

# Center for Health & Safety Culture

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## Applying Traffic Safety Culture in Minnesota – A Pilot Project

### Final Report

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## Executive Summary

In 2018 in Minnesota, there were more than 79,000 traffic crashes resulting in 381 fatalities, 27,877 injuries, and an estimated economic cost of \$1.8 billion.<sup>1</sup> While engineering solutions have significantly reduced traffic-related fatalities over recent decades, road user behavior remains the most common risk factor associated with traffic crashes. We must move beyond seeking only engineering solutions to improve traffic safety and apply new methods to change road user behavior choices. Changing road user behavior requires understanding human decision making (i.e., developing a model for human behavior) and understanding the sources that influence human decision making.

Efforts to improve public health have addressed similar challenges. Public health researchers have developed behavior models to better understand people's thoughts and how these thoughts influence behavior. "Thoughts" include values, attitudes, and beliefs. Furthermore, public health research developed a model to understand how people's thoughts are developed and influenced by the social environment. The social environment includes an individual's family, peers, schools, workplaces, community, state, and nation. An individual learns from these nested layers of relationships.

Adopting a public health perspective brings traffic safety out of its transportation silo and engages a broader array of stakeholders. A public health approach focuses on primary prevention by engaging multiple layers of the social environment (e.g., individual, family, peers, school, workplace, community, state, and nation). Collectively, these layers convey a community's culture. Each layer can contribute to improving traffic safety and, together, have a significant impact on road user behavior.

This focus on the influence of the social environment on road user behavior has been termed "traffic safety culture." A positive traffic safety culture prioritizes safety in making decisions. Such decisions can include safer choices of road user behavior (e.g., increases in protective behaviors like wearing seat belts and decreases in risky behaviors like impaired or distracted driving or speeding), business decisions that prioritize transportation safety, and decisions by leaders to support safety policies and practices. Collectively, these decisions result in behaviors that reduce traffic fatalities and serious injuries. By creating a culture wherein traffic safety is "highly-valued and rigorously pursued"<sup>2</sup> among all layers of the social environment, safe road user behaviors can be sustained because these behaviors become reinforced by our culture.

More formally, traffic safety culture is defined as "the values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety."<sup>3</sup> Importantly, this definition includes the contribution of road user behavior as well as actions by traffic

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<sup>1</sup> 2018 Minnesota Traffic Crashes in 2018, Department of Public Safety, Office of Traffic Safety, <https://dps.mn.gov/divisions/ots/reports-statistics/Documents/Minnesota%20Traffic%20Crashes%20in%202018.pdf>

<sup>2</sup> <https://www.aaafoundation.org/2014-traffic-safety-culture-index>

<sup>3</sup> Ward, N. (2016). *A Strategic Approach to Transforming Traffic Safety Culture to Reduce Deaths and Injuries, Revised Interim Report*. NAS-NRC Transportation Research Board of The National Academies, page 11.

safety stakeholders (e.g., local, state, and federal transportation agencies; law enforcement; public health offices; schools; elected officials; etc.). Thus, the traffic safety culture paradigm not only transforms road user culture to promote safe behaviors, it also aligns the actions of all traffic safety stakeholders to enable those safe behaviors. The alignment of stakeholder culture and actions creates a “safe system” that recognizes the interaction among all components of the roadway system to achieve common traffic safety goals.<sup>4</sup>

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<sup>4</sup> <http://www.rms.nsw.gov.au/saferroadsnsw/safe-system.pdf>

## Introduction

The Minnesota Department of Transportation initiated a three-year project called *Applying Traffic Safety Culture in Minnesota* to improve roadway safety by growing a positive traffic safety culture. Traffic safety culture includes the shared values, attitudes, beliefs, and behaviors of road users. Park Rapids, Minnesota was selected as a pilot community for this project. Traffic safety culture is a focus area in Minnesota’s Strategic Highway Safety Plan.

The goal of this project was to increase health and safety by understanding how culture impacts traffic safety behavior in a community while creating common language, common understanding, and a portfolio of strategies to positively impact traffic safety culture. As a pilot project, the goal of the project was to create the foundation for applying traffic safety culture in a community, to plan efforts, and to mobilize collaborative partnerships. This project focused on the process of applying traffic safety culture in a community. CHI St. Joseph’s Health, located in Park Rapids, Hubbard County, Minnesota, and the Center for Health and Safety Culture at Montana State University sought to build the capacity of community partners and stakeholders by creating a common understanding of the attitudes, beliefs, and perceptions of adults, students, workplaces, and law enforcement regarding traffic safety in Park Rapids, Minnesota. English is the predominant spoken language in the small rural town of Park Rapids; there two law enforcement agencies and only one high school.

The project provided resources and tools to improve roadway safety by fostering positive traffic safety values and promoting the acceptance of Toward Zero Deaths goals and traffic safety initiatives. These resources were suitable for community members across the social environment. Learning outcomes documented throughout this final report are designed to help other Minnesota communities interested in applying traffic safety culture.

The project was divided into three phases: (1) Establish community partnerships, (2) Develop traffic safety culture strategies, and (3) Implement traffic safety strategies. The Positive Culture Framework (PCF) provided guidance for developing the tasks and associated activities to complete each phase. A summary of the PCF seven steps is provided in Table 1. This report is organized by the three project phases.

**Table 1. Summary of PCF Steps**

<b>Step</b>	<b>Summary</b>
Step 1. Plan and Advocate	A local individual, agency, or coalition provides leadership in planning the process outlined in the remaining steps and advocacy to bring together and train the key stakeholders. Steps 2 – 7 require engagement by a broad array of stakeholders representing both public and private entities across the social environment.

Step	Summary
Step 2. Assess Culture	Each of the many layers of community has both common and unique values, beliefs, attitudes, and behaviors. An assessment of these reveals baseline measures and opportunities to foster alignment as well as gaps needing to be addressed. Assessing culture includes understanding cultural factors as well as mapping existing strategies.
Step 3. Establish Common Purpose and Prioritize Opportunities	The assessment of the many layers of the community reveals common themes that can align strategies around a common purpose. This common purpose fosters engagement. Furthermore, the assessment reveals critical gaps in strategies and cultural factors that inform the selection of strategies.
Step 4. Develop Portfolio of Strategies	Based on the prioritization of opportunities completed in Step 3, a portfolio of strategies is developed appropriate for different levels of the social ecology. Each strategy should be based on the best available research regarding effectiveness and outcomes.
Step 5. Pilot and Refine	To make best use of limited resources and optimize outcomes, strategies should be piloted and refined before seeking system-wide implementation.
Step 6. Implement Strategies	Once refined after piloting, strategies should be implemented broadly across the community with ongoing monitoring and evaluation.
Step 7. Evaluate Effectiveness and Needs	Evaluation facilitates ongoing effectiveness and informs future needs. The process of cultural transformation is never complete; with every cycle, new opportunities to improve health and safety are revealed and inform future efforts.

## Phase 1: Establish Community Partnerships

*Phase 1: Establish Community Partnerships* included establishing working partnerships among the critical partners: Center for Health and Safety Culture, Minnesota Department of Transportation, and CHI St. Joseph's Health. In addition to establishing communication mechanisms for the partners involved in this project, CHI St. Joseph's Health engaged the Hubbard In Prevention Coalition and established a Traffic Safety Workgroup in Park Rapids for this project.

To establish and foster community partnerships throughout the project, a structure was created, and processes were established early in the project. Those structures and processes included: developing a Traffic Safety Workgroup, creating a Community of Practice, creating a Partnership Collaboration Tracking System, establishing Guide Service, and developing a series of webinars to establish common language around traffic safety culture and to support the project's purpose and framework.

Each of these structures/processes are explained and recommendations for communities interested in implementing traffic safety culture are discussed.

## Traffic Safety Workgroup

CHI St. Joseph's Health created a Traffic Safety Workgroup to engage stakeholders in Park Rapids for this project. The Park Rapids community already had the Hubbard In Prevention Coalition and, a few years prior to the project, had created a Traffic Safety Workgroup. The Traffic Safety Workgroup had disbanded, and they were no longer meeting when the Applying Traffic Safety Culture Project started. However, the stakeholders decided to reconvene the Traffic Safety Workgroup as a part of this project. The Traffic Safety Workgroup had cross-sector representation from a variety of stakeholders in the community. Representatives most active in the Traffic Safety Workgroup included the Park Rapids Police Department, Sheriff's Department, county commissioner, the regional TZD coordinator, state patrol, and the director of emergency services. Other stakeholders were invited and participated, when asked, but did not regularly attend group meetings.

For this project, stakeholder engagement included attending and participating in workgroup meetings, completing the quarterly partnership collaboration survey, attending the community trainings, prioritizing and planning traffic safety efforts with CHI St. Joseph's Health coordinators, contributing time and effort to a task, taking initiative, and engaging in capacity building.

It is recommended that those interested in applying traffic safety culture collaborate with a variety of stakeholders from different sectors throughout their community. Efforts spent engaging stakeholders across the social environment are necessary to implement and sustain traffic safety culture in a community. Partnering with an existing coalition that is working on health and safety in the community is advised and is more likely to be sustained into the future.

In addition to a vested group of dedicated people working on traffic safety, a traffic safety culture workgroup needs a leader to foster ongoing engagement and to organize the efforts of the workgroup. This project funded a coordinator from CHI St. Joseph's Health to lead the project's effort at the community level. The CHI St. Joseph's Health coordinator was responsible for organizing regular workgroup meetings, engaging stakeholders, and leading and coordinating the planning and implementation efforts for this project.

Stakeholder engagement is critical to the success of traffic safety culture efforts. Stakeholders need to have a clear understanding of why they are coming to a coalition/workgroup meeting. They need to see and understand how they can contribute to the project's efforts. Time spent to align the group's focus and goals is an important part of the planning process and can improve sustainability in traffic safety culture efforts. For this project, a tool to create an appreciative focus was created (Appendix A). The tool is designed to help coalitions create an appreciative, generative focus after they have gathered and reviewed their data about the issue they are seeking to address. Creating an appreciative, generative

focus for the coalition's work can bolster engagement, create renewed energy, leverage strengths, and foster greater creativity.

## Community of Practice

The Community of Practice (CoP) was an exclusive interactive website developed for the project. The CoP provided an opportunity for those engaged in the project to download materials, watch webinars, access tools, and ask questions. The CoP provided a centralized location for resources of this project.

The CoP was not used extensively throughout this project. The CoP was used in the beginning of the project to download videos and print tools but wasn't revisited to access additional resources. While the CoP was not accessed routinely by stakeholders for this project, the Center for Health and Safety Culture has used CoPs for many other projects and has found them to be valuable.

For those interested in applying traffic safety culture in their community, it is recommended that they consider processes and strategies to onboard and orient stakeholders to their projects as well as a system that allows stakeholders and partners to access resources easily.

## Partnership Collaboration Tracking Survey

Collaborative partnerships are essential to address multifaceted and complex community challenges like traffic safety. Given the importance of such collaboration to address complex challenges, part of this project was to understand and capture partnerships supporting traffic safety efforts at the community level and to track ongoing and new partnerships throughout the project. The partnership survey was also designed to provide information about the nature of partner relationships and to allow us to map network changes over time. The design of the partnership survey was based on a literature review of previous research measuring collaborative partnerships.<sup>5</sup>

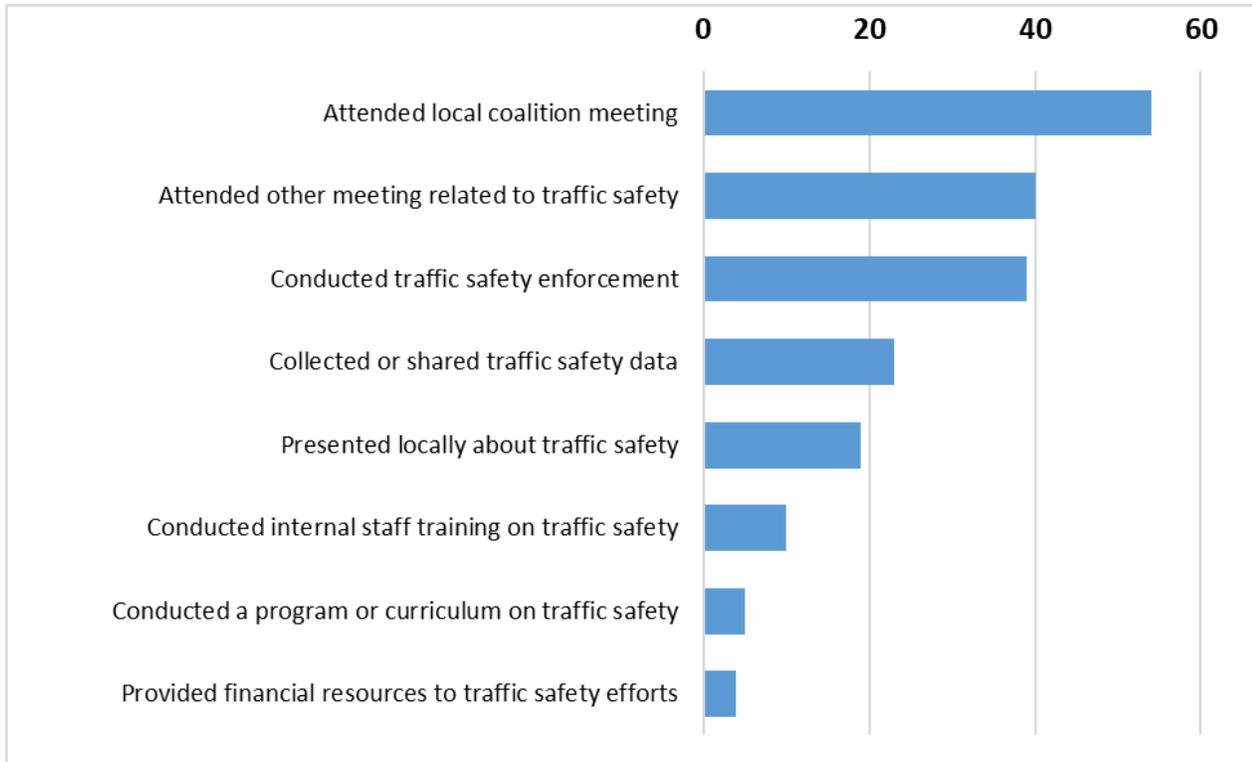
Appendix B contains the Partnership Collaboration Survey used for the project. The information was collected via an online partnership survey and was provided to stakeholders quarterly for a total of twelve quarters. Appendix C includes an example of a quarterly summary that was generated. Survey respondents for each quarter varied with an average 5.7 respondents for each survey (the most was 12). The Institutional Review Board at Montana State University reviewed and approved the survey.

Over the course of the project, stakeholders were asked to complete the partnership survey 12 times. The responses were aggregated and analyzed for patterns and trends. Each quarter, stakeholders were asked the kinds of activities they engaged in that support traffic safety. Figure 1 shows the cumulative count of different ways that stakeholders engaged. Attending meetings and conducting

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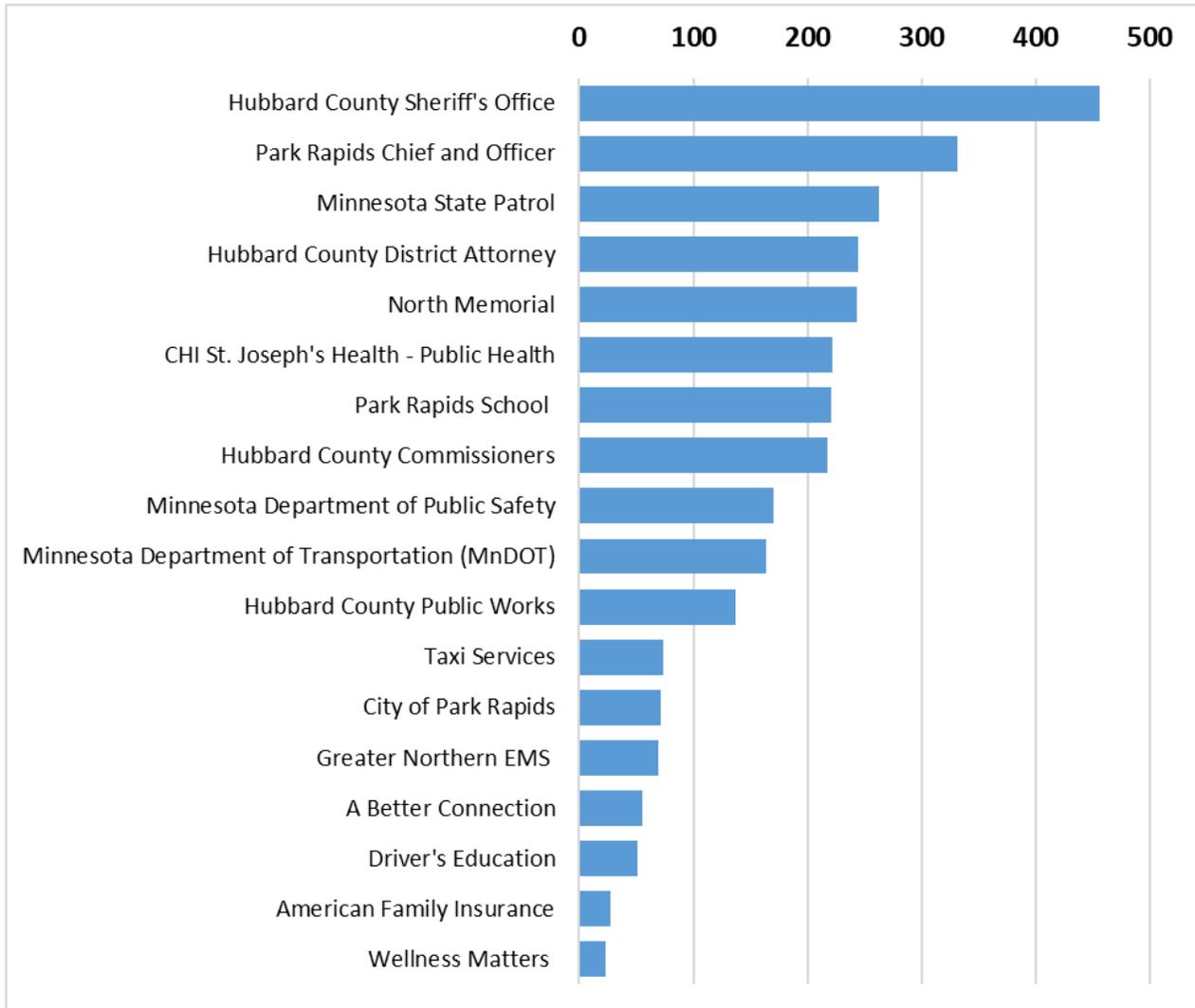
<sup>5</sup> Frey, B. B., Lohmeier, J. H., Lee, S. W., & Tollefson, N. (2006). Measuring Collaboration Among Grant Partners. *American Journal of Evaluation*, 27(3), 383–392. <https://doi.org/10.1177/1098214006290356>

enforcement activities were the most common; conducting training or programs and providing financial support were the least common.



**Figure 1. Cumulative Count of Stakeholder Engagement**

Stakeholders were also asked who they contacted or worked with on traffic safety efforts. Figure 2 shows the cumulative count of interactions with specific stakeholders. The most contacted stakeholders were law enforcement (Sheriff’s Office, Park Rapids Police, and Minnesota Highway Patrol). Other key stakeholders were contacted many times as well including public health, the schools, and county government.



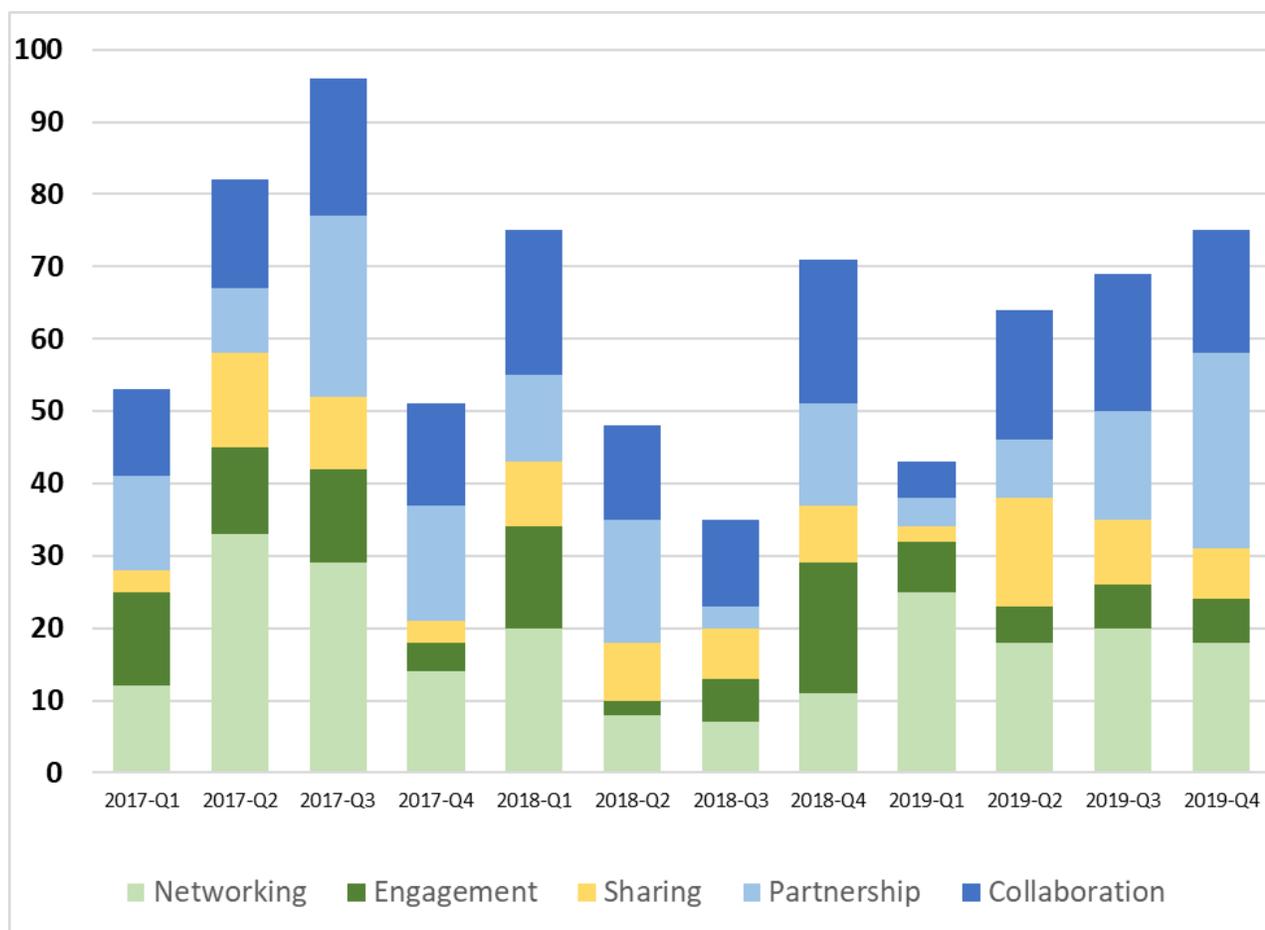
**Figure 2. Cumulative Count of Contracts with Specific Stakeholders**

Each quarter, stakeholders were also asked how they rated the level of partnership with each of the stakeholders who completed the previous quarter’s survey. There were six options (with guidance about each):

1. I do not know this agency / no interaction: Use this if you have not heard of the agency or organization or are unaware that it provides any services in your community. Also, use this if there is no meaningful interaction.
2. Networking: Use this if you are aware of the organization and have minimal interaction. However, all decisions are made independently, and you do not work together on activities or projects.
3. Engagement: Use this if you share information, engage in activities or projects together with loosely defined roles, but decisions are largely made independently.
4. Sharing: Use this if you share information and resources; you have more clearly defined roles; and there is some degree of shared decision making.

5. Partnership: Use this if you actively share ideas and resources, have frequent and prioritized communication, and engage in shared decision making.
6. Collaboration: Use this if you have agreements (such as a Memorandum of Understanding or MOU) that allow you to work together and/or share information and resources at a higher level; you engage in frequent, formal, and informal communication. Interaction occurs on a regular basis.

Figure 3 summarizes the changes in both the quantity of interactions and the level of partnership for each quarter. There was no clear discernable trend over time (either increasing or decreasing) in the quantity of interactions or in the levels of partnership.



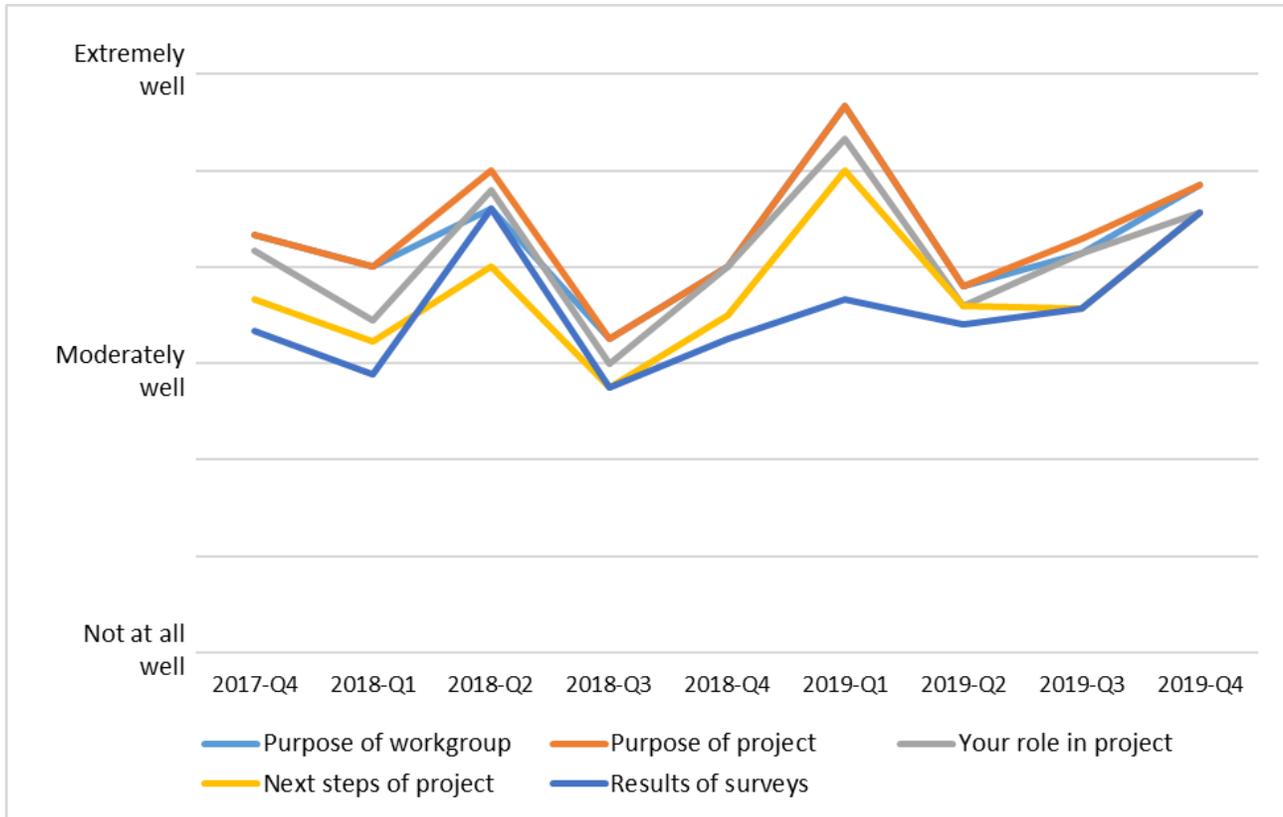
**Figure 3. Quantity and Level of Partnership by Quarter**

Beginning in the fourth quarter of the project (2017-Q4), additional questions were added to the partnership survey to assess knowledge about the project. These questions asked stakeholders about how well they understood

- the purpose of the coalition's Traffic Safety Workgroup,
- the purpose of the Park Rapids Traffic Safety Culture Project,

- their role in the Park Rapids Traffic Safety Culture Project,
- the next steps of the Park Rapids Traffic Safety Culture Project, and
- the results of the community, school, and workplace surveys.

Figure 4 summarizes the average response by those who completed the survey each quarter. The variation from quarter to quarter is attributed to the variation in who completed the survey (participation varied each quarter). Overall, there may have been a slight upward trend; however, it was very modest.



**Figure 4. Various Indicators of Knowledge About the Project**

The number of respondents varied over time. It is difficult to determine the reason for this variation. Possible explanations have been considered.

- The survey was completed every quarter, which may have been too often and created survey fatigue.
- The Partnership Collaboration Survey included many partners in the community, but some partners had minimal contact with the project. It is possible that the stakeholders/partners who weren't very involved did not understand the value of completing the survey when they only had minimal contact with the project throughout the quarter.

- The project was a pilot project that focused heavily on planning efforts and not on implementation. Had the project been focused on implementation, partners may have contributed more each quarter and possibly would have completed the survey more often.
- Feedback from one stakeholder who took the survey every quarter indicated that the Partnership Collaboration Survey may have been too long and because the survey asked respondents to rate each partnership, it was a little frustrating to do every quarter.

## Guide Service

Guide Service was offered to CHI St. Joseph's Health coordinators and was provided by the Center for Health and Safety Culture. Guide Service calls were conducted monthly throughout the project. The goals of Guide Service were to enhance the community coordinators' skills and to provide ongoing support and coaching for the project's activities. The support offered through Guide Service was tailored to the Park Rapids community and the needs of the community coordinators for the project. The community coordinators in Park Rapids were able to discuss ideas, talk through situations taking place in the community, and receive suggestions and feedback to help them move their efforts forward. Because measuring, understanding, and changing community culture is complex, it can be beneficial for communities interested in applying traffic safety culture to seek guidance and partner with other agencies or communities who have already successfully engaged in this process.

## Webinars

Multiple webinars were developed for the Applying Traffic Safety Culture Project. Webinars provided for this project included:

- An Overview of the Traffic Safety Culture Project
- Positive Culture Framework Skills
- Raising Concern and Hope
- Traffic Safety Culture
- Results of Data Across the Social Environment (will be completed after the final report)

The webinars were posted on the Community of Practice website so that stakeholders could easily access them to learn about the project and promote the project in the community. These webinars were also intended to help with the onboarding process of new stakeholders, a critical component of sustainability.

## Conduct a Cultural Assessment

Phase 1 also included conducting a cultural assessment. The purpose of the cultural assessment was to assess the current traffic safety culture in Park Rapids, Minnesota by gathering existing data, conducting surveys across the social environment, and inventorying existing strategies. A cultural

assessment is necessary to grow a shared understanding of culture and can serve as a basis for selecting strategies.

Tasks for the cultural assessment for this project included gathering existing traffic safety data, identifying existing traffic safety strategies, conducting stakeholder and key leader interviews, conducting traffic safety culture surveys to assess beliefs and behaviors across the social environment (adults, students, workplaces, and law enforcement), and prioritizing cultural factors. Each of these cultural assessment components are detailed below.

#### Gathering Traffic Safety Data and Identifying Existing Strategies

The first task of the cultural assessment for this project was to gather existing traffic safety data including consequences (e.g., crash data) and related risky and protective behaviors applicable to Park Rapids. A Portfolio Map of strategies was organized based on what layer of the social environment the strategy sought to change and where on the continuum of care the strategy operated (e.g., promotion, prevention, intervention, treatment). The Portfolio Map is a tool that can be used to grow a shared understanding of the existing traffic safety strategies within the community and to foster integration of new efforts. The Portfolio Map created for this project can be found in Appendix D.

#### Stakeholder and Key Leader Interviews

Current traffic safety stakeholders were interviewed in 2017 and again in 2019 by the CHI St. Joseph's Health project coordinator. The 2017 Stakeholder Summary Report and Interview Protocol can be found in Appendix E. The 2019 Stakeholder Interview Protocol (guidance and questions) can be found in Appendix F and the 2019 Stakeholder Summary Report can be found in Appendix G.

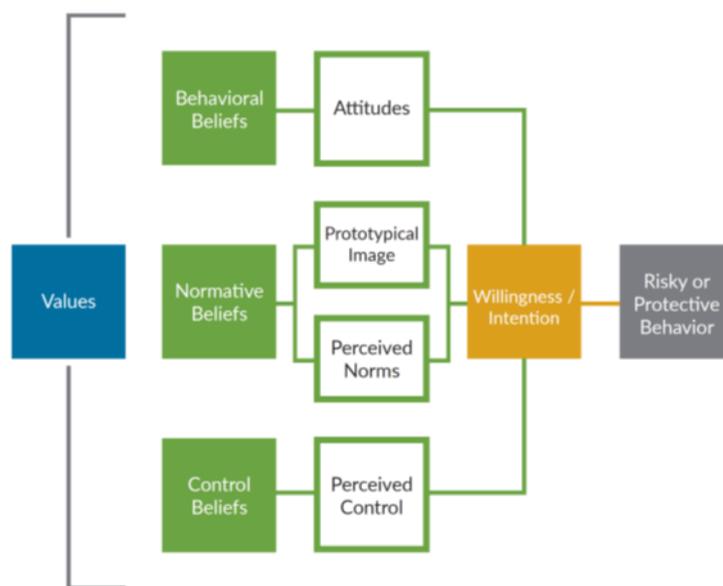
A research associate from the Center for Health and Safety Culture conducted Key Leader Interviews. Key leaders were identified as those having a key role in the Applying Traffic Safety Culture Project. The Key Leader Interview Protocol can be found in Appendix H. The Summary Report of Key Leader Interviews can be found in Appendix I. Both the stakeholder and key leader interviews provided important information for understanding the current traffic safety culture and opportunities for improvement. The information learned during the interviews was used in the development of the traffic safety culture surveys for this project.

#### Traffic Safety Culture Surveys

Surveys were developed and implemented to measure the values, attitudes, beliefs, and behaviors regarding two important traffic safety issues: distracted driving and driving after drinking alcohol. Traffic safety culture surveys were conducted in 2017 and again in 2019 across the social environment including: adults, students, workplaces, and law enforcement. The Institutional Review Board reviewed and approved each survey.

*Overview of Behavior Model*

The Applying Traffic Safety Culture Surveys were developed based on an integrated behavioral model (Figure 5. Integrated Behavior Model). The integrated behavioral model defines several constructs that can be measured for an individual. The relative impact of each construct on behavior can be assessed using statistical analytical techniques to better understand the constructs that influence decision making. Interventions can be developed to grow these constructs and thereby influence behavior. Survey questions were created to measure constructs of the model. Table 2. Definitions of Constructs used in Integrated Behavior Model provides a brief description of each construct.



**Figure 5. Integrated Behavior Model**

**Table 2. Definitions of Constructs used in Integrated Behavior Model**

<b>Constructs</b>	<b>Definitions</b>
Attitudes	Subjective evaluation of an object or behavior in terms of emotional reaction (e.g., “Speeding is exciting”) and perceived utility (e.g., “Seat belts are useless”).
Behavioral Beliefs	Expectations about the physical and social consequences of a behavior (e.g., “If I speed, I will likely get an expensive fine,” “If I drink and drive, my friends will exclude me”).

Construct	Constructs are the concepts developed or adopted for use in a particular theory. An example of a construct is “attitude” or “perceived control.”
Control Beliefs	Beliefs about my ability to engage or not engage in the behavior based on factors that are either internal or external to oneself (e.g., “Crashes are determined by fate,” “I am comfortable not speeding even if everyone around me is”).
Intention	The deliberate decision to commit a behavior in an anticipated situation (e.g., “I intend to wear my seat belt every time I am in a vehicle”).
Normative Beliefs	Beliefs about (1) what behaviors are most common in a group (e.g., “All my friends speed”); (2) what important people in that group expect (e.g., “My parents expect me to wear a seat belt”); and (3) what are the shared characteristics of people perceived to typically engage (or abstain) in that behavior.
Perceived Control	Perception of our ability to determine our own behaviors (e.g., “I can choose my own speed in traffic”).
Perceived Norms	The behavior believed to be common and expected in a given context (e.g., wearing a seat belt when driving with parents).
Prototypical Image	The stereotype of people perceived to typically engage in the behavior (e.g., “People who speed are cool”).
Values	Ideals to which we aspire that define the goals for our behavioral choices and direct the formation of our belief systems (e.g., “I must protect my family,” “I desire a life without stress”).
Willingness	The predisposition to commit a behavior if an unexpected situation arises (e.g., “I am more willing to speed if everyone else around me is speeding”).

The discussion of results from the analyses of the data obtained with these surveys are organized around these various components of the behavioral model.

### 2017 Surveys

#### *2017 Community Adults*

The Center for Health and Safety Culture (CHSC) developed a survey for community adults to assess their values, attitudes, beliefs, and behaviors regarding two prioritized traffic safety issues: distracted driving and driving after drinking alcohol (Appendix J). The community survey was based on the

CHSC's Integrated Behavior Model (see Figure 5. Integrated Behavior Model), which includes beliefs, attitudes, perceived norms, and perceived control to understand their intention and willingness to engage in a behavior. Institutional Review Board (IRB) approval for the community survey was obtained on March 8, 2017. This survey was completed in 2017 and again in 2019. The community survey was administered by two methods: a mailed paper version and an online version. The same survey instrument was used for each method. The Center for Health and Safety Culture contracted with a mailing provider for production and distribution of the paper survey. A four-point contact process was used to distribute the surveys using the U.S. Postal Service (See Appendix K). Two mailing lists were purchased: one was a random sample of households across Minnesota, and the second was a random sample of households across Park Rapids, MN promoted locally via the Park Rapids Enterprise. To allow designation of returned surveys from the statewide sample and the Park Rapids sample, a unique tracking code was printed on each survey return envelope. The tracking code of each returned survey was recorded in a database.

The 2017 Community Key Findings Report can be found in Appendix L.

The 2017 Cultural Summaries can be found in Appendix M. Cultural Summaries were completed for impaired driving, intervening to prevent impaired driving, distracted driving, and intervening to prevent distracted driving. Community data and student data are included in the cultural summaries.

#### *2017 Students*

CHSC developed a survey for students in Park Rapids to assess their values, attitudes, beliefs, and behaviors regarding the two prioritized traffic safety issues: distracted driving and driving after drinking alcohol (Appendix N). The survey was based on the CHSC's Integrated Behavior Model (see Figure 1). Institutional Review Board (IRB) approval for the student survey was obtained on March 8, 2017, and appropriate procedures for surveying students (e.g., minors) were followed including parent notification and passive consent (See Appendix O). The student survey was completed in 2017 and again in 2019.

The 2017 Student Key Findings Report can be found in Appendix P.

#### *2017 Workplaces*

CHSC developed a survey for workplace leaders in Park Rapids to assess their values, attitudes, beliefs, and behaviors regarding the two prioritized traffic safety issues: distracted driving and driving after drinking alcohol (Appendix Q). The survey was based on the CHSC's Integrated Behavior Model (see Figure 1). Institutional Review Board (IRB) approval for the workplace survey was obtained on May 11, 2017. The workplace survey was completed in 2017 and again in 2019 using a convenience sample of respondents recruited by local stakeholders including the Chamber of Commerce.

The 2017 Workplace Key Findings Report can be found in Appendix R.

### *2017 Law Enforcement*

CHSC developed a survey for law enforcement in Park Rapids to assess their values, attitudes, beliefs, and behaviors regarding the two prioritized traffic safety issues: distracted driving and driving after drinking alcohol (Appendix S). The survey was based on the CHSC's Integrated Behavior Model (see Figure 1). Institutional Review Board (IRB) approval for the law enforcement survey was obtained on June 7, 2017. The law enforcement survey was completed in 2017 and again in 2019. Law enforcement leaders were sent draft emails they could send to staff requesting participation. The survey was voluntary. A total of 11 law enforcement surveys were completed. Because of the small number of officers in the 2017 sample, we elected not to collect demographic information because of concerns regarding a lack of anonymity. A key findings report was not developed because of the small number of respondents.

### *2017 Conclusions Based on Cultural Assessment*

The purpose of the cultural assessment in 2017 was to assess the current traffic safety culture in Park Rapids, Minnesota by gathering existing data, conducting surveys across the social environment, and inventorying existing strategies. Using a behavioral model, surveys across the social environment including adults, students, workplace leaders, and law enforcement were conducted to better understand the traffic safety culture in Park Rapids. The surveys designed for this project specifically focused on two prioritized traffic safety issues: distracted driving and driving after drinking alcohol. Below is a brief overview of what was learned from the data collected in 2017.

Most adults, students, and workplace leaders in Park Rapids who responded to the survey share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most adults are not driving within two hours of drinking. Most students are not drinking alcohol, not driving after drinking, and not riding with drivers who have been drinking. Similarly, most workplace leaders have protective attitudes and beliefs about not driving after drinking and not driving distracted.

While most adults are never or rarely engaging in distracted driving behaviors, there are still too many engaging in these behaviors. Similarly, while most students are not engaging in distracted driving behaviors frequently, too many are engaging in these behaviors. Many adults and students have positive attitudes, beliefs, and willingness to intervene with others who engage in these risky driving behaviors.

Family rules and workplace policies can influence behavior and while most adults and students report having family rules about never driving after drinking alcohol, fewer report having family rules about driving distracted. Most workplace leaders agree that a workplace policy about traffic safety improves safety; however, many reported they do not have policies that address driving after drinking and distracted driving.

There are opportunities to improve traffic safety culture among adults, students, workplace leaders, and law enforcement. For adults and students in Park Rapids, traffic safety culture can be improved by growing stronger attitudes, correcting misperceptions, increasing the number of families with rules and workplaces with policies, and bolstering intervening behaviors. Additionally, educating leaders on ways to create workplace policies to address traffic safety and bolstering safety citizenship efforts can improve traffic safety culture in Park Rapids.

Conducting a cultural assessment is an essential step for those interested in applying traffic safety culture in a community to understand the community's shared values, attitudes, and beliefs. Information collected through the cultural assessment provided the necessary data to identify and prioritize strategies, to foster integration of new efforts, and to leverage existing communication channels for this project.

## Prioritize Cultural Factors

Upon completing the traffic safety culture surveys across the social environment, a one-and-a-half-day training was held in Park Rapids with local stakeholders. The goal of this training was to discuss the local traffic safety culture data collected, to facilitate connections among stakeholders, to build common language, and to initiate development of skills in three critical areas: leadership, communication, and integration of effective strategies to address traffic safety in Park Rapids.

While at the training, participants engaged in a prioritization process to focus their initial efforts. The traffic safety surveys focused on two issues: distracted driving and driving after drinking alcohol. Based on the prioritization process, their developed portfolio map, surveys, and local interest, the stakeholders prioritized driving after drinking alcohol as their area of focus for this project. The prioritization process was important in this project to determine the Traffic Safety Workgroup's focus area.

Conducting a cultural assessment was a critical component of this project and is strongly recommended for those interested in applying traffic safety culture in their community.

## Phase 2: Develop Traffic Safety Culture Strategies

*Phase 2: Develop Traffic Safety Culture Strategies* included: identifying traffic safety strategies, developing a toolkit of strategies, and prioritizing selected strategies.

### Identify Traffic Safety Strategies and Develop a Toolkit of Strategies

Upon completing the prioritization process to determine the initial focus area (driving after drinking alcohol) with stakeholders in Park Rapids, the Center for Health and Safety Culture conducted a literature review of strategies focused on impaired driving. The purpose of the literature review was to better understand existing traffic safety strategies for adults and parents, students, workplaces, and law

enforcement. Based on this literature review, the Center for Health and Safety Culture developed a Toolkit of Strategies (See Appendix T). The Toolkit of Strategies is based on the Positive Culture Framework and focuses in detail on Step 3 (Establish Common Purpose and Prioritize Opportunities) and Step 4 (Develop a Portfolio of Strategies) of the seven-step process (See Table 1). In addition to guidance found in the Toolkit of Strategies to help stakeholders align their purpose, prioritize strategies, and plan for implementation of new strategies, the toolkit also included conversation starters, a press release, a PowerPoint presentation, radio PSAs, and a Social Media Guide.

## Prioritize Selected Strategies

Once stakeholders were given the Toolkit of Strategies, CHI St. Joseph's Health and the Center for Health and Safety Culture reconvened stakeholders for a one-day training to prioritize strategies and select those that they would like to plan for implementation. The stakeholders choose four strategies during the prioritization process. Information about the prioritization process can be found in the Toolkit of Strategies (Appendix T). Those included: Place of Last Drink; bolster driver's education curriculum to integrate family rules; bolster Responsible Beverage Server Training; develop a community campaign promoting positive norms, bystander engagement, and family rules.

## Phase 3: Implement Traffic Safety Strategies

*Phase 3: Implement Traffic Safety Strategies* included: developing an implementation plan, providing on-going support to facilitate implementation among stakeholders, repeating traffic safety surveys across the social environment (adults, students, workplaces, and law enforcement), and repeating stakeholder and key leader interviews.

### Develop an Implementation Plan

Based on the strategy's stakeholders selected in the prioritization process, the Center for Health and Safety Culture developed an implementation plan for each strategy. The implementation plan included detailed information on how to implement each selected strategy. Implementation plans can be found in the Toolkit of Strategies in Appendix T.

It is important to note that as a pilot project, the goal of the project was to create the foundation for applying traffic safety culture in a community, to plan efforts, and mobilize collaborative partnerships. This project focused on the process of applying traffic safety culture in a community. There was no funding provided to implement strategies for this project. However, even without funding, the Park Rapids Traffic Safety Workgroup and stakeholders did seek to implement many of the strategies.

Below is a summary of the planning and subsequent implementation for each strategy selected by stakeholders in Park Rapids.

### Place of Last Drink

The Traffic Safety Workgroup chose to work on Place of Last Drink (POLD) as one of their strategies for this project. Collecting information about the place of the last drink (POLD) during enforcement activities is an enforcement practice recommended by the National Traffic Safety Board.<sup>6</sup> POLD data “identifies where an intoxicated person was drinking prior to a crime, incident, or alcohol-related traffic crash.”<sup>7</sup> POLD data can be used to “help law enforcement and planning agencies improve internal oversight of high-risk drinking settings, and it can be used to promote improved serving practices and alcohol policies of retail alcohol establishments to reduce a variety of alcohol-related problems including DUIs.” The coordinator arranged for a Chief of Police from Osseo, MN to present POLD to the coalition and local law enforcement and explain how the strategy could improve traffic safety efforts. It was ultimately decided not to implement this strategy at this time. It is important to note these planning efforts may have provided a foundation for implementation of POLD in the future.

### Bolstering Driver’s Education Curriculum to Integrate Family Rules

The Traffic Safety Workgroup decided to integrate family rules into existing efforts in their community. The project coordinator worked to develop a relationship with the new owner of the driving school as they identified that engaging young novice drivers and their parents was an important opportunity to improve traffic safety. Through a relationship with the driving school owner, the coordinator was able to provide flyers and tools for parents that could easily be integrated into their curriculum when discussing issues of underage drinking and illegal drinking and driving. The coordinator was able to connect the new driving school owner with law enforcement to participate in the program as well. New partnerships emerged in seeking to plan and implement this strategy.

### Bolster Responsible Beverage Server Training

Support for Responsible Beverage Server Training was originally provided by the State. However, it was identified near the beginning of the project that the State was no longer providing support for this training. Stakeholders in the Traffic Safety Workgroup identified that Responsible Beverage Server Training was an important training in their community and they wanted to sustain this effort between the county and the city. The Traffic Safety Workgroup investigated ways to bolster Responsible Beverage Server Training in their community and decided they would augment the training with their local data to help tell their community’s story and to help those taking the training to connect the consequences of overserving and the importance of not serving to minors within their community. The Traffic Safety Workgroup provided tools to educate servers about not overserving and not serving to minors. Servers have started asking for tools on how to intervene with someone who has had too much to drink, and the

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<sup>6</sup> National Transportation Safety Board Office of Public Affairs (NTSB). (2012). NTSP Issues Recommendations to Reduce Impaired Driving. Retrieved from : [https://www.nts.gov/news/pressrelease/Pagse/NTSB\\_Issues\\_Recommendations\\_to\\_Reduce\\_Impaired\\_Driving.aspx](https://www.nts.gov/news/pressrelease/Pagse/NTSB_Issues_Recommendations_to_Reduce_Impaired_Driving.aspx)

<sup>7</sup> National Liquor Law Enforcement Association (n.d.) Impaired Driving Crackdowns, Place of Last Drink (POLD). Retrieved from <http://www.nllea.org>

coordinator is working on this request. The coordinator also created posters and flyers to share with staff highlighting key messages or “please remember” talking points.

#### Community Campaign Promoting Positive Norms, Bystander Engagement, and Family Rules

The Traffic Safety Workgroup wanted to begin a community campaign to promote positive norms, bystander engagement, and family rules. Despite not having funding for this campaign, the workgroup felt it was important to begin planning for this strategy. To date, the Traffic Safety Workgroup has implemented some social media, press releases, emails, radio PSAs for adults and students, and advertisements in the newspaper. The coordinator also worked with the Hubbard In Prevention coalition to be the voice of not drinking and driving.

### **Repeat Traffic Safety Surveys Across the Social Ecology, Stakeholder Interviews, and Key Leader Interviews**

In 2019, traffic safety culture surveys were conducted again for each layer of the social environment (adults, students, workplaces, and law enforcement). Results were analyzed and stakeholders reconvened to discuss the results of the data and next steps for the project. A webinar will be provided to discuss the results of the traffic safety culture surveys so stakeholders in the Park Rapids community can continue to use their data to inform their traffic safety efforts. This webinar will take place after the final report is completed.

- The Minnesota Statewide Statistical Report (Appendix U) shows the relative frequencies and means of the responses to the Statewide Community Survey in 2017 and 2019.
- The Park Rapids Community Statistical Report (Appendix V) shows the relative frequencies and means of the responses to the Park Rapids Community Survey in 2017 and 2019.
- The Student Statistical Report (Appendix W) shows the relative frequencies and means of the responses to the Park Rapids Student Survey in 2017 and 2019.
- The Workplace Statistical Report (Appendix X) shows the relative frequencies and means of the responses to the Workplace Survey in 2017 and 2019.
- The Law Enforcement Statistical Report (Appendix Y) shows the relative frequencies and means of the responses to the Law Enforcement Survey in 2017 and 2019.

#### 2019 Conclusions

The variances of the means were analyzed (ANOVA) between 2017 and 2019 for each question on the surveys (the means, statistical significance of the difference in the means, and the effect size of the difference in the means – as measured by eta squared ( $\eta^2$ ) -- are included in the statistical reports in the appendices). Very few means of responses to questions showed any meaningful change (that is,  $\eta^2 > 0.04$ ).

On the Minnesota Statewide Survey:

- Handheld cell phone use while driving decreased slightly ( $p < 0.001$ ,  $\eta^2 = 0.051$ ).
- Perception of handheld cell phone use decreased slightly ( $p < 0.001$ ,  $\eta^2 = 0.077$ ).
- Disapproval for handheld cell phone use increased slightly ( $p < 0.001$ ,  $\eta^2 = 0.039$ ).
- Perception of disapproval for handheld cell phone use increased slightly ( $p < 0.001$ ,  $\eta^2 = 0.064$ ).
- Perception of most people asking others to stop reading or typing on a cell phone increased slightly ( $p < 0.001$ ,  $\eta^2 = 0.045$ ).

On the Park Rapids Community Survey:

- Handheld cell phone use while driving decreased slightly ( $p < 0.001$ ,  $\eta^2 = 0.058$ ).

On the Workplace Survey:

- Disapproval for driving after having perhaps too much to drink decreased ( $p = 0.021$ ,  $\eta^2 = 0.047$ ).
- Perception that workplaces have policies about never having a conversation on a cell phone while holding it while driving increased ( $p = 0.013$ ,  $\eta^2 = 0.063$ ).
- Perception that workplaces have policies about never having a conversation on a cell phone handsfree while driving increased ( $p = 0.027$ ,  $\eta^2 = 0.050$ ).
- Fewer workplaces were interested in learning about safety citizenship at their workplace ( $p = 0.046$ ,  $\eta^2 = 0.044$ ).

On the Law Enforcement Survey:

- Disapproval for driving within two hours of drinking any alcohol decreased ( $p = 0.033$ ,  $\eta^2 = 0.147$ ).
- Perception of handheld cell phone use decreased ( $p < 0.001$ ,  $\eta^2 = 0.510$ ).
- Perception of reading or typing on a cell phone while driving decreased ( $p = 0.015$ ,  $\eta^2 = 0.188$ ).
- More officers agreed they have time to enforce Minnesota's DUI laws ( $p = 0.021$ ,  $\eta^2 = 0.170$ ).
- More officers agreed they have time to enforce Minnesota's distracted driving laws ( $p = 0.031$ ,  $\eta^2 = 0.151$ ).
- More officers indicated their agency had a policy about never having a conversation on a cell phone while holding it while driving ( $p = 0.036$ ,  $\eta^2 = 0.158$ ) or hands free ( $p = 0.027$ ,  $\eta^2 = 0.167$ ).

No meaningful changes were noted on the Student Survey.

Most of the changes were associated with distracted driving (which was not the focus of the project). The only changes regarding impaired driving were on the Law Enforcement Survey: disapproval among officers about driving within two hours of drinking any alcohol decreased and more officers agreed they had time to enforce Minnesota's DUI laws. These changes were most likely due to the change in the sample – few officers (only 11) completed the survey in 2017; more officers (20) completed it in 2019.

The stability of the responses on all five surveys bolsters the sense of reliability of the questions and methodologies. Overall, behaviors and beliefs shift slowly, so significant changes would have been surprising. The consistency over two years bolsters the confidence in measuring behaviors and beliefs by self-reported surveys.

Since this project primarily focused on planning efforts (with little implementation), changes in behaviors and beliefs were not expected. Changing culture takes time. In organizations, research has indicated that successful culture change efforts typically take seven years.<sup>8</sup> Communities are much larger than organizations, and their social ecologies are much broader with many more leaders, stakeholders, and layers.

## Lessons Learned

This project provided an exciting opportunity to applying traffic safety culture in a community. Below are reflections about what we learned about applying traffic safety culture in a community and what those interested in applying traffic safety culture should consider as they plan efforts in their own communities.

- **Engage leadership and key partners early and often throughout the process.** The change process will be more effective if all stakeholders are committed at the beginning. Leadership and partners that develop the vision and plan for change together will be more committed because they have shared ownership.
- **Nurture and sustain passion for the work.** It is important to celebrate successes and reconnect with the core purpose of the work and why individual members are motivated to participate.
- **Ensure coalition leadership has a strong understanding and appreciation of the role of traffic safety culture to become a champion.** Given that the change process focuses on the transformation of culture, it is necessary that leadership of this process understands the role and importance of traffic safety culture. Without this understanding, it is not possible to lead the change process nor explain and encourage other partners to commit to the transformation of culture as the means to reaching the coalition's vision.
- **Identify and invest in growing strong leaders and facilitators.** Successful coalitions require strong leadership and good facilitation. It is therefore important to ensure persons in all key roles have the necessary understanding and training to be successful. The coalition should periodically reflect on its own functioning and identify opportunities to improve.
- **Create regular opportunities for stakeholders to interact with each other.** Frequent interactions reinforce commitment to the coalition, develop shared language, and grow new functional relationships (network).

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<sup>8</sup> Kotter, J.P. (2007) Leading change: Why transformation efforts fail, Harvard Business Review, January, pp.1-9.

- **Create shared concern for need to change.** Concern is the starting point for action. Until there is enough concern about the current situation, there will be little motivation to change that situation. Engaging in meaningful conversations and sharing data about the current situation can raise concern.
- **Be intentional about creating hope.** Concern without hope can lead to frustration and disengagement. It is important to create hope, which entails both the recognition of a path to success and the will to follow that path. Hope can be generated from recognizing existing strengths and celebrating prior success within the coalition.
- **Create an inspirational vision of success.** Whereas concern can draw attention to the need for change, a compelling vision of success is necessary to motivate and sustain effort needed to make that change. Indeed, a vision is necessary to define the situation we seek to reach through change. This vision needs to be frequently communicated to ensure broad recognition and acceptance by the coalition.
- **Celebrate success.** Through the change process, monitor progress and identify success including key milestones that can be celebrated as “wins” for the coalition. Regular celebration of wins throughout the process creates momentum for change by increasing hope and growing confidence.
- **Embrace and learn from change.** As changes emerge through the process, examine these changes to evaluate opportunities to build upon these changes, including revision to the original plan. Importantly, change is an opportunity for the coalition to learn. As the coalition’s plan unfolds and changes are observed, the coalition can explore its initial assumptions and beliefs – the coalition’s own culture.
- **Monitor and review needs of the coalition.** The change process is dynamic. The conditions needed to continue and sustain change will itself change as the process unfolds. Thus, it may be necessary to recruit new stakeholders relevant to the new conditions created by this process.
- **Develop an onboarding process for new stakeholders.** Onboarding is necessary for new stakeholders to quickly adopt the shared language and embrace the coalition’s vision. Without appropriate onboarding, the engagement of new stakeholders can be delayed or lost, thereby losing the intended benefits of recruiting new stakeholders. In fact, without proper onboarding, the lack of connection with new members may diffuse or disturb the established bonds already existing within the coalition.

## Conclusion

The Minnesota Department of Transportation initiated a three-year project called *Applying Traffic Safety Culture in Minnesota* to improve roadway safety by growing a positive traffic safety culture. The goal of this pilot project was to increase health and safety by understanding how culture impacts traffic

safety behavior in a community while creating common language, common understanding, and a portfolio of strategies to positively impact traffic safety culture.

The project was divided into three phases: (1) Establish community partnerships; (2) Develop traffic safety culture strategies; and (3) Implement traffic safety strategies. The Final Report is organized by the three phases and includes the tasks and associated activities completed in each phase. Learning outcomes throughout this final report and the tools created were designed to help the pilot community apply traffic safety culture and to help other Minnesota communities learn how to apply traffic safety culture. Traffic safety culture is a focus area in Minnesota's Strategic Highways Safety Plan.

## Appendix A. A Tool to Create an Appreciative Focus

### Introduction

Sometimes, groups or coalitions working to improve health and safety can be viewed by community members as the people “against things.” Truly, efforts to prevent risky behaviors seek to reduce the prevalence of people engaging in behaviors that can lead to negative health outcomes. This negative focus can reduce engagement by stakeholders (“Who wants to be on the ‘anti-everything’ coalition?”), drain energy (resulting in burnout), and limit creativity. Sometimes coalition members can feel like they are working against or battling the very community they seek to serve.

The purpose of this tool is to help coalitions create an appreciative, generative focus for their work. First, a few definitions:

- Appreciate: to recognize the full worth of something; to understand a situation fully.
- Generate: cause to arise or come about; produce.

An appreciative focus shifts from reducing a problem to growing a solution. An appreciative focus is inherently strengths based and allows for a community to tap into the positive aspects of its culture, which it can leverage to address challenges.

A generative focus gives energy, aspiration, and space for new thinking to take place. The issues that coalitions face are very complex and enduring. In other words, they are not easily fixed. Such challenges require new and innovative thinking. A generative focus can facilitate this kind of new thinking.

An appreciative, generative focus

- changes how people think so new options for decisions and or actions become available, and
- compels people to want to act.<sup>1</sup>

It takes creativity to shift to an appreciative, generative focus. Here is an example that demonstrates what it can look like in a business setting.

An airline company was struggling with complaints from customers about lost baggage. A traditional problem-solving approach would focus on why the bags were being lost, how to prevent lost bags, and how to help customers find bags when they were lost.

However, shifting to an appreciative, generative focus led the airline company to completely shift the problem to an aspirational, generative question: How can we create the best departure

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<sup>1</sup> Bushe. G.R. (2013), Generative process, generative outcome: The transformational potential of appreciative inquiry, in D.L. Cooperrider, D.P. Zandee, L.N. Godwin, M. Avital & B. Boland (eds.) *Organizational Generativity: The Appreciative Inquiry Summit and a Scholarship of Transformation (Advances in Appreciative Inquiry, Volume 4)*, Emerald Group Publishing Limited, pp.89-113.

experience for our customers? Clearly, finding your checked baggage is a core aspect of a good departure experience. But, there is much more as well. Shifting the focus from lost bags to good departure experiences allowed for many more people in the organization to become part of the solution, and it addressed what the customer holistically wanted.

## When to Use This Tool

Creating an appreciative, generative focus, requires a shift of the issue from a problem towards a solution. However, such a shift SHOULD NOT be performed until after sufficient data are gathered and reviewed about the issue. Often, individuals on coalitions can have limited understanding of beliefs and behaviors associated with negative outcomes. This limited understanding can result in significant misperceptions that can lead to ineffective (and even sometimes, harmful) approaches. It is critical to gather, review, and discuss data about beliefs, behaviors, and consequences so that coalition members have an accurate understanding of the issue before creating an appreciative, generative focus.

This tool can be used as a culminating activity after reviewing data to help the group develop shared understanding of the existing shared beliefs and behaviors in their community.

## How to Use This Tool

This tool is divided into three parts:

1. Reconnect With Purpose
2. Create the Appreciative, Generative Focus
3. Use the Appreciative, Generative Focus to Enhance and Expand Strategies

The first two parts should be done in one meeting (requires about 90 minutes or more depending on the group size). The third part can be done over several subsequent meetings.

### Part 1. Reconnect With Purpose

To begin, reconnect with the deep, underlying purpose that brings coalition members to the effort. While this may seem obvious or unimportant, taking time to reflect on this is important.

1. Ask each member of the coalition to take a few moments and reflect on why they do what they do and why they engage with this coalition. The goal is to seek responses beyond “Because I am required to attend” or “I was asked to join” to what really motivates them to address the issue. Ask everyone to think deeply about this and to prepare to respond in about 2 to 3 minutes. (This short response time can be difficult for some.)
2. After everyone has shared, take a moment to process the similarities. Ask the group about what common themes they heard.

3. These common themes connect with shared values. Ask the group if they believe many of these beliefs and values are shared across the community – by most people. These are important values to connect with in the next activity.

#### Part 2. Create the Appreciative, Generative Focus

1. Pick one issue the coalition is addressing like to reduce distracted driving or to prevent impaired driving. As the group becomes more familiar with creating an appreciative, generative focus, they may be able to engage in this activity while considering multiple issues; however, it is easier just to pick one issue or behavior initially.
2. Take a few minutes and discuss the behavior so that everyone has a shared understanding about the issue. For example, if the issue is reducing distracted driving, the group could discuss various forms of distraction such as using a cell phone, reaching for an object, eating, or even having a conversation. Reconnect with the data that were shared during the previous assessment work.
3. Next, divide the participants into groups of three. This will allow for more conversations and thinking to occur. Encourage people to move their chairs as needed and to talk with people they don't know as well. Diverse groups foster creativity.
4. Next, "flip" the issue by NOT focusing on what will be REDUCED but, rather, thinking about what will GROW if efforts are successful. What is this issue really about? What will there be more of if efforts are successful? This is not an easy question. Allow the groups 10 to 15 minutes and encourage creativity. The small groups do NOT have to reach consensus. An example might be that reducing distracted driving is really about growing engaged driving. What could engaged driving look like? Or, preventing impaired driving could be about growing more conversations about never driving after drinking and empowering people to speak up if they are worried about someone else. What could this look like?
5. Have each group share out their ideas and write them on a flip chart (or have each group write the ideas on large sticky notes – one idea per note). Connect and consolidate similar ideas.
6. Once all the ideas are presented, ask if anyone has any clarifying questions about what others shared.
7. Ask if there are any new ideas that came to mind after hearing from each group. Add the new ideas to the flip chart.
8. Ask everyone to "vote" for their top three choices, that is, the ones they think are appreciative, generative, and make sense to them (they will discuss why in the next step). They can use sticky dots or simply take their pen and put a check mark by their top three choices.

9. Identify the three ideas that got the most votes and discuss as a large group why they selected these and if there are any concerns. Allow for new ideas to emerge from the dialogue.
10. Using whatever means the coalition typically uses, seek consensus on one idea.
11. Group writing is difficult. A powerful, appreciative, generative focus requires the right words. Once the basic ideas have been identified, ask a member with strong writing skills to “wordsmith” the ideas and bring them back to the group for selection at a subsequent meeting. An example could be: “Our focus is growing conversations about planning to avoid driving after drinking and preventing others from driving after drinking.”
12. After the group has selected the language they like, share the ideas with other stakeholders and members of the community to see how they react. “Pilot testing” ideas and language is always a good idea. The goal is to identify any reactions that were unexpected or different interpretations of the words that were selected.

### Part 3. Use the Appreciative, Generative Focus to Enhance and Expand Strategies

As stated in the introduction, this tool is ideally used after a careful assessment of the issue and before strategy selection and design. As the group moves towards strategy selection and design, here are several questions that use the appreciative, generative focus to enhance and expand thinking about strategies.

#### Questions During Strategy Selection and Design

1. How does this appreciative, generative focus shift our understanding of our work?
2. What strategies might achieve our appreciative, generative focus?
3. What might growing our focus look like across the social ecology? Specifically,
  - a. What could this look like for individuals?
  - b. What could this look like for families?
  - c. What could this look like for schools? Workplaces?
  - d. What could this look like for community agencies? Elected officials? City and county governments?
  - e. What could this look like for the state?
4. Who are additional stakeholders we should approach?

## **Conclusion**

Creating an appreciative, generative focus for the coalition’s work can bolster engagement, create renewed energy, leverage strengths, and foster greater creativity.

By no means is an appreciative, generative focus seeking to reduce or ignore the pain and suffering that many people have experienced as a result of risky behaviors. This pain and suffering must be acknowledged and can be held, side by side, with an appreciative, generative focus.

## Appendix B. Partnership Collaboration Survey

### Start of Block: Default Question Block

#### T1 Introduction

CHI St. Joseph's Health is partnering with the Minnesota Department of Transportation and the Center for Health and Safety Culture at Montana State University on a pilot project to grow a positive traffic safety culture in Park Rapids.

This brief survey is designed to capture your level of activity and sense of collaboration with other agencies and organizations. The survey takes about 10 minutes to complete.

This is NOT a test. There are no right or wrong answers. Please answer as accurately as you can. Your participation is voluntary and you may stop taking the survey at any time.

If you have any questions or comments about the survey, please contact Jay Otto at [jay.otto@montana.edu](mailto:jay.otto@montana.edu).

Thank you for your time!

**org** Please select your organization from the list below.

*If your agency is not listed, please contact Angela Graham at [angelagraham@catholichealth.net](mailto:angelagraham@catholichealth.net) to have your agency added to the list. Thank you!*

▼ American Family Insurance ... A Better Connection

name What is your name?

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**TS\_hours** Approximately how many hours did you spend on traffic safety for Park Rapids during the past 3 months (October through December, 2017), including time on the Park Rapids Traffic Safety Culture Pilot Project?

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**PRTS\_hours** Approximately how many hours did you spend specifically on the Park Rapids Traffic Safety Culture Pilot Project during the past 3 months (October through December, 2017)?

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**activities** Please indicate the kinds of activities related to traffic safety that you have engaged in during the past 3 months (October through December, 2017) (mark all that apply).

- Attended local coalition meeting
- Attended other meeting related to traffic safety
- Presented locally about traffic safety
- Conducted internal staff training on traffic safety
- Conducted external staff training on traffic safety
- Conducted a program or curriculum on traffic safety
- Conducted traffic safety enforcement
- Provided financial resources to traffic safety efforts
- Collected or shared traffic safety data
- Other \_\_\_\_\_
- Other \_\_\_\_\_
- Other \_\_\_\_\_

## T2 Directions

Indicate how you would characterize your relationship with each agency or organization when it comes to improving traffic safety in Park Rapids. For this survey, please only consider activities associated with traffic safety.

For each agency, you can select the level of collaboration from the list below. Please review this list now so that you understand each level of collaboration.

### Levels of Collaboration

**"I do not know this agency / no interaction"** - use this if you have not heard of the agency or organization or are unaware that it provides any services in your community. Also use this if there is no meaningful interaction.

"Networking" - use this if you are aware of the organization and have minimal interaction. However, all decisions are made independently and you do not work together on activities or projects.

"Engagement" - use this if you share information, engage in activities or projects together with loosely defined roles, but decisions are largely made independently.

"Sharing" - use this if you share information and resources; you have more clearly defined roles; and there is some degree of shared decision making.

"Partnership" - use this if you actively share ideas and resources; have frequent and prioritized communication and engage in shared decision making.

"Collaboration" - use this if you have agreements (such as a Memorandum of Understanding or MOU) that allow you to work together and/or share information and resources at a higher level; you engage in frequent, formal and informal communication. Interaction occurs on a regular basis.

**partner** For each agency / individual listed below, please indicate approximately how often you worked with them during the last quarter (October through December, 2017) and how you would consider the level of collaboration with them.

	About how often did you work with each during the past 3 months (October through December, 2017)?	How would you consider the level of collaboration with each?						
		I have not heard of this agency No interaction	Networking	Engagement	Sharing	Partnership	Collaboration	
American Family Insurance	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
CHI St. Joseph's Health - Public Health	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Driver's Education	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Greater Northern EMS	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Hubbard County Commissioners	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Hubbard County District Attorney	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Hubbard County Public Works	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Hubbard County Sheriff's Office	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
North Memorial	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Park Rapids Chief and Officer	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Park Rapids School	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Minnesota Department of Transportation (MnDOT)	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Minnesota State Patrol	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Taxi Services	Never 11 times or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
City of Park Rapids	Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Minnesota Department of Public Safety	11 times or more ▼ Never	<input type="radio"/>					
A Better Connection	11 times or more ▼ Never	<input type="radio"/>					

**T3** Next, we would like to ask you some questions about the Hubbard in Prevention Coalition's - Traffic Safety Workgroup. These questions are generally recognized as characteristics of effective coalitions. These questions are not an evaluation or a test; the purpose of these questions is to identify opportunities for growth.

**coalition 1** How well do you understand the following items?

	Not at all well (1)	(2)	(3)	Moderately well (4)	(5)	(6)	Extremely well (7)
the purpose of the coalition's Traffic Safety Workgroup	<input type="radio"/>						
the purpose of the Park Rapids Traffic Safety Culture Project	<input type="radio"/>						
your role in the Park Rapids Traffic Safety Culture Project	<input type="radio"/>						
the next steps of the Park Rapids Traffic Safety Culture Project	<input type="radio"/>						
the results of the community, school, and workplace surveys	<input type="radio"/>						

**coalition 2** How comfortable are you describing the Park Rapids Traffic Safety Culture Project?

- Not at all comfortable (1)
- (2)
- (3)
- Moderately comfortable (4)
- (5)
- (6)
- Extremely comfortable (7)

**coalition 3** How confident are you to meet with a new stakeholder about the Park Rapids Traffic Safety Culture Project?

- Not at all confident (1)
- (2)
- (3)
- Moderately confident (4)
- (5)
- (6)
- Extremely confident (7)

**coalition 4** In your opinion, how frequently does the coalition's - Traffic Safety Workgroup engage with the community?

- Never (1)
- (2)
- (3)
- Occasionally (4)
- (5)
- (6)
- Very frequently (7)

**coalition 5** In your opinion, to what extent can you apply the coalition's - Traffic Safety Workgroup efforts to the work you are currently doing?

- Not at all (1)
- (2)
- (3)
- Somewhat (4)
- (5)
- (6)
- To a great extent (7)

**coalition 6** How familiar are you with the existing strategies as mapped on the strategy portfolio?

- Not at all familiar (1)
- (2)
- (3)
- Moderately familiar (4)
- (5)
- (6)
- Extremely familiar (7)

**coalition 7** During the past quarter (October through December, 2017), have you talked about Traffic Safety Culture with people who are not part of the Traffic Safety Workgroup?

- Yes
- No

*Skip To: any\_else If During the past quarter (October through December, 2017), have you talked about Traffic Safety Cu... = No*

**coalition 8** Who have you talked to?

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**any\_else** Anything else you would like to share?

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**T4** Thank you for your time!

End of Block: Default Question Block

## Appendix C. Partnership Collaboration Quarterly Summary Example

### Applying Traffic Safety Culture in Minnesota

#### Partnership Collaboration

#### Quarter 4 2019

(October – December 2019)

Submitted by:

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and

**Marlee Morrison**

Community Health Director

**Angela Graham**

Grant Coordinator

#### CHI St. Joseph's Health

600 Pleasant Avenue, Park Rapids, MN 56470

Submitted to:

**Minnesota Department of Transportation**

Traffic safety culture includes the shared values, beliefs, attitudes and behaviors of road users and understanding traffic safety culture is a focus area of the Minnesota Strategic Highway Safety Plan. The Applying Traffic Safety Culture Project is a three-year pilot project in Park Rapids, Minnesota. The goal of this project is to improve roadway safety by fostering positive traffic safety values in a community and promoting the acceptance of Toward Zero Deaths goals and traffic safety initiatives and projects.

The partnership tracking system is designed to capture partnerships supporting traffic safety efforts at the community level and to track ongoing and new partnerships throughout the project. This survey also provides information about the nature of partner relationships and will allow us to map network changes over time. The information is collected via an online Partnership Collaboration Survey and is provided to stakeholders quarterly. The Institutional Review Board reviewed and approved the survey on January 31, 2017 and a minor modification request was made and approved on December 1, 2017.

Table 1 summarizes the traffic safety activities of the fourth quarter of 2019 (October through December).

**Table 1. Activity Summary of the Fourth Quarter of 2019 (October - December)**

Stakeholder	TS Hours	Park Rapids Hours											Other
			Local Coalition Meeting	Other Traffic Safety Mgt.	Local TS Presentation	Internal Staff Training	External Staff Training	TS Program or Curriculum	Conducted TS Enforcement	Financial Resources	Collected / shared data		
American Family Insurance													
CHI St. Joseph's Health - Public Health	275	256	X	X							X		Hosted Traffic Safety Workshop
Driver's Education													
Hubbard County Commissioners	7	5	X	X									
Hubbard County District Attorney													
Hubbard County Public Works Department													
Hubbard County Sheriff's Office	5	1	X						X				Workshop
North Memorial													
Park Rapids Chief and Officer													
Park Rapids School													
Minnesota Department of Transportation (MnDOT)	10	10	X	X									Resources for MnDOT
Taxi Services													

State of MN Patrol																		Transferred to another division
Greater Northern EMS																		
City of Park Rapids																		
Minnesota Department of Public Safety																		
A Better Connection																		
Park Rapids Lakes Area Chamber																		
Wellness Matters	5	5	X	X														

**Summary of Collaboration (Quarter 4\_2019 – October - December)**

The Collaboration Partnership Survey for the fourth quarter of 2019 was launched on January 2, 2020 and closed on January 15, 2020. Seven traffic safety partners completed the survey, two partners started the survey but did not complete it. Partners taking the survey reported a total of 302 hours spent on traffic safety for Park Rapids during the past three months (including time on the Park Rapids Traffic Safety Culture Pilot Project). Of the 302 total hours, 277 hours were spent specifically on the Park Rapids Traffic Safety Culture Pilot Project during the past three months.

The kinds of activities related to traffic safety that partners engaged in during the past three months included: attended local coalition meetings, attended other traffic safety related meetings, conducted traffic safety enforcement, collected or shared traffic safety data, hosted/attended a traffic safety workshop, resources for MnDOT, and another stakeholder indicated that they transferred to another division.

Twelve agencies/individuals (American Family Insurance, Driver's Education, Hubbard County District Attorney, Greater Northern EMS, Hubbard County Public Works Department, North Memorial, Park Rapids School, Park Rapids Chiefs and Officers, City of Park Rapids, Taxi Services, Park Rapids Lakes Area, and A Better Connection) did not complete the Collaboration Partnership Survey. The relationships identified on the Collaboration Map represent other agencies'/individuals' relationships with them, but not the level of collaboration these agencies have with others.

Table 2 summarizes traffic safety hours and project hours for 2017 and 2018.

Table 2. Activity Summary Project 2017-2018

Stakeholder	Q1 2017		Q2 2017		Q3 2017		Q4 2017		Q1 2018		Q2 2018		Q3 2018		Q4 2018	
	TS Hours	Park Rapids Hours														
American Family Insurance	1	0					1	1	0	0						
CHI St. Joseph's Health - Public Health	250	250	250	240	200	200	240	240	270	270	250	250	300	280	275	240
Driver's Education																
Hubbard County Commissioners									15	11	5	5				
Hubbard County District Attorney									400	0					60	4
Hubbard County Public Works Department	0	0			3	0										
Hubbard County Sheriff's Office	14	3	4	3	24	8	14	13	18	5	8	6	8	3	4	6
North Memorial																
Park Rapids Chief and Officer	500	0			200	16					100	2			1	3
Park Rapids School																
Minnesota Department of Transportation (MnDOT)			4	0	4	3	1	1								
Taxi Services																
Minnesota State Patrol	10	1	18	6	35	22	10	2	15	6	30	5			20	15
Greater Northern EMS	4	0	12	3	40	32	16	4								
City of Park Rapids															1	0
Minnesota Department of Public Safety									0	0			1	1		
A Better Connection					1	1										
Park Rapids Lakes Area Chamber																

Table 3 summarizes traffic safety hours and project hours for 2019

Table 3. Activity Summary Project 2019

Stakeholder	Q1 2019		Q2 2019		Q3 2019		Q4 2019	
	TS Hours	Park Rapids Hours						
American Family Insurance								
CHI St. Joseph's Health - Public Health	250	240	250	240	280	280	275	256
Driver's Education								
Hubbard County Commissioners	1	1			6	6	7	5
Hubbard County District Attorney			40	0				
Hubbard County Public Works Department								
Hubbard County Sheriff's Office	2	2	6	6	8	8	5	1
North Memorial								
Park Rapids Chief and Officer			10	10	15	15		
Park Rapids School								
Minnesota Department of Transportation (MnDOT)					29	29	10	10
Taxi Services								
Minnesota State Patrol			10	1	20	3		
Greater Northern EMS								
City of Park Rapids								
Minnesota Department of Public Safety								
A Better Connection					1	1		
Park Rapids Lakes Area Chamber								
Wellness Matters							5	5

### **Collaboration Map (Q4\_2019)**

The following collaboration maps characterize relationships between organizations regarding efforts to improve traffic safety in Park Rapids. Lines on the map are directional and represent the number of times an agency worked with another agency in the past three months. An asterisk (“\*”) represents those agencies/organizations that did not complete the Collaboration Partnership Survey; thus, relationships identified on the collaboration map represent other agencies’/individuals’ relationships with them, but not the level of collaboration these agencies have with others.

#### **2017 Data**

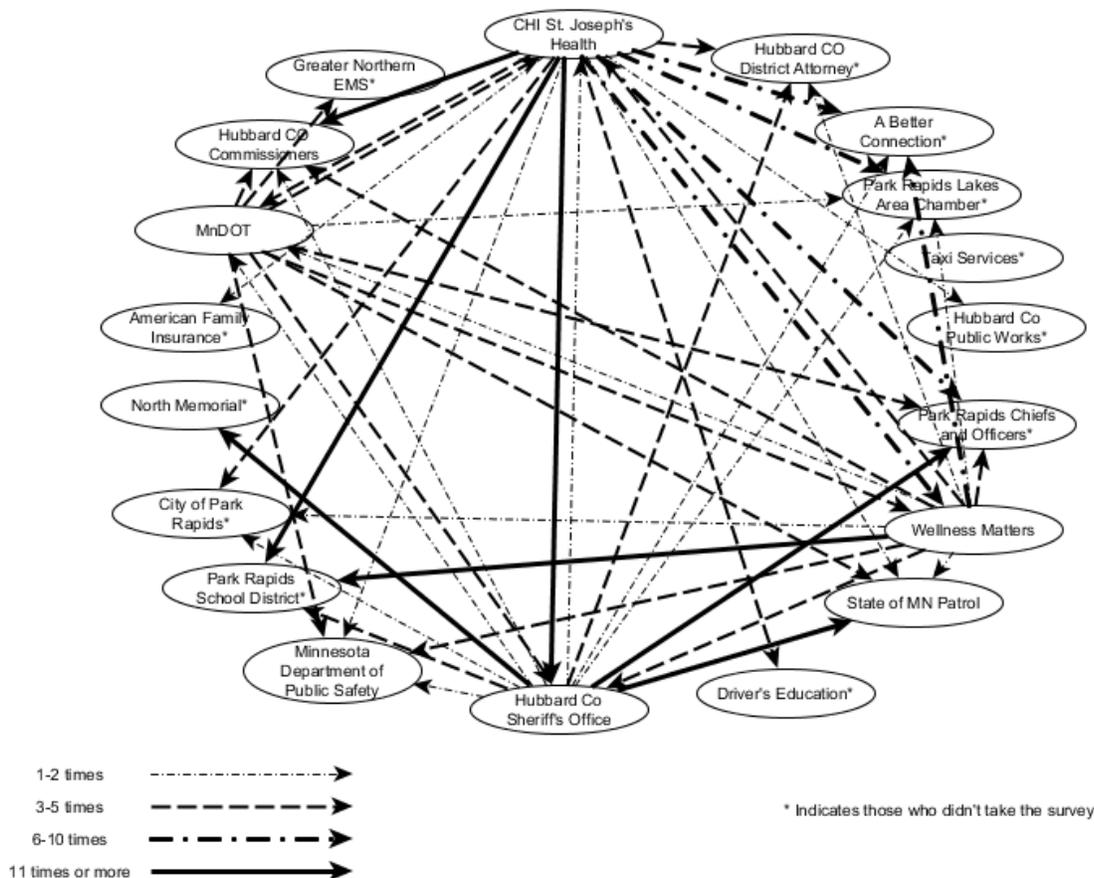
The Quarter 1 (2017) survey initially listed 12 stakeholders/partners. Quarter 2 (2017) added two additional stakeholders (Minnesota State Patrol and Greater Northern EMS) for a total of 14 traffic safety stakeholders. Quarter 3 (2017) added two additional stakeholders (City of Park Rapids and Minnesota Department of Public Safety) for a total of 16 stakeholders. Additionally, the partner ‘A Better Connection’ completed the survey, but was not listed as a stakeholder for Quarter 3 (2017). This partner was added to Quarter 4 (2017). There was a total of 17 stakeholders in Quarter 4 (2017).

#### **2018 Data**

Quarter 1 (2018) had 17 total stakeholders. Quarter 2 (2018) also had 17 total stakeholders. Quarter 3 (2018) had 18 total stakeholders and Quarter 4 (2018) had 18 total stakeholders.

#### **2019 Data**

Quarter 1 (2019) had 18 total stakeholders. Quarter 2 (2019) also had 18 total stakeholders. Quarter 3 (2019) also had 18 total stakeholders. Quarter 4 (2019) had 19 total stakeholders. The relationships identified on the Collaboration Map only provide their identified level of collaboration with other agencies/individuals. It does not include other agencies’/individual’s relationships with them. The collaboration map in Figure 1 shows the number of interactions organizations identified having with other organizations in the past three months.



**Figure 1. Collaboration Map Indicating Number of Interactions Q4\_2019 (October - December)**

Figure 2 shows the strength of collaboration each organization reported having with other organizations. The following definitions for strength of collaboration were provided:

- "Networking" - use this if you are aware of the organization and have minimal interaction. However, all decisions are made independently and you do not work together on activities or projects.
- "Engagement" - use this if you share information, engage in activities or projects together with loosely defined roles, but decisions are largely made independently.
- "Sharing" - use this if you share information and resources; you have more clearly defined roles; and there is some degree of shared decision making.
- "Partnership" - use this if you actively share ideas and resources; have frequent and prioritized communication and engage in shared decision making.
- "Collaboration" - use this if you have agreements (such as a Memorandum of Understanding or MOU) that allow you to work together and/or share information and resources at a higher level; you engage in frequent, formal and informal communication. Interaction occurs on a regular basis.

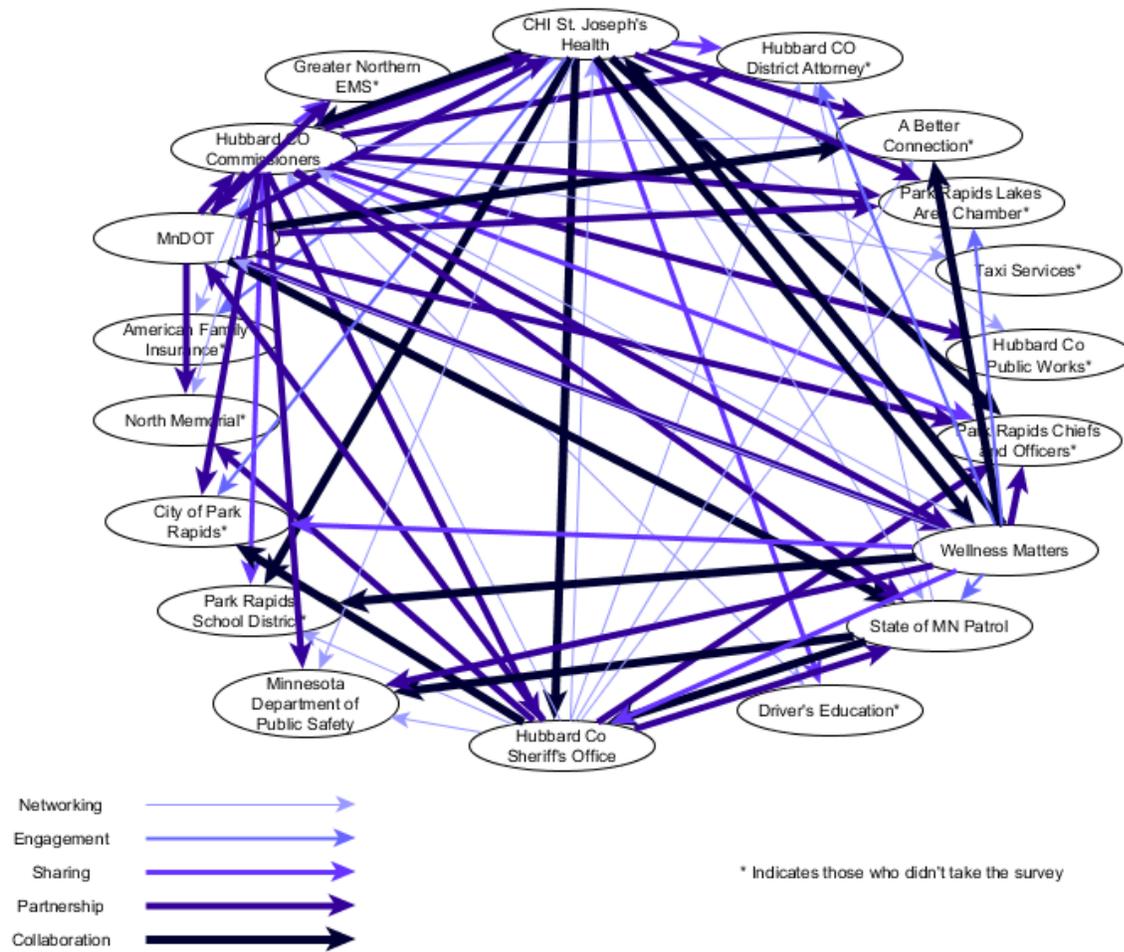


Figure 2. Collaboration Map Indicating Strength of Relationship Q4\_2019 (October - December)

Measure	2017				2018				2019			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Total number of "connected" stakeholders ( <i>stakeholders with one or more relationships</i> )	13	14	16	17	17	17	18	18	18	18	18	19
Total number of relationships	53	82	96	43	75	48	40	70	36	34	63	69
Average number of relationships per stakeholder	4.1	5.9	6	2.5	4.4	2.8	3.3	4.1	2.1	2	3.7	4.0
Average number of interactions 1 = "1-2 times" 2 = "3-5 times" 3 = "6-10 times" 4 = "11 times or more"	1.1	.9	1.1	1.2	1.2	1.6	.4	1.1	1.1	1.4	1	1.2
Average level of collaboration 1 = "Networking" 2 = "Engagement" 3 = "Sharing" 4 = "Partnership" 5 = "Collaboration"	3.0	2.5	2.9	3.3	3.0	3.5	3.3	3.2	2.0	3.4	3.2	3.4

### Hubbard in Prevention Coalition's Traffic Safety Workgroup

In Quarter 4 of 2017, additional questions were asked of stakeholders to gather a better understanding of the Hubbard in Prevention Coalition's Traffic Safety Workgroup.

