



Business, Transportation and Housing Agency (BTH)
 Alcoholic Beverage Control (ABC)
 Office of Traffic Safety (OTS)

California Highway Patrol (CHP)
 Department of Motor Vehicles (DMV)
 Department of Transportation (DOT)

3/19/08 RADD California Coalition (RCC) Meeting Minutes
9:30 – 12 noon, Sacramento Convention Center, Rooms 103-104
Sacramento, CA 95814

ABC Director Steve Hardy opened the meeting and welcomed all participants, saying, “This is a day to recognize all the hard work each of you in this room has done to make California’s highways, streets and roads safer.” He voiced his personal commitment to the RCC; thanked its leadership; praised the RCC’s broad dissemination of the message utilizing media and retail outlets throughout the State, and commended attendees for participating in such a positive and united front to prevent alcohol-related road deaths among adults 21-34.

RADD President and RCC Co-Chair Erin Meluso welcomed attendees and thanked them for their support during the Coalition’s formative years (Phase I, 2005-7). She introduced the State Partners (Chris Cochran and Leslie Witten-Rood/OTS; John Carr and Katie Lenihan/ABC; Robert Martinez/DMV, and Matt Rucco/Caltrans), with special thanks to Katie Lenihan, RADD’s Grant Director at the ABC. Erin then introduced the RADD RCC team (Alicia Van Ooyen/RADD Director of Programs, Marian Novak/RCC Coalition Manager and Dr. James Lange/RCC Research Director) and initiated attendee self- introductions.

HONOREES

The first order of business was presentation of honors for the last campaign. Sponsor Commendations were presented to **AAA Northern California; AAA Southern California; American Federation of Musicians; Coors Brewing Company; Miller Brewing Company, and MP3tunes**. Each was thanked by Erin Meluso and Director Hardy for their generous support of the Holiday 2006 - Winter 2007 campaign.

RADD Spirit Awards for outstanding service to the campaign were presented as follows: **Group Spirit** - California Broadcasters Association; **Team Spirit** - AAA Northern California.; **Visionary Spirit**: Jerry Jolly, ABC Director (retired); **College Spirit** – San Diego State University; **Spirit of Responsibility** – Universal Studios CityWalk Hollywood; **Individual Spirit** - Bob Martinez/California Department of Motor Vehicles; **Spirit of Service** - the RCC’s ’05-07 Marketing Committee Co-Chairs: Victoria Horton/CBBB and Mike Brewer/ABC Consulting; **Media Spirit** – MetroNetworks, a Westwood One Company; **Groundbreaking Spirit** – Metrolink in Southern California; **National Spirit**- USN Naval Safety Center, Norfolk VA; **Spirit of Partnership - Business**: Circle K, and **Not For Profit**: Motorcycle Safety Foundation. For details on the awards and awardees, please see the attached meeting agenda and press release. Photos are posted at <http://radd.aodinitiatives.org> (username: *radd*, password: *open*).

DISCLAIMER: These awards were selected and presented exclusively by RADD; The Entertainment Industry’s Voice For Road Safety. RADD independently selected the non-monetary award winners without any input from the California Department of Alcoholic Beverage Control.

NEW BUSINESS

Where We’re Headed: RCC Coalition Manager, Marian Novak (an award-winning responsible hospitality coalition manager, experienced RBS trainer and member of the ABC’s statewide Alcohol Advisory Board). introduced the Coalition’s new focus for 2008 with a PowerPoint presentation (attached). To maximize

resources, the RCC has adopted a year-round (not just winter holidays!) RADD Card program and selected four target markets as areas of concentration for 2008. They are:

1. **Pacific Beach (San Diego):** A high-incidence area with a dense concentration of locally owned bars. PB was the site of the RCC's 2006-7 evaluation. The PB Merchants Association is the primary RCC partner. Led by SDSU, four SD-area colleges will be promoting the RADD Cards on campus, providing RADD Crew (21+, personable peer educators) to distribute cards at venues and participate in presence activities, including Battle of the Bartenders events. Also supporting PB will be the US Navy Southwest Region. PB is ready to activate in April; RADD Cards with the PB logo are being printed now.
2. **Universal Studios CityWalk Hollywood:** Winner of a RADD Spirit Award for 100% on-premise participation in the '06-7 campaign, CityWalk attracts college students, blue-collar adults and tourists alike to its concentration of corporate (chain) restaurants and bars. CityWalk Operations and the PR Office are the main RCC contacts. CityWalk activated in December '07 with its 2nd Battle of the Bartenders for Mocktails, followed by a New Year's Eve distribution of RADD Cards. For St. Pat's, CityWalk provided the RCC Crew a table outside Hard Rock. BACCHUS is working with RADD to develop RADD Crew from UCLA and Cal State Northridge. Camacho's will be the site of the Cinco de Mayo RADD table. Since NYE, venues and the CityWalk valets have been using the RADD Cards.
3. **Sacramento:** A large California city, Sacramento has a variety of local and chain venues that serve adult college students and new members of the workforce. The RCC's primary partner is California State University Sacramento, a large college with three on-campus bars that will be participating in the RADD Card project. RADD Cards are being printed now for April distribution and use in on-campus promotion of the campaign. A training date with students is still to be decided. The BACCHUS Regional office is providing support and direction.
4. **Davis:** A small college town with 12 local bars, one campus bar and a large population of adult students, Davis is also gaining a reputation as a producer of fine cheese, wine, olive oil and other hospitality products. The RCC's primary contact is University of California Davis. Marian has already conducted a training and pre-assessment with peer educators at UC Davis. RADD cards with the logo are being printed now for April distribution.

