



RCC BACKGROUND & CAMPAIGN OVERVIEW

ABOUT RADD: RADD: The Entertainment Industry's Voice for Road Safety is an internationally recognized non-profit organization founded in 1986, that empowers celebrities, media partners and enlightened supporters to create positive attitudes about road safety. RADD's messages are non-judgmental, hip and positive. RADD is a two-time recipient of the US Dept. of Transportation's prestigious Public Service Award and a 2006 GHSA award winner.

THE RADD CALIFORNIA COALITION (RCC) MISSION:

The RADD California Coalition formed in 2005 to engage business, media, hospitality, and state government leaders in a forum to **utilize marketing techniques, science-based programs and lifestyle solutions** to reduce deaths and injuries **among ages 21-34** on California's roads.

RCC SCOPE:

The impaired-driving prevention work of the RADD California Coalition is threefold:

1. Annually undertake a minimum of one statewide mass-market awareness campaign sponsored by the Coalition;
2. Foster a variety of appropriate partnership activities among Coalition members, and
3. Spotlight and reward outstanding efforts by individual Coalition members

RCC FOUNDING MEMBERS:

Co-chairs: Erin Meluso, President RADD and Joan Wilson, Deputy Secretary, State of California Business, Transportation & Housing Agency.

Marketing Committee Co-chairs: Victoria Horton/CBBB and Mike Brewer/ABC Consulting

Research Director: James Lange, Ph.D.

Founding Members: AAA of Northern California, ABC Consulting, Anheuser-Busch Companies, AOD Initiatives Research, Automobile Club of Southern California, The BACCHUS Network, the California Association of Broadcasters, California Beer and Beverage Distributors, California Beverage Merchants, California Grocers Association, California Hotel & Lodging Association, California Restaurant Association, Chevron Corporation, Circle K Stores, Coors Brewing Company, Deluxe Media Management, ECN, Miller Brewing Company, The Motorcycle Safety Foundation, Rob Ross Legislative and Governmental Relations, San Diego State University, The U.S. Naval Safety Center and RADD celebrity supporters. State partners: California Highway Patrol, Department of Alcoholic Beverage Control, Office of Traffic Safety, California Department of Transportation (CalTrans), and Department of Motor Vehicles.

RCC "FIGURE IT OUT" (FIO) SUMMARY:

Introduced in December 2005, **"What's the Plan? Figure It Out."** (FIO) promotes awareness of solutions to prevent drunk driving (designated driver, safe ride, etc.) and encourages their use. Key elements— RADD Designated Drivers License™ reward card, a mobile publicity tour and on-premise presence—are used to disseminate the message: **(1) Plan ahead. Make arrangements to avoid drinking and driving.** Solutions include: Designate a non-drinking driver, call a cab or friend; Stay over at a friend's house or hotel; Motorcycle riders must decide before they ride.

RADD Designated Drivers' License™ (RADD card, the campaign's signature device) is a promotional/educational tool to trigger rewards/incentives and Designated Driver pledges. Distribution is via "RADD Crew" presence activities, Internet downloads and retail POS.

RCC "FIGURE IT OUT" CAMPAIGN WINDOWS:

The **"What's the Plan? Figure It Out,"** theme was extended beyond the winter campaign thanks to strategic public relations efforts donated by Edelman Worldwide PR, Sacramento. Focus periods include holidays and the 100 days of summer. Special outreach activities may be developed for the "bar holidays" of St. Patrick's Day, Halloween and Cinco de Mayo.



WINTER 2006-7 CAMPAIGN BENEFACTORS

PRESENTING SPONSORS:

- AAA Northern California (California State Automobile Association)
- Automobile Club of Southern California
- American Federation of Musicians
- Coors Brewing Company
- Miller Brewing Company
- MP3tunes.com
- RADD, Coalition Co-chair

STATE PARTNERS:

- State of California Business, Transportation & Housing Agency (BTH), Coalition Co-chair
- Alcoholic Beverage Control Department (ABC), RADD Grant Funding Partner
- California Department of Transportation (Caltrans)
- California Highway Patrol (CHP)
- Department of Motor Vehicles (DMV)
- Office of Traffic Safety (OTS)

SUPPORTING PARTNERS:

- Alcoholic Beverage Consulting Service
- AOD Initiatives
- The BACCHUS Network
- California Beer and Beverage Distributors
- California Broadcasters Association
- California Beverage Merchants Assoc.
- California Broadcasters Association
- California Grocers Association
- California Hotel and Lodging Assoc.
- California Independent Convenience and Grocery Stores
- California Packaged Goods Association
- California Restaurant Association
- Circle K Stores
- Deluxe Media Management
- Entertainment Communications Network
- Network of Employers for Traffic Safety
- Motorcycle Safety Foundation
- Rob Ross Legislative & Government Relations
- T.E.A.M. Coalition
- San Diego State University
- US Department of Transportation/NHTSA
- US Navy/Naval Safety Center

KEY DISTRIBUTION PARTNERS:

- Circle K Stores
- Department of Motor Vehicles
- Metrolink (Southern California)
- ConocoPhillips
- Diageo's Johnny Walker brand
- Caltrans
- Community Alliance Network (OC)
- AAA of Northern California
- California Highway Patrol
- Edelman Public Relations/Sacramento
- Mollie Stone's Markets
- Pacific Beach (SD) Merchants Assoc.
- Solters & Digney Public Relations
- Universal City Hollywood's CityWalk
- And... Generous retail supporters Statewide