The response format for the following five questions used a 7- Point Likert Scale (1 = Not at all well, 7 = Extremely well).

#### How well do you understand the following items? - the purpose of the coalition's Traffic Safety Workgroup

Year		Not at all well (1)	(2)	(3)	Moderately well (4)	(5)	(6)	Extremely well (7)	Total
2017_Q4		0%	0%	0%	17%	33%	50%	0%	100%
2018_Q1		0%	0%	0%	44%	22%	22%	11%	100%
2018_Q2		0%	0%	0%	20%	40%	0%	40%	100%
2018_Q3		0%	0%	25%	50%	0%	25%	0%	100%
2018_Q4		0%	0%	25%	13%	25%	13%	25%	100%
2019_Q1		0%	0%	0%	0%	0%	33%	67%	100%
2019_Q2		0%	20%	0%	0%	40%	40%	0%	100%
2019_Q3		0%	0%	29%	0%	29%	14%	29%	100%
2019_Q4		0%	0%	0%	29%	0%	29%	43%	100%

#### How well do you understand the following items? - the purpose of the Park Rapids Traffic Safety Culture Project

		Not at all well (1)	(2)	(3)	Moderately well (4)	(5)	(6)	Extremely well (7)	Total
Year	2017_Q4	0%	0%	0%	17%	33%	50%	0%	100%
	2018_Q1	0%	0%	0%	44%	22%	22%	11%	100%
	2018_Q2	0%	0%	0%	0%	40%	20%	40%	100%
	2018_Q3	0%	0%	25%	50%	0%	25%	0%	100%
	2018_Q4	0%	0%	25%	13%	25%	13%	25%	100%
	2019_Q1	0%	0%	0%	0%	0%	33%	67%	100%
	2019_Q2	0%	0%	20%	0%	60%	20%	0%	100%
	2019_Q3	0%	0%	29%	0%	14%	29%	29%	100%
	2019_Q4	0%	0%	0%	29%	0%	29%	43%	100%

### How well do you understand the following items? - your role in the Park Rapids Traffic Safety Culture Project

		Not at all well (1)	(2)	(3)	Moderately well (4)	(5)	(6)	Extremely well (7)	Total
Year	2017_Q4	0%	0%	0%	33%	17%	50%	0%	100%
	2018_Q1	0%	11%	11%	33%	22%	11%	11%	100%
	2018_Q2	0%	0%	0%	0%	60%	0%	40%	100%
	2018_Q3	0%	25%	0%	50%	0%	25%	0%	100%
	2018_Q4	0%	13%	13%	13%	13%	25%	25%	100%
	2019_Q1	0%	0%	0%	0%	0%	67%	33%	100%
	2019_Q2	0%	20%	0%	0%	20%	20%	0%	100%
	2019_Q3	14%	0%	0%	14%	14%	29%	29%	100%
	2019_Q4	14%	0%	0%	14%	0%	14%	57%	100%

### How well do you understand the following items? - the next steps of the Park Rapids Traffic Safety Culture Project

		Not at all well (1)	(2)	(3)	Moderately well (4)	(5)	(6)	Extremely well (7)	Total
Year	2017_Q4	0%	0%	0%	67%	0%	33%	0%	100%
	2018_Q1	0%	22%	44%	11%	11%	11%	11%	100%
	2018_Q2	0%	0%	20%	20%	20%	20%	20%	100%
	2018_Q3	0%	25%	25%	25%	0%	25%	0%	100%
	2018_Q4	13%	0%	13%	25%	25%	0%	25%	100%
	2019_Q1	0%	0%	0%	33%	0%	0%	67%	100%
	2019_Q2	0%	20%	0%	20%	20%	40%	0%	100%
	2019_Q3	14%	0%	0%	29%	29%	14%	14%	100%
	2019_Q4	0%	14%	0%	14%	0%	29%	43%	100%

### How well do you understand the following items? - the results of the community, school, and workplace surveys

		Not at all well (1)	(2)	(3)	Moderately well (4)	(5)	(6)	Extremely well (7)	Total
Year	2017_Q4	0%	17%	0%	33%	33%	17%	0%	100%
	2018_Q1	11%	22%	0%	33%	11%	11%	11%	100%

2018_Q2	0%	0%	20%	0%	20%	20%	40%	100%
2018_Q3	0%	25%	25%	25%	0%	25%	0%	100%
2018_Q4	13%	0%	13%	25%	38%	0%	13%	100%
2019_Q1	0%	33%	0%	0%	33%	0%	33%	100%
2019_Q2	0%	20%	20%	0%	20%	40%	0%	100%
2019_Q3	14%	0%	0%	29%	29%	14%	14%	100%
2019_Q4	0%	14%	0%	14%	0%	29%	43%	100%

Two questions asked stakeholders about their comfort describing the Traffic Safety Culture Project and their confidence to meet with a new stakeholder about the project. The questions used a 7-point Likert Scale (1 = not at all comfortable/confident, 7 = Extremely comfortable/confident).

### How comfortable are you describing the Park Rapids Traffic Safety Culture Project?

Year		Not at all comfortable		Moderately comfortable			Extremely comfortable	Total	
		(1)	(2)	(3)	(4)	(5)			(6)
2017_Q4		0%	0%	0%	33%	33%	33%	0%	100%
2018_Q1		0%	22%	11%	22%	33%	11%	0%	100%
2018_Q2		0%	0%	0%	25%	25%	50%	0%	100%
2018_Q3		0%	25%	0%	25%	25%	25%	0%	100%
2018_Q4		14%	0%	14%	14%	43%	0%	14%	100%
2019_Q1		0%	0%	0%	67%	0%	0%	33%	100%
2019_Q2		0%	17%	0%	17%	17%	33%	17%	100%
2019_Q3		13%	0%	0%	25%	25%	13%	25%	100%
2019_Q4		0%	14%	0%	14%	14%	57%	0%	100%

### How confident are you to meet with a new stakeholder about the Park Rapids Traffic Safety Culture Project?

Year		Not at all confident		Moderately confident			Extremely confident	Total	
		(1)	(2)	(3)	(4)	(5)			(6)
2017_Q4		0%	17%	0%	33%	0%	33%	17%	100%
2018_Q1		11%	11%	11%	22%	22%	11%	11%	100%
2018_Q2		0%	0%	0%	20%	40%	40%	0%	100%
2018_Q3		0%	25%	0%	50%	0%	25%	0%	100%
2018_Q4		13%	0%	13%	13%	38%	0%	25%	100%
2019_Q1		0%	0%	0%	67%	0%	0%	33%	100%
2019_Q2		0%	0%	17%	17%	17%	33%	17%	100%
2019_Q3		13%	13%	0%	13%	38%	13%	13%	100%
2019_Q4		0%	0%	14%	14%	14%	29%	29%	100%

The next set of questions asked about engagement and application of efforts. The question response format uses 7-Point Likert Scales.

**In your opinion, how frequently does the coalition's - Traffic Safety Workgroup engage with the community?**

		Never (1)	(2)	(3)	Occasionally (4)	(5)	(6)	Very frequently (7)	Total
Year	2017_Q4	0%	20%	40%	20%	20%	0%	0%	100%
	2018_Q1	13%	0%	25%	25%	25%	13%	0%	100%
	2018_Q2	0%	0%	0%	20%	60%	20%	0%	100%
	2018_Q3	0%	25%	0%	50%	0%	25%	0%	100%
	2018_Q4	0%	0%	0%	43%	29%	14%	14%	100%
	2019_Q1	0%	33%	0%	0%	33%	33%	0%	100%
	2019_Q2	0%	0%	0%	20%	40%	40%	0%	100%
	2019_Q3	0%	0%	0%	43%	57%	0%	0%	100%
	2019_Q4	0%	0%	0%	29%	29%	29%	14%	100%

**In your opinion, to what extent can you apply the coalition's - Traffic Safety Workgroup efforts to the work you are currently doing?**

		Not at all (1)	(2)	(3)	Somewhat (4)	(5)	(6)	To a great extent (7)	Total
Year	2017_Q4	0%	0%	0%	20%	0%	40%	40%	100%
	2018_Q1	0%	13%	0%	25%	25%	13%	25%	100%
	2018_Q2	0%	0%	0%	0%	40%	20%	40%	100%
	2018_Q3	0%	0%	25%	25%	0%	0%	50%	100%
	2018_Q4	0%	13%	0%	25%	38%	13%	13%	100%
	2019_Q1	0%	0%	0%	0%	0%	0%	100%	100%
	2019_Q2	0%	0%	17%	0%	17%	33%	33%	100%
	2019_Q3	0%	0%	13%	13%	25%	13%	38%	100%
	2019_Q4	0%	0%	0%	29%	0%	14%	57%	100%

**How familiar are you with the existing strategies as mapped on the strategy portfolio?**

		Not at all familiar (1)	(2)	(3)	Moderately familiar (4)	(5)	(6)	Extremely familiar (7)	Total
Year	2017_Q4	0%	17%	17%	17%	50%	0%	0%	100%
	2018_Q1	0%	22%	0%	56%	0%	22%	0%	100%
	2018_Q2	0%	0%	0%	20%	40%	40%	0%	100%
	2018_Q3	25%	0%	25%	25%	0%	25%	0%	100%
	2018_Q4	14%	0%	14%	43%	14%	0%	14%	100%
	2019_Q1	0%	0%	0%	33%	0%	33%	33%	100%
	2019_Q2	0%	17%	0%	17%	17%	50%	0%	100%
	2019_Q3	13%	0%	0%	25%	50%	13%	0%	100%
	2019_Q4	14%	0%	0%	14%	14%	57%	0%	100%

**During the past quarter (DATE), have you talked about Traffic Safety Culture with people who are not part of the Traffic Safety Workgroup?**

		Yes	No	Total
Year	2017_Q4	50%	50%	100%
	2018_Q1	67%	33%	100%
	2018_Q2	100%	0%	100%
	2018_Q3	75%	25%	100%
	2018_Q4	67%	33%	100%

2019_Q1	100%	0%	100%
2019_Q2	67%	33%	100%
2019_Q3	88%	13%	100%
2019_Q4	71%	29%	100%

Additionally, stakeholders were asked who they have talked with in the past quarter about traffic safety culture. They include:

- A variety of stakeholders in different areas of the State
- HIP Executive Board,
- Tabitha Schacht – Probation,
- Carolyn Pfeifer – Hubbard County Regional Economic Development Commission Assistant,
- Dan Stacey – Hubbard County Commissioner,
- Tammie Roth – Mental Health Provider,
- Christina Halse – Hubbard County Social Services,
- Amy Goodwater – Mental Health Provider,
- Shelli Walsh – Park Rapids High School, Hubbard in Prevention Coalition members present at December meeting -
- Tammie Roth – Mental Health Provider;
- Shelli Walsh – Park Rapids High School;
- Luke Preussler – CHI St. Joseph’s Health,
- Cathy Peterson – Business Owner
- Tammy De La Hunt – De La Hunt Radio Station,
- MnDOT,
- DPS,
- TZD staff,
- other county coalitions
- Parents,
- peers,
- other health providers,
- educator
- Law enforcement
- school
- public works

Additional information partners wished to share: “ I've had very - very little involvement with this group as my other professional priorities and responsibilities required. I appreciate the work, but don't feel I have good working knowledge of their efforts. Not by their fault in any way. Respectfully.”

“Not at this time”

“Like anything, it takes time to get things up and running. I feel that Hubbard County has made great strides in getting the safe roads culture mission out to the community. The biggest accomplishment for any coalition is to

bring all local partners together to share in their mission and Hubbard County has done a wonderful job doing that. The key is sustainability. They need to keep their efforts going even after the pilot project is complete. They have created a solid base and they need to keep working on changing the safe roads culture within their community.”

“Acting Commander Brad Bordwell (District 2800) is the new point of contact for traffic related activity in the area.”

## Appendix D. Portfolio Map

Portfolio Map

	<b>Individual</b> Programs or strategies designed to impact the individual like specific curricula, programs or interventions. These seek to change knowledge, attitudes, beliefs, skills and behaviors.	<b>Family</b> Programs or strategies designed to impact the family like parent training, family therapy or family education. Outcomes of these programs might be family rules or guidelines.	<b>School/ Workplace</b> Programs or strategies designed to impact the school like school-wide policies, school-wide discipline programs or training programs for all teachers.	<b>Community</b> Programs or strategies designed to impact the community like ordinances, laws, taxes or policies.
<b>Indicated</b> These strategies are for those who are known to exhibit the behavior you're seeking to address	<ul style="list-style-type: none"> <li>- <i>Alcohol ignition interlocks</i></li> <li>- <i>Alcohol treatment</i></li> </ul>	<ul style="list-style-type: none"> <li>- <u>Guiding Good Choices</u></li> <li>- <u>Strengthening Families Program</u></li> </ul>	<ul style="list-style-type: none"> <li>- <u>Employee Assistance Programs</u></li> <li>- <u>School Policies that address counseling or brief interventions for students who violate the Student Alcohol Policy or receive a legal charge such as Minor in Possession (MIP)</u></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Vehicle and license plate sanctions</i></li> <li>- <i>DWI offender monitoring</i></li> <li>- <i>Lower BAC limit for repeat offenders</i></li> <li>- <i>Administrative License Revocation or Suspension (ALR or ALS)</i></li> <li>- <i>BAC Test Refusal Penalties</i></li> <li>- <i>DWI courts</i></li> <li>- <i>Sanctions</i></li> </ul>
<b>Selective</b> Those programs are for those who are at-risk for exhibiting the behavior – they already possess a known risk factor	<ul style="list-style-type: none"> <li>- <i>Alcohol problem assessment/evaluation</i></li> </ul>	<ul style="list-style-type: none"> <li>- <u>Guiding Good Choices</u></li> <li>- <u>Strengthening Families Program</u></li> </ul>	<ul style="list-style-type: none"> <li>- <u>Schools Curriculum to support youth (i.e. dropout prevention, Life Skills, substance use, etc.)</u></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Open Container Laws</i></li> <li>- <i>Court monitoring</i></li> <li>- <i>Limits on diversion and plea agreements</i></li> <li>- <i>Preliminary Breath Test Devices (PBTs)</i></li> <li>- <i>Passive Alcohol Sensors (PAS)</i></li> </ul>
<b>Universal</b> These are programs aimed at the general focus audience that you are trying to serve	<ul style="list-style-type: none"> <li>- <b>Driving Simulator</b></li> <li>- <b>Rollover Simulator</b></li> <li>- <b>Child Passenger Res Ctr</b></li> <li>- <b>Defensive Driving</b></li> <li>- <b>Parent Ed – Driver's Ed</b></li> <li>- <i>Alcohol screening and brief intervention</i></li> <li>- <i>Alternative transportation options</i></li> <li>- <i>Designated drivers</i></li> <li>- <i>Youth programs</i> <ul style="list-style-type: none"> <li>- <b>Project Northland (Middle School)</b></li> <li>- <b>Class Action (High School)</b></li> </ul> </li> <li>- <i>Mass Media Campaigns</i></li> </ul>	<ul style="list-style-type: none"> <li>- <u>Guiding Good Choices</u></li> <li>- <u>Strengthening Families Program</u></li> <li>- <u>Family rules about driving after drinking alcohol</u></li> <li>- <u>Monitoring youth</u></li> <li>- <b>Post Prom Assembly – distracted/impaired driving demo's</b></li> <li>- <b>Victim Impact Panel</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>Responsible beverage service</b></li> <li>- <b>Alcohol vendor compliance checks</b></li> <li>- <u>School/Workplace Policies that address driving after drinking</u></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Minimum drinking age 21 laws</i></li> <li>- <i>Zero-tolerance law enforcement</i></li> <li>- <i>"Use and Lose" Laws</i></li> <li>- <i>Keg Registration Laws</i></li> <li>- <i>Underage Drinking Tipline</i></li> <li>- <b>Social Host Liability</b></li> <li>- <i>Alcohol-Impaired Driving Law Review</i></li> <li>- <i>Publicized Sobriety Checkpoints</i></li> <li>- <i>High Visibility Saturation Patrols</i></li> <li>- <i>Integrated Enforcement</i></li> </ul>

Reference: Goodwin, A., Thomas, L., Kirley, B., Hall, W., O'Brien, N., & Hill, K. (2015, November). *Countermeasures that work: A highway safety countermeasure guide for State highway safety offices, Eighth edition.* (Report No DOT HS 812 202). Washington, DC: National Highway Traffic Safety Administration.



# Appendix E. 2017 Stakeholder Interview Summary Report

## Applying Traffic Safety Culture in Minnesota

### Summary Report of Stakeholder Interviews for Hubbard County

Date:  
March 30, 2017

Submitted by:

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Submitted to:  
Minnesota Department of Transportation

## Background

### Purpose

The purpose of these interviews was to assess current values, beliefs, and engagement among stakeholders regarding traffic safety efforts in Hubbard County, and build relationships with leaders to support prevention efforts. This report is not a reflection of opinions of this agency or the county prevention coordinator. It is rather a synthesis of the stakeholder interviews conducted by the coordinator. The views and opinions stated in these interviews are not representative of all leaders in Hubbard County and should not be viewed as such.

### Process

The coordinator identified community leaders and key stakeholders in efforts to address traffic safety in Hubbard County. The coordinator reached out to these leaders to schedule in-person interviews. The prevention coordinator used an interview guide and questions provided by the Center for Health and Safety Culture for the interview (Appendix A). During the interview, the coordinator transcribed the interviewee's responses, and immediately following the interview the coordinator completed the interview reflections section. The interview notes and reflections were provided to the Center for Health and Safety Culture for qualitative analysis. The Center for Health and Safety Culture synthesized the responses into this summary report. Bulleted items that are listed in italics are transcribed as is from the interview reports.

### Dates

Range of dates interviews were conducted- January 20<sup>th</sup>- March 2<sup>nd</sup>, 2017

### Sectors of Participants

1- Parent of 12-20 year old	0 - Youth-serving Organization	3- Healthcare
1- For-profit Business	1 - Law Enforcement	5 - Government Agency
0 - Media	0 - Religious or Fraternal Organizations	0- Treatment Provider
3-Education	0 - Civic and Volunteer Groups	1 - other: <u>Insurance Agent</u>

\*Indicates a comment was mentioned for than once

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## Overall themes

This section is a brief summary of the common themes that were revealed through content analysis of stakeholder interviews. Overall themes from the stakeholder interviews are categorized into three sections: traffic safety, impaired driving, and distracted driving. Other sections of the report include: barriers to improving traffic safety; understanding how to create change; defining collaborators; stakeholder's individual role in improving traffic safety; and identification of ways stakeholders could engage more.

### Traffic Safety

Stakeholders interviewed in Hubbard County believe it is very important to improve traffic safety because it saves lives. Most of these stakeholders believe traffic safety is an important issue that needs to be addressed. Some believe, as a rural community, traffic safety is incredibly important because when accidents happen it affects the whole community. However, a few of the stakeholders think that traffic safety is not a big problem because there have not been any recent issues.

Some of the stakeholders interviewed believe that most leaders think improving traffic safety is very important because they want safe roads and they care about the community. Leaders recognize that traffic safety saves lives and they make it a priority in their community. Other stakeholders interviewed believe that leaders have other priorities and they are not wanting to address this issue. On average, the stakeholders interviewed believe that most law enforcement place more importance on improving traffic safety than most leaders. Improved traffic safety results in safer communities and safer citizens which makes their job easier. However, a few of the stakeholders interviewed believe that there is not much law enforcement could do because they have so many other priorities.

Many interviewed express the need for more education, funding, increased enforcement, collaboration, and shifting of perceptions in order to improve traffic safety. They mention many potential barriers to improving traffic safety like cultural values and beliefs, current behaviors, funding, lack of infrastructure, and the need for a champion. Most of the stakeholders interviewed think change is possible but it takes time and education. They also recognize that change efforts require community support.

### Impaired Driving

Most stakeholders who were interviewed are very concerned about the dangers/risks posed to the county by impaired drivers. They express concern about some people thinking it is okay to drive after drinking as long as they take back roads home. A few of the stakeholders interviewed state that they are not as concerned because they do not think the behavior is very prevalent. About half of the stakeholders interviewed believe that the issue of drinking and driving in the community is getting better. They relate this to increases in enforcement and education as well as lack of acceptance of engaging in this behavior. Other stakeholders who were interviewed believe the issue is staying the same. Some of those stakeholders believe this because the cultural norms about drinking and driving are the same. It was mentioned several times that there are more services available now to assist people in getting home safely.

Most stakeholders extremely disapprove of driving while impaired because it is dangerous, unsafe, and against the law. They reiterate how drivers have a responsibility to themselves and everyone else in the community to drive safely. The stakeholders who were interviewed also express that most adults in the county disapprove of driving while impaired. They believe that most adults understand the safety

\*Indicates a comment was mentioned for than once

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concerns and have regard for other human life. However, some stakeholders express that even though most disapprove, they still drive after drinking. Many of the stakeholders feel like there is a strong cultural norm that driving after a couple of drinks is acceptable.

### Distracted Driving

Most of the stakeholders who were interviewed are extremely concerned about the dangers distracted drivers pose to the county. They feel like distracted driving is becoming more of a problem as technology advances. They are particularly concerned about younger drivers because of their lack of experience and increased use of technology. They also express that some people think it is okay to drive while distracted, and that it is an accepted behavior. Some of the stakeholders mention that there is a need for more education on what can cause distractions.

Most of the stakeholders who were interviewed believe that distracted driving is getting worse and most adults in the county engage in distracting behaviors while driving. They believe that incidents of distracted driving are increasing because of technology, specifically cell phones. The most prevalent distracting driving behavior that the stakeholders who were interviewed have witnessed is the use of cell phones. This includes texting, talking, reading, using social media, and accessing music. In addition to cell phones other prevalent distraction behaviors included changing the radio, eating food, having children or passengers in the vehicle, and an overall lack of concentration on driving.

Most of the stakeholders interviewed express extreme disapproval for driving while distracted. However, they recognize that being distracted while driving is very easy to do. They acknowledge that it is a risky behavior that should not be done and a behavior that can have dire consequences. However, many of these stakeholders perceive that everyone is guilty of distracted driving. They express concern for the behavior but acknowledge that sometimes it is unavoidable. While most of the stakeholders interviewed express extreme disapproval for distracted driving, they do not believe most adults share the same level of disapproval. These stakeholders believe that most adults realize it is unsafe to drive while distracted, yet they do it anyway. Many express that they believe adults do not view cell phones as a distraction. A few of the stakeholders interviewed mention that they feel like distracted driving occurs more often in their county because it is rural and there is little traffic.

\*Indicates a comment was mentioned for than once

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**Traffic Safety**

This category includes: the value of improved traffic safety in the county and beliefs about the likelihood of improving traffic safety.

**Value of Improved Traffic Safety in the County**

On a scale from 1 to 10, where 1 is "not at all important" and where 10 is "extremely important," how important is improving traffic safety in our county to you?

	Not at all 1	2	3	4	5	6	7	8	9	Very Important 10	Average
Number of Responses					1		1	4	4	5	8.7

Why do you believe this?

**Rural community**

- If there are things in the area that need to be fixed where accidents are prevalent we should
- High increase in fatal and injury crashes due to drug and alcohol related
- Address this issue
- Small community, but when something happens it really affects the whole community
- It is a big impact when someone gets hurt

**Saves lives/protects lives**

- Being involved in an accident is life changing
- Traffic safety includes pedestrians and motor vehicle accidents, reducing traffic incidents is very important – important to protect people's lives
- Saves lives
- Having been involved in an MVA (personal experience) – understands the devastation effects of being injured and of others
- No one wants to be hurt or killed

**Good to always improve**

- Enforcement is huge, needs to be improved
- Important to keep improving traffic safety, always room to improve and keep our loved ones and community safe.
- Don't see a big flaw in traffic safety, but there is always room for improvement
- Education and enforcement need to be seen as a concern
- Need to patrol high risk areas
- Increase signage
- Lots of education needed
- Need to do a better job on roadway design and maintenance. That's our job.

\*Indicates a comment was mentioned for than once

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**Public deserves safety**

- Traveling public deserves to have safe roads to travel on
- Traveling public appreciates (customer)
- Overall general public safety
- Safety is very important, lots of families and kids on the road
- Safety needs to be in place
- Safe community

**Traffic safety is an important issue**

- Distracted driving is an issue
- Impaired driving is an issue
- There are times that drivers are distracted with cell phones
- Elderly driving with prescriptions
- Obvious potential hazards that need to be addressed
- County-wide there are a variety of issues that have an effect on the residents on our county accidents have occurred, impacts people's lives – all accidents
- World impact EMT and LE and hospital staff
- Fatalities are happening, people are not paying attention or they are driving impaired
- See the results of how important traffic safety is when being on the fire department or first response
- Traffic safety is much bigger than just vehicles, it includes pedestrians. Bike and other forms of travel.
- To make sure that students arrive to and from school safely
- Distracted driving in the young adults is very prevalent
- Impact of accidents – severity and frequency impact how people travel (walking, biking) and where they feel safe to travel with different modes of transportation

**Not a big problem**

- Thinks county is pretty safe
- Doesn't know of any crashes
- Doesn't see it as a problem or huge issue
- There are a few specific issues that are a concern but not a lot to make suggestions for changes

**Common Themes:**

Stakeholders in Hubbard County believe it is very important to improve traffic safety because it saves lives and the public deserves safety. Most stakeholders interviewed believe traffic safety is an important issue that needs to be addressed. However, a few of the stakeholders think that traffic safety is not a big problem because there have not been any recent issues. Some believe that traffic safety is even more important in a rural community because when accidents happen it affects the whole community. Many interviewed express the need for both education and enforcement in order to improve traffic safety.

\*Indicates a comment was mentioned for than once

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On a scale from 1 to 10, where 1 is "not all important" and where 10 is "extremely important," how important do you think improving traffic safety is to most leaders in our community?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Important 10	Average
Number of Responses		2			2	1	1	4	1	4	7.2

Why do you believe this?

**Always room for improvement**

- As leaders there is always room for improvement

**Committed**

- Top priority is public safety
- Generally people want a safe community/environment
- Leaders want the community to be known as safe, don't want increased accidents or distracted and impaired driving
- We are doing it all the time
- Clearing obstacles
- Roadways maintained (winter)
- Reduce speed by changing/improving roads (roundabouts)
- Leaders are invested
- Emergency and highway patrol do not want to go to an accident site
- Traffic safety want the best/safest roads for drivers
- Saves lives
- We all care about the community and we want everyone to be safe
- Leaders feel it is important principle
- It is important to most leader because most have been affected
- Most leaders understand the dangers and that law enforcement are taking steps to improve public traffic safety
- We want to bring people into our town and we need to have a safe way to bring people to our community
- Don't want our community to be known for fatalities or unsafe roadways

**Other priorities**

- They (leaders in community) are focused on everything but traffic safety (taxes, streets, other business). Traffic safety would be pretty far down the list.
- Focused on other government issues (gay rights, health insurance...)
- Traffic safety may be lower on their list of priorities
- Leaders are not aware of the extent of the problem

\*Indicates a comment was mentioned for than once

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- Other leaders don't feel it is their concern and doesn't concern them; if it's not in their scope of work it is not their primary focus
- Will focus on it as long as it doesn't cost too much, most need to be convinced to spend money on traffic safety
- Most people don't see traffic safety as an issue because there are not a lot of DUIs or accidents
- Leaders have many issues on their plates and sometimes community issues don't get to the top of the list
- Maybe other issues are more important
- Don't believe that they feel that it's a top priority

**Not wanting to address the issues**

- They don't see, know, or want to look for issues
- Sees issues but no one wants to address them
  - not wanting to spend the money
  - its someone else's problem

**Common Themes:**

Some of the stakeholders interviewed believe that most leaders think improving traffic safety is very important because they want safe roads and they care about the community. Leaders recognize that traffic safety saves lives and make it a priority in their community. Other stakeholders interviewed believe that leaders have other priorities and they are not wanting to address this issue. Stakeholders recognize that leaders have many issues to deal with and sometimes traffic safety is not at the top of the list.

\*Indicates a comment was mentioned for than once

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How important do you think improving traffic safety is to most law enforcement in our community?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Important 10	Average
Number of Responses					2	1		2		10	8.8

Why do you believe this?

Part of their job

- It's their job to improve safety
- It's important
- Part of the job\*
- Work overtime to improve traffic safety
- It is a big part of their day
- It is our job, public safety
- Their job is to make sure the roads are safe and that people are abiding by the rules
- It is an organizational priority

Makes their job easier

- Striving for safety makes their job easier
- Makes their job easier
- It reflects on their job

They want communities and citizens safe

- They don't want to deal with death from accidents from distracted or impaired driving
- Don't want people in accidents
- Safety of people's lives
- They take the position because they want to believe in safety
- All striving for Toward Zero Deaths
- Keeping people safe
- To catch before an accident is better

They know and deal with the realities of unsafe traffic situations

- They see results of accidents
- They see the needs for improvements
- Places more burden on our system when we don't have safe roads
- Cost of time, money, man power to investigate accidents than writing tickets
- Response to crash and traffic situations, then maybe in harm's way also
- Law enforcement does not know what they will be encountering when approaching an accident scene

\*Indicates a comment was mentioned for than once

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- They see more than the public – it's a hard job – they see the horrendous results of accidents – in any situation
- They have firsthand knowledge of severity and details surrounding issues with traffic safety
- They know it is important
- They see the results of an accident

Not able to do much

- They try to look where they see crashes to improve, but not being able to do much
- Law enforcement is stretched so thin
  - many other ideas in the community so they cannot deal with traffic safety
  - don't feel it is a priority

Causing more problems

- Don't believe in the issues
- Law enforcement are causing problems (unnecessary high speed chases endangering everyone involved and bystanders)

Common Themes:

On average, the stakeholders interviewed believe that most law enforcement place more importance on improving traffic safety than most leaders. They view traffic safety as part of law enforcement's job. Improved traffic safety results in safer communities and safer citizens which makes their job easier. However, a few of the stakeholders interviewed believe that there is not much law enforcement can do because they have so many other priorities.

\*Indicates a comment was mentioned for than once

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Beliefs about the Likelihood of Improving Traffic Safety

Specifically think about reducing fatalities and serious injuries on our roadways. On a scale from 1 to 10, where 1 is "not at all likely" and where 10 is "extremely likely," how likely is it that we improve traffic safety in our community over the next five years?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely likely 10	Average
Number of Responses	1				2	2	4	4		2	6.9

Why do you believe this?

Extremely likely, but takes money, etc.

- Leaders (city, county, LE) are working closely and have it as #1 priority to make our roads safer
- Leaders are willing to go with campaigns (national) to make traffic safety and roads safer
- TZD – county leaders and law enforcement support
- Redesigning roadways - are important to keep safe
- Big budget needed to help with changeable traffic safety
- This grant will help make it happen, showing action steps for change
- Because some of the planning going on in the community (new roundabout)
- There are a lot of different ways people are being encouraged to change their behavior about driving
- Efforts will pay off
- It takes resources to implement campaigns, add enforcement and increase TZD hours

Takes time

- Have a 5 year plan in place to make sure the roads are safe (signs, road surface, and other safety measures)
  - need money to do all they want to do
  - need to take things in steps and stages
- It can be changed in the next 50 years, not 5. Done through infrastructure changes like roundabouts, narrow roads, good sidewalks, and public transportation.
- It takes time

Possible

- There will always be driver's errors to keep the number lower than a 10
- Could be changeable
  - there are things that can be done
- Change is always possible, but hard to do
- People will have to take ownership of their behaviors
- Need to lead by example
- Personal motivation

\*Indicates a comment was mentioned for than once

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- Not a lot of people want change until it affects them
- There is potential to change but need support of community and need to be more proactive
  - key education components- distracted and impaired driving, pedestrian and bike safety
  - changeable action will happen after there is a death or injury
- Already seeing improvements with the bypass lanes and nationally more fixing of roads and bridges
- Actions and activities to improve traffic safety are doable
- Education is important

Not likely

- Lack of funding to improve
- Is there opportunity to improve? Do they exist?
- Don't think we will change in next 5 years
  - other than making phones illegal, not sure much can be done to change traffic safety
- Statistically no difference between hand held and hands free when it comes to traffic incidences
- City governments don't have control over the roadways, the state does. The state does not listen to the city about their needs
- It may work in one area but may not work in another (urban vs. rural)

Common Themes:

Most of the stakeholders interviewed think change is possible but it takes time and education. They also recognize that change efforts require community support. A few of the stakeholders that were interviewed think it is extremely likely to improve traffic safety in the next 5 years if there are resources to devote to making changes. Some of the stakeholders believe that change is not likely because a 5-year time frame for change is unrealistic, there is a lack of funding, and there is lack of control over how and where resources are allocated.

\*Indicates a comment was mentioned for than once

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**Impaired Driving**

This category includes: potential dangers/ risks posed to the county and approval/disapproval of impaired driving.

**Potential dangers/risks posed to the county**

Now I would like to ask a few questions about certain traffic safety behaviors. On a scale from 1 to 10, where 1 is "no concern at all" and where 10 is "extremely concerned," how concerned are you about the potential dangers/risks impaired drivers pose to our county (specifically drivers impaired by alcohol)?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Concerned 10	Average
Number of Responses			1		1	1	1	4	1	6	8.1

Why do you believe this?

Come a long way – better than it used to be:

- Great that taxis are available
- Impaired driving has come a long way – many improvements
  - people don't drink and drive like they used to
- Still need to keep on top of it
- Not near the issue that it used to be
- There are other concerning issues
- Marijuana legalization will probably bring this issue back to top priority

A behavior that should not be engaged in:

- Shouldn't be out there driving
- Not only putting themselves but everyone else in danger
- Do not drink and drive
- Anytime you are under the influence of drugs and alcohol putting themselves and others in danger
- When impaired drivers are driving on roadways that are designed with safety in mind their decision to drive undermines the safety of the roadway

Very dangerous

- It is risk to everyone
- A lot of risk
- General public in danger
- Due to personal experience being in an MVA when person driving was intoxicated
- Very concerned for the safety of families and children on the road

\*Indicates a comment was mentioned for than once

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- Very severe and far reaching dangers and risks

Common problem

- There are a lot of impaired drivers
- Impaired drivers abuse the law a lot
- In rural areas where drugs and alcohol are available and used people tend to make poor decisions
- We seem to have a high rate of impaired driving in our county
- High rate of fatalities in the last year
- Prevalence of use of alcohol and DUI is high
- Number of accidents and deaths in county
- So many think it doesn't matter that they drive under the influence
- It's all ages, not just teens
- No transportation options for those that need to get home
- Need to addresses and take more seriously
- Law enforcement needs to start cracking down and hosing that it is needed to set high standards of enforcement and education
- It is important to address these issues through various means
- It is a common problem

Some people think it is ok

- Cavalier attitude about driving these days
- Taxi options are scheduled and not working nights as much which will result in increases of impaired drivers
- Drivers think they can drive back roads
- Concerned with students seeing role models and think that its ok
- Have a culture in our county where people don't feel that there is a concern for drinking and driving
- Rural area - back roads home=easier to take the risk of driving in a large county

Not very concerned

- Does not see it, don't know them
- Not overly concerned
- Don't know of any one affected by impaired drivers
- In peer group – not focused on going out and drinking
  - mid 20's peer group not wanting to go out and drink
- Not worth going out and drinking – the driving

\*Indicates a comment was mentioned for than once

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Common Themes:

Most stakeholders are very concerned about the dangers/risks posed to the county by impaired drivers. While some stakeholders believe they have come a long way, there is still concern because it is a very dangerous behavior that seems to be a common problem. They express concern about some people thinking it is okay to drive after drinking and then take back roads home. There were a few leaders that have a lower level of concern for impaired driving because they do not think the behavior is very prevalent.

\*Indicates a comment was mentioned for than once

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In your opinion, what percentage of county adults have driven within two hours of drinking alcohol in the past year?

%	10%	20%	40%	50%	60%	70%	75%	80%
Responses	2	1	1	2	2	1	3	3

In your opinion, what percentage of county adults have driven with a BAC over 0.08% in the past year?

%	2%	5%	10%	15%	20%	25%	30%	35%	60%
Responses	1	2	1	1	2	3	2	1	2

Is drinking and driving in the community getting better or worse or staying the same?

	Better	Worse	Staying the Same
Number of Responses	8	1	6
Percentage	53.3%	6.7%	40%

Why do you believe this?

Better – education, law enforcement, social norms

- Education
- Law enforcement campaigns
- Stricter penalties – people are scared what will happen to them
- Society – you just don't do it, helped by education and penalties
- HIP
- Awareness in school
- More dialogue in community about negative effects of drinking and driving
- Law enforcement is out in the public
- Because of public service announcements
- Because of programs such as HIP, awareness in the county has been successful
- Youth are learning about impaired driving and has been shared with parents
- There is a lot of media and education
- Younger adults are using other means for transportation
- Because of marketing and awareness
- People are thinking twice about getting behind the wheel

\*Indicates a comment was mentioned for than once

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- Law enforcement is more engaged and controlling or dealing with the issue of impaired driving
- Making more awareness of the risks
- Shouldn't be on the road- people need to have a system or a plan in place when going out (taxi or designated driver)
- Everyone's metabolism is different
- Increases in awareness about the risks
- Law enforcement more engaged and controlling or dealing with the issue of impaired drivers

Better – Don't see it happening / or hear of it

- There are those who go to dinner and have a drink, casual
- Don't see it
- Doesn't know people that are drinking and driving, not in those in mid 20s that he knows either
- State continues to lower the limit
- Businesses are changing serving behaviors in establishments
- It's getting a little better because there are fewer people doing it
- National trends about driving and drinking are getting better

Staying the Same

- Cannot say there is a decrease, doesn't feel like it's changed or decreased
- No data they've seen
- Observation
- Tough act to correct
- The people think the worst consequence or that they are most concerned about being pulled over and given a DUI ad dealing with the ticket and court
  - not that there could be an accident and or death
- Not getting better or worse, but we are drawing more attention to it
- People are talking more about it and making plans like using a taxi services
- Need to do more sweeps
- Has to do with perception of what it means to drive under the influence, it has not changed people still think they can hold their alcohol
- Campaigns are better but we are still seeing DWI
- TZO- education of the public through social media, press releases, and campaigns around certain times of the year
- Travelers not aware of the laws and think they can do it
- Cultural norm in the area
- Not a high increase of DUI in the paper
- Can't imagine it getting worse and it seemed worse when I was in high school
- More people use designated drivers

Worse

- Many different pressures and crisis that they are in
- Adults are coping the same way

\*Indicates a comment was mentioned for than once

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- Generational cycle of behaviors learned at home

Common Themes:

About half of the stakeholders interviewed believe that the issue of drinking and driving in the community is getting better. They relate this to increases in enforcement and education as well as lack of acceptance of engaging in this behavior. Other stakeholders who were interviewed believe the issue is staying the same. They think that the issue is staying the same because cultural norms about drinking and driving are not changing. It was mentioned several times that there are more services available now to assist people in getting home safely.

\*Indicates a comment was mentioned for than once

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Approval/disapproval of Impaired Driving

On a scale from 1 to 10, where 1 is "no disapproval" and where 10 is "extremely disapprove," how much do you disapprove of driving while impaired (alcohol)?

	Not at all	1	2	3	4	5	6	7	8	9	Extremely Disapprove	Average
Number of Responses								1	1		13	9.7

Why do you believe this?

Extreme disapproval

- 100% disapprove of this behavior
- Not safe to drive even after 1 drink
- No one has the right to drive while impaired
- Personal, recent graduate that was killed in an alcohol related driving accident in the community
- Against the law

Danger – lives at risk

- No excuse
- Putting lives at risk
- Devastating effects of alcohol on a person's life when they choose to drive after drinking (driver and victim)
- Not safe
- Dangerous
- Not having the thinking skills, reaction times, it alters people's personalities
- Danger to everyone
- Potential loss of life because of someone's decisions to get behind the wheel
- Know a number of people that have died because of impaired/distracted driving, it is personal
- Public safety- danger to everyone
- People die from it
- Personal/family loss
- Way too many accidents and fatalities that are caused/ lead back to alcohol

Some exceptions

- Social drinking with a meal, not against having a glass of wine or a beer with a meal and then driving home – driver is not impaired – lower level of disapproval
- Disapproval is a 10 if drinking is more than social where person is drinking and drives afterward

Unfair to others / safety of ALL drivers

- Not wanting that person on the road, especially when I, family, or friends are on the road

\*Indicates a comment was mentioned for than once

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- Safety of all other drivers
- Unfair to everyone around – why should I and other people who are driving be in danger because of someone else not being responsible
- Shows a disregard to people, not a good way to live your life
- Responsibility to keep ourselves and everyone else in the community safe while driving
- Could hurt someone
- Affects the family and the community
- Potential consequences are huge – death/injury for both driver and victim
- Consequence of being caught can be very devastating
- Selfish choice by driver

Common Themes:

Most stakeholders extremely disapprove of driving while impaired because it is dangerous, unsafe, and against the law. They reiterate how drivers have a responsibility to themselves and everyone else in the community to drive safely. When people drive impaired they are putting other lives at risk. Some of the stakeholders express disapproval but believe there are some exceptions. Some stakeholders think there is a difference between driving after having one drink with dinner and driving after becoming intoxicated.

\*Indicates a comment was mentioned for than once

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In your opinion, how much do MOST adults in our county disapprove of driving while impaired (alcohol)?

	Not at all	1	2	3	4	5	6	7	8	9	Extremely Disapprove 10	Average
Number of Responses			1					2	5	6	1	8.1

Why do you believe this?

**Safety reasons**

- For their own safety they wouldn't want to put people in jeopardy/harm's way
- Consequences are huge – death/injury to driver and victim
- Consequences of getting caught

**Extreme disapproval**

- Mindset is most would disapprove
- People he knows do not approve and do not do the behavior
- Adults are not stupid
- Most do
- Most people understand that it is not a healthy behavior

**Regard for other human life**

- Not a good way to live your life – disregard for other life
- Most think that they are at risk, that they will hurt or kill someone

**Exceptions exist / some still drive impaired**

- There is a small percentage of adults that would approve because they have a problem and or don't feel that it is a problem
- If they or a loved one have not been involved in a MVA involving alcohol they don't disapprove as much – they don't think about it
  - It doesn't affect me unless it happens to me
- Certain percent of the public that drive while impaired that think it is OK and there is nothing wrong with this behavior
- Most adults disapprove of driving impaired even though they do it\*
  - Most would disapprove but would still drive, would justify that they are ok to drive but would disapprove of others
  - People will say they disapprove but do it anyway
  - Most adults disapprove but most still do it
- People who don't want to hurt others
  - Its not intentional to injure themselves or others
  - they think they can drive while impaired and get home safe

\*Indicates a comment was mentioned for than once

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Driving after a couple of drinks is acceptable

- There are those who believe the behavior is OK
- Culture of the area where alcohol is accepted

**Public awareness**

- Hear others talk about how they disapprove of people drinking and driving
- The establishments and servers watch the people and cut them off and call cabs
- People calling 911 to report vehicles either leaving establishments and they should be driving or when they see a vehicle they suspect the driver has been drinking

**Common Themes:**

The stakeholders who were interviewed believe that most adults in the county disapprove of driving while impaired. They believe that most adults understand the safety concerns and have regard for other human life. However, some stakeholders express that even though most disapprove they still drive after drinking. Many of the stakeholders feel like there is a strong cultural norm that driving after drinking a couple of drinks is acceptable.

\*Indicates a comment was mentioned for than once

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**Distracted Driving**

This category includes: potential dangers/ risks distracted drivers pose to the county, most prevalent distracting driver behaviors, ad approval/disapproval of impaired driving.

Potential dangers/risks distracted drivers pose to the county

On a scale from 1 to 10, where 1 is "no concern at all" and where 10 is "extremely concerned," how concerned are you about the potential dangers/risks that distracted drivers pose to our county?

	Not at all	1	2	3	4	5	6	7	8	9	Extremely Concerned 10	Average
Number of Responses								1	4	3	7	9.1

Why do you believe this?

**Safety**

- Seen too many accidents caused by distracted drivers
- Bigger issue than impaired driving
- High number of accidents are due to distracted driving
- Concerned about younger drivers they are not as experienced
- One of the leading causes of accidents
- Safety of families and kids

**Some think it is okay**

- People take back roads and we are largely rural county so people think they will not get caught
- People think they can get away with it
- Human nature if that they just do it- not thinking about the action as a distraction
- 16-21 year olds on their phones- not paying attention to driving and the laws
- People in rural areas are not excited about new rules/laws
- Accepted behavior
- Some adults think they can do it

**Big risk / requires solution**

- Big risk and need to come up with a solution to reduce distracted driving
- Through education or perhaps research on how to use technology to help with distracted drivers, both adults and youth
- Need more education
- Need to eliminate distractions
- Technology has created more risk

\*Indicates a comment was mentioned for than once

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- Education is needed to address distracted driving- point out what constitutes distraction while driving

**Becoming more of a problem**

- Low enforcement seeing a rise in number of people distracted while driving
- Severity of the impact
- Frequency is greater than we think
- We underestimate the problem
- See people texting and driving
- Difficult to enforce
- A lot of traffic in the summer from metro and they have a hard time leaving their habits

**Cell phones**

- Seeing others using phone while driving
- Constantly see people on their phones
- Cell phones, talking, texting
- Number of accidents has increased because of cell phones or distracted driving
- See it all the time driving down the road
- Phones
- People think they are allowed to look at phones and that they are not being distracted
- Sees people texting all the time
- Calls law enforcement when sees people texting
- Becoming more and more dependent on cell phones
  - People don't realize how distracted they are by cell phones
- Sees it every day – driving and talking, texting, reading – it's a bad habit
- People look at their phones because they are bored
- It's a personal commitment to stop, pull over and take the time to make a call or reply to a text
- Cell phones are the big factor behind distracted driving
- Cell phone are a major issue

**Other distractions (other than phones)**

- More distractions than ever before
- Reading the paper
- Driving too fast – speeding
- Inattentive driving
- Not paying attention is increasing
  - kids are the worst

**Common Themes:**

Most of the stakeholders who were interviewed are extremely concerned about the dangers distracted drivers pose to the county. They feel like it is becoming more of a problem as technology advances. Most of the stakeholders mention cell phones as the main culprit. They are particularly concerned about

\*Indicates a comment was mentioned for than once

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younger drivers because of their lack of experience and increased use of technology. They also express that some people think it is okay to drive while distracted and that it is an accepted behavior. Some of the stakeholders mention that there is a need for more education on what can cause distractions.

\*Indicates a comment was mentioned for than once

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In your opinion, what percentage of county adults typically engage in distracting behaviors while they drive?

%	20%	35%	40%	50%	60%	70%	75%	80%	85%	100%
Responses	1	1	1	1	2	1	3	2	1	2

Is distracted driving in the community getting better or worse or staying the same?

	Better	Worse	Staying the Same
Number of Responses	2	11	2
Percentage	13.3%	73.3%	13.3%

Why do you believe this?

**Distracted driving in the community is getting worse**

People have witnessed it

- Mainly see a lot of young people in their vehicles texting or on their phones
- Seen distraction on the roads
- See it more and more
- Sees it every month on the roadways because of teaching drivers ed

Increasing

- Number of distractions is rising
- People in a hurry, multi-tasking\*
- There have always been distractions: food, make-up, kids, radio, spouse
  - technology is more of an instant "need to know" who is calling/texting/tweeting/etc.
- Mentality that "I am good enough driver to do this"
- Apps in vehicles, attention is on "stuff" in the vehicle more than driving\*
- Because interviewee is guilty of it
- Most people do it
- Greater percent of people overall do it and don't feel that it is an issue
- Law abiding and not law abiding people in the community have the same thoughts
- More people do it than admit it
- Increase of potential distractions
- Focus moved from driving to social media/texting
- In addition to phones, fiddling with the radio, kids in the back seat and thinking
- Generational differences- younger generation look at driving as just a mode of transportation, not as important

\*Indicates a comment was mentioned for than once

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- Drivers have long commutes so they do things while driving to pass the time
- More technology

Phones

- Big thing with cell phones, texting or looking at the phones while driving
- Cell phones! Common way to communicate
- Texting at stop lights
- Cell phones are biggest issues
- Phones / technology
- Cell phones / smart phones
- All ages have cell phones
- It's easy to look at who is texting you or posting on social media
- Instant communication
- Instant gratification
- Lead to increased distracted driving
- Everyone has one and they need to know who is texting and calling

Distracted driving is staying the same

- More elderly in the area and they are not the ones using a cell phone in a vehicle

Distracted driving in the community is getting better

- Fire department and 1<sup>st</sup> responder look for the phone to see if the phone was used or the cause of the accident
- Because of the awareness in the media
- Makes a concerted effort to not drive distracted
- Talks to his kids about not being distracted
- Not getting any worse
- Awareness of the risks
- Law enforcement is more aware of the distracted driving issues
- Is it enough? No, needs to be more than just a fine when caught, either need to increase fine or make it affect car insurance.

Common Themes:

Most of the stakeholders who were interviewed believe that distracted driving is getting worse and that most adults in the county engage in distracting behaviors while driving. They believe that incidents of distracted driving are increasing because of technology, specifically cell phones. Many of the stakeholders mention that they have witnessed distracted drivers on their cell phones, texting or posting on social media. A few of the stakeholders think that distracted driving is getting better. They feel like there is more awareness of the risks and people are talking to their kids about it. A few other stakeholders feel like it is staying the same.

\*Indicates a comment was mentioned for than once

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Most prevalent distracting driver behaviors

Phones:

- Cell phones \*\*\*\*\* (use) – talking texting, looking at phones - #1 issue
- Texting\*\*\*\*
- Talking on phone\*\*\*\*
- Social media\*\*
- Emailing
- See phones
- Reading texts
- Internet
- Accessing music

Other:

- Changing the radio
- Changing radio stations or volume\*\*\*\*
- Eating/food\*\*\*\*
- Spouse
- Windows are dirty, or covered in ice or snow in the winter
- Driving according to road conditions
- Following too close – tailgating
- Electronic road advertising
- Substance abuse – alcohol/drugs
- Abuse – wanting to control someone
- Children in vehicle\*\*
- Wild life
- Preoccupation on something else – work, personal life
- Passengers\*\*
- Putting on make-up
- Shaving
- Reading a book
- Relaxed and lazy in their driving
- Complacent- habit driving between home and work
- TV- videos in the care for the kids
- Sex
- GPS
- Mind wandering
- Narrow roads that are not as forgiving
- Drinking
- Alcohol

\*Indicates a comment was mentioned for than once

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**Approval/Disapproval of Distracted Driving**

On a scale from 1 to 10, where 1 is "no disapproval" and where 10 is "extremely disapprove," how much do you disapprove of driving while distracted?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Disapprove 10	Average
Number of Responses					1		2	4	1	7	8.7

Why do you believe this?

Consequences can be dire

- More room for accidents that can change people's lives
- Doesn't want to be killed or kill anyone because of distracted driving
- Someone with a cell phone can be just as dangerous as an impaired driver
- Almost been a victim of someone not paying attention while running
- Potential consequences are huge
- Consequences of being caught could be devastating
- Not worth it
- Cause accident and people to get hurt

Should not be done

- It affects others and their loved ones
- Appreciate those that do pull over to use their phone
- Should not be distracted when driving
- Shows disregard for other life
- Distracted driving is taking focus away from the primary job of driving and obeying the traffic safety laws
- Important to not be distracted when driving

Sometimes it just has to be done

- There are different levels of distraction
- Cell phone vs changing radio makes a difference
- Kids in the back screaming
- Sometimes you just need to turn the radio or answer the phone

All are guilty of it / it is easy to do

- Not paying attention is easy to do (distractions)
- Interviewee admits to being guilty of it at times

\*Indicates a comment was mentioned for than once

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- Even with the cars having the blue-tooth and mapping system the driver is still distracted while driving, the driver is not paying attention
- We are all guilty at times
  - think we can just take a peek
  - it's hard to stay attentive to driving sometimes – radio, music, etc.
- People say that it's wrong but still do it
- I disapprove but there is always an issue of being distract by a conversation or phone call and you still do it anyways, not aware of its distraction

Common Themes:

Most of the stakeholders interviewed express extreme disapproval for driving while distracted. However, they recognize that being distracted while driving is very easy to do. They acknowledge that it is a risky behavior that should not be done and that the behavior can have dire consequences. One stakeholder even commented that someone with a cell phone can be just as dangerous as an impaired driver. However, many of these stakeholders perceive that everyone is guilty of distracted driving. They express concern for the behavior but acknowledge that sometimes it is unavoidable.

\*Indicates a comment was mentioned for than once

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In your opinion how much do MOST adults in our county disapprove of driving while distracted?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Disapprove 10	Average
Number of Responses			1	2	1		7	1	1	2	6.8

Why do you believe this?

Most people realize that it is unsafe to drive while distracted, yet there are those who do it anyway\*

Extreme disapproval, yet we all still do it:

- Talking to other people, conversations with friends leads them to believe adults would agree with him and extremely disapprove of distracted driving
- People know you shouldn't be distracted
- People do talk on cell phones and know that they shouldn't be doing it
- We all know it is unsafe but there are just those that do – there lies the problem

Not a huge concern

- People don't feel that it is much of a concern
- People don't perceive the difference between distracted and impaired driving – not a concern
- See a lot of people looking at their phones, etc.
- Drivers still do what is distracting to them whether they disapprove or not
- We don't see distracted driving as being such a big deal like impaired driving
  - but people are starting to see it as a bigger deal
  - a year ago would have scored as a 3 or 4
- They have not had a crash so there is less of a concern
- Drivers interpretation of distracted driving is different, talking on a cell phone is not viewed as a distraction
- Everyone disapproves but everyone still does it
- People know if is wrong but they still do it
- Who are they harming
- Most people don't see cell phones as a distraction because this is a rural county with little traffic
- Most people think they can text and drive
- Most people think they are great drivers and won't get into an accident
- Many people are not aware of the risk
- Not a big campaign or public awareness of risk like you see with impaired driving

Other priorities

- We live in the now
- We multi-task
- To get things done as fast as "I" can
- Drivers do not think they are distracted when driving and multi-tasking

\*Indicates a comment was mentioned for than once

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Common Themes:

While most of the stakeholders interviewed express extreme disapproval for distracted driving, they do not believe most adults share the same level of disapproval. These stakeholders believe that most adults realize it is unsafe to drive while distracted, yet they do it anyway. They do not believe that most adults in the county think it is a big concern and believe they have other priorities. Many express that they believe adults do not view cell phones as a distraction. A few of the stakeholders interviewed mention that they feel like distracted driving occurs more often in their county because it is rural and there is little traffic.

\*Indicates a comment was mentioned for than once

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**Barriers to Improving Traffic Safety**

**Financial**

- Financial
- Funding\*\*\*
- Need to find the money
- Economy is poor

**Behaviors**

- Habits
  - changing habits are hard to do
- Driver error
- Inexperienced drivers
- People that think they are not that drunk or don't have that far to go
- Not realizing how impaired or high they are

**Culture values\***

- Culture of drinking and driving
- Culture of underage drinking and driving
- Culture is the barrier- it is what drives behavior
- We have a substance abuse problem in the county

**Beliefs**

- Perception of need of change
- Thinking it won't happen to me
- We already have a lot of laws about traffic safety, do we need more laws?
- Apathy – not too many care about improving traffic safety
- Common sense – lack of

**Organizational/infrastructure**

- Inter-governmental cooperation
- Very high reliance on vehicle transportation – high amount of distracted / impaired driving
- Town doesn't have the safety features in the community to keep safe
- Not easy to get around without a car
- Remoteness of roads – disregard of traffic laws (big county / small law enforcement)
- State has the final say

**Other**

- Technology
- Weather, driving and road conditions
- Media

\*Indicates a comment was mentioned for than once

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- Tourism- dealing with people that are seasonal\*

**Not a priority**

- Not a priority for people

**None**

- Don't foresee and barriers

**Champion**

- Need to find that person to be the squeaky wheel
- Need buy in from the key leaders in the community

**What would it take to create change around this issue?**

**Education**

- Education\*\*\*
  - drivers ed\* as an ongoing process, some sort of quiz for everyone when get license renewed, or something to get lower insurance premiums
- More community ed of dangers of distracted and impaired driving
- Common knowledge
- Law enforcement knowledge
- Parents showing their kids by example
  - talking to their kids
- Start talking young about choosing good ways – not drinking and the harms
- Showing that there is a need
- To support change using a multi prong approach
- Public education of high school students about distracted driving
- Create a campaign about where all the majority of the accidents take place
- Awareness- community billboards, initiatives
- School

**Funding**

- Money, financial
- Funding\*
- Work finding funding to help with improvements
- State funds are used up in the metro area before the money has a chance to filter down to the rural communities

**Perceptions**

\*Indicates a comment was mentioned for than once

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- Have people understand distracted driving is just as bad as impaired driving

**Clarity**

- Easy to understand
- Identify the problem, what we want to change
- State needs to hear what the city is saying- Need to look at what rural city needs are

**Collaboration/ someone to step up and be champion**

- Collaboration – everyone working together (groups, leaders, community, city, county, state, and LE)
- Someone or an organization needs to step forward to be the champion of change, who will be that champion?
- Community buy in
- Right people on board
- Businesses work together to bring in speakers for education of the youth and the community
- Leaders in the community
- More communication between the state and city

**Enforcement**

- Enforcement – speeding, careless driving, distracted driving, alcohol impaired – more tickets written
- We need to take away the phones
- LE, but there is only so much they can do
- Campaigns like click it or ticket, sobriety check points
- Increase campaigns during summer

**Time**

- More time

**Don't want more...**

- I don't want more stop signs or traffic stop lights

**Relationships**

- Relationships – more meaningful relationships would be less use of substance abuse

**More accidents have to happen**

- It is realistic to think that more accidents have to happen to create change

\*Indicates a comment was mentioned for than once

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- An unfortunate incident needs to happen to wake people up to impact them

**Already to a good job**

- We (county commissioners) do an effective job of traffic safety with road/bridges upgrades

**Alternative transportation**

- Large number of people want to use alternate transportation to raise awareness and demand safety traffic features
- More people interested in living closer to work, to be able to walk

**Physical changes to the environment that change people habits will create lasting change**

**Individual Role in Addressing Traffic Safety**

- Collaboration as:
  - parent
  - business owner
  - city council member that supports improving safety
- Role with dialogue
- Participate in conversation
- Making community a better safer place to live
- County commissioners – elected officials by the people – share the thoughts of the people
- Lots of committees
- Active roles in the community
- Road and design engineers and it's our jobs to provide the safest roads we can for the traveling public
  - includes both engineering and maintenance
- Drivers ed teacher
  - Share info in class and with peers
- Don't take a proactive role
- Work with other stakeholders that will put forth the effort
- Interviewee will not be a primary force
- Support LE
- Serve on community committees
- Professional level
  - Engage with patients and recommend safety of seat belts, risks of impaired and distracted driving, car seats, 1 to 1 basic care
- Personal level – responsibility of choosing to avoid distractions
- Advocate for safe traffic and change
- Support change that is supported by research and data
- Review and work on local street projects a site plans for new buildings
- Education and enforcement
- Education- making sure student have education on safe driving and the impact of distracted driving and DUI

\*Indicates a comment was mentioned for than once

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- Transporting students to school and home safely
- Raising kids and teaching them to drive safely
- Role model
- Have no idea
- Have all the insurance agents work together to support education
- Support change
- Spend money on law enforcement to make job safer and easier
- Direct council to view safety as a priority

**What would it take for you to be more involved?**

- Being involved through the city council
- Unsure
- To be asked\*\*
- Time to make the meetings and be part of the change
- Continue the local coalition meetings for safe roads
- Sharing info, no silos
- Education
- Not willing to put the time to be more involved
- Organized effort
- Established vision and goals\*
- Time\*\*\*\*
- Be passionate about what I am involved in and do a good job
- Need to know the project is important and will be used to create valuable change of traffic safety in the community
- Staff\*
- Being invited to the conversation about traffic safety in the community
- Manpower
- Overtime
- TZD hours
- Not sure
- Has opinions, ideas, and needs to increase student safety but has not gotten support
- More involvement from the city
- Implement more safety in city
- To bring more education into the city for community members, employees, etc.

**Who are the champions or leaders on these issues in the community?**

- School\*, admin, school board members, transportation
  - educators
  - high School teachers who work with students
  - schools
- Drug task force
- HIP coalition – helps with education to the community \*

\*Indicates a comment was mentioned for than once

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- Organizations concerned with improving safety
- Public health
- Law enforcement\*\*\*\*
  - police
  - county sheriff
  - city/county police
  - state/highway patrol\*
  - law enforcement doesn't do enough outreach or education
  - police chief- Jeff Appel
  - sheriff department, sheriff
- City administration
- Non-profits
- CHI St. Joseph's
- County
- Insurance vendors
- Business leaders
- Continue having drivers ed instructor on coalition
- Community conversation group
- Local government
  - elected officials
  - county and townships boards
  - city/county leaders
  - mayor\*
  - council
  - city and county commissioners
- Community or public health
- Large employers – impacts their hiring impacted by the problem (money – out of work employees)
- There is not any one agency that is a champion or leader
- Key community members
- Public in general- if they demand they can have a lot of input and power with engagement
- TZD
- County board
- Driver ed

**Additional Thoughts from the Interviewees**

- Lots of seniors in the area (retirement community)
  - community triples in size in spring, summer, and fall
- Not sure how to get these groups/coalitions into action
- The coalition doesn't accomplish anything at meetings so he stopped attending
- Hand held and hands free – still distracting and still dangerous
- Recreational pot is very dangerous and interviewee extremely disapproves of driving while under the influence of pot.
- Concern over high speed chases
- Roundabouts are a good idea

\*Indicates a comment was mentioned for than once

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- Need a crosswalk at Hugo's
- Need to address a Safe route to school
- Law enforcement needs more staffing
- Volunteer crossing guards at school
- Look at high volume pedestrian crossings and make sure it's a safe crossing
- If one person changes, it impacts another person
- The problem is large

\*Indicates a comment was mentioned for than once

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Appendix A

**Center for Health and Safety Culture**

Western Transportation Institute, Montana State University

**Stakeholder Interview Guidance**

**Introduction**

This document provides guidance for coordinators on conducting interviews with stakeholders in their community about traffic safety.

The purpose of these interview sessions are to:

- Assess current values, beliefs, and engagement among stakeholders regarding traffic safety efforts in their community; and
- Build relationships with leaders to support prevention efforts.

**Steps**

**1. Identify Potential Leaders/Stakeholders to Interview**

Work with your coalition to identify at least 10 community leaders/stakeholders who are influential in efforts to address traffic safety in your community. The following are potential leaders to interview:

- Superintendent of Schools
- High School Principal
- County Sheriff
- City Police Chief(s)
- Healthcare Leader (doctor, local hospital president, etc.)
- President of Chamber of Commerce / Economic Development Director
- County Prosecuting Attorney
- Magistrate or Circuit Court Judge
- County Commissioner
- Mayor
- Parent Leader
- City Planner
- County Department of Transportation Representative

**2. Schedule Interviews**

Contact each stakeholder and ask to schedule an interview. If you do not know the stakeholder, ask for someone on the coalition to help make an introduction. Ask for approximately one and

half hour of his or her time. The interviews should be conducted face-to-face, not over the phone or by email.

Make sure you schedule enough time to travel to the interview, conduct the interview (knowing that it could go longer than expected), and have enough time to complete the Interview Reflections before your next commitment. Avoid doing interviews back-to-back without time to complete the Interview Reflections.

**3. Conduct the Interviews**

Follow the interview guide provided below closely. It is important to get all of the questions answered to avoid discussing other issues or focusing on any one question too long.

Additional tips for successful interviews are provided below.

**4. Complete the Interview Reflections Immediately After the Interview**

While your memories/feelings are fresh, complete the Interview Reflections. These reflections may contain the most important information gathered in the interview.

**5. Scan All Information and Email PDF File to Katie Dively**

Scan the gathered notes including your reflections into a PDF file and email the file to Katie. Retain the original notes in your files for the duration of the project. Please send this information as soon as available – do not wait until all your interviews are completed.

**Tips for Successful Interviews**

Preparing for the Interview

- Understand the purpose of the interview so you can clearly communicate it with the participant.
- Choose the right setting. The interview should take place where the participant feels comfortable and will not be distracted.
- Confirm time and place of interview with the participant.
- Be on time and dress appropriately.

During the Interview

- Develop rapport -You want to make the person feel comfortable.
  - o Greet the participant with a handshake and introduce yourself.
  - o Connect with the participant on a personal level.
    - Ask orientation questions to establish this connection
  - o Review the purpose of the interview and the informed consent statement. Also, tell the participant how long the interview will take, and allow the participant to ask questions.
- When asking questions:
  - o Have an open posture towards the participant, do not cross your arms or turn your back when asking questions.
  - o Use the interview guide. The developed questions intentionally avoid yes or no answers.
  - o Remember, participants can refuse to answer and that is okay. You want to avoid disapproving looks or comments if they choose to do so.
- Listen
  - o Your role is to listen, remain neutral, encourage responses, and record the participant's answers.
  - o Make eye contact.
  - o Nod your head as the participant answers; this is a non-verbal sign of encouragement. This should be done regardless of whether you agree with the participant's answer or not.
- Probing for more information:
  - Silence- allow the participant the time to answer fully- a good rule of thumb is to remain quiet for 5 seconds after the participant quits talking
  - Active probes include:
    - Can you tell me more about that?
    - Let's see if I understand you, you said that...
- Treat everyone in a non-judgmental manner- your job is to ask the questions, listen, and record their answers. As the interviewer you are not trying to educate the participant, only collect information.
- When recording responses make sure to be accurate, clear, and ask for clarification if needed.

Ending the Interview

- Summarize the main points- this helps to verify the information you collected as well as allows the participant the opportunity to expand on his or her earlier thoughts.
- Thank the participant for his or her time and thoughtful answers.

Source: Mckimara, C. (2009). General guidelines for conducting interviews. Retrieved May 29th, 2014, from <http://managementhelp.org/evaluatn/interview.htm>. Posavac, E. J., & Carey, R. G. (2011). Program evaluation: methods and case studies (2nd ed.). Pearson Prentice Hall.

**Traffic Safety Culture Stakeholder Interview**

To Be Completed by the Interviewer

D1. Interview Date: \_\_\_\_\_

D2. Sector of Participant

<input type="checkbox"/> parent of 12-20 year old	<input type="checkbox"/> youth-serving organization	<input type="checkbox"/> healthcare
<input type="checkbox"/> for-profit business	<input type="checkbox"/> law enforcement	<input type="checkbox"/> government agency
<input type="checkbox"/> media	<input type="checkbox"/> religious or fraternal organizations	<input type="checkbox"/> treatment provider
<input type="checkbox"/> education	<input type="checkbox"/> civic and volunteer groups	<input type="checkbox"/> other: _____

D3. Job title of participant: \_\_\_\_\_

**Introduction**

My name is \_\_\_\_\_, and I work for \_\_\_\_\_. We are working on a three-year effort supported by the Minnesota Department of Transportation to improve traffic safety in our county.

The purpose of this interview is to better understand how stakeholders, such as yourself, see these issues. During the interview, I will take notes about your responses, and these notes will be sent to one of our partnering agencies, the Center for Health and Safety Culture at Montana State University.

The Center conducts research on how to improve health and safety at the community level and is working with us over the coming years to help us be more effective in our efforts. As a part of this research effort, the Center will summarize your responses along with other responses from our county to help us better understand these issues and develop programs and strategies over the coming years. Your name will not be submitted to the Center with your responses, and results will only be reported in the aggregate to maintain your confidentiality.

This interview process has been approved by the Intuition Review Board at Montana State University. If you have any questions or want more information about this, I can provide you a contact at MSU. Your participation is voluntary and you can stop at any time. You also have to right to refuse to answer any questions. This interview will take about one hour.

Is it OK if we begin?  Yes  No (If No, stop the interview)

I would like to begin by talking about traffic safety on the roadways and highways.

1) On a scale from 1 to 10, where 1 is "not at all important" and where 10 is "extremely important," how important is improving traffic safety in our county to you?

1a. \_\_\_\_\_ (importance level ranging from 1 to 10)

1b. Why?

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2) Now I would like to ask a few questions about certain traffic safety behaviors. On a scale from 1 to 10, where 1 is "no concern at all" and where 10 is "extremely concerned," how concerned are you about the potential dangers/risks impaired drivers pose to our county (specifically drivers impaired by alcohol)?

2a. \_\_\_\_\_ (concern level ranging from 1 to 10)

2b. Why do you feel this way?

\_\_\_\_\_

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16) Would you like to have a copy of the report about these interviews when it is available?  
 Yes     No

17) Is there anything else you would like to share?

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Thank you for your time!

**INTERVIEWER REFLECTIONS**

As soon as you are able after the interview, please answer the following questions. This is a critical opportunity for you to gather wisdom from the interview. Your responses may provide the most important information!

R1. What were the common themes that came up during this interview?

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R2. What was most surprising?

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R3. What most closely fit with what you expected to hear?

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R4. What is new information?

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R5. What were the two or three most important things you learned?

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## Appendix F. 2019 Stakeholder Interview Protocol

# Center for Health and Safety Culture

Western Transportation Institute, Montana State University

### Stakeholder Interview Guidance

#### Introduction

This document provides guidance for coordinators on conducting interviews with stakeholders in their community about traffic safety.

The purpose of these interview sessions are to:

- Assess current values, beliefs, and engagement among stakeholders regarding traffic safety efforts in their community; and
- Build relationships with leaders to support prevention efforts.

#### Steps

##### 1. Identify Potential Leaders/Stakeholders to Interview

Work with your coalition to identify at least 10 community leaders/stakeholders who are influential in efforts to address traffic safety in your community. The following are potential leaders to interview:

- Superintendent of Schools
- High School Principal
- County Sheriff
- City Police Chief(s)
- Healthcare Leader (doctor, local hospital president, etc.)
- President of Chamber of Commerce / Economic Development Director
- County Prosecuting Attorney
- Magistrate or Circuit Court Judge
- County Commissioner
- Mayor
- Parent Leader
- City Planner
- County Department of Transportation Representative

## 2. Schedule Interviews

Contact each stakeholder and ask to schedule an interview. If you do not know the stakeholder, ask for someone on the coalition to help make an introduction. Ask for approximately one and half hour of his or her time. The interviews should be conducted face-to-face, not over the phone or by email.

Make sure you schedule enough time to travel to the interview, conduct the interview (knowing that it could go longer than expected), and have enough time to complete the Interview Reflections before your next commitment. Avoid doing interviews back-to-back without time to complete the Interview Reflections.

## 3. Conduct the Interviews

Follow the interview guide provided below closely. It is important to get all of the questions answered to avoid discussing other issues or focusing on any one question too long.

Additional tips for successful interviews are provided below.

## 4. Complete the Interview Reflections Immediately After the Interview

While your memories/feelings are fresh, complete the Interview Reflections. These reflections may contain the most important information gathered in the interview.

## 5. Scan All Information and Email PDF File to Katie Dively

Scan the gathered notes including your reflections into a PDF file and email the file to Katie. Retain the original notes in your files for the duration of the project. Please send this information as soon as available – do not wait until all your interviews are completed.

## Tips for Successful Interviews

### Preparing for the Interview

- Understand the purpose of the interview so you can clearly communicate it with the participant.
- Choose the right setting. The interview should take place where the participant feels comfortable and will not be distracted.
- Confirm time and place of interview with the participant.
- Be on time and dress appropriately.

### During the Interview

- Develop rapport -You want to make the person feel comfortable.
  - o Greet the participant with a handshake and introduce yourself.
  - o Connect with the participant on a personal level.
    - Ask orientation questions to establish this connection
  - o Review the purpose of the interview and the informed consent statement. Also, tell the participant how long the interview will take, and allow the participant to ask questions.
- When asking questions:
  - o Have an open posture towards the participant, do not cross your arms or turn your back when asking questions.
  - o Use the interview guide. The developed questions intentionally avoid yes or no answers.
  - o Remember, participants can refuse to answer and that is okay. You want to avoid disapproving looks or comments if they choose to do so.
- Listen
  - o Your role is to listen, remain neutral, encourage responses, and record the participant's answers.
  - o Make eye contact.
  - o Nod your head as the participant answers; this is a non-verbal sign of encouragement. This should be done regardless of whether you agree with the participant's answer or not.
- Probing for more information:
  - Silence- allow the participant the time to answer fully- a good rule of thumb is to remain quiet for 5 seconds after the participant quits talking
  - Active probes include:
    - Can you tell me more about that?
    - Let's see if I understand you, you said that...
- Treat everyone in a non-judgmental manner- your job is to ask the questions, listen, and record their answers. As the interviewer you are not trying to educate the participant, only collect information.
- When recording responses make sure to be accurate, clear, and ask for clarification if needed.

### Ending the Interview

- Summarize the main points- this helps to verify the information you collected as well as allows the participant the opportunity to expand on his or her earlier thoughts.
- Thank the participant for his or her time and thoughtful answers.

Sources: McNamara, C. (2009). *General guidelines for conducting interviews*. Retrieved May 29<sup>th</sup>, 2014, from <http://managementhelp.org/evaluatn/interview.htm>; Posavac, E. J., & Carey, R. G. (2011). *Program evaluation: methods and case studies* (8<sup>th</sup> ed.). Pearson Prentice Hall.

## Traffic Safety Culture Stakeholder Interview

### To Be Completed by the Interviewer

D1. Interview Date: \_\_\_\_\_

D2. Sector of Participant

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> parent of 12-20 year old | <input type="checkbox"/> youth-serving organization           | <input type="checkbox"/> healthcare         |
| <input type="checkbox"/> for-profit business      | <input type="checkbox"/> law enforcement                      | <input type="checkbox"/> government agency  |
| <input type="checkbox"/> media                    | <input type="checkbox"/> religious or fraternal organizations | <input type="checkbox"/> treatment provider |
| <input type="checkbox"/> education                | <input type="checkbox"/> civic and volunteer groups           | <input type="checkbox"/> other: _____       |

D3. Job title of participant: \_\_\_\_\_

### **Introduction**

My name is \_\_\_\_\_, and I work for \_\_\_\_\_. We are working on a three-year effort supported by the Minnesota Department of Transportation to improve traffic safety in our county.

The purpose of this interview is to better understand how stakeholders, such as yourself, see these issues. During the interview, I will take notes about your responses, and these notes will be sent to one of our partnering agencies, the Center for Health and Safety Culture at Montana State University.

The Center conducts research on how to improve health and safety at the community level and is working with us over the coming years to help us be more effective in our efforts. As a part of this research effort, the Center will summarize your responses along with other responses from our county to help us better understand these issues and develop programs and strategies over the coming years. Your name will not be submitted to the Center with your responses, and results will only be reported in the aggregate to maintain your confidentiality.

This interview process has been approved by the Intuitional Review Board at Montana State University. If you have any questions or want more information about this, I can provide you a contact at MSU. Your participation is voluntary and you can stop at any time. You also have to right to refuse to answer any questions. This interview will take about one hour.

Is it OK if we begin?     Yes     No (If No, stop the interview)



3) In your opinion, what percentage of county adults have driven within two hours of drinking alcohol in the past year? (Encourage the participant to guess if reluctant to say.)

3a. \_\_\_\_\_ (percentage between 0% and 100%)

3a. In your opinion, what percentage of county adults have driven with a BAC over 0.08% in the past year? (Encourage the participant to guess if reluctant to say.)

3b. \_\_\_\_\_ (percentage between 0% and 100%)

3b. Is drinking and driving in the community getting better or worse or staying the same? (circle one)

3c. Why do you feel this way?

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4) On a scale from 1 to 10, where 1 is "no disapproval" and where 10 is "extremely disapprove," how much do you disapprove of driving while impaired (alcohol)?

4a. \_\_\_\_\_ (disapproval level ranging from 1 to 10)

4b. Why do you feel this way?

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7c. What are the barriers to improving traffic safety in our community?

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7d. What would it take to create change around this issue?

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7e. What is your role in addressing this issue in our community?

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7f. What would it take for you to be more involved?

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7h. Who are the champions or leaders on this issue in our community?

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Before we finish, I would like to ask you about your interest in the coalition.

- 8) Were you familiar with the coalition before this interview?  Yes  No
- 9) Are you interested in becoming involved with the coalition?  Yes  No
- 10) Would you like to be added to the coalition mailing list?  Yes  No
- 11) Are there other people who you think could be involved in the coalition or do you have recommendations for additional people that we could interview?

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12) Would you like to have a copy of the report about these interviews when it is available?

Yes       No

13) Is there anything else you would like to share?

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**Thank you for your time!**

**INTERVIEWER REFLECTIONS**

As soon as you are able after the interview, please answer the following questions. This is a critical opportunity for you to gather wisdom from the interview. Your responses may provide the most important information!

R1. What were the common themes that came up during this interview?

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R2. What was most surprising?

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R3. What most closely fit with what you expected to hear?

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R4. What is new information?

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R5. What were the two or three most important things you learned?

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# Appendix G. 2019 Stakeholder Interview Summary Report

## Summary Report of Stakeholder Interviews for Hubbard County

### Purpose

The purpose of these interviews was to assess current values, beliefs, and engagement among stakeholders regarding traffic safety efforts in Hubbard County and build relationships with leaders to support prevention efforts. This report is not a reflection of opinions of this agency or the county prevention coordinator. It is rather a synthesis of the stakeholder interviews conducted by the coordinator. The views and opinions stated in these interviews are not representative of all leaders in Hubbard County and should not be viewed as such.

### Process

The prevention coordinator identified community leaders and key stakeholders addressing traffic safety in Hubbard County. The coordinator reached out to these stakeholders to schedule in-person interviews. The prevention coordinator used an interview guide and questions provided by the Center for Health and Safety Culture for the interview. During each interview, the coordinator transcribed the interviewee's responses, and immediately following each interview, the coordinator completed the interview reflections section. The interview notes and reflections were provided to the Center for Health and Safety Culture for qualitative analysis. The Center for Health and Safety Culture synthesized the responses into this summary report. Bulleted items that are listed in italics have been copied verbatim from the individual interview reports. Asterisks (\*) indicate items that were mentioned multiple times.

The participants in the interviews represented the following sectors: parent of a 12-20 year-old, healthcare (2), for-profit business (3), law enforcement (1), government (5), education (2), and civic and volunteer groups (1).

## Overall Themes

This section is a brief summary of the common themes that were revealed through content analysis of stakeholder interviews. Overall themes from the stakeholder interviews are categorized into two sections: 1) traffic safety and 2) impaired driving.

### Traffic Safety

Stakeholders interviewed in Hubbard County believe that improving traffic safety is important. However, their reasons vary. Some of the stakeholders feel improving traffic safety is important for personal reasons like they've been involved in traffic crashes or traffic safety is a part of their daily work. Other stakeholders believe that improving traffic safety is an investment in the future and safety of the community. Finally, some of the stakeholders note the consequences of poor traffic safety such as serious injuries and fatalities as the reason they believe that improving traffic safety is important.

The interviewed stakeholders think most leaders in their community value improving traffic safety. The stakeholders feel that most leaders prioritize safety because they know safety is a priority among their community members. Traffic safety falls under the jurisdiction of many leaders (i.e., law enforcement, city/county government) and their position as community leaders. On the other hand, there are some leaders who are not concerned about traffic safety, and some interviewed stakeholders feel that simply could be because they are not aware. Stakeholders realize that some projects get prioritized differently, and varying circumstances affect the projects that are prioritized among leaders. Political influences and the occurrences of tragedies are often perceived by stakeholders to dictate leaders' level of importance placed on traffic safety.

Stakeholders identify a range of barriers they feel deter traffic safety improvements in their community. The lack of financial means, social and infrastructural resources (volunteers, social programs, public transportation, etc.), and extra time in people's personal and professional schedules limit potential improvements in traffic safety according to many interviewed stakeholders. Some stakeholders feel that driver behaviors and simple driving errors are also barriers. These stakeholders think that more education for youth and adults would help curb these behaviors and errors, but they also acknowledge that change is difficult. Some stakeholders emphasize the need for comprehensive changes across all sectors of the community. They note that changing cultural norms, perceptions, and ultimately behaviors would be tremendous undertakings.

To enable such comprehensive changes in the community, the interviewed stakeholders advocate for more education, awareness, time invested, and money; support for prevention and treatment efforts; and implementation of laws, policies, and enforcement. Some stakeholders feel the likeliest catalyst of this kind of change in the community is a significant event or trauma in the community. These stakeholders believe people are more likely to adopt change in their behavior if they have been affected by a terrible trauma or loss. Yet, other stakeholders feel that cultural conversations and efficacious

processes that generate energy and move groups of people forward would help bring about the kind of change they feel is necessary.

The interviewed stakeholders list a range of roles they play in addressing traffic safety in their community. Some are involved in education; this education includes educating young drivers, informing new “customers” of the impact of their behaviors (distracted driving, impaired driving, etc.), and even educating leaders. Some interviewed stakeholders are community leaders who influence policy creation and decisions. Others are role models and active voices in the community. These stakeholders acknowledge the example they set and the opportunity they have to generate important conversations. Other stakeholders describe themselves as partners who collaborate with and support other agencies and industries that impact traffic safety. A few stakeholders are involved in treatment and prevention, and a few others note that they work with or as law enforcement in some capacity. Many of the interviewed stakeholders help in multiple ways, either as part of their jobs and/or as involved citizens.

### Impaired Driving

Most stakeholders who were interviewed are very concerned about the dangers/risks posed to the county by impaired drivers. They express concern about varying factors that they believe are contributing to the problem within the county as well as the consequences of impaired driving. About two-thirds of the stakeholders interviewed believe that the issue of drinking and driving in the county is getting better. They relate this improvement to changes in laws and policies, younger generations choosing to not drive after drinking, more education leading to increased awareness of consequences, and changes in social pressures to not engage in the behavior. Other stakeholders believe the issue is staying the same, and a few think it is getting worse. The stakeholders who think it is getting worse believe it is an accepted and modeled behavior that they still see occurring.

Most stakeholders extremely disapprove of driving while impaired because it is dangerous, wrong, against the law, and concerning for the entire community. Some of the stakeholders discuss how their position as parents increases their disapproval, and others discuss the horrible consequences people and the community face from impaired driving like serious injuries and fatalities. A few stakeholders believe that education has played a role in helping to change the behavior. Their disapproval of the behavior remains very high. While almost all the stakeholders interviewed share extreme disapproval of driving while impaired, they do not believe that most adults in the county share such extreme disapproval. It is common to hear stakeholders say, “Most adults disapprove of driving while impaired but... they still engage in the behavior.” Some of the stakeholders believe that most adults share high levels of disapproval and relate this to the high risks and consequences involved with impaired driving. A few of the stakeholders who believe most adults share lower levels of disapproval relate it to a lower perceived risk and the pervasiveness of alcohol. Some of the stakeholders also believe that disapproval of impaired driving among adults might differ among different generations. They have started to see a significant shift in the younger generations toward impaired driving being unacceptable.

## Value of Improved Traffic Safety in the County

1) On a scale from 1 to 10, where 1 is “not at all important” and where 10 is “extremely important,” how important is improving traffic safety in our county to you?

	Not at all 1	2	3	4	5	6	7	8	9	Very Important 10	Average
Number of Responses							1	6	1	7	8.9

### Why?

#### Personal experience/reasons

- *We are public safety*
- *This is what we do*
- *We are the ones that respond to traffic stops*
- *As a recipient of a MVA, the catastrophic impact of the event personally for my family and my life has been significant. Because of that one person’s behavior / choice to drive while impaired not a day goes by that I and my family do not deal with something as a result – and it has been years since the crash.*
- *I didn’t give it a 10 because we have pretty safe roads as is but important to continue keeping up with safety*
- *I would question the department if traffic safety was not extremely important*
- *Because our children walk to school*
- *If it was a 10 I would actually be championing to organize to have the public get involved to make changes and I am not doing that at this time.*

#### Cultural norms

- *Rural areas tend to skew when it comes to safety – and habits are hard to change  
I think that there is work that needs to be done to improve the social norms in the community*
- *Still having concerns around driving under the influence – adapting to the new laws – hands free – for people*
- *There is still a lot of work to do*
- *Believe that there is a substance abuse problem in Park Rapids and Hubbard County*

#### The safety of the community is important

- *Safety is important*
- *Keep everyone safe*
- *Reduction of accidents*
- *Traffic safety is important*
- *Probably we do a good job with budget, but it is important to do everything we can do in traffic safety for the community*
- *Not only drugs and alcohol, but being tired, phone (distractions) also generally affects traffic safety*

- *Safety should be a #1 priority for any and all drivers*
- *Safety for the community*
- *Safety is the #1 priority*
- *Its why we do what we do*
- *Safe manner of creating roadways – to help with safety*
- *Very Important subject*
- *Want to protect people safety*
- *Safety of the community and my family*
- *Think there is always room for improvement in traffic safety*

#### Consequences of poor traffic safety

- *Small community everyone knows each other – people are real – the hurt / trauma is real*
- *Transportation is a part of the problem – impacts those that are driving while intoxicated*
- *Puts them at risk*
- *Because it plays a direct impact on the health of people who live in this community*
- *Because of life*
- *Because of devastation of distracted driving incidents to the driver and the victim / loss of life*
- *Because traffic is increasing over time, school is always looking out for our students' safety*

#### Investment in the future

- *Vested interest in making sure my friends and family are safe on the road*
- *Lots of lives at stake*
- *Better to invest up front to avoid any catastrophic events for others*
- *Education*

#### Common Themes:

All the key stakeholders interviewed believe that improving traffic safety is important. However, their reasons vary. Some of the stakeholders believe improving traffic safety is important for personal reasons like experience with accidents or traffic safety being a part of the work they do. Other stakeholders believe that improving traffic safety is an investment in the future and safety of the community. Finally, some of the stakeholders discuss the consequences of poor traffic safety like serious injuries and fatalities as the reason their belief that improving traffic safety is important.