What We've Learned: RCC Research Director, Jim Lange (SDSU Adjunct Professor of Psychology and coordinator of AOD Initiatives and NIAAA College Rapid Response team member) presented an overview of his evaluation results and direction for science-based 2008 outreach. Detail is contained in his PowerPoint (att) and the full evaluation report is included in the Report to OTS (distributed to attendees and available on CD or as a pdf file). In a very small study in PB, results indicated that the RCC campaign contributed to a 60% reduction in the BAC of self-identified DDs over measurements conducted in PB the previous month for a NIAAA study.

Topline Learnings: When the RADD Card is used to identify the Designated Driver in a hospitality setting, the process acts as a brief intervention, supporting the findings of Jim's groundbreaking DD work at the California-Mexico border (Lange, Voss, 2002). The RCC will continue to transmit the DD message to consumers, but a major focus of the campaign in 2008-9 will be B2B promotion to entice and recruit retailers to (1) join the campaign and (2) permit servers to ask if anyone has a RADD Card.

Member Input: Virtually every attendee offered valuable suggestions and pledged support for the new outreach plan. Here's a sampling: Chris Wilson of Circle K stepped up to co-chair the Retail Committee and offered to host a rotating monthly RCC campaign activity in Circle K stores statewide (RADD Rewards, cooler stickers, posters, etc.). Representatives from RCC Founding Members Anheuser-Bush, Coors and Miller and long-term supporter Wal-Mart, liked the new direction and intended to report back to the RCC on possible contributions from their organizations. Cynthia Hardin of Markstein Beverage (AB, Sacramento) offered to



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help SDSU with its training and outreach to licensees in the Sacramento area. Former ABC Director Jerry Jolly generously offered to put his considerable resources at the RCC's disposal. Jerry Locsin of AAA Northern California agreed to continue to integrate AAA's "Show Us Your Card" retail campaign with promotion for the RADD Card program. Sam Folio, Treasurer of the American Federation of Musicians agreed to become an active member of the RCC. Caltrans' Matt Rucco will help the RCC encourage light rail and other commuter lines in the State to support the campaign. Spirit Award winner and industry consultant Mike Brewer agreed to assist the RCC with technical issues related to large chain operations and serve on the Marketing/Media committee. Wendy Larkin of the Motorcycle Safety Foundation offered to again send a POS mailing to every motorcycle dealer in the State. Leslie Witten-Rood will promote the campaign among her law enforcement contacts in the nine northern counties she oversees for OTS. Bonnie Revell of the Naval Safety Center in Norfolk and Brad Wroolie of SW Region based in San Diego, offered to attend meetings and to expand outreach of the RCC campaigns to USN and USMC installations statewide. Don Moseman of the National Safety Council (Istaca, IL) will invite NSC's LA office to join the RCC. MetroNetworks will continue to support the campaign through its statewide traffic/weather media. UC Davis Medical Center's community outreach representatives (and hosts of RADD's underage coalition in Northern California) Roxanne Woods and Helen Sundit agreed to bring the adult RADD RCC message to the many people and organizations they serve. Unable to attend the meeting but pledging continued support were the TEAM Coalition (an RCC Member), former RCC Co-Chair Joan Wilson, and supporters Diageo and Metrolink Southern California.

Committees Forming this Spring: All interested parties are invited to sign up for committees that will be meeting through monthly conference calls. The purpose is to guide the activities of the Coalition and help it generate in-kind and cash resources to carry out its work. Committees as proposed are: Marketing/Media; Off-Premise Retail, New Members, and Development/Fundraising. Watch the monthly newsletter for specifics.

Call for Resources: The RCC is seeking in-kind donations of the following resources:

- PR Agency
- Graphic Artist to design new POS materials (RADD Cards, posters, ads, etc.).
- Media Donations of all types to promote the RCC message regionally and statewide. We're seeking any space/time in radio; TV; print media (newspapers, in-house publications, customer mailings); out-of-home, and new media (any appropriate commercial Internet site that targets adults).

New Meeting Schedule: Attendees voted to meet quarterly, alternating between Sacramento (BTH offices in the US Bank Building) and Los Angeles (Caltrans Headquarters downtown). A proposed schedule will be circulated this month for review and comment.

11:15-Noon: Networking. RCC meetings will always end early to facilitate ample networking time.

Thanks to all and we'll see you in Los Angeles!

Respectfully submitted,

A handwritten signature in black ink that reads "Erin Meluso".

Erin Meluso
RCC Co-Chair and RADD President
April 25, 2008