

# Alcohol-Impaired Driving

Partners in Prevention (PIP) is a statewide coalition of 21 public and private colleges in Missouri with the mission of building safe and healthy campuses. PIP gathers data from the Missouri Assessment of College Health Behaviors (MACHB) survey in order to assess high-risk behaviors occurring amongst college students. Data from the MACHB can be utilized to gain an understanding of programs that are currently established to inform individuals about the consequences of impaired driving.

## Discussion

According to the Center for Disease Control (CDC), 2% of Missouri drivers have reported that they have driven while intoxicated.<sup>1</sup> In 2014, there were 5,976 alcohol-related crashes in the state of Missouri; 189 of which were fatal; resulting in 205 deaths caused by intoxicated driving.<sup>2</sup> Research continues to demonstrate the ongoing issue of impaired driving and the importance of educating individuals about the possible consequences that may occur from their actions.

## Prevalence

While the majority of college students in Missouri reported no past impaired driving, the possible consequences of driving while under the influences are severe, which promotes the necessity of eliminating the risk.

### Students Who Reported Drinking and Driving

<b>0 times</b>	<b>79%</b>
1 time	7%
2 times	5%
3-5 times	5%
6-9 times	2%
10 or more times	2%

According to the 2016 MACHB survey, approximately 21% of students reported driving a motor vehicle after consuming alcohol in the past year. The range of students who reported drinking and driving was

from 7% to 34% across all PIP institutions. A small percentage of students reported driving after drinking one (7%) or two (5%) times in the past year. However, 4% of students who reported drinking and driving did so 6 or more times. Of the students who reported drinking and driving, less than 1% of them reported facing consequences such as receiving a DUI/DWI.

## Designated Drivers

A promising approach to lower the incidences of driving under the influence is to utilize designated drivers. The MACHB allows students to identify what they believe it means to be a designated driver. 85% believe it is someone who has not had any alcoholic beverages, 15% define it as someone who has had a couple of alcoholic beverages, and 1% stated it is the least intoxicated person in the group. Further, only 48% of Missouri students reported that they always utilize a designated driver when partying, and 52% of the time that driver is a friend or acquaintance. Several campuses have developed strategies to increase the number of designated drivers for undergraduate students.



**85% of Missouri college students define a Designated Driver as somebody who has not had any alcoholic beverages.**

# Programs

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## **CHEERS**

CHEERS was designed to increase the number of designated drivers throughout the state of Missouri. The program allows participating bars, restaurants, and nightclubs to provide free non-alcoholic beverages to the designated driver in a group of two or more. Establishment owners across Missouri have been invited to join CHEERS in order to create a safer environment while drinking. Find us online at [cheers.missouri.edu](http://cheers.missouri.edu) or on Facebook @projectcheers.

## **Drive Safe, Drive Smart**

The Missouri Department of Transportation and colleges involved in PIP are working to promote safe driving amid college students in the state of Missouri. DSDS is a campaign that works to reach students through social media, tabling events, and online educational materials. The main goal of DSDS is to encourage students to make smart decisions behind the wheel and to be active bystanders when others are driving. Currently, DSDS has billboard campaigns throughout the state that encourage individuals to designate a responsible texter and a sober driver. Find us online at [drivesafedrivesmart.missouri.edu](http://drivesafedrivesmart.missouri.edu) or on Facebook @modrivesafedrivesmart.

## **SMART and SMART Live**

The State of Missouri Alcohol Responsibility Training (SMART) is a free, interactive, web-based responsible beverage service program available to those who own or work for any Missouri establishment licensed to sell

alcohol. The training focuses on recognition of fake ID's, acceptable forms of identification, prevention of service to minors and intoxicated individuals, and more. Users who pass the training exam gain a certification that is valid for 2 years. To access the online training visit [smart.missouri.edu](http://smart.missouri.edu).

SMART Live is an in-person version of the training, held in 4 locations throughout Missouri. The next SMART Live training will be held April 5, 2017 in Platte County - registration required, [smart.missouri.edu/live](http://smart.missouri.edu/live).

## **Law Enforcement Trainings**

PIP works with surrounding community law enforcement officers to ensure that they are receiving trainings regarding subjects like alcohol-impaired driving. Trainings are available at this year's regional conference, Meeting of the Minds, in Kansas City, Missouri. Scholarships for public safety/law enforcement officials who work to prevent impaired driving and underage drinking and enforce underage drinking laws are invited to apply. Registration available at [mom.missouri.edu](http://mom.missouri.edu).

<sup>1</sup>Center for Disease Control (2013). Sobering Facts: Drunk Driving in Missouri. Retrieved from: [https://www.cdc.gov/motorvehiclesafety/pdf/impaired\\_driving/drunk\\_driving\\_in\\_mo.pdf](https://www.cdc.gov/motorvehiclesafety/pdf/impaired_driving/drunk_driving_in_mo.pdf)

<sup>2</sup>Missouri State Highway Patrol Statistical Analysis Center (2016). Crashes by Alcohol Involvement. Retrieved from: [http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/crash\\_data\\_alcohol\\_960grid.html](http://www.mshp.dps.missouri.gov/MSHPWeb/SAC/crash_data_alcohol_960grid.html)

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