## Potential dangers/risks impaired drivers pose to the county

2) Now I would like to ask a few questions about certain traffic safety behaviors. On a scale from 1 to 10, where 1 is “no concern at all” and where 10 is “extremely concerned,” how concerned are you about the potential dangers/risks impaired drivers pose to our county (specifically drivers impaired by alcohol)?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Concerned 10	Average
<b>Number of Responses</b>						1	2	4	1	7	8.7

### Why?

#### Consequences of impaired driving

- *Because it claims innocent lives – the driver usually walks away, and the innocent life is either hurt or killed*
- *Puts them at risk*
- *Because it plays a direct impact on the health of people who live in this community*
- *Because rebuilding your life take time – years to make it livable / seamless*
- *You always think it won't happen to you, but impaired driving can take lives*
- *How do you measure the loss of life? – the loss of losing a child or a husband – a loved one....*
- *We are concerned for everyone's safety operating equipment comes at a greater risk when alcohol is involved*
- *Direct impact on health*
- *Concerned about safety for family and friends*
- *A lot of studies on drinking and driving is not a good match*
- *Impaired ability to make good decisions*
- *Innocent people hurt because of action of drunk drivers*
- *When you are under the influence you don't think things through, there are a lot of people like that*
- *If they were impaired, you are doubling your traffic safety risks – slower response time*
- *We are concerned*
- *Bar should be high*
- *One is too many*
- *Still a risk*

#### Businesses contributing to the problem

- *Because the bars / servers do not cut people off when they should*
- *Bars are not proactive about turning people off of their drinking and suggesting or helping them find a way (safe) home*
- *Selfish business owners concerned about money and encourages the over-serving of customers*

#### Part of their job

- *We try, but it brings a whole new dynamic into engineering*
- *We try (wider roadways, in slopes not so deep, rumble strips) to change the physical design of the road for safety*
- *Falls under our umbrella*

#### Accepted behavior

- *The community is afraid of stepping on peoples' toes by suggesting not to drive after drinking and turning on a blind eye when it comes to people drinking then driving*

#### Factors contributing to the problem

- *Number of repeat offenders*
- *Because we can't engineer what impaired driving behavior creates or cause s*
- *We are a recreation area*
- *Bigger problem here – because of no public transportation*
- *If there were more public transportation options that would cut down on the number of impaired drivers*
- *We are a vacation area, those that come to drinks bring their behavior*
- *Believe that there is a substance abuse problem in Park Rapids and Hubbard County. Difficult to answer when you do not know the data regarding alcohol related crashes or other incidents – in the community.*
- *Transportation is a part of the problem – impacts those that are driving while intoxicated*
- *It's not just alcohol its drugs, marijuana or whatever these people are on – includes behavior like cell phones / texting*
- *We have too much drinking and driving that we have in our county – it may have improved a little but is still a great concern*
- *Think that the incidents are too high*
- *Work still needs to be done, there have been improvements*

#### Personal experience

- *Something I had not thought about – consciously*
- *Vested interest in making sure my friends and family are safe on the road*
- *Because I see it a lot*
- *See the people coming from the bars and into their vehicles – it scares me*
- *Has zero tolerance*

#### Common Themes:

Most stakeholders interviewed are very concerned about the dangers/risks posed to the county by impaired drivers. They express concern about varying factors that they believe are contributing to the problem within the county as well as the consequences of impaired driving. Some factors that might be contributing to the problem are lack of public transportation, other substance misuse, and recreational nature of the area. Some stakeholders perceive that impaired driving is an acceptable behavior in the county, and they mention they have seen it occur often.

2b) In your opinion, what percentage of county adults have driven within two hours of drinking alcohol in the past year?

%	20%	30%	40%	50%	70%	75%	80%	90%
Responses	1	3	2	5	1	1	1	1

2c) In your opinion, what percentage of county adults have driven with a BAC over 0.08% in the past year?

	5%	10%	15%	20%	30%	50%	65%	75%	90%
Responses	2	2	1	4	2	1	1	1	1

2d) Is drinking and driving in the community getting better or worse or staying the same?

	Better	Worse	Staying the Same
Number of Responses	10	2	3
Percentage	67%	13%	20%

**Why?**

Better- Younger generation changing/choosing differently, more education has led to increase in awareness of consequences, policies and laws, social pressures changing

- *Because Law Enforcement and the courts are enforcing it more*
- *That it does not matter who you are or what status you hold in the community – the rules are the same for everyone*
- *More people are feeling that it is better to drink at home than go to the bar – choosing to stay home*
- *There is a heavy stigma against driving while impaired*
- *Penalties are severe, people are planning better to get home*
- *Culturally the behavior is shifting*
- *Younger generation is getting better at calling for a ride or designating a driver*
- *Cultural differences or changes in getting rides*
- *In bigger cities – there is more peer pressure to get / schedule a ride or designate a driver prior to going out, there are also more options in the bigger cities, where in the rural communities it is*

*hard – little to no options and the importance of a designated driver is not stressed – the younger generation is better at this than the older generation.*

- *Education and activities – state messaging PSAs*
- *Goes in cycles – around big events – thanksgiving and other holidays there are those that come back to the community – there are those that go out to drink and socialize*
- *Summer is a busy time*
- *Because of the awareness of the consequences*
- *More education*
- *Public – in the newspaper – less stories*
- *AA groups – conversation with members*
- *Better because of the increase in awareness, but on the other hand worse because as younger people start driving, they have not necessarily heard the messages*
- *More awareness of the importance of not drinking and driving*
- *See less DUI in the insurance business*
- *The number of incidents has decreased*
- *More social pressures around changing behavior of drinking and driving*
- *Better because less people are drinking and driving*
- *More awareness*
- *Millennials are driving this culture change – they are growing up with the thoughts and responsibility of not drinking and driving*
- *Observed at bars – opinion that the majority of the people / groups have a sober driver*
- *Friends don't drink and drive*
- *Law enforcement has improved their work with people that choose to drive impaired*

#### Staying the same

- *Society in general – think that driving impaired is an acceptable behavior*
- *I don't know- I don't hear if there are any changes through the media or anywhere*
- *I know of my friends have not changed their habits – so that is why I think it's the same*
- *Always going to be there*
- *Stated a statistic: 1 in 10 MN drivers has a DWI on record*
- *Just think that in addition to alcohol there is more culturally, and our traffic patterns are increasing*
- *Feels that overall drinking alcohol is decreasing – but other coping behaviors are taking its place*

#### Worse- accepted and modeled behavior, personal experience

- *Because even when the issues of legalizing marijuana – wanting to escape life – more people drinking than less*
- *Kids see what the adults around them are modeling*
- *Modeled behavior*
- *Alcohol is accepted everywhere*
- *Know from what I see*
- *Know people that do this behavior*
- *I see it a lot in the community*

#### Common Themes:

About two-thirds of the stakeholders interviewed believe that the issue of drinking and driving in the community is getting better. They relate this to changes in laws and policies, younger generations choosing to not drive after drinking, more education has led to increases in awareness of consequences, and changes in social pressures to not engage in the behavior. Other stakeholders

believe the issue is staying the same and a few think it is getting worse. The stakeholders who think it is getting worse believe it is an accepted and modeled behavior that is still occurring.

## Approval of Impaired Driving

3) On a scale from 1 to 10, where 1 is “no disapproval” and where 10 is “extremely disapprove,” how much do you disapprove of driving while impaired (alcohol)?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Disapprove 10	Average
<b>Number of Responses</b>								1	1	13	9.8

### Why?

#### Consequences of impaired driving

- *Concerned about the health and safety of all persons whether from the community or not*
- *For mankind – bad rode to go down – for the person that gets hit by the person that chooses to drive while impaired – bad deal for both – life altering decision for all involved*
- *The risk is unnecessary because you are not just putting your life in danger but others as well*
- *The bad results that can happen are unimaginable -how can you live with yourself?*
- *When driving impaired there are so many things that can happen – death – which ends up being a senseless death*
- *Not safe – to drive under the influence of alcohol*
- *Kills people*
- *Not safe*
- *Putting others at risk, why would you do that?*
- *Because, I think it's reckless behavior/choices that has the potential for fatal consequences*
- *Very dangerous*
- *This behavior can impact someone else's life*
- *Could cause death or serious injury*
- *Consequences will affect the person driving impaired and others on the road*
- *Innocent people are on the road and there are those that are making bad choices*
- *Think that the risk of driving impaired risks the driver and others on the road*
- *Because a person who is under the influence of alcohol does not have the ability to make good decisions or reaction time*

#### It is wrong/should not be done/irresponsible

- *They shouldn't*
- *Because no one should drive impaired*
- *No excuse for taking your own life or someone else's*
- *Lack of irresponsibility*
- *A lack of compassion for other people's lives*
- *Completely irresponsible to endanger others*
- *Against the law*
- *Not disciplined enough to make smart choices*
- *Because it is easy to plan for*

- *There is no reason to drive impaired*

#### Personal experience or reasons

- *Personally – has no patience for this behavior*
- *As a parent our thoughts change from being indestructible to concern about family and their safety*
- *Parent of teenagers – if something happened – couldn't imagine*

#### Important

- *Saving lives*
- *Very important*

#### Education

- *All the education on what can happen – even after a couple of drinks*
- *Media campaigns – helping with the behavior change*

#### Common Themes:

Most stakeholders extremely disapprove of driving while impaired because it is dangerous, wrong, against the law, and concerning for the entire community. Some of the stakeholders discuss how their position as parents increases their disapproval and others discuss the horrible consequences people and the community face from impaired driving like serious injuries and fatalities. A few stakeholders believe that education has played a role in helping to change the behavior. Their disapproval of the behavior remains very high.

#### 4) In your opinion, how much do MOST adults in our county disapprove of driving while impaired (alcohol)?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Disapprove 10	Average
<b>Number of Responses</b>				1	1	1	4	6	1	1	7.3

#### Why?

Most adult disapprove, but...

- *So they are against it but do it any way*
- *There are those that disapprove, but still drink and drive*
- *Whether to disapprove or not of driving after drinking - there are not very many people that are actionable on taking keys away or saying 'you are in no shape to drive.' This is where the community falls short.*
- *I think people in general disapprove, but still do it – out of convenience*
- *Sometimes I bet they don't know they are even doing it - until they get in trouble*
- *You can still say you disapprove and still drive impaired -hypocritical*
- *Most think that you shouldn't drink and drive, but there is a percentage of people that think they are fine to drive*
- *People's thought process is to do the right thing, but the actions will do the risky behavior*
- *You have those people that do it, drive while impaired*

Consequences of impaired driving

- *Society knows the ramifications of this behavior*
- *Because people realize the cost to society – people not working*
- *Safety issue involved*
- *Most are fairly responsible and disapprove of Impaired driving*
- *More social pressure and social norms are changing*
- *The number really should be a 10 – everyone should disapprove*
- *The idea around: we all understand the impact of drinking and driving, disapprove of things but still do it – there are too many things that go wrong*
- *Change takes years, it's moving but it will take time*

Most disapprove

- *Theoretically, most adults recognize the dangers of driving while impaired*
- *Conversations had with other adults*
- *Here in that atmosphere, people seem to be respected*

People are still engaging in the behavior

- *Because it happens often enough – it can't be a 10*
- *If adults didn't disapprove of driving while impaired the rules wouldn't be enforced or new rules being made*
- *Groups such as Hubbard in Prevention wouldn't be in existence*
- *The adults wouldn't feel the disapproval of this behavior*

Alcohol is a part of life

- *A lot of people drink, it's a part of life*

Perceived risk

- *"It won't happen to me" – or consequences*
- *"Nothing will happen to me" – thoughts*
- *Not everyone shares that attitude*

Generational differences

- *Culturally we are (the community) are older, average age is 44 in the area*
- *Shift in acceptance, between the 2 generations, it's more acceptable to drive after drinking for those in their 70's and not as acceptable for the younger generation*
- *Takes a long time to change attitudes*

Enforcement is helping

- *Law Enforcement has done a good job at reducing the number of drivers on the road that are impaired*

#### Common Themes:

While almost all the stakeholders interviewed share extreme disapproval for driving while impaired, they do not believe that most adults in the county share such extreme disapproval. It is common to hear stakeholders say, "Most adults disapprove of driving while impaired but... they still engage in the behavior." Some of the stakeholders believe that most adults share high levels of disapproval and relate this to the high risks and consequences involved with impaired driving. A few of the stakeholders who believe most adults share lower levels of disapproval relate it to a lower perceived risk and the pervasiveness of alcohol. Some of the stakeholders also believe that disapproval of impaired driving among adults might differ among different generations. They have started to see a significant shift in the younger generations toward impaired driving being unacceptable.

## Traffic Safety

5) On a scale from 1 to 10, where 1 is “not all important” and where 10 is “extremely important,” how important do you think improving traffic safety is to most leaders in our community?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Important 10	Average
<b>Number of Responses</b>						2	1	3	2	7	8.7

### 5b. What leads you to believe this?

Safety is high priority among leaders

- *Probably any and all leaders would feel that traffic safety is extremely important not only for their own family but for the community as a whole safety is important*
- *Most leaders feel that safety is a high priority*
- *They sit around community boards – where safety is the #1 priority*
- *Most leaders work hard in their community to reduce / eliminate crashes*
- *They think it's very important*
- *Think everyone wants our roads to be safe*
- *Being in a government role – when there is a vote about traffic safety and public safety it is an easy call to make*
- *Civic duty of leaders to be one of the top priorities for public safety*
- *They worry about the good for the whole*
- *What leaders do*
- *Leaders are more aware*
- *Weighs heavy on the leaders*
- *They think big picture*
- *Leaders are more active and are aware of what is going on in the community*
- *Not thinking there is a political leader against the importance of traffic safety*
- *The installing of a roundabout and stop lights are the results of leaders*
- *City and County work well together on this issue*

Costs to community

- *Cost to society – community*
- *Emotional cost*
- *Problems to the community*

Important to community

- *Community members feel that safety is important*
- *Safety of others, themselves, families in the community*

Attention tends to spike after crashes and incidents

- *Conversation about action is usually had following an accident*
- *Anyone would rate this question higher if personally has experienced a negative experience or consequence from someone else that choose to drive impaired*
- *The leaders are connected to that one action – driving while impaired – leads to wanting a safer community*

Not high priority to all leaders

- *Some projects just get prioritized differently*
- *Certainly, the topic of traffic safety is brought up in meetings as a concern*
- *Don't really hear the conversation*
- *Leaders recognize the importance but other things have been prioritized ahead of it (traffic safety)*
- *Not realizing that it needs improvement*

Demand pulls resources in many directions

- *Limited resources and people are pulled in many different ways*
- *They still don't want traffic safety issues*
- *Time spent talking about traffic safety is fortunately at the wrong time*

Politically driven

- *Disconnect when something happens and budget ranks high in conversation but is low when it comes time to spend money (political will)*
- *Sometimes data or statistics are not believed when politically not supported*
- *Depends on who the leader is in the community*

#### Common Themes:

Most stakeholders interviewed in Park Rapids believe that most leaders think improving traffic safety is extremely important. The stakeholders believe that leaders prioritize safety in their community because leaders know that their community members highly value safety as negative traffic safety incidents and crashes cost the community socially, emotionally, and economically. A few stakeholders feel that some leaders do not prioritize traffic safety simply because they are not fully aware of the importance or because of competing projects that demand their time. Some interviewed stakeholders note that attention to traffic safety issues tends to spike after crashes or incidents occur, and unfortunately, that's what it takes to get leaders to value improving traffic safety. A few stakeholders note that leaders' prioritization of traffic safety is tied to political motivations.

**6) How important do you think improving traffic safety is to most law enforcement in our community?**

	Not at all 1	2	3	4	5	6	7	8	9	Extremely Important 10	Average
<b>Number of Responses</b>							1		3	11	9.6

**6b. What leads you to believe this?**

It is part of their job

- *It's their job\*\*\*\**
- *It has a big impact on their job*
- *Core of their job*
- *Huge part of their job*
- *It is what they went to school for*
- *Serve and protect is their moto*
- *Main goal in Law Enforcement – general safety*
- *Distracted and impaired driving are big issues to law enforcement*
- *A large part of their day is traffic*
- *#1 priority to keep them safe*
- *It would be tough for them to go to work and not be concerned about safety*
- *It is important part of their job to protect and serve the public*

Ethical reasons it is a main priority

- *It's our moral duty \**
- *Everything they stand for*
- *That is their main focus – traffic, crime, protection*
- *Hoping it would be their main concern*
- *It's what we choose to do - keep you safe*
- *Traffic safety is important to law enforcement on mental health level*

They see the damage firsthand, and are the first in harm's way

- *They see the devastation*
- *Because their lives are at risk*
- *They are the ones to see every day the consequences of people's behavior or choices*
- *Witness the devastation of drunk driving*
- *None of us want to be the one to do a notification of death*
- *If "you" were at the scenes of the crashes – that might influence behavior*
- *They see the dangers – the consequences of a person's choice that they made*
- *They see 1<sup>st</sup> hand of the destruction of what happens when people make those destructive decisions*
- *See the accidents*
- *Not wanting to be at the scene of an accident*

- *They bear witness to the effects of limited traffic safety*
- *Most are passionate about traffic safety, because of what they see with unsafe drivers*

They are stretched thin

- *They would say it's a 10 but it is hard to enforce*
- *Staffing issues – almost impossible to cover the county*
- *Only so much time in a shift – can't get everywhere or be everywhere*
- *Because the safer people are when it comes to traffic safety and not drinking and driving the easier their job, where they can spend more time with other concerns – like drugs*

Perception is that law enforcement tends to be reactive rather than preventative

- *Public perception of law enforcement is reactive*
- *Law enforcement should be on a preventative side*
- *Law enforcement would rather work more on the preventative side of the scale, but society drives the side of the scale they work on – for example: 95% reactive work leaving only enough time to do 5% of preventative work*
- *Promoting traffic safety – educating community*
- *Society norms are where law enforcement will be...law enforcement are moved by society's norms and this changes with time, generation and culture*

#### Common Themes:

All but one of the interviewed stakeholders believe law enforcement feel improving traffic safety is extremely important. Stakeholders feel law enforcement greatly value improving traffic safety mainly because it is central to their job to serve, protect, and enhance the safety of the community they serve. Stakeholders feel law enforcement have an ethical duty to keep the community safe, and traffic safety is a huge part of that. According to the stakeholders, law enforcement are firsthand witnesses to the trauma and damage from traffic safety crashes and incidents, and they feel this motivates law enforcement to improve traffic safety conditions. This coincides with the perception of law enforcement that some stakeholders note that they tend to be reactive rather than preventative in their approach.

## Beliefs about Improving Traffic Safety

7) Specifically think about reducing fatalities and serious injuries on our roadways. On a scale from 1 to 10, where 1 is “not at all likely” and where 10 is “extremely likely,” how likely is it that we improve traffic safety in our community over the next five years?

	Not at all 1	2	3	4	5	6	7	8	9	Extremely likely 10	Average
<b>Number of Responses</b>				1	6	1	3	2		2	6.5

### 7b. Why do you feel this way?

People are resistant to change

- *There is so much resistance – change is hard in a small community*
- *Hard to get people to change behavior*
- *There is always opposition to change – hard to get done*
- *We have tried city wide strategies – had a hard time to change*

Reactive community that only changes when an accident or something tragic occurs

- *Not talked about – unless there is an accident or incident*
- *Because we are a reactive community*
- *If no one gets hurt or no tragic accident there will be no change*
- *Takes a tragedy for some people to make changes in behavior*
- *If there is a death or someone gets hurt that is when our community creates change, because of the incident*
- *We haven't had a big traffic tragedy that has impacted them*

Sense of denial or uncertainty

- *People who drive while impaired say - It's not going to happen to me – I drive safe*
- *Can't stop everything – but work the effort*
- *The community looks at the cost as the priority over safety*
- *Not knowing how much more we can do*
- *Intent is good, however I don't know how the citizens would respond so I'm splitting my score down the middle 50 / 50*
- *Do you want to die? And what would be an acceptable to number to you? 1 is too many.*

Laws matter

- *Once there is a law change there is a behavior change – you don't see the behavior as much*
- *Changes of laws – will make an impact and create change – especially with the youth*
- *And the new cell phone/ hands free law*
- *It's powerful – the effort that we are after (safe roads committee / TZD)*
- *Great collaboration between state / local / and city governments*

Time matters

- *5 years is too short to change behavior*

Things that will increase likelihood of improved traffic safety:

Education

- *Education*
- *Is the education out there*
- *Going into the schools will help*
- *Continued education to the community is primary – so very important*
- *Improvements come after infrastructure changes – then through education*
- *People make mistakes*
- *Change can take place with our new drivers*

Programs

- *Programs / organizations like Hubbard in Prevention that are helping with the change*
- *Will take a continued action – TZD program*
- *What is an acceptable amount of deaths? TZD wording - how many family members?*
- *Work on improving safety*

Awareness

- *Would like to think parents are talking about it more*
- *Great county engineer*
- *Insurance companies are talking about it with their customers*
- *Increasing awareness among adults and teen drivers*

Already is occurring

- *What has been done will make a big difference*
- *Wheels are already in motion*
- *Millennials so cognitive of traffic safety*

Infrastructure change

- *When changes from infrastructures are made, this will make the biggest impact*
- *Physical changes to roadways have results*
- *Except the physical structure of passing lanes*

Increased traffic safety is likely

- *Because we have safe roads coalition meetings, community meetings, leaders of the community working together to change traffic safety*
- *There is always hope – it is changeable*
- *I think we can make improvement*
- *Strong culture of traffic safety*
- *Doing the right things to stay within the limits of traffic safety*

Common Themes:

Stakeholders share a mixed sense of how likely it is they will improve traffic safety in their community over the next five years. About half feel it is not very likely because people are resistant to change, and they have had a difficult time enacting city-wide strategies in the past. These stakeholders warn that their community tends to be reactive rather than proactive, only embracing change when a tragedy occurs. The other half of interviewed stakeholders are a bit more optimistic that traffic safety can be improved over the next five years, and even more likely with more time. They feel that education, programs, awareness, infrastructure developments, the coalition, promoting a culture of traffic safety, and the good efforts that are already in motion will contribute to an improvement in traffic safety.

## 7c. What are the barriers to improving traffic safety in our community?

### Financial

- *Money\*\*\**
- *Funding*
- *State / federal funding for sign and road improvements*
- *Limited financial resources for necessary traffic safety improvements*

### Lack of resources

- *Volunteers*
- *Support of implementing*
- *No public transportation in the evening*
- *Limited area that public transportation would cover*
- *Not connecting the dots – social programs and cost to community – need to prioritize money towards prevention before intervention / reaction*
- *No taxi services*
- *Resources – to continue to educate and enforce*
- *Participation – reach – trying to make an impact – can't reach everyone – we don't stop*

### Leaders' priorities

- *So many things (strategies) that are brought to leaders – but really is this going to result in a successful change?*
- *Getting everyone to the table – invested groups: health care, law enforcement, TCF*
- *Not Proactive when looking at safety*
- *Other priorities among leadership*
- *There is no compromise, they want it their way instead of what is best for the community*

### Time

- *Time - different than other generations, younger generation is better at making choices*

### Need for education

- *Basic parenting is a concern – need education*
- *Educational piece – people have habits (cultural) – it's hard to change*
- *Leaders not knowing that there are dangers and risks*
- *Lack of awareness of how serious it is*
- *Not talking about this at a young age or not at all*

### Driver behaviors

- *Driver error*
- *5% of the people that are still drinking and driving*
- *People not being selfish*
- *People in the community not willing to make good choices*
- *Addiction to alcohol*
- *Denial*
- *Enablers – making excuses*

### Change is difficult

- *Difficult changing human behavior*
- *Trying to change people – that is difficult*
- *Trying to change family structure – that is difficult*
- *People's unwillingness to change behavior*

- *Traffic safety requires a change or inconvenience to people*
- *Lots of opposition – makes it tough to get it through*
- *Working with other entities*
- *Working with other constituents*
- *Habits are hard to change (cell phone use while driving)*

#### Cultural norms and perceptions

- *Public perception*
- *Culture*
- *Perceptions*
- *People's unwillingness to be accountable to their actions*
- *Acceptance of alcohol in our society*
- *Overserving is still accepted – bartenders are not cutting off because of money*
- *Changing mindsets that what an individual does affects others*
- *Cultural norms and behaviors*
- *'Mentality' - it doesn't affect me, I don't care, doesn't need to be improved*
- *Reactive community, you don't think of safety until something tragic happens*
- *The community does not come together as one*

#### Common Themes:

The interviewed stakeholders list a range of barriers to improving traffic safety in their community. Stakeholders note a need for more resources such as funding, volunteers, public transportation, education, and time. These stakeholders also feel that driver behaviors and propensity for error are barriers to improving traffic safety. Other barriers are the difficulty and resistance to change that some stakeholders perceive of people in their community as well as the cultural norms under which people operate that render them ambivalent to taking action.

**7d. What would it take to create change around this issue?**

## Education

- *Public education*
- *Long term – continued public education*

## Laws, policy, and enforcement

- *Legislation and laws are enforceable – allows us to enforce – “no”*
- *Consistent consequences*
- *Solve the financial piece – everything else, with hard work, will fall into place*
- *Laws – (hands free – good first step)*
- *Policy – at a community level, making a point where all businesses have policies or guidelines regarding action or behavior regarding traffic safety during and or after work*
- *Update current policy that businesses have - to reflect current laws*
- *Could look like a pledge of some sort or an actual policy that could be incorporated community wide*
- *More observation of law enforcement*

## A significant event or trauma in the community

- *It's not going to hit home until something happens*
- *Tragedy that affects the person that drove under the influence*
- *People to realize the value of other lives*

## Awareness

- *Creating awareness*
- *More awareness to the public – though the media*
- *Public announcement*
- *Trying to get at many different avenues – school events / get togethers, drivers ed, ads / PSA's – powerful, but only has so much reach*
- *Awareness – if you don't know about it you won't get anywhere*
- *More awareness, resources and education*
- *Message / campaign to the 'resorters' and vacationers*
- *Increase awareness of situations that are risky*
- *Do you have to call them right now?*
- *Do you have to get drunk and drive?*
- *To have a good time but to be safe and make good choices*
- *They knew they shouldn't do it – but they still do it – it referring to both distracted / talking, impaired driving, and speeding*
- *Most people are thinking it's less risky*
- *If we can provide awareness and knowledge*

## Support for prevention and treatment efforts

- *Continued financial support for prevention*
- *Availability of mental health resources – people have problems relating*
- *Move from reactive community to a proactive community*
- *Treatment (lack of availability) in area*

## Time and money

- *Takes time to change*

**Cultural conversations and resources**

- *Changing culture and peer pressure is an important conversation*
- *Public transportation*
- *Zero tolerance*
- *Group of people with energy – pushes ideas forward*
- *Support of the infrastructure to grow and support*
- *More speakers of those that have stories/ experiences to the community*

**Efficacious processes**

- *If we had a work group or work committee working on what we need to change in the community it would help to create the change*
- *Outside person coming in to facilitate the committee*
- *Is there sample language that businesses could look at?*
- *People listening to complaints and doing something about it*
- *Keeping the momentum going – committee meetings and stakeholders – keeping the conversation going – to work together*
- *We are doing a lot of it, more/ better? We continue to try*

**Common Themes:**

To create positive change in traffic safety, the stakeholders feel laws, policies, and enforcement are essential. Education, awareness, time, money, other resources, support for prevention efforts, and cultural conversations are also noted by stakeholders as important for generating change in traffic safety efforts. The stakeholders also share the importance of having effective processes in place with capable partners to keep the momentum going.

**7e. What is your role in addressing this issue in our community?****Education**

- *Educating youth on traffic safety*
- *Educate drivers and new customers about the impact of the behaviors – distracted driving and driving while impaired (alcohol) with new drivers*
- *Educational leader – emphasize and model this behavior*
- *Privacy educational pieces*

**Leader**

- *How to spend public money – influence / decision to spend*
- *Support initiatives*
- *Be the leader in the community*
- *Work with the city administrator*
- *Do what we need to do for the city*
- *Need a group or committee to work on these issues*

**Voice**

- *More awareness to the public – though the media*
- *I have the opportunity to talk with people a lot!*
- *Continue the conversation*
- *Speaking up more about it*
- *Sharing stories*

- *Reporting concerns*
- *Mediator*
- *Public announcement*

#### Role model

- *Lead by example*
- *Set good examples for my child*
- *Not doing the behavior – being a role model*
- *Create a healthy community*

#### Partner

- *Collaborate with others*
- *Bring the right people together to accomplish the safety issue*
- *Support others*
- *Liaison with other insurance agents*
- *Be the more proactive employer promoting safe driving*
- *Find / bridge the gap of the stakeholders*
- *Try to get others on board*

#### Treatment and prevention

- *Continued financial support for prevention*
- *Treatment (lack of availability) in area*
- *Open dialog about prevention – getting everyone together*
- *Engage people in choosing a designated driver when going out or intervene when they should not drive*

#### Part of job

- *It's our job*
- *Engineering of the roads – doesn't stop there*
- *Continue to job to keep our community safe*
- *Looking at our own organization to promote safe driving, obeying laws and our policies to reflect current laws*

#### Helps in many ways

- *Participating in things such as this interview*
- *Help whatever I can do*
- *Not a primary role*
- *As a citizen, watching (being vigilant) and it is my responsibility*
- *Safe drinking and driving habits*
- *Time*
- *Money*
- *Needs to be a passion for the person involved*
- *Projects - through the economic development role to find resources or match-up with someone who has the resources*

#### Enforcement

- *Consistent consequences*
- *There is not a lot in his position when it comes to enforcement, but we do as much as we can to change the physical design when looking at the engineering of a road – looking forward in trying to prevent future accidents*

- *Calling more to law enforcement of risky behavior*
- *As the mayor to address the issues*
- *Work with law enforcement*

#### **7f. What would it take for you to be more involved?**

##### Time\*\*\*

- *More time to work on this issue during work time – need permission from boss*
- *More time to focus*

##### Not much

- *To be asked*
- *Wouldn't take much and wouldn't hesitate*
- *Nothing – I'm here*
- *I don't think about this – I need to be a part of the conversation*

##### More information and reminders about traffic safety and its importance

- *Reminders that this part of traffic safety is important*
- *Personal consequences*
- *Other leaders need to keep each other informed*
- *Sometimes the traffic safety issue is not known until it's a problem – communication all the time is needed.*

##### Educate and promote awareness

- *School board - talk to them about education / importance of prevention*
- *Take an active role in providing prevention conversation*
- *Train our workers – Responsible Beverage Server Training*
- *Make recommendations to others regarding traffic safety*
- *Work with other leaders in the community - like the school*
- *Be more vulnerable to speak up – it's hard*
- *More enforcement at speed – risk areas*
- *Not knowing what's going on in the community – need to know more about the behaviors of our community members*
- *Role model*
- *Support*
- *Promote in education*
- *Concepts of curriculum for high school kids – willing to work together to help implement in the classroom*

##### Funds

- *Money – need extra officers*
- *TZD Grant – other sources of funding*
- *State re-allocating money*
- *Write grants*

##### Targeted goals

- *If we had a specific goal*
- *Bring opportunities to the community to improve traffic safety*
- *Encourage politicians to make informed decisions to street and traffic to improve traffic safety*

- *Commitment of the community to help with the project*

### **7h. Who are the champions or leaders on this issue in our community?**

- *Concerned citizens*
- *Leaders that listen*
- *Safe Roads Coalition*
- *Hubbard in Prevention (HIP)\*\*\*\**
  - *HIP / Angie\*\*\*\**
- *CHI St. Joseph's Community Health\*\**
- *City and County government\**
- *Law Enforcement\*\**
- *Law Enforcement leaders*
- *Police Chief and Sheriff*
- *Stakeholders\* – public health, law enforcement*
- *School councilors*
- *AA members*
- *Parents that lead by example*
- *Home school – education?*
- *Schools – SRO*
- *Doctors*
- *Social services*
- *Mental health*
- *The 5 E's: Engineering, Enforcement, Education, Emergency and Everyone*
- *Educational institutions – role model*
- *Grant folks at the state level*
- *Business people*
- *Sheriff Dept*
- *City Police Dept.*
- *Driving school*
- *Drinking establishments / liquor store*
- *Insurance Agents*
- *Advocate parents are champions – role models*
- *Youth – those that promote and live by example*
- *Anyone with a passion*
- *General public*
- *Public Works - Jed Nordin*
- *City Administrator – Ryan Mathisrud*
- *County Engineer – Jed Nordin\**
- *Jeff Appel – Chief of Police in Park Rapids\**
- *Cory Aukes – Sheriff*
- *Ben Koppelman – CEO of hospital*
- *Andrew Mack*

### **13) Additional Thoughts from the Interviewees**

- *Traffic Safety is important for public awareness*
- *Fight worth fighting for*

- *No, this is stuff we should be working on anyways – need to make sure we work together*
- *Money allocated to prevention is so important*
- *People behavior / choices affects people, law enforcement and businesses*
- *Distracted and drunk driving is preventable*
- *Alcohol is glamorized in social media and celebrations*
- *Like-minded interests of reducing alcohol related crashes in community*
- *Holding a blind eye to the situation increases insurance costs*

## Appendix H. Key Leader Interview Protocol

We hope to have a conversation with you by phone to learn about how the Applying Traffic Safety Culture in Minnesota Project was applied to promote traffic safety culture in your community and state.

In this process, the interviewee(s):

- Recalls the processes in the community – *what* happened.
- Reflects on *how* it happened and what *meaning* it had.
- Authenticates the interviewer’s report.
- Uses the report as the community plans next steps.

The interviewer:

- Conducts the interview and makes notes.
- Conducts an interpretive analysis of the responses.
- Writes “This Is What I Heard You Say” draft report.
- Re-writes the report based on the interviewee’s feedback.

A primary purpose of the process is to help people who are active in change work to enrich their own capacity. After the process, the report may be shared with others, so they may learn as well.

### Overview

This interview guide is written for use with the Minnesota Department of Transportation and CHI St. Joseph’s Health stakeholders as the key informants. This interview is for use at the conclusion of the project.

### Purpose of the Interview

The purpose of this interview is to better understand how the Applying Traffic Safety Culture in Minnesota project was applied to promote traffic safety culture in the community and state. The interviewer is independent of the communities and will also serve as recorder of the process.

### Interview Guide

This interview is about the Applying Traffic Safety Culture in Minnesota Project.

We are essentially asking you to participate in a research study by answering questions as a public representative of the Applying Traffic Safety Culture in Minnesota Project, so this is not a confidential interview. You will have the opportunity to review and revise the report from this interview. The report will be shared with the project funder and the Center for Health and Safety Culture Team. We encourage you to also share it with other people in your program and community.

Your participation is voluntary. As we engage in dialogue, you may stop at any time and you may choose to not answer any questions. Our informed consent process has been reviewed by the Montana State University Institutional Review Board (IRB). If you have questions about the approval of this study please contact [mail@chsculture.org](mailto:mail@chsculture.org).

Would you like to participate?

[If yes, proceed. If no, thank them for considering the interview.]

As we talk, please think about each question. Take your time. You can add or change information later, too. You are encouraged to ask for clarification or to suggest other questions that are relevant to the Applying Traffic Safety Culture in Minnesota Project.

## **Applying Traffic Safety Culture in Minnesota Evaluation Interview Protocol**

1. Please tell us a little about your county (state) and how cultural, geographic, demographic, economic, or other factors might affect traffic safety culture(TSC).
  - a. From your perspective, what are prevalent norms about impaired driving?
2. What are the particular goals of your project at the community level? What are the goals at the state level? Have these goals changed since the start of the project?
3. How would you describe your role in this project? What organization sponsors your TSC work?
4. How do the coalition members contribute to this project?
  - a. Who are the most active members?
5. How do other stakeholders not on the coalition contribute to this project?
6. What stakeholders/sectors were hard to reach?
  - a. How did you overcome those barriers?
  - b. What could have helped increase engagement from the hard to reach stakeholders?
7. What are the community factors that were helpful to the progress of this project? (these could be social, economic, political, cultural, other)
  - a. Allies
8. What are the community factors that hindered progress of this project? (these could be social, economic, political, cultural, other)
  - a. Challengers
9. When we last spoke the conversation in your community or state about impaired driving was ...How has this conversation shifted since then? Any examples?
10. What are the four strategies selected for this project? Tell me about the progress of those strategies.
11. What were your major lessons learned when implementing this project?

12. How did working across the social ecology to address impaired driving influence your thinking? How do you feel using a positive approach to address impaired driving impacted your work? What have been your greatest challenges and how have you managed them?
13. What would allow you to do your job better?
14. Imagine you just met someone who is starting a job as coordinator for a community coalition that plans to complete a similar project. What advice do you have for that new coordinator?
15. Do you feel like you made a difference with your impaired driving efforts?
  - a. What was the difference you made?
  - b. How do you know you made a difference?
16. *(Question only for Marlee and Angela) From your perspective what was Katie's purpose in the project?*
  - a. *What could have been done better?*
  - b. *Would you have been as effective without guide service? Why or why not?*
17. Do you have any other ideas to share?

# **Appendix I. Key Leader Summary Report**

## **Applying Traffic Safety Culture in Minnesota**

### **Summary Report of Key Leader Interviews**

Date:  
**January 30, 2020**

Submitted by:

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## Introduction

The Applying Traffic Safety Culture Project was a three-year pilot project in Park Rapids, Minnesota. The goal of this project was to improve roadway safety by fostering positive traffic safety culture and promoting the acceptance of Toward Zero Deaths goals, initiatives, and projects. Traffic safety culture is defined as the values and beliefs shared among groups of road users and stakeholders that influence their decisions to behave or act in ways that affect traffic safety. This project focuses on one prioritized traffic safety issue, driving after drinking alcohol.

This report is a compilation of information gathered from five interviews with two Project Coordinators, the Project Manager, one Technical Advisory Panel (TAP) Member, and the Regional Toward Zero Death (TZD) Coordinator. This report provides qualitative information at the conclusion of this project.

## Method for Generating the Report

In October and November of 2019, Project Coordinators (Marlee Morrison and Angela Graham), the Project Manager (Katie Fleming), the TAP Member (Kristine Hernandez), and the Regional TZD Coordinator (Holly Kostrzewski) engaged in an interview with a Research Associate (interviewer) at the Center for Health and Safety Culture. The purpose of these interviews was to gain a better understanding of how the Applying Traffic Safety Culture in Minnesota project was applied to promote traffic safety culture in the community and state. The interviewer was independent of the community and served as a recorder of the interview process. After each interview, the interviewer interpreted the responses and prepared a draft report retelling each participant's story. The interpretive process, based on qualitative data analysis methods, produced core themes that emerged across responses. The interviewer prepared draft summaries of the themes that emerged in each interview called "This is What I Heard You Say" and submitted each to the participants who then revised their reports for accuracy. The interviewer and participants went back and forth with revisions until each participant authenticated their individual report and each report was considered complete. Individual reports are included in Appendix A. The next three sections highlight themes that emerged across the responses and were categorized as perceptions of change, lessons learned, and challenges.

## Perceptions of Change: Shifting Conversations

According to those interviewed, the conversations within Park Rapids about impaired driving started to shift during the project. Among the employees and employers of drinking establishments, one of the project coordinators started to hear requests for more resources, a desire to better understand the laws, and learn how to keep their patrons safe. A Project Coordinator also heard more people talking about impaired driving. The Project Manager noted exciting moments during the project workshop in which people would realize they could do more to reduce impaired driving for little to no cost to them.

The TAP Member had heard an increase in stakeholders' discussions about behavior change and traffic safety culture. Partners were starting to see the value of using a traffic culture safety approach, but there was still a lack of knowledge on how to apply it. All these small ripples of conversations led the interview participants to believe this project had started to make a difference in their impaired driving efforts.

## Lessons Learned

This section highlights some of the lessons learned from the participant interviews about applying traffic safety culture in a community. The lessons included the importance of stakeholders, the need for an onboarding process, aligning expectations about culture change, the need for guidance when applying traffic safety culture in a community, and working across the social ecology.

All those interviewed discussed the importance of stakeholders when using a traffic safety culture approach. Traffic safety culture approaches require engagement across the social ecology. The strength of that engagement translates to how successful the implementation of strategies will be. When choosing strategies to implement within a community, key stakeholders are imperative because they understand the context of the existing system and their involvement increases their ownership in its success. Key stakeholders must understand the project and approach as well as be able to explain it to others. The Regional TZD Coordinator had extensive knowledge of working on traffic safety issues in rural communities through building and sustaining coalitions. She mentioned the importance of relationship building skills to foster engagement in rural communities. An investment in relationship building skills and networking abilities of the project leaders is important to grow the level of engagement of stakeholders. When asked what advice they would give to a new coordinator that plans to complete a similar project, the interview participants discussed the importance of relationship building, willingness to ask for help, meeting people face to face, and the need to have a clear understanding of the project so that they can successfully explain the project to others.

The interviews revealed that a clear onboarding process for anyone working on the project is incredibly important. During onboarding, the project purpose should be understood by all participants as well as a basic understanding of traffic safety culture and how this differs from traditional traffic safety efforts. Time should be spent defining roles and clear expectations prior to involving other stakeholders. Traffic safety culture and behavior change are complex. A public health approach to traffic safety is very different than traditional countermeasures. Both Project Coordinators expressed a lack of understanding about the project and approach during the first year of the project. They both felt that this lack of understanding led to a reduction in momentum and engagement with stakeholders.

The timeframe for this project was three years -- very short for a culture change effort. However, the expectations and goals of this project were not focused on behavior change in three years, but rather developing and testing a toolkit of traffic safety culture strategies that could be utilized in communities

looking to apply a traffic safety culture approach. This project's goals and expectations align with the understanding that changing culture takes time. When asked about the goals of the project, the answers varied among the interviewees. This discrepancy is noteworthy and is something that can be addressed during the onboarding stage for future projects. Project participants should be clear on the purpose and goals of the project.

Both Project Coordinators and the TZD Coordinator discussed the importance of guidance and support throughout the project. Neither of the Project Coordinators felt they would have been as effective if they had not received guidance from Katie Dively, the Center for Health and Safety Culture Guide, on a regular basis. She helped the coordinators strategize, provided tools, addressed concerns and needs, kept them on track, and helped communicate the expectations of the project.

Working across the social ecology to address impaired driving influenced the thinking of the interview participants in a variety of ways. The social ecology provided an organizing structure for how to think about the strategies the stakeholders considered for implementation. Working across the social ecology helped the participants to understand the importance of integration of strategies as well as who needed to be involved with the project. It helped people recognize that advocates for safety exist in the family, the workplace, and the community. It was noted by one interviewee that some traffic safety professionals were not as comfortable with the terminology "working across the social ecology." However, one of the Project Coordinators was hopeful that practicing the process of working across the social ecology with the coalition would encourage them to bring it back to their own organizations and work.

## Challenges

A challenge that was mentioned at the start of the project, as well as at the end, was the lack of public transportation options available in Park Rapids, especially at night. Many of the interview participants discussed how they have seen shifts in the culture of younger generations in urban areas. If they drink, they use alternative forms of transportation. In rural areas, alternative forms of transportation can be minimal to non-existent. Even if attitudes about impaired driving have shifted in these areas, the lack of options to get home creates a problem.

Another challenge to this particular project was the focus on planning and developing rather than implementation. Park Rapids has a well-established prevention coalition that is action oriented. The Project Coordinators and the Coalition Members struggled staying in the planning and developing phase. Once they started working through the toolkit to identify strategies, the project coordinators felt like there was more momentum than at the beginning of the project.

Most of the people interviewed discussed the desire for additional time and resources to dedicate to this project.

## Conclusion

All the participants interviewed believed their efforts were making a difference in Park Rapids. They couldn't quantify it, but they started to hear changes in conversations with stakeholders and within the community. Some of the participants interviewed believed they overcame some of the project's challenges. However, other challenges such as lack of alternative forms of transportation emphasized issues that arise in rural community with limited resources and were not as easily overcome. There were many lessons learned from this pilot project that can be used by others when applying traffic safety culture strategies, including the importance of stakeholders, the need for an onboarding process, aligning expectations about culture change, the need for guidance when applying traffic safety culture in a community, and working across the social ecology.

## Appendix A. Individual Summary Reports

### Applying Traffic Safety Culture in Minnesota Project - Park Rapids

**Began: October 2016**

**Interviewee: Holly Kostrzewski, Northeast/Northwest Minnesota Toward Zero Deaths Regional Coordinator**

**Baseline Interview Date: November 2017**

**Final Interview Date: October 2019**

1. Please tell us a little about your county (state) and how cultural, geographic, demographic, economic, or other factors might affect traffic safety culture(TSC).

*Kostrzewski was the Northeast and Northwest Minnesota TZD regional coordinator from 2010-2019. In August 2019 a new Northwest MN TZD regional coordinator was hired, and Kostrzewski coordinated for only Northeast region. She did continue to help the Park Rapids pilot study for continuity, though. As far as factors that might affect traffic safety culture in the state, they remain very similar to factors discussed in 2017. Over 50% of deaths are occurring in rural areas. The further away from metro areas, seatbelt use decreases while speeding and impaired driving increases. The poorer counties are harder to involve in work because they have less access and fewer resources. There are some areas where they see higher risk taking, which often is a result of family values and beliefs.*

- a. From your perspective, what are prevalent norms about impaired driving?

*The coordinator believed that the current trend among millennials in urban areas is not to drink and drive by planning ahead or using Uber or Lyft. For Generation X and later, there is a stronger desire not to leave their vehicles, so they may be more likely to drive impaired. The coordinator also noted that across the state, socializing and alcohol seem to go hand in hand, similar to sports and alcohol. There are different views throughout the state on alcohol, but one issue that she has seen recently is alcohol use among people in areas with a lot of shift work specifically graveyard shifts. It is not uncommon to see some get off their graveyard shifts and begin drinking, possibly getting drunk by 11 am in the morning. She isn't sure if this has been happening in Park Rapids, but it's something she has noticed in other rural areas in the state. Other forms of impairment that are concerning are the use of drugs like methamphetamines. The coordinator stated that they haven't seen a lot of opioid use in crash reports, which she attributes to a large amount of education about the dangers of opioid use. However, they are seeing meth and cannabis use more often in crash reports. She also is concerned about the amount of daytime impaired driving. NHTSA only provides money for increases in nighttime patrols, but the data is showing that impaired driving is also happening during the day.*

2. What are the particular goals of the project at the community level? What are the goals at the state level? Have these goals changed since the start of the project?

*Interviewer shared that in 2017 the coordinator viewed the goal of this pilot project was to find pearls for success and to help to identify challenges for choosing cultural strategies to address traffic safety at the community level.*

*The coordinator stated Park Rapids offered a unique opportunity to pilot in an area that was rural yet experienced large amounts of people during the tourist season. She felt like they could learn a lot about each of these populations through the pilot project. She is not sure if the county will hit any of their targets but understands the project is more about planning than implementation. She also wasn't*

sure if the coalition and coalition leadership had the traffic safety focus and skills necessary to begin implementing change.

3. How would you describe your role in this project? What organization sponsors your TSC work?

*The coordinator's official role has changed somewhat, but she chose to remain involved in this project. She viewed her role as a regional helper. She was able to identify gaps and assist with traffic safety specific data and resources. Unfortunately, the local coordinators did not engage in some of the things that they were invited, and Holly struggled to understand what her role was in the project.*

4. How do the coalition members contribute to this project? Who are the most active members?

*The most active members of the coalition were a county commissioner, the local coordinators, engineers, and occasionally law enforcement. However, Holly was concerned that they really did not understand what the project was and how to be successful.*

5. How do other stakeholders not on the coalition contribute to this project?

*Other stakeholders who were not a part of the coalition contributed to this project by suggesting or pushing strategies to address impaired driving. For example, they pushed to have Place of Last Drink (POLD) training, but they did not get the engagement needed from local law enforcement.*

6. What stakeholders/sectors were hard to reach? How did you overcome those barriers? What could have helped increase engagement from the hard to reach stakeholders?

*The coordinator thought it might have been helpful to have someone leading the project that had more history with traffic safety - someone who had well established relationships in the community and trust of essential stakeholders. In her work, the coordinator has found that relationship building skills are so important to foster engagement in rural communities.*

*Another challenge of this project was the onboarding and the concept of traffic safety culture. The coordinator believed that the initial explanations about what the project was were limited. This topic is difficult to understand, and it might have been a good idea for the local coordinators to be trained and made aware of the work prior to the initial training with other coalition members. The TZD coordinator believed that one of reasons the project lacked engagement was because of the initial struggle communicating the purpose of the project and clearly defining a traffic safety culture approach with the stakeholders.*

7. What are the community factors that were helpful to the progress of this project? (these could be social, economic, political, cultural, other)
- Allies

*One factor that has been very helpful to the progress of this project is having the county commissioner, an elected official, committed to the work. Another factor that was beneficial to the project was the local coordinator's expertise about impairment and alcohol use as well as knowledge of different players within the community due to the Drug Free Communities work she does.*

8. What are the community factors that hindered progress of this project? (these could be social, economic, political, cultural, other)
- Challengers

*The TZD coordinator wished that people who had more authority and the power to make decisions were more involved with the project.*

9. When we last spoke the conversation in your community or state about impaired driving was “Over 50% of fatal crashes occur in rural areas and most of those involve impaired driving. The media wants to shift the focus from impaired driving to distracted driving. It is not just alcohol that is the problem, drugs are as well.” How has this conversation shifted since then? Any examples?

*There hasn't been a lot of change since then. One thing that has been getting a lot more coverage in the media is distracted driving since a hands-free law went into effect on August 1<sup>st</sup>.*

10. What are the four strategies selected for this project? Tell me about the progress of those strategies.

*Unfortunately, the TZD coordinator did not know what strategies were selected for this project and felt that she did not receive updates often regarding the project. She mentioned that they may have been discussed during a meeting, but she couldn't identify them.*

11. What were your major lessons learned when implementing this project?

*One lesson learned when working with this project was the importance of the individuals involved to have experience with traffic safety. The project needed leadership who had relationships with folks in the sectors that should be involved like law enforcement. If the project were to be repeated in the future, she would like to see the regional TZD coordinator involved at a level with more authority. Building and sustaining coalitions is what she does. However, she was not the local coordinator's supervisor, so she could only provide suggestions. She often felt that she sat at an odd angle in this project.*

*There was also some initial change that made things difficult. The original project leader, and person who had wanted to partner with MSU to bring the project to Park Rapids, had many years of experience and great relationships with law enforcement. Unfortunately, she retired at the beginning of the project. The folks who took over for her were new to the project and did not have the same public presence or public trust as the retired public health director.*

12. How did working across the social ecology to address impaired driving influence your thinking?

*Working across the social ecology to address impaired driving is a very interesting concept, but the coordinator was not sure it was grasped by the community or coalition. She has been spending time helping new TZD coordinators better understand the social ecology and how to use it to address traffic safety issues. In this work, she has noticed that some people are not comfortable with the language. It seems foreign or boring to them.*

13. How do you feel using a positive approach to address impaired driving impacted your work?

*There is such beauty in using a positive approach. Unfortunately, NHTSA is still not a fan. However, the new leadership at Department of Public Safety is allowing the use of positive approaches. This helped her recognize that not every person responds the same to every message. It is important to use multiple dimensions and multiple approaches across the social ecology to have an impact.*

14. What have been your greatest challenges and how have you managed them?

*Outside of the onboarding challenges mentioned earlier, the coordinator felt engagement in the coalition and partnerships with other stakeholders were major challenges. She wasn't sure if these challenges were managed.*

15. What would allow you to do your job better?

*The coordinator felt like there was a lot of confusion about roles within the project and lack of direction as to who should be doing what.*

16. Imagine you just met someone who is starting a job as coordinator for a community coalition that plans to complete a similar project. What advice do you have for that new coordinator?

- *Use an interdisciplinary approach to traffic safety.*
- *Make sure all of the E's are at the table.*
- *Know your behavior-related data, particularly risky behaviors, demographics, time of day, and time of year.*
- *Know the community story of the past 5-10 years.*
- *Have a mission and goals for the project on every agenda; start with this every time to build shared understanding among participants.*

17. Do you feel like you made a difference with your impaired driving efforts? What was the difference you made? How do you know you made a difference?

*Anytime people come together to talk about an issue of concern is a success for the community. She does not know what the data will show, but she does not feel like this project was a waste.*

## Applying Traffic Safety Culture in Minnesota Project - Park Rapids

**Began: October 2016**

**Interviewee: Angela Graham, Grant Coordinator - Hubbard In Prevention Coalition and Community Health - Hubbard County**

**Baseline Interview: October 2017**

**Final Interview: October 2019**

1. Please tell me a little about Park Rapids and how cultural, geographic, demographic, economic, or other factors might affect traffic safety culture (TSC).

*Hubbard County is a large rural county with many lakes and a state park. Park Rapids is the largest city within the county. There is a lot of outdoor entertainment, which brings a lot of tourism into the county. People enjoy boating and swimming in the summer and snowmobiling and cross-country skiing in the winter. The major industries include farming and logging.*

*The county has a small population of about 20,000 people but can swell to much larger numbers of people during tourist season. There are many people who do not live in the county full time but have lake homes they use during the summer months and throughout the year. The population is mainly white with a small number of African Americans and Native Americans.*

*The county has a high poverty rate with many students on reduced or free school lunches. Most of the jobs pay below a living wage, are part-time work, or seasonal-only work. Higher paying full-time jobs in the county require an educational background that some do not have. Families are hindered by the lack of good paying full-time work in the county.*

*There are still no forms of public transportation in the county that people can access at night. There is a county bus that runs during the day that residents can use for appointments and errands, but it only runs from 8 am until 5 pm. There are no Uber, Lyft, or taxi systems. If people need to get home after a night of drinking, their options are to have a sober driver or to drive themselves home after drinking.*

- a. From your perspective, what are the current prevalent norms about impaired driving?

*Some people believe there is nothing wrong with driving after drinking. Some don't want to leave their vehicle and have the inconvenience of going back to get it. It seems that there are generational norms that are passed down. Youth engage in risky behaviors because they see their parents or family engage in risky behaviors. Some people think because this is a rural area, driving after drinking is okay because they are using backroads or only have a few blocks to drive. There are some people that feel they have a responsibility to have a designated driver and others who will just stay home and drink.*

2. What are the particular goals of your project at the community level? What are the goals at the state level? Have these goals changed since the start of the project?

*Overall goal of the project at the community level was to educate people about the importance of not driving while impaired and the associated risks in order to change the behavior. This would be done through sparking conversations and determining strategies that align with the community in order to address impaired driving. The coordinator believed that conversations open the door to behavior change. As the project progressed, the overall goal did not change, but the coordinator and coalition were able to choose strategies to reduce impaired driving. Strategies were actionable items that could be used with the different sectors and coalition. For example, establish family rules about drinking and driving. The goal was to find meaningful and purposeful strategies that would be effective.*

3. How would you describe your role in this project? What organization sponsors your TSC work?

*The coordinator's role along with Marlee Morrison was to lead the project and be the connection between the community, the project, Montana State University, and MN DOT. She was responsible for funneling information and project tools to the coalition and community as well as working with the coalition to better understand what strategies would work in the county. The coordinator felt confident on how to present and share the project tools with stakeholders in order to gain support and movement on the project.*

*The coordinator was in the unique position of being able to leverage the work she did as the DFC coordinator for Hubbard In Prevention Coalition to benefit this project.*

4. How do the coalition members contribute to this project? Who are the most active members? How do other stakeholders not on the coalition contribute to this project?

*The coordinator did not want to create a new coalition when this project initially started. She felt it would be best to leverage the existing prevention coalition in the county, Hubbard In Prevention. Since Hubbard County is small, the people who were already a part of the prevention coalition would be the same people she would want on a traffic safety coalition. They developed a Traffic Safety Group from the Hubbard In Prevention Coalition. There was also a Toward Zero Death Coalition that wasn't doing anything at the time, so the coordinator invited those members to join the Traffic Safety Working group as well. The most active members of the group were the Sheriff, Park Rapids Police Department, Sheriff's Department, county commissioner, the regional TZD coordinator, state patrol, and the director of emergency services. Other stakeholders who did not regularly attend meetings helped when they could. The most active members attended meetings, provided support to initiatives by discussing them with their organizations or the community, occasionally shared resources, and provided expertise and knowledge to determine the strategies chosen for implementation. They were also great for networking to share project tools.*

5. What stakeholders/sectors were hard to reach?

*The business sector and some of healthcare agencies like mental health, dentists, and clinics were harder to reach. Often, it was difficult to find how their goals and objectives aligned with the four strategies they chose to reduce impaired driving. The school was great about implementing the survey, but they did not have anyone at the table. They may have felt like the work did not directly impact them, and they had other priorities.*

a. How did you overcome those barriers?

*The coordinator overcame barriers with hard-to-reach stakeholders by having others help "ask." Certain members have more importance in the community. For example, having a uniformed law enforcement officer ask for something garners a different level of attention. It is also important to utilize the people who are working within the community like the sheriff and commissioner. They are going to have a better understanding on how to get things done. By delegating, doors opened. It was also important to keep asking; that is how the coordinator got into the driver's school. It was also important to utilize time spent in other meetings or groups to share what was happening in the project and share resources and tools if applicable.*

b. What could have helped increase engagement from the hard to reach stakeholders?

*The coordinator believed that additional money could have helped increase engagement from hard-to-reach stakeholders. There was no financial support in the project for messaging. There was only funding for salaries and benefits, which limited how much they were able to share the message. Messaging efforts were done solely through networking. While the coordinator believes that it doesn't take money to change behavior, it takes conversations; there are always costs involved. Whether it is*

*putting an ad in the paper or on the radio, incentives for kids or items for business giveaways, a small amount of money to generate items with the message can lead to conversations. They were able to provide tools and speaking points to some sectors, which became a catalyst for conversations. The coordinator wished they would have had the ability to do more.*

6. What are the community factors that were helpful to the progress of this project? (these could be social, economic, political, cultural, other)
  - a. Allies

*One community factor that was helpful to the progress of the project was they had a well-established coalition that had been around since 2011. The people who were already involved with the coalition were passionate and concerned about the health and safety of people in the community.*

*The coordinator and others have been having constant conversations and that has driven home the social importance of not driving after drinking. It was helpful to bring coalition members together every month to discuss the project. They were able to recruit new partners like the driver's ed class. The driver's ed class owners were very supportive and saw the value of allowing law enforcement and probation officers present to the class.*

7. What are the community factors that hindered progress of this project? (these could be social, economic, political, cultural, other)
  - a. Challengers

*The cultural norms in the area are a factor that hindered the progress of this project. It seems that many of these norms are generational and pervasive. People do what they see and what they learn from the people around them most. Another hindering factor was the timeline of the project. It was a very fast project in terms of behavioral change. They will not see end results of the work being done for many years and that can be a hard sell to people who are engaging in the work. People are crunched for time both at work and personally, and it is hard to get them involved in a project that doesn't have immediate results. There was also a lack of investment from some stakeholders like the insurance companies. They should have a lot of investment in reducing impaired driving, but they did not engage much with this group.*

8. When we last spoke the conversation in your community or state about impaired driving was

*"This is a small town and a lot of people know people that drive impaired, but nobody talks about it. This is a behavior that people stay silent about. Everyone sees it happening, but no one does anything unless there is an accident. There is also a generational issue. Some people believe that their parents engaged in this behavior and were fine. There is no reason they can't as well."*

...How has this conversation shifted since then? Any examples?

*For the most part, the coordinator believes the conversation has stayed the same. However, the coordinator has really heard a conversation shift among servers of establishments that serve alcohol. As part of one of their strategies, they provided responsible server beverage training. The servers were concerned about their role in keeping people safe. They wanted to learn how to not overserve and how to say no to a patron when they have had enough. They also had great questions about people's limits being different and how this plays into judging whether someone has had too much. There are more conversations between employees about overserving and the desire to understand from a law enforcement perspective what to do when a patron has had too much and leaves the establishment. There has also been a shift in support from management of these establishments. They wanted their employees to have tools to reduce overserving and manage clients when they have had too much to drink.*

9. What are the four strategies selected for this project? Tell me about the progress of those strategies.

*Responsibility beverage server training (RBST) was one of the strategies selected for this project. Law enforcement felt it was important and wanted it to be sustainable between the county and the city since the state no longer provided support for it. The training was already offered a few times a year and occasionally establishments requested it. However, the county required the training if an establishment failed a compliance check. The Traffic Safety group looked into how to strengthen the RBST for the community. The foundation of the current training is the same as the one the state used to offer but they have augmented it with local data. This has helped tell the story of the community and drive home the consequences of overserving. They provided tools to not overserve and not serve to minors. Servers have started asking for tools on how to intervene. The coordinator is re-evaluating the tools this winter to see if she can find strategies to curb overserving and intervening. The coordinator also was able to create posters and flyers to share with staff with key messages or "please remember" points.*

*Another strategy was a community campaign with the goal of educating the public about the dangers of drinking and driving. The campaign included social media, press releases, emails, radio PSAs for adults and students, and advertisements in the newspaper. The coordinator also worked with the coalition to be the voice of not drinking and driving. This campaign will be easy to sustain as long as there is a coalition coordinator to keep them going.*

*The third strategy they selected for this project was to integrate family rules into existing strategies. The coordinator worked hard on developing a relationship with the new owners of the driving school. Once she started to have conversations with one of the owners about integrating family rules, they understood it was convenient and not a lot of work. The coordinator was able to provide flyers and tools for parents that could easily be integrated into their curriculum when discussing issues of underage drinking and illegal drinking and driving. The owners were relieved to have another source to ask for assistance to help educate or even add to sections of their program. The coordinator was able to connect them with law enforcement to participate in the program as well. The coordinator felt like this was also a sustainable strategy.*

*The fourth strategy that was chosen was Place of Last Drink (POLD). The coordinator arranged for a chief of police from the cities to present the program to the coalition. He shared how the tool could be used with law enforcement. Unfortunately, the turnout was small. Both the Sheriff and Chief of Police chose not to implement this strategy. They did not see the value it added to their current system. In a rural community, the police force is smaller, and they did not believe the amount of time it would take to input the information needed into the system would outweigh the benefits. One elected official did see the value because they oversaw the liquor licensing for the county and thought the program could help guide whether an establishment would go on probation. The coordinator believed that law enforcement needed to be on board in order to move forward and felt this strategy could be implemented at another time.*

10. What were your major lessons learned when implementing this project?

*The coordinator believed one major lesson learned was the importance of key stakeholders. These are the people that sit around the table on a regular basis. They helped implement and guide the strategies and the project needed their voices.*

*Another major lesson learned was the importance of the strategies chosen and the need for them to add value for the people involved in the project. The stakeholders needed to have a say in creating and choosing the strategies because they had to work for the community. The strategies were easy to implement and had little to no financial burden. It was important to examine what strategies already existed within the community and try to better them. The coordinator also felt that it was okay if a*

*strategy is shared with the coalition that ultimately isn't chosen like POLD. The coalition listened and discussed this strategy for months but chose not to use it. They had to understand the strategy and examine it in the context of the existing system to determine that it wouldn't work for them.*

11. How did working across the social ecology to address impaired driving influence your thinking?

*The coordinator thought it was difficult when they tried to address all the levels of the social ecology at once especially with limited resources, both money and time. The coordinator did find the social ecology was helpful when thinking about different strategies across each sector as well as the impact of the strategies per sector. If the strategies were going to be successful, they needed to impact each level of the social ecology. The coordinator believed that working across the social ecology to choose strategies made them more strategic. For the coordinator, this type of thinking was part of her background, so it made sense. She wasn't sure if other coalition members typically used the same method of looking at the data and prioritizing across the social ecology when they selected a strategy. However, she was hopeful that by practicing the process with the coalition encouraged members to bring the process back into their own work.*

12. How do you feel using a positive approach to address impaired driving impacted your work?

*For the most part, all the work the coordinator has done was with a positive approach because negative approaches do not change behaviors. People think they're invincible, so scare tactics don't work. When people would start to talk about scare tactics, the coordinator always tried to share that behavior will change when they feel that they are part of what most people are doing. She wants to share the positive healthy behaviors people are engaging in.*

13. What have been your greatest challenges and how have you managed them?

*Some of the greatest challenges of this project were resources, time, and engagement. When the project began, the goal was to build a toolkit of strategies but not to implement them. This was challenging for the group, because they are action oriented and wanted to implement. As this challenge became more difficult to manage, the coordinator spoke with Katie about needing some sort of implementation. There was no money for implementation so they would have to select strategies that had no or minimal costs.*

14. What would allow you to do your job better?

*The coordinator had great support from Montana State University, the hospital, and the coalition. However, having more worker bees would have been great. She also wished for more time. The coordinator realized that most of the tables she sits around are working on marathon issues. These groups need to know that they have the time to be comfortable in the learning stage of a project. She often doesn't feel like she has enough time to dig deep and understand the project. She was coordinating multiple projects and has many priorities but was the only one in the office and had limited resources. She wanted to have the time to learn, be intentional, and take care of herself in order to help make the project more successful.*

15. Imagine you just met someone who is starting a job as coordinator for a community coalition that plans to complete a similar project. What advice do you have for that new coordinator?

- *Take time to learn.*
- *Have coffee with someone you want to learn from and ask questions.*
- *Network with the ones who are doing similar jobs both at a regional and statewide level.*
  - *Share, discuss, and help each other.*
- *Ask for help.*
- *Make sure you have a strong executive board to help with sustainability.*
- *Be willing to talk and ask questions to build relationships.*

- Also, know when you need to stop before a door closes.
- Find champions - know who they are and help them understand their roles, continue those relationships, and they will make the change.
- Having someone like Katie is very valuable.

16. Do you feel like you made a difference with your impaired driving efforts? What difference did you make? How do you know you made a difference?

*The coordinator was not sure if the data would show any actual changes at this time. The project has only been going on for two years and she recognized that the work she did won't have an impact on behaviors until further down the road. They could start seeing changes in perceptions though. Differences she did note were changes in conversations. She did recognize that the conversations during the responsible beverage server trainings started to shift. The servers were asking for tools and had great questions. She also started to hear more conversations in the community about impaired driving. She recognized that anytime she was working with other community organization, they were interested in hearing about the project and the work they were doing.*

17. From your perspective what was Katie Dively's purpose in the project?

*Katie was the point of contact for the project. Katie helped strategize and develop tools for them to use. She helped connect the coordinator and coalition with the project. The coordinator was able to ask her questions and if she had concerns or needs, Katie would help. Katie kept them on track and helped to deliver the expectations of the project.*

a. What could have been done better?

*Nothing. The coordinator and Katie spoke often, and Katie was a great help. The tool that she put together with the data and strategies to choose from helped them be successful in choosing strategies.*

b. Would you have been as effective without guide service? Why or why not?

*No, the coordinator believed Katie's assistance was valuable. The coordinator believed that guide service would be very important for a new coordinator without any background in prevention. They would not know who they would need to reach out to, and Katie could help with that.*

18. Do you have any other ideas to share?

*This was an interesting project to be a part, and the coordinator hopes that whoever is reviewing this project recognizes how valuable prevention is to behavior change. The more people on projects like this can lead to greater collaboration and, ultimately, they could make bigger impacts. Prevention is where efforts should focus. Stakeholders need to be able to engage in conversations around impaired driving. She hoped that this is not the end for the state. She would love to see greater collaborations between traffic safety, drug free communities, and the P&I grants in the state. The cross collaboration between the DOT and DPHS has been great. Impaired driving impacts everyone: parents, driving schools, insurance, law enforcement, etc. This work affects so many sectors. This work is important to help change behavior, and we all need to start working together.*

## Applying Traffic Safety Culture in Minnesota Project - Park Rapids

**Began: October 2016**

**Interviewee: Katie Fleming, Project Manager**

**Baseline Interview: October 2017**

**Final Interview: November 2019**

1. Please tell me a little about the state and how cultural, geographic, demographic, economic, or other factors might affect traffic safety culture (TSC).

*The project manager discussed different factors that she believed may affect traffic safety culture in the state of Minnesota. There are many residents who have lived there most of their lives and know each other very well. There is not much of a transient population. Demographically, the state is fairly homogenous, however there are pockets of other culturally specific ethnic groups and nationalities. Economically, there are areas of considerably lower income. Often, there is a feeling of hopelessness and lack of options in these areas, which can affect decision making.*

*Park Rapids is a very typical small town in Minnesota. They experience the struggle of people having to wear many hats since there is not a large professional pool. For example, elected officials also have full-time day jobs that may or may not be related to public service. This is also a tourist area and cabin country, which means the town and county see a large influx of people with varying values during tourist season. The project manager felt like addressing impaired driving in Park Rapids would require a two-pronged approach, one for the tourists and one for the community.*

- a. From your perspective, what are prevalent norms about impaired driving?

*The project manager believed there was a mixed bag of prevalent norms about impaired driving in the state of Minnesota. Her observations in the Twin Cities area indicated there are more options for rides home after drinking and less acceptance for driving after drinking. Although, there are small groups of people who still think it is acceptable. She felt that urban areas had greatly benefited from Uber, Lyft and government funded sober ride programs by increasing access to these options. When it comes to smaller communities, sober ride programs are beneficial only if they can be sustained.*

*Overall, it seemed like people are talking more scientifically about substance misuse and related issues, which will have a positive effect on impaired driving because it helps change how people see the issues.*

*Park Rapids faces similar challenges to many small towns, such as sustainability of sober ride programs and availability of ride share services and public transportation.*

2. What are the particular goals of your project at the community level? What are the goals at the state level? Have these goals changed since the start of the project?

*The goals of the funder (state level) was the development of a toolkit small communities could use to address traffic safety culture. Park Rapids was a pilot project to build a framework for moving forward to address traffic safety. Ideally, this toolkit would help safety culture partners move the concept of traffic safety culture from theory to application. Many partners saw the value in addressing traffic safety culture but didn't know how to apply it within their communities. This pilot project was a test to make traffic safety culture strategies accessible to all partners. The community goal was to apply the strategies of the toolkit to address impaired driving. The latent benefits of the project in the community were to establish a formal or informal coalition that was invested in traffic safety and foster a toward zero death mission. The funder's overarching goals have not changed since the start of this project.*

3. How would you describe your role in this project? What organization sponsors your TSC work?

*Katie is the project manager and works for the funder, Minnesota Department of Transportation. She tried to provide expertise and support if desired by the local coordinators in Park Rapids. However, she wanted them to feel like they were managing the project themselves.*

4. How do the coalition members contribute to this project?

*The coalition members are critical to the success of this project. Coalitions are how to engage the community in culture work.*

- a. Who are the most active members?

*Unfortunately, the project manager was not familiar with the most active members of the coalition.*

5. How do other stakeholders not on the coalition contributed to this project?

*The project manager has reports that local businesses, such as insurance agents, have participated. She was interested in learning how they are contributing.*

6. What stakeholders/sectors were hard to reach?

*She was aware that law enforcement was a challenge and it was harder to get them to participate than other sectors. In smaller towns like Park Rapids, there is not a large number of law enforcement, so their time is very valuable and difficult to dedicate to other efforts.*

- a. How did you overcome those barriers?

*She did not know.*

- b. What could have helped increase engagement from the hard to reach stakeholders?

*The project manager believed that increased engagement across the board would have helped the project. There were some external concerns about a lack of communication about project activities and meetings.*

7. What are the community factors that were helpful to the progress of this project? (these could be social, economic, political, cultural, other)

*Community factors that were helpful to the project were the tremendous amount of love from the community and the workshop attendees that were very engaged and seemed to identify their role in the project. At the time of the workshop, it seemed like people were starting to move from understanding this was important toward an excitement about how they could contribute.*

8. What are the community factors that hindered progress of this project? (these could be social, economic, political, cultural, other)

*Community factors that hindered the progress of the project were available resources and the space to try new things. The workshop did not have a lot people in attendance but did have people who wear a lot of hats, which makes it more challenging for them to try something new.*

9. When we last spoke the conversation in your community or state about impaired driving was “At the department, there is a lot of concern about impaired driving, but the Department of Transportation does not have a lot of control. Office of Traffic Safety and Public Safety tend to focus on this area. Although, combinations of alcohol and drugged driving have been rising in

*the discourse for multiple state departments.” How has this conversation shifted since then? Any examples?*

*There is growing concern about the potential of marijuana legalization and how this will impact traffic safety. There are more discussions about all types of impaired driving. Also, the crash reports have changed and provide more detailed data about what caused the impairment.*

10. What are the four strategies selected for this project? Tell me about the progress of those strategies.

*They choose to focus on impaired driving.*

11. What were your major lessons learned when implementing this project?

*One of the major lessons learned from the project was a need to identify a few more allies in the community possibly even in paid positions within the project. The local coordinators had so many other jobs in addition to this project. It may have been beneficial to bring in more skills and dedicate another person(s) to the project. These positions may need to be paid to help ensure that the work gets done. Another lesson was to involve more local and regionally elected officials and district engineers.*

12. How did working across the social ecology to address impaired driving influence your thinking?

*Working across the social ecology to address impaired driving is absolutely critical when trying to change individual behavior. The family, the workplace, the community, friends, etc. are all advocates for safety. At the workshop, the project manager observed the most energy in the room came from discussing strategies in which the attendees could see themselves engaging.*

13. How do you feel using a positive approach to address impaired driving impacted your work?

*The positive approach resonated with people and worked for all strategies across the social ecology. Family rules could be seen potentially as punitive but, ultimately, they are about providing guidance for better decision making. Negative and punitive approaches can cause psychological reactance, which is very concerning.*

14. What have been your greatest challenges and how have you managed them?

*The greatest challenge for this project was finding funding. It is difficult to get the attention of funders when you only have 15 minutes to convey the importance of something so foreign. The project manager overcame this challenge by identifying allies in the safety office and getting the FHWA partners to recognize the importance of traffic safety culture. It was also helpful that the department had already funded a traffic safety culture project in Minnesota, so they had buy in from FHWA.*

15. What would allow you to do your job better?

*Ultimately, more time. Time is such a precious resource and necessary to be able to concentrate on the work. Culture work needs flexibility to really dig deep especially when others perceive this work as experimental.*

16. Imagine you just met someone who is starting a job as coordinator for a community coalition that plans to complete a similar project. What advice do you have for that new coordinator?

- *Identify allies immediately and get them heavily engaged.*
- *New and emerging concepts take time to explain, and you need to invest in helping partners understand before moving forward.*
- *Bring your partners along .*

- *Patience.*
- *Safety culture must be framed in a “what is in it for them” way, different audiences have different values; knowing what they value is critical.*
- *Take the traffic safety culture approach when talking about traffic safety culture. By this she meant that it works best to know the values of stakeholder and traffic safety partners to communicate how traffic safety culture addresses their own values and needs.*
- *Recognize that it takes time to leverage values.*
- *This work is about engagement and empowerment; can’t do one without the other.*

17. Do you feel like you made a difference with your impaired driving efforts? What was the difference you made? How do you know you made a difference?

*The project manager believed this project made a difference, but she can’t scale that difference. She did recognize exciting moments in both workshops where the participants would have an “aha” moment. They would realize that they could do so much more for little to no cost and become an effective partner in reducing impaired driving.*

## Applying Traffic Safety Culture in Minnesota Project - Park Rapids

**Began: October 2016**

**Interviewee: Kristine Hernandez, Toward Zero Deaths (TZD) Statewide Coordinator and member of the TAP**

**Baseline Interview: November 2017**

**Exit Interview: November 2019**

1. From your perspective, what are prevalent norms about impaired driving?

*Interviewer read Kristine's answer from her 2017 interview, "Kristine has noticed a shift in norms around impaired driving among the younger generations in the urban areas. They grew up wearing their seat belts and do not drink and drive. Wearing their seat belt or using alternative forms of transportation if they have been drinking is just what they do. It is not something they have to think about. However, in rural areas there are no forms of alternative transportation and the bars are only a few miles from home, so people are still engaging in this behavior." She believed these are still the norm and they have been working on finding solutions to the norms. They have started to utilize strategies like Place of Last Drink (POLD) and responsible beverage server training.*

2. What are the particular goals of your project at the community level? What are the goals at the state level? Have these goals changed since the start of the project?

*The interviewer read Kristine's answer from her 2017 interview, "The major goal of the project is to find effective strategies that change traffic safety culture. The pilot project will develop a process that can be spread statewide through the TZD system." The coordinator believed this was still the main goal of the project. However, since the start of the project, the state has joined the Traffic Safety Culture Transportation Pooled Fund Program and is looking forward to sharing lessons learned from this pilot project with the program. This pilot project was the next step in their traffic safety culture learning.*

3. What are the four strategies selected for this project? Tell me about the progress of those strategies.

*The coordinator was not aware of the exact four strategies that were selected for the project but did know they were focused on impaired driving.*

4. How did working across the social ecology to address impaired driving influence your thinking?

*The MnDOT Office of Traffic Engineering is very committed to finding strategies to implement what ties the work that they are doing together with other agencies. The integration of these strategies will lead to more sustainable programs. The coordinator recently attended a Positive Culture Framework training and realizes how important working across the social ecology is for long-term behavior change.*

5. How do you feel using a positive approach to address impaired driving impacted your work?

*She mentioned a MnDOT project with the University of Minnesota and other traffic safety stakeholders that was using positive social norming to address pedestrian safety materials and messaging. They are thinking about playing off the idea of the land of 10,000 lakes with the "land of 10,000 steps." The coordinator knows that positive messages are more effective for some people. She is in charge of their creative messaging and comes up with funny, positive messages to use on the changeable message boards meant to reach young adult male drivers. She tries to avoid psychological reactance.*

6. What have been your greatest challenges and how have you managed them?

*The greatest challenge of this project was time. Behavior changes takes time. Their office looks at traffic fatalities every day and does not see changes. Her new supervisor is very supportive of these efforts but doesn't know what change looks like yet. The coordinator thought it might be time to redo the Traffic Safety Culture survey for the state of Minnesota to keep people motivated. Hopefully, they would start to see some small changes now, since the baseline was done in 2012.*

7. Imagine you just met someone who is starting a job as coordinator for a community coalition that plans to complete a similar project. What advice do you have for that new coordinator?
- *Relationship building is half their battle. She recommends that they don't send emails but meet people in person, build trust through face-to-face interactions, and use these opportunities to explain the work.*
  - *Discuss data.*
  - *Be innovative and data informed.*
  - *Work more on the systems.*
  - *Develop new best practices and evaluate!*

8. Do you feel like you made a difference with your impaired driving efforts? What was the difference you made? How do you know you made a difference?

*Yes, the coordinator does think they are making a difference. She is starting to hear other stakeholders talking about behavior change and traffic safety culture. There is also more interagency collaboration and discussion about culture work.*

## Applying Traffic Safety Culture in Minnesota Project - Park Rapids

**Began: October 2016**

**Interviewee: Marlee Morrison, Director of Community Health at CHI St. Joseph's Hospital**

**Baseline Interview: October 2017**

**Final Interview: November 2019**

1. Please tell me a little about Park Rapids and how cultural, geographic, demographic, economic, or other factors might affect traffic safety culture(TSC).

*Park Rapids is a rural resort community. There is a lot of economic disparity and a high poverty level. There are also a lot of part-time residents. Individuals spend their summers or vacations here but have second homes elsewhere.*

*There are not many transportation options, no Uber or taxis. People cannot get where they need to go without a vehicle. There is a bus in Park Rapids, but it only operates during the day.*

- a. From your perspective, what are the current prevalent norms about impaired driving?

*Most people think that impaired driving is wrong. However, people's definitions of impaired driving vary.*

2. What are the particular goals of your project at the community level? What are the goals at the state level? Have these goals changed since the start of the project?

*The goal of this project was to improve the norms surrounding impaired driving in Park Rapids. The goals have not changed since the start of the project.*

3. How would you describe your role in this project? What organization sponsors your TSC work?

*The director's role was to supervise the project and participate in the coalition. She provided Angela, the project coordinator, support, but Angela was the boots on the ground.*

4. How do the coalition members contribute to this project?

*Coalition members contributed to this project by providing insight and direction into what strategies they were going to move forward. For example, Place of Last Drink (POLD) was not a feasible strategy for law enforcement to easily implement so they chose to not move forward with it.*

- a. Who are the most active members?

*The most active coalition members were law enforcement.*

5. How do other stakeholders not on the coalition contribute to this project?

*Other stakeholders contributed to the project through support work. For example, Radio partners would play public service announcements and the chamber of commerce sent out emails requesting businesses complete the survey.*

6. What stakeholders/sectors were hard to reach?

*It was difficult getting engagement in the meetings especially since it is such a vague topic.*

- a. How did you overcome those barriers?

*The director did not believe they overcame those barriers, specifically with insurance agents.*

- b. What could have helped increase engagement from the hard to reach stakeholders?

*The project needs to be directly related to what they are doing in their work in order to increase engagement with hard-to-reach stakeholders.*

7. What are the community factors that were helpful to the progress of this project? (these could be social, economic, political, cultural, other)
- a. Allies

*The engagement of law enforcement was the most helpful factor in the progress of this project. It can be very hard in a small town to engage people. There were a lot of demands on their time, and if the project wasn't engaging, people did not participate.*

8. What are the community factors that hindered progress of this project? (these could be social, economic, political, cultural, other)
- a. Challengers

*One of the factors that hindered the progress of the project was the fact that Park Rapids is a vacation spot. People come there to vacation and get away. They do not want to be yelled at for enjoying themselves. There were several bars in the area that refused to engage with the project for fear of losing business.*

9. When we last spoke the conversation in your community or state about impaired driving was "The only time the director ever hears about impaired driving is when there is an accident."  
...How has this conversation shifted since then? Any examples?

*The director believed the conversation is still the same. Although, she noted that she does not live in the community, so she is a little disconnected.*

10. What are the four strategies selected for this project? Tell me about the progress of those strategies.

*The strategies selected for this project included Place of Last Drink, family rules, education at school sporting events, and responsible beverage server training. Place of Last Drink program was not needed or wanted by law enforcement. Law enforcement was adamant they knew where the problems were, and that this program would not add value. As soon as the conversations turned to revoking liquor licenses and legal ramifications, they did not want to continue discussing that program. The family rules promotions are going to take years, but the local coordinator did partner with the new owner of the driving school to begin sharing this information.*

11. What were your major lessons learned when implementing this project?

*A major lesson learned when implementing this project was a need for clarity and education at the beginning of the project. There was a lot of confusion in the first year of the project. The coalition is used to being action oriented and this project wasn't calling for any action, so it was confusing. Since the project details were vague, it was hard to engage people in the work.*

12. How did working across the social ecology to address impaired driving influence your thinking?

*The director wasn't sure how to answer this.*

13. How do you feel using a positive approach to address impaired driving impacted your work?

*The director believes it feels good to use a positive approach, and it aligns with the work she is seeing with Drug Free Communities and Adverse Childhood Experiences. It is a tougher approach for the law enforcement side though.*

14. What have been your greatest challenges and how have you managed them?

*The confusion at the beginning of the project was a challenge. It was also difficult to get a handle on the strategies. Another challenge was people's desire to implement right away, so they felt like they were taking action.*

15. What would allow you to do your job better?

*The director started this job when the grant started and the direction at the beginning was extremely confusing. She found it hard to understand the project, which made explaining it to others very difficult. They had a group training at the beginning, so they were all learning together. A better way to onboard the coordinator for the project would be helpful.*

16. Imagine you just met someone who is starting a job as coordinator for a community coalition that plans to complete a similar project. What advice do you have for that new coordinator?

*As a new coordinator make sure you understand your role in the project, what the project is, and what the expectations of the funder are before you start to engage other people in the project.*

17. Do you feel like you made a difference with your impaired driving efforts? What was the difference you made? How do you know you made a difference?

*The director does not know if they made a difference since it was such a short period of time.*

18. From your perspective what was Katie Dively's purpose in the project?

*The director was very confused about who was who at the beginning of the project. Katie served as a grant advisor and the director went to her with questions. She was very much needed in the project.*

a. What could have been done better?

*As mentioned before, the director thought onboarding of the coordinator could have been done better as well as providing a better understanding of the project purpose.*

b. Would you have been as effective without guide service? Why or why not?

*No, Katie provided guidance and answered questions about the project.*

## Appendix J. Community Survey

### Minnesota Traffic Safety Survey

#### Instructions

Your participation is voluntary, and we will only share summary results. You may skip any questions you do not want to answer and may stop at any time. Your responses are anonymous and cannot be associated with your identity.

So the results of this study represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

There are no “right” or “wrong” answers. We only ask that you read each question carefully and answer as honestly as you can. We are interested in your thoughts as well as how you think most other adults in your county would respond to the same questions.

#### We want to begin with what you think about traffic safety in Minnesota.

How much do you agree or disagree with the following statements?	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
1. “I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. “I believe the only acceptable number of deaths and serious injuries <u>among my family and friends</u> on Minnesota roadways is zero.”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How concerned are the following people about traffic safety in your community?	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)
You	<input type="checkbox"/>						
Your family	<input type="checkbox"/>						
Your friends	<input type="checkbox"/>						
Your employer	<input type="checkbox"/>						
Most people (age 18 and older) in your community	<input type="checkbox"/>						

**We want to ask you some questions about drinking and driving.**

4. During the past 30 days, on how many occasions did you drive...	0	1	2	3	4	5	6 or more
within two hours of drinking any amount of alcohol?	<input type="checkbox"/>						
after having perhaps too much to drink?	<input type="checkbox"/>						

5. In your opinion during the past 30 days, on how many occasions did <u>most people in your community</u> drive...	0	1	2	3	4	5	6 or more
within two hours of drinking any amount of alcohol?	<input type="checkbox"/>						
after having perhaps too much to drink?	<input type="checkbox"/>						

6. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations?	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)
Drive in an emergency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive home on side streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive home on the highway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive if you don't feel "buzzed" or "drunk"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive even though you feel you have had perhaps too much to drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive when you have also been using other substances or drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Each row shows a range of feelings about driving after drinking. Please select one box on each row that best shows how you feel about driving after drinking. Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word indicate a stronger feeling.