ADDITIONAL CAMPAIGN DONORS & CONTRIBUTORS:

- Beer Institute
- Café TuTu Tango at CityWalk (Tour)
- California Highway Patrol- Southern Div.
- CBS Radio
- Sam Glick Company
- GES/Paradise Decorating
- Hard Rock Café/Sacramento (Tour)
- Hard Rock Café/San Francisco (Tour)
- Los Angeles Auto Show
- Pacific Beach Bar and Grill (Tour)
- LA Convention Center Electrical Dept.
- Los Angeles Police Department
- Metro Networks/Westwood One
- Picture Car Warehouse
- RADD Celebrity Messengers... recoding artists **John Ondrasik** of *Five for Fighting*, **Sugarland**, **Sammy Hagar**, **Josh Kelley**, **Emily Richards**, actor **Brandon Routh**, ("Superman") and NASCAR drivers **Carl Edwards**, **Jamie McMurray**, **Erik Darnell** and **David Ragan**.

For more information about RADD and the RADD California Coalition, please contact:
Erin Meluso at RADD: www.radd.org, 818-752-7799, x-11, erin.meluso@radd.org



2006-7 Executive Summary

POWERFUL MODELS:

What We Achieved This Year (Phase I: Y-2 of Initial Grant Period, 2005 - 2007):

- **RADD Road Tour** media events generated **\$233,585.50** worth of entertaining, on-message editorial media coverage on TV, radio, online, movie theaters and in print in English and Spanish, generating **3,268,642 impressions** (primarily in LA, SD, Sac)
- **Donated live-announcer radio spots worth \$309,305** reached **4.5 million adults with the campaign's solution messages**; it named campaign sponsors and State agencies (separately) in seven California markets (LA, Oxnard, Riverside, Sac, SD, SF, San Jose)
- Small-sample **evaluation identified a 60% BAC drop for DDs in Pacific Beach during the campaign** plus two promising practices: active on-premise presence (including the "RADD Crew" ambassadors) and use of the RADD reward card as a brief intervention

Where We're Headed in Phase II (New Grant for Fall 2007- Fall 2009):

- New Primary Focus: active presence in college hospitality zones and on campuses
- New Media Focus: online, on-premise and at the movies; less traditional mass media
- New 24/7 Focus: year-round (vs. holiday) use of the RADD card and media outreach

PHASE I PROJECT TRAJECTORY:

Formulation:

- Stakeholders met Feb. to Apr. 2005 to discuss and form the RCC public-private alliance.
- **By Nov. 2005: Memorandum of Understanding (MOU)** executed; OTS/ABC seed grant formally awarded to RADD; BTH Secretary McPeak officially launched the Coalition
- **Two winter holiday campaigns; Dec. 1 – Jan. 31st; extended to February 4th** in Y-2

LESSONS LEARNED:

Successes:

- RCC's *Battle of the Bartenders-Mocktails* events generated hours of positive TV coverage on morning shows and TV/radio newscasts in LA, Sac and San Diego.
- Compared to an earlier NIAAA survey, RCC's SD evaluation shows a 60% drop in BAC of DD's from pre-campaign levels; small sample requires more extensive testing
- Model "Retail Merchants Association" partners in LA (CityWalk) and SD (Pacific Beach)
- Local DUI-reduction coalitions joining the Coalition (two in Orange County lead the way)
- The SD Naval command joined the RCC; USN Norfolk will also attend '07-9 meetings
- 1st "evergreen" materials introduced: FIO celebrity PSAs; drink coasters (Eng/Spanish)
- The campaign moved online: FIO PSAs on MySpace/YouTube; interactive campaign web site put sign-up functions, materials and publications online 24/7 at www.radd.org
- Sponsor activation: AAA of Northern California leveraged its Retail Partner Program to recruit RCC partner retailers; MP3tunes' put RADD Cards at performance events; Auto Club of Southern California's judged the San Diego media event, and the Motorcycle Safety Association placed POS in 400 motorcycle dealerships statewide...among others!

Challenges:

- One-time setbacks: Difficult alcohol beverage industry climate throughout the State and major illnesses impacted two key RCC leaders during the critical fall pre-launch window
- RCC-led retailer-recruitment is a long-term process, but a far better prevention model
- Campus activation will require hands-on training and year-round presence with students

RECOMMENDATIONS - ALL INCORPORATED INTO PHASE II (2007-09) RCC PLANS:

- Incrementally build sustaining campaign activities/evergreen materials vs. holiday-only
- Email monthly newsletters to all stakeholders; conduct monthly calls with State agencies
- Increase sponsor activation elements to spotlight individual contributions to the whole
- Expand deployment of RADD ambassadors to campuses, beer wholesalers, retailers
- Continue the RADD Road Tour, hitting more college zones and mid-size markets
- Engage more retailers (on/off-presence/non-hospitality) to add value to the RADD card
- Encourage local partners to distribute RCC POS, RADD Cards on their own schedules
- Continue conducting targeted evaluations of material and deployment strategy impact

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