo Arena.

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 type="checkbox"/> Local businesses |
| <input type="checkbox"/> Health Department | <input type="checkbox"/> Youth Advisory Council |
| <input type="checkbox"/> Department for Planning & Infrastructure | <input checked="" type="checkbox"/> Other <u>Fitzroy Valley Rodeo Club</u> |

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: 8 hrs

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?

One of the Don't drink and drive banners was stolen on the second night of the rodeo.

Do you have any suggestions for overcoming them?

- Yes
 No

Please provide details: **Remove banners at night.**

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 Fitzroy Crossing Rodeo 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 317 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.

Improvements:

A number of promotional activities for the drink driving messages, such as the TV advertising, radio advertising, rodeo program advertising were not carried out by the Fitzroy Valley Rodeo Club, as originally agreed. The Project Officer also had to push to have the Don't Drink and Drive banners put up in the main arena and the PA announcements were not read out as much as was originally

agreed on each of the days of the rodeo. It was for these reasons it has been decided not to promote the drink driving message again at the 2004 Fitzroy Valley Rodeo.

6. Signature of Project Officer

Name: Louise Russell-Weisz

Organisation: WA Local Government Association

Signature: Louise Russell-Weisz **Date:** 15/07/04

Please return by email to:

Community Road Safety Grants Officer

Email: roadwise@walga.asn.au

Fitzroy Valley Rodeo Club
Don't Drink and Drive Sponsorship July 2003

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.

ALL YOU COWBOYS AND COWGIRLS OUT THERE, DON'T MAKE THIS YOUR LAST RIDE. GET HOME SAFELY AND DON'T DRINK AND DRIVE.

UNSURE IF YOU ARE RIGHT TO DRIVE? WELL THERE'S FREE BREATH TESTING AT THE EXIT, FRIDAY, AND SATURDAY NIGHTS. TEST YOURSELF BEFORE YOU DRIVE.