**7. "For me, driving within two hours of drinking any amount of alcohol feels..."**

Necessary	<input type="checkbox"/>	Unnecessary	Efficient	<input type="checkbox"/>	Wasteful												
Dangerous	<input type="checkbox"/>	Safe	Harmful	<input type="checkbox"/>	Beneficial												
Foolish	<input type="checkbox"/>	Smart	Stressful	<input type="checkbox"/>	Stress-relieving												
Pleasant	<input type="checkbox"/>	Unpleasant															

How much do you agree or disagree with the following statements?	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
8. People who drive after drinking alcohol are more likely to get stopped by the police.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. People who drive after drinking alcohol are more likely to be in a traffic crash.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Impairment begins with the first sip of alcohol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Alcohol impairs driving performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How much do you approve or disapprove of...	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
driving within two hours of drinking any alcohol?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
driving after having perhaps too much to drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. In your opinion, how much do most people in your community approve or disapprove of...	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
driving within two hours of drinking any alcohol?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
driving after having perhaps too much to drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. "I plan so that I never have to drive after drinking alcohol. This may include choosing not to drink."	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Does your family have a rule about never driving after drinking alcohol?	Yes	No	I don't know	I don't have a family
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. Does your workplace have a policy about never driving after drinking alcohol?**

Yes	No	I don't know	I don't have a workplace
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Next, we want to ask about intervening to stop someone from drinking and driving.**

**17. Thinking back over the past 12 months, how often did you try to prevent someone from driving after they had perhaps too much to drink?**

I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18. In your opinion, how often did most people who were in a situation to prevent a person from driving who had perhaps too much to drink actually try to prevent them from driving?**

Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**19. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?**

Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)
------------------------	-----	-----	------------------------	-----	-----	-----------------------

A family member or close friend

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

An acquaintance or co-worker

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

A stranger

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

A person who has obviously had way too much to drink

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

**20. "For me, trying to prevent a person from driving after having perhaps too much to drink feels..."**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						

Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

Please continue on the next page

**How much do you agree or disagree with the following statements?**

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
21. "I would appreciate someone who tried to prevent me from driving if I had too much to drink."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. "People who have had perhaps too much to drink don't want someone to prevent them from driving."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. "Preventing someone from driving who has had perhaps too much to drink makes our roads safer."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. "I believe we have a responsibility for the safety of our community to prevent people from driving after they have had perhaps too much to drink."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. "If I witness someone who has had perhaps too much to drink, I believe it is my responsibility to take immediate action to prevent him or her from driving."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. "I believe I should try to prevent someone from driving if the person has had perhaps too much to drink."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**27. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most people in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**28. How comfortable are you to prevent a person from driving after they have had perhaps too much to drink?**

	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**29. How confident are you to prevent a person from driving after they have had perhaps too much to drink?**

	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)
	<input type="checkbox"/>						

**Next, we want to ask about distracted driving.**

<b>30. During the past 30 days, while driving, how often have you...</b>	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive
had a conversation on a cell phone while holding it in your hand?	<input type="checkbox"/>						
had a conversation on a cell phone without holding it ("hands-free")?	<input type="checkbox"/>						
typed or read on a cell phone?	<input type="checkbox"/>						

<b>31. In your opinion during the past 30 days, how often did most people in your community...</b>	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive
have a conversation on a cell phone while holding it in their hand?	<input type="checkbox"/>						
have a conversation on a cell phone without holding it ("hands-free")?	<input type="checkbox"/>						
type or read on a cell phone while driving?	<input type="checkbox"/>						

**32. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..."**

**33. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone without holding it ("hands free") while driving, it feels..."**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						
Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						
Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**34. “When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels...”**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						

Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**How much do you agree or disagree with the following statements?**

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
35. I would feel bad if I called someone who was driving and he/she had a traffic crash because of my call.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. I would feel bad if I texted someone who was driving and he/she had a traffic crash because of my text.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Situations come up that are out of my control that require me to have a conversation on a cell phone while driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. Situations come up that are out of my control that require me to read or type on a cell phone while driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**39. Do you approve or disapprove of the following behaviors?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
having a conversation on a cell phone while holding it in your hand and driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it in your hand (“hands free”) while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page

**40. In your opinion, would most people in your community approve or disapprove of the following behaviors?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
having a conversation on a cell phone while holding it in your hand and driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it in your hand ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**41. Before driving, how likely are you to think about putting your cell phone someplace you cannot get to it or turning it off?**

	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely nor unlikely (4)	Slightly unlikely (5)	Moderately unlikely (6)	Extremely unlikely (7)	I don't drive
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**42. Does your family have a rule about the following behaviors?**

	Yes	No	I don't know	I don't have a family
Never having a conversation on a cell phone while holding it in your hand while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never having a conversation on a cell phone without holding it ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**43. Does your workplace have a policy about the following behaviors?**

	Yes	No	I don't know	I don't have a workplace
never having a conversation on a cell phone while holding it in your hand while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
never having a conversation on a cell phone without holding it ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
never reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Next, we want to ask about intervening to stop someone from reading or typing on a cell phone while driving.**

**44. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? NOTE: If you were never in a situation to ask a driver to stop reading or typing on a cell phone while driving, select the first choice.**

	I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)
A family member or close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An acquaintance or co-worker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**45. In your opinion, over the past 12 months how often did most people in your community ask a person who is driving to stop reading or typing on a cell phone.**

Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)
<input type="checkbox"/>						

**46. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving?**

	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)
The driver is a family member or close friend	<input type="checkbox"/>						
The driver is an acquaintance or co-worker	<input type="checkbox"/>						
The driver is a stranger	<input type="checkbox"/>						

**47. “For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...”**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						

Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**48. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most people in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**49. How comfortable are you to ask a person who is driving to stop reading or typing on a cell phone?**

Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**50. How confident are you to ask a person who is driving to stop reading or typing on a cell phone?**

Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Finally, we want to get to know a little bit about you.**

51. What is your sex? \_\_\_\_\_

**52. What is your age?**

18-19	20-24	25-34	35-44	45-54	55-64	65-74	75 or older
<input type="checkbox"/>							

**53. What is the highest level of education that you completed?**

- Less than high school degree
- High school graduate (includes GED)
- Some college, no degree
- 2-year college degree (Associate's degree)
- 4-year college degree (Bachelor's degree)
- Graduate or professional degree

Please continue on the next page

54. What kind of vehicle do you drive most often (pick one)?

Car	Van	Pick-up truck	SUV	Motorcycle	Other
<input type="checkbox"/>					

55. Is there a child under the age of 18 living in your home?  Yes  No

56. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?  Yes  No  I don't know

57. Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?

People can almost always be trusted	People can usually be trusted	You usually can't be too careful in dealing with people	You almost always can't be too careful in dealing with people	I can't choose / I don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

58. Did you experience the following feelings during a lot of the day yesterday?

	Yes	No	I don't know
physical pain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
worry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
sadness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
stress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
anger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Please fold your survey in half and return it using the envelope provided.**

**Thank-you!**

## Appendix K. Community Survey Mailing Protocol



600 Pleasant Avenue  
Park Rapids, MN 56470

P 218.237.5474  
F 218.237.5544  
www.CHISJH.org

Dear Park Rapids, Minnesota Resident:

Safety on our roadways concerns all of us. The Minnesota Department of Transportation is beginning a multi-year effort to improve traffic safety in our state, and in Park Rapids, and **we need your help**.

Soon you will receive a large envelope in the mail labeled "IMPORTANT SURVEY ENCLOSED." You were randomly selected along with other households in Park Rapids to participate in an important survey about distracted driving and impaired driving.

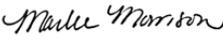
We would greatly appreciate you taking the time to complete this survey. Your responses are confidential and cannot be associated with your identity. Only summary results will be reported. These results will help us develop tools and resources to use right here in Park Rapids to improve our traffic safety.

Participation in the survey is voluntary, and we hope that you will support our state's effort to keep our roads safe and choose to participate.

The survey is brief and will only take a few minutes of your time. Please look for the envelope labeled "IMPORTANT SURVEY ENCLOSED" arriving soon.

Thank you for your help in making Minnesota roads safer for all citizens.

Sincerely,



Marilee Morrison, Public Health Director  
CHI St. Joseph's Health



600 Pleasant Avenue  
Park Rapids, MN 56470

P 218.237.5474  
F 218.237.5544  
www.CHISJH.org

Dear Park Rapids, Minnesota Resident:

**Your voice matters.** Your household has been randomly selected among all households in Park Rapids to participate in an important survey to help better understand distracted driving and impaired driving. We very much want to understand your beliefs and attitudes about these important issues.

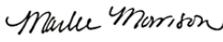
We greatly value your thoughts and opinions. The survey takes about 10 minutes to complete and will benefit the well-being of everyone in our community. Your responses are anonymous and cannot be associated with your identity. We will use the results to develop materials specifically for Park Rapids, Minnesota.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at [jayotto@montana.edu](mailto:jayotto@montana.edu).

Please return the survey in the envelope provided – no postage is required. **Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,



Marilee Morrison, Public Health Director  
CHI St. Joseph's Health



600 Pleasant Avenue  
Park Rapids, MN 56470

P 218.237.5474  
F 218.237.5544  
www.CHISJH.org

Dear Park Rapids, Minnesota Resident:

About three weeks ago, we sent a survey to you about distracted driving and impaired driving. If you have already returned the survey, we thank you and ask you to disregard this mailing.

**Many households in your community have completed the survey and shared important information.** This information will be very valuable in supporting local efforts to make our state's roads safer.

We are writing again because of the importance that **your survey** has for assuring accurate results. **Your voice matters.** It's only by hearing from nearly everyone who was selected that we can be sure that the results are truly representative.

If you have not completed the survey, we have included another survey and self-addressed return envelope with pre-paid postage. The survey takes about 10 minutes to complete. Your responses are anonymous and cannot be associated with your identity.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at [jayotto@montana.edu](mailto:jayotto@montana.edu).

Please return the survey in the envelope provided – no postage is required. **Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,



Marilee Morrison, Public Health Director  
CHI St. Joseph's Health



600 Pleasant Avenue  
Park Rapids, MN 56470

P 218.237.5474  
F 218.237.5544  
www.CHISJH.org

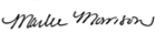
Dear Park Rapids, Minnesota Resident:

Last week a survey was mailed to your home about distracted driving and impaired driving. Your name was randomly selected among all households in your community.

If you have already completed and returned the survey, please accept our sincere thanks. If not, please do so today. We are especially grateful for your help because it is only by asking citizens like you that we can improve efforts to make our roads safer.

If you did not receive a survey or if it has been misplaced, please call the Center for Health and Safety Culture at (406) 994-7873, and they will send you another one immediately.

Sincerely,



Marilee Morrison, Public Health Director  
CHI St. Joseph's Health



Dear Minnesota Resident:

Safety on our roadways concerns all of us. The Minnesota Department of Transportation is beginning a multi-year effort to improve traffic safety in our state and we need your help.

Soon you will receive a large envelope in the mail labeled "IMPORTANT SURVEY ENCLOSED." You were randomly selected along with other households across Minnesota to participate in an important survey about distracted driving and impaired driving.

We would greatly appreciate you taking the time to complete this survey. Your responses are confidential and cannot be associated with your identity. Only summary results will be reported. These results will help us develop tools and resources to use right here in Minnesota to improve our traffic safety.

Participation in the survey is voluntary, and we hope that you will support our state's effort to keep our roads safe and choose to participate.

The survey is brief and will only take a few minutes of your time. Please look for the envelope labeled "IMPORTANT SURVEY ENCLOSED" arriving soon.

Thank you for your help in making Minnesota roads safer for all citizens.

Sincerely,

Katie Fleming  
Minnesota Department of Transportation  
Office of Traffic, Safety, and Technology



Dear Minnesota Resident:

**Your voice matters.** Your household has been randomly selected among households in Minnesota to participate in an important survey to help better understand distracted driving and impaired driving. We very much want to understand your beliefs and attitudes about these important issues.

We greatly value your thoughts and opinions. The survey takes about 10 minutes to complete and will benefit the well-being of everyone in our state. Your responses are anonymous and cannot be associated with your identity. We will use the results to develop materials in Minnesota.

In order for the results of this study to represent both men and women, we ask that the **member of the household age 18 or older who has had the most recent birthday** complete the survey. If necessary, it is OK for another member of the family to assist this person (to help read or write the responses).

The survey was developed by the Center for Health and Safety Culture at the Western Transportation Institute (Montana State University) and has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at [jayotto@montana.edu](mailto:jayotto@montana.edu).

**Please return the survey in the envelope provided – no postage is required. Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,

Katie Fleming  
Minnesota Department of Transportation  
Office of Traffic, Safety, and Technology



Dear Minnesota Resident:

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**Many households in your state have completed the survey and shared important information.** This information will be very valuable in supporting local efforts to make our state's roads safer.

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**Please return the survey in the envelope provided – no postage is required. Thank you for your time in supporting this effort to keep our state's roads safe.**

Sincerely,

Katie Fleming  
Minnesota Department of Transportation  
Office of Traffic, Safety, and Technology



Dear Minnesota Resident:

Last week a survey was mailed to your home about distracted driving and impaired driving. Your name was randomly selected among households across your state.

If you have already completed and returned the survey, please accept our sincere thanks. If not, please do so today. We are especially grateful for your help because it is only by asking citizens like you that we can improve efforts to make our roads safer.

If you did not receive a survey or if it has been misplaced, please call the Center for Health and Safety Culture at (406) 994-7873, and they will send you another one immediately.

Sincerely,

Minnesota Department of Transportation  
Office of Traffic, Safety, and Technology

## Appendix L. 2017 Community Key Findings Report

### Executive Summary

Park Rapids has initiated a three-year project to improve roadway safety by growing a positive traffic safety culture. Traffic safety culture includes the shared values, beliefs, attitudes, and behaviors of road users. This report reviews the key findings from a survey of adults in Park Rapids, Minnesota conducted April 6, 2017 through June 9, 2017. The survey focused on two important traffic safety issues: driving after drinking alcohol and distracted driving. Through a purchased mailing list, 1,200 households were contacted via a mailed survey across Park Rapids, MN (zip code 56470). Of these, 95 letters were returned as undeliverable. A total of 425 surveys were returned resulting in an overall response rate of 38.5 percent.

### Concern for Traffic Safety

Overall, most adults in Park Rapids (75%) are concerned about traffic safety. Most (86%) agreed that the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

### Driving After Drinking Alcohol

Most adults in Park Rapids are making good decisions and have healthy beliefs about driving after drinking alcohol. Most adults reported not driving within two hours of drinking. However, many adults significantly overestimated the prevalence drinking and driving in their community. Most adults had a negative attitude about driving after drinking; had protective beliefs; and reported they have family rules about never driving after drinking. Fewer adults reported having workplace policies about not driving after drinking.

Most adults have positive attitudes and protective beliefs about trying to prevent others from driving after drinking, and most adults are willing to intervene. Most adults feel comfortable and confident to prevent someone from driving if they had been drinking. About four in ten adults reported being in a situation when they could have intervened to prevent someone from driving after drinking in the past 12 months. Of these adults, most have intervened. However, fewer report they regularly intervened.

### Distracted Driving

The survey examined three distracting behaviors: having a conversation on a cell phone while holding it; having a conversation without holding it (“hands-free”); and typing or reading on a cell phone (“texting”). Most adults in Park Rapids are never or rarely engaging in these distracted driving behaviors. However, some are engaging in these behaviors when they drive. Many adults significantly overestimated the prevalence of these distracting behaviors among adults in the community which places them at greater risk.

Many adults have protective attitudes about not having a conversation on a cell phone while holding it and about not texting while driving. Fewer adults have these same protective attitudes about not having a conversation on a hands-free cell phone while driving. Similarly, most adults disapprove of reading or typing on a cell phone while driving; and fewer adults disapprove of having conversations on a cell phone while driving. Some adults perceive that most adults in their community approve of these behaviors. Misperceptions like these may make it more likely that adults will engage in risky behaviors.

Many adults do not feel they are in control of these distracting behaviors. Adults indicated that situations come up that are out of their control that require them to have a conversation or read a message. Many indicated they would feel bad if they called or texted someone who was driving and caused a crash. Some adults do take steps to turn off or put their phone away before driving.

Some adults reported they had a family rule about never reading or typing on a cell phone while driving. Fewer reported family rules about having conversations (either hand-held or hands-free) while driving. Few reported workplace policies addressing these behaviors. Creating family rules and workplace policies are strategies that can change behavior.

Most adults have positive attitudes and protective beliefs about asking a driver to stop reading or typing on a cell phone while driving. Most feel comfortable and confident to ask a driver to stop, and most are willing to intervene. About half of the adults reported being in situations when they could intervene in the past 12 months, and most adults have intervened when the driver was a family member (fewer reported intervening with acquaintances, coworkers, or strangers). However, fewer adults reported intervening regularly. Some adults underestimated intervening behaviors by adults in their community.

## **Conclusion**

Most adults in Park Rapids are concerned about traffic safety and share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most adults are not driving within two hours of drinking. While most adults are never or rarely engaging in distracted driving behaviors, too many are engaging in these behaviors. Many adults have positive attitudes, beliefs, and willingness to intervene with others who engage in these risky driving behaviors. There are opportunities to improve traffic safety culture among adults by growing stronger attitudes, correcting misperceptions, increasing the number of families with rules and workplaces with policies, and bolstering intervening behaviors.

## Protective Beliefs and Attitudes about Traffic Safety

Most adults in Park Rapids (75%) agree they are concerned about traffic safety in their community.

- 72% believe their **family** is concerned about traffic safety in their community.
- 66% believe **their friends** are concerned about traffic safety in their community.
- 64% believe **their employer** are concerned about traffic safety in their community.
- 41% believe **most people in their community (age 18 and older)** are concerned about traffic safety in their community. Q3

Most adults in Park Rapids (86%) believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1

Most Adults in Park Rapids (92%) believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2

## Driving After Drinking

### *Key Findings*

- *Most adults in Park Rapids are making good decisions and not driving after using alcohol.*
- *Many adults drastically overestimate the prevalence of driving after drinking among other adults in their community. These beliefs put them at greater risk.*
- *While most adults are making healthy decisions, some are driving after drinking.*

Most adults in Park Rapids (71%) report they have **not driven** a motor vehicle within two hours of drinking any alcohol in the past 30 days. Q4a

However, 91% of these same adults believe that **most adults in their community** did drive within two hours of drinking any alcohol in the past 30 days. Q5a

Most adults in Park Rapids (96%) report they have **not driven** after having perhaps too much to drink in the past 30 days. Q5a

However, 86% of these same adults believe that **most adults in their community** did drive after having perhaps too much to drink in the past 30 days. Q5b

## Attitudes and Beliefs About Not Driving After Drinking

### *Key Findings*

- *Most Adults in Park Rapids have protective attitudes and beliefs about not driving after drinking.*
- *Most adults are not willing to drive after drinking.*

Most adults in Park Rapids have a negative attitude about driving within two hours of drinking. They feel it is: Q7

- unnecessary (75%) vs. necessary (7%)
- dangerous (73%) vs. safe (10%)
- foolish (78%) vs. smart (3%)
- unpleasant (74%) vs. pleasant (5%)
- wasteful (66%) vs. efficient (6%)
- harmful (80%) vs. beneficial (4%)
- stressful (73%) vs. stress-relieving (4%)

Most adults in Park Rapids have protective beliefs about not driving after drinking.

- 71% agree that people who drive after drinking alcohol are more likely to get stopped by the police. Q8
- 90% agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q9
- 60% agree that impairment begins with the first sip of alcohol. Q10
- 94% agree that alcohol impairs driving performance. Q11

Most adults in Park Rapids (61%) **disapprove** of driving within two-hours of drinking any alcohol. Q12a

However, 59% believe **most people in their community** would not feel the same way. Q13a

Most adults in Park Rapids (95%) **disapprove** of driving after having perhaps too much to drink. Q12b

However, 23% believe **most people in their community** would not feel the same way. Q13b

Most adults in Park Rapids (83%) plan so that they never have to drive after drinking (which may include choosing not to drink). Q14

Most adults in Park Rapids are **not willing** to drive after drinking. When asked about driving within two hours of drinking:

- 50% were not willing to drive in an emergency. 6a
- 64% were not willing to drive home on side streets. 6b
- 69% were not willing to drive home on the highway. 6c
- 66% were not willing to drive if they didn't feel buzzed or drunk. 6d
- 95% were not willing to drive if they felt they had perhaps too much to drink. 6e
- 99% were not willing to drive when they also had been using other substances or drugs. 6f

## Family Rules and Workplace Policies About Not Driving After Drinking

Most adults in Park Rapids (56%) report their family has a rule about never driving after drinking alcohol (31% said no; 9% said they did not know; and 4% reported not having a family). Q15

Some adults in Park Rapids (30%) report their workplace has a rule about never driving after drinking alcohol (22% said no; 18% said they did not know; and 30% reported not having a workplace). Q16

## Protective Attitudes, Beliefs, and Behaviors about Preventing Others from Driving After Drinking

### Key Findings

- *Most adults in Park Rapids have positive attitudes and protective beliefs about trying to prevent others from driving after drinking.*
- *Most adults in Park Rapids feel comfortable and confident to prevent someone who has had perhaps too much to drink from driving.*
- *Most adults in Park Rapids are willing to ask someone to stay where they are or try to find a ride for them.*
- *About four in ten adults report they were in a situation to try and prevent someone from driving after drinking in the past 12 months. Of these, most have intervened. However, only 38% report they intervened half the time or more often.*

Most adults in Park Rapids have a positive attitude about trying to prevent a person from driving after having perhaps too much to drink. They feel it is:

- necessary (92%) vs. unnecessary (2%)
- safe (60%) vs. dangerous (25%)
- smart (86%) vs. foolish (9%)
- pleasant (31%) vs. unpleasant (42%)
- efficient (72%) vs. wasteful (5%)
- beneficial (86%) vs. harmful (8%)
- stress-relieving (33%) vs. stressful (48%) Q20

Most adults in Park Rapids have protective beliefs about preventing others from driving after drinking.

- 98% would appreciate someone who tried to prevent them from driving if they had been drinking. Q21

- However, 66% believe that people who have been drinking don't want someone to prevent them from driving. Q22
- 96% agree that preventing someone from driving who has been drinking makes our roads safer. Q23
- 96% agree that they have a responsibility for the safety of their community to prevent people from driving after drinking. Q24
- 85% agree that if they witness someone who has been drinking, they have a responsibility to take immediate action to prevent them from driving. Q25
- 92% agree that they should try to prevent someone from driving if the person has been drinking. Q26

Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink. Q27a

However, 15% believe **most people in their community** would not feel the same way. Q27b

Most adults in Park Rapids (73%) report being comfortable preventing a person from driving after they have had perhaps too much to drink. Q28

Similarly, most adults in Park Rapids (74%) report being confident preventing a person from driving after they have had perhaps too much to drink. Q29

Most adults in Park Rapids are willing to prevent others who have had perhaps too much to drink from driving. Specifically:

- 92% would be willing to ask a **family member or friend** to stay where they are or find a ride for them. Q19a
- 85% would be willing to ask **an acquaintance or coworker** to stay where they are or find a ride for them. Q19b
- 45% would be willing to ask a **stranger** to stay where they are or find a ride for them. Q19c
- 62% would be willing to ask a **person who has obviously had way too much to drink** to stay where they are or find a ride for them. Q19d

About four out of ten adults in Park Rapids (42%) report they were ever in a situation to try to prevent someone from driving after they had perhaps too much to drink in the past 12 months. Of the people in this situation, most (70%) have tried to prevent someone. However, fewer (38%) reported trying half the time or more often. Q17

## Distracted Driving Behaviors

### Key Findings

- *Most adults in Park Rapids never or rarely are engaging in distracted behaviors while driving.*
- *Many adults are overestimating how often most adults are engaging in distracting behaviors while driving.*

### Among adults in Park Rapids:

- 54% never or rarely had a conversation on a cell phone while holding it in their hand while driving in the past 30 days. Q30a
  - 72% of these same adults believe that **most adults in their community** frequently or more often had a conversation on a cell phone (hand-held) while driving. Q31a
- 66% never or rarely had a conversation on a cell phone without holding it (“hands-free”) while driving in the past 30 days. Q30b
  - 45% of these same adults believe that **most adults in their community** frequently or more often had a conversation on a cell phone without holding it (“hands-free”) while driving in the past 30 days. Q31b
- 75% never or rarely typed or read a cell phone while driving in the past 30 days. Q30c
  - 62% of these same adults believe that **most adults in their community** frequently or more often typed or read on a cell phone while driving in the past 30 days. Q31c

## Attitudes and Beliefs About Driving Distracted

### Key Findings

- *Most adults have protective attitudes about not using hand-held phones while driving. However, fewer have these protective attitudes about not having a conversation on a phone without holding it (“hands-free”).*
- *Most adults in Park Rapids disapprove of reading or typing on a cell phone while driving. However, some adults perceive that most adults in their community approve of reading or typing on a cell phone while driving.*
- *Some adults believe situations come up that require them to answer a phone call or read a text message while driving.*

Most adults in Park Rapids have a negative attitude about being a passenger when a driver is having a conversation on a cell phone **while holding it in their hand** while driving. They feel it is: Q32

- unnecessary (62%) vs. necessary (13%)

- dangerous (65%) vs. safe (12%)
- foolish (65%) vs. smart (6%)
- unpleasant (66%) vs. pleasant (3%)
- wasteful (51%) vs. efficient (14%)
- harmful (62%) vs. beneficial (6%)
- stressful (65%) vs. stress-relieving (2%)

Fewer adults in Park Rapids have a negative attitude about being a passenger when a driver is having a conversation on a cell phone **without holding it (“hands-free”)** while driving. They feel it is: Q33

- unnecessary (36%) vs. necessary (26%)
- dangerous (31%) vs. safe (38%)
- foolish (35%) vs. smart (28%)
- unpleasant (39%) vs. pleasant (17%)
- wasteful (28%) vs. efficient (30%)
- harmful (35%) vs. beneficial (27%)
- stressful (36%) vs. stress-relieving (16%)

Most adults in Park Rapids have a negative attitude about being a passenger when a driver is **typing or reading** on a cell phone while driving. They feel it is: Q34

- unnecessary (94%) vs. necessary (4%)
- dangerous (96%) vs. safe (1%)
- foolish (96%) vs. smart (0%)
- unpleasant (90%) vs. pleasant (2%)
- wasteful (82%) vs. efficient (3%)
- harmful (93%) vs. beneficial (1%)
- stressful (91%) vs. stress-relieving (3%)

Most Adults in Park Rapids (64%) either disapprove or are not sure about having a conversation on a cell phone **while holding it in their hand** and driving. Q39a

- 51% of adults believe **most adults in their community** approve of having a conversation on a cell phone while holding it and driving. Q40a

44% of adults in Park Rapids either disapprove or are not sure about having a conversation on a cell phone **without holding it (“hands-free”)** and driving. Q39b

- 68% of adults believe **most adults in their community** approve of having a conversation on a cell phone without holding it and driving. Q40b

Most Adults in Park Rapids (92%) disapprove of **reading or typing** on a cell phone while driving. Q39c

- 14% of adults believe **most adults in their community** approve of reading or typing on a cell phone while driving. Q40c

Many adults don't feel in control of distracting behaviors.

- 56% of adults agree that situations come up that are out of their control that require them to have a conversation on a cell phone while driving. Q37
- 15% of adults agree situations come up that are out of their control that require them to read or type on a cell phone while driving. Q38

Some adults are taking steps to prevent distractions from cell phone before driving.

- 34% of adults are likely to think about putting their cell phone someplace they cannot get to it or turning it off before driving. Q41

Most adults in Park Rapids have protective beliefs about distracting a driver by calling or texting them.

- 94% would feel bad if they called someone who was driving, and he/she had a traffic crash because of their call. Q35
- 94% would feel bad if they texted someone who was driving, and he/she had a traffic crash because of their text. Q36

## Family Rules and Workplace Policies About Not Driving Distracted

### *Key Findings*

- *While some adults in Park Rapids report their family has rules about not driving distracted, many report they do not or don't know.*
- *Similarly, few adults report having workplace policies addressing these behaviors.*
- *Creating family rules and workplace policies is a strategy that can change behavior.*

Only 19% of adults in Park Rapids report their family **has a rule** about never having a conversation on a cell phone **while holding it in your hand** while driving (63% said no; 11% did not know; and 7% did not have a family). Q42a

Only 15% of adults in Park Rapids report their family **has a rule** about never having a conversation on a cell phone **without holding it in your hand (“hands-free”)** while driving (66% said no; 13% did not know; and 6% did not have a family). Q42b

47% of adults in Park Rapids report their family **has a rule** about never reading or typing on a cell phone while driving (35% said no; 11% did not know; and 7% did not have a family). Q42c

Only 13% of adults in Park Rapids report their workplace **has a policy** about never having a conversation on a cell phone **while holding it in your hand** while driving (37% said no; 17% did not know; and 33% did not have a workplace). Q43a

Only 10% of adults in Park Rapids report their workplace **has a policy** about never having a conversation on a cell phone **without holding it in your hand** (“hands-free”) while driving (40% said no; 18% did not know; and 33% did not have a workplace). Q43b

Only 20% of adults in Park Rapids report their workplace **has a policy** about never reading or typing on a cell phone while driving (28% said no; 20% did not know; and 33% did not have a workplace). Q43c

## Asking Others to Stop Reading or Typing on a Cell Phone when Driving

### Key Findings

- *Most adults in Park Rapids have positive attitudes and protective beliefs about asking a driver to stop reading or typing on a cell phone.*
- *Many adults are willing to ask others to stop reading or typing on a cell phone while driving.*
- *Many adults have been in a situation when they could have asked a family member or friend to stop reading or typing on a cell phone while driving in the past 12 months. Of these adults, most did ask the driver to stop; however, fewer adults report they regularly asked the driver to stop.*

Most adults in Park Rapids have a positive attitude about asking a driver to stop reading or typing on a cell phone. They feel it is: Q47

- necessary (79%) vs. unnecessary (6%)
- safe (61%) vs. dangerous (22%)
- smart (69%) vs. foolish (17%)
- pleasant (29%) vs. unpleasant (44%)
- efficient (55%) vs. wasteful (15%)
- beneficial (64%) vs. harmful (16%)
- stress-relieving (32%) vs. stressful (46%)

Most adults in Park Rapids (92%) approve of asking a person who is driving to stop reading or typing on a cell phone. Q48a

However, 33% believe **most people in their community** would not feel the same way. Q48b

Most adults in Park Rapids (81%) are comfortable asking a person who is driving to stop reading or typing on a cell phone. Q49

Most adults in Park Rapids (84%) report being confident asking a person who is driving to stop reading or typing on a cell phone. Q50

Many adults in Park Rapids are willing to ask a driver to stop reading or typing on a cell phone.

- 70% are willing to ask a **family member or close friend** to stop.
- 59% are willing to **ask an acquaintance or coworker** to stop.
- 51% are willing to **ask a stranger** to stop. Q46

Many adults in Park Rapids have been in a situation when they could have asked a driver to stop reading or typing on a cell phone while driving in the past 12 months. Specifically, 48% were in this situation with a family member or friend; 35% with an acquaintance or coworker; and 22% with a stranger. Among adults who were in a situation to ask a driver to stop reading or typing on a cell phone in the past 12 months:

- 72% asked a family member or friend (40% did so half the time or more often);
- 35% asked an acquaintance or coworker (19% did so half the time or more often); and
- 21% asked a stranger (21% did so half the time or more often). Q44

However, 20% of adults believed that **most adults in their community** never asked. Q45

## Recommended Next Steps

- Share these results with community members, key stakeholders, and local leaders. Use the questions listed below to foster constructive dialogue.
- Correct misperceptions about shared concern, attitudes, beliefs, and behaviors.
- Many adults in the community overestimate the prevalence of risky behaviors and underestimate the prevalence of protective beliefs. Correcting these misperceptions will grow a positive traffic safety culture.

## Questions to Foster Meaningful Dialogue<sup>1</sup>

### Questions to Focus Collective Attention

- What opportunities can you see that the data are revealing?
- What do we still need to learn about this issue?
- What would someone who had a very different set of beliefs than you do say about these data?

### Questions to Reveal Deeper Insights

- What has had real meaning for you from what you've seen in the data?
- What surprised you? What challenged you? What encouraged you?
- What needs clarification?
- What's been your major learning, insight, or discovery so far from these data?

### Questions to Create Forward Movement

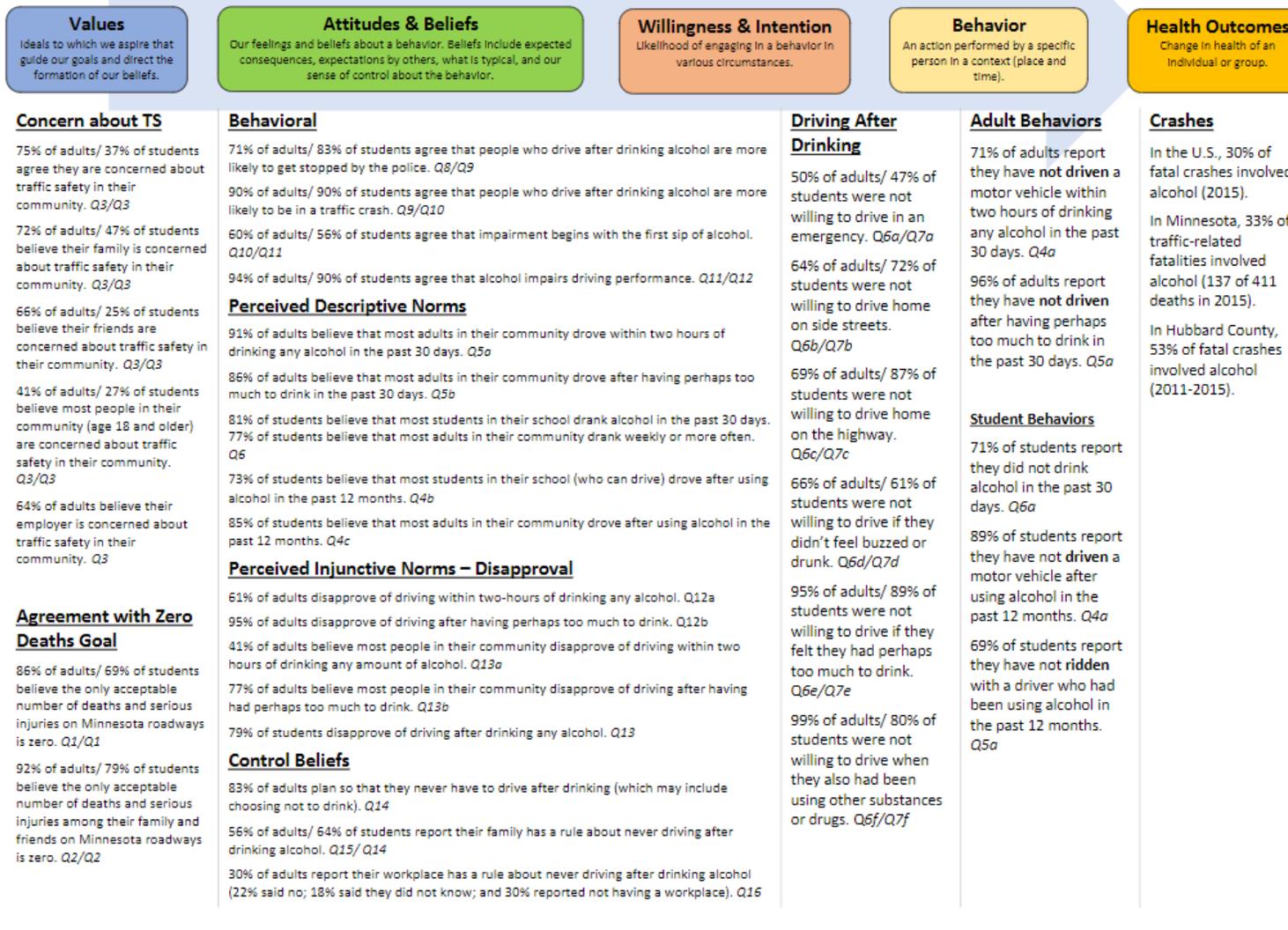
- What's possible here?
- What will it take to create change?
- What needs our immediate attention going forward?

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<sup>1</sup> Adapted from Brown, J., Isaacs, D., Community, W. C., Senge, P., & Wheatley, M. J. (2005). *The World Café: Shaping Our Futures Through Conversations That Matter* (1st edition). San Francisco, CA: Berrett-Koehler Publishers.

## Appendix M. Cultural Summaries

### Park Rapids Cultural Summary: Impaired Driving



Park Rapids Cultural Summary: Intervening to Prevent Impaired Driving

**Values**

Ideals to which we aspire that guide our goals and direct the formation of our beliefs.

**Concern about TS**

75% of adults/ 37% of students agree they are concerned about traffic safety in their community. Q3/Q3

72% of adults/ 47% of students believe their family is concerned about traffic safety in their community. Q3/Q3

66% of adults/ 25% of students believe their friends are concerned about traffic safety in their community. Q3/Q3

41% of adults/ 27% of students believe most people in their community (age 18 and older) are concerned about traffic safety in their community. Q3/Q3

64% of adults believe their employer is concerned about traffic safety in their community. Q3

**Agreement with Zero Deaths Goal**

86% of adults/ 69% of students believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1

92% of adults/ 79% of students believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2

**Attitudes & Beliefs**

Our feelings and beliefs about a behavior. Beliefs include expected consequences, expectations by others, what is typical, and our sense of control about the behavior.

**Behavioral**

98% of adults/ 92% of students would appreciate someone who tried to prevent them from driving if they had been drinking. Q21/Q19

66% of adults/ 56% of students agree people who have been drinking don't want someone to prevent them from driving. Q22/Q20

96% of adults/ 92% of students agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21

96% of adults/ 82% of students agree that they have a responsibility to prevent people from driving after drinking. Q24/Q22

85% of adults/ 72% of students agree that if they witness someone who has been drinking, they have a responsibility to take immediate action to prevent them from driving. Q25/Q23

92% of adults/ 84% of students agree that they should try to prevent someone from driving if the person has been drinking. Q26/Q24

**Perceived Descriptive Norms**

54% of adults believe most people who were in a situation to prevent a person from driving who had perhaps too much to drink actually tried to prevent them from driving about half the time or more often. Q18

41% of students believe most student in their school who were in a situation to prevent a person from driving who had been drinking actually tried to prevent them from driving about half the time or more often. Q16a

**Perceived Injunctive Norms - Approval**

97% of adults/86% of students approve of trying to prevent a person from driving after having had perhaps too much to drink. Q27a/Q25a

72% of students believe most students in their school approve of trying to prevent a person from driving after having had perhaps too much to drink. Q25c

**Control Beliefs**

73% of adults report being comfortable preventing a person from driving after they have had perhaps too much to drink. Q28

74% of adults report being confident preventing a person from driving after they have had perhaps too much to drink. Q29

76% of students report being comfortable preventing a friend from driving after drinking. Q26a

75% of students report being confident preventing a friend from driving after drinking. Q27a

38% of students report being comfortable preventing another student who was not a close friend from driving after drinking. Q26b

37% of students report being confident preventing another student who was not a close friend from driving after drinking. Q27b

**Willingness & Intention**

Likelihood of engaging in a behavior in various circumstances.

**Willingness to Intervene**

92% of adults would be willing to ask a family member or friend to stay where they are or find a ride for them. Q19a

85% of adults would be willing to ask an acquaintance or coworker to stay where they are or find a ride for them. Q19b

45% of adults would be willing to ask a stranger to stay where they are or find a ride for them. Q19c

62% of adults/ 61% of students would be willing to ask a person who has obviously had way too much to drink to stay where they are or find a ride for them. Q19d/Q17c

81% of students would be willing to ask a friend to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive. Q17a

53% of students would be willing to ask another student who was not a close friend to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive. Q17b

**Behavior**

An action performed by a specific person in a context (place and time).

**Protective Behaviors**

**Adults**

42% of adults report they were ever in a situation to try to prevent someone from driving after they had perhaps too much to drink in the past 12 months. Q17

Of the people in this situation, 70% have tried to prevent someone. Q17

38% reported trying half the time or more often. Q17

**Student Behaviors**

34% of students report they were ever in a situation to try to prevent another student from driving after drinking alcohol in the past 12 months. Q15

Of the students who were in this situation, 66% have tried to prevent another student from driving after drinking. Q15

28% of students reported trying half the time or more often. Q15

**Health Outcomes**

Change in health of an individual or group.

**Crashes**

In the U.S., 30% of fatal crashes involved alcohol (2015).

In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015).

In Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).

Park Rapids Cultural Summary: Distracted Driving



**Concern about TS**

75% of adults/ 37% of students agree they are concerned about traffic safety in their community. Q3/Q3

72% of adults/ 47% of students believe their family is concerned about traffic safety in their community. Q3/Q3

66% of adults/ 25% of students believe their friends are concerned about traffic safety in their community. Q3/Q3

41% of adults/ 27% of students believe most people in their community (age 18 and older) are concerned about traffic safety in their community. Q3/Q3

64% of adults believe their employer is concerned about traffic safety in their community. Q3

**Agreement with Zero Deaths Goal**

86% of adults/ 69% of students believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1

92% of adults/ 79% of students believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2

**Behavioral Beliefs**

94% of adults/ 90% of students would feel bad if they called someone who was driving, and he/she had a traffic crash because of their call. Q35/Q34

94% of adults/ 88% of students would feel bad if they texted someone who was driving, and he/she had a traffic crash because of their text. Q36/Q35

**Perceived Descriptive Norms**

72% of adults/ 65% of students believe that most adults in their community frequently or more often had a conversation on a cell phone (hand-held) while driving. Q31a/Q30a

62% of adults/ 56% of students believe that most adults in their community frequently or more often typed or read on a cell phone while driving in the past 30 days. Q31c/Q30c

50% of students believe that most students in their school frequently had a conversation on a cell phone while holding it in their hand while driving in the past 30 days. Q29a

63% of students believe that most students in their school frequently typed or read on a cell phone while driving in the past 30 days. Q29c

**Perceived Injunctive Norms - Disapproval**

51% of adults/ 27% of students disapprove of having a conversation on a cell phone while holding it in their hand and driving. Q39a/Q38a

92% of adults/ 60% of students disapprove of reading or typing on a cell phone while driving. Q39c/Q38c

**Control Beliefs**

56% of adults/ 70% of students agree that situations come up that are out of their control that require them to have a conversation on a cell phone while driving. Q37/Q36

15% of adults/ 47% of students agree situations come up that are out of their control that require them to read or type on a cell phone while driving. Q38/Q37

34% of adults/ 30% of students are likely to think about putting their cell phone someplace they cannot get to it or turning it off before driving. Q41/Q41

**Family Rules About Not Driving Distracted**

19% of adults/ 27% of students report their family has a rule about never having a conversation on a cell phone while holding it in your hand while driving. Q42a/Q44a

47% of adults/ 55% of students report their family has a rule about never reading or typing on a cell phone while driving. Q42c/Q44c

**Workplace Policies About Not Driving Distracted**

13% of adults report their workplace has a policy about never having a conversation on a cell phone while holding it in your hand while driving (37% said no; 17% did not know; and 33% did not have a workplace). Q43a

20% of adults report their workplace has a policy about never reading or typing on a cell phone while driving (28% said no; 20% did not know; and 33% did not have a workplace). Q43c

**Distracted Behaviors**

54% of adults/ 55%\* of students never or rarely had a conversation on a cell phone while holding it in their hand while driving in the past 30 days. Q30a/Q28a

66% of adults/ 73%\* of students never or rarely had a conversation on a cell phone without holding it ("hands-free") while driving in the past 30 days. Q30b/Q28b

75% of adults/56%\* of students never or rarely typed or read a cell phone while driving in the past 30 days. Q30c/Q28c

\*among students who can drive

**Health Outcomes**

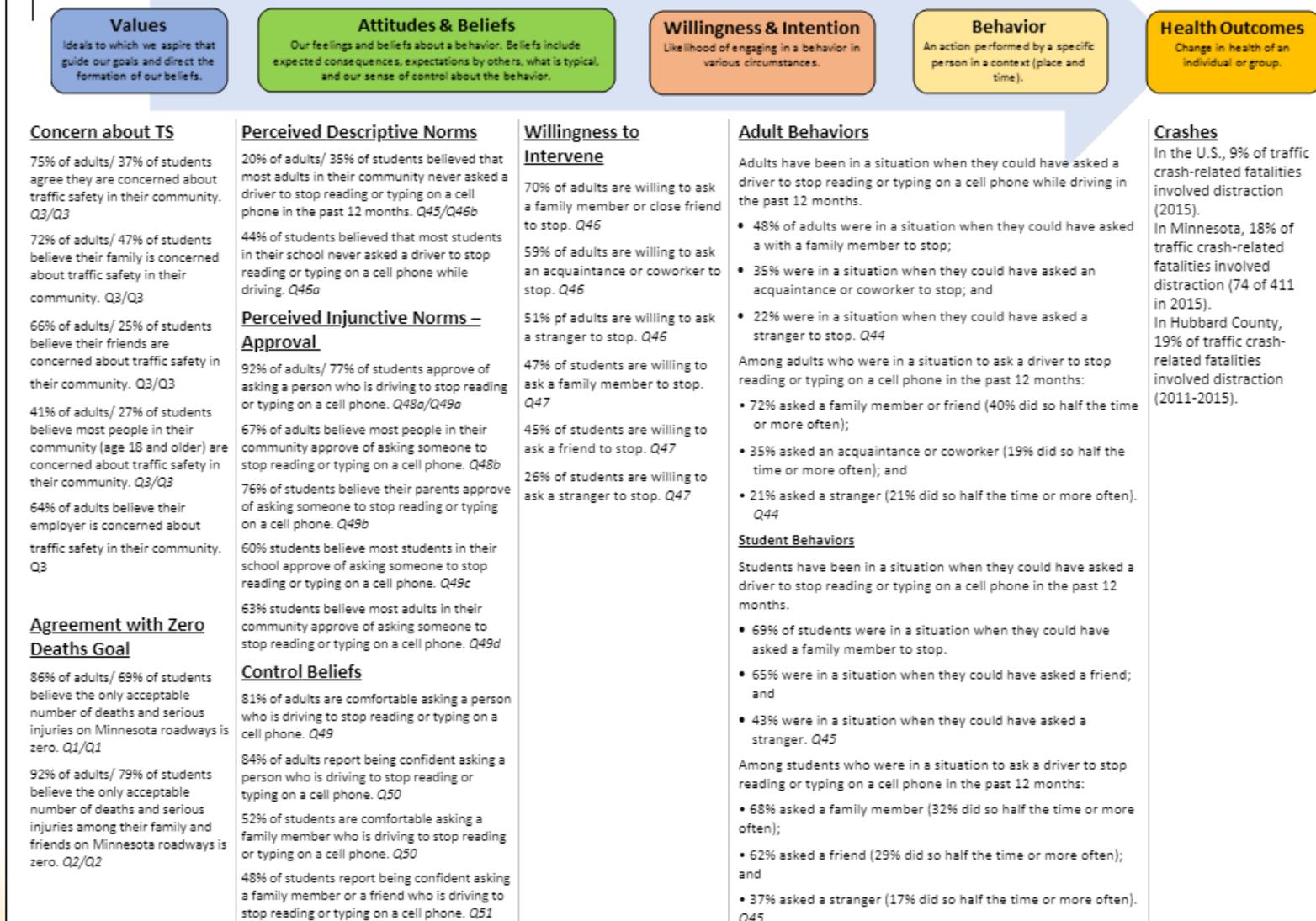
**Crashes**

In the U.S., 9% of traffic crash-related fatalities involved distraction (2015).

In Minnesota, 18% of traffic crash-related fatalities involved distraction (74 of 411 in 2015).

In Hubbard County, 19% of traffic crash-related fatalities involved distraction (2011-2015).

Park Rapids Cultural Summary: Intervening to Prevent Distracted Driving



## Appendix N. Student Survey

### Student Survey

#### Instructions

We need your help and honesty. This survey is part of a research study about your perceptions about traffic safety – including drinking and driving and distracted driving. You will not be asked to give your name. This is an anonymous survey, and your identity is protected. Only group results will be reported.

Please read each question carefully. There are no “right” or “wrong” answers. Just choose whichever answer you think is closest to the truth. This survey is voluntary. If you do not wish to respond to a question, you may leave it blank and continue. The results of this survey will be used for programs in your school and community. There are no negative consequences or reward for participation. Thank you for completing this survey.

Please answer each question by completely filling in the box. By completing this survey, you are indicating that you agree that we can use this anonymous information for our research. **Please Do Not Write Your Name on the Survey.**

#### We want to begin with what you think about traffic safety in Minnesota.

How much do you agree or disagree with the following statements?	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
1. “I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. “I believe the only acceptable number of deaths and serious injuries <u>among my family and friends</u> on Minnesota roadways is zero.”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How concerned are the following people about traffic safety in your community?	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)
You	<input type="checkbox"/>						
Your family	<input type="checkbox"/>						
Your friends	<input type="checkbox"/>						
Most people (age 18 and older) in your community	<input type="checkbox"/>						

**Now, we want to ask you some questions about drinking and driving.**

4. During the past 12 months, how many times have the following people driven a motor vehicle after using alcohol?	0	1	2	3	4	5	6 or more
You	<input type="checkbox"/>						
Most students in your school (who can drive)	<input type="checkbox"/>						
Most adults in your community	<input type="checkbox"/>						

5. During the past 12 months, how many times have the following people ridden with a driver who had been using alcohol?	0	1	2	3	4	5	6 or more
You	<input type="checkbox"/>						
Most students in your school	<input type="checkbox"/>						

6. During the past 30 days, on how many days did the following people drink one or more drinks of an alcoholic beverage?	0 days	1 or 2 days	3 to 5 days	6 to 9 days	10 to 19 days	20 to 29 days	All 30 days
You	<input type="checkbox"/>						
Most students in your school	<input type="checkbox"/>						
Most adults in your community	<input type="checkbox"/>						

7. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.)	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)
Drive in an emergency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive home on side streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive home on the highway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive if you don't feel "buzzed" or "drunk"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive even though you feel you have had perhaps too much to drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive when you have also been using other substances or drugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page 

Each row shows a range of feelings about driving after drinking. Please select one box on each row that best shows how you feel about driving after drinking. Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word indicate a stronger feeling.

**8. "For me, driving within two hours of drinking any amount of alcohol feels..."**

Necessary	<input type="checkbox"/>	Unnecessary	Efficient	<input type="checkbox"/>	Wasteful												
Dangerous	<input type="checkbox"/>	Safe	Harmful	<input type="checkbox"/>	Beneficial												
Foolish	<input type="checkbox"/>	Smart	Stressful	<input type="checkbox"/>	Stress-relieving												
Pleasant	<input type="checkbox"/>	Unpleasant															

**How much do you agree or disagree with the following statements?**

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
9. People who drive after drinking alcohol are more likely to get stopped by the police.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. People who drive after drinking alcohol are more likely to be in a traffic crash.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Impairment begins with the first sip of alcohol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Alcohol impairs driving performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**13. How much do the following people approve or disapprove of driving after drinking any alcohol?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most students in your school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most adults in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Does your family have a rule about never driving after drinking alcohol?**

Yes	No	I don't know	I don't have a family
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next, we want to ask about preventing someone from drinking and driving.

15. Thinking back over the past 12 months, how often did you try to prevent another student from driving after they had been drinking alcohol?

I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. In your opinion, how often did the following people who were in a situation to prevent a person from driving who had been drinking actually try to prevent them from driving?

Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)
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Most students in your school

<input type="checkbox"/>						
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Most adults in your community

<input type="checkbox"/>						
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17. Suppose you were in a situation where you saw a person who had been drinking and was going to drive. How willing would you be to ask the following people to stay where they are or try to find a ride for them?

Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)
------------------------	-----	-----	------------------------	-----	-----	-----------------------

A friend

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Another student who was not a close friend

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

A person who has obviously had way too much to drink

<input type="checkbox"/>						
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

18. "For me, trying to prevent a person from driving after drinking feels..."

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						

Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**How much do you agree or disagree with the following statements?**

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
19. "I would appreciate someone who tried to prevent me from driving if I had been drinking."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. "People who have been drinking don't want someone to prevent them from driving."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. "Preventing someone from driving who has been drinking makes our roads safer."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. "I believe we have a responsibility for the safety of our community to prevent people from driving after drinking."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. "If I witness someone who has been drinking, I believe it is my responsibility to take immediate action to prevent him or her from driving."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. "I believe I should try to prevent someone from driving if the person has been drinking."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**25. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most students in your school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most adults in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**26. How comfortable are you to prevent the following people from driving after they have been drinking?**

	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)
A friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another student who was not a close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**27. How confident are you to prevent the following people from driving after they have been drinking?**

	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)
A friend	<input type="checkbox"/>						
Another student who was not a close friend	<input type="checkbox"/>						

**Next, we want to ask about distracted driving.**

<b>28. During the past 30 days, while driving, how often have you...</b>	I don't drive	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive
had a conversation on a cell phone while holding it in your hand?	<input type="checkbox"/>							
had a conversation on a cell phone without holding it ("hands-free")?	<input type="checkbox"/>							
typed or read on a cell phone?	<input type="checkbox"/>							

<b>29. In your opinion during the past 30 days, how often did <u>most students</u> in your school who can drive...</b>	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive
have a conversation on a cell phone while holding it in their hand?	<input type="checkbox"/>						
have a conversation on a cell phone without holding it ("hands-free")?	<input type="checkbox"/>						
type or read on a cell phone while driving?	<input type="checkbox"/>						

<b>30. In your opinion during the past 30 days, how often did <u>most adults</u> in your community...</b>	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive
have a conversation on a cell phone while holding it in their hand?	<input type="checkbox"/>						
have a conversation on a cell phone without holding it ("hands-free")?	<input type="checkbox"/>						
type or read on a cell phone while driving?	<input type="checkbox"/>						

**31. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..."**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						
Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**32. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone without holding it ("hands free") while driving, it feels..."**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						
Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**33. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						

Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**How much do you agree or disagree with the following statements?**

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
34. I would feel bad if I called someone who was driving and he/she had a traffic crash because of my call.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. I would feel bad if I texted someone who was driving and he/she had a traffic crash because of my text.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. Situations come up that are out of my control that require me to have a conversation on a cell phone while driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Situations come up that are out of my control that require me to read or type on a cell phone while driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**38. Do you approve or disapprove of the following behaviors?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
having a conversation on a cell phone while holding it in your hand and driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it in your hand ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**39. In your opinion, would your parents approve or disapprove of the following behaviors?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
having a conversation on a cell phone while holding it in your hand and driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it in your hand ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**40. In your opinion, would most students in your school approve or disapprove of the following behaviors?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
having a conversation on a cell phone while holding it in your hand and driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
having a conversation on a cell phone without holding it in your hand ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**41. Before driving, how likely are you to think about putting your cell phone someplace you cannot get to it or turning it off?**

	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely nor unlikely (4)	Slightly unlikely (5)	Moderately unlikely (6)	Extremely unlikely (7)	I don't drive
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**42. How likely are you to answer the phone if the following people call while you are driving?**

	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely nor unlikely (4)	Slightly unlikely (5)	Moderately unlikely (6)	Extremely unlikely (7)	I don't drive
Your parent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**43. How likely are you to text back if the following people text you while you are driving?**

	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely nor unlikely (4)	Slightly unlikely (5)	Moderately unlikely (6)	Extremely unlikely (7)	I don't drive
Your parent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A close friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**44. Does your family have a rule about the following behaviors?**

	Yes	No	I don't know	I don't have a family
Never having a conversation on a cell phone while holding it in your hand while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never having a conversation on a cell phone without holding it ("hands free") while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Never reading or typing on a cell phone while driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next, we want to ask about intervening to stop someone from reading or typing on a cell phone while driving.

45. Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? NOTE: If you were never in a situation to ask a driver to stop reading or typing on a cell phone while driving, select the first choice.

	I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)
A family member	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A stranger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

46. In your opinion, over the past 12 months how often did the following people ask a person who is driving to stop reading or typing on a cell phone.

	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)
Most students in your school	<input type="checkbox"/>						
Most adults in your community	<input type="checkbox"/>						

47. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving?

	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)
The driver is a family member	<input type="checkbox"/>						
The driver is a friend	<input type="checkbox"/>						
The driver is a stranger	<input type="checkbox"/>						

Please continue on the next

**48. “For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...”**

Necessary	<input type="checkbox"/>	Unnecessary						
Dangerous	<input type="checkbox"/>	Safe						
Foolish	<input type="checkbox"/>	Smart						
Pleasant	<input type="checkbox"/>	Unpleasant						

Efficient	<input type="checkbox"/>	Wasteful						
Harmful	<input type="checkbox"/>	Beneficial						
Stressful	<input type="checkbox"/>	Stress-relieving						

**49. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone?**

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
You	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your parents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most students in your school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most adults in your community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**50. How comfortable are you to ask the following people who are driving to stop reading or typing on a cell phone?**

	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)
A family member	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**51. How confident are you to ask the following people who are driving to stop reading or typing on a cell phone?**

	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)
A family member	<input type="checkbox"/>						
A friend	<input type="checkbox"/>						

**Finally, we want to get to know a little bit about you.**

52. What is your biological sex?  Male  Female  I prefer not to answer

53. What grade are you in?  9<sup>th</sup>  10<sup>th</sup>  11<sup>th</sup>  12<sup>th</sup>

54. Do you have a valid driver's license or instruction permit?  Yes  No

***Thank-you!***

# Appendix O. Student Key Survey Protocol

**Minnesota Traffic Safety Student Survey**  
**NOTIFICATION AND WITHDRAWAL FORM**  
**2016-2017 SCHOOL YEAR**

Dear Parent or Guardian:

Your child is being asked to be a part of our school's Traffic Safety Student Survey. This is an important survey that will help promote better health and positive norms among our youth. Please read this form for information about the survey and for instructions on how to withdraw your child. *If you do not want your child to complete the survey, you must notify your school.*

Our school district is conducting the survey among the ninth, tenth, eleventh, and twelfth graders to collect information on behaviors and attitudes regarding alcohol use, driving after drinking, distracted driving, intervening to stop someone from engaging in these behaviors, and perceptions of other students' engagement in these behaviors. We ask that the students be permitted to complete the survey.

**Survey Subject Matter.** The survey collects information on behaviors and attitudes regarding the use of illegal substances like alcohol as well as driving after drinking and distracted driving. It also includes questions regarding student perceptions of clear rules and expectations. Your child will also be asked about their family's (i.e. parents) expectations regarding these behaviors.

It is **Voluntary**. Your child does not have to take the survey. Students who participate choose to answer the questions they want to answer, and they may stop taking it at any time. There are no negative consequences or rewards for participation.

It is **Anonymous**. No names will be recorded or attached to the survey forms or data. The results will be made available for group analysis only, under strict confidentiality.

**Administration.** The survey will be administered in [SURVEY ADMINISTRATION DATE]. It will take about 20 minutes to complete and will be administered in your child's [Health/PE] class.

**Potential Risks.** There are no known risks of physical harm to your child. The risks of psychological or social harm are very small. None have been reported in several years of survey administration.

**For Further Information.** The survey was developed by the Center for Health and Safety Culture, a public, non-profit educational institution. If you have any questions about this survey, or about your rights, call the district at [INSERT PHONE NUMBER OF DISTRICT CONTACT].

**If you do not want your child to participate, you may contact:**

[INSERT CONTACT INFORMATION (E.G., ADDRESS, PHONE NUMBER, EMAIL). WE SUGGEST USING A SINGLE POINT OF CONTACT.]

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**Withdrawal Form for the Traffic Safety Student Survey**

By returning this form, I do not give permission for my child to take the Traffic Safety Student Survey.

(Please Print) My child's name is: \_\_\_\_\_ Grade: \_\_\_\_\_

Teacher's name or Class subject: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Survey Administrator Instructions**

*Note to Survey Administrator: Please read the following information aloud to each group of students before they begin taking the survey. Try to limit your comments to the introduction provided below and keep answers to specific questions as short as possible. This ensures that each student begins the survey with the same information and with as little bias as possible. If you have any questions, please contact your Survey Coordinator. [Insert your name and contact information here.]*

The survey you are about to take will ask you about alcohol use, driving after drinking, distracted driving, and intervening to stop someone from engaging in these behaviors. You are being asked to participate in a research study to find out what the entire student body at your school thinks and believes about these issues. You will be asked about your own attitudes and behavior as well as what you think about the attitudes and behavior of other students in your school. There are no negative consequences or rewards for participation.

The results of the survey will be used to plan prevention programs throughout Park Rapids. The people who analyze the surveys at Montana State University may also use this anonymous information in their on-going research. By completing this survey, you are indicating that you agree that they can use this anonymous information for their research.

This survey is anonymous, which means that you will not be asked to write your name. Please do not write your name on the survey.

The survey is also confidential, which means that your individual answers will be kept completely secret. The survey results will not be used to punish you or reward you in any way. Your teachers, guidance counselors, principal, superintendent, and parents will have no way of knowing which answers go with which students. Even the people who receive the survey results have no way of knowing which answers go with which students.

There are no "right" or "wrong" answers, and all we ask is that you give your best guess for each question and that you answer honestly. This survey is **voluntary** and you may decline to participate. All students need to remain here and in their seats until everyone is finished. If you do not want to answer a question, you may skip it and **continue on** to the next question. You may discontinue taking the survey at any **point**, however, you need to stay quietly at your desk. Finally, please do not talk to others or look at other people's surveys while you are taking the survey. If you have a question, please come to the front of the room and ask me or another adult in the room.

When you are done, please place your survey in this envelope. It will then be sealed.

*Administrator: Add where you want the students to go when they are finished. Also, let students know that any questions about alcohol consumption are referring to anything BESIDES a few sips at a religious or family gathering. Therefore, if a student has never consumed alcohol except at a religious gathering, they may answer that they have never consumed alcohol. If you are upset or concerned about your well-being after completing the survey, you may speak to the school counselor, [insert name here].*

Are there any questions at this time? Thank you very much for participating in this important survey.

**March 2017**

These guidelines are intended for the Survey Coordinator.

1. Begin discussing the survey with your school as soon as you are able. Make sure that you understand your school's requirements for parent notification. The Traffic Safety Student Survey is reviewed by the Montana State University Institutional Review Board (MSU IRB). Depending on the local school district's policy regarding consent, MSU will provide you with the appropriate forms. At the very minimum, MSU requires the school send out a parental passive consent letter and maintain a copy of the survey for parental review. These letters must be mailed or emailed home to parents. They cannot be brought home by the students. Make sure you understand your local school district's requirements and that you follow these requirements carefully.
2. Work with your schools to determine the best way for every student to take the survey. Often, this may mean having every student take the survey on the same day in the same class (for example, English class, which is often taken by every student). It is important that every student take the survey within a 2-3 day period.
3. The goal is to provide every student the opportunity to take the survey. Therefore, to the extent possible, work with the school to develop a method to handle those students who are absent. It is important when administering surveys to students who were absent that confidentiality (and perception of confidentiality) is maintained. If students have to take the survey by themselves, it is important the survey is placed (unfolded!) in an envelope (preferable with other surveys) when the student is done.
4. The goal is to provide every student the opportunity to take the survey, however, this may not happen. It is important to understand and document the number of students who did NOT take the survey because they were absent. Document the number of students who were suspended, students who were members of a team or activity that was traveling, or any other characteristic that will help us understand the nature of these students. This information will be valuable in assessing the representativeness of the surveys.
5. Make sure each survey administrator (e.g., teachers, support staff, etc.) receives the appropriate number of surveys, survey instructions, and a large manila envelope for the completed surveys.
6. The survey administrator should hand out the surveys, read the survey instructions out loud, and have the students place the surveys in the large manila envelope when they are done. The survey administrator should NOT look at the surveys.
7. The survey administrator should seal the envelope of completed surveys and return it, along with un-used surveys, to the survey coordinator.
8. The survey coordinator should open the envelopes, count and record the number of surveys, and place the surveys together in a box. Please include the Student Survey Cover page in each box of surveys.
9. Survey administrators need to check with the school counselor after survey administration to see if any students needed help. Please record if there were any incidences and report them to the Center for Health and Safety Culture.

**Remember**

- ◆ Document your process. Collecting information from students is not a one-time event, but rather an on-going process. Therefore, it is important to think about the future and learn from the past.

**Minnesota Traffic Safety**  
**Student Survey Cover Page**

**Please read before completing form:**

- Include a copy of this page in EVERY box of surveys.

**About the Community / School Surveyed**

Please complete the following information for each school surveyed (duplicate this form as needed). If a grade was not surveyed, then do not include information for that grade.

Name of Community	
Name of Coordinator	
Phone Number of Coordinator	
Name of School	
Date(s) Survey Administered	

**Student Enrollment by Grade for this School**

This is NOT the number of students who took the survey, but rather the number of students enrolled when the survey was administered.

Grade Level	Female*	Male*	Total
8			
9			
10			
11			
12			

\*If you are unable to obtain gender information, please provide the total number of students by grade.

Number of surveys  
in this box

Please send surveys using United Parcel Service (UPS) or Fed-Ex (do NOT use US Mail) to:

Kelly Green  
2327 University Way, Rm 357  
Bozeman, MT 59717  
406-994-7754

If you have any questions, please call Kelly at 406-994-7754 or email her at [kelly.green@montana.edu](mailto:kelly.green@montana.edu)

## Appendix P. 2017 Student Key Findings Report

### Executive Summary

Park Rapids has initiated a three-year project to improve roadway safety by growing a positive traffic safety culture. Traffic safety culture includes the shared values, beliefs, attitudes, and behaviors of road users. This report reviews the key findings from a survey of high school students in Park Rapids, Minnesota conducted in April 2017. The survey focused on two important traffic safety issues: driving after drinking alcohol and distracted drinking.

Park Rapids High School students completed the survey between April 3 and April 7, 2017. Approximately 448 students were eligible to take the survey, and 363 students responded (81%). The results of the survey only represent the behaviors and beliefs of Park Rapids High School students and cannot be generalized to students in the state of Minnesota or students in other states.

### Concern for Traffic Safety

Overall, most Park Rapids High School students (69%) agreed that the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

### Alcohol and Driving After Drinking

Most students in Park Rapids are making good decisions and have healthy beliefs about not using alcohol. Most students reported not drinking in the past 30 days, not riding in a vehicle with a driver who had been drinking, and not driving after using alcohol. However, many students significantly overestimated the prevalence of these behaviors which places them at greater risk. Most students had a negative attitude about driving after drinking; had protective beliefs; and reported they have a family rule about never driving after drinking. Similarly, most students were not willing to drive after drinking.

Most students have positive attitudes and protective beliefs about trying to prevent others from driving after drinking, and most students are willing to intervene. Most students feel comfortable and confident to prevent a friend from driving if they had been drinking. However, fewer feel comfortable and confident to intervene with another student who was not a close friend. About one-third of students reported being in a situation when they could have intervened to prevent another student from driving after drinking in the past 12 months. Of these students, most have intervened. However, only about one quarter of the students report they regularly intervened. Bolstering comfort and confidence may increase intervening behaviors and reduce risky behaviors.

### Distracted Driving

The survey examined three distracting behaviors: having a conversation on a cell phone while holding it; having a conversation without holding it (“hands-free”); and typing or reading on a cell phone (“texting”). Most Park Rapids High School students are not engaging in these distracted driving behaviors frequently. However, many are engaging in these behaviors when they drive. Many students significantly overestimated the prevalence of these distracting behaviors among their peers and among adults in the community which places them at greater risk.

Many students have protective attitudes about not having a conversation on a cell phone while holding it and about not texting while driving. Fewer students have these same protective attitudes about not having a conversation on a hands-free cell phone while driving. Similarly, most students disapprove of reading or typing on a cell phone while driving; and fewer students disapprove of having conversations on a cell phone while driving. Many students perceive that most students in their school do not disapprove. Misperceptions like these may make it more likely that students will engage in risky behaviors.

Many students do not feel they are in control of these distracting behaviors. Students reported they feel required to answer the phone or respond to a text – especially if it is their parents or friends. However, many indicated they would feel bad if they called or texted someone who was driving and caused a crash. Some students do take steps to turn off or put their phone away before driving.

Most students reported they had a family rule about never reading or typing on a cell phone while driving. Fewer students reported similar rules about having conversations (either hand-held or hands-free) while driving. Creating family rules about these distracting behaviors is a strategy that can change behavior.

Most students have positive attitudes and protective beliefs about asking a driver to stop reading or typing on a cell phone while driving. About half of the students feel comfortable and confident to ask a driver to stop, and many students are willing to intervene. Many students have been in situations when they could intervene, and most students have intervened when the driver was a family member or friend (fewer reported intervening with strangers). However, fewer students reported intervening regularly. Many students underestimated intervening behaviors by their peers and by adults in their community.

## Conclusion

Most students in Park Rapids share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most students are not drinking alcohol, not driving after drinking, and not riding with drivers who have been drinking. While most students are not engaging in distracted driving behaviors frequently, too many are engaging in these behaviors. Many students have positive attitudes, beliefs, and willingness to intervene with others who engage in these risky driving behaviors. There are opportunities to improve traffic safety culture among students by growing stronger attitudes, correcting misperceptions, increasing the number of families with rules, and bolstering intervening behaviors.

## Protective Beliefs and Attitudes about Traffic Safety

Most Park Rapids High School students (59%) are moderately or more concerned about traffic safety in their community.

- 68% of students believe their **family** is moderately or more concerned about traffic safety in their community.
- 52% of students believe **their friends** are moderately or more concerned about traffic safety in their community.
- 57% of students believe **most people in their community (age 18 and older)** are moderately or more concerned about traffic safety in their community. Q3

Most Park Rapids High School students (69%) believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1

Most Park Rapids High School students (79%) believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2

## Student Drinking and Driving After Drinking

### Key Findings

- *Most Park Rapids High School students are making good decisions and have healthy beliefs about not using alcohol.*
- *Many students drastically overestimate the prevalence of alcohol use among their peers and among adults in their community. These beliefs put them at greater risk for using alcohol themselves.*
- *While most students are making healthy decisions, some students are using alcohol, driving after using alcohol, and riding with drivers who have been drinking.*

Most Park Rapids High School students (71%) report they did not drink alcohol in the past 30 days.

However, 81% of these same students believe that **most students in their school** drank alcohol in the past 30 days, and 77% believe that **most adults in their community** drank weekly or more often. Q6

Most Park Rapids High School students (89%) report they have **not driven** a motor vehicle after using alcohol in the past 12 months.

However, 73% of these same students believe that **most students in their school** (who can drive) drove after using alcohol in the past 12 months, and 85% believe that **most adults in their community** drove after using alcohol in the past 12 months. Q4

Most Park Rapids High School students (69%) report they have **not ridden** with a driver who had been using alcohol in the past 12 months.

However, 76% of these same students believe that **most students in their school** have ridden with a driver who had been using alcohol in the past 12 months. Q5

## Attitudes and Beliefs About Not Driving After Drinking

### Key Findings

- *Most Park Rapids High School students have protective attitudes and beliefs about not driving after drinking.*
- *Most students are not willing to drive after drinking.*

Most Park Rapids High School students have a negative attitude about driving within two hours of drinking. They feel it is: Q8

- unnecessary (82%) vs. necessary (7%)
- dangerous (85%) vs. safe (6%)
- foolish (88%) vs. smart (4%)
- unpleasant (77%) vs. pleasant (9%)
- wasteful (74%) vs. efficient (8%)

- harmful (88%) vs. beneficial (5%)
- stressful (81%) vs. stress-relieving (6%)

Most Park Rapids High School students have protective beliefs about not driving after drinking.

- 83% agree that people who drive after drinking alcohol are more likely to get stopped by the police. Q9
- 90% agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q10
- 55% agree that impairment begins with the first sip of alcohol. Q11
- 90% agree that alcohol impairs driving performance. Q12

Most Park Rapids High School students (79%) **disapprove** of driving after drinking any alcohol.

- 81% of students believe **their parents** disapprove of driving after drinking any alcohol.
- 62% of students believe **most students in their school** disapprove of driving after drinking any alcohol.
- 70% of students believe **most people in their community** disapprove of driving after drinking. Q13

Most Park Rapids High School students are **not willing** to drive after drinking. When asked about driving within two hours of drinking:

- 47% were not willing to drive in an emergency. 7a
- 72% were not willing to drive home on side streets. 7b
- 87% were not willing to drive home on the highway. 7c
- 61% were not willing to drive if they didn't feel buzzed or drunk. 7d
- 89% were not willing to drive if they felt they had perhaps too much to drink. 7e
- 80% were not willing to drive when they also had been using other substances or drugs. 7f

## Family Rules about Not Driving After Drinking

Most Park Rapids High School students (64%) report their family has a rule about never driving after drinking alcohol. Q14

## Protective Attitudes, Beliefs, and Behaviors about Preventing Others from Driving After Drinking

### Key Findings

- *Most Park Rapids High School students have positive attitudes and protective beliefs about trying to prevent others from driving after drinking.*
- *Most Park Rapids High School students feel comfortable and confident to prevent a friend from driving if they had been drinking. However, as social distance grows, students feel less comfortable and less confident to prevent another student from driving after drinking.*

- *Most Park Rapids High School students are willing to ask someone to stay where they are or try to find a ride for them if they saw a person had been drinking and was going to drive.*
- *About one-third of students report they were in a situation to try and prevent someone from driving after drinking in the past 12 months. Of these students, most have intervened. However, only about one quarter of the students report they intervened half the time or more often.*

Most Park Rapids High School students have a positive attitude about trying to prevent a person from driving after drinking. They feel it is:

- necessary (85%) vs. unnecessary (5%)
- safe (75%) vs. dangerous (9%)
- smart (85%) vs. foolish (4%)
- pleasant (58%) vs. unpleasant (16%)
- efficient (77%) vs. wasteful (5%)
- beneficial (82%) vs. harmful (5%)
- stress-relieving (51%) vs. stressful (29%) Q18

Most Park Rapids High School students have protective beliefs about preventing others from driving after drinking.

- 92% would appreciate someone who tried to prevent them from driving if they had been drinking. Q19
  - However, 56% believe that people who have been drinking don't want someone to prevent them from driving. Q20
- 92% agree that preventing someone from driving who has been drinking makes our roads safer. Q21
- 82% agree that they have a responsibility for the safety of their community to prevent people from driving after drinking. Q22
- 72% agree that if they witness someone who has been drinking, they have a responsibility to take immediate action to prevent them from driving. Q23
- 84% agree that they should try to prevent someone from driving if the person has been drinking. Q24

Most Park Rapids High School students (86%) approve of trying to prevent a person from driving after having had perhaps too much to drink. Q25a

- 85% of students believe **their parents** approve of trying to prevent a person from driving after having had perhaps too much to drink. Q25b
- 72% students believe **most students in their school** approve of trying to prevent a person from driving after having had perhaps too much to drink. Q25c
- 75% students believe **most people in their community** approve of trying to prevent a person from driving after having had perhaps too much to drink. Q25d

Most Park Rapids High School students (76%) report being comfortable preventing a **friend** from driving after drinking. However, only 38% of students' report being comfortable preventing **another student who was not a close friend** from driving after drinking. Q26

Similarly, most Park Rapids High School students (75%) report being confident preventing a **friend** from driving after drinking; only 37% of students' report being confident preventing **another student who was not a close friend** from driving after drinking. Q27

Most Park Rapids High School students (81%) would be willing to ask a **friend** to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive. Q17a

53% would be willing to ask **another student who was not a close friend** to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive. Q17b

Most Park Rapids High School students (61%) would be willing to ask a **person who has obviously had way too much to drink** to stay where they are or try to find a ride for them. Q17c

About one-third of Park Rapids High School students (34%) report they were ever in a situation to try to prevent another student from driving after drinking alcohol in the past 12 months. Of the students who were in this situation, most (66%) have tried to prevent another student from driving after drinking. However, fewer (28%) reported trying half the time or more often. Q15

## Student Distracted Driving Behaviors

### Key Findings

- *Most Park Rapids High School students are not frequently engaging in distracted behaviors while driving. However, many are engaging in distracting behaviors.*
- *Many students are over-estimating how often most students are engaging in distracting behaviors while driving.*

Among Park Rapids High School students who drive:

- 86% did not frequently have a conversation on a cell phone while holding it in their hand while driving in the past 30 days. However, 64% did so at least once in the past 30 days. Q28a
  - 50% of these same students believe that **most students in their school** frequently had a conversation on a cell phone while holding it in their hand while driving in the past 30 days; and 65% believe that **most adults in their community** did likewise. Q29a, Q30a
- 91% did not frequently have a conversation on a cell phone without holding it ("hands-free") while driving in the past 30 days. However, 44% did so at least once in the past 30 days. Q28b
  - 30% of these same students believe that **most students in their school** frequently had a conversation on a cell phone without holding it ("hands-free") while driving in the past 30 days; and 49% believe that **most adults in their community** did likewise. Q29b, Q30b
- 76% did not frequently type or read a cell phone while driving in the past 30 days. However, 65% did so at least once in the past 30 days. Q28c
  - 63% of these same students believe that **most students in their school** frequently typed or read on a cell phone while driving in the past 30 days; and 56% believe that **most adults in their community** did likewise. Q29c, Q30c

## Attitudes and Beliefs About Driving Distracted

### Key Findings

- *Many students have protective attitudes about not using hand-held phones while driving. However, fewer students have these protective attitudes about not having a conversation on a phone without holding it (“hands-free”).*
- *Most Park Rapids High School students disapprove of reading or typing on a cell phone while driving. However, many students perceive that most students in their school do not disapprove of reading or typing on a cell phone while driving.*
- *Students are likely to answer the phone while driving if their parents or a close friend calls them. Similarly, they are likely to text back while driving if their parents or a close friend texts them.*

Many Park Rapids High School students have a negative attitude about being a passenger when a driver is having a conversation on a cell phone **while holding it in their hand** while driving. They feel it is: Q31

- unnecessary (45%) vs. necessary (17%)
- dangerous (55%) vs. safe (10%)
- foolish (53%) vs. smart (7%)
- unpleasant (50%) vs. pleasant (9%)
- wasteful (38%) vs. efficient (16%)
- harmful (52%) vs. beneficial (7%)
- stressful (54%) vs. stress-relieving (7%)

Fewer Park Rapids High School students have a negative attitude about being a passenger when a driver is having a conversation on a cell phone **without holding it (“hands-free”)** while driving. They feel it is: Q32

- unnecessary (22%) vs. necessary (33%)
- dangerous (25%) vs. safe (36%)
- foolish (21%) vs. smart (32%)
- unpleasant (21%) vs. pleasant (26%)
- wasteful (17%) vs. efficient (37%)
- harmful (21%) vs. beneficial (29%)
- stressful (22%) vs. stress-relieving (24%)

Most Park Rapids High School students have a negative attitude about being a passenger when a driver is **typing or reading** on a cell phone while driving. They feel it is: Q33

- unnecessary (75%) vs. necessary (7%)
- dangerous (77%) vs. safe (5%)

- foolish (75%) vs. smart (5%)
- unpleasant (71%) vs. pleasant (5%)
- wasteful (60%) vs. efficient (10%)
- harmful (74%) vs. beneficial (4%)
- stressful (74%) vs. stress-relieving (4%)

Most Park Rapids High School students (62%) either disapprove or are not sure about having a conversation on a cell phone **while holding it in their hand** and driving. Q38a

- Only 43% of students believe their **parents** disapprove of having a conversation on a cell phone while holding it and driving. Q39a
- 48% of students believe **most students in their school** approve of having a conversation on a cell phone while holding it and driving. Q40a

About half of Park Rapids High School students (50%) either disapprove or are not sure about having a conversation on a cell phone **without holding it (“hands-free”)** and driving. Q38b

- Only 30% of students believe their **parents** disapprove of having a conversation on a cell phone without holding it and driving. Q39b
- 48% students believe **most students in their school** approve of having a conversation on a cell phone without holding it and driving. Q40b

Most Park Rapids High School students (60%) disapprove of **reading or typing** on a cell phone while driving. Q38c

- 71% of students believe their **parents** disapprove of reading or typing on a cell phone while driving. Q39c
- 33% students believe **most students in their school** approve of reading or typing on a cell phone while driving. Q40c

Many students don't feel in control of distracting behaviors.

- 70% of students agree that situations come up that are out of their control that require them to have a conversation on a cell phone while driving. Q36
- 47% students agree situations come up that are out of their control that require them to read or type on a cell phone while driving. Q37
- 65% of students are likely to answer the phone if their parents call while they are driving. Q42a
- 58% of students are likely to answer the phone if a close friend calls while they are driving. Q42b
- 38% of students are likely to text back if their parents text them while they are driving. 43a
- 33% students are likely to text back if a close friend texts them while they are driving. Q43b

Some students are taking steps to prevent distractions from cell phone before driving.

- 30% of students are likely to think about putting their cell phone someplace they cannot get to it or turning it off before driving. Q41

Most Park Rapids High School students have protective beliefs about distracting a driver by calling or texting them.

- 90% would feel bad if they called someone who was driving, and he/she had a traffic crash because of their call. Q34
- 88% would feel bad if they texted someone who was driving, and he/she had a traffic crash because of their text. Q35

## Family Rules about Not Driving Distracted

### Key Findings

- *While some Park Rapids High School students report their family has rules about not driving distracted, many report they do not or don't know.*
- *Creating family rules and talking about them with youth is a strategy that can change behavior.*

Only 27% of Park Rapids High School students report their family **has a rule** about never having a conversation on a cell phone **while holding it in your hand** while driving (42% do not have a family rule, and 27% did not know). Q44a

Only 18% of Park Rapids High School students report their family **has a rule** about never having a conversation on a cell phone **without holding it in your hand ("hands-free")** while driving (48% do not have a rule, and 29% did not know). Q44b

Most Park Rapids High School students (55%) report their family **has a rule** about never reading or typing on a cell phone while driving (19% do not have a rule, and 22% did not know). Q44c

## Asking Others to Stop Reading or Typing on a Cell Phone when Driving

### Key Findings

- *Most Park Rapids High School students have positive attitudes and protective beliefs about asking a driver to stop reading or typing on a cell phone.*
- *Many students are willing to ask others to stop reading or typing on a cell phone while driving.*
- *Most students have been in a situation when they could have asked a family member or friend to stop reading or typing on a cell phone while driving in the past 12 months. Of these students, most did ask the driver to stop; however, only about one third of students report they regularly asked the driver to stop.*

Most Park Rapids High School students have a positive attitude about asking a driver to stop reading or typing on a cell phone. They feel it is: Q48

- necessary (62%) vs. unnecessary (13%)
- safe (59%) vs. dangerous (13%)
- smart (62%) vs. foolish (10%)

- pleasant (33%) vs. unpleasant (24%)
- efficient (52%) vs. wasteful (9%)
- beneficial (58%) vs. harmful (11%)
- stress-relieving (40%) vs. stressful (26%)

Most Park Rapids High School students (77%) approve of asking a person who is driving to stop reading or typing on a cell phone. Q49a

- 76% of students believe their **parents** approve of asking someone to stop. Q49b
- 60% students believe **most students in their school** approve of asking someone to stop. Q49c
- 63% students believe **most adults in their community** approve of asking someone to stop. Q49d

52% of Park Rapids High School students are comfortable asking **a family member** who is driving to stop reading or typing on a cell phone, and 50% of students are comfortable asking **a friend** who is driving to stop reading or typing on a cell phone. Q50

About half of Park Rapids High School students (48%) report being confident asking **a family member** or **a friend** who is driving to stop reading or typing on a cell phone. Q51

Many Park Rapids High School students are willing to ask a driver to stop reading or typing on a cell phone.

- 47% are willing to ask a **family member** to stop.
- 45% are willing to **ask a friend** to stop.
- 26% are willing to **ask a stranger** to stop. Q47

Many Park Rapids High School students have been in a situation when they could have asked a driver to stop reading or typing on a cell phone while driving in the past 12 months. Specifically, 69% were in this situation with a family member; 65% with a friend; and 43% with a stranger. Among students who were in a situation to ask a driver to stop reading or typing on a cell phone in the past 12 months:

- 68% asked a family member (32% did so half the time or more often);
- 62% asked a friend (29% did so half the time or more often); and
- 37% asked a stranger (17% did so half the time or more often). Q45

However, 44% of students believed that **most students in their school** never asked a driver to stop reading or typing on a cell phone while driving; and 35% believed **most adults in their community** never asked. Q46

## Appendix Q. Workplace Survey

txt1 The Center for Health and Safety Culture is asking for your input. We are learning about ways to improve traffic safety. Your voice matters. Each and every survey is very important to us. Your participation is voluntary, and we will only share summary results. You can stop at any time. Your responses are confidential, anonymous and cannot be associated with your identity. This study has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at [jayotto@montana.edu](mailto:jayotto@montana.edu). Thank you for taking this survey!

txt2 We want to begin by learning a little bit about your workplace.

Q1 What is the zip code where you work?

Q2 How many employees are at your workplace?

- 1-10 (1)
- 11-25 (2)
- 26-50 (3)
- 51 or more (4)

Q3 What sector best describes your workplace?

- Government (1)
- Non-Profit (2)
- Private - For Profit (3)
- Manufacturing (4)
- Agriculture (5)
- Business (6)
- Healthcare (7)

txt3 We would like to begin with some general questions about traffic safety.

Q4 I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

- Strongly agree (1)
- Agree (2)
- Somewhat Agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q5 I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways is zero.

- Strongly agree (1)
- agree (2)
- Somewhat agree (3)
- Neither agree nor disagree (4)
- Somewhat disagree (5)
- Disagree (6)
- Strongly disagree (7)

Q6 How concerned are the following people about traffic safety in our community?

	Not at all concerned (1) (1)	(2) (2)	(3) (3)	Moderately concerned (4) (4)	(5) (5)	(6) (6)	Extremely concerned (7) (7)
You (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your friends (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your employees (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people (age 18 and older) in your community (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

txt4 Now, we would like to ask about your beliefs regarding specific traffic safety behaviors.

Q7 How much do you agree or disagree with the following statements?

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
People who drive after drinking alcohol are more likely to get stopped by the police. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who drive after drinking alcohol are more likely to be in a traffic crash. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impairment begins with the first sip of alcohol. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol impairs driving performance. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Q8 How much do you approve or disapprove of...

	Strongly approve (1)	Approve (2)	Somewhat approve (3)	Neither approve nor disapprove (4)	Somewhat disapprove (5)	Disapprove (6)	Strongly disapprove (7)
driving within two hours of drinking any alcohol? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
driving after having perhaps too much to drink? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone while holding it in your hand and driving? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone without holding it in your hand ("hands-free") while driving? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reading or typing on a cell phone while driving? (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 In your opinion, how much do most people in your community approve or disapprove of... (Even if you are not sure, give your best guess.)

	Strongly approve (1)	Approve (2)	Somewhat approve (3)	Neither approve nor disapprove (4)	Somewhat disapprove (5)	Disapprove (6)	Strongly disapprove (7)
driving within two hours of drinking any alcohol? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
driving after having perhaps too much to drink? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone while holding in your hand and driving? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone without holding in my hand ("hands free") and driving? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reading or typing on a cell phone while driving. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 How much do you agree or disagree with the following statements?

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
Having conversations with employees on their cell phone while they are driving is important to the operations of our workplace. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Texting with employees while they are driving is important to the operations of our workplace. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Situations come up that are out of my control that require our employees to have a conversation on a cell phone while driving. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Situations come up that are out of my control that require our employees to read or type on a cell phone while driving. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

txt5 Now, we would like to ask you about your beliefs about workplace policies to address traffic safety.

Q11 In each of the following situations, how willing would you be to adopt a workplace policy to address a risky traffic safety behavior?

	Not at all willing(1) (2)	(2) (3)	(3) (4)	Moderately willing(4) (5)	(5) (6)	(6) (7)	Extremely willing(7) (8)
If you have to develop the policy and training on your own (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you were provided resources like sample policies and training materials (at no cost) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you were provided a financial incentive (like a reduction in worker's compensation costs) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Each row shows a range of feelings about having a workplace policy to address a risky driving behavior (like drinking and driving or distracted driving). Please select one box on each row that best shows how you feel about a workplace policy addressing a risky driving behavior. Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word indicate a stronger feeling. “For me, having a workplace policy addressing a risky driving behavior feels...”

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Necessary:Unnecessary (1)	<input type="radio"/>						
Dangerous:Safe (2)	<input type="radio"/>						
Foolish:Smart (3)	<input type="radio"/>						
Pleasant:Unpleasant (4)	<input type="radio"/>						
Efficient:Wasteful (5)	<input type="radio"/>						
Harmful:Beneficial (6)	<input type="radio"/>						
Stressful:Stress- relieving (7)	<input type="radio"/>						

## Q13 How much do you agree or disagree with the following statements?

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
A workplace policy about traffic safety saves the company money. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A workplace policy about traffic safety improves safety. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A workplace policy about traffic safety is not needed. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the knowledge and information to create a workplace policy addressing traffic safety. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the time to create a workplace policy addressing traffic safety. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 In your opinion, how much do the following people approve or disapprove of workplaces having policies to address traffic safety?

	Strongly approve (1)	Approve (2)	Somewhat approve (3)	Neither approve nor disapprove (4)	Somewhat disapprove (5)	Disapprove (6)	Strongly disapprove (7)
MOST of your employees (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MOST people in your community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

txt6 In this section, we ask about your specific workplace policies.

Q15 Does your workplace have...

	Yes (1)	No (2)	I don't know (3)
A policy about never driving after drinking alcohol? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone while holding it in your hand while driving? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never reading or typing on a cell phone while driving? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 In your opinion, what percentage of workplaces in your community have... (Even if you are not sure, give your best guess.)

	Few(0% - 20%) (1)	Some(21% - 40%) (2)	About half(41% - 60%) (3)	Most(61% - 80%) (4)	Almost all(81% - 100%) (6)
A policy about never driving after drinking alcohol? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone while holding it in your hand while driving? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never reading or typing on a cell phone while driving? (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 How often do you provide training on each of the following policies?

	We do NOT have a policy (1)	Never (2)	New employee orientation (3)	Once every few years (4)	Annually (5)	Quarterly (6)	Monthly (7)
A policy about never driving after drinking alcohol (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone while holding it in your hand while driving (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone "hands-free" while driving (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never reading or typing on a cell phone while driving (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 For training on each policy, which of the following topics are included (mark all that apply)?

	We do NOT have a policy (1)	We do NOT do training (2)	Details on the policy (3)	The risks of engaging in the behavior (4)	How to avoid the risky behavior (5)
A policy about never driving after drinking alcohol (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A policy about never having a conversation on a cell phone while holding it in your hand while driving (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A policy about never having a conversation on a cell phone "hands-free" while driving (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A policy about never reading or typing on a cell phone while driving (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

txt7 Some workplaces have policies and procedures that encourage employees to speak up when they see unsafe practices or when they see employees engaging in potentially unsafe practices. This is called safety citizenship.

Q19 Does your organization take steps to promote safety citizenship?

- Yes (1)
- No (2)
- I don't know (3)

Condition: Yes Is Selected. Skip To: Do these safety citizenship efforts i....Condition: Yes Is Not Selected. Skip To: Each row shows a range of feelings ab....

Q20 Do these safety citizenship efforts include addressing any of the following behaviors (mark all that apply)?

- driving after drinking alcohol (1)
- having a conversation on a cell phone while holding it in your hand while driving (2)
- having a conversation on a cell phone without holding it ("hands-free") while driving (3)
- reading or typing on a cell phone while driving (4)

Q21 Each row shows a range of feelings about a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors. Please select one box on each row that best shows how you feel about a program that focuses on growing safety citizenship . Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word

indicate a stronger feeling. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..."

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Necessary:Unnecessary (1)	<input type="radio"/>						
Dangerous:Safe (2)	<input type="radio"/>						
Foolish:Smart (3)	<input type="radio"/>						
Pleasant:Unpleasant (4)	<input type="radio"/>						
Efficient:Wasteful (5)	<input type="radio"/>						
Harmful:Beneficial (6)	<input type="radio"/>						
Stressful:Stress- relieving (7)	<input type="radio"/>						

Q22 Would the following people approve or disapprove of growing safety citizenship in the workplace to address traffic safety?

	Strongly approve (1)	Approve (2)	Somewhat approve (3)	Neither approve nor disapprove (4)	Somewhat disapprove (5)	Disapprove (6)	Strongly disapprove (7)
MOST employees in your workplace (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MOST workplaces in your community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MOST people in your community (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 In your opinion, what percentage of workplaces in your community promote traffic safety citizenship in the workplace? Even if you are not sure, just give your best guess.

- Few (0% - 20%) (1)
- Some (21% - 40%) (2)
- About half (41% - 60%) (3)
- Most (61% - 80%) (4)
- Almost all (81% - 100%) (5)

Q24 How much do you agree or disagree with the following statements?

	Strongly Agree (1)	Agree (2)	Somewhat Agree (3)	Neither Agree nor Disagree (4)	Somewhat Disagree (5)	Disagree (6)	Strongly Disagree (7)
I am interested in growing traffic safety citizenship at my workplace (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the knowledge and information to grow traffic safety citizenship in my workplace. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the time to grow traffic safety citizenship in my workplace. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

txt8 Workplaces sometimes sponsor, participate, or lead events in the community addressing traffic safety.

Q25 Does your workplace sponsor any activities seeking to promote traffic safety in the community?

- Yes (1)
- No (2)
- I don't know (3)

Q26 Does your workplace participate in any activities seeking to promote traffic safety in the community?

- Yes (1)
- No (2)
- I don't know (3)

Q27 Does your workplace lead any activities seeking to promote traffic safety in the community?

- Yes (1)
- No (2)
- I don't know (3)

txt9 Finally, we want to ask a few more questions about you.

Q28 What is your sex?

- Male (1)
- Female (2)
- Other (3)

Q29 How old are you?

- 18-19 (1)
- 20-24 (2)
- 25-34 (3)
- 35-44 (4)
- 45-54 (5)
- 55-64 (6)
- 65-74 (7)
- 75 or older (8)

Q30 What is the highest level of education that you completed?

- Less than high school degree (1)
- High school graduate (includes GED) (2)
- Some college, no degree (3)
- 2-year college degree (Associate's degree) (4)
- 4-year college degree (Bachelor's degree) (5)
- Graduate or professional degree (6)

txt10 Thank you!

## Appendix R. 2017 Workplace Key Findings Report

### Executive Summary

Park Rapids has initiated a three-year project to improve roadway safety by growing a positive traffic safety culture. Traffic safety culture includes the shared values, beliefs, attitudes, and behaviors of road users. This report reviews the key findings from a survey of workplace leaders in Park Rapids, Minnesota. The survey focused on two important traffic safety issues: driving after drinking alcohol and distracted driving.

The Chamber of Commerce and the Hubbard County Economic Regional Development Commission distributed the survey link to workplace leaders in Park Rapids via their email distribution lists. 88 workplace leaders completed the online survey between May 23, 2017 and June 26, 2017. The results of the survey only represent the behaviors and beliefs of workplace leaders who took the survey and cannot be generalized to other workplace leaders in Park Rapids or in Minnesota.

### Concern for Traffic Safety

Overall, most workplace leaders in Park Rapids who responded to the survey (58%) agree they are concerned about traffic safety in their community. Most (82%) agreed that the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

### Driving After Drinking

Most workplace leaders have protective beliefs about not driving after drinking. Nearly all of the workplace leaders surveyed disapprove of driving after having perhaps too much to drink.

However, some workplace leaders believe that most people in their community would not feel the same way.

### Distracted Driving

The survey examined three distracting behaviors: having a conversation on a cell phone while holding it; having a conversation without holding it (“hands-free”); and typing or reading on a cell phone (“texting”). Most workplace leaders who responded have protective attitudes and beliefs about not engaging in distracted behaviors while driving. Many workplace leaders do not feel that talking or texting with employees on their cell phone while they are driving is important to the operations of their workplace.

### Workplace Policies that Address Risky Traffic Safety Behaviors

Most workplace leaders who responded have positive attitudes about having a workplace policy to address a risky driving behavior (like drinking and driving or distracted driving). Most workplace leaders agree a workplace policy about traffic safety improves safety. However, many workplace leaders report they do not have policies that address driving after drinking and distracted driving. Many report they do not have the knowledge and information to create a workplace policy to address traffic safety.

## Safety Citizenship

Safety citizenship in the workplace is about encouraging employees to speak up when they see unsafe practices or when they see employees engaging in potentially unsafe practices. Most workplace leaders have a positive attitude about growing safety citizenship behaviors including addressing risky driving behaviors in the workplace. About half of workplace leaders report their organization takes steps to promote safety citizenship. However, very few report their safety citizenship efforts include addressing driving after drinking alcohol or distracted driving. Only about a quarter of workplace leaders report they have the knowledge and information to grow traffic safety citizenship in their workplace.

## Conclusion

Most workplace leaders in Park Rapids who responded to the survey are concerned about traffic safety and share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most workplace leaders have protective attitudes and beliefs about not driving after drinking and not driving distracted. While most workplace leaders agree a workplace policy about traffic safety improves safety, many report they do not have policies that address driving after drinking and distracted driving, and many report they do not have the knowledge and information to create a workplace policy to address traffic safety.

Most workplace leaders who responded have a positive attitude about growing safety citizenship behaviors including addressing risky driving behaviors in the workplace. About half of workplace leaders report their organization takes steps to promote safety citizenship; however, very few report their safety citizenship efforts include efforts to address driving after drinking alcohol or distracted driving.

There are opportunities to improve traffic safety culture among workplace leaders by growing stronger attitudes, correcting misperceptions, increasing the number of workplaces with policies, educating leaders on ways to create workplace policies to address traffic safety, and bolstering safety citizenship efforts.

## Protective Beliefs and Attitudes about Traffic Safety

Most workplace leaders in Park Rapids who responded to the survey (58%) agree they are concerned about traffic safety in their community.

- 58% believe their **family** is concerned about traffic safety in their community.
- 52% believe **their friends** are concerned about traffic safety in their community.
- 59% believe **their employees** are concerned about traffic safety in their community.

51% believe **most people in their community (age 18 and older)** are concerned about traffic safety in their community. Q6

Most workplace leaders who responded (82%) believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q4

Most Workplace leaders who responded (90%) believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q5

## Driving After Drinking

*Key Findings*

- *Most workplace leaders in Park Rapids who responded to the survey have protective beliefs about not driving after drinking.*

Most workplace leaders in Park Rapids who responded to the survey have protective beliefs about not driving after drinking.

- 64% agree that people who drive after drinking alcohol are more likely to get stopped by the police. Q7a
- 95% agree that people who drive after drinking alcohol are more likely to be in a traffic crash. 7b
- 52% agree that impairment begins with the first sip of alcohol. Q7c
- 97% agree that alcohol impairs driving performance. Q7d

Most workplace leaders who responded (64%) either **disapprove or are not sure** of driving within two-hours of drinking any alcohol. Q8a

However, 44% believe **most people in their community** would not feel the same way. Q9a

Most workplace leaders who responded (98%) **disapprove** of driving after having perhaps too much to drink. Q8b

However, 25% believe **most people in their community** would not feel the same way. 9b

## Distracted Driving

### Key Findings

- *Most workplace leaders in Park Rapids who responded to the survey have protective attitudes and beliefs about not engaging in distracted behaviors while driving.*

Most workplace leaders who responded (65%) disapprove of having a conversation on a cell phone **while holding it in their hand** and driving. Q8c

- However, 38% believe **most adults in their community** approve of having a conversation on a cell phone while holding it and driving. Q9c

51% of workplace leaders who responded either disapprove or are not sure about having a conversation on a cell phone **without holding it (“hands-free”)** and driving. Q8d

- However, 54% believe **most adults in their community** approve of having a conversation on a cell phone without holding it and driving. Q9d

Most workplace leaders who responded (99%) disapprove of **reading or typing** on a cell phone while driving. Q8e

- However, 19% believe **most adults in their community** approve of reading or typing on a cell phone while driving. Q9e

Most workplace leaders who responded (60%) disagree that having conversations with employees on their cell phones while they are driving is important to the operations of their workplace. Q10a

Most workplace leaders who responded (95%) disagree that texting with employees while they are driving is important to the operations of their workplace. Q10b

49% of workplace leaders who responded disagree that situations come up that are out of their control that require their employees to have a conversation on a cell phone while driving. Q10c

Most workplace leaders who responded (86%) disagree that situations come up that are out of their control that require their employees to read or type on a cell phone while driving. Q10d

## Workplace Policies

### Key Findings

- *Most workplace leaders who responded have positive attitudes about having a workplace policy to address a risky driving behavior (like drinking and driving or distracted driving).*
- *Most workplace leaders who responded agree a workplace policy about traffic safety improves safety.*
- *However, most workplace leaders who responded report they do not have policies that address driving after drinking and distracted driving.*
- *Most workplace leaders who responded report they do not have the knowledge and information to create a workplace policy address traffic safety.*

Many workplace leaders are willing to adopt workplace policies to address traffic safety.

- 35% of workplace leaders who responded are willing to adopt a workplace policy to address a risky traffic safety behavior if they have to develop the policy and training on their own. Q11a
- 52% are willing to adopt a workplace policy to address a risky traffic safety behavior if they were provided resources like sample policies and training materials (at no cost). Q11b
- Most (70%) are willing to adopt a workplace policy to address a risky traffic safety behavior if they were provided a financial incentive (like a reduction in worker's compensation costs). Q11c

Most workplace leaders who responded have a positive attitude about having a workplace policy to address a risky driving behavior (like drinking and driving or distracted driving). Q12

- necessary (41%) vs. unnecessary (47%)
- safe (66%) vs. dangerous (4%)
- smart (66%) vs. foolish (11%)
- pleasant (37%) vs. unpleasant (18%)
- efficient (45%) vs. wasteful (25%)
- beneficial (64%) vs. harmful (4%)
- stress-relieving (34%) vs. stressful (13%)

Half (50%) of workplace leaders who responded agree a workplace policy about traffic safety saves the company money. Q13a

Most workplace leaders who responded (60%) agree a workplace policy about traffic safety improves safety. Q13b

33% of workplace leaders who responded disagree that a workplace policy about traffic safety is not needed. *Q13c*

30% of workplace leaders who responded agree they have the knowledge and information to create a workplace policy address traffic safety. *Q13d*

15% of workplace leaders in Park Rapids agree they have the time to create a workplace policy addressing traffic safety. *Q13e*

36% of workplace leaders who responded believe most of their employees approve of workplaces having policies to address traffic safety (19% believe most employees disapprove, and 46% believe most employees neither approve nor disapprove). *Q14a*

Similarly, 38% of workplace leaders who responded believe most people in their community approve of workplaces having policies to address traffic safety (14% believe most people disapprove, and 48% believe most employees neither approve nor disapprove). *Q14b*

27% of workplace leaders who responded report have a workplace policy about never driving after drinking alcohol (73% do not). *Q15a*

About six out of ten workplace leaders who responded (59%) report they do not have a policy about never driving after drinking alcohol. Of the workplace leaders who do have a policy about never driving after drinking alcohol, most (59%) provide training on the policy. *Q17a*

- 7% report that training on the policy includes details on the policy, 10% report that training includes risk of engaging in the behavior, and 8% report that training includes how to avoid the risky behavior. *Q18a*

17% of workplace leaders who responded report having a policy about never having a conversation on a cell phone while holding it in your hand while driving (83% do not). *Q15b*

8% of workplace leaders who responded report having a policy about never having a conversation on a cell phone without holding it in your hand (“hands-free”) while driving (92% do not). *Q15c*

25% of workplace leaders who responded report having a policy about never reading or typing on a cell phone while driving (75% do not). *Q15d*

About two-thirds of workplace leaders who responded (67%) report they do not have a policy about never having a conversation on a cell phone while holding it in your hand and driving. Of the workplace leaders who do have a policy, most (61%) provide training on the policy. *Q17b*

- 6% report that training on the policy includes details on the policy, 9% report that training includes risk of engaging in the behavior, and 6% report that training includes how to avoid the risky behavior. *Q18b*

About seven out of ten workplace leaders who responded (69%) report they do not have a policy about never having a conversation on a cell phone without holding it in your hand (“hands-free”) while driving. Of the workplace leaders who do have a policy, most (59%) provide training on the policy. *Q17c*

- 5% report that training on the policy includes details on the policy, 7% report that training includes risk of engaging in the behavior, and 5% report that training includes how to avoid the risky behavior. *Q18c*

About two-thirds of workplace leaders who responded (66%) report they do not have a policy about never reading or typing on a cell phone while driving. Of the workplace leaders who do have a policy, most (61%) provide training on the policy. Q17d

- 6% report that training on the policy includes details on the policy, 8% report that training includes risk of engaging in the behavior, and 7% report that training includes how to avoid the risky behavior. Q18d

## Safety Citizenship

### Key Findings

- *Most workplace who responded leaders have a positive attitude about growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors in the workplace.*
- *About half of workplace leaders who responded report their organization takes steps to promote safety citizenship.*
- *However, very few report that their safety citizenship efforts include efforts to address driving after drinking alcohol or distracted driving.*
- *Only about a quarter of workplace leaders who responded report they have the knowledge and information to grow traffic safety citizenship in their workplace.*

46% of workplace leaders who responded report their organization takes steps to promote safety citizenship (54% do not). Q19

- 9% report that their safety citizenship efforts address driving after drinking alcohol. Q20a
- 8% report that their safety citizenship efforts address having a conversation on a cell phone while holding it in your hand while driving. Q20b
- 6% report that their safety citizenship efforts address having a conversation on a cell phone without holding it (“hands-free”) in your hand while driving. Q20c
- 13% report that their safety citizenship efforts address reading or typing on a cell phone while driving. Q20d

Most workplace leaders have a positive attitude growing safety citizenship behaviors like speaking up about unsafe situations including risky driving behaviors. They feel it is: Q21

- necessary (49%) vs. unnecessary (22%)
- safe (63%) vs. dangerous (2%)
- smart (58%) vs. foolish (6%)
- pleasant (31%) vs. unpleasant (6%)
- efficient (46%) vs. wasteful (4%)
- beneficial (65%) vs. harmful (4%)
- stress-relieving (31%) vs. stressful (6%)

Many workplace leaders believe that others approve of growing safety citizenship in the workplace to address traffic safety.

- 52% of workplace leaders who responded believe that most employees in their workplace approve of growing safety citizenship in the workplace to address traffic safety. Q22a
- 48% of workplace leaders who responded believe that most workplaces in their community approve of growing safety citizenship in the workplace to address traffic safety. Q22b
- 58% of workplace leaders who responded believe that most people in their community approve of growing safety citizenship in the workplace to address traffic safety. Q22c

43% of workplace leaders who responded are interested in growing traffic safety citizenship at their workplace.

- However, only 25% of workplace leaders who responded have the knowledge and information to grow traffic safety citizenship in their workplace; and only 12% have the time to grow traffic safety citizenship in their workplace. Q24

10% of workplace leaders who responded report their workplace sponsors activities seeking to promote traffic safety in the community (78% say no, and 12% don't know). Q25

10% of workplace leaders who responded report their workplace participates in activities seeking to promote traffic safety in the community (80% say no, and 10% don't know). Q26

4% of workplace leaders who responded report their workplace leads activities seeking to promote traffic safety in the community (84% say no, and 12% don't know). Q27

## Appendix S. Law Enforcement Survey

### Mn Park Rapids Law Enforcement Survey (2017)

Law enforcement is a critical player in traffic safety. The Center for Health and Safety Culture is asking for your input. We are learning about ways to improve traffic safety in your community and we are very interested in learning about your perspective. This survey asks about your beliefs as well as your perceptions of the beliefs and behaviors of other people. Your voice matters. Each and every survey is very important to us. Your participation is voluntary, and we will only share summary results. You can stop at any time. Your responses are confidential, anonymous and cannot be associated with your identity. This study has been approved by the Montana State University Institutional Review Board. If you have questions or comments about the survey, please contact Jay Otto with the Center for Health and Safety Culture at [jayotto@montana.edu](mailto:jayotto@montana.edu). Thank you for taking this survey!

We would like to begin with some general questions about traffic safety.

I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

- Strongly agree
- Agree
- Somewhat Agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways is zero.

- Strongly agree
- agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Strongly disagree

How concerned are the following people about traffic safety in Park Rapids?

	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)
You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people in your agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most supervisors/leaders in your agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people (age 18 and older) in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now, we would like to ask about your beliefs regarding specific traffic safety behaviors.

How much do you agree or disagree with the following statements?

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
People who drive after drinking alcohol are more likely to get stopped by the police.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who drive after drinking alcohol are more likely to be in a traffic crash.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impairment begins with the first sip of alcohol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol impairs driving performance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you approve or disapprove of...

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
driving within two hours of drinking any alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
driving after having perhaps too much to drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone while holding it in your hand and driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reading or typing on a cell phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, how much do most people in Park Rapids approve or disapprove of...(Even if you are not sure, give your best guess.)

	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove
driving within two hours of drinking any alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
driving after having perhaps too much to drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone while holding it in their hand and driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
having a conversation on a cell phone without holding it in their hand ("hands free") and driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
reading or typing on a cell phone while driving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, during the past 30 days, how often did most people in Park Rapids...(Even if you are not sure, give your best guess.)

	Never	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time I drive
drive within two hours of drinking any alcohol?	<input type="radio"/>						
drive after having perhaps too much to drink?	<input type="radio"/>						
have a conversation on a cell phone while holding it in their hand and driving?	<input type="radio"/>						
have a conversation on a cell phone without holding it in their hand ("hands free") and driving?	<input type="radio"/>						
read or type on a cell phone while driving.	<input type="radio"/>						

Now, we would like to ask you about your beliefs about enforcing Minnesota traffic safety laws.

How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota DUI laws."

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most officers in your agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most supervisors/leaders in your agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people (age 18 and older) in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota distracted driving laws."

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
You	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most officers in your agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most supervisors/leaders in your agency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people (age 18 and older) in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking back over the past 12 months, how often did the following people engage in DUI enforcement activities including DUI patrols?

	Never	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily
You	<input type="radio"/>						
Most officers in your agency	<input type="radio"/>						
Most officers in the state	<input type="radio"/>						

Thinking back over the past 12 months, how often did the following people engage in distracted driving enforcement activities?

	Never	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily
You	<input type="radio"/>						
Most officers in your agency	<input type="radio"/>						
Most officers in the state	<input type="radio"/>						

How much do you agree or disagree with the following statements...

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I believe my agency supports enforcement of Minnesota's DUI laws.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe my agency supports enforcement of Minnesota's distracted driving laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My agency has made it clear to me that I am expected to enforce Minnesota's DUI laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My agency has made it clear to me that I am expected to enforce Minnesota's distracted driving laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the time to enforce Minnesota's DUI laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the time to enforce Minnesota's distracted driving laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Each row shows a range of feelings about enforcing Minnesota's DUI laws. Please select one box on each row that best shows how you feel about enforcing Minnesota's DUI laws. Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word indicate a stronger feeling. "For me, enforcing Minnesota's DUI laws feels..."

	1	2	3	4	5	6	7
Necessary:Unnecessary	<input type="radio"/>						
Dangerous:Safe	<input type="radio"/>						
Foolish:Smart	<input type="radio"/>						
Pleasant:Unpleasant	<input type="radio"/>						
Efficient:Wasteful	<input type="radio"/>						
Harmful:Beneficial	<input type="radio"/>						
Stressful:Stress-relieving	<input type="radio"/>						

Each row shows a range of feelings about enforcing Minnesota's distracted driving laws. Please select one box on each row that best shows how you feel about enforcing Minnesota's distracted driving laws.

Boxes toward the middle of a row indicate a neutral feeling. Boxes closest to a word indicate a stronger feeling. "For me, enforcing Minnesota's distracted driving laws feels..."

	1	2	3	4	5	6	7
Necessary:Unnecessary	<input type="radio"/>						
Dangerous:Safe	<input type="radio"/>						
Foolish:Smart	<input type="radio"/>						
Pleasant:Unpleasant	<input type="radio"/>						
Efficient:Wasteful	<input type="radio"/>						
Harmful:Beneficial	<input type="radio"/>						
Stressful:Stress-relieving	<input type="radio"/>						

In this section, we ask about your specific agency policies.

Does your agency have...

	Yes	No	I don't know
A policy about never driving after drinking alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone while holding it in your hand while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy about never reading or typing on a cell phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finally, we want to ask a few more questions about you.

Does your family have...

	Yes	No	I don't know	I don't have a family
A rule about never driving after drinking alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A rule about never having a conversation on a cell phone while holding it in your hand while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A rule about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A rule about never reading or typing on a cell phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there anything you would like to share with us?

Thank you!

# Appendix T. Toolkit of Strategies

**Center for Health and Safety Culture**

**Growing Traffic Safety Culture  
Strategies to Reduce Impaired Driving  
and Guidance for Planning Implementation**

*Most adults in Park Rapids (75%) are concerned about traffic safety.<sup>1</sup>*

*Most adults (86%)<sup>1</sup> and most students (69%)<sup>2</sup> in Park Rapids believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.*




**Standard Disclaimer**

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4

### Applying Traffic Safety Culture in Minnesota

Most Park Rapids, Minnesota adults are concerned about traffic safety,<sup>1</sup> and they have many reasons to be concerned. Typically, more than 30,000 people die annually on U.S. roadways.<sup>2</sup> In Minnesota in 2016, there were 79,069 traffic crashes resulting in 392 fatalities, 29,825 injuries, and an estimated economic cost of over \$1.8 billion.<sup>4</sup> Traffic-related fatalities are the second leading cause of years of potential life lost from unintentional injury in Minnesota.<sup>5</sup> While engineering solutions have significantly reduced traffic-related fatalities over recent decades, road user behavior remains the most common risk factor associated with traffic crashes.

Impaired driving (driving after drinking alcohol) is one such risky behavior that can have significant consequences. In the U.S., 29% of fatal crashes involved alcohol.<sup>6</sup> In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015),<sup>7</sup> and in Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).<sup>8</sup>

*The good news is that most adults and students in Park Rapids, Minnesota are making good decisions and have healthy beliefs about not driving after drinking alcohol.*

Most Park Rapids High School students are making good decisions about not drinking alcohol, not driving after drinking alcohol, and not riding with a driver who has been drinking alcohol. Among students in Park Rapids:

- 71% report they did not drink alcohol in the past 30 days.<sup>1</sup>
- 89% report that in the past 12 months, they have **not driven** a motor vehicle after using alcohol.<sup>2</sup>
- 69% report that in the past 12 months, they have **not ridden** with a driver who had been using alcohol.<sup>2</sup>

Most adults in Park Rapids are making good decisions about not driving after drinking alcohol.

In the past 30 days, among adults in Park Rapids:

- 71% report they have **not driven** a motor vehicle within two hours of drinking any alcohol.<sup>1</sup>
- 96% report they have **not driven** after having perhaps too much to drink.<sup>1</sup>

Park Rapids adults and students have a strong protective culture. The culture in Park Rapids regarding driving after drinking alcohol can be defined by the shared values, attitudes, beliefs, and shared actions of its citizens. The culture influences the community's choices and their health and safety. While there is a protective culture in Park Rapids, more can be done to grow the protective beliefs and correct misperceptions. Getting an accurate understanding of the current beliefs and behaviors in the community is critical and highlights the common values shared in Park Rapids.

*Everyone can play a role to improve traffic safety.*

### An Overview of the Project

The Minnesota Department of Transportation initiated a three-year project to improve roadway safety by growing a positive traffic safety culture. Traffic safety culture includes the shared values, attitudes, beliefs, and behaviors of road users. The project is called Applying Traffic Safety Culture in Minnesota. Park Rapids, Minnesota was selected as the pilot community for this project. Traffic safety culture is a focus area in Minnesota's Strategic Highway Safety Plan.

In 2017, multiple surveys were conducted across the social ecology (adults, students, workplaces, and law enforcement) to better understand the values, attitudes, beliefs, and behaviors regarding two important traffic safety issues: driving after drinking alcohol and distracted driving. Using a prioritization process, stakeholders in Park Rapids, Minnesota selected driving after drinking alcohol as the traffic safety issue to focus their initial efforts.

### The Toolkit

This toolkit focuses on Step 3 (Establish Common Purpose and Prioritize Opportunities) and Step 4 (Develop a Portfolio of Strategies) of the seven step Positive Culture Framework process (see Figure 1). In Step 3, the cultural assessment of the many layers of the community (completed in Step 2) is used to align strategies around a common purpose and prioritize opportunities. The cultural factors (shared values, attitudes, and beliefs) identified in the cultural assessment which are correlated with impaired driving inform decisions about strategies and implementation efforts.

In Step 4, stakeholders build on the current portfolio of existing strategies and plan for implementation of new strategies. While no single strategy alone will eliminate impaired driving, multiple strategies implemented across the social ecology can significantly reduce this problem. Step 4 is about a filling in the gaps identified in the portfolio map in Step 2 and creating plans for implementation.

### Theoretical Foundation

This project uses an approach called the Positive Culture Framework (PCF) developed at the Center for Health and Safety Culture at Montana State University. PCF is a positive approach that strategically engages various sectors of a community to improve health and safety (see Figure 1). The Positive Culture Framework provides direction for those who are seeking transformation within their communities.



Figure 1. Positive Culture Framework

PCF recognizes that it is not enough to target behavior change within an individual. A systems approach is needed to account for how people interact with one another and simultaneously influence one another (see Figure 2). A systems perspective provides a lens to consider the complexities of behavior and to view individual behavior within the context of his or her environment.<sup>9</sup> To address driving after drinking alcohol at each level of the social ecology, it is important to create strategies and tools that specifically target the intended audience. The PCF approach seeks to engage many different audiences to improve community health.



Figure 2. Model of the Social Ecology

**Using a Positive Frame**

Framing a message is deciding where to focus efforts.<sup>10</sup> Typically, prevention messages are developed in one of two ways – either they are framed positively or negatively. A positive frame seeks to build on or grow what is working. Positive messages focus on the good that already exists and highlight the “benefits achieved by adopting a target behavior.”<sup>10</sup> A positive frame has an important place in prevention work, and research shows that focusing on the positive and promoting positive thinking and feelings encourages “more careful, systematic, and efficient decision-making.”<sup>11</sup>

In contrast, negative or fear-based messages focus on the consequences, costs, or losses that could be faced if changes in behavior are not made.<sup>11</sup> In an attempt to motivate change, negative or fear-based messages use scare tactics. Scare tactics or fear appeals are often very effective at getting attention. However, researchers have challenged whether fear-based approaches are effective at changing behavior. All of the communication materials created for the Applying Traffic Safety Culture Project are developed using a positive frame. Messages focus on what is going well and help to foster conditions where people choose to be healthy and safe.

**Seven Step PCF Overview**

Although this PCF overview assumes familiarity with the Seven Step PCF process (as seen in Figure 1), a brief overview is provided here along with tasks within each step that have been completed for the Applying Traffic Safety Culture Project.

**Step 1: Plan and Advocate**

A local individual, agency, or coalition provides leadership in planning the process outlined in the remaining steps and advocates to bring together the key stakeholders. Steps 2-7 require engagement by a broad array of stakeholders representing both public and private entities across the social ecology. Within this step, it is also imperative that these stakeholders are provided with appropriate education concerning prevention and the PCF.

**Step 1 Tasks Completed**

- Established community partnerships.
- Established the Hubbard In Prevention Traffic Safety Workgroup in Park Rapids.
- Created a purpose statement for the Hubbard In Prevention Traffic Safety Workgroup.
- Created a collaboration tracking system.
- Capacity building.
  - Completed training on the Positive Culture Framework in Park Rapids with local stakeholders to facilitate connections, build common language, and develop understanding and skills in three critical areas: leadership, communication, and integration of effective strategies.
  - Provided education to coalition members (webinar series).

**Step 2: Assess Culture**

Each of the many layers of community (social ecology) has both common and unique values, beliefs, and actions. An assessment of these levels reveals baseline measures as well as gaps needing to be addressed. Assessing culture includes measuring attitudes and behaviors (actual and perceived) as well as mapping existing strategies.

**Step 2 Tasks Completed**

- Completed a cultural assessment of community adults, students, workplaces, and law enforcement.
- Created a portfolio map of existing strategies in Park Rapids.
- Conducted interviews with traffic safety stakeholders.
- Selected impaired driving as the focus issue, based on the cultural assessment.

**Step 3: Establish Common Purpose and Prioritize Opportunities**

The assessment of the cultures among the many layers of the community reveals common themes which can align strategies around a common purpose. This common purpose fosters engagement. Furthermore, the assessment reveals critical gaps in strategies and misperceptions about beliefs and behaviors that inform communication efforts and the selection of strategies.

**Step 4: Develop Portfolio of Strategies**

Based on the prioritization of opportunities completed in Step 3, a portfolio of strategies can be developed appropriate for different levels of the social ecology. Each strategy should be based on the best available science regarding effectiveness and outcomes.

**Step 5: Pilot and Refine**

To make the best use of limited resources and optimize outcomes, strategies should be piloted and refined before seeking system-wide implementation.

**Step 6: Implement Strategies**

Once refined after piloting, strategies should be implemented broadly across the community with ongoing monitoring and evaluation.

**Step 7: Evaluate Effectiveness and Needs**

Evaluation facilitates ongoing effectiveness and informs future needs. The process of cultural transformation is never complete. With every cycle, new opportunities to improve health and safety are revealed and inform future efforts.

**PCF Step 3: Establish Common Purpose and Prioritize Opportunities**

The stakeholders in Park Rapids selected driving after drinking alcohol as the traffic safety issue to focus their initial efforts and now the community is ready to engage in Step 3. There are two tasks within Step 3. The first task is to establish common purpose. Establishing common purpose among stakeholders can foster engagement and align efforts. The second task is to prioritize the data by looking at the cultural factors (attitudes and beliefs) that are correlated with driving after drinking alcohol.

**Task 1. Establish Common Purpose**

Intentional conversations about driving after drinking alcohol and the protective beliefs about not driving after drinking alcohol already present in Park Rapids are essential to foster a common purpose and promote engagement on this important issue. Conversations can be a powerful motivator for action and can help to create a new story about the health and safety norms of a community.

Specific prevention tools to foster common purpose and engagement include:

Tools
<b>Cultural Summaries.</b> Cultural summaries highlight the protective beliefs and behaviors adults and students in Park Rapids have about impaired driving (Appendix A) and intervening to prevent impaired driving (Appendix B).
<b>Conversation Starters to Engage the Community.</b> Conversation starters are designed to help set a positive tone for the Applying Traffic Safety Culture Project and to connect the community based on their common values toward health and safety (Appendix C).
<b>Community Press Release.</b> A press release promotes the protective beliefs about not driving after drinking alcohol and preventing others from driving after drinking alcohol. The press release provides an opportunity to share this news with the community (Appendix D).
<b>PowerPoint Slide Presentation.</b> A PowerPoint slide presentation is provided to help stakeholders disseminate information about the project and to get others to join this effort (Appendix E).

**Task 2. Prioritize Opportunities**

Engaging a broad array of stakeholders to improve traffic safety is essential. Stakeholder input is needed as decisions are made about what strategies to select to reduce driving after drinking alcohol. The cultural assessment conducted with adults, students, workplaces, and law enforcement in Park Rapids revealed cultural factors that can inform communication efforts and the selection of strategies. There is no single strategy by itself that will address driving after drinking alcohol. Addressing driving after drinking alcohol requires multiple strategies at each level of the social ecology.

Specific tools to guide strategy selection include:

Tools
<b>Portfolio Map.</b> The Portfolio Map lists strategies being implemented in the Park Rapids community, strategies that have been identified in the <i>Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices</i> (2015), and other strategies that have evidence for being effective (Appendix F).
<b>Guidelines for Table Hosts.</b> The Guidelines for Table Hosts can be used to facilitate small group discussions about strategies (Appendix G).
<b>Strategies to Reduce Driving After Drinking Alcohol.</b> The Strategies to Reduce Driving After Drinking Alcohol Portfolio provides specific guidance for stakeholders as they begin to make decisions about implementing impaired driving strategies (Appendix H).

**Tasks for Strategy Selection**

The strategy selection process builds on Step 1 (Plan and Advocate) and Step 2 (Assess Culture) of the seven steps of the PCF process. In Park Rapids, stakeholders representing both public and private entities across the social ecology have been engaged in selecting the focus area (driving after drinking alcohol) and building their capacity to work together on this important issue. In addition to inventorying existing strategies occurring in Park Rapids and creating a portfolio map to reduce impaired driving (Appendix F), a cultural assessment of adults, students, workplaces, and law enforcement was conducted, and stakeholders have been engaged in making meaning of the data. The data revealed opportunities to foster alignment and also gaps needing to be addressed. Now, stakeholders are ready to prioritize opportunities.

**Three Tasks for Strategy Selection**

- Task 1. Grow Shared Understanding
- Task 2. Narrow the Portfolio Map
- Task 3. Prioritize and Select Strategies for Implementation

**Task 1. Grow Shared Understanding**

It can be helpful to start with a discussion of strategies (identify strategies and the various strategy types) to grow shared understanding and common language among stakeholders.

*A strategy or program is an intentional experience designed to change beliefs.*

**General Strategies for Change**

**Strategy Type #1 – Provide Information**

Town hall meetings, billboards, websites, media campaigns, newsletters, PowerPoint presentations, fliers, and press releases.

**Strategy Type #2 – Enhance Skills**

Workshops, seminars, and activities designed to increase skills.

**Strategy Type #3 – Provide Support**

Creating opportunities to support people to participate in activities that reduce risk or enhance protection.

**Strategy Type #4 – Enhance Access and Reduce Barriers/ Reduce Access and Enhance Barriers**

Improving systems and processes to increase the ease and opportunity to utilize systems and services.

**Strategy Type #5 – Change Consequences**

Changing penalties or incentives.

**Strategy Type #6 – Change Physical Design**

Changing the physical design or structure of the environment to reduce risk or enhance protection.

**Strategy Type #7 – Modify/Change Policies**

Formal written procedures, by-laws, proclamations, and rules and laws with written documentation and/or voting procedures.

Source: Community Anti-Drug Coalitions of America ([www.codca.org](http://www.codca.org))

**Small Group Exercise**

To engage stakeholders in a small group discussion of general strategies, use the **Guidelines for Table Hosts** (Appendix G).

For each strategy or program:

- Identify WHAT the strategy is
  - What is the “intentional experience”?
  - What beliefs will it address?
- Where does it fit in the portfolio?
- Potentially, who might implement it?

**Task 2. Narrow the Portfolio Map**

Once stakeholders have a shared understanding of general strategies, they can then start to focus their discussion on specific strategies to reduce impaired driving. The **Portfolio Map** (Appendix F) can be used to engage stakeholders in a discussion. The Portfolio Map lists strategies being implemented in the Park Rapids community, strategies that have been identified in the *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* (2015), and other strategies that have evidence for being effective.

**Small Group Exercise**

Ask the following questions to generate dialogue:

- What strategies (if any) do we know we will not be able to implement in Park Rapids because of jurisdictional or other issues beyond our control?
- Are there programs missing on the Portfolio Map?
- How could we augment these existing programs to address the beliefs we identified?
- What other programs could we augment to address the beliefs we identified?
- What new programs might we create to address the beliefs we identified?

**Task 3. Prioritize and Select Strategies for Implementation**

Once stakeholders have a shared understanding of general strategies and have talked through strategies that would not work because of jurisdictional or other issues beyond their control, it is time to prioritize and select strategies for implementation. The **Strategies to Reduce Driving After Drinking Alcohol** (Appendix H), provides specific guidance for stakeholders as they begin to make decisions about implementation efforts. The strategies outlined in this tool focus on engaging multiple layers of the social environment (e.g. individual, families, workplaces, and community). Each layer can contribute to improving traffic safety, and together have a significant impact on road user behavior.

Using the Strategies to Reduce Driving After Drinking Alcohol, have stakeholders rank (from 1 = low to 5 = high) the feasibility and impact of each strategy.

**Dialogue Questions:**

**Feasibility** (rate from 1=low to 5=high)

- Can we do this in our community in the near future? (Think about required resources, time, readiness of partners)

**Impact** (rate from 1=low to 5=high)

- Do we think this will make a difference? (Reach among the population, dosage)
- Does the evidence support this strategy?

**PCF Step 4: Develop a Portfolio of Strategies**

Upon completing the two tasks within Step 3 (Establish Common Purpose and Prioritize Opportunities), stakeholders are then ready to build on their current portfolio of existing strategies and plan for implementation in Step 4 (Develop a Portfolio of Strategies). While no single strategy alone will eliminate impaired driving, multiple strategies implemented across the social ecology can significantly reduce this problem. Step 4 is about filling in the gaps identified in the portfolio map in Step 2 and creating plans for implementation. Implementation planning requires acquiring detailed information on how to implement specific strategies as well as tools to assist this effort.

In Park Rapids, stakeholders selected specific impaired driving strategies for each layer of the social environment by reviewing and prioritizing the cultural factors (attitudes and beliefs) correlated with drinking after drinking alcohol. Figure 3 summarizes the impaired driving strategies that were selected in Park Rapids. Each of these strategies are discussed in detail below.

Individual	Family	School/ Workplace	Community
<ul style="list-style-type: none"> <li>• Implement a community campaign promoting positive norms, bystander engagement, and family rules</li> <li>• Integrate family rules into existing strategies including: Driver's Education, Project Northland, and Class Action</li> </ul>	<ul style="list-style-type: none"> <li>• Implement a community campaign promoting positive norms, bystander engagement, and family rules</li> <li>• Integrate family rules into existing strategies including: Driver's Education, Project Northland, and Class Action</li> </ul>	<ul style="list-style-type: none"> <li>• Bolster Responsible Beverage Server Training (make a requirement for new license holders)</li> </ul>	<ul style="list-style-type: none"> <li>• Include "Place of Last Drink": on citations and record keeping</li> </ul>

Figure 3. Selected Impaired Driving Strategies

**STRATEGY: Implement a Community Campaign**

A communication campaign can be an effective way to shift critical beliefs that influence behaviors related to driving after drinking. Implementing an effective community-wide communication campaign should follow a process and requires significant planning. Many campaigns fail because they are not grounded in a theory of behavior change or they do not achieve the dosage necessary to be effective. The communication section of *The Positive Culture Framework Workbook* provides information on implementing effective campaigns. The Center for Health and Safety Culture also has a book, *How to Use Social Norms Marketing to Prevent Driving After Drinking*, which provides extensive guidance on implementing effective campaigns to reduce driving after drinking. We recommend reviewing these two resources before developing a campaign.

A communication campaign in Park Rapids can address beliefs associated with several behaviors related to impaired driving including:

- Promote the importance of never driving after drinking alcohol.
- Promote the importance of always having a plan to avoid driving after drinking.
- Encourage speaking up to prevent someone from driving after drinking alcohol.
- Promote family rules about never driving after drinking alcohol and never riding in a vehicle with someone who has been drinking.

Planning safe ways to get home after drinking alcohol is a protective behavior that can reduce the likelihood of driving after drinking. A plan to get home safely after drinking alcohol may include having a designated driver who is not drinking alcohol drive, using an Uber, taxi, or another form of public transportation, or calling a family member or friend for a ride home. It may also include choosing not to drink. Park Rapids data revealed protective beliefs and behaviors about having a plan to avoid driving after drinking.

Encouraging people to speak up to prevent others from driving after drinking alcohol is protective and can reduce impaired driving. Data also revealed positive attitudes and protective beliefs about preventing others from driving after drinking alcohol.

Family rules can reduce driving after drinking. Parents significantly influence the behaviors and decisions of their children regarding a variety of health and safety behaviors including whether or not youth decide to drive after drinking alcohol or ride in a vehicle with someone who has been drinking. One strategy that parents can engage in is to establish family rules about impaired driving. Family rules might include:

1. Never drive after drinking alcohol. Instead, call someone (parents, family member, Uber, taxi, etc.) for a ride.
2. Never ride in a vehicle with someone who has been drinking alcohol. Instead, call someone (parents, family member, Uber, taxi, etc.) for a ride.

The Center uses a seven-step process to design and implement campaigns (Figure 4). Suggested guidance for each step in this process is provided below.



Figure 4. PCF 7-Step Communication Process

**Step 1. Planning and Environmental Advocacy**

The primary goal of this first step is to build capacity among key stakeholders toward a comprehensive approach of impacting behaviors associated with impaired driving. This step involves strategic planning activities, preparing the environment for a successful campaign, and planning for evaluation.

**Recommendations**

Ask the following questions to generate dialogue:

- Continue identifying, recruiting, and engaging local stakeholders.
- Carefully review and plan for each of the seven steps.

**Step 2. Baseline Data**

This step involves developing an accurate understanding of the existing positive norms, perception of norms, and the key gaps or misperceptions that provide opportunities for messaging and communications. In Park Rapids, the 2017 Center for Health and Safety Culture survey of adults revealed protective beliefs and behaviors (and misperceptions) about not driving after drinking alcohol:

- Most adults in Park Rapids (71%) report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>1</sup>
  - However, 91% of these same adults believe that most adults in their community have driven within two hours of drinking any alcohol in the past 30 days.<sup>1</sup>
- Most adults in Park Rapids (96%) report they have not driven after having perhaps too much to drink in the past 30 days.<sup>1</sup>
  - However, 86% of these same adults believe that most adults in their community have driven after having perhaps too much to drink in the past 30 days.<sup>1</sup>
- Most adults in Park Rapids (61%) disapprove of driving within two-hours of drinking any alcohol.<sup>2</sup>
  - However, 59% believe most people in their community do not feel the same way.<sup>1</sup>

- Most adults in Park Rapids (83%) plan so that they never have to drive after drinking (which may include choosing not to drink).<sup>1</sup>
- Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>1</sup>
  - However, 15% believe most people in their community do not feel the same way.<sup>1</sup>
- Most adults in Park Rapids (96%) agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>1</sup>
- Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>1</sup>
  - However, 66% believe that people who have been drinking don't want someone to prevent them from driving.<sup>1</sup>

*Growing these protective beliefs and correcting the misperceptions will increase protective behaviors in Park Rapids.*

**Step 3. Message Development**

This step involves understanding the information gathered during Step 2 and generating messages that address gaps identified from the survey work. These messages must be generated specifically to close identified gaps and be tailored to reach the identified focus audience.

The following Principles for Effective Media can be used to guide the development of effective campaign messages.

**Positive.** Your messages should promote what is good and healthy in your focus population. They should be positive, hope-based, healthy, legal, and not fear or shame-based. If possible, avoid speaking from the negative, e.g., "Don't Do..." messages.

**Normative.** Technically, a normative statistic is anything over 50%. However, people in your community are unlikely to be happy if you tell them that 51% of youth do not drink alcohol regularly. Remember that some norms are stronger than others; use your best numbers in your messages. Your messages should convey a positive norm.

**Reflective.** Mirror your focus population's best behavior back to them in a way that is designed to change misperceptions. Avoid being prescriptive, preachy, or autocratic. The images and language should reflect the focus audience. This may mean the wording used for students is different than that used for adults.

**Inclusive.** Create messages that speak to the diversity of your focus population. Make sure your messages do not exclude members of your focus audience (e.g., those students who do drink).

**Neutral.** State statistics and facts in a nonjudgmental tone. To embrace good statistics too positively can create the impression that you do not see a need for future change. Even if 90% of the people in your focus population do not drive while impaired, that number can be improved. Avoid eliciting psychological reactance from being judgmental. Some agencies or peer groups are perceived as having an agenda and not being neutral. Consequently, you must strive to convey the perception of neutrality.

**Clear.** Keep your messages short and simple. Be as straightforward as possible. The audience should be able to hear and recite one big idea from your message.

**Data-based and source-specific.** Truth and accuracy are central to your communications. The data source should be an integral part of every message. Print at the bottom of the page should be legible because it provides credibility. Include key information like the name of the survey, grades included, number of students, and year.

Table 1 summarizes potential messages to grow beliefs associated with each of the desired behaviors in Park Rapids.

*Table 1. Potential Messages to Grow Desired Behaviors*

Desired Behavior	Potential Messages
Never driving after drinking alcohol	<ul style="list-style-type: none"> <li>• Most adults in Park Rapids (71%) report they have <u>not driven</u> a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>1</sup></li> <li>• Most adults in Park Rapids (96%) report they have <u>not driven</u> after having perhaps too much to drink in the past 30 days.<sup>1</sup></li> <li>• Most adults in Park Rapids (61%) <u>disapprove</u> of driving within two-hours of drinking any alcohol.<sup>1</sup></li> </ul>
Always having a plan to avoid driving after drinking	<ul style="list-style-type: none"> <li>• Most adults in Park Rapids (83%) plan so that they never have to drive after drinking (which may include choosing not to drink).<sup>1</sup></li> </ul>
Speaking up to prevent someone from driving after drinking alcohol	<ul style="list-style-type: none"> <li>• Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>1</sup></li> <li>• Most adults in Park Rapids (96%) agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>1</sup></li> <li>• Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>1</sup></li> </ul>
Family rules about never driving after drinking alcohol and never riding in a vehicle with someone who has been drinking	<ul style="list-style-type: none"> <li>• Adults in Park Rapids who reported having a family rule about never driving after drinking alcohol were 50% less likely to drive after drinking than individuals without a family rule.<sup>1</sup></li> <li>• 56% of adults in Park Rapids report their family has a rule about never driving after drinking.<sup>1</sup></li> <li>• 64% of students in Park Rapids report their family has a rule about never driving after drinking.<sup>2</sup></li> </ul>

#### Step 4. Communication Plan

This step involves developing a communication plan to deliver messages to the focus audience with enough reach, frequency, and duration to impact their beliefs and behaviors. The plan should include a combination of traditional and non-traditional channels, paid and earned media, and opportunities for others to support the message. Creating an effective plan may require research to learn how best to reach your focus audience and what the most credible sources or “voices” for your messaging are.

We strongly recommend developing a written communication plan for at least a year at a time that details what, when, where, and who is responsible. Media campaigns require attention to details and staying on schedule – so good planning is critical. These plans change often, so keep them updated and refer to them regularly. Don’t forget that conversations are a great communication channel and should be incorporated throughout your plan.

##### Recommendations

- Identify existing resources that can be leveraged to reach adults and students. Engage stakeholders to help!
- Develop a written plan. Focus on dosage (i.e., lots of repetition). Changing beliefs takes time.

#### Step 5. Pilot Testing and Refining

All messages need to be pilot tested with the focus audience to ensure they are culturally competent and honor all citizens. The messages will embrace a positive, hope-based frame seeking to connect with the focus audience. A balance of hope and concern creates a call to action as well as a sense of efficacy to address the issue.

By pilot testing with stakeholders and the focus audience, the messages will align with the local culture and not be perceived as coming from “outside.”

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Pilot testing often takes longer than expected. Groups have to be assembled, sample materials created, facilitators arranged and trained, etc. Make sure to allow enough time for this critical step.

Also, once feedback from stakeholders and the focus audience is gathered, time will be needed to make revisions and conduct future testing.

##### Recommendations

- Pilot test sample media with stakeholders – especially those who are not as engaged. This allows them to contribute and provides an opportunity to shift their beliefs.
- Use existing groups. Share draft media with social clubs, during related meetings, and among any groups that are already meeting.

#### Step 6. Campaign Implementation

This step includes preparing key stakeholders to support the campaign message as it is released in various media channels. The media creates opportunities for conversations at many different levels. Key stakeholders need to be prepared to take advantage of these opportunities as a way to shift beliefs and attitudes.

Community stakeholders need to be trained on how to hear and steer the public conversation around increasing positive norms in their communities and foster transformation around their issue.

**Because the messages in the campaign will challenge existing beliefs (remember, that is the point of the campaign), anticipate negative reactions, dis-belief, and pushback.**

##### Recommendations

- Handout, discuss, and practice the speaking points provided in Appendix I. Add more ideas generated by the group.
- It takes courage to speak up about the messages. Discuss this with the coalition. Reconnect with the coalition’s purpose and why people are participating (i.e., the values that bring them to be engaged). Connecting with values will bolster courage.

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#### Step 7. Evaluation

This step includes completing an evaluation process to help learn and inform future efforts. While Step 7 is listed as last, evaluation design is completed during Step 1 planning.

Evaluation includes many varieties – process, outcome, qualitative, and quantitative. Before you begin, it is very important to decide what you want to be able to measure and report at the end of the project. You must think about this before you start. Then you can design an evaluation plan from the beginning that allows you to capture the information you need.

##### Recommendations

While resources for elaborate evaluation may be limited, don’t rule out simple ideas.

- Keep a log of all media produced and record of placement.
- Keep a “journal” of conversations and review how the conversations shift over time.
- Keep a record of changes in laws, ordinances, policies, or practices.

##### Tools

**Campaign Speaking Points.** A sample of speaking points that promote the specific actions of the community campaign are provided to support stakeholders to engage in community conversations (Appendix I).

**Park Rapids Radio PSAs.** Sample radio PSAs for Park Rapids are provided to show how to promote the specific actions of a community campaign (Appendix J).

**Social Media Guide.** The social media guide is provided to help stakeholders understand and use multiple communication channels to create awareness and interest in the community campaign. Sample communication messages and ideas for social media, blogs, website marketing, and email marketing are provided (Appendix K).

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#### STRATEGY: Integrate Family Rules Into Existing Strategies

Parents play an essential role in influencing the behaviors and decisions of their children regarding a variety of health and safety behaviors. Engaging parents in efforts to reduce impaired driving is an important focus that was identified by stakeholders in Park Rapids. To promote family rules like never driving after drinking and never riding in a vehicle with someone who has been drinking, it was decided that stakeholders would seek to integrate/promote family rules into strategies already being implemented in Park Rapids to grow protection and reduce risk at the individual and family layer of the social environment.

Stakeholders identified two existing strategies (Project Northland and Driver’s Education) to promote family rules. A brief overview of each strategy including current parent engagement and potential opportunities to promote family rules is provided below.

##### Project Northland Curriculum Series

A well-known universal alcohol prevention program, Project Northland, is currently being implemented in Park Rapids. Project Northland is a multilevel and multiyear program shown to be effective in reducing alcohol use among youth.<sup>12</sup>

For youth in grades 6 through 8 in Park Rapids, Project Northland has developmentally appropriate components. The “Slick Tracy” curriculum is designed for 6th graders and focuses on topics such as alternatives to drinking alcohol, myths and facts about alcohol, the influence of advertising, peer pressure, and setting goals for no alcohol use.<sup>12</sup> “Amazing Alternatives” is curriculum designed for 7th graders and addresses: developing positive peer pressure, facts about alcohol, negative consequences of alcohol use, and ways to say no to alcohol.<sup>12</sup> “Power Lines” for 8th graders addresses: making positive choices, how a community can influence alcohol use, ways to prevent teen drinking, and encouraging others to abstain from drinking.<sup>12</sup>

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The "Class Action" curriculum is being taught to youth in grades 9 through 12 in Park Rapids. "Class Action" addresses: drinking and driving, fetal alcohol syndrome, drinking and violence, date rape, drinking and vandalism, and school alcohol policies.<sup>12</sup> Students explore these topics by preparing and presenting legal cases addressing a hypothetical situation where someone has been harmed as a result of underage drinking.<sup>12</sup>

Project Northland seeks to engage parents. Parent skills training and family education sessions are specific focus areas for parents and are included in every program.<sup>12</sup> In Class Action, for example, postcards are distributed to parents that focus on talking to teens about alcohol use, not providing alcohol, steps parents can take to prevent alcohol use, and the importance of getting involved (SAMHSA, n.d., p. 2).

**Recommendations**

- Work with those implementing Project Northland to add content about establishing family rules about never driving after drinking and never riding with someone who has been drinking.
- Share the guidance designed for parents to help establish family rules (Appendix L) and encourage teachers and others to distribute this to parents when Project Northland is being delivered to students.

**Tools**

**A Guide for Establishing Family Rules.** This resource can be emailed or printed and sent home to facilitate conversations about family rules (Appendix L).

**Driver's Education**

All youth seeking a driver's license in the State of Minnesota must complete a driver education program which meets certain requirements including components that focus specifically on impaired driving and engaging parents (Table 2).

Table 2. Potential Messages to Grow Desired Behaviors

Subpart. 2. Classroom curriculum for class D motor vehicles.
B. information on how alcohol and other drugs affect a driver's ability to safely operate a motor vehicle, including: <ol style="list-style-type: none"> <li>(1) information on how the consumption of alcohol and the use of other drugs physically impacts a person's ability to operate a motor vehicle;</li> <li>(2) the hazards of driving while under the influence of alcohol or other drugs; and</li> <li>(3) the legal penalties and financial consequences resulting from violations of laws prohibiting the operation of a motor vehicle while under the influence of alcohol or other drugs;</li> </ol>
Subpart d. 1a. Supplemental Parental Curriculum. <ol style="list-style-type: none"> <li>b) By July 1, 2014, the commissioner shall establish optional supplemental parental curriculum to provide instruction and information to primary driving supervisors in conjunction with persons enrolled in driver education programs at public schools, private schools, and commercial driver training schools. Each school must establish a schedule or procedure for providing the supplemental parental curriculum to any primary driving supervisor who chooses to receive it.</li> <li>c) At a minimum, the supplemental parental curriculum must:                             <ol style="list-style-type: none"> <li>(1) be at least 90 minutes in length;</li> <li>(2) be provided by or in the presence of a driver education instructor; and</li> <li>(3) provide information concerning graduated driver licensing, safety risks associated with novice drivers, potential influence of adults on driving behavior of novice drivers, and additional resources.</li> </ol> </li> </ol>

Source: <https://www.revisor.mn.gov/rules/?id=7411.0515>

A requirement of the Minnesota Driver Education Curriculum is to offer supplemental parental curriculum. This parent education focuses on providing "information concerning graduated driver licensing, safety risks associated with novice drivers, potential influence of adults on driving behavior of novice drivers, and additional resources." (Table 2)

**Recommendations**

- Work with local Driver Education Programs to include information about establishing family rules about never driving after drinking and never riding with someone who has been drinking.
- Provide the guide for establishing family rules (Appendix L) to these programs for distribution and use during instruction.

**Tools**

**A Guide for Establishing Family Rules.** This resource can be emailed or printed and sent home to facilitate conversations about family rules (Appendix L).

**STRATEGY: Bolster Responsible Beverage Server Training**

Responsible Beverage Server Training programs (RBST) build the capacity of owners, servers, and managers who are involved in the sale and service of alcohol to:

- reduce harm associated with excessive alcohol use by recognizing the signs of intoxication;
- prevent selling alcohol to underage youth; and
- reduce the prevalence of driving after drinking.<sup>13</sup>

As of January 2017, approximately 22 states had mandates for responsible beverage server training programs of some kind and many other states had voluntary programs.<sup>14</sup> In Minnesota, RBST is voluntary; however, according to Minnesota State Statute §340A.408(3)(c)(1), Minnesota provides a reduced license fee as an incentive for retailers to implement beverage services training.

Stakeholders in Park Rapids have decided to bolster responsible beverage server training in their community by looking at how they can make RBST a requirement for new license holders and for public use permits. They also want to foster more voluntary participation in RBST throughout their community.

Research supports bolstering responsible beverage server training. A systematic review of effective approaches to reduce harm in drinking environments, Jones and colleagues found supportive evidence for multicomponent programs that include RBST.<sup>15</sup> Scherer et al. suggested that "RBST laws were associated with decreases in the ratio of drinking to nondrinking drivers under age 21 involved in fatal crashes" (p. 559).<sup>16</sup> It was concluded that an estimated 83 people were saved by jurisdictions that had RBST laws and an additional 28 people could potentially have been saved if the remaining states would have adopted RBST laws.<sup>16</sup> While there is positive evidence suggesting the effectiveness of this strategy to reduce harm, it is important to note that researchers have cautioned that more research of the effectiveness of this strategy is needed.<sup>17</sup>

Park Rapids offers Training for Intervention Procedures (TIPS) as an education program to train those selling and serving alcohol. TIPS is a skills-based program that can be delivered online (eTIPS) or in a classroom setting taught by a certified TIPS Trainer.<sup>18</sup>

Currently, Hubbard County's Liquor License Ordinance 42, Subsection 3: Administrative Penalties allows financial penalties for first and second violations to be waived if all the licensee's employees attend Alcohol Awareness Training within 3 months of the violation. Policy leaders could choose to add training and education mandates like RBST to their county ordinances requiring new license holders to obtain training and education prior to a new license being issued.

Bolstering RBST in Park Rapids is supported by results from the recent survey:

- 98% of adults and 92% of students would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>1,2</sup>
- 96% of adults/ 92% of students agree that preventing someone from driving who has been drinking makes our roads safer.<sup>1,2</sup>
- 96% of adults/ 82% of students agree that they have a responsibility to prevent people from driving after drinking.<sup>1,2</sup>
- 97% of adults/ 86% of students approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>1,2</sup>

**Recommendations**

- Assess availability of TIPS training. Make sure training is readily available and promoted to retailers.
- Gather and review existing laws and ordinances regarding RBST in Minnesota, Hubbard County, and Park Rapids
  - State statute §340A.408(3)(c)(1);
  - Hubbard County Liquor License Ordinance Number 42 (see <http://cms6.revize.com/revize/hubbardcounty/government/ordinances/docs/Ordinances/Ordinance%2042.pdf>); and
  - Park Rapids Code of Ordinances: 91.062.
- Engage stakeholders at the municipal and county level to determine potential revisions to local code to bolster RBST. Possibilities include:
  - Requiring RBST for retailers across the county;
  - Requiring annual or biannual training; and
  - Requiring RBST of servers for special use permits.

**Tools**

**RBST Speaking Points.** These speaking points are designed to help prevention leaders and stakeholders in Park Rapids engage in meaningful conversations with city and county policy leaders about the importance of bolstering the current Responsible Beverage Server Training (RBST) efforts already taking place in Park Rapids. (Appendix M)

**RBST Ordinance Examples.** (Appendix N)

**STRATEGY: Implement the "Place of Last Drink" (POLD) System in Park Rapids**

Stakeholders in Park Rapids identified collecting information about the location of the last drink during enforcement activities as a strategy. Collecting information about the place of the last drink (POLD) as standard enforcement practice is recommended by The National Traffic Safety Board.<sup>19</sup> POLD data "identifies where an intoxicated person was drinking prior to a crime, incident, or alcohol-related traffic crash."<sup>20</sup> POLD data can be used to "help law enforcement and planning agencies improve internal oversight of high-risk drinking settings, and it can be used to promote improved serving practices and alcohol policies of retail alcohol establishments to reduce a variety of alcohol-related problems, including DUIs."<sup>20</sup> Establishing a system to collect POLD data "allows departments to collect information in a better, more useful way to be able to address one of the main underlying issues in a large number of calls for service – irresponsible use of alcohol." (<http://poldsystem.com/>).

In 2014 in Minnesota, Partnership for Change's POLD Task Force developed a system to facilitate gathering and sharing POLD data across the state. Currently, 20 agencies participate in the POLD system (19 municipal police departments and 1 Sheriff's Office). Their goals are to "prevent over service of alcohol and reduce alcohol-related consequences in communities" (POLD, n.d., 1). The POLD database system is free for Minnesota agencies.

This strategy is supported by the positive beliefs adults in Park Rapids have about impaired driving including:

- 75% of adults agree they are concerned about traffic safety in their community.<sup>1</sup>
- 86% of adults believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.<sup>1</sup>
- 92% of adults believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero.<sup>1</sup>
- 61% of adults **disapprove** of driving within two-hours of drinking any alcohol.<sup>1</sup>
- 95% of adults **disapprove** of driving after having perhaps too much to drink.<sup>1</sup>

**Recommendations**

- Contact Chief Mikkelson and schedule a conference call with key local stakeholders to learn about the Minnesota POLD system.
- Review Appendix O and use it as a template to develop an implementation plan.

**Tools**

**Place of Last Drink (POLD) Start-Up Steps.** (Appendix O)

**Conclusion**

As part of a three-year project to improve roadway safety by growing a positive traffic safety culture, stakeholders in Park Rapids, Minnesota selected driving after drinking alcohol as a focus area for their community. Survey results in Park Rapids suggest a positive culture regarding not driving after drinking alcohol exists and can be improved. Most adults and students in Park Rapids are making good decisions and have healthy beliefs about not driving after drinking alcohol,<sup>1,2</sup> yet there is work to be done to continue to grow these healthy beliefs and reduce risky behaviors.

Using an approach called the Positive Culture Framework, stakeholders are engaged in a seven-step process to strategically improve health and safety. This toolkit focuses on Step 3 (Establish Common Purpose and Prioritize Opportunities) and Step 4 (Develop a Portfolio of Strategies). The toolkit includes tools to establish common purpose, prioritize opportunities, and support implementation of four strategies.

Appendix A. Park Rapids Cultural Summary: Impaired Driving

Values	Attitudes & Beliefs	Willingness & Intention	Behavior	Health Outcomes
Ideals to which we aspire that guide our goals and direct the formation of our beliefs.	Our feelings and beliefs about a behavior. Beliefs include expected consequences, expectations by others, what is typical, and our sense of control about the behavior.	Likelihood of engaging in a behavior in various circumstances.	An action performed by a specific person in a context (place and time).	Change in health of an individual or group.
<b>Concern about TS</b> 75% of adults/ 37% of students agree they are concerned about traffic safety in their community. Q3/Q2 72% of adults/ 47% of students believe their family is concerned about traffic safety in their community. Q3/Q3 66% of adults/ 25% of students believe their friends are concerned about traffic safety in their community. Q3/Q2 41% of adults/ 27% of students believe most people in their community (age 18 and older) are concerned about traffic safety in their community. Q3/Q3 64% of adults believe their employer is concerned about traffic safety in their community. Q3	<b>Behavioral</b> 71% of adults/ 83% of students agree that people who drive after drinking alcohol are more likely to get stopped by the police. Q8/Q9 90% of adults/ 90% of students agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q9/Q10 60% of adults/ 56% of students agree that impairment begins with the first sip of alcohol. Q10/Q11 94% of adults/ 90% of students agree that alcohol impairs driving performance. Q11/Q12 <b>Perceived Descriptive Norms</b> 91% of adults believe that most adults in their community drove within two hours of drinking any alcohol in the past 30 days. Q50 86% of adults believe that most adults in their community drove after having perhaps too much to drink in the past 30 days. Q50 81% of students believe that most students in their school drank alcohol in the past 30 days. 77% of students believe that most students in their school (who can drive) drove after using alcohol in the past 12 months. Q46 73% of students believe that most students in their school (who can drive) drove after using alcohol in the past 12 months. Q46 85% of students believe that most adults in their community drove after using alcohol in the past 12 months. Q4c <b>Perceived Injunctive Norms – Disapproval</b> 61% of adults disapprove of driving within two-hours of drinking any alcohol. Q12a 93% of adults disapprove of driving after having perhaps too much to drink. Q12b 41% of adults believe most people in their community disapprove of driving within two hours of drinking any amount of alcohol. Q13a 77% of adults believe most people in their community disapprove of driving after having had perhaps too much to drink. Q13b 78% of students disapprove of driving after drinking any alcohol. Q13 <b>Control Beliefs</b> 83% of adults plan so that they never have to drive after drinking (which may include choosing not to drink). Q14 56% of adults/ 64% of students report their family has a rule about never driving after drinking alcohol. Q15/ Q14 30% of adults report their workplace has a rule about never driving after drinking alcohol (22% said no; 18% said they did not know; and 30% reported not having a workplace). Q16	<b>Driving After Drinking</b> 50% of adults/ 47% of students were not willing to drive in an emergency. Q6a/Q7a 64% of adults/ 72% of students were not willing to drive home on side streets. Q6b/Q7b 69% of adults/ 87% of students were not willing to drive home on the highway. Q6c/Q7c 66% of adults/ 61% of students were not willing to drive if they didn't feel buzzed or drunk. Q6d/Q7d 95% of adults/ 89% of students were not willing to drive if they felt they had perhaps too much to drink. Q6e/Q7e 99% of adults/ 80% of students were not willing to drive when they also had been using other substances or drugs. Q6f/Q7f	<b>Adult Behaviors</b> 71% of adults report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days. Q4a 96% of adults report they have not driven after having perhaps too much to drink in the past 30 days. Q5a <b>Student Behaviors</b> 71% of students report they did not drink alcohol in the past 30 days. Q6a 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months. Q4a 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months. Q5a	<b>Crashes</b> In the U.S., 30% of fatal crashes involved alcohol (2015). In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015). In Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).

Appendix B. Park Rapids Cultural Summary: Intervening to Prevent Impaired Driving

Values	Attitudes & Beliefs	Willingness & Intention	Behavior	Health Outcomes
Ideals to which we aspire that guide our goals and direct the formation of our beliefs.	Our feelings and beliefs about a behavior. Beliefs include expected consequences, expectations by others, what is typical, and our sense of control about the behavior.	Likelihood of engaging in a behavior in various circumstances.	An action performed by a specific person in a context (place and time).	Change in health of an individual or group.
<b>Concern about TS</b> 75% of adults/ 37% of students agree they are concerned about traffic safety in their community. Q3/Q3 72% of adults/ 47% of students believe their family is concerned about traffic safety in their community. Q3/Q3 66% of adults/ 25% of students believe their friends are concerned about traffic safety in their community. Q3/Q2 41% of adults/ 27% of students believe most people in their community (age 18 and older) are concerned about traffic safety in their community. Q3/Q3 64% of adults believe their employer is concerned about traffic safety in their community. Q3	<b>Behavioral</b> 98% of adults/ 92% of students would appreciate someone who tried to prevent them from driving if they had been drinking. Q21/Q19 66% of adults/ 56% of students agree people who have been drinking don't want someone to prevent them from driving. Q22/ Q20 96% of adults/ 92% of students agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21 96% of adults/ 82% of students agree that they have a responsibility to prevent people from driving after drinking. Q24/Q22 85% of adults/ 72% of students agree that if they witness someone who has been drinking, they have a responsibility to take immediate action to prevent them from driving. Q25/Q23 92% of adults/ 84% of students agree that they should try to prevent someone from driving if the person has been drinking. Q26/Q24 <b>Perceived Descriptive Norms</b> 92% of adults/ 86% of students agree of trying to prevent a person from driving after having had perhaps too much to drink. Q27a/Q25a 72% of students believe most students in their school approve of trying to prevent a person from driving after having had perhaps too much to drink. Q25c <b>Control Beliefs</b> 73% of adults report being comfortable preventing a person from driving after they have had perhaps too much to drink. Q28 74% of adults report being confident preventing a person from driving after they have had perhaps too much to drink. Q29 76% of students report being comfortable preventing a friend from driving after drinking. Q26a 71% of students report being confident preventing a friend from driving after drinking. Q27b 38% of students report being comfortable preventing another student who was <u>not</u> a close friend from driving after drinking. Q28b 37% of students report being confident preventing another student who was <u>not</u> a close friend from driving after drinking. Q27b	<b>Willingness to Intervene</b> 92% of adults would be willing to ask a family member or friend to stay where they are or find a ride for them. Q19a 85% of adults would be willing to ask an acquaintance or coworker to stay where they are or find a ride for them. Q19b 45% of adults would be willing to ask a stranger to stay where they are or find a ride for them. Q19c 62% of adults/ 61% of students would be willing to ask a person who has obviously had way too much to drink to stay where they are or find a ride for them. Q19d 81% of students would be willing to ask a friend to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive. Q27a 53% of students would be willing to ask another student who was not a close friend to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive. Q17b	<b>Protective Behaviors</b> <b>Adults</b> 42% of adults report they were ever in a situation to try to prevent someone from driving after they had perhaps too much to drink in the past 12 months. Q17 Of the people in this situation, 70% have tried to prevent someone. Q17 38% reported trying half the time or more often. Q17 <b>Student Behaviors</b> 34% of students report they were ever in a situation to try to prevent another student from driving after drinking alcohol in the past 12 months. Q15 Of the students who were in this situation, 66% have tried to prevent another student from driving after drinking. Q15 28% of students reported trying half the time or more often. Q15	<b>Crashes</b> In the U.S., 30% of fatal crashes involved alcohol (2015). In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015). In Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).

### Appendix C. Conversation Starters

The Conversation Starters tool will help stakeholders engage in meaningful conversations within their community. The information below is designed to set a positive tone for the Applying Traffic Safety Culture Project and to connect Park Rapids residents based on their common values toward health and safety.

Focused conversations:

- reveal concern about impaired driving,
- generate excitement about the solutions,
- foster meaningful change and transformation, and
- grow the number of people involved in reducing harm.

Having these conversations is not always easy. The topic is emotional, there are differing opinions, and there is a lot at stake. To navigate these conversations, remembering a few key concepts will help meet the ultimate goal – to improve the health and safety of the community.



**Be Curious:**

Ask questions to help understand the person's point of view. Be curious about people's thoughts, opinions, and statements even when they appear to be resistant or negative. Using openers like "Tell me more about," "Describe why you feel that way," and "What are your thoughts about that?" can be helpful when feeling stuck in conversation.



**Reflect:**

State your understanding of what the person said so they know you are on the same page and not there to argue your point. When people feel understood or heard, they are more willing to understand or hear you.



**Establish Safety and Mutual Purpose:**

Let the person know what this conversation is not about and then what it is about. This conversation is not about blame or an attempt to say they are wrong or even that they need to change. This conversation is about exploring their thoughts about impaired driving and ultimately about the safety of the community.

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**Most adults and students in Park Rapids are concerned about traffic safety in their community.<sup>1,2</sup>**

What concerns you about traffic safety?

What if they said: *I really don't have any concerns about traffic safety in my community.*

You could:



**Be Curious:**

*What are some concerns that others in your community have had about traffic safety? It sounds like things are where you think they should be. If you were to be concerned, what kinds of things might concern you?*



**Reflect:**

*It sounds like the current numbers around traffic fatalities in our county are in line with what you would expect.*

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**In Minnesota in 2016, there were 79,069 traffic crashes resulting in 392 fatalities, 29,825 injuries, and an estimated economic cost of over \$1.8 billion.<sup>3</sup>**

How do these numbers seem to you? High or low?

How many of these crashes would you guess are alcohol related?

What if they said: *It's a pretty high number. I'm not sure what can be done about it.*

You could:



**Be Curious:**

*What do you wish could be done about it?*



**Reflect:**

*Those high numbers seem overwhelming to you.*



**Establish Safety and Purpose:**

*Yes, it is overwhelming, and this really isn't about us solving the problem right now. Rather I'm hoping we can talk about what each of us as individuals could do.*

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**In Minnesota, 33% of traffic-related deaths involved alcohol (137 of 411 deaths in 2015).<sup>4</sup> In Hubbard County the rate is even higher: 53% of fatal crashes from 2011 to 2015 involved alcohol.<sup>5</sup>**

Is that number lower or higher than you'd imagined?

Why do you think Hubbard County has a higher percentage of alcohol-related fatalities than the state as a whole?

What if they said: *I think Hubbard County has a higher percentage of drinking and driving fatalities because so many people here can't find a job. They drink their stresses away.*

You could:



**Be Curious:**

- *What resources do you think we could offer?*
- *What do you think could be done to increase people's awareness about this issue?*
- *What do you see as your role in addressing this issue in the community?*



**Reflect:**

*You feel that if people had more access to resources, we would have less of a problem.*



**Establish Safety and Purpose:**

*Perhaps there is an opportunity here for the community to come together and think of ways to support those who have come on tough times. How do you feel about that?*

42

**While most adults in Park Rapids disapprove of driving within two hours of drinking any alcohol, many believe most people in their community do not feel the same way.<sup>1</sup>**

How do you feel about driving after drinking?

Under what circumstances might that be something you would do? Is it something you see others doing?

What if they said: *Sometimes you are in a situation where there's no one else to drive or no one you can call, and you just have to get home.*

You could:



Be Curious:

*How do you feel about trying to brainstorm some ideas together?*



Reflect:

*It sounds like options for a ride home can be few and far between after you've been drinking.*



Establish Safety and Purpose:

*It can be hard to problem solve a situation like this when it feels like there's no one to reach out to. Would you like to work together on coming up with some ideas for you and others that find themselves in this situation?*

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**Most adults in Park Rapids overestimate the prevalence of impaired driving among other adults in their community.<sup>1</sup>**

How does it change your perception of impaired driving to know that most other people are not willing to do it, and that it may be less widespread than you think?

What are some steps you can take to reduce driving after drinking in your community?

What if they said: *I think researchers make a big deal about this, but I don't see this to be such a big issue in our community.*

You could:



Be Curious: *That's an interesting perspective. Tell me more about how you see things around this issue. What are some examples of times you've seen people make a bigger deal than they should?*



Reflect: *It sounds like there are other things that need attention.*



Establish Safety and Purpose: *It can be hard to problem solve a situation like this when it feels like there's no one to reach out to. Would you like to work together on coming up with some ideas for you and others that find themselves in this situation?*

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**Most adults in Park Rapids have protective attitudes and beliefs about not driving after drinking and most adults are not willing to drive after drinking.<sup>1</sup>**

How does knowing this information change your willingness to intervene when you see someone about to drive after drinking?

What are steps you would be willing to take to intervene?

What if they said: *People make their own decisions about whether to drive after drinking. Intervening just doesn't seem like a good idea to me.*

You could:



Be Curious: *What might you be willing to say or do?*

*What part do you think we play as neighbors or friends?*



Reflect:

*You think intervening would be interfering with someone's choice and might be offensive.*



Establish Safety and Purpose:

*Yes, it can feel really awkward. Let's practice a scenario where you decide to talk to a friend whom you see has had too much to drink. What would you say? Who would you ask for help? What would you do if the drinking person is resistive?*

References:

1. Center for Health and Safety Culture (2017). Park Rapids, Minnesota Community Survey, n = 425.
2. Center for Health and Safety Culture (2017). Park Rapids, Minnesota Student Survey, n = 363.
3. Minnesota Department of Public Safety (2016). Crash facts: Preliminary summary of Minnesota motor vehicle crash facts 2016 Retrieved from <https://dps.mn.gov/divisions/ots/reports-statistics/Documents/crash-facts-summary-2016.pdf>
4. Minnesota Department of Public Safety (2016). Crash Facts:2015. Retrieved from <https://dps.mn.gov/divisions/ots/reports-statistics/Documents/2015-crash-facts.pdf>
5. Minnesota Department of Public Safety (2015). Minnesota Impaired Driving Facts. Retrieved from <https://dps.mn.gov/divisions/ots/law-enforcement/Documents/2015%20Impaired%20Driving%20Facts%20accessible.pdf>

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## Appendix D. Press Release

**"Park Rapids adults have protective beliefs and behaviors about not driving after drinking alcohol and preventing others from driving after drinking alcohol."**

Contact:

Date:

The Minnesota Department of Transportation in partnership with CHI St. Joseph's Community Health has implemented the Applying Traffic Safety Culture Project in Park Rapids. The Applying Traffic Safety Culture Project targets driving after drinking alcohol and emphasizes the healthy beliefs and behaviors that Park Rapids residents already have about not driving after drinking alcohol. Driving after drinking alcohol is a risky behavior that can have significant consequences. In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015),<sup>1</sup> and in Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).<sup>2</sup>

Results from a survey of adults in Park Rapids conducted in 2017 by the Center for Health and Safety Culture revealed:

- Most report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>3</sup>
- Most disapprove of driving within two-hours of drinking any alcohol.<sup>3</sup>
- Most plan so that they never have to drive after drinking.<sup>3</sup>

Further,

- Most approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>3</sup>
- Most agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>3</sup>
- Most would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>3</sup>

Capitalizing on these strong protective beliefs and behaviors that already exist among Park Rapids adults, the Applying Traffic Safety Culture Project encourages people to talk about driving after drinking alcohol and to actively become part of the solution in their community.

The Applying Traffic Safety Culture Project is based on the Positive Culture Framework developed by the Center for Health and Safety Culture at Montana State University. The project is designed to confront the seriousness of driving after drinking alcohol and to emphasize the protective beliefs and positive norms already held by Park Rapids residents. To learn more about the Applying Traffic Safety Culture Project in Park Rapids, contact Angela Graham at CHI St. Joseph's Health at: 218-255-3692.

-end

References:

1. Minnesota Department of Public Safety (2016). Crash Facts:2015. Retrieved from <https://dps.mn.gov/divisions/ots/reports-statistics/Documents/2015-crash-facts.pdf>
2. Minnesota Department of Public Safety (2015). Minnesota Impaired Driving Facts. Retrieved from <https://dps.mn.gov/divisions/ots/law-enforcement/Documents/2015%20Impaired%20Driving%20Facts%20accessible.pdf>
3. Center for Health and Safety Culture (2017). Park Rapids, Minnesota Community Survey, n = 425.

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Appendix E. PowerPoint Presentation

What you will need:

- A computer and projector
- Downloaded PowerPoint slides from the Community of Practice website

1. The Applying Traffic Safety Culture Project in Park Rapids



*Presenter Notes:* This slide is the introduction to your presentation. Introduce yourself. Share the purpose of your presentation is to talk about the Applying Traffic Safety Culture Project in Park Rapids and to talk about ways to get involved in this effort.

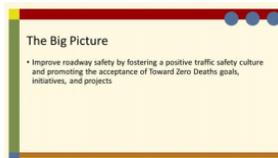
2. Outline



*Presenter Notes:* This slide is meant to provide the audience with a snapshot of what is to come in your presentation.

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3. The Big Picture



*Presenter Notes:* This slide is meant to provide the audience with a big picture understanding of the project. It includes the overall goals of the project.

The Applying Traffic Safety Culture Project is a three-year pilot project in Park Rapids, Minnesota. The goal of this project is to improve roadway safety by fostering positive traffic safety culture and promoting the acceptance of Toward Zero Deaths goals, initiatives, and projects. Traffic safety culture includes the shared values, attitudes, beliefs, and behaviors of road users. This project focuses on driving after drinking alcohol, which is the traffic safety issue that was prioritized by stakeholders in Park Rapids.

4. Project Phases



*Presenter Notes:* This slide discusses the three phases of the project. Within each phase, there are specific activities and tasks.

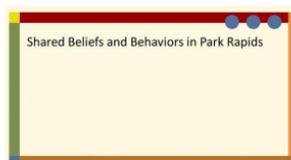
The purpose of Phase 1 is to establish working and collaborative relationships with stakeholders in Park Rapids and to better understand the traffic safety culture in Park Rapids. The Hubbard In Prevention Traffic Safety Workgroup was established, a portfolio map of strategies was created, a cultural assessment of community adults, students, workplaces, and law enforcement was completed, and impaired driving was selected as the focus issue.

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Phase 2: The purpose of Phase 2 is to develop traffic safety culture strategies. This included conducting a literature review of existing strategies to reduce impaired driving across the social ecology, gathering existing strategies in Park Rapids, and engaging in a prioritization process with stakeholders.

Phase 3: The purpose of Phase 3 is to implement traffic safety culture strategies.

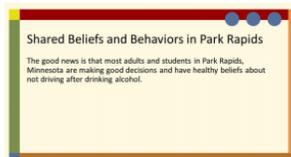
5. Shared Beliefs and Behaviors in Park Rapids



*Presenter Notes:* Based on the cultural assessment of community adults, students, workplaces, and law enforcement, we better understand the traffic safety culture in Park Rapids. Start with raising concern and then highlight results from the surveys to raise hope.

**Raising Concern** - Most Park Rapids Minnesota adults are concerned about traffic safety,<sup>1</sup> and they have many reasons to be concerned. In 2016 in Minnesota, there were 79,069 traffic crashes resulting in 392 fatalities, 29,825 injuries, and an estimated economic cost of over \$1.8 billion.<sup>2</sup>

Looking specifically at the impact of driving after drinking alcohol, in Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015),<sup>3</sup> and in Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).<sup>4</sup> Driving after drinking alcohol can have significant consequences.



The good news is that most adults and students in Park Rapids, Minnesota are making good decisions and have healthy beliefs about not driving after drinking alcohol.

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**Adults** - Most adults in Park Rapids are concerned about traffic safety and share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most are not driving within two hours of drinking. Many adults have positive attitudes, beliefs, and willingness to intervene with others who engage in these risky driving behaviors.

**Students** - Most students in Park Rapids share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most students are not drinking alcohol, not driving after drinking, and not riding with drivers who have been drinking. Many students have positive attitudes, beliefs, and willingness to intervene with others who engage in these risky driving behaviors.

Provide the Cultural Summaries as handouts (see Appendix A and Appendix B).

**Workplaces** - Most workplace leaders in Park Rapids who responded to the survey are concerned about traffic safety and share attitudes, beliefs, and behaviors aligned with a positive traffic safety culture. Most workplace leaders have protective attitudes and beliefs about not driving after drinking and not driving distracted. While most workplace leaders agree a workplace policy about traffic safety improves safety, many report they do not have policies that address driving after drinking, and many report they do not have the knowledge and information to create a workplace policy to address traffic safety.

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**6. Opportunities Using Data**

**Opportunities Using Data**

**Example 1.** The data shows that most adults (71%) report not driving within two hours of drinking in the past 30 days. However, 91% of these same adults believe that most adults in their community have driven within two hours of drinking any alcohol in the past 30 days. Adults in Park Rapids significantly overestimate the prevalence of drinking and driving in their community. This information presents an opportunity to improve traffic safety culture among adults by correcting misperceptions.

**Opportunities Using Data**

**Example 2.** The data shows that 98% of adults in Park Rapids would appreciate someone who tried to prevent them from driving if they had been drinking. However, 66% believe that people who have been drinking don't want someone to prevent them from driving. Using this information, we can look for ways to bolster intervening behaviors.

**Opportunities Using Data**

**Example 3.** While most workplace leaders (60%) agree a workplace policy about traffic safety improves safety, 59% report they do not have policies that address driving after drinking alcohol, and many report they do not have the knowledge and information to create a workplace policy to address traffic safety. Using the data to inform strategy selection is critical.

*Presenter Notes:* Using the data, we can begin to see opportunities to address gaps. The cultural assessment reveals gaps in strategies and misperceptions about beliefs and behaviors that can be used to inform communication efforts and the selection of strategies.

**7. Ways to Get Involved!**

**Ways to Get Involved!**

Join Hubbard In Prevention Coalition's Traffic Safety Workgroup  
Our next meeting is: \_\_\_\_\_  
Contact Angela Graham at CHI St. Joseph's Health at: 218-255-3692

*Presenter Notes:* This is the conclusion of your presentation. Wrap up the discussion by highlighting the desired behaviors you are seeking to grow. Those include never driving after drinking alcohol and preventing others from driving after drinking alcohol.

Growing protection and reducing harm associated with driving after drinking alcohol requires everyone to get involved. Invite the audience to get involved in this effort by joining Hubbard In Prevention Coalition's Traffic Safety Workgroup. Provide the date and time of your next meeting. Invite the audience to contact Angela Graham at CHI St. Joseph's Health for more information.

References:  
1. Center for Health and Safety Culture (2017). *Park Rapids, Minnesota Community Survey*, n = 425.  
2. Minnesota Department of Public Safety (2016). *Crash Facts: Preliminary summary of Minnesota motor vehicle crash facts 2016*. Retrieved from <https://dps.mn.gov/divisions/ots/reports-statistics/Documents/crash-facts-summary-2016.pdf>  
3. Minnesota Department of Public Safety (2016). *Crash Facts 2015*. Retrieved from <https://dps.mn.gov/divisions/ots/reports-statistics/Documents/2015-crash-facts.pdf>  
4. Minnesota Department of Public Safety (2015). *Minnesota Impaired Driving Facts*. Retrieved from <https://dps.mn.gov/divisions/ots/law-enforcement/Documents/2015%20mpaifc%20report%20facts%20accessible.pdf>

**Appendix F. Portfolio Map**

This portfolio map includes all of the strategies identified to address alcohol impaired driving in the *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices (2015)*.<sup>1</sup> The strategies outlined in this document are categorized into four groups:

- **Deterrence:** enact, publicize, enforce, and adjudicate laws prohibiting alcohol-impaired driving so that people choose not to drive impaired;
- **Prevention:** reduce drinking and keep drinkers from driving;
- **Communications and outreach:** inform the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable; and
- **Alcohol treatment:** reduce alcohol dependency or addiction among drivers.

Goodwin et al., 2015, p. 1-4

For a complete discussion of each strategy, the *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices (2015)* can be downloaded at: [http://www.ghsa.org/sites/default/files/2016-12/812202-CountermeasuresThatWork8th\\_0.pdf](http://www.ghsa.org/sites/default/files/2016-12/812202-CountermeasuresThatWork8th_0.pdf). Strategies identified by Goodwin et al., (2015) in this document are in *italic* in the portfolio map. Strategies that have evidence are also included in this portfolio map for consideration. Those strategies are **underlined**. Strategies currently being implemented in Park Rapids are identified in **bold text**.

Portfolio Map

	<b>Individual</b>	<b>Family</b>	<b>School/ Workplace</b>	<b>Community</b>
<b>Indicated</b> <i>These strategies are for those who are known to exhibit the behavior you're wanting to address.</i>	<ul style="list-style-type: none"> <li>Alcohol ignition interlocks</li> <li>Alcohol treatment</li> </ul>	<ul style="list-style-type: none"> <li>Guidance/Class/Chapters</li> <li>Strengthening Families Program</li> </ul>	<ul style="list-style-type: none"> <li>Employee Assistance Programs</li> <li>School Policies that address substance use and alcohol consumption at school</li> <li>Administrative License Alcohol Policy or access legal charge such as Minn. #DUI/Impaired Driving</li> </ul>	<ul style="list-style-type: none"> <li>Vehicle and license plate systems</li> <li>DWI software monitoring</li> <li>Lower BAC limit for repeat offenders</li> <li>Administrative License Revocation or Suspension (ALR or ALD)</li> <li>BAC Test Refusal Penalties</li> <li>DWI courts</li> <li>Sentences</li> </ul>
<b>Selective</b> <i>These programs are for those who are at risk for exhibiting the behavior - they already possess a known risk factor.</i>	<ul style="list-style-type: none"> <li>Alcohol problem assessment/evaluation</li> </ul>	<ul style="list-style-type: none"> <li>Guidance/Class/Chapters</li> <li>Strengthening Families Program</li> </ul>	<ul style="list-style-type: none"> <li>School Curriculum to support youth (i.e., support education, life skills, substance use, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Open Container Laws</li> <li>Seat monitoring</li> <li>Limits on diversion and plea agreements</li> <li>Predatory Breath Test Devices (PBT)</li> <li>Passive Alcohol Sensors (PAS)</li> </ul>
<b>Universal</b> <i>These are programs aimed at the general focus audience that you are trying to reach.</i>	<ul style="list-style-type: none"> <li>Driving Simulator</li> <li>Behavioral Simulation</li> <li>Child Passenger Rest Ctr</li> <li>Defensive Driving</li> <li>Parent Ed - Drivers' Ed</li> <li>Alcohol screening and brief intervention</li> <li>Alternative transportation systems</li> <li>Designated drivers</li> <li>Trunk programs</li> <li>Project Northland (Middle School)</li> <li>Class Action (High School)</li> <li>Mass Media Campaign</li> </ul>	<ul style="list-style-type: none"> <li>Guidance/Class/Chapters</li> <li>Strengthening Families Program</li> <li>Family Tablecloth Project</li> <li>Alcohol Abuse/Alcohol Abuse</li> <li>Monitoring youth</li> <li>Post Frisk Assembly</li> <li>detached/impaired driving demo's</li> <li>Victim Impact Panel</li> </ul>	<ul style="list-style-type: none"> <li>Responsible beverage service</li> <li>Alcohol vendor compliance checks</li> <li>School Workplace Policies that address driving after drinking</li> </ul>	<ul style="list-style-type: none"> <li>Minimum drinking age 21 laws</li> <li>Zero-tolerance law enforcement</li> <li>"Use and Lose" Laws</li> <li>Eye Recognition Laws</li> <li>Underage Drinking Tipline</li> <li>Social Host Liability</li> <li>Alcohol-Impaired Driving Law</li> <li>Public Safety Checkpoints</li> <li>High Visibility Saturation Patrols</li> <li>Integrated Enforcement</li> </ul>

Reference: 1. Goodwin, A., Thomas, L., Kiley, B., Hall, W., O'Brien, N., & Hill, K. (2015, November). *Countermeasures that work: A highway safety countermeasure guide for state highway safety offices*, Eighth edition. (Report No. DOT HS 812 202). Washington, DC: National Highway Traffic Safety Administration.

Appendix G. Guidelines for Table Hosts

- ❖ Lead quick introductions at the beginning of each conversation.
- ❖ Engage in the conversation as a participant and a steward.
  - Don't act as a formal (neutral) facilitator.
  - Do help participants stay on topic as necessary.
- ❖ Encourage everyone's contribution; encourage everyone to share their perspectives and ideas freely.
  - Everyone does not have to share, but everyone should be given the opportunity to share.
- ❖ Help participants to "listen into the middle."
  - What's taking shape here?
  - What are we hearing underneath the variety of opinions being expressed?
  - What is in the center of our listening?
- ❖ Take a few simple notes to share out between rounds.

Source: Brown, J., Isaacs, D., Community, W. C., Senge, P., & Wheatley, M. J. (2005). *The World Cafe: Shaping Our Futures Through Conversations That Matter* (1st edition). San Francisco, CA: Berrett-Koehler Publishers.

Appendix H. Strategies to Reduce Driving After Drinking Alcohol

Many of the strategies included in Appendix H are strategies identified to address alcohol impaired driving in the *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* (2015).

Information provided in *italics* is directly quoted from the document: *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* (2015). Further information and in-text citations can be found at: [http://www.ghsa.org/sites/default/files/2016-12/812202-CountermeasuresThatWork&th\\_0.pdf](http://www.ghsa.org/sites/default/files/2016-12/812202-CountermeasuresThatWork&th_0.pdf).

Alcohol Ignition Interlocks	Continuum of Care: Indicated	Level of the Social Ecology: Individual
<b>Description</b>	An interlock breathalyzer/camera device that prevents drivers from starting a vehicle if they have a BAC higher than a pre-determined level.	
<b>Implementation</b>	Documentation of current interlock laws will be provided. Potential Next Steps: - Review current MN law with key law enforcement stakeholders and determine if any gaps in enforcement exist. - If gaps exist, stakeholders will be provided with recommendations for addressing these enforcement gaps. - Seek to have all agencies adopt recommendations so enforcement is strong and consistent throughout the community.	
<b>Supportive Data</b>	96% of adults <sup>1</sup> / 92% of students <sup>2</sup> agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21	
<b>Evidence Base</b> *****	<i>A review of 15 studies of interlock effectiveness found that offenders who had interlocks installed in their vehicles had recidivism rates that were 75% lower than drivers who did not have interlocks installed (Elder et al., 2011). Findings were similar for first offenders and repeat offenders. After interlocks were removed, however, the effects largely disappeared, with interlock and comparison drivers having similar recidivism rates. Although only three studies have examined the effects of interlocks on crashes, the limited evidence suggests that alcohol related crashes decrease while interlocks are installed in vehicles (Elder et al., 2011). One limitation of interlock research is that study participants often are not randomly assigned to interlock or no-interlock groups, so there may be important pre-existing differences between groups. However, the preponderance of evidence suggests that interlocks are a highly effective method for preventing alcohol-impaired driving – and possibly crashes – while they are installed.<sup>3</sup></i>	
Alcohol Treatment	Continuum of Care: Indicated	Level of the Social Ecology: Individual
<b>Description</b>	Treatment for alcohol use disorders may include individual and/or group counseling sessions with a healthcare provider. A treatment plan is developed based on the individual's needs aimed at moving toward treatment goals of eliminating alcohol use.	
<b>Implementation</b>	A comprehensive list of all treatment opportunities will be provided for both youth and adults. The coalition may choose to use this list as a resource when asked about treatment options within the community/state.	
<b>Supportive Data</b>	- 90% of adults <sup>1</sup> / 90% of students <sup>2</sup> agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q9/Q10 - 94% of adults <sup>1</sup> / 90% of students <sup>2</sup> agree that alcohol impairs driving performance. Q11/Q12	
<b>Evidence Base</b> *****	<i>It is widely recognized that many DWI first offenders and most repeat offenders are dependent on alcohol or have alcohol use problems. They likely will continue to drink and drive unless their alcohol problems are addressed.<sup>3</sup></i>	

Alcohol Problem Assessment/Evaluation	Continuum of Care: Selective	Level of the Social Ecology: Individual
<b>Description</b>	This is a detailed assessment of the offender's alcohol use and likelihood of experiencing further problems because of alcohol. Recommendations such as supervision, treatment, etc., may be suggested.	
<b>Implementation</b>	Guidance will include resources regarding technical assistance.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 95% of adults disapprove of driving after having perhaps too much to drink.<sup>1</sup> Q12b</li> <li>- 83% of adults plan so that they never have to drive after drinking (which may include choosing not to drink).<sup>1</sup> Q14</li> </ul>	
<b>Evidence Base</b> *****	<i>Even the best of the many assessment instruments currently in use is subject to error. Chang, Gregory, and Lapham (2002) found that none correctly identified more than 70% of offenders who were likely to recidivate. However, the assessment process itself can have therapeutic benefits. See Chapter 1, Section 5.1 on alcohol screening and brief interventions. Wells-Parker, Bangert-Drowns, McMillan, and Williams (1995) reviewed the studies evaluating treatment effectiveness. They found that, on average, treatment reduced DWI recidivism and alcohol-related crashes by 7 to 9%. Treatment appears to be most effective when combined with other sanctions and when offenders are monitored closely to assure that both treatment and sanction requirements are met (Century Council, 2008; Dill &amp; Wells-Parker, 2006).<sup>2</sup></i>	
Alcohol Screening and Brief Intervention	Continuum of Care: Universal	Level of the Social Ecology: Individual
<b>Description</b>	<ul style="list-style-type: none"> <li>- SBIRT (Screening, Brief Intervention, Referral to Treatment) is a "comprehensive, integrated public health approach to the delivery of early intervention and treatment services for persons with substance use disorders, as well as, those who are at risk of developing these disorders. Primary care centers, hospital emergency rooms, trauma centers, and other community settings provide opportunities for early intervention with at-risk substance users before more severe consequences occur."<sup>4</sup></li> <li>- SBIRT consists of three major components:               <ul style="list-style-type: none"> <li>- Screening – a healthcare professional assesses a patient for risky substance use behaviors using standardized screening tools. Screening can occur in any healthcare setting.</li> <li>- Brief Intervention – a healthcare professional engages a patient showing risky substance use behaviors in a short conversation, providing feedback and advice.</li> <li>- Referral to Treatment – a healthcare professional provides a referral to brief therapy or additional treatment to patients who screen in need of additional services.<sup>5</sup></li> </ul> </li> </ul>	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Guidance on tips and tools for providing relevant education to healthcare providers and identifying SBIRT resources.</li> <li>- Potential Next Steps:               <ul style="list-style-type: none"> <li>- Identifying community leaders who can help connect with healthcare providers.</li> <li>- Developing communication materials regarding SBIRT.</li> <li>- Meeting with healthcare providers to assess their willingness to implement SBIRT and learn what they need.</li> <li>- Address the needs identified by healthcare providers.</li> <li>- Promote SBIRT in ongoing communication efforts.</li> </ul> </li> </ul>	
<b>Supportive Data</b>	98% of adults/ <sup>1</sup> 92% of students <sup>2</sup> would appreciate someone who tried to prevent them from driving if they had been drinking. Q21/Q19	
<b>Evidence Base</b> *****	<i>Many studies show that alcohol screening and brief interventions in medical facilities can reduce drinking and self-reported driving after drinking (D'Onofrio &amp; Degutis, 2002; Moyer, Finney, Swearingen, &amp; Vergun, 2002; Wilk, Jensen, &amp; Havighurst, 1997). Dill et al. (2004) reviewed 9 studies that evaluated alcohol screening and brief intervention effects on injury. These studies generally found that alcohol screening and brief interventions reduced both drinking and alcohol-related traffic crashes and injuries.<sup>3</sup></i>	

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Alternative Transportation	Continuum of Care: Universal	Level of the Social Ecology: Individual
<b>Description</b>	Providing transportation for people who have been drinking so that they don't drive. This could take the form of shared ride services, bus/van services, and taxicabs.	
<b>Implementation</b>	Guidance will be provided on how to assess the current alternative forms of transportation available in the community. Once identified, guidance will be provided on promoting those resources throughout the community. If no alternative transportation is identified, guidance will be provided in starting a local alternative transportation program.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 92% of adults would be willing to ask a family member or friend to stay where they are or find a ride for them.<sup>1</sup> Q19a</li> <li>- 85% of adults would be willing to ask an acquaintance or coworker to stay where they are or find a ride for them.<sup>1</sup> Q19b</li> <li>- 45% of adults would be willing to ask a stranger to stay where they are or find a ride for them.<sup>1</sup> Q19c</li> <li>- 62% of adults/<sup>1</sup> 61% of students<sup>2</sup> would be willing to ask a person who has obviously had way too much to drink to stay where they are or find a ride for them. Q19d/Q17c</li> <li>- 81% of students would be willing to ask a friend to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive.<sup>2</sup> Q17a</li> <li>- 53% of students would be willing to ask another student who was not a close friend to stay where they are or try to find a ride for them, if they saw the person had been drinking and was going to drive.<sup>2</sup> Q17b</li> </ul>	
<b>Evidence Base</b> **	<i>Three studies have evaluated ride service programs. The first examined one year-round and one holiday program. Both functioned smoothly and delivered rides but neither demonstrated any effect on crashes (Malof et al., 1995). The second study examined a year-round program in Aspen, Colorado, and concluded that it reduced injury crashes in the surrounding county by 15% (Locey, Jones, &amp; Anderson, 2000). Finally, a program using older luxury vehicles in Wisconsin that provided rides to and from bars resulted in a 17% decline in alcohol-related crashes during the first year (Rothschild, Mastin, &amp; Miller, 2006). The program became largely self-sustaining through fares and tavern contributions. These three programs and others are summarized in Decina et al. (2009). After reviewing select programs, Decina et al. (2009) concluded that a model alternative transportation program (i.e., one that reduces alcohol related crashes) should be continually available, free to users, and convenient and easy to use.<sup>3</sup></i>	
Designated Drivers	Continuum of Care: Universal	Level of the Social Ecology: Individual
<b>Description</b>	Individuals who do not drink and provide others (who are drinking) transportation.	
<b>Implementation</b>	Guidance will be provided on developing a team to increase use and promotion of designated drivers. See also Communication Campaign	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 83% of adults plan so that they never have to drive after drinking (which may include choosing not to drink).<sup>1</sup> Q14</li> <li>- 56% of adults/<sup>1</sup> 64% of students<sup>2</sup> report their family has a rule about never driving after drinking alcohol. Q15/Q14</li> <li>- 95% of adults/<sup>1</sup> 89% of students<sup>2</sup> were not willing to drive if they felt they had perhaps too much to drink. Q6e/Q7e</li> </ul>	
<b>Evidence Base</b> **	<i>Because designated drivers are informally determined and somewhat imprecisely defined, it's no surprise there is little data on the impact of designated drivers on crashes. CDC's systematic review found insufficient evidence to determine the effectiveness of designated driver programs (Ditter et al., 2005). A review from Australia concluded that designated driver programs can successfully increase awareness and use of designated drivers, but evidence for changes in alcohol-related crashes is inconclusive (Nielsen &amp; Watson, 2009). However, the authors note the lack of supporting evidence "does not necessarily mean that such programs should be discouraged. On the contrary, it highlights the need for them to be better implemented and evaluated" (Nielsen &amp; Watson, 2009, p.36).<sup>3</sup></i>	

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Youth Programs	Continuum of Care: Universal	Level of the Social Ecology: Individual
Examples: Project Northland (Middle School) Class Action (High School)		
<b>Description</b>	Youth programs consist of evidence-based practices and strategies to reduce substance use among youth.	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- A tool will be provided to map the current youth programs aimed at reducing substance use. A list of potential evidence-based youth programs will also be provided.</li> <li>- Potential Next Steps:               <ul style="list-style-type: none"> <li>- Convene a group of stakeholders interested in assessing the current programs for youth in the community.</li> <li>- Map the current youth programs provided locally and determine where gaps exist.</li> <li>- Review potential evidence-based youth programs available to communities and schools.</li> <li>- Determine what resources would be necessary to implement a youth program or bolster an existing program.</li> <li>- Brainstorm ways to obtain resources necessary to implement the program or bolster existing programs.</li> </ul> </li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>	
<b>Evidence Base</b> **	Highly dependent on program and fidelity <i>CDC's systematic review found there was insufficient evidence to determine the effectiveness of youth programs (Elder et al., 2005). Two studies have attempted to evaluate SADD's activities and effects. One study, in two schools, found that neither school implemented the model SADD program well and found no evidence of effects on any drinking and driving measure. The second study, in 6 schools, found that SADD activities affected drinking and driving attitudes as well as self-reported drinking and driving (Hedlund et al., 2001). One study has examined the long-term effects of a social norms program on drinking and driving. Breath samples were taken from students at a large public university as they returned home late at night. Following the social norms program, there was a marginally significant decrease in drivers who registered a positive BAC, from 15.3% to 10.8%. Among drivers who had been drinking, self-reported number of drinks consumed and measured BACs decreased, as did the number of drinking-drivers who reported having five or more drinks at one sitting on the night of the survey (Goodwin, 2004).<sup>3</sup></i>	

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Communication Campaigns	Continuum of Care: Universal	Level of the Social Ecology: Individual
<b>Description</b>	Communication campaigns are broad efforts to reach a large population with specific messages. They can use a variety of ways of communicating including paid universal media (radio, TV, newspaper advertisements), public service announcements (PSAs), social media posts (Facebook, Google Ads, Instagram, etc.), and events (presentations, community dialogues, community events, etc.).	
<b>Implementation</b>	The Positive Culture Framework workbook provides information about implementing effective campaigns. The Center for Health and Safety Culture also has a book, <i>How to Use Social Norms Marketing to Prevent Driving After Drinking</i> , which provides details on a comprehensive seven-step process to implement an effective campaign. <ul style="list-style-type: none"> <li>- Potential Next Steps:               <ul style="list-style-type: none"> <li>- Identifying critical stakeholders to help convey messages derived from the community survey.</li> <li>- Identifying audiences to reach with messages.</li> <li>- Identifying potential ways to communicate with the various audiences and potential resources to cover any costs.</li> <li>- Developing messages based on the ways your audience prefers to communicate. The Positive Culture Framework workbook includes a sample communication plan.</li> <li>- Pilot testing and refining messages.</li> <li>- Implementing the communication plan requires placement of media or conducting presentations.</li> <li>- Evaluation.</li> </ul> </li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 75% of adults<sup>2</sup> / 37% of students<sup>2</sup> agree they are concerned about traffic safety in their community. Q3/Q3</li> <li>- 72% of adults<sup>2</sup> / 47% of students<sup>2</sup> believe their family is concerned about traffic safety in their community. Q3/Q3</li> <li>- 66% of adults<sup>2</sup> / 25% of students<sup>2</sup> believe their friends are concerned about traffic safety in their community. Q3/Q3</li> <li>- 41% of adults<sup>2</sup> / 27% of students<sup>2</sup> believe most people in their community (age 18 and older) are concerned about traffic safety in their community. Q3/Q3</li> <li>- 64% of adults believe their employer is concerned about traffic safety in their community. <sup>2</sup> Q3</li> <li>- 86% of adults<sup>2</sup> / 69% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults<sup>2</sup> / 79% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul> <ul style="list-style-type: none"> <li>- Most mass media campaigns are not evaluated. Elder et al. (2004) studied the few available high-quality evaluations. The campaigns being evaluated were carefully planned, well funded, well-executed, achieved high levels of audience exposure (usually by using paid advertising), had high-quality messages that were pre-tested for effectiveness, and were conducted in conjunction with other impaired-driving activities. These mass media campaigns were associated with a 13% reduction in alcohol-related crashes. Levy, Compton, and Dienstfrey (2004) documented the costs and media strategy of a high-quality national media campaign and its effects on driver knowledge and awareness.<sup>5</sup></li> <li>- Research has shown that communication campaigns can be effective when the messages are grounded in a theoretical framework; the campaign achieves sufficient dosage; and the campaign is connected to other effective strategies such as high visibility enforcement, etc.<sup>6,7</sup></li> <li>- Developing messages based on a theoretical framework requires using a behavioral model or research-based theory of change. The messages recommended from the community survey completed for this project are based on a strong behavioral model. Achieving sufficient dosage requires that messages reach most members of the community (typically 80% or more) with frequent messages (often a few times a month) for a long enough time period to change beliefs (typically several years). Lack of dosage is one of the most common reasons that campaigns fail to change behavior.</li> </ul>	

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Guiding Good Choices		Continuum of Care: Indicated/ Selective/ Universal	Level of the Social Ecology: Family
<b>Description</b>	<p>"Guiding Good Choices is a drug use prevention program that provides parents of children in grades 4 through 8 (9 to 14 years old) with the knowledge and skills needed to guide their children through early adolescence."<sup>68</sup> "The current intervention is a five-session curriculum that addresses preventing substance abuse in the family, setting clear family expectations regarding drugs and alcohol, avoiding trouble, managing family conflict, and strengthening family bonds. Sessions are interactive and skill based, with opportunities for parents to practice new skills and receive feedback, and use video-based vignettes to demonstrate parenting skills. Families also receive a family guide containing family activities, discussion topics, skill-building exercises, and information on positive parenting."<sup>69</sup></p>		
<b>Implementation</b>	<p>Guidance would include background information on training and general guidance on implementation.</p>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>		
<b>Evidence Base</b>	<p>"Guiding Good Choices is based on research that shows that consistent, positive parental involvement is important to helping children resist substance use and other antisocial behaviors. Formerly known as Preparing for the Drug Free Years, this program was revised in 2003 with more family activities and exercises."<sup>70</sup> This program is listed on SAMHSA's National Registry of Evidence-based Programs and Practices.</p>		
Strengthening Families Program		Continuum of Care: Indicated/ Selective/ Universal	Level of the Social Ecology: Family
<b>Description</b>	<p>"The Strengthening Families Program (SFP) is a nationally and internationally recognized parenting and family strengthening program for high-risk and general population families. SFP is an evidence-based family skills training program found to significantly improve parenting skills and family relationships, reduce problem behaviors, delinquency and alcohol and drug abuse in children and to improve social competencies and school performance."<sup>69</sup></p> <p>There is also a home-use DVD program consisting of 11 sessions. "This new SFP universal prevention population version is an entertaining series of Family Skills classes for parents and children to watch together at home. It has 10 thirty-minute lessons plus a short introductory lesson on the benefits of the SFP to promote positive brain development and resiliency."<sup>69</sup></p>		
<b>Implementation</b>	<p>Guidance would include background information on training and general guidance on implementation.</p>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>		
<b>Evidence Base</b>	<p>Various studies have been conducted on the efficacy of the Strengthening Families Program. "The SFP-DVD contains the same research-proven skills found in the 14-week classes. Families are invited at intervals to pause the DVD and practice the skills."<sup>69</sup></p>		

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Monitoring Youth		Continuum of Care: Universal	Level of the Social Ecology: Family
<b>Description</b>	<p>Monitoring youth activities includes knowing where they are going, what they will be doing, who they will be with, and confirming expectations. Monitoring also includes periodically checking in when they are gone and following up about the activity and time away when they return.</p>		
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Implementation guidance for this strategy would include: a tip sheet that provides guidance for parents on monitoring their teen's activities to reduce risky behaviors and suggests specific actions parents can take to monitor teens.</li> <li>- Potential Next Steps:               <ul style="list-style-type: none"> <li>- See Communication Campaigns for next steps.</li> </ul> </li> </ul>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>		
<b>Evidence Base</b>	<p>Monitoring is an effective strategy for reducing risky behaviors.<sup>70</sup> Research shows that kids who are not regularly monitored by their parents are four times more likely to use drugs.<sup>71</sup></p>		
Employee Assistance Programs (EAP)		Continuum of Care: Indicated	Level of the Social Ecology: School/ Workplace
<b>Description</b>	<p>An EAP is an employee benefit offered by a workplace. The purpose of an EAP is to provide services that help employees with a variety of personal or work problems. These services are often provided free of cost to the employee.</p>		
<b>Implementation</b>	<p>See Communication Campaigns (specific to workplaces)</p>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 82% of workplace leaders who responded to the survey believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.<sup>1</sup> Q4</li> <li>- 64% of workplace leaders who responded to the survey agree that people who drive after drinking alcohol are more likely to get stopped by the police.<sup>1</sup> Q7a</li> <li>- 95% of workplace leaders who responded to the survey agree that people who drive after drinking alcohol are more likely to be in a traffic crash.<sup>1</sup> Q7b</li> <li>- 52% of workplace leaders who responded to the survey agree that impairment begins with the first sip of alcohol.<sup>1</sup> Q7c</li> <li>- 97% of workplace leaders who responded to the survey agree that alcohol impairs driving performance.<sup>1</sup> Q7d</li> </ul>		
<b>Evidence Base</b>	<p>Various researchers have studied ways in which EAPs are valuable to the employee and also to businesses.<sup>72</sup> The Employee Assistance Trade Associate (EASNA) provides a variety of materials regarding EAPs including a 2015 publication: "EAP Best Practices. The Value of Employee Assistance Programs."<sup>73</sup></p>		

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Workplace Policies	Continuum of Care: Universal	Level of the Social Ecology: Workplace
<b>Description</b>	A workplace policy establishes the expectations for safe, responsible workplace behaviors as well as defines the consequences for behaving outside of those expectations.	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Guidance on forming a workplace policy team to create (or revise) driving policies regarding not driving after drinking; tips and tools for providing relevant education to the workplace; and several workplace reinforcements and reminders.</li> <li>- Potential Next Steps:                             <ul style="list-style-type: none"> <li>- Identifying community leaders who can help connect with workplaces.</li> <li>- Identifying large employers in the area as they are more likely to have safety programs and can reach many employees.</li> <li>- Developing simple workplace materials.</li> </ul> </li> <li>- Meeting with business owners and safety program managers to assess their willingness to enhance their traffic safety programs and learn what they need.</li> <li>- Address the needs identified by business leaders.</li> <li>- Promote workplace policies in ongoing communication efforts.</li> </ul>	
<b>Supportive Data</b>	30% of adults report their workplace has a rule about never driving after drinking alcohol (22% said no; 18% said they did not know; and 30% report not having a workplace). <sup>2</sup> Q16	
<b>Evidence Base</b>	Research has shown that workplace policies can support positive behavior changes when they are communicated effectively through training and education. <sup>24</sup>	
Responsible Beverage Service	Continuum of Care: Universal	Level of the Social Ecology: Workplace
<b>Description</b>	Regulations to prevent bars and restaurants from providing alcohol to anyone under the age of 21 or over-serving individuals in an effort to keep them safe from injury.	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Guidance on conducting Responsible Beverage Service Training (RBST) will be made available.</li> <li>- Potential Next Steps:                             <ul style="list-style-type: none"> <li>- Assess current implementation of RBST</li> <li>- Determine if there are opportunities to start or strengthen implementation of trainings</li> <li>- Consider training servers at events that provide alcohol such as fund raisers, church picnics, local festivals, etc.</li> </ul> </li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 98% of adults<sup>2</sup>/ 92% of students<sup>2</sup> would appreciate someone who tried to prevent them from driving if they had been drinking. Q21/Q19</li> <li>- 96% of adults<sup>2</sup>/ 92% of students<sup>2</sup> agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21</li> <li>- 96% of adults<sup>2</sup>/ 82% of students<sup>2</sup> agree that they have a responsibility to prevent people from driving after drinking. Q24/Q22</li> <li>- 97% of adults<sup>2</sup>/86% of students<sup>2</sup> approve of trying to prevent a person from driving after having had perhaps too much to drink. Q27a/Q25a</li> </ul>	
<b>Evidence Base</b>	<p><i>The findings on the effectiveness of server training have been mixed. In their systematic review, Shults et al. (2001) found five high-quality evaluations of server training programs. They concluded that "intensive, high-quality, face-to-face server training, when accompanied by strong and active management support, is effective in reducing the level of intoxication in patrons" (p. 80). When server training programs are not intensive and are not supported, they are unlikely to result in greater refusals of service to intoxicated patrons. Few studies have examined the effect of server training on alcohol-impaired crashes. An evaluation of a statewide server training program in Oregon found a 23% reduction in single vehicle nighttime injury crashes following the program (Holder &amp; Wagenaar, 1994). However, Molaf and Kimball (1994) reviewed the same Oregon program and observed no decline in alcohol-related fatalities.<sup>3</sup></i></p>	

School Policies	Continuum of Care: Indicated	Level of the Social Ecology: School/ Workplace
<b>Description</b>	School policies that require counseling or brief interventions for students who violate the Student Alcohol Policy or receive a legal charge such as Minor in Possession (MIP)	
<b>Implementation</b>	Guidance on changing or adopting new policies.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>	
<b>Evidence Base</b>	Research has shown that workplace policies can support positive behavior changes when they are communicated effectively through training and education. <sup>24</sup>	
School Policies	Continuum of Care: Indicated	Level of the Social Ecology: School/ Workplace
<b>Description</b>	School policies that require counseling or brief interventions for students who violate the Student Alcohol Policy or receive a legal charge such as Minor in Possession (MIP)	
<b>Implementation</b>	Guidance on changing or adopting new policies.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>	
<b>Evidence Base</b>	Research has shown that workplace policies can support positive behavior changes when they are communicated effectively through training and education. <sup>24</sup>	
School Curriculum	Continuum of Care: Selective	Level of the Social Ecology: School/ Workplace
<b>Description</b>	School curriculum that support youth (i.e. dropout prevention, Life Skills, substance use, etc.)	
<b>Implementation</b>	Identify potential programs that may be suitable for implementation.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> <li>- 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>2</sup> Q5a</li> </ul>	
<b>Evidence Base</b>	Highly dependent on the curriculum selected and fidelity.	

Alcohol Vendor Compliance Checks	Continuum of Care: Universal	Level of the Social Ecology: Workplace
<b>Description</b>	Law enforcement utilize underage youth who attempt to purchase alcohol to check compliance rates with laws relating to the sale of alcohol to minors.	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Guidance on conducting Alcohol Vendor Compliance Checks will be made available.</li> <li>- Potential Next Steps:                             <ul style="list-style-type: none"> <li>- Assess current implementation of compliance checks</li> <li>- Determine if there are opportunities to provide compliance checks to new businesses</li> <li>- Review the list of businesses that fail compliance checks</li> <li>- Identify if there are opportunities to train the organization on ID checks and other preventative measures for underage drinking</li> </ul> </li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 96% of adults<sup>2</sup>/ 92% of students<sup>2</sup> agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21</li> <li>- 96% of adults<sup>2</sup>/ 82% of students<sup>2</sup> agree that they have a responsibility to prevent people from driving after drinking. Q24/Q22</li> </ul>	
<b>Evidence Base</b> ***	Several studies document that well-publicized and vigorous compliance checks reduce alcohol sales to youth; for example, a review of 8 high quality studies found that compliance checks reduced sales to underage people by an average of 42% (Elder et al., 2007). The effect of compliance checks on motor vehicle crashes has not been studied. <sup>1</sup>	

Vehicle and License Plate Sanctions	Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Sanctions intended to prevent offenders from driving the vehicle while sanctions are in place, and to deter the general public from driving impaired.	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Effective language for sanctions and enforcement protocols will be provided.</li> <li>- Potential Next Steps:                             <ul style="list-style-type: none"> <li>- Compare current vehicle and license plate sanctions with models provided</li> <li>- Identify opportunities to strengthen language or utilization of these sanctions</li> </ul> </li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 90% of adults<sup>2</sup>/ 90% of students<sup>2</sup> agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q9/Q10</li> <li>- 60% of adults<sup>2</sup>/ 56% of students<sup>2</sup> agree that impairment begins with the first sip of alcohol. Q10/Q11</li> <li>- 94% of adults<sup>2</sup>/ 90% of students<sup>2</sup> agree that alcohol impairs driving performance. Q11/Q12</li> </ul>	
<b>Evidence Base</b> ****	<p><u>Special license plates:</u> Effectiveness and costs have not been evaluated in any state. In the 1990s Oregon and Washington adopted a version of this strategy by allowing arresting officers to place a "zebra stripe" sticker on the license plate at the time of arrest. Oregon's program proved effective in reducing DWI recidivism but Washington's did not. Use has been discontinued in both States (NCHRP, 2003, Strategy B1; NHTSA, 2008e).</p> <p><u>License plate impoundment:</u> In Minnesota, license plate impoundment administered by the arresting officer was shown to reduce both recidivism and driving with a suspended license, especially among the youngest offenders (Leaf &amp; Preusser, 2011; Rogers, 1995).</p> <p><u>Vehicle immobilization:</u> An evaluation in Ohio found that immobilization reduced recidivism (Voas, Tippetts, &amp; Taylor, 1998).</p> <p><u>Vehicle impoundment:</u> Vehicle impoundment reduces recidivism while the vehicle is in custody and to a lesser extent after the vehicle has been released. The strategy is costly, as storage fees can be \$20 daily and owners may abandon low-value vehicles rather than pay substantial storage costs (NCHRP, 2003, Strategy C1; NTSB, 2000). In California, impoundment programs are administered largely by towing contractors and supported by fees paid when drivers reclaim their vehicles or by the sale of unclaimed vehicles. An evaluation of California's impoundment law found both first-time and repeat offenders whose vehicles were impounded had fewer subsequent arrests for driving with a suspended license and fewer crashes (DeYoung, 1997).</p> <p><u>Vehicle forfeiture:</u> Thirty-five States have provisions allowing vehicle forfeiture for impaired driving and/or driving with a suspended license (Voas et al., 2008); however, there is little information on its use or effectiveness.<sup>1</sup></p>	

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DWI Offender Monitoring	Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Close monitoring of convicted DWI offenders through formal supervision, home confinement with electronic monitoring, and supervised facilities.	
<b>Implementation</b>	Summary guidance on potential strategies and published results.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 61% of adults disapprove of driving within two-hours of drinking any alcohol.<sup>2</sup> Q12a</li> <li>- 95% of adults disapprove of driving after having perhaps too much to drink.<sup>2</sup> Q12b</li> </ul>	
<b>Evidence Base</b> ****	<p>Intensive supervision programs, home confinement with electronic monitoring, and dedicated detention facilities all have been evaluated in individual settings and show substantial reductions in DWI recidivism. Two studies of South Dakota's 24/7 Sobriety Program have found reductions in recidivism of up to 74% among program participants compared to controls (Kilmer, Nicosia, Heaton, &amp; Midgette, 2013; Loudenburg, Drube, &amp; Leonardson, 2010). Recidivism was reduced by one-half in an intensive supervision program in Oregon (Lapham, Kapitula, C'de Baca, &amp; McMillan, 2006) and by one-third in an electronic monitoring program in Los Angeles County, California (Brunson &amp; Knighten, 2005; Jones, Willisowski, &amp; Lacey, 1996). A dedicated detention facility in Baltimore County had a 4% recidivism rate one year Chapter 1. Alcohol- and Drug-impaired Driving 1 - 44 after program completion, compared to a normal recidivism rate of 35% for offenders (Century Council, 2008).<sup>1</sup></p>	

Lower BAC Limit for Repeat Offenders	Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Covered in High BAC Sanctions below	
<b>Implementation</b>	Summary guidance on potential policies and guidance for policy adoption.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of adults<sup>2</sup>/ 83% of students<sup>2</sup> agree that people who drive after drinking alcohol are more likely to get stopped by the police. Q8/Q9</li> <li>- 90% of adults<sup>2</sup>/ 90% of students<sup>2</sup> agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q9/Q10</li> <li>- 60% of adults<sup>2</sup>/ 56% of students<sup>2</sup> agree that impairment begins with the first sip of alcohol. Q10/Q11</li> <li>- 94% of adults<sup>2</sup>/ 90% of students<sup>2</sup> agree that alcohol impairs driving performance. Q11/Q12</li> </ul>	
<b>Evidence Base</b> ****	Covered in High BAC Sanctions below	

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Administrative License Revocation or Suspension (ALR or ALS)		Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Laws that allow law enforcement and licensing authorities to suspend a driver's license to people who refuse to take a BAC test.		
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Recommended ALR/ALS language will be provided.</li> <li>- Potential Next Steps:               <ul style="list-style-type: none"> <li>- Compare current ALR/ALS laws and protocol with federal guidance</li> <li>- Determine funds to design, implement and operate a system to record and process administrative license actions</li> <li>- Develop a system of administrative hearing officers</li> </ul> </li> </ul>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 90% of adults<sup>2</sup>/ 90% of students<sup>2</sup> agree that people who drive after drinking alcohol are more likely to be in a traffic crash. Q9/Q10</li> <li>- 94% of adults<sup>2</sup>/ 90% of students<sup>2</sup> agree that alcohol impairs driving performance. Q11/Q12</li> </ul>		
<b>Evidence Base</b> *****	<i>Many State ALR and ALS laws have been in place for decades, and much of the research examining the effectiveness of these laws is now quite old. For example, a summary of 12 evaluations through 1991 found ALR and ALS laws reduced crashes of different types by an average of 13% (Wagenaar, Zobel, Williams, &amp; Hingson, 2000). A more recent study examining the long-term effects of license suspension policies across the United States concluded that ALR reduces alcohol-related fatal crash involvement by 5%, saving an estimated 800 lives each year (Wagenaar &amp; Maldonado-Molina, 2007). See DeYoung (2013a) for a review of the research on the effectiveness of ALR/ALS laws.<sup>1</sup></i>		
Administrative License Revocation or Suspension (ALR or ALS)		Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>High BAC Test Refusal Penalties</b>	Imposing greater penalties for individuals who refuse BAC testing than those taking the BAC test.		
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- A model penalty code for refusing BAC tests will be provided for review.</li> <li>- Potential Next Steps:               <ul style="list-style-type: none"> <li>- Compare current penalties for refusing BAC test with model provided.</li> <li>- Identify areas for strengthening the current penalty provided.</li> </ul> </li> </ul>		
<b>Supportive Data</b>	60% of adults/ 56% of students agree that impairment begins with the first sip of alcohol. Q10/Q11		
<b>Evidence Base</b> ***	<i>Zwicker, Hedlund, and Northrup (2005) found that test refusal rates appear to be lower in states where the consequences of test refusal are greater than the consequences of test failure. No study has examined whether stronger test refusal penalties are associated with reduced alcohol-impaired crashes.<sup>1</sup></i>		

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DWI Courts		Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	A specific court aimed at providing a consistent approach to prosecuting, sentencing, monitoring and treatment of individuals arrested for DWI.		
<b>Implementation</b>	Guidance on identifying and recruiting stakeholders to participate in a planning committee. Sample DWI court structures and operating systems will be provided.  Potential Next Steps: <ul style="list-style-type: none"> <li>- Identify and recruit stakeholders from a variety of sectors including judges, lawyers, law enforcement, prevention, treatment, probation, etc.</li> <li>- Compare current court structure with that of sample DWI court structures provided.</li> <li>- Identify opportunities for alignment with DWI court structure</li> <li>- Identify challenges with implementing a DWI court</li> <li>- Identify resources needed to implement DWI court</li> </ul>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 61% of adults disapprove of driving within two-hours of drinking any alcohol.<sup>1</sup> Q12a</li> <li>- 95% of adults disapprove of driving after having perhaps too much to drink.<sup>1</sup> Q12b</li> </ul>		
<b>Evidence Base</b> ****	<i>A systematic review found that DWI courts appear to be effective at reducing recidivism, although the available studies had too many shortcomings to draw definitive conclusions (Marlowe et al., 2009). A more recent meta-analysis of 28 studies suggests DWI Courts reduce recidivism among DWI offenders by approximately 50% compared to traditional court programs (Mitchell, Wilson, Eggers, &amp; MacKenzie, 2012). However, the authors note that more rigorous experimental evaluations of DWI courts are still needed.<sup>1</sup></i>		
High BAC Sanctions		Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Increased penalties for DWI offenses for repeat offenders or for those with high BACs.		
<b>Implementation</b>	Summary guidance on potential policies and guidance for policy adoption.		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 86% of adults<sup>2</sup>/ 69% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults<sup>2</sup>/ 79% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul>		
<b>Evidence Base</b> ***	<i>In the only evaluation of high-BAC sanctions to date, McCort and Northrup (2003, 2004) found that Minnesota's law appears to have increased the severity of case dispositions for high-BAC offenders, although the severity apparently declined somewhat over time. They also found some evidence of an initial decrease in recidivism among high-BAC first offenders (which again dissipated with time). The BAC test refusal rate declined for first offenders and was unchanged for repeat offenders after the high-BAC law was implemented. The authors pointed out that Minnesota's law had a high threshold of .20 BAC, relatively strong administrative and criminal sanctions, and strong penalties for BAC test refusal.<sup>1</sup></i>		

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Open Container Laws	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Laws prohibiting the possession or consumption of alcohol by drivers and passengers of motor vehicles.	
<b>Implementation</b>	<p>Guidance for compliance with federal law will be provided.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Conduct review of current Open Container Law and enforcement</li> <li>- Identify inconsistencies with federal law language</li> <li>- Identify inconsistencies or gaps in enforcement</li> <li>- Develop plan to align law with federal language</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 61% of adults disapprove of driving within two-hours of drinking any alcohol.<sup>1</sup> Q12a</li> <li>- 95% of adults disapprove of driving after having perhaps too much to drink.<sup>1</sup> Q12b</li> </ul>	
<b>Evidence Base</b> ***	<p><i>The only study of open-container law effectiveness (Stuster, Burns, &amp; Fiorentino, 2002) examined 4 States that enacted laws in 1999. It found the proportion of alcohol-involved fatal crashes appeared to decline in three of the 4 States during the first 6 months after the laws were implemented, but the declines were not statistically significant. In general, the proportion of alcohol-involved fatal crashes was higher in States with no open-container laws than in States with laws (Stuster et al., 2002). Survey data in both law and no-law States show strong public support for open-container laws (NHTSA, 2008b).<sup>2</sup></i></p>	
Court Monitoring	Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Citizen driven monitoring programs for DWI courts.	
<b>Implementation</b>	<p>A model for court monitoring will be provided.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Convene a diverse group of stakeholders to gauge interest in adopting a court monitoring system with MADD.</li> <li>- Stakeholders to review the model for court monitoring provided</li> <li>- Stakeholders to determine benefits associated with adoption of this system and challenges to implementation</li> <li>- Group will identify additional stakeholders who will need to be engaged if implementation is decided</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 86% of adults<sup>2</sup>/ 69% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults<sup>2</sup>/ 79% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul>	
<b>Evidence Base</b> ****	<p><i>Shinar (1992) found that court-monitored cases in Maine produced higher conviction rates and stiffer sentences than unmonitored cases. Probst et al. (1987) found that Judges, prosecutors, and other officials in 51 communities believed that court monitoring programs helped increase DWI arrests, decrease plea agreements, and increase guilty pleas.<sup>3</sup></i></p>	

Limits on Diversion and Plea Agreements	Continuum of Care: Indicated	Level of the Social Ecology: Community
<b>Description</b>	Diversion programs allow offenders to defer sentencing in return for engagement in education or treatment. Charges may be dropped entirely if the intervention is completed satisfactorily. Plea agreements allow offenders to negotiate a reduced penalty for their infraction. Developing limits on these interventions can remove loopholes in the DWI system.	
<b>Implementation</b>	<p>Examples of evidence-based diversion programs will be provided, as well as suggestions for limits on sentencing reductions upon satisfactory completion of program. Sample language for limiting plea agreements will be provided from other states' policies.</p> <p>Specific Next Steps:</p> <ul style="list-style-type: none"> <li>- Create a committee of stakeholders to identify programming and limitations for plea agreements</li> <li>- Review options for evidence-based diversion programs</li> <li>- Select diversion program(s) to implement</li> <li>- Review limits other states have put in place to strengthen the system (for diversion and plea agreements)</li> <li>- Select limitations to be placed on use of diversion programs and plea agreements which reduce sentencing</li> <li>- Train the trainers for the diversion program(s) selected</li> <li>- Determine methods for referring offenders into the evidence-based programs</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 86% of adults<sup>2</sup>/ 69% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults<sup>2</sup>/ 79% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul>	
<b>Evidence Base</b> ****	<p><i>The evidence for the effectiveness of diversion programs has been mixed (Voas &amp; Fisher, 2001). Although a few studies have shown diversion programs reduce recidivism, others have shown no benefits. However, there is substantial anecdotal evidence that diversion programs, by eliminating the offense from the offender's record, allow repeat offenders to avoid being identified (Hedlund &amp; McCart, 2002). Eliminating or establishing limits on diversion programs should remove a major loophole in the DWI control system.</i></p> <p><i>Wagenaar et al. (2000) reviewed 52 studies of plea agreement restrictions applied in combination with other DWI control policies and found they reduced various outcome measures by an average of 11%. However, the effects of plea agreement restrictions by themselves cannot be determined in these studies. The only direct study of plea agreement restrictions was completed over 20 years ago (Surla &amp; Koons, 1989; NTSB, 2000). It found that plea agreement restrictions reduced recidivism in all three study communities.<sup>3</sup></i></p>	

Preliminary Breath Test Devices (PBTs)		Continuum of Care: Selected/Indicated	Level of the Social Ecology: Community
<b>Description</b>	A device that estimates a driver's breath alcohol content (by blowing into the device) to determine if an arrest is warranted.		
<b>Implementation</b>	<p>Recommendations for effective use of PBTs will be provided. Examples of how other states use PBTs to determine presence of alcohol and admissibility in courts will be provided.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Review current PBT protocols</li> <li>- Assess consistency of use among law enforcement officers and agencies</li> <li>- Identify opportunities to provide more consistent use of PBTs</li> <li>- Review admissibility of PBT data into courts</li> </ul>		
<b>Supportive Data</b>	83% of adults plan so that they never have to drive after drinking (which may include choosing not to drink). <sup>2</sup> Q14		
<b>Evidence Base</b> ****	<p>Law enforcement officers generally agree that PBTs are useful. Sixty-nine percent of the 2,731 law enforcement officers surveyed by Simpson and Robertson (2001) supported greater PBT availability and use. PBTs are especially valuable for two classes of drivers who may appear to perform normally on many tasks: drivers with a high tolerance to alcohol (Simpson &amp; Robertson, 2001) and drivers under 21 who may be in violation of zero tolerance laws (Ferguson et al., 2000). PBTs also can be useful at crash scenes where a driver is injured and unable to perform a Standardized Field Sobriety Test. There is some evidence that PBT use increases DWI arrests and reduces alcohol-involved fatal crashes (Century Council, 2008).<sup>2</sup></p>		
Passive Alcohol Sensors (PAS)		Continuum of Care: Selected/Indicated	Level of the Social Ecology: Community
<b>Description</b>	A device estimating the amount of alcohol present in the air. Usually used without the knowledge of the driver.		
<b>Implementation</b>	<p>Recommendations for PAS models and appropriate protocol will be provided.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Determine how many PAS devices are needed</li> <li>- Estimate resources needed based on model to be purchased</li> <li>- Develop a group of key stakeholders who may contribute to the purchase or fundraising efforts of these devices</li> </ul>		
<b>Supportive Data</b>	83% of adults plan so that they never have to drive after drinking (which may include choosing not to drink). <sup>2</sup> Q14		
<b>Evidence Base</b> ****	<p>The PAS is especially effective at detecting impaired drivers at checkpoints, where officers must screen drivers quickly with little or no opportunity to observe the drivers on the road. Evaluations show that officers using PAS at checkpoints can detect 50% more drivers at BACs of .10 and above than officers not using PAS (Century Council, 2008; Farmer, Wells, Ferguson, &amp; Voas, 1999; Fell et al., 2004; Voas, 2008). The PAS appears to be especially effective in assisting officers who rarely make arrests for DWI (Fell, Compton, &amp; Voas, 2008).</p> <p>Note: Officers tend to dislike using the PAS. Common reasons given by officers for not using PAS units are that they require them to be closer to the drivers than they wish to be, they require some portion of officers' attention at a time when they may have other things to be concerned about (including personal safety), or they may keep officers from having a hand free.<sup>3</sup></p>		

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Minimum Drinking Age 21 Laws		Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	A mandatory minimum drinking age at 21 years old.		
<b>Implementation</b>	<p>Protocol for enforcing the Minimum Drinking Age Law will be provided.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Convene a group of stakeholders interested in reducing underage drinking, including law enforcement</li> <li>- Assess current enforcement of the Minimum Drinking Age law</li> <li>- Identify areas where the law could be more strongly or consistently enforced</li> </ul>		
<b>Supportive Data</b>	71% of students report they did not drink alcohol in the past 30 days. <sup>2</sup> Q6a		
<b>Evidence Base</b> *****	<p>Several reviews point to the effectiveness of MLDA-21 laws. Shults et al. (2001) identified 33 published studies examining the effects of changing the legal drinking age. Overall, changes to the MLDA affected alcohol-related crashes by 10% to 16%, with crashes decreasing when the MLDA was raised, and increasing when it was lowered. Wagenaar and Toomey (2002) reviewed 79 high-quality studies examining the relationship between the legal minimum drinking age and crashes. Of these studies, 58% found fewer crashes associated with a higher MLDA, whereas none found fewer crashes associated with a lower MLDA. These findings prompted McCart, Hellinga, and Kirley (2010) to conclude: "The highway safety benefits of MLDA-21 have been proven, and the cause and effect relationship between MLDA and highway crashes is clear. Deaths go up when the drinking age is lowered, and they go down when it is raised" (p. 180). NHTSA estimates that MLDA-21 laws have saved 28,230 lives since 1975, and an estimated 550 lives in 2010 alone (NHTSA, 2012).<sup>3</sup></p>		
Zero-Tolerance Law Enforcement		Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Laws that set a maximum BAC at 0.02 or less for an underage driver. Law requires revocation or suspension of licenses.		
<b>Implementation</b>	<p>Protocol for enforcing the Zero-Tolerance Law will be provided.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Convene a group of stakeholders interested in reducing underage drinking, including law enforcement</li> <li>- Assess current enforcement of the law</li> <li>- Identify areas where the law could be more strongly or consistently enforced</li> </ul>		
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of adults report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>2</sup> Q4a</li> <li>- 96% of adults report they have not driven after having perhaps too much to drink in the past 30 days.<sup>2</sup> Q5a</li> </ul>		
<b>Evidence Base</b> ***	<p>An early study in Maryland found that alcohol-involved crashes for drivers under 21 dropped by 21% in 6 counties after the zero-tolerance law was implemented. After the law was publicized extensively, these crashes dropped by an additional 30% (Blomberg, 1992). No other studies have examined the effect of increasing enforcement and publicity for an existing zero-tolerance law. Lacey, Jones, and Willisowski (2000) documented how zero-tolerance laws are administered and enforced in 4 States. Highly publicized enforcement has proven effective in increasing compliance with many traffic safety laws and reducing crashes and injuries: see for example sobriety checkpoints (Chapter 1, Section 2.1) and seat belt use mobilizations (Chapter 2, Section 2.1).<sup>2</sup></p>		

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"Use and Lose" Laws	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Laws that confiscate the driver's license of an underage drinker or postpone licensure for a period of time. Guidance on the enforcement of current "use or lose" laws will be provided.	
<b>Implementation</b>	Potential Next Steps: <ul style="list-style-type: none"> <li>- Identify and recruit committee to review current "use or lose" laws in Minnesota</li> <li>- Assess current enforcement of the law</li> <li>- Identify areas where the law could be more strongly or consistently enforced</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 71% of students report they did not drink alcohol in the past 30 days.<sup>2</sup> Q6a</li> <li>- 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months.<sup>2</sup> Q4a</li> </ul>	
<b>Evidence Base</b> ***	Ulmer et al. (2001) investigated "use and lose" law implementation and effects in Pennsylvania. License suspensions for violations of MLDA-21 appeared to reduce subsequent traffic violations and crashes. In a national study, Fell et al. (2009) found "use and lose" laws were associated with a 5% decrease in fatal crashes among underage drivers. The study estimated that 165 lives would be saved each year if all States had these laws. <sup>1</sup>	

Keg Registration Laws	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Identification placed on the keg which is registered to the purchaser. This is a method of reducing access of alcohol to youth by adults. Potential Next Steps:	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Convene a group of stakeholders interested in reducing underage drinking, including law enforcement and alcohol retailers</li> <li>- Assess current enforcement of the law across the community</li> <li>- Identify areas where the law could be more strongly or consistently enforced</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 96% of adults/<sup>2</sup> 92% of students<sup>2</sup> agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21</li> <li>- 92% of adults/<sup>2</sup> 84% of students<sup>2</sup> agree that they should try to prevent someone from driving if the person has been drinking. Q26/Q24</li> <li>- 96% of adults/<sup>2</sup> 82% of students<sup>2</sup> agree that they have a responsibility to prevent people from driving after drinking. Q24/Q22</li> </ul>	
<b>Evidence Base</b> ***	In the only study on the effectiveness of these laws, keg registration was shown to be associated with reduced traffic fatality rates in 97 U.S. communities (Cohen, Mason, & Scribner, 2001). However, the authors could not conclude that keg registration caused the lower fatality rates. <sup>1</sup>	

Underage Drinking Tip Line	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	A toll-free anonymous tip line for citizens to report underage drinking, plans to purchase alcohol for underage youth, and retailers willing to provide alcohol to youth.	
<b>Implementation</b>	Guidance will be provided on how to put a tip line in place within Park Rapids. Protocol for managing the tip line will also be provided.	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 96% of adults/<sup>2</sup> 92% of students<sup>2</sup> agree that preventing someone from driving who has been drinking makes our roads safer. Q23/Q21</li> <li>- 96% of adults/<sup>2</sup> 82% of students<sup>2</sup> agree that they have a responsibility to prevent people from driving after drinking. Q24/Q22</li> </ul>	
<b>Evidence Base</b> ***	- Nebraska introduced a statewide underage drinking tip line in 2009, using the same phone number as Kansas. The effect of the tip line has not been evaluated. <sup>1</sup>	

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Social Host Liability	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Adults are held accountable for providing alcohol to underage youth or hosting an event where underage drinking takes place. Potential Next Steps:	
<b>Implementation</b>	<ul style="list-style-type: none"> <li>- Convene a group of stakeholders interested in reducing underage drinking, including law enforcement and community adults</li> <li>- Assess current enforcement of the law across the community</li> <li>- Identify areas where the law could be more strongly or consistently enforced</li> <li>- Determine if the municipalities are able to provide stricter penalties than the state law</li> </ul>	
<b>Supportive Data</b>	71% of students report they did not drink alcohol in the past 30 days. <sup>2</sup> Q6a	
<b>Evidence Base</b> ***	Moreover, the few research studies that have examined the effect of social host liability laws have obtained conflicting findings (Voas & Lacey, 2011). Nonetheless, comprehensive and well-publicized efforts to hold providers accountable appear to be promising. <sup>1</sup>	

Alcohol-Impaired Driving Law Review	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Reviewing current impaired driving laws with the goal of making the laws easier to understand and more effective. Guidance on identifying and recruiting a committee to review existing impaired driving laws. Provision of a model DWI law to be used as a reference point in the review of current laws. Provision of a guidebook to assist policymakers in leading a strategic review of current impaired driving systems.	
<b>Implementation</b>	Potential Next Steps: <ul style="list-style-type: none"> <li>- Identify and recruit stakeholders for law review committee</li> <li>- Identify existing DWI laws</li> <li>- Develop clear understanding of existing DWI laws</li> <li>- Develop understanding among committee members of the guidebook for law review</li> <li>- Review current laws with a goal of streamlining and closing loopholes</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 86% of adults/<sup>2</sup> 69% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults/<sup>2</sup> 79% of students<sup>2</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul>	
<b>Evidence Base</b> ***	A recent study examined outcomes in States that conducted NHTSA-led IDAs or Special Management Reviews (SMRs; Fell, Auld-Owens, & Snowden, 2013). States varied in the degree to which they followed through with the recommendations outlined in the assessments. However, as a group, States which conducted an IDA or SMR demonstrated a greater reduction in fatal crashes than States which did not conduct assessments.  To date, no studies have examined the effectiveness of law reviews in reducing alcohol-impaired crashes. The effect of a law review will depend on the extent of inconsistencies and inefficiencies in a State's current laws. A law review can be an important action a State can take to address its alcohol-impaired driving problem, because a thorough law review will examine the function of the entire DWI control system and will identify problem areas. The immediate effect of a law review should be a more efficient and effective DWI control system. <sup>1</sup>	

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Publicized Sobriety Checkpoints	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Ruled Unconstitutional in MN Law enforcement stops vehicles for sobriety checks at designated locations to evaluate drinking and driving and also increase the perception of risk of arrest.	
<b>Implementation</b>	--	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 86% of adults/ 69% of students<sup>7</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults/ 79% of students<sup>7</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul>	
<b>Evidence Base</b>	<p><i>CDC's systematic review of 15 high-quality studies found that checkpoints reduce alcohol-related fatal crashes by 9% (Guide to Community Preventive Services, 2012). Similarly, a meta-analysis found that checkpoints reduce alcohol-related crashes by 17%, and all crashes by 10 to 15% (Erke, Goldenbeld, &amp; Vaa, 2009). Publicized sobriety checkpoint programs are proven effective in reducing alcohol-related crashes among high risk populations including males and drivers 21 to 34 (Bergen et al., 2014). In recent years, NHTSA has supported a number of efforts to reduce alcohol-impaired driving using publicized sobriety checkpoint programs. Evaluations of statewide campaigns in Connecticut and West Virginia involving sobriety checkpoints and extensive paid media found decreases in alcohol-related fatalities following the program, as well as fewer drivers with positive BACs at roadside surveys (Zwicker, Chaudhary, Maloney, &amp; Squeglia, 2007; Zwicker, Chaudhary, Solomon, Siegler, &amp; Meadows, 2007). In addition, a study examining demonstration programs in 7 States found reductions in alcohol-related fatalities between 11% and 20% in States that employed numerous checkpoints or other highly visible impaired driving enforcement operations and intensive publicity of the enforcement activities, including paid advertising (Fell, Langston, Lacey, &amp; Tippetts, 2008). States with lower levels of enforcement and publicity did not demonstrate a decrease in fatalities relative to neighboring States. See also NHTSA's Strategic Evaluation States initiative (NHTSA, 2007a; Syner et al., 2008), the Checkpoint Strikeforce program (Lacey et al., 2008), and the national Labor Day holiday campaign: Drunk Driving. Over the Limit. Under Arrest (Solomon et al., 2008).<sup>3</sup></i></p>	
<b>Evidence Base</b>	***	

High Visibility Saturation Patrols	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	A large number of law enforcement patrolling a pre-determined location in an effort to increase perception of being arrested for DWI and to arrest impaired drivers.	
<b>Implementation</b>	<p>Guidance on planning and implementing saturation patrols will be provided.</p> <ul style="list-style-type: none"> <li>- Gather a group of stakeholders looking to reduce drinking and driving such as community members, law enforcement, and judges</li> <li>- Review current saturation patrol efforts taking place locally</li> <li>- Determine if saturation patrols could be strengthened</li> <li>- Develop protocol for individuals arrested during patrol</li> </ul>	
<b>Supportive Data</b>	<ul style="list-style-type: none"> <li>- 86% of adults/ 69% of students<sup>7</sup> believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero. Q1/Q1</li> <li>- 92% of adults/ 79% of students<sup>7</sup> believe the only acceptable number of deaths and serious injuries among their family and friends on Minnesota roadways is zero. Q2/Q2</li> </ul>	
<b>Evidence Base</b>	<p><i>A demonstration program in Michigan, where sobriety checkpoints are prohibited by State law, revealed that saturation patrols can be effective in reducing alcohol-related fatal crashes when accompanied by extensive publicity (Fell, Langston, Lacey, &amp; Tippetts, 2008).<sup>3</sup></i></p>	
<b>Evidence Base</b>	****	

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Integrated Enforcement	Continuum of Care: Universal	Level of the Social Ecology: Community
<b>Description</b>	Integrating DUI enforcement into special enforcement activities directed primarily at other offenses such as speeding or seat belt nonuse as impaired drivers often speed or fail to wear seat belts.	
<b>Implementation</b>	<p>Guidance on identifying and recruiting stakeholders to map and select potential opportunities for integration. Guidance for mapping the law enforcement (LE) strategies and examples of publicity to be used prior to engagement in integrated enforcement.</p> <p>Potential Next Steps:</p> <ul style="list-style-type: none"> <li>- Create a LE planning team of 3-4 officers.</li> <li>- Map the existing law enforcement strategies highlighting the special enforcement opportunities.</li> <li>- Select specific opportunities to integrate DWI enforcement with existing strategies.</li> <li>- Publicize (extensively) prior to integrating DWI with other traffic offenses.</li> </ul>	
<b>Supportive Data</b>	75% of adults/ 37% of students <sup>7</sup> agree they are concerned about traffic safety in their community. Q3/Q3	
<b>Evidence Base</b>	<p><i>Jones, Jaksch, Lacey, Willisowski, and Marchetti (1995) conducted a three-site evaluation of integrated impaired driving, speed, and seat belt use enforcement. Sites that combined high publicity with increased enforcement reduced crashes likely to involve alcohol (such as single-vehicle nighttime crashes) by 10% to 35%. They concluded that the results were encouraging but not definitive. The Massachusetts Saving Lives comprehensive programs in six communities used integrated enforcement methods. The programs reduced fatal crashes involving alcohol by 42% (Hingson et al., 1996). About half the speeding drivers detected through these enforcement activities had been drinking and about half the impaired drivers were speeding.<sup>5</sup></i></p>	
<b>Evidence Base</b>	***	

**Effectiveness:**

- \*\*\*\*\* Demonstrated to be effective by several high-quality evaluations with consistent results
- \*\*\*\* Demonstrated to be effective in certain situations
- \*\*\* Likely to be effective based on balance of evidence from high-quality evaluations or other sources
- \*\* Effectiveness still undetermined; different methods of implementing this countermeasure produce different results
- \* Limited or no high-quality evaluation evidence

*Italicized language in the portfolio map is directly quoted from: Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices (2015). For a complete review of these strategies, this document can be downloaded at: [http://www.ghsa.org/sites/default/files/2016-12/812202-CountermeasuresThatWork8th\\_0.pdf](http://www.ghsa.org/sites/default/files/2016-12/812202-CountermeasuresThatWork8th_0.pdf).*

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## Appendix I. Community Campaign Speaking Points

Guidance: Speaking points are a communication tool to help prevention leaders and stakeholders engage in and guide conversations in their communities to improve roadway safety among adults when implementing a community campaign. Speaking points set a positive tone and promote protective beliefs and behaviors including:

- Never driving after drinking alcohol,
- Always having a plan to avoid driving after drinking,
- Encourage speaking up to prevent others from driving after drinking alcohol, and
- Establish family rules about never driving after drinking and never riding in a vehicle with someone who has been drinking.

### Concern About Driving After Drinking

- In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015).<sup>1</sup> In Hubbard County, 53% of fatal crashes involved alcohol.<sup>2</sup>
- Most adults in Park Rapids (75%) are concerned about traffic safety.<sup>3</sup>

### Beliefs About Not Driving After Drinking Alcohol

- Most adults in Park Rapids (71%) report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>3</sup> And most adults in Park Rapids (96%) report they have not driven after having perhaps too much to drink in the past 30 days.<sup>3</sup>
  - However, many adults have misperceptions about driving after drinking in their community. 91% of these same adults believe that most adults in their community have driven within two hours of drinking any alcohol in the past 30 days.<sup>3</sup>
  - 86% of these same adults believe that most adults in their community have driven after having perhaps too much to drink in the past 30 days.<sup>3</sup>
- Most adults in Park Rapids have healthy beliefs and do not drive after drinking. As a community, we need to share this information with others and clearly establish the positive traffic safety culture that exists in our community.

### Beliefs About Always Having a Plan

- Most adults in Park Rapids (83%) report they have a plan so that they never have to drive after drinking (which may include choosing not to drink).<sup>3</sup>

**Beliefs About Intervening to Prevent Someone From Driving After Drinking**

- Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink, and 96% agree they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>3</sup>
  - However, 15% of these same adults believe that most people in their community do not approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>3</sup>
- Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>3</sup>
  - However, 66% believe that people who have been drinking don't want someone to prevent them from driving.<sup>3</sup>
- Most adults in Park Rapids agree (73%) being comfortable preventing a person from driving after they have had perhaps too much to drink.<sup>3</sup>

**Family Rules**

- Most adults in Park Rapids (56%) report their family has a rule about never driving after drinking alcohol (31% say no; 9% say they do not know; and 4% report not having a family).<sup>2</sup>
- Family rules can include never driving after drinking alcohol, and never riding in a vehicle with someone who has been drinking alcohol.
- Families should also consider consequences for not following family rules. Consequences could include:
  1. Suspending or limiting driving privileges for a specified length of time.
  2. Not allowing your child to ride with others in a vehicle for a specified length of time.
  3. Not allowing peers or others to ride in the vehicle for a specified length of time.
- Agencies, organizations, workplaces, schools, and communities of faith can encourage families to discuss and establish clear rules about never driving after drinking.

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**Appendix J. Park Rapids Radio PSAs**

**Core Messages and Supporting Data**

- Promote the importance of never driving after drinking alcohol.
  - Most adults in Park Rapids (71%) report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>2</sup>
  - Most adults in Park Rapids (96%) report they have not driven after having perhaps too much to drink in the past 30 days.<sup>1</sup>
  - Most adults in Park Rapids (61%) disapprove of driving within two-hours of drinking any alcohol.<sup>2</sup>
- Promote the importance of always having a plan to avoid driving after drinking.
  - Most adults in Park Rapids (83%) plan so that they never have to drive after drinking (which may include choosing not to drink).<sup>2</sup>
- Engage others to prevent someone from driving after drinking alcohol.
  - Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>2</sup>
  - Most adults in Park Rapids (96%) agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>2</sup>
  - Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>2</sup>
- Establish family rules about never driving after drinking alcohol and never riding in a vehicle with someone who has been drinking.
  - 56% of adults in Park Rapids report their family has a rule about never driving after drinking.<sup>2</sup>
  - 64% of students in Park Rapids report their family has a rule about never driving after drinking.<sup>2</sup>
  - Adults in park Rapids who reported having a family rule about never driving after drinking alcohol were 50% less likely to drive after drinking than individuals without a family rule.<sup>2</sup>

**Radio Script 1**

This is [key stakeholder name and role] and I'm proud to say that "most Park Rapids adults don't drive after drinking alcohol and most Park Rapids adults disapprove of driving after having any alcohol."<sup>2</sup> It's really important to have a plan in place so that you never drink and drive. Let's continue keeping our community healthy and safe.

**Radio Script 2**

This is [key stakeholder and role]. Our family looks out for each other. Because of this, we have a family rule about NEVER driving after drinking alcohol. MOST Park Rapids adults have a rule like this in their family too.<sup>1</sup> A survey of Park Rapids adults revealed families who have a rule were half as likely to drive after drinking. Let's keep each other safe and establish family rules about never drinking and driving.

**Radio Script 3**

Do you know how you're getting home after XX event this weekend? This is [key stakeholder and role] and I, along with many of you, want to keep Park Rapids safe. I'm proud that 83% of adults in our community make plans so that they never have to drive after drinking.<sup>2</sup> Let's work together to increase this number. Let's all make plans to NEVER drive after drinking.

**Radio Script 4**

Picture this, you're out having a good time and you realize maybe you've had too much to drink. How are you getting home? Hi, I'm [key stakeholder and role] and I want everyone in Park Rapids to be safe. Consider being like most Park Rapids adults and make a plan before you go out to NOT drink and drive. This could be choosing a designated driver, calling a friend for a ride, or taking a cab. Making a plan before you go out will help keep all of us safe.

**Radio Script 5**

This is [key stakeholder and role] and am happy that adults in Park Rapids are making healthy choices. One choice is to NOT drink and drive. If we choose to drink, we create plans about how we're going to get home. We designate a driver, call a friend, or find another way to get home safely. We're lucky to live in a community that is working to keep everyone safe.

**Radio Script 6**

I, like you, want to keep Park Rapids safe. That's why I encourage people to prevent someone from driving after drinking alcohol. This is [key stakeholder and role]. Did you know 97% of adults in Park Rapids approve of trying to prevent someone from drinking and driving and also agree it's their responsibility for keeping our community safe?<sup>2</sup> I'm one of them. Let's protect Park Rapids and always speak up when someone's about to drive after having too much alcohol.

**Radio Script 7**

Driving after drinking too much is dangerous. This is [key stakeholder and role] and I'm working to keep Park Rapids safe. One way I do this is speaking up when I see someone about to drive after they've had too much to drink. I'm happy to know that 98% of adults in our community report that they would appreciate someone stepping in to prevent them from drinking and driving.<sup>2</sup> Knowing this affirms that I'm making the right decision. Always speak up to prevent someone from driving after they've had too much to drink.

**References:**

1. Center for Health and Safety Culture (2017). Park Rapids, Minnesota Community Survey, n = 425.
2. Center for Health and Safety Culture (2017). Park Rapids, Minnesota Student Survey, n = 363.

Appendix K. Social Media Guide

Guidance: Messages using social media can foster a common purpose across the social ecology and collaboratively grow positive traffic safety culture. Multiple communication channels can be used to create awareness and interest. Sample communication messages and ideas for social media, blogs, website marketing, and email marketing are provided and create a foundation for additional messages.

Social Media

Social media is an efficient and easy way to spread messages. Posting interesting or prominent messages and statistics that are relevant to the audience can generate engagement. Messages for Facebook and Twitter can be interchanged with other social media platforms. Hashtags, images, and graphics can be included when using social media to help increase views. Messages can enhance community education by promoting positive norms, bystander engagement, and family rules. Sample messages are included for adults and families, workplaces, and community leaders.



Hashtags

Social media uses the hashtag (#) as a promotion and advertisement tool. It is most effective to use one or two relevant hashtags in social media posts. Hashtags reinforce the messages and create a memorable brand. Use an appropriate hashtag (like #PartnersinPrevention or another hash tag if one is being created for the media campaign) with relevant social media images and graphics in social media posts.

Social Media Graphics

Graphics should be used to attract attention. They can be designed to reach a variety of audiences. Graphics can either supplement the sample messages or can be used individually.



Twitter

Twitter allows for 280 characters for each message or "tweet"; therefore, the framing and language of a message are important to draw in an audience.

Tips for Tweeting

To save time on Twitter throughout the week, tools like Bufferapp or HootSuite allow a user to schedule many tweets at once for posting at specific times.<sup>2</sup> Suggested times to post are between 11 a.m. and 1 p.m. and between 4 p.m. and 7 p.m.<sup>2</sup> on Wednesdays, Saturdays, and Sundays.<sup>3</sup>

Sample Messages

Messages should seek to:

- 1) Promote the importance of never driving after drinking alcohol;
- 2) Promote the importance of always having a plan to avoid driving after drinking;
- 3) Encourage speaking up to prevent someone from driving after drinking alcohol; and
- 4) Promote family rules about never driving after drinking alcohol and never riding in a vehicle with someone who has been drinking.

- Most adults in Park Rapids (71%) report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (96%) report they have not driven after having perhaps too much to drink in the past 30 days.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (61%) disapprove of driving within two hours of drinking any alcohol.<sup>4</sup> #PartnersinPrevention



- Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (96%) agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (56%) have family rules about never driving after drinking alcohol.<sup>4</sup> #PartnersinPrevention
- Adults in Park Rapids who report having a family rule about never driving after drinking are 50% less likely to drive after drinking than individuals without a family rule.<sup>4</sup> #PartnersinPrevention



Facebook

Facebook posts should be introduced with relevant and interesting messages to engage audiences in creating a positive traffic safety culture.

Tips for Facebook Posts

Utilize Facebook audience targeting to distribute messages to a particular group. Facebook Post Scheduler is a good tool to plan posts for the coming week. This tool can be found in the Business Manager section of Facebook's settings by selecting "Audiences" in the top-right menu. Facebook highlights content that is quick and easy to read, so, it is best to keep your posts clear and concise.<sup>1</sup> Best times to post are between 1 p.m. to 4 p.m.,<sup>2</sup> and best days to post are Thursday, Friday, Saturday, and Sunday.<sup>2</sup>



Sample Messages

Messages should seek to:

- 1) Promote the importance of never driving after drinking alcohol;
- 2) Promote the importance of always having a plan to avoid driving after drinking;
- 3) Encourage speaking up to prevent someone from driving after drinking alcohol; and
- 4) Promote family rules about never driving after drinking alcohol and never riding in a vehicle with someone who has been drinking.

- Most adults in Park Rapids (71%) report they have not driven a motor vehicle within two hours of drinking any alcohol in the past 30 days. It is important that we never drive after drinking alcohol.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (96%) report they have not driven after having perhaps too much to drink in the past 30 days.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (61%) disapprove of driving within two hours of drinking any alcohol.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (97%) approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (96%) agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>4</sup> #PartnersinPrevention
- Most adults in Park Rapids (56%) have family rules about never driving after drinking alcohol.<sup>4</sup> #PartnersinPrevention
- Adults in Park Rapids who report having a family rule about never driving after drinking are 50% less likely to drive after drinking than individuals without a family rule.<sup>4</sup> #PartnersinPrevention



**Blogs**

Regularly updated webpages, also known as blogs, are effective online mediums to share in-depth information about reducing the use of alcohol, tobacco, and other drugs by youth. Blogs can also serve as repositories for social media network posts that do not allow much room for information (e.g., Twitter). A sample blog post is included.

**Tips for Posting Blog Content**

Connecting social media networks and websites to blog posts can create a flow for readers from all communication channels. Readers online during popular hours are more likely to skim through posts or simply skip them so, it is recommended to post during non-popular hours. Best times to post are between 9 a.m. and 10 a.m. on Mondays and Thursdays.<sup>2</sup>

**Sample Blog Post**

Most Park Rapids, Minnesota adults are concerned about traffic safety and they have many reasons to be concerned. While engineering solutions have significantly reduced traffic-related fatalities over recent decades, road user behavior remains the most common factor associated with traffic crashes. In Minnesota:



- Traffic-related fatalities are the second leading cause of years of potential life lost from unintentional injury in Minnesota.<sup>6</sup>
- In 2016, there were 79,069 traffic crashes resulting in 392 fatalities, 29,825 injuries, and an estimated economic cost of over \$1.8 billion.<sup>6</sup>
- 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015).<sup>6</sup>
- In Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).<sup>7</sup>

The good news is that most adults and students in Park Rapids, Minnesota are making good decisions and have healthy beliefs about not driving after using alcohol.<sup>6</sup> All individuals and families in Park Rapids play an important role in safe driving. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.



**Email Marketing**

Emails are a straightforward way of contacting a focus audience. They can be much more flexible than social media posts. Emails enable more space to include important information from the project and allow room for organizations to develop relationships with adults, law enforcement, key leaders, workplaces, and schools. A sample email for each audience is included.

**Tips for Sending Emails**

Most email activity happens during the middle of the week when people are at work or checking their personal emails during lunch or midday.<sup>3</sup> Best times to post are between noon and 1 p.m. on Tuesday, Wednesday, or Thursday.<sup>8</sup>

**Sample Email**

Dear <Friend/Colleague/Organization/Hubbard County Resident>,

Most Park Rapids, Minnesota adults are concerned about traffic safety and they have many reasons to be concerned. While engineering solutions have significantly reduced traffic-related fatalities over recent decades, road user behavior remains the most common factors associated with traffic crashes. In Minnesota:

- Traffic-related fatalities are the second leading cause of years of potential life lost from unintentional injury in Minnesota.<sup>6</sup>
- In 2016, there were 79,069 traffic crashes resulting in 392 fatalities, 29,825 injuries, and an estimated economic cost of over \$1.8 billion.<sup>6</sup>
- 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015).<sup>6</sup>
- In Hubbard County, 53% of fatal crashes involved alcohol (2011-2015).<sup>7</sup>

The Minnesota Department of Transportation has initiated a project to increase safe driving behaviors and reduce the risk of drinking alcohol and driving in Park Rapids. The project found that:

- Most adults in Park Rapids (96%) agree that they have a responsibility for the safety of their community to prevent people from driving after drinking.<sup>4</sup>
- Most adults in Park Rapids (98%) would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>4</sup>

We have reason for hope and optimism. Building on strengths and resources that exist in Park Rapids and Hubbard County, we can create positive change and reduce risk. Everyone plays an important role in safe driving and advocacy. We must all work together toward reducing risk and creating positive change, so that everyone can fulfill their potential and lead happy, healthy, and safe lives.

Sincerely,

<Signed>



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**Appendix L. A Guide for Establishing Family Rules**

Parents significantly influence the behaviors and decisions of their children regarding a variety of health and safety behaviors including whether or not youth drink alcohol, drive after drinking alcohol, or ride in a vehicle with someone who has been drinking. Finding ways to reducing these risky behaviors is important because in Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015). In Hubbard County, 53% of fatal crashes involved alcohol.<sup>2</sup>



The good news is that a recent survey of youth in Park Rapids revealed 89% of students report they have not driven a motor vehicle after using alcohol in the past 12 months, and 69% of students report they have not ridden with a driver who had been using alcohol in the past 12 months.<sup>3</sup>

While most youth in Park Rapids are making healthy choices, there is room to grow these protective behaviors and reduce risk. One strategy that parents can engage in is to establish family rules about impaired driving. Adults in Park Rapids who report having a family rule about never driving after drinking are 50% less likely to drive after drinking than individuals without a family rule.

**Establishing family rules about impaired driving:**

- Creates opportunities for important conversations. Establishing family rules provides an opportunity for meaningful and important conversations with your child.
- Sets expectations. Establishing family rules ensures that your child knows what your expectations are about important behaviors like never driving after drinking and never riding in a vehicle with someone who has been drinking alcohol.

Parents in Park Rapids are not alone in deciding to establish family rules. A positive culture about establishing family rules already exists.

- Most adults in Park Rapids (56%) report their family has a rule about never driving after drinking,<sup>4</sup> and
- Almost two-thirds of high school students in Park Rapids (64%) report their family has a rule about never driving after drinking. **Error! Bookmark not defined.**

How to Establish Family Rules

1. Discussing rules about never driving after drinking or riding with someone who has been drinking is appropriate at any age. Regardless of the age of your children, it is never too early or too late to engage in this conversation. Even though the conversation will be different for different aged children, now is the perfect time to have a conversation.
2. Engage in intentional conversations with everyone in the family to establish family rules. Having intentional conversations about important topics like impaired driving creates opportunities for engagement and allows your child to take an active role in helping to establish family rules. These conversations can foster buy-in and help to align your expectations and your child's expectations.

Family rules can include:

- Never driving after drinking alcohol. Instead, call someone (parents, family member, Uber, taxi, etc.) for a ride.
- Never riding in a vehicle with someone who has been drinking alcohol. Instead, call someone (parents, family member, Uber, taxi, etc.) for a ride.

One approach to engaging in a dialogue about family rules is to ask questions to encourage two-way communication and to show that you value what your child is thinking or feeling. Asking questions will create greater engagement by your child. Potential questions include:

- Most adults in Park Rapids never drive within two hours of drinking alcohol. Why do most adults not drive after drinking?

- Besides being in a crash, what are other potential negative outcomes from driving after drinking (like getting arrested, losing your license, having your car insurance costs drastically increase, impacting employment opportunities, etc.)?
- What should our family's rule be about driving after drinking?
- What about riding with someone who has been drinking?
- What should we agree to do if we are in a situation where we have been drinking or the driver has been drinking?

3. Follow the family rules that have been established. As a parent, you are always modeling behaviors for your child. Modeling is a powerful form of teaching. Following the established family rules reinforces the behaviors you expect to see your child engage in. Modeling can be reinforced by talking about your choices when you are making them. For example, you might tell your child, "I am not drinking anything with dinner at the restaurant because I am responsible for driving us home."
4. Reinforce positive behaviors aligned with the family rules. Recognizing your child's positive behaviors that are aligned with the family rules that have been established fosters motivation for your child to continue to follow the rules. For example, "I appreciate that you called and asked me to take you and your friends home instead of driving with someone who had been drinking."
5. Apply consequences for not following family rules. In addition to establishing family rules about impaired driving, families should consider applying consequences for not following family rules about impaired driving. When applying consequences, it is important to connect the consequences to the original behavior and to be specific.<sup>5</sup>

Some consequences related to impaired driving to consider include:

- Suspending or limiting driving privileges for a specified length of time.
- Not allowing your child to ride with others in a vehicle for a specified length of time.
- Not allowing peers or others to ride in the vehicle for a specified length of time.



Establishing family rules is an important action that parents can take to influence the behaviors and decisions of their children. Establishing family rules provides opportunities to engage in important conversations. Establishing family rules also helps parents set clear expectations with their children about risky behaviors like impaired driving. While most youth in Park Rapids are making healthy choices about not driving after drinking and not riding with someone who has been drinking,<sup>3</sup> these protective behaviors can be strengthened. Furthermore, children will reach an age when drinking is allowed, and they will need to decide for themselves about driving after drinking. Engaging in conversations about this important decision helps prepare your child for when they are establishing their own rules as a young adult.

References:

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Appendix M. Responsible Beverage Server Training Speaking Points

Guidance: These speaking points are designed to help prevention leaders and stakeholders in Park Rapids engage in meaningful conversations with city and county policy leaders about the importance of bolstering the current Responsible Beverage Server Training (RBST) efforts already taking place in Park Rapids.

Concern About Driving After Drinking

- In Minnesota, 33% of traffic-related fatalities involved alcohol (137 of 411 deaths in 2015).<sup>1</sup> In Hubbard County, 53% of fatal crashes involved alcohol.<sup>2</sup>
- Most adults in Park Rapids (75%) are concerned about traffic safety.<sup>3</sup>

Goals of Responsible Beverage Server Training

- The goals of Responsible Beverage Server Training programs are to reduce harm associated with excessive alcohol use, prevent the sale and service of alcohol to underage youth, and reduce the prevalence of driving after drinking.<sup>4</sup>

Current Efforts in Park Rapids

- While Responsible Beverage Server Training is voluntary in Minnesota, Park Rapids recognizes the importance of this training and has taken many steps to integrate this strategy in their community.
- Park Rapids Code of Ordinances (91.062) establishes that: "(A) Within 90 days after employment, every person selling or serving liquor in an establishment which has an 'on-sale' license shall receive training regarding the selling or serving of liquor to customers. The training shall be provided by an organization approved by the State of Minnesota. Proof of training shall be provided by the licensee."



- Current Hubbard County Liquor Ordinance (#42) allows financial penalties for the first and second violations of Liquor Ordinances to be waived if licensee's employees attend Alcohol Awareness Training within three months of the violation.

**Bolstering Responsible Beverage Server Training**

- While Park Rapids is already engaged in TIPS, bolstering these efforts has been identified as an important goal of stakeholders in the community. Ways to bolster RBST in Park Rapids include:
  - Make RBST a requirement for new license holders, and
  - Make RBST a requirement for public use permits.

**Support by Community Members**

- Adults in Park Rapids have a positive culture about preventing driving after drinking:
  - 98% of adults and 92% of students would appreciate someone who tried to prevent them from driving if they had been drinking.<sup>3,5</sup>
  - 96% of adults/ 92% of students agree that preventing someone from driving who has been drinking makes our roads safer.<sup>3,5</sup>
  - 96% of adults/ 82% of students agree that they have a responsibility to prevent people from driving after drinking.<sup>3,5</sup>
  - 97% of adults/86% of students approve of trying to prevent a person from driving after having had perhaps too much to drink.<sup>3,5</sup>

**References:**

1. Minnesota Department of Public Safety (2016). Crash Facts 2015: Retrieved from <https://dps.mn.gov/divisions/dps/rptstatistics/Documents/2015-crash-facts.pdf>
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**Appendix N. RBST Ordinance Examples**

**Example 1. "Model Responsible Alcoholic Beverage Sales and Service Ordinance"**

This example was created by the Center for the Study of Law and Enforcement Policy. An outline of this ordinance and more information about RBST best practices can be found at:

[http://www.venturacountylimits.org/resource\\_documents/VC\\_Policy03\\_RBS\\_2010\\_web.pdf](http://www.venturacountylimits.org/resource_documents/VC_Policy03_RBS_2010_web.pdf)

*Citation: Best Practices in Responsible Alcoholic Beverage Sales and Service Training, With Model Ordinance, Commentary, and Resources. Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation (Ventura, CA: Ventura County Behavioral Health Department Publication, 2007).*

**Example 2. "City of Roseville, Minnesota"**

A copy of the City of Roseville's ordinance can be found at:

<https://www.cityofroseville.com/836/Liquor-Licenses>

Further, the City of Roseville has created a "Manager and Server Training (MST) Approved Training Program." For more information go to:

<https://www.cityofroseville.com/DocumentCenter/View/3719/Alcohol-Manager-Server-Training>

**Example 3. "City of Excelsior, Minnesota"**

A copy of the City of Excelsior's ordinance specifically outlining the conditions can be found in Sec. 4-147 (b) can be found at: [https://library.municode.com/mn/excelsior/codes/code\\_of\\_ordinances?nodeId=PTIICOOR\\_CH4ALBE\\_ARTIII3\\_2PEMALI\\_DIV2\\_U\\_S4-147CO](https://library.municode.com/mn/excelsior/codes/code_of_ordinances?nodeId=PTIICOOR_CH4ALBE_ARTIII3_2PEMALI_DIV2_U_S4-147CO)

The City of Excelsior has specific annual "Mandatory Server/Seller Training requirements. Those requirements are defined in section 4-111.



**Appendix O. Place of Last Drink (POLD) Start-Up Steps**

1. Develop a working relationship with local law enforcement administration and seek buy-in to implement this strategy. It is imperative that law enforcement administration is supportive of this effort.
2. Contact Chief Shane Mikkelson, an administrator for the POLD System in Minnesota, and set up a conference call with key stakeholders about POLD. Law enforcement representatives using the POLD system are willing to come to Park Rapids and provide a presentation and training. The MN POLD system has training materials and guides available.
 

Chief Shane Mikkelson  
Osseo Police Department  
Cell: 763-269-2468  
Office: 763-400-7402  
smikkelson@ci.osseo.mn.us
3. Once leadership is supportive, identify at least one Local Administrator (in Park Rapids) for the POLD System.
  - a. The POLD System administrator will enter Park Rapids into the system and establish a user name and initial password (<https://poldsystem.net/>)
  - b. The Local Administrator will then create user accounts for each department and have access to the data and reporting.
4. Review the list of retailers in your area to confirm the database listing is accurate. Go to "Add case," under "POLD Location Type" select On Sale Retailer (Bar, Restaurant, etc.), enter your city as the "Last Drink Location," and view the licenses that display. Contact Chief Mikkelson with any missing, duplicate, or inaccurate retailer information.
5. Determine if officers will enter POLD information themselves or provide the information to someone else who will enter the information in the online database (see Data Entry Methods Comparison in MN POLD guidance). MN POLD encourages single-point to achieve consistent case entries.

6. Create user accounts for officers or other staff who will enter and/or maintain POLD information.
7. Review the POLD Local Administrator guide for information about how to use the database efficiently and avoid problems with data.
8. Consider contacting local retailers to notify them about this new project. Some departments have felt that is a helpful step so that retailers don't feel they have been blindsided if you approach them with data and concerns in the future (see POLD retailer notification letter in MN POLD guidance information).

## References

- <sup>1</sup> Center for Health and Safety Culture (2017). Park Rapids, Minnesota Community Survey, n = 425.
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- <sup>5</sup> Centers for Disease Control and Prevention, National Center for Health Statistics (NCHS) Vital Statistics System.
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## Appendix U. Statewide Survey Statistical Report

This appendix shows the relative frequencies and means of the responses to the Statewide Community survey in 2017 and 2019 (“Sig” represents the statistical significance of the difference between the means, p, and eta2 represents the effect size of the difference,  $\eta^2$ ).

Q1 1. I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

Year	N	Strongly		Somewhat		Neither		Somewhat		Strongly		Mean	Sig	eta2
		agree	Disagree	Agree	Disagree	agree nor	disagree	disagree	Disagree	disagree				
2017	1181	38.9%	28.1%	13.0%	6.9%	6.9%	3.3%	3.0%	2.37					
2019	1373	43.2%	26.5%	11.1%	6.0%	5.5%	4.2%	3.4%	2.30	0.323	0.000			

Q2 2. I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways is zero.

Year	N	Strongly		Somewhat		Neither		Somewhat		Strongly		Mean	Sig	eta2
		agree	Disagree	agree	Disagree	agree nor	disagree	disagree	Disagree	disagree				
2017	1182	61.6%	20.1%	6.9%	5.1%	2.5%	2.3%	1.6%	1.80					
2019	1367	63.8%	19.4%	6.0%	4.9%	1.8%	2.3%	1.9%	1.76	0.438	0.000			

Q3a 3a. How concerned are the following people about traffic safety in our community? - You

Year	N	Not at all			Moderately			Extremely			Mean	Sig	eta2
		concerned (1)	(2)	(3)	concerned (4)	(5)	(6)	concerned (7)					
2017	1184	3.5%	4.7%	5.8%	20.0%	13.4%	19.7%	32.9%	5.26				
2019	1372	5.4%	5.1%	5.6%	20.9%	13.6%	18.2%	31.2%	5.12	0.041	0.002		

Q3b 3b. How concerned are the following people about traffic safety in our community? - Your family

Year	N	Not at all			Moderately			Extremely			Mean	Sig	eta2
		concerned (1)	(2)	(3)	concerned (4)	(5)	(6)	concerned (7)					
2017	1163	2.9%	4.4%	6.4%	19.1%	14.5%	21.8%	30.8%	5.27				
2019	1340	4.5%	4.0%	5.7%	21.0%	14.4%	18.3%	32.1%	5.20	0.341	0.000		

Q3c 3c. How concerned are the following people about traffic safety in our community? - Your friends

Year	N	Not at all			Moderately			Extremely			Mean	Sig	eta2
		concerned (1)	(2)	(3)	concerned (4)	(5)	(6)	concerned (7)					
2017	1154	3.1%	4.4%	8.1%	23.6%	16.9%	19.9%	24.0%	5.03				
2019	1336	5.1%	4.7%	9.0%	24.8%	15.0%	17.7%	23.7%	4.88	0.029	0.002		

Q3d 3d. How concerned are the following people about traffic safety in our community? - Your employer

Year	N	Not at all concerned			Moderately concerned			Extremely concerned		Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)				
2017	1031	11.2%	5.0%	9.3%	24.9%	12.6%	16.2%	20.8%	4.54			
2019	1209	14.2%	5.3%	8.9%	24.6%	12.7%	12.8%	21.4%	4.41	0.094	0.001	

Q3e 3e. How concerned are the following people about traffic safety in our community?  
 - Most people (age 18 and older) in your community

Year	N	Not at all concerned			Moderately concerned			Extremely concerned		Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)				
2017	1131	4.2%	7.7%	12.0%	34.7%	14.2%	13.5%	13.7%	4.43			
2019	1312	5.8%	6.5%	12.3%	32.5%	14.7%	13.5%	14.8%	4.43	0.890	0.000	

Q4a 4a. During the past 30 days, on how many occasions did you drive...  
 - within two hours of drinking any amount of alcohol?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2019	1371	76.7%	10.4%	5.8%	2.8%	1.6%	0.5%	2.2%	1.53	0.035	0.002

Q4b 4b. During the past 30 days, on how many occasions did you drive...  
 - after having perhaps too much to drink?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2019	1369	94.6%	2.8%	0.7%	0.6%	0.5%	0.4%	0.4%	1.13	0.251	0.001

Q5a 5a. In your opinion during the past 30 days, on how many occasions did most people in your community drive...  
 - within two hours of drinking any amount of alcohol?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2019	1280	15.6%	11.4%	18.2%	20.4%	9.3%	4.0%	21.1%	3.93	0.253	0.001

Q5b 5b. In your opinion during the past 30 days, on how many occasions did most people in your community drive...  
 - after having perhaps too much to drink?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2019	1276	21.1%	17.9%	18.3%	15.9%	8.8%	3.1%	15.0%	3.42	0.722	0.000

Q6a 6a. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
How willing would you be to drive in the following situations? - Drive in an emergency

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1140	24.1%	19.6%	8.9%	6.1%	20.8%	6.2%	5.5%	8.7%	3.64		
2019	1349	28.9%	19.8%	9.6%	5.8%	19.1%	5.4%	4.7%	6.7%	3.35	0.001	0.004

Q6b 6b. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
How willing would you be to drive in the following situations? - Drive home on side streets

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1138	25.3%	29.9%	10.9%	5.4%	15.3%	4.7%	3.6%	5.0%	3.09		
2019	1339	30.4%	32.2%	9.0%	5.5%	13.7%	3.4%	2.5%	3.4%	2.77	0.000	0.006

Q6c 6c. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
How willing would you be to drive in the following situations? - Drive home on the highway

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1140	27.0%	36.3%	9.5%	5.6%	11.3%	3.3%	3.1%	3.9%	2.79		
2019	1340	32.5%	38.1%	9.1%	4.6%	9.6%	2.2%	1.9%	2.0%	2.45	0.000	0.009

Q6d 6d. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
How willing would you be to drive in the following situations? - Drive if you don't feel "buzzed" or "drunk"

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1134	25.8%	29.2%	11.0%	5.8%	12.4%	5.6%	3.7%	6.3%	3.13		
2019	1339	30.8%	34.0%	9.8%	4.5%	9.0%	5.4%	3.2%	3.4%	2.73	0.000	0.010

Q6e 6e. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
How willing would you be to drive in the following situations? - Drive even though you feel you have had perhaps too much to drink

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1140	29.6%	58.3%	6.6%	2.0%	1.9%	0.7%	0.4%	0.5%	1.95		
2019	1343	34.8%	55.5%	4.9%	1.6%	1.7%	0.5%	0.3%	0.7%	1.86	0.032	0.002

Q6f 6f. Suppose you are in a situation where you have consumed alcohol in the past two hours.

How willing would you be to drive in the following situations?

- Drive when you have also been using other substances or drugs

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1118	43.0%	52.4%	1.4%	0.8%	1.3%	0.5%	0.1%	0.4%	1.69		
2019	1328	40.6%	52.0%	2.8%	0.8%	2.1%	0.5%	0.6%	0.6%	1.79	0.012	0.003

Q7a 7a. "For me, driving within two hours of drinking any amount of alcohol feels..." Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	1114	3.1%	2.7%	4.0%	16.8%	8.4%	14.2%	50.7%	5.70		
2019	1290	4.0%	2.2%	3.8%	12.3%	7.5%	12.0%	58.1%	5.85	0.026	0.002

Q7b 7b. "For me, driving within two hours of drinking any amount of alcohol feels..." Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	1111	46.0%	13.7%	10.6%	15.8%	6.7%	4.2%	3.1%	2.48		
2019	1297	54.5%	11.4%	9.2%	11.7%	5.0%	3.5%	4.7%	2.31	0.014	0.003

Q7c 7c. "For me, driving within two hours of drinking any amount of alcohol feels..." Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	1109	50.0%	12.9%	12.2%	18.8%	2.7%	2.0%	1.5%	2.23		
2019	1281	56.7%	12.2%	10.9%	13.3%	2.6%	1.3%	3.0%	2.09	0.020	0.002

Q7d 7d. "For me, driving within two hours of drinking any amount of alcohol feels..." Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	1088	1.8%	1.6%	1.9%	20.4%	10.9%	14.4%	48.9%	5.76		
2019	1263	3.0%	2.1%	2.9%	14.5%	8.3%	13.5%	55.8%	5.87	0.093	0.001

Q7e 7e. "For me, driving within two hours of drinking any amount of alcohol feels..." Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	1074	2.4%	1.5%	3.4%	25.4%	10.3%	12.2%	44.7%	5.55		
2019	1247	3.8%	2.6%	4.0%	18.0%	8.7%	12.3%	50.7%	5.65	0.153	0.001

Q7f 7f. "For me, driving within two hours of drinking any amount of alcohol feels..." Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	1092	49.8%	14.1%	10.3%	19.7%	2.9%	2.2%	1.0%	2.22		
2019	1266	56.6%	12.1%	10.9%	13.1%	2.7%	2.0%	2.7%	2.10	0.047	0.002

Q7g 7g. "For me, driving within two hours of drinking any amount of alcohol feels..." Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	1082	49.0%	14.0%	10.1%	21.8%	2.7%	1.5%	0.9%	2.23		
2019	1262	56.2%	12.5%	9.8%	16.1%	1.7%	1.0%	2.7%	2.08	0.015	0.003

Q8 8. How much do you agree or disagree with the following statements?

- People who drive after drinking alcohol are more likely to get stopped by the police.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	1149	20.1%	24.0%	26.5%	19.3%	6.0%	3.5%	0.5%	2.80		
2019	1350	24.2%	27.0%	23.6%	17.2%	4.3%	2.6%	1.0%	2.62	0.001	0.004

Q9 9. How much do you agree or disagree with the following statements?

- People who drive after drinking alcohol are more likely to be in a traffic crash.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	1151	38.4%	30.1%	21.0%	8.1%	1.8%	0.3%	0.3%	2.07		
2019	1352	40.8%	31.0%	19.7%	5.8%	1.3%	0.7%	0.7%	2.01	0.161	0.001

Q10 10. How much do you agree or disagree with the following statements?

- Impairment begins with the first sip of alcohol.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	1152	19.0%	17.0%	19.2%	12.9%	14.2%	12.0%	5.6%	3.45		
2019	1350	21.0%	18.1%	18.9%	13.3%	12.1%	11.3%	5.3%	3.33	0.095	0.001

Q11 11. How much do you agree or disagree with the following statements? - Alcohol impairs driving performance.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	1152	49.9%	30.2%	12.1%	4.6%	1.7%	0.5%	1.0%	1.83		
2019	1353	53.4%	30.0%	10.2%	3.9%	1.3%	0.3%	0.9%	1.74	0.030	0.002

Q12a 12a. How much do you approve or disapprove of... - driving within two hours of drinking any alcohol?

Year	N	Neither							Mean	Sig	eta2
		Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove			
2017	1148	1.3%	5.5%	10.7%	23.0%	16.1%	18.8%	24.6%	5.02		
2019	1345	3.5%	5.3%	9.7%	17.8%	14.1%	21.2%	28.4%	5.11	0.169	0.001

Q12b 12b. How much do you approve or disapprove of... - driving after having perhaps too much to drink?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1149	1.7%	0.6%	1.3%	2.3%	1.9%	12.9%	79.4%	6.58		
2019	1346	3.0%	1.0%	0.9%	1.4%	3.2%	16.1%	74.4%	6.47	0.015	0.002

Q13a 13a. In your opinion, how much do most people in your community approve or disapprove of... - driving within two hours of drinking any alcohol?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1118	2.9%	12.3%	16.8%	26.1%	18.7%	14.8%	8.5%	4.24		
2019	1306	3.7%	10.6%	16.8%	21.0%	19.1%	15.9%	12.9%	4.41	0.011	0.003

Q13b 13b. In your opinion, how much do most people in your community approve or disapprove of... - driving after having perhaps too much to drink?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1118	1.5%	2.7%	6.4%	10.4%	15.3%	29.7%	34.0%	5.60		
2019	1306	2.1%	3.8%	5.0%	10.2%	15.3%	27.6%	36.1%	5.60	0.977	0.000

Q14 14. I plan so that I never have to drive after drinking alcohol. This may include choosing not to drink.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	1143	48.0%	24.3%	12.7%	7.3%	3.6%	2.8%	1.2%	2.07		
2019	1341	55.6%	22.1%	11.0%	5.7%	2.5%	1.7%	1.2%	1.87	0.000	0.006

Q15 15. Does your family have a rule about never driving after drinking alcohol?

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	1146	54.2%	32.4%	8.6%	4.8%	1.64		
2019	1267	63.6%	28.7%	3.9%	3.8%	1.48	0.000	0.010

Q16 16. Does your workplace have a policy about never driving after drinking alcohol?

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	1117	25.2%	24.1%	25.3%	25.4%	2.51		
2019	1125	39.2%	22.0%	7.7%	31.0%	2.31	0.000	0.007

Q17 17. Thinking back over the past 12 months, how often did you try to prevent someone from driving after they had perhaps too much to drink?

Year	N	I was never in that situation	Never(1)	(2)	(3)	About half the time(4)	(5)	(6)	Always(7)	Mean	Sig	eta2
2017	1146	64.6%	7.8%	8.9%	4.1%	3.2%	2.9%	2.7%	5.8%	2.22		
2019	1349	59.4%	8.2%	9.1%	4.9%	4.2%	3.3%	2.5%	8.5%	2.49	0.003	0.004

Q18 18. In your opinion, how often did most people who were in a situation to prevent a person from driving who had perhaps too much to drink actually try to prevent them from driving?

Year	N	Never(1)	(2)	(3)	About half the time(4)	(5)	(6)	Always(7)	Mean	Sig	eta2
2017	1093	10.2%	13.0%	15.0%	37.2%	11.1%	7.5%	5.9%	3.72		
2019	1292	9.9%	13.2%	13.0%	37.7%	10.0%	8.3%	7.9%	3.81	0.179	0.001

Q19a 19a. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
 - A family member or close friend.

Year	N	Not at all willing(1)	(2)	(3)	Moderately willing(4)	(5)	(6)	Extremely willing(7)	Mean	Sig	eta2
2017	1143	0.7%	0.6%	1.0%	5.2%	3.5%	11.7%	77.2%	6.54		
2019	1340	1.7%	0.7%	1.3%	5.4%	4.4%	11.9%	74.6%	6.44	0.270	0.002

Q19b 19b. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
 - An acquaintance or co-worker

Year	N	Not at all willing(1)	(2)	(3)	Moderately willing(4)	(5)	(6)	Extremely willing(7)	Mean	Sig	eta2
2017	1137	0.9%	1.1%	1.0%	11.2%	11.0%	19.5%	55.3%	6.10		
2019	1333	1.9%	1.0%	2.6%	9.4%	9.9%	18.7%	56.6%	6.07	0.530	0.000

Q19c 19c. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
 - A stranger

Year	N	Not at all willing(1)	(2)	(3)	Moderately willing(4)	(5)	(6)	Extremely willing(7)	Mean	Sig	eta2
2017	1131	7.5%	8.8%	10.8%	33.2%	12.8%	10.1%	16.7%	4.32		
2019	1335	8.5%	7.9%	9.1%	29.2%	12.4%	10.6%	22.2%	4.50	0.015	0.002

Q19d 19d. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)? - A person who has obviously had way too much to drink.

Year	N	Not at all willing(1)	(2)	(3)	Moderately willing(4)	(5)	(6)	Extremely willing(7)	Mean	Sig	eta2
2017	1134	5.7%	4.8%	6.2%	22.1%	12.8%	16.0%	32.4%	5.09		
2019	1330	6.0%	5.2%	5.3%	19.6%	9.9%	15.9%	38.0%	5.22	0.081	0.001

Q20a 20a. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	1152	61.5%	20.0%	9.5%	6.3%	0.8%	0.7%	1.2%	1.72		
2019	1327	65.4%	16.2%	8.1%	5.0%	1.5%	0.5%	3.3%	1.76	0.439	0.000

Q20b 20b. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	1120	7.2%	4.4%	8.0%	16.3%	11.1%	15.4%	37.5%	5.16		
2019	1295	8.5%	4.3%	5.8%	14.6%	10.8%	13.4%	42.5%	5.25	0.236	0.001

Q20c 20c. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	1122	3.8%	1.7%	2.1%	7.7%	9.2%	20.1%	55.4%	5.99		
2019	1302	5.4%	1.1%	1.8%	6.6%	8.9%	17.4%	58.8%	6.00	0.825	0.000

Q20d 20d. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	1114	18.3%	5.2%	8.8%	20.8%	14.6%	13.2%	19.0%	4.24		
2019	1289	23.4%	5.7%	7.2%	19.9%	11.6%	11.1%	21.1%	4.08	0.070	0.001

Q20e 20e. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	1095	33.7%	16.2%	18.3%	25.5%	3.5%	0.6%	2.3%	2.60		
2019	1265	38.5%	16.3%	14.9%	20.0%	3.1%	2.1%	5.1%	2.60	0.992	0.000

Q20f 20f. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	1111	2.6%	2.0%	3.0%	8.0%	9.2%	24.7%	50.6%	5.95		
2019	1287	5.0%	1.7%	2.8%	8.0%	9.2%	19.4%	53.8%	5.89	0.275	0.000

Q20g 20g. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	1109	20.4%	15.8%	13.8%	19.6%	6.0%	6.2%	18.3%	3.67		
2019	1289	19.7%	12.6%	12.2%	16.5%	6.7%	6.6%	25.7%	4.00	0.000	0.006

Q21 21. How much do you agree or disagree with the following statements?  
 - I would appreciate someone who tried to prevent me from driving if I had too much to drink.

Year	N	Strongly		Somewhat		Neither		Strongly		Mean	Sig	eta2
		agree	Agree	agree	disagree	disagree	Disagree	disagree				
2017	1171	61.1%	26.7%	6.2%	3.8%	1.2%	0.4%	0.6%	1.61			
2019	1341	64.7%	24.6%	5.3%	3.2%	0.9%	0.2%	1.0%	1.56	0.195	0.001	

Q22 22. How much do you agree or disagree with the following statements?  
 - People who have had perhaps too much to drink don't want someone to prevent them from driving.

Year	N	Strongly		Somewhat		Neither		Strongly		Mean	Sig	eta2
		agree	Agree	agree	disagree	disagree	Disagree	disagree				
2017	1171	12.6%	21.6%	32.3%	16.7%	7.2%	6.6%	3.1%	3.16			
2019	1349	14.5%	23.9%	27.6%	17.8%	7.1%	6.0%	3.0%	3.09	0.248	0.001	

Q23 23. How much do you agree or disagree with the following statements?  
 - Preventing someone from driving who has had perhaps too much to drink makes our roads safer.

Year	N	Strongly		Somewhat		Neither		Strongly		Mean	Sig	eta2
		agree	Agree	agree	disagree	disagree	Disagree	disagree				
2017	1177	70.4%	20.2%	4.1%	3.7%	0.3%	0.2%	1.2%	1.48			
2019	1350	70.6%	21.4%	3.6%	2.3%	0.6%	0.2%	1.3%	1.47	0.655	0.000	

Q24 24. How much do you agree or disagree with the following statements? - I believe we have a responsibility for the safety of our community to prevent people from driving after they have had perhaps too much to drink.

Year	N	Strongly		Somewhat		Neither		Strongly		Mean	Sig	eta2
		agree	Agree	agree	disagree	disagree	Disagree	disagree				
2017	1175	52.5%	30.9%	9.4%	5.4%	0.8%	0.3%	0.8%	1.75			
2019	1352	54.2%	30.5%	10.0%	3.5%	0.8%	0.3%	0.7%	1.70	0.217	0.001	

Q25 25. How much do you agree or disagree with the following statements? - If I witness someone who has had perhaps too much to drink, I believe it is my responsibility to take immediate action to prevent him or her from driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	1171	26.0%	33.5%	24.3%	11.6%	2.8%	1.2%	0.6%	2.38		
2019	1348	31.8%	28.4%	25.1%	10.2%	2.2%	1.4%	0.8%	2.30	0.112	0.001

Q26 26. How much do you agree or disagree with the following statements?  
- I believe I should try to prevent someone from driving if the person has had perhaps too much to drink.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	1172	34.0%	35.4%	20.9%	6.9%	1.5%	0.6%	0.6%	2.11		
2019	1349	40.2%	31.9%	18.2%	7.0%	1.5%	0.5%	0.7%	2.02	0.060	0.001

Q27a 27a. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? - You

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1168	53.4%	32.8%	6.7%	5.5%	0.5%	0.7%	0.4%	1.71		
2019	1348	54.5%	30.6%	7.6%	4.4%	0.5%	0.7%	1.7%	1.75	0.346	0.000

Q27b 27b. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? - Most people in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1158	20.1%	33.9%	27.8%	13.8%	2.9%	0.9%	0.5%	2.50		
2019	1322	23.8%	34.6%	24.5%	11.0%	3.0%	1.6%	1.4%	2.45	0.288	0.000

Q28 28. How comfortable are you to prevent a person from driving after they have had perhaps too much to drink?

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable(4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	1172	7.3%	8.5%	11.1%	33.7%	16.5%	11.7%	11.3%	4.24		
2019	1354	6.9%	7.8%	10.3%	30.1%	16.5%	10.8%	17.7%	4.44	0.002	0.004

Q29 29. How confident are you to prevent a person from driving after they have had perhaps too much to drink?

Year	N	Not at all confident			Moderately confident			Extremely confident	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	1173	5.9%	8.2%	12.4%	39.3%	15.1%	9.5%	9.7%	4.17		
2019	1353	5.5%	7.6%	10.8%	35.4%	14.9%	11.0%	14.8%	4.39	0.001	0.005

Q30a 30a. During the past 30 days, while driving, how often have you...  
- had a conversation on a cell phone while holding it in your hand?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	1176	36.7%	26.8%	13.7%	12.2%	8.5%	1.8%	0.3%	2.36		
2019	1359	61.3%	20.2%	7.9%	5.3%	3.9%	0.9%	0.5%	1.75	0.000	0.051

Q30b 30b. During the past 30 days, while driving, how often have you...  
- had a conversation on a cell phone without holding it ("hands-free")?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	1176	46.3%	13.3%	12.4%	12.8%	11.0%	2.6%	1.5%	2.43		
2019	1360	35.8%	14.0%	13.3%	11.4%	14.0%	7.5%	4.0%	2.92	0.000	0.019

Q30c 30c. During the past 30 days, while driving, how often have you... - typed or read on a cell phone?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	1174	55.1%	25.3%	8.2%	6.7%	3.2%	1.1%	0.3%	1.82		
2019	1357	60.8%	20.2%	8.5%	5.4%	3.4%	1.1%	0.6%	1.76	0.189	0.001

Q31a 31a. In your opinion during the past 30 days, how often did most people in your community...  
- have a conversation on a cell phone while holding it in their hand while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	1152	2.7%	3.1%	9.6%	16.8%	48.4%	14.0%	5.4%	4.69		
2019	1330	8.3%	8.2%	18.6%	25.0%	31.5%	5.7%	2.6%	3.91	0.000	0.077

Q31b 31b. In your opinion during the past 30 days, how often did most people in your community...  
- have a conversation on a cell phone without holding it ("hands-free") while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	1140	3.1%	4.8%	11.6%	30.2%	37.4%	9.0%	3.9%	4.37		
2019	1320	6.4%	6.4%	12.1%	23.9%	37.6%	10.0%	3.7%	4.25	0.026	0.002

Q31c 31c. In your opinion during the past 30 days, how often did most people in your community...  
 - type or read on a cell phone while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	1141	4.2%	5.2%	12.4%	25.8%	37.4%	10.4%	4.6%	4.37		
2019	1321	8.9%	11.1%	17.1%	24.8%	28.1%	6.8%	3.1%	3.85	0.000	0.032

Q32a 32a. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	1129	2.3%	1.4%	4.5%	20.5%	12.3%	17.3%	41.7%	5.58		
2019	1313	2.4%	1.4%	2.4%	10.9%	7.5%	14.3%	61.0%	6.07	0.000	0.025

Q32b 32b. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	1145	41.2%	18.0%	16.5%	17.5%	3.8%	1.7%	1.3%	2.35		
2019	1329	58.2%	13.9%	10.5%	10.3%	2.6%	2.2%	2.3%	2.01	0.000	0.013

Q32c 32c. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	1125	41.0%	15.1%	16.4%	23.1%	2.8%	1.0%	0.6%	2.37		
2019	1309	57.4%	12.8%	10.6%	14.0%	1.8%	1.5%	1.8%	2.02	0.000	0.015

Q32d 32d. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	1117	1.5%	1.3%	2.1%	22.7%	15.7%	18.5%	38.2%	5.58		
2019	1302	2.3%	0.9%	2.1%	13.9%	9.1%	16.0%	55.7%	5.97	0.000	0.018

Q32e 32e. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	1106	2.1%	2.5%	7.2%	34.6%	10.9%	11.0%	31.6%	5.09		
2019	1278	2.7%	1.9%	5.2%	20.7%	9.7%	12.1%	47.7%	5.60	0.000	0.024

Q32f 32f. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	1122	37.5%	18.1%	15.9%	23.2%	3.0%	1.6%	0.7%	2.44		
2019	1301	53.5%	14.5%	10.5%	14.6%	2.5%	2.5%	1.9%	2.13	0.000	0.011

Q32g 32g. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	1130	38.6%	18.2%	15.7%	23.1%	2.8%	0.9%	0.7%	2.39		
2019	1309	53.2%	14.0%	11.1%	15.9%	2.2%	1.8%	1.8%	2.12	0.000	0.008

Q33a 33a. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	1112	6.4%	6.8%	12.0%	35.9%	11.8%	8.5%	18.6%	4.40		
2019	1296	12.4%	10.0%	13.2%	29.0%	9.4%	6.9%	19.1%	4.10	0.000	0.007

Q33b 33b. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	1124	15.7%	7.3%	13.6%	30.9%	14.0%	11.3%	7.3%	3.83		
2019	1297	15.2%	6.6%	9.9%	24.1%	14.7%	15.7%	14.0%	4.19	0.000	0.009

Q33c 33c. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	1111	15.8%	7.7%	11.7%	35.4%	13.7%	9.5%	6.4%	3.77		
2019	1292	16.2%	6.5%	9.3%	26.9%	13.1%	12.6%	15.5%	4.14	0.000	0.010

Q33d 33d. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	1100	4.5%	5.0%	8.6%	39.9%	15.6%	9.9%	16.4%	4.52		
2019	1279	11.0%	8.1%	9.5%	32.3%	13.7%	8.1%	17.4%	4.23	0.000	0.007

Q33e 33e. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	1097	6.7%	10.2%	18.2%	37.4%	8.8%	5.8%	12.9%	4.00		
2019	1272	14.2%	11.5%	15.4%	30.0%	8.6%	6.1%	14.2%	3.83	0.014	0.003

Q33f 33f. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	1103	14.1%	8.7%	12.1%	39.3%	13.1%	7.3%	5.3%	3.72		
2019	1281	15.0%	7.3%	10.2%	31.0%	12.0%	12.1%	12.4%	4.04	0.000	0.008

Q33g 33g. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	1109	16.3%	8.0%	15.1%	43.6%	8.8%	4.1%	4.1%	3.49		
2019	1285	16.5%	8.2%	12.2%	36.9%	8.9%	6.9%	10.4%	3.76	0.000	0.006

Q34a 34a. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	1132	1.0%	0.7%	2.0%	3.3%	3.4%	8.7%	81.0%	6.57		
2019	1312	2.8%	0.5%	1.2%	4.1%	3.5%	8.2%	79.6%	6.48	0.056	0.001

Q34b 34b. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	1158	81.2%	8.7%	3.1%	3.7%	1.2%	0.7%	1.4%	1.43		
2019	1338	80.2%	7.8%	4.0%	4.0%	1.1%	0.6%	2.3%	1.49	0.172	0.001

Q34c 34c. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	1132	80.5%	8.5%	4.2%	4.2%	1.0%	0.8%	0.8%	1.42		
2019	1305	77.9%	8.9%	5.3%	3.8%	1.2%	0.7%	2.1%	1.52	0.035	0.002

Q34d 34d. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	1118	0.9%	0.4%	1.7%	5.4%	4.7%	9.5%	77.4%	6.51		
2019	1300	1.7%	0.6%	0.9%	6.3%	4.6%	9.4%	76.5%	6.46	0.292	0.000

Q34e 34e. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	1103	0.9%	0.9%	2.1%	14.9%	5.4%	9.1%	66.7%	6.17		
2019	1281	2.3%	0.6%	1.4%	12.8%	5.8%	9.1%	68.0%	6.19	0.800	0.000

Q34f 34f. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	1123	74.5%	11.8%	4.9%	5.5%	1.2%	1.0%	1.1%	1.54		
2019	1306	75.0%	9.5%	5.8%	5.7%	1.2%	0.7%	2.1%	1.59	0.295	0.000

Q34g 34g. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	1125	75.2%	10.8%	5.2%	5.6%	1.1%	0.6%	1.4%	1.54		
2019	1310	73.3%	9.8%	5.6%	5.4%	2.0%	0.9%	2.9%	1.67	0.012	0.003

Q35 35. How much do you agree or disagree with the following statements?

- I would feel bad if I called someone who was driving, and he/she had a traffic crash because of my call.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	1162	64.0%	20.7%	7.1%	5.5%	0.9%	1.1%	0.6%	1.64		
2019	1352	69.9%	16.8%	6.0%	5.0%	1.0%	0.8%	0.6%	1.55	0.035	0.002

Q36 36. How much do you agree or disagree with the following statements?

- I would feel bad if I texted someone who was driving, and he/she had a traffic crash because of my text.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	1157	64.2%	17.6%	7.9%	6.7%	1.6%	1.3%	0.6%	1.70		
2019	1348	70.1%	14.8%	6.2%	5.8%	1.4%	0.9%	0.9%	1.60	0.026	0.002

Q37 37. How much do you agree or disagree with the following statements?

- Situations come up that are out of my control that require me to have a conversation on a cell phone while driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	1158	7.9%	17.5%	26.7%	16.7%	8.8%	10.6%	11.7%	3.80		
2019	1343	10.3%	15.2%	21.5%	14.4%	8.6%	15.0%	14.8%	4.00	0.006	0.003

Q38 38. How much do you agree or disagree with the following statements?

- Situations come up that are out of my control that require me to read or type on a cell phone while driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	1157	4.1%	4.1%	9.2%	11.0%	9.2%	20.3%	42.0%	5.46		
2019	1341	6.4%	5.5%	9.2%	11.3%	8.5%	23.8%	35.2%	5.22	0.001	0.004

Q39a 39a. Do you approve or disapprove of the following behaviors?

- Having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1164	0.7%	9.3%	15.6%	16.3%	15.5%	18.9%	23.7%	4.88		
2019	1352	2.5%	4.7%	6.8%	10.8%	11.1%	24.4%	39.7%	5.55	0.000	0.039

Q39b 39b. Do you approve or disapprove of the following behaviors?

- Having a conversation on a cell phone without holding it in your hand ("hands free") while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1161	8.2%	24.7%	20.2%	17.6%	10.3%	8.6%	10.3%	3.64		
2019	1351	15.2%	26.5%	15.5%	16.2%	10.1%	6.7%	9.8%	3.39	0.000	0.005

Q39c 39c. Do you approve or disapprove of the following behaviors? - reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1162	0.4%	0.7%	1.5%	6.3%	6.8%	19.9%	64.4%	6.35		
2019	1353	1.1%	1.2%	1.9%	5.3%	7.5%	19.5%	63.4%	6.29	0.178	0.001

Q40a 40a. In your opinion, would most people in your community approve or disapprove of the following behaviors?

- having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1136	3.2%	18.8%	19.5%	22.0%	15.8%	13.9%	6.9%	3.98		
2019	1316	2.4%	9.3%	11.6%	16.4%	18.2%	24.5%	17.8%	4.83	0.000	0.064

Q40b 40b. In your opinion, would most people in your community approve or disapprove of the following behaviors?  
 - having a conversation on a cell phone without holding it in my hand (“hands free”) while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1135	10.7%	31.0%	17.5%	22.0%	8.3%	7.0%	3.5%	3.21		
2019	1318	15.3%	32.0%	16.3%	17.3%	6.1%	7.7%	5.2%	3.11	0.114	0.001

Q40c 40c. In your opinion, would most people in your community approve or disapprove of the following behaviors?  
 - reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1136	1.7%	4.8%	7.9%	13.6%	17.3%	28.2%	26.5%	5.31		
2019	1318	1.4%	3.8%	5.8%	12.3%	14.2%	28.3%	34.1%	5.55	0.000	0.007

Q41 41. Before driving, how likely are you to think about putting your cell phone someplace you cannot get to it or turning it off?

Year	N	Extremely likely	Moderately likely	Slightly likely	Neither likely nor unlikely	Slightly unlikely	Moderately unlikely	Extremely unlikely	I don't drive	Mean	Sig	eta2
2017	1160	17.4%	12.8%	11.6%	19.7%	6.7%	11.9%	18.0%	1.9%	4.03		
2019	1346	23.3%	14.8%	11.5%	16.9%	5.4%	8.6%	17.7%	1.7%	3.71	0.000	0.000

Q42a 42a. Does your family have a rule about the following behaviors?  
 - Never having a conversation on a cell phone while holding it in your hand while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	1155	27.4%	56.7%	8.4%	7.4%	1.96		
2019	1345	43.2%	41.0%	9.9%	5.9%	1.79	0.000	0.011

Q42b 42b. Does your family have a rule about the following behaviors?  
 - Never having a conversation on a cell phone without holding it (“hands free”) while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	1153	19.9%	63.7%	9.0%	7.4%	2.04		
2019	1341	47.3%	35.8%	11.3%	5.7%	1.75	0.000	0.029

Q42c 42c. Does your family have a rule about the following behaviors?  
 - Never reading or typing on a cell phone while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	1153	57.8%	27.3%	7.5%	7.5%	1.65		
2019	1340	40.2%	45.4%	8.8%	5.6%	1.80	0.000	0.008

Q43a 43a. Does your workplace have a policy about the following behaviors?  
 - Never having a conversation on a cell phone while holding it in your hand while driving

Year	N	Yes	No	I don't know	I don't have a workplace	Mean	Sig	eta2
2017	1133	15.7%	31.9%	24.8%	27.6%	2.64		
2019	1315	25.9%	21.7%	22.7%	29.7%	2.56	0.071	0.001

Q43b 43b. Does your workplace have a policy about the following behaviors?  
 - Never having a conversation on a cell phone without holding it ("hands free") while driving

Year	N	Yes	No	I don't know	I don't have a workplace	Mean	Sig	eta2
2017	1128	12.8%	35.1%	24.9%	27.2%	2.67		
2019	1308	25.3%	21.9%	23.5%	29.3%	2.57	0.028	0.002

Q43c 43c. Does your workplace have a policy about the following behaviors?  
 - Never reading or typing on a cell phone while driving

Year	N	Yes	No	I don't know	I don't have a workplace	Mean	Sig	eta2
2017	1128	20.7%	27.8%	24.2%	27.3%	2.58		
2019	1309	25.8%	22.3%	22.6%	29.3%	2.55	0.536	0.000

Q44a 44a. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

Year	N	I was never in this situation	About half the							Mean	Sig	eta2
			Never(1)	(2)	(3)	time(4)	(5)	(6)	Always(7)			
2017	1160	55.2%	10.5%	8.4%	4.6%	8.0%	3.2%	3.4%	6.6%	2.56		
2019	1353	54.1%	10.1%	9.1%	5.8%	6.1%	3.2%	4.0%	7.5%	2.63	0.461	0.000

Q44b 44b. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

Year	N	I was never in this situation	About half the							Mean	Sig	eta2
			Never(1)	(2)	(3)	time(4)	(5)	(6)	Always(7)			
2017	1153	72.1%	11.2%	4.1%	3.6%	4.4%	1.6%	1.2%	1.8%	1.76		
2019	1344	68.8%	12.1%	5.7%	2.6%	4.3%	2.2%	1.4%	2.9%	1.88	0.068	0.000

Q44c 44c. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

Year	N	I was never in this situation	About half the							Mean	Sig	eta2
			Never(1)	(2)	(3)	time(4)	(5)	(6)	Always(7)			
2017	1148	79.4%	10.2%	2.6%	2.4%	2.4%	1.2%	0.8%	1.0%	1.50		
2019	1341	76.4%	10.8%	2.8%	2.2%	3.3%	1.5%	1.3%	1.8%	1.64	0.015	0.000

Q45 45. In your opinion, over the past 12 months how often did most people in your community...  
 - Ask a person who is driving to stop reading or typing on a cell phone?

Year	N	Never(1)	(2)	(3)	About half the time(4)	(5)	(6)	Always(7)	Mean	Sig	eta2
2017	1089	23.8%	26.0%	14.7%	26.5%	4.1%	2.3%	2.6%	2.78		
2019	1269	29.0%	19.3%	14.9%	7.7%	1.6%	0.5%	0.4%	3.87	0.000	0.045

Q46a 46a. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving?  
 - The driver is a family member or close friend

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1164	2.2%	2.3%	2.7%	11.9%	8.2%	14.2%	58.3%	5.98		
2019	1349	3.3%	2.5%	2.5%	13.5%	7.7%	11.9%	58.6%	5.90	0.230	0.001

Q46b 46b. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving?  
 - The driver is an acquaintance or co-worker

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1155	3.1%	3.2%	6.7%	17.8%	13.4%	16.1%	39.7%	5.42		
2019	1338	3.6%	3.2%	5.5%	19.7%	10.4%	15.0%	42.6%	5.46	0.623	0.000

Q46c 46c. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? - The driver is stranger

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	1151	9.8%	5.7%	8.3%	20.0%	9.9%	11.9%	34.4%	4.88		
2019	1329	8.6%	6.4%	7.2%	20.5%	8.7%	11.0%	37.5%	4.98	0.226	0.001

Q47a 47a. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...  
 - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	1142	58.6%	15.7%	10.2%	8.0%	2.1%	1.7%	3.9%	2.00		
2019	1324	64.6%	12.8%	8.3%	6.9%	1.7%	0.8%	4.9%	1.90	0.145	0.001

Q47b 47b. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...  
 - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	1109	11.6%	3.2%	4.3%	13.3%	8.9%	14.8%	43.8%	5.24		
2019	1300	12.2%	2.4%	2.9%	11.2%	8.2%	14.4%	48.6%	5.38	0.099	0.001

Q47c 47c. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

- Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	1107	9.2%	2.6%	3.6%	8.4%	8.6%	16.4%	51.1%	5.58		
2019	1301	9.7%	2.3%	2.3%	8.5%	6.7%	15.0%	55.5%	5.67	0.271	0.001

Q47d 47d. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

- Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	1103	16.0%	5.1%	6.2%	23.1%	15.3%	11.3%	22.9%	4.42		
2019	1286	22.7%	5.4%	5.8%	20.8%	11.0%	11.4%	22.9%	4.18	0.005	0.003

Q47e 47e. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

- Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	1087	31.0%	13.8%	11.5%	31.4%	3.2%	2.7%	6.4%	2.96		
2019	1269	38.1%	11.6%	11.7%	23.5%	3.6%	2.3%	9.2%	2.87	0.238	0.001

Q47f 47f. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

- Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	1103	8.5%	2.1%	2.4%	11.9%	10.3%	20.6%	44.2%	5.52		
2019	1291	9.1%	2.9%	2.8%	10.0%	8.9%	16.5%	49.8%	5.55	0.644	0.000

Q47g 47g. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

- Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	1098	19.6%	11.8%	13.8%	17.9%	6.1%	8.0%	22.8%	3.94		
2019	1291	19.6%	8.8%	12.2%	18.8%	5.7%	6.9%	28.0%	4.15	0.025	0.002

Q48a 48a. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? - You

Year	N	Neither							Mean	Sig	eta2
		Strongly approve	Approve	Somewhat approve	approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove			
2017	1156	49.6%	29.2%	8.6%	8.1%	1.1%	1.2%	2.2%	1.94		
2019	1342	54.5%	26.3%	7.7%	6.8%	0.7%	1.8%	2.2%	1.87	0.155	0.001

Q48b 48b. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? - Most people in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	1129	14.1%	28.7%	26.0%	21.9%	5.3%	2.5%	1.6%	2.89		
2019	1298	20.3%	31.3%	20.9%	18.9%	4.3%	2.7%	1.7%	2.71	0.001	0.005

Q49 49. How comfortable are you to ask a person who is driving to stop reading or typing on a cell phone?

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	1174	4.4%	6.0%	7.7%	26.7%	13.6%	17.8%	23.8%	4.87		
2019	1358	4.9%	4.2%	7.1%	26.6%	12.2%	15.2%	30.0%	5.02	0.031	0.002

Q50 50. How confident are you to ask a person who is driving to stop reading or typing on a cell phone?

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	1172	3.2%	5.3%	7.1%	24.8%	13.5%	21.3%	24.7%	5.03		
2019	1356	4.1%	3.9%	6.9%	25.5%	12.0%	16.5%	31.1%	5.12	0.201	0.001

Sex 51. What is your sex?

Year	N	Male	Female	Other	Mean	Sig	eta2
2017	1145	47.4%	52.4%	0.2%	1.53		
2019	1306	51.7%	47.8%	0.5%	1.49	0.058	0.001

Q53 53. What is the highest level of education that you completed?

Year	N	Less than high school degree	High school graduate (includes GED)	Some college, no degree	2-year college degree (Associate's degree)	4-year college degree (Bachelor's degree)	Graduate or professional degree	Mean	Sig	eta2
2017	1163	2.1%	17.8%	19.5%	15.6%	27.1%	18.0%	4.02		
2019	1359	2.4%	21.7%	25.0%	18.5%	21.5%	10.9%	3.68	0.000	0.014

Q54 54. What kind of vehicle do you drive most often (pick one)?

Year	N	Car	Van	Pick-up truck	SUV	Motorcycle	Other	Mean	Sig	eta2
2017	1167	46.0%	7.0%	11.5%	33.4%	0.2%	1.9%	2.40		
2019	1357	43.4%	7.5%	14.7%	30.7%	0.4%	3.2%	2.47	0.267	0.000

## Q55 55. Is there a child under the age of 18 living in your home?

Year	N	Yes	No	Mean	Sig	eta2
2017	1176	26.7%	73.3%	1.73		
2019	1367	30.7%	69.3%	1.69	0.026	0.002

## Q56 56. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

Year	N	Yes	No	I don't know	Mean	Sig	eta2
2017	1178	63.8%	35.2%	0.9%	1.37		
2019	1365	59.0%	40.4%	0.6%	1.42	0.027	0.002

## Q57 57. Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?

Year	N	People can almost always be trusted	People can usually be trusted	You usually can't be too careful in dealing with people	You almost always can't be too careful in dealing with people	I can't choose / I don't know	Mean	Sig	eta2
2017	1173	3.1%	52.4%	34.7%	8.5%	1.3%	2.53		
2019	1357	2.8%	45.2%	39.9%	10.6%	1.5%	2.63	0.001	0.005

## Q58a 58a. Did you experience the following feelings during a lot of the day yesterday? - physical pain

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	1177	75.7%	22.9%	1.4%	1.26		
2019	1343	67.8%	31.6%	0.7%	1.33	0.000	0.006

## Q58b 58b. Did you experience the following feelings during a lot of the day yesterday? - worry

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	1171	74.6%	23.5%	2.0%	1.27		
2019	1338	67.7%	31.5%	0.7%	1.33	0.004	0.003

## Q58c 58c. Did you experience the following feelings during a lot of the day yesterday? - sadness

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	1171	82.0%	16.0%	2.0%	1.20		
2019	1330	77.0%	22.1%	0.9%	1.24	0.033	0.002

Q58d 58d. Did you experience the following feelings during a lot of the day yesterday? - stress

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	1172	63.7%	34.3%	2.0%	1.38		
2019	1331	58.0%	41.2%	0.8%	1.43	0.036	0.002

Q58e 58e. Did you experience the following feelings during a lot of the day yesterday? - anger

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	1172	86.7%	11.0%	2.3%	1.16		
2019	1327	82.2%	17.0%	0.8%	1.19	0.072	0.001

## Appendix V. Park Rapids Community Survey Statistical Report

This appendix shows the relative frequencies and means of the responses to the Park Rapids Community survey in 2017 and 2019 (“Sig” represents the statistical significance of the difference between the means, p, and eta2 represents the effect size of the difference,  $\eta^2$ ).

1. I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

Year	N	Strongly agree	Agree	Somewhat Agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	495	47.9%	24.8%	11.5%	6.7%	2.8%	3.2%	3.0%	2.14		
2019	409	40.6%	24.4%	11.0%	9.8%	4.2%	4.4%	5.6%	2.48	0.002	0.011

2. I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways are zero.

Year	N	Strongly agree	Agree	Somewhat Agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	495	47.9%	24.8%	11.5%	6.7%	2.8%	3.2%	3.0%	1.71		
2019	409	40.6%	24.4%	11.0%	9.8%	4.2%	4.4%	5.6%	1.97	0.005	0.009

3a. How concerned are the following people about traffic safety in our community? - You

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	491	63.1%	21.8%	5.7%	4.5%	1.8%	1.6%	1.4%	5.62		
2019	407	57.0%	21.6%	5.4%	8.6%	2.0%	1.7%	3.7%	5.47	0.182	0.002

3b. How concerned are the following people about traffic safety in our community? - Your family

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	454	3.5%	4.8%	2.2%	14.5%	11.0%	23.8%	40.1%	5.56		
2019	382	4.2%	4.2%	4.2%	16.0%	11.3%	20.9%	39.3%	5.46	0.367	0.001

3c. How concerned are the following people about traffic safety in our community? - Your friends

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	445	3.4%	4.3%	3.6%	20.2%	12.6%	24.3%	31.7%	5.34		
2019	374	3.5%	4.3%	6.1%	20.6%	14.2%	19.3%	32.1%	5.24	0.383	0.001

3d. How concerned are the following people about traffic safety in our community? - Your employer

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
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2017	286	6.6%	3.8%	4.2%	18.9%	11.2%	23.8%	31.5%	5.21		
2019	231	10.4%	5.6%	5.6%	21.2%	9.1%	16.9%	31.2%	4.88	0.049	0.007

3e. How concerned are the following people about traffic safety in our community?  
- Most people (age 18 and older) in your community

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	431	2.8%	6.5%	7.9%	37.4%	11.6%	14.2%	19.7%	4.70		
2019	351	4.0%	5.4%	12.3%	32.8%	13.1%	12.0%	20.5%	4.64	0.590	0.000

4a. During the past 30 days, on how many occasions did you drive... - within two hours of drinking any amount of alcohol?

Year	N	0	1	2	3	Mean	Sig	eta2
2017	492	97.2%	2.2%	0.6%	0.0%	1.44		
2019	404	98.5%	1.0%	0.2%	0.2%	1.53	0.206	0.002

4b. During the past 30 days, on how many occasions did you drive... - after having perhaps too much to drink?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	1179	95.3%	2.1%	1.3%	0.5%	0.3%	0.2%	0.3%	1.03		
2019	503	95.2%	3.2%	0.6%	0.4%	0.0%	0.0%	0.6%	1.02	0.383	0.001

5a. In your opinion during the past 30 days, on how many occasions did most people in your community drive...  
- within two hours of drinking any amount of alcohol?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	375	10.7%	9.1%	15.5%	25.9%	13.1%	3.5%	22.4%	4.22		
2019	342	13.5%	10.8%	16.7%	22.8%	10.5%	5.0%	20.8%	4.04	0.233	0.002

5b. In your opinion during the past 30 days, on how many occasions did most people in your community drive...  
- after having perhaps too much to drink?

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	370	17.6%	14.3%	17.3%	22.2%	9.7%	4.1%	14.9%	3.64		
2019	336	19.3%	14.6%	22.6%	15.8%	8.3%	4.2%	15.2%	3.52	0.442	0.001

6a. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
How willing would you be to drive in the following situations? - Drive in an emergency

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	439	28.0%	20.3%	5.7%	5.5%	21.9%	5.0%	4.3%	9.3%	3.52		
2019	382	27.2%	18.6%	8.9%	5.2%	21.2%	5.0%	3.1%	10.7%	3.56	0.816	0.000

6b. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
 How willing would you be to drive in the following situations? - Drive home on side streets

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	433	29.8%	32.6%	7.9%	4.8%	13.2%	4.6%	3.7%	3.5%	2.85		
2019	375	28.3%	33.9%	6.4%	4.0%	13.9%	5.3%	3.5%	4.8%	2.95	0.476	0.000

6c. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
 How willing would you be to drive in the following situations? - Drive home on the highway

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	435	31.0%	37.2%	7.6%	5.3%	9.7%	3.0%	2.5%	3.7%	2.63		
2019	376	29.3%	39.6%	5.6%	3.5%	12.5%	2.7%	1.9%	5.1%	2.71	0.540	0.000

6d. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
 How willing would you be to drive in the following situations? - Drive if you don't feel "buzzed" or "drunk"

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	434	29.7%	35.3%	6.9%	5.3%	12.2%	2.8%	4.6%	3.2%	2.78		
2019	378	29.9%	35.2%	6.6%	3.7%	14.3%	3.7%	3.2%	3.4%	2.78	0.975	0.000

6e. Suppose you are in a situation where you have consumed alcohol in the past two hours.  
 How willing would you be to drive in the following situations?

- Drive even though you feel you have had perhaps too much to drink

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	434	29.7%	35.3%	6.9%	5.3%	12.2%	2.8%	4.6%	3.2%	1.88		
2019	378	29.9%	35.2%	6.6%	3.7%	14.3%	3.7%	3.2%	3.4%	1.81	0.243	0.000

6f. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? - Drive when you have also been using other substances or drugs

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	Mean	Sig	eta2
2017	414	44.4%	53.4%	1.2%	0.5%	0.5%	1.59		

2019 366 42.9% 56.3% 0.0% 0.0% 0.8% 1.60 0.928 0.000

7a. "For me, driving within two hours of drinking any amount of alcohol feels..." Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	399	0.8%	2.5%	4.0%	13.8%	7.5%	12.0%	59.4%	5.98		
2019	327	2.8%	1.8%	3.1%	16.2%	7.3%	12.8%	56.0%	5.86	0.271	0.002

7b. "For me, driving within two hours of drinking any amount of alcohol feels..." Dangerous: Safe

Year	N	Dangerous			Safe				Mean	Sig	eta2
		1	2	3	4	5	6	7			
2017	390	52.8%	12.3%	10.3%	14.6%	4.4%	3.8%	1.8%	2.24		
2019	337	51.3%	10.1%	9.2%	16.0%	5.9%	3.3%	4.2%	2.42	0.167	0.003

7c. "For me, driving within two hours of drinking any amount of alcohol feels..." Foolish: Smart

Year	N	Dangerous			Safe				Mean	Sig	eta2
		1	2	3	4	5	6	7			
2017	390	52.8%	12.3%	10.3%	14.6%	4.4%	3.8%	1.8%	2.05		
2019	337	51.3%	10.1%	9.2%	16.0%	5.9%	3.3%	4.2%	2.11	0.545	0.001

7d. "For me, driving within two hours of drinking any amount of alcohol feels..." Pleasant: Unpleasant

Year	N	Pleasant			Unpleasant				Mean	Sig	eta2
		1	2	3	4	5	6	7			
2017	380	1.8%	1.1%	1.6%	19.5%	6.1%	13.4%	56.6%	5.93		
2019	309	1.9%	1.0%	1.0%	21.7%	7.8%	13.6%	53.1%	5.85	0.481	0.001

7e. "For me, driving within two hours of drinking any amount of alcohol feels..." Efficient: Wasteful

Year	N	Efficient			Wasteful				Mean	Sig	eta2
		1	2	3	4	5	6	7			
2017	362	3.3%	1.1%	1.9%	26.0%	5.0%	11.9%	50.8%	5.67		
2019	294	1.0%	1.4%	3.4%	25.5%	9.2%	10.2%	49.3%	5.68	0.921	0.000

7f. "For me, driving within two hours of drinking any amount of alcohol feels..." Harmful: Beneficial

Year	N	Harmful			Beneficial				Mean	Sig	eta2
		1	2	3	4	5	6	7			
2017	378	57.4%	13.8%	8.2%	17.5%	1.6%	0.5%	1.1%	1.98		
2019	319	53.6%	12.5%	11.6%	18.2%	2.2%	0.3%	1.6%	2.10	0.250	0.002

7g. "For me, driving within two hours of drinking any amount of alcohol feels..." Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
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2017	364	56.0%	11.0%	8.8%	20.6%	1.6%	0.8%	1.1%	2.08		
2019	304	51.6%	13.2%	13.2%	18.4%	2.0%	0.3%	1.3%	2.12	0.683	0.000

8. How much do you agree or disagree with the following statements?  
 - People who drive after drinking alcohol are more likely to get stopped by the police.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	458	18.6%	24.2%	26.2%	18.3%	7.2%	4.6%	0.9%	2.89		
2019	391	19.7%	24.8%	27.1%	21.2%	3.8%	3.1%	0.3%	2.75	0.143	0.003

9. How much do you agree or disagree with the following statements?  
 - People who drive after drinking alcohol are more likely to be in a traffic crash.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	462	37.7%	32.7%	19.0%	6.7%	1.9%	1.3%	0.6%	2.09		
2019	394	33.5%	33.2%	23.9%	6.3%	2.3%	0.3%	0.5%	2.13	0.575	0.000

10. How much do you agree or disagree with the following statements?  
 - Impairment begins with the first sip of alcohol.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	456	22.8%	21.3%	18.2%	11.8%	9.2%	13.2%	3.5%	3.17		
2019	390	18.7%	20.5%	14.9%	17.2%	10.3%	13.1%	5.4%	3.41	0.063	0.004

11. How much do you agree or disagree with the following statements? - Alcohol impairs driving performance.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	465	49.7%	33.3%	11.4%	4.1%	0.9%	0.0%	0.6%	1.76		
2019	393	47.6%	34.4%	10.4%	4.8%	1.5%	0.5%	0.8%	1.83	0.301	0.001

12a. How much do you approve or disapprove of... - driving within two hours of drinking any alcohol?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	448	1.8%	3.3%	10.0%	18.3%	13.6%	23.4%	29.5%	5.27		
2019	388	3.4%	4.9%	8.2%	19.8%	15.5%	22.4%	25.8%	5.10	0.125	0.003

12b. How much do you approve or disapprove of... - driving after having perhaps too much to drink?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	453	2.6%	0.4%	0.4%	1.1%	2.2%	16.1%	77.0%	6.56		
2019	387	3.4%	0.3%	0.0%	1.3%	1.3%	15.8%	78.0%	6.56	0.996	0.000

13a. In your opinion, how much do most people in your community approve or disapprove of... - driving within two hours of drinking any alcohol?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	406	3.0%	9.9%	19.0%	24.9%	22.9%	13.8%	6.7%	4.23		
2019	355	3.4%	14.4%	20.3%	23.1%	19.7%	11.8%	7.3%	4.06	0.129	0.003

13b. In your opinion, how much do most people in your community approve or disapprove of... - driving after having perhaps too much to drink?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	407	2.9%	3.2%	6.9%	12.5%	14.7%	32.2%	27.5%	5.40		
2019	354	2.5%	3.1%	9.9%	12.1%	16.9%	27.7%	27.7%	5.32	0.488	0.001

14. I plan so that I never have to drive after drinking alcohol. This may include choosing not to drink.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	441	48.1%	23.8%	12.2%	7.3%	4.3%	2.5%	1.8%	2.11		
2019	369	46.6%	27.6%	9.5%	8.1%	3.5%	2.7%	1.9%	2.10	0.951	0.000

15. Does your family have a rule about never driving after drinking alcohol?

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	440	52.5%	29.5%	11.6%	6.4%	1.72		

2019 377 53.1% 31.0% 10.3% 5.6% 1.68 0.588 0.000

16. Does your workplace have a policy about never driving after drinking alcohol?

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	410	24.4%	15.9%	17.3%	42.4%	2.78		
2019	348	26.4%	14.4%	17.5%	41.7%	2.74	0.708	0.000

17. Thinking back over the past 12 months, how often did you try to prevent someone from driving after they had perhaps too much to drink?

Year	N	I was never in that situation	About half the time							Mean	Sig	eta2
			Never(1)	(2)	(3)	(4)	(5)	(6)	Always(7)			
2017	456	69.3%	11.6%	7.2%	2.2%	2.6%	1.3%	0.2%	5.5%	1.89		
2019	381	69.0%	9.2%	6.0%	2.1%	3.4%	1.0%	2.9%	6.3%	2.08	0.173	0.000

18. In your opinion, how often did most people who were in a situation to prevent a person from driving who had perhaps too much to drink actually try to prevent them from driving?

Year	N	Never (1)	About half the time							Mean	Sig	eta2
			(2)	(3)	(4)	(5)	(6)	Always (7)				
2017	389	13.9%	12.3%	16.2%	34.4%	9.8%	8.0%	5.4%	3.59			
2019	332	11.4%	11.7%	14.5%	36.1%	11.1%	5.1%	9.9%	3.79	0.114	0.003	

19a. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
- A family member or close friend.

Year	N	Not at all willing (1)	Moderately willing							Mean	Sig	eta2
			(2)	(3)	(4)	(5)	(6)	Extremely willing (7)				
2017	441	2.0%	1.1%	0.5%	6.8%	4.5%	10.2%	74.8%	6.41			
2019	376	0.5%	0.3%	1.3%	9.6%	2.7%	9.0%	76.6%	6.47	0.445	0.001	

19b. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
- An acquaintance or co-worker.

Year	N	Not at all willing (1)	Moderately willing							Mean	Sig	eta2
			(2)	(3)	(4)	(5)	(6)	Extremely willing (7)				
2017	429	2.3%	1.6%	0.5%	13.8%	9.6%	17.5%	54.8%	5.98			
2019	365	0.8%	0.8%	0.8%	13.7%	5.8%	17.3%	60.8%	6.18	0.043	0.005	

19c. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
 - A stranger

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	428	11.4%	8.4%	7.2%	28.5%	10.0%	10.7%	23.6%	4.44		
2019	367	9.5%	6.5%	9.5%	32.2%	10.1%	9.3%	22.9%	4.46	0.877	0.000

19d. Suppose you were in a situation where you saw a person who had perhaps too much to drink. How willing would you be to ask the following people to stay where they are or try to find a ride for them (including offering them a ride)?  
 - A person who has obviously had way too much to drink.

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	433	8.5%	5.3%	3.0%	18.9%	7.9%	13.4%	43.0%	5.24		
2019	369	8.9%	3.3%	3.8%	18.7%	10.0%	12.5%	42.8%	5.46	0.884	0.000

20a. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	418	66.0%	16.3%	6.5%	7.7%	1.0%	0.5%	2.2%	1.71		
2019	361	66.5%	18.3%	7.5%	5.3%	0.8%	0.3%	1.4%	1.62	0.290	0.001

20b. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	395	14.7%	6.6%	7.3%	17.0%	7.8%	11.9%	34.7%	4.71		
2019	333	13.5%	4.5%	12.0%	14.4%	8.4%	13.5%	33.6%	4.75	0.822	0.000

20c. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	394	7.1%	0.8%	2.0%	6.3%	7.9%	15.2%	60.7%	5.95		
2019	337	7.4%	0.3%	3.3%	6.8%	7.7%	16.9%	57.6%	5.88	0.574	0.000

20d. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Pleasant: Unpleasant

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
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2017	394	7.1%	0.8%	2.0%	6.3%	7.9%	15.2%	60.7%	4.47		
2019	337	7.4%	0.3%	3.3%	6.8%	7.7%	16.9%	57.6%	4.56	0.574	0.000

20e. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	363	39.9%	16.8%	14.3%	22.9%	1.9%	0.0%	4.1%	2.47		
2019	298	33.9%	19.8%	19.5%	22.8%	1.3%	0.3%	2.3%	2.48	0.880	0.000

20f. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	381	6.0%	0.0%	1.6%	8.7%	9.4%	17.6%	56.7%	5.95		
2019	317	5.0%	0.9%	1.9%	6.9%	11.0%	21.8%	52.4%	5.93	0.853	0.000

20g. For me, trying to prevent a person from driving after having perhaps too much to drink feels ...  
 - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	380	26.8%	13.2%	7.9%	19.5%	6.3%	5.3%	21.1%	3.65		
2019	320	20.9%	14.7%	11.9%	16.6%	7.2%	8.1%	20.6%	3.81	0.345	0.001

21. How much do you agree or disagree with the following statements?

- I would appreciate someone who tried to prevent me from driving if I had too much to drink.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	456	62.7%	30.3%	3.5%	3.1%	0.2%	0.0%	0.2%	1.49		
2019	380	58.7%	33.2%	3.2%	3.9%	0.3%	0.5%	0.3%	1.57	0.166	0.002

22. How much do you agree or disagree with the following statements?

- People who have had perhaps too much to drink don't want someone to prevent them from driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	458	10.5%	27.7%	29.9%	16.8%	5.9%	5.7%	3.5%	3.11		
2019	382	13.1%	29.3%	27.7%	13.4%	5.0%	7.9%	3.7%	3.06	0.641	0.000

23. How much do you agree or disagree with the following statements?

- Preventing someone from driving who has had perhaps too much to drink makes our roads safer.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	467	66.8%	26.3%	2.1%	0.9%	0.4%	0.4%	3.0%	1.55		
2019	389	72.5%	22.1%	1.8%	1.8%	0.0%	0.5%	1.3%	1.41	0.064	0.004

24. How much do you agree or disagree with the following statements?

- I believe we have a responsibility for the safety of our community to prevent people from driving after they have had perhaps too much to drink.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	463	56.2%	30.5%	8.2%	3.7%	0.4%	0.2%	0.9%	1.66		
2019	390	52.8%	35.9%	7.7%	3.6%	0.0%	0.0%	0.0%	1.62	0.534	0.000

25. How much do you agree or disagree with the following statements?

- If I witness someone who has had perhaps too much to drink, I believe it is my responsibility to take immediate action to prevent him or her from driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	460	27.8%	30.2%	27.0%	10.9%	2.2%	1.1%	0.9%	2.36		
2019	389	28.8%	29.6%	28.0%	11.6%	1.3%	0.8%	0.0%	2.29	0.393	0.001

26. How much do you agree or disagree with the following statements?

- I believe I should try to prevent someone from driving if the person has had perhaps too much to drink.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	462	34.8%	35.1%	20.8%	7.6%	0.4%	0.6%	0.6%	2.08		
2019	388	36.3%	34.3%	21.9%	6.4%	0.0%	1.0%	0.0%	2.03	0.432	0.001

27a. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? - You

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	457	49.5%	37.0%	9.2%	2.6%	0.4%	0.9%	0.4%	1.72		
2019	384	52.9%	31.8%	8.6%	4.7%	0.3%	0.8%	1.0%	1.74	0.750	0.000

27b. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? - Most people in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	457	49.5%	37.0%	9.2%	2.6%	0.4%	0.9%	0.4%	2.59		
2019	384	52.9%	31.8%	8.6%	4.7%	0.3%	0.8%	1.0%	2.57	0.825	0.000

28. How comfortable are you to prevent a person from driving after they have had perhaps too much to drink?

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	464	14.0%	7.3%	9.1%	34.1%	13.1%	10.8%	11.6%	4.04		
2019	388	12.6%	9.5%	11.6%	30.9%	12.6%	9.8%	12.9%	4.02	0.901	0.000

29. How confident are you to prevent a person from driving after they have had perhaps too much to drink?

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	461	10.6%	10.0%	10.4%	40.6%	10.0%	7.2%	11.3%	3.96		
2019	386	10.1%	7.3%	13.2%	36.0%	12.2%	8.8%	12.4%	4.09	0.261	0.001

30a. During the past 30 days, while driving, how often have you...  
 - had a conversation on a cell phone while holding it in your hand?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	484	43.6%	22.7%	12.6%	10.7%	8.5%	1.2%	0.6%	2.24		
2019	402	63.9%	22.9%	5.7%	4.2%	2.7%	0.2%	0.2%	1.61	0.000	0.058

30b. During the past 30 days, while driving, how often have you...  
 - had a conversation on a cell phone without holding it ("hands-free")?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	482	63.1%	8.9%	7.5%	7.5%	8.7%	3.5%	0.8%	2.04		
2019	401	43.4%	12.7%	11.7%	11.2%	9.0%	8.5%	3.5%	2.69	0.000	0.034

30c. During the past 30 days, while driving, how often have you... - typed or read on a cell phone?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	481	69.2%	18.3%	5.8%	4.0%	1.7%	0.4%	0.6%	1.54		
2019	398	71.9%	18.3%	4.3%	2.8%	2.3%	0.0%	0.5%	1.47	0.302	0.001

31a. In your opinion during the past 30 days, how often did most people in your community... - have a conversation on a cell phone while holding it in their hand while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	452	4.0%	2.9%	12.6%	11.7%	46.5%	16.6%	5.8%	4.67		
2019	371	2.2%	8.1%	18.9%	21.6%	41.5%	5.7%	2.2%	4.18	0.000	0.034

31b. In your opinion during the past 30 days, how often did most people in your community... - have a conversation on a cell phone without holding it ("hands free") while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	427	5.4%	7.5%	11.7%	26.0%	38.4%	7.3%	3.7%	4.21		
2019	368	2.7%	6.8%	16.8%	22.6%	40.2%	8.2%	2.7%	4.26	0.611	0.000

31c. In your opinion during the past 30 days, how often did most people in your community... - type or read on a cell phone while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	437	6.9%	5.3%	12.6%	20.6%	38.9%	11.2%	4.6%	4.31		
2019	363	6.3%	9.1%	20.4%	24.2%	32.5%	5.5%	1.9%	3.92	0.000	0.019

32a. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	421	1.2%	2.1%	5.2%	19.0%	7.1%	15.0%	50.4%	5.75		
2019	353	0.6%	0.8%	2.3%	9.9%	5.9%	13.3%	67.1%	6.28	0.000	0.034

32b. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	439	50.6%	13.7%	10.7%	17.8%	2.7%	3.9%	0.7%	2.23		

2019 370 64.3% 13.8% 10.5% 8.6% 1.9% 0.8% 0.0% 1.72 0.000 0.033

32c. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	412	47.3%	14.8%	11.4%	23.1%	2.2%	0.7%	0.5%	2.22		
2019	352	62.8%	14.8%	11.1%	10.5%	0.6%	0.3%	0.0%	1.72	0.000	0.038

32d. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	402	0.7%	0.5%	1.2%	21.9%	10.7%	15.9%	49.0%	5.85		
2019	345	1.2%	0.3%	0.6%	10.4%	9.9%	16.5%	61.2%	6.22	0.000	0.020

32e. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	389	1.8%	2.1%	5.7%	27.8%	11.8%	11.8%	39.1%	5.38		
2019	328	1.2%	2.1%	3.7%	22.3%	7.3%	11.3%	52.1%	5.75	0.002	0.014

32f. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	406	46.1%	14.8%	8.9%	25.1%	2.5%	1.5%	1.2%	2.33		
2019	350	56.0%	16.0%	10.3%	13.4%	2.0%	1.1%	1.1%	1.97	0.001	0.015

32g. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	408	47.3%	14.7%	11.0%	23.3%	1.5%	1.5%	0.7%	2.24		
2019	354	57.1%	15.0%	11.3%	14.1%	1.4%	0.3%	0.8%	1.92	0.001	0.014

33a. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	399	6.0%	9.3%	9.3%	31.6%	8.0%	10.3%	25.6%	4.59		

2019 339 10.6% 11.2% 13.3% 25.1% 12.7% 6.8% 20.4% 4.20 0.005 0.011

33b. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	406	21.7%	7.4%	9.6%	27.3%	15.3%	9.4%	9.4%	3.73		
2019	342	14.3%	9.4%	9.4%	24.6%	15.8%	12.6%	14.0%	4.12	0.005	0.010

33c. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	391	23.5%	7.9%	11.3%	32.7%	10.2%	7.9%	6.4%	3.48		
2019	343	16.3%	9.6%	9.0%	30.3%	9.6%	9.3%	15.7%	3.98	0.000	0.018

33d. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	381	4.5%	4.7%	6.3%	36.7%	15.5%	10.0%	22.3%	4.73		
2019	332	9.6%	8.7%	8.4%	31.9%	11.1%	10.5%	19.6%	4.36	0.005	0.011

33e. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	376	6.4%	8.2%	11.4%	37.0%	9.6%	7.7%	19.7%	4.37		
2019	326	13.8%	11.7%	10.1%	32.8%	8.3%	7.1%	16.3%	3.96	0.003	0.012

33f. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	381	21.8%	7.1%	13.1%	36.5%	8.4%	8.7%	4.5%	3.46		
2019	332	15.4%	9.9%	9.9%	31.3%	12.0%	10.2%	11.1%	3.90	0.001	0.015

33g. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	387	24.0%	7.5%	14.0%	39.0%	7.0%	4.9%	3.6%	3.27		

2019 339 17.1% 10.6% 13.0% 33.9% 8.8% 5.9% 10.6% 3.67 0.002 0.014

34a. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
- Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	421	1.0%	0.2%	0.5%	1.2%	2.4%	6.9%	87.9%	6.76		
2019	356	0.8%	0.0%	0.0%	3.9%	0.8%	7.9%	86.5%	6.74	0.688	0.000

34b. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
- Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	446	87.9%	7.8%	1.3%	1.8%	0.7%	0.0%	0.4%	1.21		
2019	371	86.3%	8.6%	1.1%	3.0%	0.3%	0.3%	0.5%	1.25	0.448	0.001

34c. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
- Foolish: Smart

Year	N	Foolish 1	2	3	4	5	Smart 7	Mean	Sig	eta2
2017	409	86.3%	9.5%	1.7%	2.0%	0.5%	0.0%	1.21		
2019	356	84.3%	11.0%	0.8%	3.1%	0.6%	0.3%	1.26	0.301	0.001

34d. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
- Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	405	1.0%	0.2%	0.5%	3.5%	2.5%	7.9%	84.4%	6.68		
2019	346	0.6%	0.3%	0.0%	4.3%	2.6%	9.8%	82.4%	6.67	0.928	0.000

34e. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
- Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	388	0.8%	0.5%	1.0%	9.8%	3.9%	10.6%	73.5%	6.41		
2019	333	0.0%	0.3%	0.3%	12.6%	4.8%	9.9%	72.1%	6.40	0.902	0.000

34f. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
- Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	410	81.7%	10.2%	2.4%	4.4%	0.7%	0.2%	0.2%	1.34		
2019	353	76.8%	13.0%	4.0%	4.5%	0.6%	0.3%	0.8%	1.43	0.160	0.003

34g. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."

- Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	415	81.7%	10.6%	2.7%	3.1%	1.0%	0.2%	0.7%	1.35		
2019	357	79.0%	11.2%	2.8%	4.5%	0.6%	0.3%	1.7%	1.44	0.202	0.002

35. How much do you agree or disagree with the following statements?

- I would feel bad if I called someone who was driving and he/she had a traffic crash because of my call.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	461	70.1%	19.1%	5.6%	3.5%	1.1%	0.7%	0.0%	1.48		
2019	382	67.0%	21.5%	6.0%	3.7%	0.3%	0.5%	1.0%	1.54	0.362	0.001

36. How much do you agree or disagree with the following statements?

- I would feel bad if I texted someone who was driving and he/she had a traffic crash because of my text.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	454	71.8%	15.2%	6.8%	3.7%	1.5%	0.9%	0.0%	1.51		
2019	376	67.3%	20.7%	6.1%	4.0%	0.5%	0.3%	1.1%	1.55	0.556	0.000

37. How much do you agree or disagree with the following statements?

- Situations come up that are out of my control that require me to have a conversation on a cell phone while driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	448	8.3%	16.3%	24.3%	13.4%	8.9%	12.1%	16.7%	4.02		
2019	376	8.5%	14.9%	17.3%	16.2%	6.4%	17.6%	19.1%	4.26	0.071	0.004

38. How much do you agree or disagree with the following statements?

- Situations come up that are out of my control that require me to read or type on a cell phone while driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	446	4.5%	3.1%	7.4%	9.6%	8.3%	24.0%	43.0%	5.58		
2019	376	6.6%	3.5%	4.8%	11.7%	8.0%	23.9%	41.5%	5.49	0.440	0.001

39a. Do you approve or disapprove of the following behaviors?  
 - having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	465	1.3%	9.7%	13.8%	11.4%	11.8%	21.7%	30.3%	5.09		
2019	389	1.8%	3.3%	5.9%	5.1%	8.7%	30.1%	45.0%	5.86	0.000	0.050

39b. Do you approve or disapprove of the following behaviors?  
 - having a conversation on a cell phone without holding it in your hand ("hands free") while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	464	6.7%	21.1%	16.6%	14.9%	12.3%	14.2%	14.2%	4.05		
2019	387	11.4%	30.0%	10.3%	13.4%	12.7%	10.1%	12.1%	3.65	0.003	0.010

39c. Do you approve or disapprove of the following behaviors?  
 - reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	461	0.9%	0.2%	1.5%	1.5%	3.3%	21.7%	70.9%	6.55		
2019	385	1.3%	0.0%	1.3%	1.6%	4.7%	22.6%	68.6%	6.50	0.501	0.001

40a. In your opinion, would most people in your community approve or disapprove of the following behaviors?  
 - having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	426	4.2%	20.2%	17.8%	18.3%	18.3%	15.0%	6.1%	3.96		
2019	355	2.0%	8.2%	15.5%	14.4%	18.6%	26.5%	14.9%	4.79	0.000	0.060

40b. In your opinion, would most people in your community approve or disapprove of the following behaviors?  
 - having a conversation on a cell phone without holding it in my hand ("hands free") while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	424	8.7%	32.5%	21.2%	17.7%	9.4%	6.8%	3.5%	3.21		
2019	356	11.8%	34.3%	16.9%	13.5%	10.7%	9.0%	3.9%	3.20	0.892	0.000

40c. In your opinion, would most people in your community approve or disapprove of the following behaviors?  
 - reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	422	2.4%	4.7%	9.0%	9.5%	16.1%	32.5%	25.8%	5.33		
2019	353	0.8%	3.4%	5.9%	8.8%	18.1%	31.7%	31.2%	5.60	0.014	0.008

41. Before driving, how likely are you to think about putting your cell phone someplace you cannot get to it or turning it off?

Year	N	Extremely likely	Moderately likely	Slightly likely	Neither likely nor unlikely	Slightly unlikely	Moderately unlikely	Extremely unlikely	I don't drive	Mean	Sig	eta2
2017	453	23.0%	15.7%	6.2%	15.2%	8.2%	9.7%	19.2%	2.9%	3.90		
2019	379	26.9%	14.8%	7.7%	16.6%	4.7%	10.6%	16.9%	1.8%	3.66	0.131	0.000

42a. Does your family have a rule about the following behaviors? - never having a conversation on a cell phone while holding it in your hand while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	451	24.8%	49.4%	16.2%	9.5%	2.10		
2019	377	47.2%	31.6%	13.8%	7.4%	1.81	0.000	0.025

42b. Does your family have a rule about the following behaviors? - never having a conversation on a cell phone without holding it ("hands free") while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	447	19.2%	54.6%	16.6%	9.6%	2.17		
2019	374	25.4%	50.5%	16.8%	7.2%	2.06	0.072	0.004

42c. Does your family have a rule about the following behaviors? - never reading or typing on a cell phone while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	449	50.1%	25.4%	14.7%	9.8%	1.84		
2019	374	56.7%	23.3%	12.8%	7.2%	1.71	0.048	0.005

43a. Does your workplace have a policy about the following behaviors? - never having a conversation on a cell phone while holding it in your hand while driving

Year	N	Yes	No	I don't know	I don't have a workplace	Mean	Sig	eta2
2017	416	12.0%	22.8%	17.1%	48.1%	3.01		
2019	351	17.4%	17.7%	20.5%	44.4%	2.92	0.257	0.002

43b. Does your workplace have a policy about the following behaviors? - never having a conversation on a cell phone without holding it ("hands free") while driving

Year	N	Yes	No	I don't know	I don't have a workplace	Mean	Sig	eta2
2017	413	9.7%	25.4%	17.7%	47.2%	3.02		
2019	344	11.6%	24.1%	21.2%	43.0%	2.96	0.382	0.001

43c. Does your workplace have a policy about the following behaviors? - never reading or typing on a cell phone while driving

Year	N	Yes	No	I don't know	I don't have a workplace	Mean	Sig	eta2
2017	412	16.0%	19.2%	17.5%	47.3%	2.96		
2019	345	18.3%	17.1%	20.9%	43.8%	2.90	0.476	0.001

44a. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member or close friend

Year	N	I was never in this situation	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	466	59.4%	12.2%	6.7%	3.4%	7.5%	2.1%	1.5%	7.1%	2.35		
2019	387	64.6%	10.9%	5.4%	4.1%	5.9%	2.6%	2.1%	4.4%	2.14	0.137	0.000

44b. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? An acquaintance or co-worker

Year	N	I was never in this situation	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	458	74.2%	15.1%	2.6%	1.5%	2.2%	0.9%	0.9%	2.6%	1.62		
2019	375	76.5%	12.8%	1.1%	2.1%	3.2%	1.9%	0.8%	1.6%	1.59	0.836	0.000

44c. Thinking back over the last 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

Year	N	I was never in this situation	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	459	82.8%	12.4%	0.2%	0.0%	1.5%	0.9%	0.7%	1.5%	1.38		
2019	377	82.8%	10.3%	0.5%	1.6%	2.4%	0.5%	0.3%	1.6%	1.41	0.703	0.000

45. In your opinion, over the past 12 months how often did most people in your community...  
 - ask a person who is driving to stop reading or typing on a cell phone?

Year	N	I was never in this situation	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	459	82.8%	12.4%	0.2%	0.0%	1.5%	0.9%	0.7%	1.5%	2.79		
2019	377	82.8%	10.3%	0.5%	1.6%	2.4%	0.5%	0.3%	1.6%	2.60	0.092	0.000

46a. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? - The driver is a family member or close friend

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	459	2.4%	2.2%	2.0%	14.8%	7.0%	15.3%	56.4%	5.93		
2019	387	2.1%	1.3%	0.8%	11.9%	7.0%	13.2%	63.8%	6.15	0.031	0.006

46b. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? - The driver is an acquaintance or co-worker

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	444	4.1%	3.4%	5.0%	19.1%	8.3%	14.0%	46.2%	5.51		
2019	378	2.4%	2.6%	2.4%	16.1%	7.7%	16.7%	52.1%	5.83	0.007	0.009

46c. Suppose you are a passenger in a vehicle and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? - The driver is stranger

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	438	11.9%	6.2%	5.0%	20.3%	4.1%	9.6%	42.9%	4.99		
2019	377	9.5%	5.6%	2.1%	19.1%	6.6%	11.7%	45.4%	5.24	0.091	0.003

47a. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

## - Necessary: Unnecessary

Year	N	Necessary 1	2	3	4	5	6	Unnecessary 7	Mean	Sig	eta2
2017	422	64.7%	11.6%	6.2%	10.9%	1.2%	0.9%	4.5%	1.93		
2019	355	67.3%	14.6%	5.4%	7.3%	1.4%	1.7%	2.3%	1.75	0.093	0.004

## 47b. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

## - Dangerous: Safe

Year	N	Dangerous 1	2	3	4	5	6	Safe 7	Mean	Sig	eta2
2017	405	17.8%	6.2%	3.2%	12.3%	7.2%	8.4%	44.9%	4.90		
2019	340	18.5%	3.8%	2.4%	10.9%	7.6%	14.4%	42.4%	4.98	0.639	0.000

## 47c. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

## - Foolish: Smart

Year	N	Foolish 1	2	3	4	5	6	Smart 7	Mean	Sig	eta2
2017	397	14.1%	4.0%	2.0%	10.1%	5.8%	8.6%	55.4%	5.37		
2019	340	15.3%	2.9%	1.8%	5.6%	5.9%	18.2%	50.3%	5.40	0.858	0.000

## 47d. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

## - Pleasant: Unpleasant

Year	N	Pleasant 1	2	3	4	5	6	Unpleasant 7	Mean	Sig	eta2
2017	395	18.7%	3.8%	5.1%	20.0%	11.6%	11.1%	29.6%	4.54		
2019	327	18.3%	4.9%	6.1%	22.0%	10.4%	12.8%	25.4%	4.41	0.438	0.001

## 47e. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

## - Efficient: Wasteful

Year	N	Efficient 1	2	3	4	5	6	Wasteful 7	Mean	Sig	eta2
2017	378	41.3%	10.6%	10.3%	21.2%	2.4%	3.7%	10.6%	2.86		
2019	313	39.0%	13.4%	13.4%	20.8%	1.6%	2.2%	9.6%	2.78	0.568	0.000

## 47f. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...

## - Harmful: Beneficial

Year	N	Harmful 1	2	3	4	5	6	Beneficial 7	Mean	Sig	eta2
2017	396	12.4%	4.0%	1.8%	11.1%	7.6%	12.6%	50.5%	5.37		
2019	327	11.9%	2.8%	1.5%	8.6%	6.7%	20.2%	48.3%	5.49	0.449	0.001

47g. For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels...  
 - Stressful: Stress-relieving

Year	N	Stressful 1	2	3	4	5	6	Stress-relieving 7	Mean	Sig	eta2
2017	398	22.6%	12.3%	10.1%	16.3%	4.5%	5.3%	28.9%	3.99		
2019	331	21.5%	12.4%	8.8%	14.5%	5.4%	7.3%	30.2%	4.13	0.443	0.001

48a. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? - You

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	448	54.2%	27.2%	10.7%	4.5%	1.1%	1.3%	0.9%	1.79		
2019	375	55.7%	28.3%	6.9%	5.6%	0.5%	1.3%	1.6%	1.77	0.881	0.000

48b. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? - Most people in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	418	10.5%	26.6%	33.0%	21.3%	5.0%	2.2%	1.4%	2.96		
2019	341	13.2%	21.1%	32.6%	25.5%	4.4%	1.8%	1.5%	2.98	0.824	0.000

49. How comfortable are you to ask a person who is driving to stop reading or typing on a cell phone?

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	476	8.6%	4.4%	6.7%	27.7%	9.7%	16.2%	26.7%	4.81		
2019	389	7.7%	4.9%	3.6%	27.8%	8.5%	17.5%	30.1%	4.97	0.197	0.002

50. How confident are you to ask a person who is driving to stop reading or typing on a cell phone?

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	475	6.7%	4.0%	5.5%	28.8%	10.3%	15.6%	29.1%	4.95		
2019	390	5.9%	4.4%	4.9%	24.6%	8.5%	19.0%	32.8%	5.14	0.132	0.003

51. What is your sex?

Year	N	Male	Female	Mean	Sig	eta2
2017	429	33.1%	66.9%	1.67		
2019	350	48.9%	51.1%	1.51	0.000	0.026

52. How old are you?

Year	N	20-24	25-34	35-44	45-54	55-64	65-74	75 or older	Mean	Sig	eta2
2017	488	0.4%	2.5%	8.6%	12.9%	22.3%	29.1%	24.2%	6.38		
2019	398	0.5%	3.0%	4.8%	11.8%	19.6%	31.9%	28.4%	6.56	0.050	0.004

53. What is the highest level of education that you completed?

Year	N	Less than high school degree	High school graduate (includes GED)	Some college, no degree	2-year college degree (Associate's degree)	4-year college degree (Bachelor's degree)	Graduate or professional degree	Mean	Sig	eta2
2017	470	3.4%	26.2%	21.9%	15.3%	17.4%	15.7%	3.64		
2019	395	3.3%	22.8%	21.0%	11.9%	21.0%	20.0%	3.85	0.054	0.004

54. What kind of vehicle do you drive most often (pick one)?

Year	N	Car	Van	Pick-up truck	SUV	Other	Mean	Sig	eta2
2017	461	41.0%	12.1%	16.1%	29.1%	1.7%	2.40		
2019	390	32.3%	5.1%	24.1%	35.9%	2.6%	2.74	0.000	0.015

55. Is there a child under the age of 18 living in your home?

Year	N	Yes	No	Mean	Sig	eta2
2017	487	16.4%	83.6%	1.84		
2019	404	9.7%	90.3%	1.90	0.003	0.010

56. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

Year	N	Yes	No	I don't know	Mean	Sig	eta2
2017	486	56.4%	42.8%	0.8%	1.44		
2019	400	57.8%	41.3%	1.0%	1.43	0.731	0.000

57. Generally speaking, would you say that people can be trusted or that you can't be too careful in dealing with people?

Year	N	People can almost always be trusted	People can usually be trusted	You usually can't be too careful in dealing with people	You almost always can't be too careful in dealing with people	I can't choose / I don't know	Mean	Sig	eta2
2017	479	4.0%	42.4%	33.2%	13.8%	6.7%	2.77		
2019	394	2.0%	48.7%	32.2%	11.4%	5.6%	2.70	0.271	0.001

58a. Did you experience the following feelings during a lot of the day yesterday? - physical pain

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	477	71.5%	26.8%	1.7%	1.30		
2019	388	72.2%	23.7%	2.1%	1.28	0.486	0.001

58b. Did you experience the following feelings during a lot of the day yesterday? - worry

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	474	76.2%	21.7%	2.1%	1.26		
2019	387	80.6%	15.5%	3.9%	1.23	0.427	0.001

58c. Did you experience the following feelings during a lot of the day yesterday? - sadness

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	474	81.9%	16.2%	1.9%	1.20		
2019	385	83.9%	12.7%	3.4%	1.19	0.858	0.000

58d. Did you experience the following feelings during a lot of the day yesterday? - stress

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	474	68.6%	28.3%	3.2%	1.35		
2019	386	73.3%	22.8%	3.9%	1.31	0.276	0.001

58e. Did you experience the following feelings during a lot of the day yesterday? - anger

Year	N	No	Yes	I don't know	Mean	Sig	eta2
2017	473	88.8%	7.6%	3.6%	1.15		
2019	383	90.6%	6.8%	2.6%	1.12	0.340	0.001

## Appendix W. Student Survey

This appendix shows the relative frequencies and means of the responses to the student survey in 2017 and 2019 (“Sig” represents the statistical significance of the difference between the means, p, and eta2 represents the effect size of the difference,  $\eta^2$ ).

1. “I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.”

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	356	34.8%	21.9%	11.8%	11.8%	3.7%	9.0%	7.0%	2.83		
2019	386	37.3%	20.2%	9.6%	13.2%	5.2%	10.1%	4.4%	2.77	0.676	0.000

2. “I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways is zero.”

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	355	53.2%	18.0%	7.6%	7.9%	2.8%	6.2%	4.2%	2.25		
2019	383	55.1%	17.0%	4.7%	11.5%	4.4%	3.4%	3.9%	2.19	0.670	0.000

3a. How concerned are the following people about traffic safety in your community? You

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	362	14.9%	11.9%	14.4%	22.1%	13.8%	12.7%	10.2%	3.87		
2019	387	19.4%	13.2%	11.4%	25.8%	9.8%	8.8%	11.6%	3.66	0.141	0.003

3b. How concerned are the following people about traffic safety in your community? Your family

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	361	8.3%	10.8%	12.5%	21.3%	16.6%	14.7%	15.8%	4.34		
2019	386	12.4%	13.5%	8.8%	26.2%	12.2%	11.9%	15.0%	4.08	0.056	0.005

3c. How concerned are the following people about traffic safety in your community? Your friends

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	359	14.5%	15.3%	18.7%	26.2%	9.7%	8.9%	6.7%	3.55		
2019	386	18.7%	15.5%	13.5%	28.0%	8.3%	5.7%	10.4%	3.50	0.725	0.000

3d. How concerned are the following people about traffic safety in your community? Most people (age 18 and older) in your community

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	359	9.2%	15.3%	18.4%	29.8%	14.2%	8.4%	4.7%	3.69		
2019	383	13.1%	15.9%	17.5%	30.3%	8.6%	8.4%	6.3%	3.56	0.277	0.002

4a. During the past 12 months, how many times have the following people driven a motor vehicle after using alcohol? You

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	360	88.9%	5.0%	1.1%	1.4%	0.6%	0.6%	2.5%	1.31		
2019	387	87.9%	4.1%	2.3%	1.8%	0.3%	0.0%	3.6%	1.37	0.519	0.001

4b. During the past 12 months, how many times have the following people driven a motor vehicle after using alcohol? Most students in your school (who can drive)

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	351	27.1%	20.5%	19.9%	15.1%	3.7%	3.4%	10.3%	2.99		
2019	368	41.6%	16.0%	14.1%	12.8%	2.4%	1.4%	11.7%	2.69	0.039	0.006

4c. During the past 12 months, how many times have the following people driven a motor vehicle after using alcohol? Most adults in your community

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	354	15.3%	13.8%	18.4%	15.3%	9.3%	5.9%	22.0%	3.95		
2019	372	28.0%	14.0%	16.4%	12.6%	4.3%	4.0%	20.7%	3.49	0.002	0.013

5a. During the past 12 months, how many times have the following people ridden with a driver who had been using alcohol? You

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	356	69.4%	10.4%	7.6%	4.8%	2.0%	1.1%	4.8%	1.82		
2019	382	70.2%	11.0%	4.7%	4.7%	1.3%	0.8%	7.3%	1.88	0.643	0.000

5b. During the past 12 months, how many times have the following people ridden with a driver who had been using alcohol? Most students in your school

Year	N	0	1	2	3	4	5	6 or more	Mean	Sig	eta2
2017	349	23.8%	18.3%	18.9%	15.8%	6.9%	1.7%	14.6%	3.27		
2019	364	36.0%	15.1%	15.9%	13.5%	4.4%	2.7%	12.4%	2.93	0.023	0.007

6a. During the past 30 days, on how many days did the following people drink one or more drinks of an alcoholic beverage?

You

Year	N	0 days	1 or 2 days	3 to 5 days	6 to 9 days	10 to 19 days	20 to 29 days	All 30 days	Mean	Sig	eta2
2017	357	71.1%	16.0%	8.1%	2.2%	0.3%	0.6%	1.7%	1.53		
2019	383	79.4%	8.4%	4.2%	2.6%	2.3%	0.5%	2.6%	1.52	0.935	0.000

6b. During the past 30 days, on how many days did the following people drink one or more drinks of an alcoholic beverage?

Most students in your school

Year	N	0 days	1 or 2 days	3 to 5 days	6 to 9 days	10 to 19 days	20 to 29 days	All 30 days	Mean	Sig	eta2
2017	352	19.3%	29.8%	27.3%	13.9%	6.8%	1.4%	1.4%	2.69		
2019	361	33.8%	29.6%	18.0%	9.7%	4.7%	0.8%	3.3%	2.38	0.003	0.012

6c. During the past 30 days, on how many days did the following people drink one or more drinks of an alcoholic beverage?

Most adults in your community

Year	N	0 days	1 or 2 days	3 to 5 days	6 to 9 days	10 to 19 days	20 to 29 days	All 30 days	Mean	Sig	eta2
2017	351	8.0%	15.4%	23.1%	20.8%	20.2%	7.1%	5.4%	3.73		
2019	367	16.1%	18.3%	21.5%	17.2%	13.9%	5.7%	7.4%	3.41	0.011	0.009

7a. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.) Drive in an emergency

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	355	32.1%	11.8%	9.3%	11.0%	17.7%	3.7%	4.2%	10.1%	3.49		
2019	383	37.3%	11.5%	8.9%	6.5%	15.4%	5.2%	7.6%	7.6%	3.35	0.423	0.000

7b. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.) Drive home on side streets

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	356	31.5%	28.9%	11.5%	9.0%	10.4%	3.7%	2.5%	2.5%	2.72		
2019	384	38.5%	25.0%	9.9%	4.9%	9.9%	2.3%	5.5%	3.9%	2.71	0.970	0.000

7c. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.) Drive home on the highway

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	354	36.4%	42.7%	9.9%	2.5%	4.0%	1.1%	0.6%	2.8%	2.15		
2019	382	44.2%	34.6%	5.8%	3.4%	3.7%	1.3%	3.9%	3.1%	2.23	0.496	0.000

7d. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.) Drive if you don't feel "buzzed" or "drunk"

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	353	34.0%	25.2%	11.9%	2.8%	13.0%	4.0%	3.4%	5.7%	2.90		
2019	382	36.9%	21.5%	9.9%	8.4%	8.4%	3.1%	5.5%	6.3%	2.93	0.843	0.000

7e. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.) Drive even though you feel you have had perhaps too much to drink

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	356	36.8%	47.5%	6.2%	2.8%	3.4%	0.3%	0.3%	2.8%	2.04		
2019	380	43.4%	41.1%	3.4%	2.9%	3.7%	0.3%	2.9%	2.4%	2.07	0.851	0.000

7f. Suppose you are in a situation where you have consumed alcohol in the past two hours. How willing would you be to drive in the following situations? (Even if you don't have a license, imagine that you did.) Drive when you have also been using other substances or drugs

Year	N	I would never drink alcohol	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	354	40.7%	39.3%	5.9%	2.5%	4.2%	2.5%	1.7%	3.1%	2.20		
2019	383	48.0%	36.3%	2.6%	3.1%	2.6%	1.0%	3.4%	2.9%	2.07	0.290	0.000

8a. "For me, driving within two hours of drinking any amount of alcohol feels..." Necessary...Unnecessary

Year	N	Necessary (1)	(2)	(3)	(4)	(5)	(6)	Unnecessary (7)	Mean	Sig	eta2
2017	340	2.9%	1.8%	2.1%	11.2%	9.4%	11.5%	61.2%	6.01		
2019	362	5.2%	2.2%	4.1%	12.4%	8.3%	11.9%	55.8%	5.75	0.036	0.006

## 8b. "For me, driving within two hours of drinking any amount of alcohol feels..." Dangerous...Safe

Year	N	Dangerous (1)	(2)	(3)	(4)	(5)	(6)	Safe (7)	Mean	Sig	eta2
2017	341	58.1%	12.3%	14.4%	9.4%	2.3%	0.6%	2.9%	1.99		
2019	366	54.4%	13.4%	10.7%	8.2%	3.8%	2.2%	7.4%	2.30	0.015	0.008

## 8c. "For me, driving within two hours of drinking any amount of alcohol feels..." Foolish...Smart

Year	N	Foolish (1)	(2)	(3)	(4)	(5)	(6)	Smart (7)	Mean	Sig	eta2
2017	339	61.7%	14.2%	12.4%	8.3%	1.2%	0.3%	2.1%	1.82		
2019	364	56.9%	13.2%	11.3%	9.6%	2.2%	0.8%	6.0%	2.14	0.006	0.011

## 8d. "For me, driving within two hours of drinking any amount of alcohol feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	(2)	(3)	(4)	(5)	(6)	Unpleasant (7)	Mean	Sig	eta2
2017	337	4.5%	1.2%	3.3%	14.2%	8.0%	13.9%	54.9%	5.82		
2019	365	6.3%	2.7%	4.4%	14.5%	7.7%	11.0%	53.4%	5.61	0.125	0.003

## 8e. "For me, driving within two hours of drinking any amount of alcohol feels..." Efficient...Wasteful

Year	N	Efficient (1)	(2)	(3)	(4)	(5)	(6)	Wasteful (7)	Mean	Sig	eta2
2017	324	3.4%	1.9%	2.8%	18.2%	9.3%	12.7%	51.9%	5.73		
2019	352	6.3%	1.1%	2.6%	16.5%	11.6%	11.9%	50.0%	5.62	0.380	0.001

## 8f. "For me, driving within two hours of drinking any amount of alcohol feels..." Harmful...Beneficial

Year	N	Harmful (1)	(2)	(3)	(4)	(5)	(6)	Beneficial (7)	Mean	Sig	eta2
2017	332	63.0%	15.1%	9.6%	7.8%	1.2%	1.2%	2.1%	1.81		
2019	357	54.3%	18.2%	8.7%	10.1%	2.2%	0.3%	6.2%	2.13	0.007	0.011

## 8g. "For me, driving within two hours of drinking any amount of alcohol feels..." Stressful...Stress-relieving

Year	N	Stressful (1)	(2)	(3)	(4)	(5)	(6)	Stress-relieving (7)	Mean	Sig	eta2
2017	325	59.7%	14.2%	7.4%	12.3%	1.5%	1.5%	3.4%	2.00		
2019	352	53.7%	10.8%	8.0%	15.9%	2.3%	0.6%	8.8%	2.39	0.004	0.013

## 9. People who drive after drinking alcohol are more likely to get stopped by the police.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	355	23.9%	33.8%	25.6%	11.0%	3.1%	1.1%	1.4%	2.45		
2019	382	23.8%	28.0%	27.5%	9.7%	3.7%	2.6%	4.7%	2.68	0.023	0.007

## 10. People who drive after drinking alcohol are more likely to be in a traffic crash.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	356	42.4%	35.4%	12.4%	7.9%	0.3%	0.6%	1.1%	1.94		
2019	382	38.2%	33.0%	13.1%	7.1%	3.7%	1.3%	3.7%	2.24	0.003	0.012

## 11. Impairment begins with the first sip of alcohol.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	355	19.4%	19.4%	16.6%	20.6%	8.2%	8.7%	7.0%	3.33		
2019	380	22.1%	19.2%	19.2%	14.7%	5.3%	6.1%	13.4%	3.34	0.959	0.000

## 12. Alcohol impairs driving performance.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	354	42.7%	35.6%	11.6%	7.6%	0.3%	0.3%	2.0%	1.96		
2019	382	45.5%	26.2%	12.0%	8.9%	1.8%	1.8%	3.7%	2.15	0.055	0.005

## 13a. How much do the following people approve or disapprove of driving after drinking any alcohol? You

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	355	5.9%	3.4%	2.3%	9.6%	7.3%	20.8%	50.7%	5.74		
2019	381	8.1%	3.7%	4.7%	10.8%	6.6%	21.8%	44.4%	5.47	0.043	0.006

## 13b. How much do the following people approve or disapprove of driving after drinking any alcohol? Your parents

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	353	5.4%	2.5%	3.7%	7.4%	5.7%	17.8%	57.5%	5.89		
2019	379	6.3%	2.9%	3.4%	9.0%	8.2%	17.4%	52.8%	5.73	0.226	0.002

13c. How much do the following people approve or disapprove of driving after drinking any alcohol? Most students in your school

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	351	4.8%	4.6%	8.3%	20.8%	24.5%	25.4%	11.7%	4.78		
2019	370	6.2%	6.2%	7.8%	24.1%	19.2%	20.3%	16.2%	4.69	0.464	0.001

13d. How much do the following people approve or disapprove of driving after drinking any alcohol? Most adults in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	353	3.4%	3.7%	7.1%	15.9%	20.1%	29.2%	20.7%	5.16		
2019	371	5.4%	4.3%	5.7%	19.7%	17.5%	29.6%	17.8%	5.00	0.175	0.003

14. Does your family have a rule about never driving after drinking alcohol?

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	345	63.5%	7.2%	23.2%	6.1%	1.72		
2019	376	63.6%	8.0%	23.9%	4.5%	1.69	0.740	0.000

15. Thinking back over the past 12 months, how often did you try to prevent another student from driving after they had been drinking alcohol?

Year	N	I was never in that situation	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	353	66.0%	11.6%	8.5%	4.2%	3.7%	0.8%	1.4%	3.7%	1.95		
2019	379	70.7%	8.2%	6.3%	2.6%	6.3%	1.1%	1.3%	3.4%	1.91	0.799	0.000

16a. In your opinion, how often did the following people who were in a situation to prevent a person from driving who had been drinking actually try to prevent them from driving? Most students in your school

Year	N	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	346	24.0%	22.3%	13.0%	26.6%	7.2%	4.0%	2.9%	2.95		
2019	360	26.9%	17.8%	10.3%	30.3%	5.0%	4.7%	5.0%	3.03	0.511	0.001

16b. In your opinion, how often did the following people who were in a situation to prevent a person from driving who had been drinking actually try to prevent them from driving? Most adults in your community

Year	N	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	343	17.5%	16.3%	15.7%	25.9%	8.2%	8.5%	7.9%	3.48		
2019	358	18.4%	12.8%	12.0%	26.0%	11.5%	8.1%	11.2%	3.68	0.148	0.003

17a. Suppose you were in a situation where you saw a person who had been drinking and was going to drive. How willing would you be to ask the following people to stay where they are or try to find a ride for them? A friend

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	355	6.2%	3.1%	1.7%	7.9%	8.2%	15.5%	57.5%	5.85		
2019	377	6.4%	3.2%	2.4%	9.8%	4.8%	10.3%	63.1%	5.87	0.885	0.000

17b. Suppose you were in a situation where you saw a person who had been drinking and was going to drive. How willing would you be to ask the following people to stay where they are or try to find a ride for them? Another student who was not a close friend

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	354	9.0%	5.6%	6.8%	25.1%	11.0%	17.5%	24.9%	4.75		
2019	373	10.2%	4.6%	3.5%	21.2%	13.1%	18.0%	29.5%	4.94	0.184	0.002

17c. Suppose you were in a situation where you saw a person who had been drinking and was going to drive. How willing would you be to ask the following people to stay where they are or try to find a ride for them? A person who has obviously had way too much to drink

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	354	12.4%	6.5%	5.9%	13.8%	8.2%	15.8%	37.3%	4.95		
2019	375	9.6%	4.5%	4.5%	16.0%	9.6%	16.0%	39.7%	5.18	0.136	0.003

18a. "For me, trying to prevent a person from driving after drinking feels..." Necessary...Unnecessary

Year	N	Necessary (1)	(2)	(3)	(4)	(5)	(6)	Unnecessary (7)	Mean	Sig	eta2
2017	350	62.3%	14.0%	9.1%	9.7%	0.9%	0.3%	3.7%	1.89		
2019	367	64.9%	10.6%	9.3%	7.9%	1.9%	1.1%	4.4%	1.92	0.757	0.000

18b. "For me, trying to prevent a person from driving after drinking feels..." Dangerous...Safe

Year	N	Dangerous (1)	(2)	(3)	(4)	(5)	(6)	Safe (7)	Mean	Sig	eta2
2017	347	4.0%	0.9%	4.0%	16.4%	8.4%	13.8%	52.4%	5.76		
2019	364	6.6%	1.6%	5.2%	16.8%	6.6%	10.7%	52.5%	5.57	0.165	0.003

## 18c. "For me, trying to prevent a person from driving after drinking feels..." Foolish...Smart

Year	N	Foolish (1)	(2)	(3)	(4)	(5)	(6)	Smart (7)	Mean	Sig	eta2
2017	347	2.6%	0.6%	1.2%	10.4%	8.6%	12.7%	64.0%	6.16		
2019	366	5.7%	0.5%	3.0%	9.0%	8.2%	10.7%	62.8%	5.97	0.102	0.004

## 18d. "For me, trying to prevent a person from driving after drinking feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	(2)	(3)	(4)	(5)	(6)	Unpleasant (7)	Mean	Sig	eta2
2017	344	40.1%	9.3%	9.0%	25.6%	4.1%	3.2%	8.7%	2.89		
2019	358	42.5%	7.0%	10.6%	23.2%	3.4%	4.2%	9.2%	2.87	0.934	0.000

## 18e. "For me, trying to prevent a person from driving after drinking feels..." Efficient...Wasteful

Year	N	Efficient (1)	(2)	(3)	(4)	(5)	(6)	Wasteful (7)	Mean	Sig	eta2
2017	335	52.5%	12.2%	11.9%	18.5%	0.6%	0.9%	3.3%	2.18		
2019	356	49.4%	14.0%	13.2%	16.0%	1.4%	1.1%	4.8%	2.28	0.403	0.001

## 18f. "For me, trying to prevent a person from driving after drinking feels..." Harmful...Beneficial

Year	N	Harmful (1)	(2)	(3)	(4)	(5)	(6)	Beneficial (7)	Mean	Sig	eta2
2017	333	2.4%	0.9%	2.1%	12.9%	10.8%	10.8%	60.1%	6.02		
2019	358	4.5%	0.8%	2.8%	11.2%	8.9%	14.5%	57.3%	5.92	0.416	0.001

## 18g. "For me, trying to prevent a person from driving after drinking feels..." Stressful...Stress-relieving

Year	N	Stressful (1)	(2)	(3)	(4)	(5)	(6)	Stress-relieving (7)	Mean	Sig	eta2
2017	333	15.0%	6.9%	7.5%	19.8%	6.3%	8.4%	36.0%	4.65		
2019	355	13.8%	7.6%	7.9%	22.0%	4.5%	5.6%	38.6%	4.67	0.898	0.000

## 19. "I would appreciate someone who tried to prevent me from driving if I had been drinking."

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	356	60.4%	25.8%	5.3%	6.7%	0.3%	0.0%	1.4%	1.66		
2019	370	59.5%	21.9%	7.8%	5.9%	0.8%	1.4%	2.7%	1.82	0.095	0.004

## 20. "People who have been drinking don't want someone to prevent them from driving."

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	353	11.6%	21.0%	23.5%	27.2%	5.1%	7.6%	4.0%	3.32		
2019	369	12.7%	18.2%	17.3%	31.4%	5.1%	6.5%	8.7%	3.52	0.095	0.004

## 21. "Preventing someone from driving who has been drinking makes our roads safer."

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	355	55.2%	29.9%	7.3%	5.9%	0.3%	0.3%	1.1%	1.72		
2019	370	54.1%	25.1%	6.8%	8.4%	1.6%	1.1%	3.0%	1.94	0.019	0.008

## 22. "I believe we have a responsibility for the safety of our community to prevent people from driving after drinking."

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	353	39.4%	30.0%	12.5%	14.4%	1.7%	0.6%	1.4%	2.16		
2019	369	33.3%	28.2%	20.1%	11.7%	2.4%	1.6%	2.7%	2.37	0.039	0.006

## 23. "If I witness someone who has been drinking, I believe it is my responsibility to take immediate action to prevent him or her from driving."

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	353	24.4%	24.9%	22.7%	19.3%	3.4%	2.3%	3.1%	2.72		
2019	370	22.7%	25.7%	22.7%	18.9%	4.6%	2.7%	2.7%	2.76	0.697	0.000

## 24. "I believe I should try to prevent someone from driving if the person has been drinking."

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	352	34.1%	30.1%	20.2%	11.9%	0.9%	0.9%	2.0%	2.26		
2019	370	34.3%	29.5%	17.6%	12.2%	2.2%	1.9%	2.4%	2.34	0.432	0.001

25a. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? You

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	354	52.5%	27.1%	6.2%	8.2%	0.3%	2.0%	3.7%	1.97		
2019	368	51.6%	23.9%	7.9%	10.9%	0.3%	1.9%	3.5%	2.04	0.533	0.001

25b. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? Your parents

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	354	57.6%	22.9%	4.5%	9.0%	0.6%	1.4%	4.0%	1.92		
2019	368	53.8%	25.5%	5.4%	8.7%	0.8%	1.1%	4.6%	1.99	0.546	0.001

25c. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? Most students in your school

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	353	22.4%	30.0%	19.3%	20.4%	3.7%	1.4%	2.8%	2.69		
2019	363	21.5%	28.7%	23.1%	18.7%	3.6%	2.2%	2.2%	2.70	0.914	0.000

25d. Would the following people approve or disapprove of trying to prevent a person from driving after having had perhaps too much to drink? Most adults in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	353	31.4%	29.7%	13.6%	19.0%	3.7%	0.8%	1.7%	2.43		
2019	361	29.4%	35.2%	12.7%	15.5%	3.6%	1.7%	1.9%	2.42	0.885	0.000

26a. How comfortable are you to prevent the following people from driving after they have been drinking? A friend

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	354	9.6%	1.1%	3.1%	10.5%	9.0%	14.4%	52.3%	5.60		
2019	369	7.3%	1.6%	1.6%	11.7%	10.8%	16.3%	50.7%	5.69	0.559	0.000

26b. How comfortable are you to prevent the following people from driving after they have been drinking? Another student who was not a close friend

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	353	12.5%	6.5%	13.6%	29.5%	12.2%	11.9%	13.9%	4.14		
2019	365	13.2%	3.3%	6.8%	37.0%	13.4%	13.7%	12.6%	4.26	0.367	0.001

27a. How confident are you to prevent the following people from driving after they have been drinking? A friend

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	354	6.5%	2.3%	3.4%	13.0%	10.5%	18.9%	45.5%	5.57		
2019	367	5.7%	2.2%	1.6%	15.3%	10.1%	17.4%	47.7%	5.65	0.567	0.000

27b. How confident are you to prevent the following people from driving after they have been drinking? Another student who was not a close friend

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	353	10.8%	9.9%	13.6%	28.6%	12.5%	9.9%	14.7%	4.11		
2019	368	9.8%	6.8%	11.7%	33.7%	12.8%	10.9%	14.4%	4.23	0.356	0.001

28a. During the past 30 days, while driving, how often have you... had a conversation on a cell phone while holding it in your hand?

Year	N	I don't drive	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	354	24.0%	27.1%	14.4%	8.8%	14.7%	5.9%	2.0%	3.1%	3.04		
2019	371	42.3%	23.7%	10.5%	6.7%	8.4%	3.8%	2.2%	2.4%	2.47	0.000	0.023

28b. During the past 30 days, while driving, how often have you... had a conversation on a cell phone without holding it ("hands-free")?

Year	N	I don't drive	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	354	23.7%	42.4%	13.0%	7.1%	7.1%	2.3%	1.7%	2.8%	2.59		
2019	371	42.6%	21.0%	7.5%	9.4%	10.8%	5.1%	1.9%	1.6%	2.56	0.804	0.000

28c. During the past 30 days, while driving, how often have you... typed or read on a cell phone?

Year	N	I don't drive	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time I drive	Mean	Sig	eta2
2017	354	23.2%	27.1%	15.5%	9.6%	6.5%	9.9%	4.2%	4.0%	3.16		
2019	371	41.8%	18.6%	12.4%	5.9%	10.2%	5.4%	1.3%	4.3%	2.67	0.001	0.014

29a. In your opinion during the past 30 days, how often did most students in your school who can drive... have a conversation on a cell phone while holding it in their hand?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	351	6.6%	4.8%	17.1%	21.7%	31.6%	10.8%	7.4%	4.29		
2019	364	9.1%	9.6%	19.5%	21.7%	28.0%	6.3%	5.8%	3.92	0.001	0.014

29b. In your opinion during the past 30 days, how often did most students in your school who can drive... have a conversation on a cell phone without holding it ("hands-free")?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	350	10.3%	13.4%	20.0%	26.3%	18.6%	6.3%	5.1%	3.69		
2019	362	11.0%	11.6%	21.0%	21.3%	23.2%	8.0%	3.9%	3.73	0.696	0.000

29c. In your opinion during the past 30 days, how often did most students in your school who can drive... type or read on a cell phone while driving?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	350	6.3%	5.1%	9.1%	16.0%	30.0%	20.9%	12.6%	4.71		
2019	363	9.9%	7.2%	17.1%	19.0%	27.0%	10.5%	9.4%	4.15	0.000	0.028

30a. In your opinion during the past 30 days, how often did most adults in your community... have a conversation on a cell phone while holding it in their hand?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	351	4.8%	4.0%	10.0%	16.0%	37.3%	20.5%	7.4%	4.68		
2019	368	6.0%	10.1%	17.4%	23.6%	26.1%	10.9%	6.0%	4.10	0.000	0.036

30b. In your opinion during the past 30 days, how often did most adults in your community... have a conversation on a cell phone without holding it ("hands-free")?

Year	N	Never	Rarely	Occasionally	Sometimes	Frequently	Almost always	Every time they drive	Mean	Sig	eta2
2017	352	6.3%	8.5%	10.2%	26.1%	31.0%	12.5%	5.4%	4.26		
2019	368	5.7%	8.7%	15.5%	24.2%	31.3%	9.5%	5.2%	4.16	0.348	0.001

31a. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Necessary...Unnecessary

Year	N	Necessary					Unnecessary		Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	343	5.8%	5.0%	6.1%	38.2%	9.9%	9.9%	25.1%	4.71		
2019	362	8.0%	1.1%	4.7%	30.4%	11.3%	9.7%	34.8%	5.04	0.016	0.008

31b. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Dangerous...Safe

Year	N	Dangerous (1)	(2)	(3)	(4)	(5)	(6)	Safe (7)	Mean	Sig	eta2
2019	361	32.1%	10.0%	15.0%	29.1%	3.9%	3.0%	6.9%	2.99	0.771	0.000

31c. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Foolish...Smart

Year	N	Foolish (1)	(2)	(3)	(4)	(5)	(6)	Smart (7)	Mean	Sig	eta2
2019	360	32.8%	9.2%	17.8%	30.6%	2.5%	1.4%	5.8%	2.88	0.297	0.002

31d. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	(2)	(3)	(4)	(5)	(6)	Unpleasant (7)	Mean	Sig	eta2
2019	359	6.4%	0.6%	2.2%	35.7%	14.8%	8.9%	31.5%	5.04	0.251	0.002

31e. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Efficient...Wasteful

Year	N	Efficient (1)	(2)	(3)	(4)	(5)	(6)	Wasteful (7)	Mean	Sig	eta2
2019	358	7.3%	3.9%	5.6%	36.3%	11.5%	7.5%	27.9%	4.75	0.118	0.003

31f. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Harmful...Beneficial

Year	N	Harmful (1)	(2)	(3)	(4)	(5)	(6)	Beneficial (7)	Mean	Sig	eta2
2019	359	27.9%	10.3%	16.2%	33.1%	3.3%	1.9%	7.2%	3.09	0.676	0.000

31g. "When I am a passenger in a vehicle and the driver is having a conversation on a cell phone while holding it in their hand while driving, it feels..." Stressful...Stress-relieving

Year	N	Stressful					Stress-relieving			Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)				
2017	342	27.5%	9.9%	17.0%	38.3%	3.8%	0.9%	2.6%	2.94			
2019	360	32.5%	10.3%	11.9%	36.1%	1.7%	0.8%	6.7%	2.93	0.974	0.000	

32a. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Necessary...Unnecessary

Year	N	Necessary					Unnecessary			Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)				
2017	338	15.4%	8.0%	9.2%	45.6%	5.9%	4.4%	11.5%	3.78			
2019	356	19.1%	5.3%	12.1%	39.9%	8.4%	4.2%	11.0%	3.70	0.529	0.001	

32b. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Dangerous...Safe

Year	N	Dangerous (1)	(2)	(3)	(4)	(5)	(6)	Safe (7)	Mean	Sig	eta2
2019	360	8.9%	2.8%	8.1%	34.7%	15.0%	8.3%	22.2%	4.58	0.017	0.008

32c. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Foolish...Smart

Year	N	Foolish (1)	(2)	(3)	(4)	(5)	(6)	Smart (7)	Mean	Sig	eta2
2019	356	9.3%	2.0%	9.0%	37.6%	12.9%	7.3%	21.9%	4.53	0.019	0.008

32d. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	(2)	(3)	(4)	(5)	(6)	Unpleasant (7)	Mean	Sig	eta2
2019	355	19.2%	5.6%	9.9%	45.4%	8.2%	2.8%	9.0%	3.62	0.032	0.007

32e. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Efficient...Wasteful

Year	N	Efficient (1)	(2)	(3)	(4)	(5)	(6)	Wasteful (7)	Mean	Sig	eta2
2019	355	21.7%	7.0%	17.5%	38.0%	4.8%	1.4%	9.6%	3.40	0.150	0.003

32f. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Harmful...Beneficial

Year	N	Harmful (1)	(2)	(3)	(4)	(5)	(6)	Beneficial (7)	Mean	Sig	eta2
2017	336	9.8%	3.3%	7.7%	50.0%	10.7%	6.5%	11.9%	4.16		
2019	357	10.1%	2.2%	8.7%	41.2%	11.2%	7.6%	19.0%	4.40	0.056	0.005

32g. "When I am a passenger in a vehicle and the driver is having a conversation on a cell without holding it ("hands free") while driving, it feels..." Stressful...Stress-relieving

Year	N	Stressful (1)	(2)	(3)	(4)	(5)	(6)	Stress-relieving (7)	Mean	Sig	eta2
2017	338	10.7%	3.0%	8.6%	53.6%	9.2%	3.6%	11.5%	4.04		
2019	356	10.4%	4.5%	7.0%	47.8%	8.7%	4.8%	16.9%	4.22	0.169	0.003

33a. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." Necessary...Unnecessary

Year	N	Necessary (1)	(2)	(3)	(4)	(5)	(6)	Unnecessary (7)	Mean	Sig	eta2
2017	337	4.7%	1.2%	0.9%	18.1%	10.4%	14.5%	50.1%	5.72		
2019	364	5.5%	1.4%	2.2%	20.6%	10.7%	11.8%	47.8%	5.56	0.210	0.002

33b. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." Dangerous...Safe

Year	N	Dangerous (1)	(2)	(3)	(4)	(5)	(6)	Safe (7)	Mean	Sig	eta2
2017	341	49.6%	16.4%	11.1%	17.9%	1.2%	1.5%	2.3%	2.18		
2019	363	48.8%	11.3%	14.0%	16.0%	2.5%	1.7%	5.8%	2.40	0.077	0.004

33c. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." Foolish...Smart

Year	N	Foolish (1)	(2)	(3)	(4)	(5)	(6)	Smart (7)	Mean	Sig	eta2
2017	337	48.4%	16.0%	10.4%	20.5%	1.2%	0.9%	2.7%	2.23		
2019	361	46.5%	12.5%	13.6%	19.4%	1.7%	0.6%	5.8%	2.42	0.127	0.003

33d. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	(2)	(3)	(4)	(5)	(6)	Unpleasant (7)	Mean	Sig	eta2
2017	335	3.9%	0.0%	1.2%	24.2%	9.3%	16.1%	45.4%	5.65		
2019	357	5.0%	1.4%	2.0%	22.7%	9.2%	14.6%	45.1%	5.54	0.379	0.001

33e. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 Efficient...Wasteful

Year	N	Efficient (1)	(2)	(3)	(4)	(5)	(6)	Wasteful (7)	Mean	Sig	eta2
2017	330	6.4%	1.2%	2.1%	30.0%	12.1%	10.3%	37.9%	5.23		
2019	355	7.6%	1.1%	3.7%	28.2%	10.1%	9.0%	40.3%	5.20	0.859	0.000

33f. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 Harmful...Beneficial

Year	N	Harmful (1)	(2)	(3)	(4)	(5)	(6)	Beneficial (7)	Mean	Sig	eta2
2017	333	47.1%	15.6%	11.7%	21.6%	1.2%	0.6%	2.1%	2.24		
2019	358	43.9%	13.4%	13.1%	20.1%	2.2%	1.4%	5.9%	2.51	.029	0.007

33g. "When I am a passenger in a vehicle and the driver is typing or reading on a cell phone while driving, it feels..."  
 Stressful...Stress-relieving

Year	N	Stressful (1)	(2)	(3)	(4)	(5)	(6)	Stress-relieving (7)	Mean	Sig	eta2
2017	331	50.5%	13.3%	10.6%	21.5%	1.2%	0.9%	2.1%	2.21		
2019	355	45.9%	11.5%	11.3%	22.3%	1.4%	1.1%	6.5%	2.51	0.016	0.008

34. I would feel bad if I called someone who was driving, and he/she had a traffic crash because of my call.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	346	64.5%	22.5%	2.9%	6.9%	1.2%	0.6%	1.4%	1.65		
2019	367	64.0%	16.9%	4.9%	10.1%	0.5%	1.6%	1.9%	1.79	0.160	0.003

35. I would feel bad if I texted someone who was driving, and he/she had a traffic crash because of my text.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	346	64.2%	19.4%	4.3%	6.9%	2.3%	0.6%	2.3%	1.75		
2019	367	62.9%	14.2%	6.3%	10.6%	1.6%	1.9%	2.5%	1.89	0.170	0.003

36. Situations come up that are out of my control that require me to have a conversation on a cell phone while driving.

Year	N	Neither							Mean	Sig	eta2
		Strongly agree	Agree	Somewhat agree	agree nor disagree	Somewhat disagree	Disagree	Strongly disagree			
2017	347	21.9%	25.9%	21.6%	18.4%	4.9%	4.9%	2.3%	2.82		
2019	366	17.5%	24.0%	24.0%	22.4%	2.5%	3.6%	6.0%	3.03	0.078	0.004

37. Situations come up that are out of my control that require me to read or type on a cell phone while driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	346	16.2%	12.7%	17.9%	25.1%	11.0%	9.5%	7.5%	3.61		
2019	365	14.5%	11.8%	17.8%	29.6%	7.9%	8.5%	9.9%	3.70	0.506	0.001

38a. Do you approve or disapprove of the following behaviors? having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	346	8.1%	15.0%	15.0%	35.3%	8.1%	9.2%	9.2%	3.85		
2019	365	6.8%	8.8%	14.8%	30.4%	12.9%	14.0%	12.3%	4.25	0.002	0.014

38b. Do you approve or disapprove of the following behaviors? having a conversation on a cell phone without holding it in your hand ("hands free") while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	345	12.2%	20.9%	16.5%	34.5%	4.3%	5.5%	6.1%	3.39		
2019	365	20.3%	22.7%	17.0%	24.1%	5.5%	4.4%	6.0%	3.09	0.016	0.008

38c. Do you approve or disapprove of the following behaviors? reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	345	5.2%	4.1%	5.8%	25.2%	13.3%	22.3%	24.1%	5.01		
2019	364	5.2%	3.6%	6.3%	20.9%	15.1%	20.6%	28.3%	2.12	0.370	0.001

39a. In your opinion, would your parents approve or disapprove of the following behaviors? having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	346	8.4%	9.8%	13.0%	26.3%	11.3%	14.5%	16.8%	4.33		
2019	367	6.0%	9.0%	11.4%	19.6%	10.9%	21.5%	21.5%	4.71	0.006	0.011

39b. In your opinion, would your parents approve or disapprove of the following behaviors?  
 having a conversation on a cell phone without holding it in your hand (“hands free”) while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	346	10.4%	13.0%	13.6%	32.7%	6.9%	11.3%	12.1%	3.95		
2019	367	16.3%	23.2%	11.4%	22.1%	8.2%	9.0%	9.8%	3.49	0.001	0.016

39c. In your opinion, would your parents approve or disapprove of the following behaviors?  
 reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	345	5.2%	2.6%	3.8%	17.1%	7.5%	22.0%	41.7%	5.52		
2019	367	4.1%	4.9%	4.1%	16.6%	8.2%	22.3%	39.8%	5.46	0.639	0.000

40a. In your opinion, would most students in your school approve or disapprove of the following behaviors?  
 having a conversation on a cell phone while holding it in your hand and driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	343	12.5%	20.1%	14.9%	39.7%	7.3%	3.2%	2.3%	3.28		
2019	361	8.9%	17.5%	16.1%	37.4%	11.1%	5.3%	3.9%	3.56	0.011	0.009

40b. In your opinion, would most students in your school approve or disapprove of the following behaviors? having a  
 conversation on a cell phone without holding it in your hand (“hands free”) while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	342	13.5%	20.8%	13.7%	40.4%	6.1%	2.9%	2.6%	3.24		
2019	361	16.1%	23.3%	14.4%	35.2%	6.1%	2.5%	2.5%	3.09	0.171	0.003

40c. In your opinion, would most students in your school approve or disapprove of the following behaviors?  
 reading or typing on a cell phone while driving

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	342	7.3%	13.2%	12.6%	38.9%	14.0%	9.9%	4.1%	3.85		
2019	361	6.6%	13.6%	13.9%	37.4%	12.5%	9.7%	6.4%	3.90	0.684	0.000

41. Before driving, how likely are you to think about putting your cell phone someplace you cannot get to it or turning it off?

Year	N	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely		Moderately unlikely (6)	Extremely unlikely (7)	I don't drive	Mean	Sig	eta2
					unlikely (4)	unlikely (5)						
2017	345	9.3%	11.9%	9.3%	17.7%	4.6%	11.0%	24.1%	12.2%	4.87		
2019	368	10.6%	9.2%	10.1%	15.8%	6.0%	8.4%	17.1%	22.8%	5.05	0.298	0.000

42a. How likely are you to answer the phone if the following people call while you are driving? Your parent

Year	N	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely		Moderately unlikely (6)	Extremely unlikely (7)	I don't drive	Mean	Sig	eta2
					unlikely (4)	unlikely (5)						
2017	344	33.7%	18.9%	12.5%	11.0%	2.9%	3.2%	4.9%	12.8%	3.24		
2019	367	28.1%	21.8%	10.6%	7.6%	3.3%	3.5%	4.6%	20.4%	3.68	0.024	0.000

42b. How likely are you to answer the phone if the following people call while you are driving? A close friend

Year	N	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely		Moderately unlikely (6)	Extremely unlikely (7)	I don't drive	Mean	Sig	eta2
					unlikely (4)	unlikely (5)						
2017	342	24.3%	15.5%	18.4%	15.5%	5.8%	3.8%	4.4%	12.3%	3.54		
2019	364	20.6%	15.7%	15.4%	12.6%	6.0%	3.3%	6.3%	20.1%	4.03	0.007	0.000

43a. How likely are you to text back if the following people text you while you are driving? Your parent

Year	N	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely		Moderately unlikely (6)	Extremely unlikely (7)	I don't drive	Mean	Sig	eta2
					unlikely (4)	unlikely (5)						
2017	344	11.0%	14.0%	13.1%	13.1%	6.1%	10.2%	20.1%	12.5%	4.63		
2019	362	11.9%	11.9%	15.5%	14.1%	4.1%	8.8%	14.1%	19.6%	4.68	0.776	0.000

43b. How likely are you to text back if the following people text you while you are driving? Your parent

Year	N	Extremely likely (1)	Moderately likely (2)	Slightly likely (3)	Neither likely		Moderately unlikely (6)	Extremely unlikely (7)	I don't drive	Mean	Sig	eta2
					unlikely (4)	unlikely (5)						
2017	340	10.9%	11.8%	10.6%	19.4%	7.1%	10.6%	17.6%	12.1%	4.63		
2019	359	11.7%	8.9%	13.1%	16.4%	7.0%	8.4%	15.0%	19.5%	4.81	0.307	0.000

44a. Does your family have a rule about the following behaviors? Never having a conversation on a cell phone while holding it in your hand while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	345	27.0%	42.0%	27.0%	4.1%	2.08		
2019	364	34.9%	28.6%	32.4%	4.1%	2.06	0.722	0.000

44b. Does your family have a rule about the following behaviors? Never having a conversation on a cell phone without holding it ("hands free") while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	344	18.3%	48.3%	28.8%	4.7%	2.20		
2019	362	24.0%	38.4%	33.1%	4.4%	2.18	0.769	0.000

44c. Does your family have a rule about the following behaviors? Never reading or typing on a cell phone while driving

Year	N	Yes	No	I don't know	I don't have a family	Mean	Sig	eta2
2017	345	54.5%	18.8%	21.7%	4.9%	1.77		
2019	363	46.6%	18.7%	30.0%	4.7%	1.93	0.300	0.007

45a. Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A family member

Year	N	I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	343	31.5%	22.2%	13.4%	11.1%	13.1%	3.5%	2.3%	2.9%	2.87		
2019	362	35.9%	19.9%	12.4%	9.4%	11.6%	3.0%	3.3%	4.4%	2.85	0.933	0.000

45b. Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A friend

Year	N	I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	339	34.8%	25.1%	11.8%	9.4%	11.2%	1.8%	1.8%	4.1%	2.70		
2019	361	43.5%	24.9%	8.9%	9.1%	7.5%	1.4%	3.0%	1.7%	2.37	0.015	0.000

45c. Thinking back over the past 12 months, how often did you ask the following people to stop reading or typing on a cell phone while driving? A stranger

Year	N	I was never in that situation	Never (1)	(2)	(3)	About half of the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	339	57.2%	26.8%	4.7%	3.8%	3.5%	0.6%	0.6%	2.7%	1.87		
2019	362	62.4%	23.2%	3.9%	1.9%	6.4%	0.3%	0.6%	1.4%	1.77	0.339	0.000

46a. In your opinion, over the past 12 months, how often did the following people ask a person who is driving to stop reading or typing on a cell phone? Most students in your school

Year	N	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	340	44.1%	19.7%	16.8%	15.9%	2.1%	0.3%	1.2%	2.18		
2019	351	41.6%	19.7%	16.0%	17.7%	1.7%	0.3%	3.1%	2.32	0.190	0.002

46b. In your opinion, over the past 12 months, how often did the following people ask a person who is driving to stop reading or typing on a cell phone? Most adults in your community

Year	N	Never (1)	(2)	(3)	About half the time (4)	(5)	(6)	Always (7)	Mean	Sig	eta2
2017	340	35.0%	21.5%	18.8%	18.5%	2.6%	1.2%	2.4%	2.45		
2019	351	31.9%	17.1%	19.9%	23.4%	2.0%	1.7%	4.0%	2.68	0.053	0.005

47a. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? The driver is a family member

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	352	15.1%	8.8%	7.4%	22.2%	10.2%	12.2%	24.1%	4.37		
2019	366	13.7%	8.2%	9.6%	19.9%	10.9%	7.4%	30.3%	4.50	0.419	0.001

47b. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? The driver is a friend

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	351	12.3%	8.8%	8.8%	25.4%	10.8%	11.4%	22.5%	4.38		
2019	365	11.5%	11.0%	11.2%	21.6%	11.0%	11.8%	21.9%	4.33	0.724	0.000

47c. Suppose you are a passenger in a vehicle, and the driver is reading or typing on a cell phone while driving. How willing would you be to ask them to stop reading or typing on a cell phone while driving? The driver is a stranger

Year	N	Not at all willing			Moderately willing			Extremely willing (7)	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)				
2017	348	24.7%	13.5%	11.8%	23.9%	6.0%	5.5%	14.7%	3.48		
2019	364	27.2%	13.2%	12.1%	20.6%	5.2%	3.3%	18.4%	3.47	0.949	0.000

48a. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..."  
Necessary...Unnecessary

Year	N	Necessary						Unnecessary (7)	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)				
2017	336	41.7%	10.4%	9.5%	25.6%	2.4%	2.4%	8.0%	2.76		
2019	354	37.6%	13.6%	12.4%	23.2%	2.8%	2.0%	8.5%	2.80	0.777	0.000

48b. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..." Dangerous...Safe

Year	N	Dangerous						Safe (7)	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)				
2017	335	5.7%	2.1%	4.8%	28.7%	9.9%	13.1%	35.8%	5.18		
2019	355	8.2%	1.7%	3.4%	27.6%	13.2%	11.3%	34.6%	2.08	0.505	0.001

48c. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..." Foolish...Smart

Year	N	Foolish						Smart (7)	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)				
2017	332	6.0%	1.2%	3.0%	27.4%	9.6%	12.3%	40.4%	5.32		
2019	354	7.1%	2.3%	4.2%	24.3%	10.7%	12.1%	39.3%	5.23	0.512	0.001

48d. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..."  
Pleasant...Unpleasant

Year	N	Pleasant						Unpleasant (7)	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)				
2017	336	24.7%	8.0%	6.8%	36.6%	8.0%	3.9%	11.9%	3.54		
2019	353	24.6%	8.5%	7.6%	31.7%	10.2%	3.7%	13.6%	3.60	0.722	0.000

48e. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..."  
Efficient...Wasteful

Year	N	Efficient						Wasteful (7)	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)				
2017	337	34.1%	8.9%	9.2%	39.2%	2.7%	0.6%	5.3%	2.91		
2019	352	33.5%	11.6%	14.2%	30.7%	2.3%	1.1%	6.5%	2.86	0.734	0.000

48f. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..."  
 Harmful...Beneficial

Year	N	Harmful (1)	(2)	(3)	(4)	(5)	(6)	Beneficial (7)	Mean	Sig	eta2
2017	332	5.7%	3.3%	2.4%	30.1%	11.7%	9.9%	36.7%	5.16		
2019	355	8.7%	2.0%	2.0%	29.3%	11.5%	13.2%	33.2%	5.06	0.469	0.001

48g. "For me, when I am a passenger, asking the driver to stop reading or typing on a cell phone feels..."  
 Stressful...Stress-relieving

Year	N	Stressful (1)	(2)	(3)	(4)	(5)	(6)	Stress-relieving (7)	Mean	Sig	eta2
2017	334	12.3%	3.9%	9.6%	34.4%	8.4%	5.4%	26.0%	4.43		
2019	354	15.8%	6.8%	8.8%	31.1%	7.3%	6.8%	23.4%	4.21	0.157	0.003

49a. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? You

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	34	41.0%	24.6%	11.5%	17.2%	1.4%	1.1%	3.2%	2.30		
2019	36	35.3%	29.0%	12.1%	17.8%	0.8%	0.8%	4.1%	2.39	0.418	0.001

49b. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? Your parents

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	349	37.5%	30.4%	8.3%	18.1%	1.1%	1.7%	2.9%	2.32		
2019	364	39.0%	29.9%	9.1%	16.5%	0.5%	1.4%	3.6%	2.28	0.753	0.000

49c. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? Most students in your school

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	348	14.1%	21.0%	24.4%	30.5%	4.3%	3.2%	2.6%	3.10		
2019	361	12.7%	20.2%	25.5%	32.1%	4.4%	1.1%	3.9%	3.14	0.676	0.000

49d. Would the following people approve or disapprove of asking a person who was driving to stop reading or typing on a cell phone? Most adults in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	349	19.5%	24.1%	18.9%	29.8%	2.6%	2.3%	2.9%	2.90		
2019	361	16.3%	28.5%	21.1%	25.2%	3.0%	1.4%	4.4%	2.92	0.876	0.000

50a. How comfortable are you to ask the following people who are driving to stop reading or typing on a cell phone?  
A family member

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	353	10.2%	4.5%	8.2%	25.5%	8.2%	9.6%	33.7%	5.81		
2019	364	9.3%	4.1%	4.1%	21.7%	7.1%	11.0%	42.6%	5.16	0.018	0.008

50b. How comfortable are you to ask the following people who are driving to stop reading or typing on a cell phone?  
A friend

Year	N	Not at all comfortable (1)	(2)	(3)	Moderately comfortable (4)	(5)	(6)	Extremely comfortable (7)	Mean	Sig	eta2
2017	352	6.5%	8.5%	8.2%	26.7%	8.2%	14.5%	27.3%	4.74		
2019	364	8.8%	5.8%	6.3%	25.3%	11.8%	13.5%	28.6%	4.80	0.670	0.000

51a. How confident are you to ask the following people who are driving to stop reading or typing on a cell phone?  
A family member

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	354	8.5%	4.5%	7.1%	31.6%	7.3%	9.9%	31.1%	4.79		
2019	367	12.0%	3.5%	4.9%	21.5%	9.0%	11.7%	37.3%	4.96	0.235	0.002

51b. How confident are you to ask the following people who are driving to stop reading or typing on a cell phone?  
A friend

Year	N	Not at all confident (1)	(2)	(3)	Moderately confident (4)	(5)	(6)	Extremely confident (7)	Mean	Sig	eta2
2017	354	7.9%	7.1%	8.2%	28.5%	9.6%	13.0%	25.7%	4.67		
2019	367	10.6%	5.7%	8.4%	23.7%	11.7%	15.3%	24.5%	4.64	0.854	0.000

## 52. What is your biological sex?

Year	N	Male	Female	I prefer not to answer	Mean	Sig	eta2
2017	352	43.8%	48.6%	7.7%	1.64		
2019	369	40.1%	52.3%	7.6%	1.67	0.603	0.001

## 53. What grade are you in?

Year	N	9th	10th	11th	12th
2017	351	24.5%	28.8%	24.5%	22.2%
2019	363	34.2%	23.1%	22.6%	20.1%

## 54. Do you have a valid driver's license or instruction permit?

Year	N	Yes	No
2017	352	76.4%	23.6%
2019	363	57.3%	42.7%

## Appendix X. Workplace Survey Statistical Report

This appendix shows the relative frequencies and means of the responses to the Park Rapids Workplace survey in 2017 and 2019 (“Sig” represents the statistical significance of the difference between the means,  $p$ , and  $\eta^2$  represents the effect size of the difference,  $\eta^2$ ).

Q2. How many employees (part-time and full time) are at your workplace?

Year	N	1-10	11-25	26-50	51 or more	Mean	Sig	eta2
2017	87	59.8%	23.0%	8.0%	9.2%	1.67		
2019	59	59.3%	25.4%	8.5%	6.8%	1.63	0.805	0.000

Q3. What sector best describes your workplace?

Year	N	Government	Non-Profit Agency	Education	Faith Community	Agriculture	Business (for-profit)	Healthcare	Mean	Sig	eta2
2017	87	1.1%	10.3%	1.1%	0.0%	5.7%	71.3%	10.3%	5.54		
2019	59	5.1%	11.9%	1.7%	6.8%	5.1%	62.7%	6.8%	5.10	0.095	0.019

Q4. I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

Year	N	Strongly agree	Somewhat Agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	77	40.3%	31.2%	10.4%	9.1%	3.9%	1.3%	2.22		
2019	56	37.5%	25.0%	16.1%	10.7%	5.4%	1.8%	2.39	0.513	0.003

Q5. I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways is zero.

Year	N	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	76	61.8%	22.4%	5.3%	9.2%	1.3%	0.0%	1.66		
2019	56	51.8%	23.2%	8.9%	10.7%	1.8%	1.8%	2.00	0.108	0.020

Q6a. How concerned are the following people about traffic safety in our community? - You

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	77	2.6%	3.9%	9.1%	26.0%	20.8%	22.1%	15.6%	4.87		
2019	56	3.6%	10.7%	8.9%	17.9%	12.5%	28.6%	17.9%	4.82	0.864	0.000

Q6b. How concerned are the following people about traffic safety in our community? - Your family

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	76	2.6%	7.9%	5.3%	26.3%	21.1%	19.7%	17.1%	4.83		
2019	55	5.5%	10.9%	5.5%	20.0%	14.5%	25.5%	18.2%	4.76	0.826	0.000

Q6c. How concerned are the following people about traffic safety in our community? - Your friends

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	75	1.3%	8.0%	8.0%	30.7%	16.0%	21.3%	14.7%	4.75		
2019	55	3.6%	12.7%	7.3%	20.0%	23.6%	18.2%	14.5%	4.60	0.606	0.002

Q6d. How concerned are the following people about traffic safety in our community? - Your employees

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	75	0.0%	6.7%	8.0%	26.7%	22.7%	21.3%	14.7%	4.88		
2019	56	5.4%	8.9%	8.9%	23.2%	17.9%	21.4%	14.3%	4.61	0.320	0.008

Q6e. How concerned are the following people about traffic safety in our community?  
 - Most people (age 18 and older) in your community

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	74	4.1%	4.1%	13.5%	27.0%	24.3%	17.6%	9.5%	4.54		
2019	56	5.4%	8.9%	12.5%	30.4%	17.9%	19.6%	5.4%	4.27	0.309	0.008

Q7a. How much do you agree or disagree with the following statement?  
 - People who drive after drinking alcohol are more likely to get stopped by the police.

Year	N	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Mean	Sig	eta2
		agree	Agree	agree	agree	disagree	disagree	Disagree	disagree					
2017	64	7.8%	31.3%	25.0%	15.6%	12.5%	6.3%	1.6%	3.19					
2019	52	9.6%	17.3%	44.2%	9.6%	9.6%	7.7%	1.9%	3.23	0.872	0.000			

Q7b. How much do you agree or disagree with the following statement?  
 - People who drive after drinking alcohol are more likely to be in a traffic crash.

Year	N	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Mean	Sig	eta2
		agree	Agree	agree	agree	disagree	disagree	Disagree	disagree					
2017	64	39.1%	45.3%	10.9%	3.1%	0.0%	1.6%	0.0%	1.84					
2019	52	42.3%	34.6%	15.4%	1.9%	3.8%	0.0%	1.9%	1.98	0.496	0.004			

Q7c. How much do you agree or disagree with the following statement? - Impairment begins with the first sip of alcohol.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	64	10.9%	21.9%	18.8%	17.2%	9.4%	14.1%	7.8%	3.66		
2019	52	17.3%	17.3%	21.2%	9.6%	13.5%	11.5%	9.6%	3.58	0.822	0.000

Q7d. How much do you agree or disagree with the following statement? - Alcohol impairs driving performance.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Mean	Sig	eta2
2017	64	45.3%	40.6%	10.9%	1.6%	1.6%	0.0%	1.73		
2019	52	53.8%	28.8%	9.6%	3.8%	1.9%	1.9%	1.79	0.776	0.001

Q8a. How much do you approve or disapprove of... - driving within two hours of drinking any alcohol?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	64	3.1%	10.9%	21.9%	25.0%	15.6%	17.2%	6.3%	4.16		
2019	52	0.0%	21.2%	21.2%	13.5%	19.2%	19.2%	5.8%	4.16	0.889	0.000

Q8b. How much do you approve or disapprove of... - driving after having perhaps too much to drink?

Year	N	Strongly approve	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	63	1.6%	0.0%	22.2%	76.2%	6.68		
2019	51	2.0%	2.0%	54.9%	41.2%	6.29	0.021	0.047

Q8c. How much do you approve or disapprove of...  
 - having a conversation on a cell phone while holding it in your hand and driving?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	65	1.5%	7.7%	10.8%	15.4%	16.9%	33.8%	13.8%	4.95		
2019	52	1.9%	1.9%	9.6%	7.7%	34.6%	26.9%	17.3%	5.31	0.353	0.008

Q8d. How much do you approve or disapprove of...  
 - having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	65	9.2%	16.9%	23.1%	23.1%	20.0%	7.7%	0.0%	3.51		
2019	52	9.6%	34.6%	15.4%	15.4%	15.4%	5.8%	3.8%	3.25	0.363	0.007

Q8e. How much do you approve or disapprove of... - reading or typing on a cell phone while driving?

Year	N	Strongly approve	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	65	1.5%	0.0%	27.7%	70.8%	6.63		
2019	51	0.0%	3.9%	52.9%	43.1%	6.39	0.085	0.026

Q9a. In your opinion, how much do most people in your community approve or disapprove of...  
- driving within two hours of drinking any alcohol?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	63	6.3%	22.2%	15.9%	20.6%	23.8%	11.1%	0.0%	3.67		
2019	52	3.8%	25.0%	23.1%	15.4%	23.1%	7.7%	1.9%	3.60	0.800	0.001

Q9b. In your opinion, how much do most people in your community approve or disapprove of...  
- driving after having perhaps too much to drink?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	63	3.2%	6.3%	4.8%	11.1%	11.1%	27.0%	36.5%	5.48		
2019	52	0.0%	5.8%	15.4%	1.9%	11.5%	42.3%	23.1%	5.38	0.766	0.001

Q9c. In your opinion, how much do most people in your community approve or disapprove of...  
- having a conversation on a cell phone while holding in your hand and driving?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	63	6.3%	15.9%	15.9%	19.0%	17.5%	19.0%	6.3%	4.08		
2019	52	3.8%	15.4%	11.5%	19.2%	11.5%	26.9%	11.5%	4.46	0.243	0.012

Q9d. In your opinion, how much do most people in your community approve or disapprove of...  
- having a conversation on a cell phone without holding in my hand ("hands free") and driving?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	63	12.7%	25.4%	15.9%	28.6%	9.5%	6.3%	1.6%	3.22		
2019	52	9.6%	40.4%	13.5%	17.3%	7.7%	9.6%	1.9%	3.10	0.661	0.002

Q9e. In your opinion, how much do most people in your community approve or disapprove of...  
- reading or typing on a cell phone while driving.

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	63	6.3%	9.5%	3.2%	4.8%	17.5%	30.2%	28.6%	5.22		
2019	52	0.0%	9.6%	11.5%	5.8%	9.6%	34.6%	28.8%	5.35	0.712	0.001

Q10a. How much do you agree or disagree with the following statement? - Having conversations with employees on their cell phone while they are driving is important to the operations of our workplace.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	65	3.1%	10.8%	20.0%	6.2%	6.2%	26.2%	27.7%	4.91		
2019	52	1.9%	9.6%	15.4%	5.8%	3.8%	25.0%	38.5%	5.29	0.289	0.010

Q10b. How much do you agree or disagree with the following statement? - Texting with employees while they are driving is important to the operations of our workplace.

Year	N	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	65	4.6%	9.2%	20.0%	66.2%	6.48		
2019	52	0.0%	7.7%	25.0%	67.3%	6.60	0.402	0.006

Q10c. How much do you agree or disagree with the following statement? - Situations come up that are out of my control that require our employees to have a conversation on a cell phone while driving.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	65	3.1%	15.4%	18.5%	13.8%	6.2%	21.5%	21.5%	4.55		
2019	52	7.7%	5.8%	9.6%	11.5%	17.3%	21.2%	26.9%	4.96	0.254	0.011

Q10d. How much do you agree or disagree with the following statement? - Situations come up that are out of my control that require our employees to read or type on a cell phone while driving.

Year	N	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	65	4.6%	9.2%	3.1%	23.1%	60.0%	6.25		
2019	52	0.0%	3.8%	11.5%	25.0%	59.6%	6.40	0.417	0.006

Q11a. In each of the following situations, how willing would you be to adopt a workplace policy to address a risky traffic safety behavior? -If you have to develop the policy and training on your own

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	60	16.7%	10.0%	10.0%	28.3%	13.3%	16.7%	5.0%	3.82		
2019	45	11.1%	8.9%	11.1%	26.7%	20.0%	15.6%	6.7%	4.09	0.437	0.006

Q11b. How willing would you be to adopt a workplace policy to address a risky traffic safety behavior? - If you were provided resources like sample policies and training materials (at no cost)

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	60	6.7%	10.0%	1.7%	30.0%	13.3%	21.7%	16.7%	4.65		
2019	45	8.9%	4.4%	6.7%	24.4%	8.9%	28.9%	17.8%	5.78	0.719	0.001

Q11c. How willing would you be to adopt a workplace policy to address a risky traffic safety behavior? - If you were provided a financial incentive (like a reduction in worker's compensation costs)

Year	N	Not at all willing (1)	(2)	(3)	Moderately willing (4)	(5)	(6)	Extremely willing (7)	Mean	Sig	eta2
2017	60	6.7%	3.3%	5.0%	15.0%	13.3%	23.3%	33.3%	5.28		
2019	45	2.2%	11.1%	4.4%	13.3%	11.1%	24.4%	33.3%	6.27	0.963	0.000

Q12a. "For me, having a workplace policy addressing a risky driving behavior feels..." Necessary...Unnecessary

Year	N	Necessary (1)	2	3	4	5	6	Unnecessary (7)	Mean	Sig	eta2
2017	58	17.2%	15.5%	8.6%	12.1%	6.9%	13.8%	25.9%	4.21		
2019	43	14.0%	14.0%	16.3%	20.9%	4.7%	14.0%	16.3%	3.95	0.566	0.003

Q12b. "For me, having a workplace policy addressing a risky driving behavior feels..." Dangerous...Safe

Year	N	Dangerous (1)	2	4	5	6	Safe (7)	Mean	Sig	eta2
2017	56	1.8%	1.8%	30.4%	23.2%	19.6%	23.2%	5.23		
2019	40	2.5%	0.0%	22.5%	25.0%	25.0%	25.0%	5.43	0.490	0.005

Q12c. "For me, having a workplace policy addressing a risky driving behavior feels..." Foolish...Smart

Year	N	Foolish (1)	3	4	5	6	Smart (7)	Mean	Sig	eta2
2017	56	5.4%	5.4%	23.2%	23.2%	23.2%	19.6%	5.07		
2019	41	0.0%	4.9%	29.3%	19.5%	17.1%	29.3%	5.37	0.325	0.010

Q12d. "For me, having a workplace policy addressing a risky driving behavior feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	2	3	4	5	6	Unpleasant (7)	Mean	Sig	eta2
2017	57	12.3%	15.8%	8.8%	45.6%	8.8%	7.0%	1.8%	3.51		
2019	41	7.3%	17.1%	19.5%	39.0%	4.9%	4.9%	7.3%	3.61	0.742	0.001

Q12e. "For me, having a workplace policy addressing a risky driving behavior feels..." Efficient...Wasteful

Year	N	Efficient (1)	2	3	4	5	6	Wasteful (7)	Mean	Sig	eta2
2017	56	10.7%	19.6%	14.3%	30.4%	12.5%	5.4%	7.1%	3.59		
2019	40	12.5%	17.5%	27.5%	27.5%	2.5%	10.0%	2.5%	3.30	0.386	0.008

Q12f. "For me, having a workplace policy addressing a risky driving behavior feels..." Harmful...Beneficial

Year	N	Harmful (1)	3	4	5	6	Beneficial (7)	Mean	Sig	eta2
2017	56	0.0%	3.6%	32.1%	16.1%	32.1%	16.1%	5.25		
2019	40	2.5%	0.0%	27.5%	17.5%	25.0%	27.5%	5.43	0.505	0.005

Q12g. "For me, having a workplace policy addressing a risky driving behavior feels..." Stressful...Stress-Relieving

Year	N	Stressful (1)	2	3	4	5	6	Stress-relieving (7)	Mean	Sig	eta2
2017	56	0.0%	3.6%	8.9%	53.6%	17.9%	8.9%	7.1%	4.41		
2019	40	2.5%	7.5%	2.5%	52.5%	10.0%	15.0%	10.0%	4.45	0.880	0.000

Q13a. How much do you agree or disagree with the following statement?  
 - A workplace policy about traffic safety saves the company money.

Year	N	Strongly agree	Somewhat agree	Neither		Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
				agree nor disagree	disagree						
2017	60	10.0%	23.3%	16.7%	25.0%	3.3%	15.0%	6.7%	3.60		
2019	45	8.9%	26.7%	20.0%	26.7%	4.4%	13.3%	0.0%	3.31	0.378	0.008

Q13b. How much do you agree or disagree with the following statement?  
 - A workplace policy about traffic safety improves safety.

Year	N	Strongly agree	Somewhat agree	Neither		Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
				agree nor disagree	disagree						
2017	60	10.0%	30.0%	20.0%	28.3%	5.0%	3.3%	3.3%	3.12		
2019	45	15.6%	28.9%	26.7%	15.6%	6.7%	6.7%	0.0%	2.89	0.417	0.006

Q13c. How much do you agree or disagree with the following statement?  
 - A workplace policy about traffic safety is not needed.

Year	N	Strongly agree	Somewhat agree	Neither		Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
				agree nor disagree	disagree						
2017	60	8.3%	11.7%	11.7%	35.0%	10.0%	15.0%	8.3%	4.05		
2019	45	4.4%	15.6%	11.1%	17.8%	26.7%	17.8%	6.7%	4.27	0.511	0.004

Q13d. How much do you agree or disagree with the following statement?  
 - I have the knowledge and information to create a workplace policy addressing traffic safety.

Year	N	Strongly agree	Somewhat agree	Neither		Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
				agree nor disagree	disagree						
2017	60	5.0%	10.0%	15.0%	38.3%	6.7%	15.0%	10.0%	4.17		
2019	45	4.4%	8.9%	11.1%	26.7%	17.8%	17.8%	13.3%	4.51	0.286	0.011

Q13e. How much do you agree or disagree with the following statement?  
- I have the time to create a workplace policy addressing traffic safety.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	60	3.3%	5.0%	6.7%	23.3%	15.0%	26.7%	20.0%	5.02		
2019	45	0.0%	8.9%	11.1%	22.2%	20.0%	20.0%	17.8%	4.84	0.583	0.003

Q14a. In your opinion, how much do the following people approve or disapprove of workplaces having policies to address traffic safety? - MOST of your employees

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	59	1.7%	22.0%	11.9%	45.8%	8.5%	8.5%	1.7%	3.69		
2019	45	4.4%	17.8%	24.4%	37.8%	4.4%	8.9%	2.2%	3.56	0.593	0.003

Q14b. In your opinion, how much do the following people approve or disapprove of workplaces having policies to address traffic safety? - MOST people in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	58	5.2%	19.0%	13.8%	48.3%	8.6%	3.4%	1.7%	3.53		
2019	45	8.9%	17.8%	26.7%	22.2%	8.9%	13.3%	2.2%	3.53	0.997	0.000

Q15a. Does your workplace have... - A policy about never driving after drinking alcohol?

Year	N	Yes	No	Mean	Sig	eta2
2017	49	26.5%	73.5%	1.73		
2019	41	31.7%	68.3%	1.68	0.594	0.003

Q15b. Does your workplace have... - A policy about never having a conversation on a cell phone while holding it in your hand while driving?

Year	N	Yes	No	Mean	Sig	eta2
2017	48	16.7%	83.3%	1.83		
2019	41	24.4%	75.6%	1.76	0.372	0.009

Q15c. Does your workplace have... - A policy about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?

Year	N	Yes	No	Mean	Sig	eta2
2017	49	8.2%	91.8%	1.92		
2019	39	15.4%	84.6%	1.85	0.294	0.013

Q15d. Does your workplace have... - A policy about never reading or typing on a cell phone while driving?

Year	N	Yes	No	Mean	Sig	eta2
2017	49	24.5%	75.5%	1.76		
2019	41	29.3%	70.7%	1.71	0.614	0.003

Q16a. In your opinion, what percentage of workplaces in your community have...  
 - A policy about never driving after drinking alcohol?

Year	N	Few(0% - 20%)	Some(21% - 40%)	About half(41% - 60%)	Most(61% - 80%)	Almost all(81% - 100%)	Mean	Sig	eta2
2017	53	49.1%	22.6%	18.9%	3.8%	5.7%	2.00		
2019	44	45.5%	22.7%	13.6%	13.6%	4.5%	2.14	0.622	0.003

Q16b. In your opinion, what percentage of workplaces in your community have...  
 - A policy about never having a conversation on a cell phone while holding it in your hand while driving?

Year	N	Few (0% - 20%)	Some (21% - 40%)	About half (41% - 60%)	Most (61% - 80%)	Almost all (81% - 100%)	Mean	Sig	eta2
2017	53	66.0%	20.8%	13.2%	0.0%	0.0%	1.47		
2019	44	43.2%	34.1%	11.4%	9.1%	2.3%	1.95	0.013	0.063

Q16c. In your opinion, what percentage of workplaces in your community have...  
 - A policy about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?

Year	N	Few (0% - 20%)	Some (21% - 40%)	About half (41% - 60%)	Most (61% - 80%)	Mean	Sig	eta2
2017	53	67.9%	18.9%	13.2%	0.0%	1.45		
2019	44	50.0%	27.3%	9.1%	13.6%	1.86	0.027	0.050

Q16d. In your opinion, what percentage of workplaces in your community have...  
 - A policy about never reading or typing on a cell phone while driving?

Year	N	Few (0% - 20%)	Some (21% - 40%)	About half (41% - 60%)	Most (61% - 80%)	Almost all (81% - 100%)	Mean	Sig	eta2
2017	53	58.5%	17.0%	17.0%	5.7%	1.9%	1.77		
2019	43	44.2%	27.9%	11.6%	11.6%	4.7%	2.09	0.207	0.017

Q17a. How often do you provide training on each of the following policies?  
 - A policy about never driving after drinking alcohol

Year	N	We do NOT have a policy	Never	New employee orientation	Once every few years	Annually	Quarterly	Monthly	Mean	Sig	eta2
2017	54	59.3%	16.7%	7.4%	1.9%	14.8%	0.0%	0.0%	1.96		
2019	44	59.1%	4.5%	18.2%	2.3%	11.4%	2.3%	2.3%	2.18	0.492	0.005

Q17b. How often do you provide training on each of the following policies?  
 - A policy about never having a conversation on a cell phone while holding it in your hand while driving

Year	N	We do NOT have a policy	Never	New employee orientation	Once every few years	Annually	Quarterly	Monthly	Mean	Sig	eta2
2017	54	66.7%	13.0%	3.7%	1.9%	14.8%	0.0%	0.0%	1.85		
2019	44	59.1%	13.6%	9.1%	2.3%	11.4%	2.3%	2.3%	2.09	0.451	0.006

Q17c. How often do you provide training on each of the following policies?  
 - A policy about never having a conversation on a cell phone "hands-free" while driving

Year	N	We do NOT have a policy	Never	New employee orientation	Once every few years	Annually	Quarterly	Monthly	Mean	Sig	eta2
2017	54	68.5%	13.0%	1.9%	1.9%	14.8%	0.0%	0.0%	1.81		
2019	44	65.9%	13.6%	4.5%	2.3%	9.1%	2.3%	2.3%	1.91	0.762	0.001

Q17d. How often do you provide training on each of the following policies?  
 - A policy about never reading or typing on a cell phone while driving

Year	N	We do NOT have a policy	Never	New employee orientation	Once every few years	Annually	Quarterly	Monthly	Mean	Sig	eta2
2017	53	66.0%	13.2%	3.8%	1.9%	15.1%	0.0%	0.0%	1.87		
2019	43	55.8%	11.6%	11.6%	2.3%	14.0%	2.3%	2.3%	2.23	0.267	0.013

Q18\_1a. For training on a policy about never driving after drinking alcohol: We do NOT have a policy

Year	N	yes	no	Mean	Sig	eta2
2017	88	42.0%	58.0%	1.58		
2019	61	42.6%	57.4%	1.57	0.945	0.000

Q18\_1b. For training on a policy about never driving after drinking alcohol: We do NOT do training

Year	N	yes	no	Mean	Sig	eta2
2017	88	12.5%	87.5%	1.88		
2019	61	9.8%	90.2%	1.90	0.618	0.002

**Q18\_1c. For training on a policy about never driving after drinking alcohol: Details on the policy**

Year	N	yes	no	Mean	Sig	eta2
2017	88	6.8%	93.2%	1.93		
2019	61	11.5%	88.5%	1.89	0.325	0.007

**Q18\_1d. For training on a policy about never driving after drinking alcohol: The risks of engaging in the behavior**

Year	N	yes	no	Mean	Sig	eta2
2017	88	10.2%	89.8%	1.90		
2019	61	11.5%	88.5%	1.89	0.810	0.000

**Q18\_1e. For training on a policy about never driving after drinking alcohol: How to avoid the risky behavior**

Year	N	yes	no	Mean	Sig	eta2
2017	88	8.0%	92.0%	1.92		
2019	61	4.9%	95.1%	1.95	0.470	0.004

**Q18\_2a. For training on a policy about never having a conversation on a cell phone while holding it in your hand while driving: We do NOT have a policy**

Year	N	yes	no	Mean	Sig	eta2
2017	88	42.0%	58.0%	1.58		
2019	61	49.2%	50.8%	1.51	0.393	0.005

**Q18\_2b. For training on a policy about never having a conversation on a cell phone while holding it in your hand while driving: We do NOT do training**

Year	N	yes	no	Mean	Sig	eta2
2017	88	8.0%	92.0%	1.92		
2019	61	6.6%	93.4%	1.93	0.750	0.001

**Q18\_2c. For training on a policy about never having a conversation on a cell phone while holding it in your hand while driving: Details on the policy**

Year	N	yes	no	Mean	Sig	eta2
2017	88	5.7%	94.3%	1.94		
2019	61	11.5%	88.5%	1.89	0.204	0.011

**Q18\_2d. For training on a policy about never having a conversation on a cell phone while holding it in your hand while driving: The risks of engaging in the behavior**

Year	N	yes	no	Mean	Sig	eta2
2017	88	9.1%	90.9%	1.91		
2019	61	8.2%	91.8%	1.92	0.850	0.000

Q18\_2e. For training on a policy about never having a conversation on a cell phone while holding it in your hand while driving: How to avoid the risky behavior

Year	N	yes	no	Mean	Sig	eta2
2017	88	5.7%	94.3%	1.94		
2019	61	4.9%	95.1%	1.95	0.840	0.000

Q18\_3a. For training on a policy about never having a conversation on a cell phone "hands-free" while driving: We do NOT have a policy

Year	N	yes	no	Mean	Sig	eta2
2017	88	43.2%	56.8%	1.57		
2019	61	50.8%	49.2%	1.49	0.361	0.006

Q18\_3b. For training on a policy about never having a conversation on a cell phone "hands-free" while driving: We do NOT do training

Year	N	yes	no	Mean	Sig	eta2
2017	88	8.0%	92.0%	1.92		
2019	61	4.9%	95.1%	1.95	0.470	0.004

Q18\_3c. For training on a policy about never having a conversation on a cell phone "hands-free" while driving: Details on the policy

Year	N	yes	no	Mean	Sig	eta2
2017	88	4.5%	95.5%	1.95		
2019	61	11.5%	88.5%	1.89	0.113	0.017

Q18\_3d. For training on a policy about never having a conversation on a cell phone "hands-free" while driving: The risks of engaging in the behavior

Year	N	yes	no	Mean	Sig	eta2
2017	88	6.8%	93.2%	1.93		
2019	61	8.2%	91.8%	1.92	0.754	0.001

Q18\_3e. For training on a policy about never having a conversation on a cell phone "hands-free" while driving: How to avoid the risky behavior

Year	N	yes	no	Mean	Sig	eta2
2017	88	4.5%	95.5%	1.95		
2019	61	4.9%	95.1%	1.95	0.917	0.000

Q18\_4a. For training on a policy about never reading or typing on a cell phone while driving: We do NOT have a policy

Year	N	yes	no	Mean	Sig	eta2
2017	88	40.9%	59.1%	1.59		
2019	61	47.5%	52.5%	1.52	0.426	0.004

Q18\_4b. For training on a policy about never reading or typing on a cell phone while driving: We do NOT do training

Year	N	yes	no	Mean	Sig	eta2
2017	88	8.0%	92.0%	1.92		
2019	61	6.6%	93.4%	1.93	0.750	0.001

Q18\_4c. For training on a policy about never reading or typing on a cell phone while driving: Details on the policy

Year	N	yes	no	Mean	Sig	eta2
2017	88	5.7%	94.3%	1.94		
2019	61	11.5%	88.5%	1.89	0.204	0.011

Q18\_4d. For training on a policy about never reading or typing on a cell phone while driving: The risks of engaging in the behavior

Year	N	yes	no	Mean	Sig	eta2
2017	88	8.0%	92.0%	1.92		
2019	61	9.8%	90.2%	1.90	0.691	0.001

Q18\_4e. For training on a policy about never reading or typing on a cell phone while driving: How to avoid the risky behavior

Year	N	yes	no	Mean	Sig	eta2
2017	88	6.8%	93.2%	1.93		
2019	61	4.9%	95.1%	1.95	0.635	0.002

Q19. Does your organization take steps to promote safety citizenship?

Year	N	Yes	No	Mean	Sig	eta2
2017	46	45.7%	54.3%	1.54		
2019	39	46.2%	53.8%	1.54	0.964	0.000

Q20a. Do these safety citizenship efforts include addressing any of the following behaviors (mark all that apply)? driving after drinking alcohol

Year	N	yes	no	Mean	Sig	eta2
2017	88	9.1%	90.9%	1.91		
2019	61	14.8%	85.2%	1.85	0.288	0.008

Q20b. Do these safety citizenship efforts include addressing any of the following behaviors (mark all that apply)? having a conversation on a cell phone while holding it in your hand while driving

Year	N	yes	no	Mean	Sig	eta2
2017	88	8.0%	92.0%	1.92		
2019	61	13.1%	86.9%	1.87	0.307	0.007

Q20c. Do these safety citizenship efforts include addressing any of the following behaviors (mark all that apply)? having a conversation on a cell phone without holding it ("hands-free") while driving

Year	N	yes	no	Mean	Sig	eta2
2017	88	5.7%	94.3%	1.94		
2019	61	9.8%	90.2%	1.90	0.344	0.006

Q20d. Do these safety citizenship efforts include addressing any of the following behaviors (mark all that apply)? reading or tying on a cell phone while driving

Year	N	yes	no	Mean	Sig	eta2
2017	88	12.5%	87.5%	1.88		
2019	61	14.8%	85.2%	1.85	0.694	0.001

Q21a. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Necessary...Unnecessary

Year	N	Necessary					Unnecessary		Mean	Sig	eta2
		(1)	2	3	4	5	6	(7)			
2017	49	26.5%	14.3%	8.2%	28.6%	8.2%	4.1%	10.2%	3.31		
2019	40	30.0%	12.5%	17.5%	32.5%	0.0%	0.0%	7.5%	2.90	0.304	0.012

Q21b. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Dangerous...Safe

Year	N	3	4	5	6	Safe (7)	Mean	Sig	eta2
2017	48	2.1%	35.4%	22.9%	18.8%	20.8%	5.21		
2019	40	2.5%	25.0%	22.5%	22.5%	27.5%	5.48	0.306	0.012

Q21c. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Foolish...Smart

Year	N	Foolish (1)	2	3	4	5	6	Smart (7)	Mean	Sig	eta2
2017	48	2.1%	4.2%	0.0%	35.4%	14.6%	22.9%	20.8%	5.08		
2019	42	2.4%	0.0%	4.8%	21.4%	16.7%	21.4%	33.3%	5.48	0.209	0.018

Q21d. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Pleasant...Unpleasant

Year	N	Pleasant (1)	2	3	4	5	6	Unpleasant (7)	Mean	Sig	eta2
2017	49	8.2%	12.2%	10.2%	63.3%	4.1%	0.0%	2.0%	3.51		
2019	40	10.0%	10.0%	15.0%	50.0%	7.5%	5.0%	2.5%	3.60	0.737	0.001

Q21e. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Efficient...Wasteful

Year	N	Efficient (1)	2	3	4	5	6	Wasteful (7)	Mean	Sig	eta2
2017	48	16.7%	14.6%	14.6%	50.0%	0.0%	2.1%	2.1%	3.17		
2019	40	17.5%	12.5%	27.5%	32.5%	5.0%	5.0%	0.0%	3.10	0.819	0.001

Q21f. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Harmful...Beneficial

Year	N	2	3	4	5	6	Beneficial (7)	Mean	Sig	eta2
2017	48	2.1%	2.1%	31.3%	20.8%	20.8%	22.9%	5.25		
2019	40	2.5%	5.0%	22.5%	22.5%	17.5%	30.0%	5.38	0.664	0.002

Q21g. "For me, having a program that focuses on growing safety citizenship behaviors like speaking up about unsafe situations, including risky driving behaviors feels..." Stressful...Stress-relieving

Year	N	Stressful					Stress-relieving			Mean	Sig	eta2
		(1)	2	3	4	5	6	(7)				
2017	48	2.1%	4.2%	0.0%	62.5%	12.5%	10.4%	8.3%	4.44			
2019	40	0.0%	5.0%	7.5%	50.0%	20.0%	10.0%	7.5%	4.45	0.961	0.000	

Q22a. Would the following people approve or disapprove of growing safety citizenship in the workplace to address traffic safety? - MOST employees in your workplace

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2019	42	7.1%	28.6%	21.4%	38.1%	2.4%	2.4%	0.0%	3.07	0.258	0.014

Q22b. Would the following people approve or disapprove of growing safety citizenship in the workplace to address traffic safety? - MOST workplaces in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2019	42	4.8%	33.3%	26.2%	23.8%	9.5%	2.4%	0.0%	3.07	0.163	0.022

Q22c. Would the following people approve or disapprove of growing safety citizenship in the workplace to address traffic safety? - MOST people in your community

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2019	42	7.1%	35.7%	21.4%	26.2%	7.1%	2.4%	0.0%	2.98	0.244	0.015

Q23. In your opinion, what percentage of workplaces in your community promote traffic safety citizenship in the workplace?

Year	N	Few (0% - 20%)	Some (21% - 40%)	About half (41% - 60%)	Most (61% - 80%)	Mean	Sig	eta2
2017	48	47.9%	37.5%	14.6%	0.0%	1.67		
2019	42	47.6%	23.8%	21.4%	7.1%	1.88	0.241	0.016

Q24a. How much do you agree or disagree with the following statement?  
 - "I am interested in growing traffic safety citizenship at my workplace."

Year	N	Neither							Mean	Sig	eta2
		Strongly Agree	Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree			
2017	49	0.0%	18.4%	24.5%	28.6%	4.1%	16.3%	8.2%	4.00		
2019	41	7.3%	19.5%	29.3%	29.3%	2.4%	12.2%	0.0%	3.37	0.046	0.044

Q24b. How much do you agree or disagree with the following statement?  
 - "I have the knowledge and information to grow traffic safety citizenship in my workplace."

Year	N	Neither							Mean	Sig	eta2
		Strongly Agree	Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree			
2017	49	0.0%	6.1%	18.4%	28.6%	6.1%	26.5%	14.3%	4.71		
2019	42	2.4%	9.5%	19.0%	14.3%	31.0%	16.7%	7.1%	4.40	0.338	0.010

Q24c. How much do you agree or disagree with the following statement?  
 - "I have the time to grow traffic safety citizenship in my workplace."

Year	N	Neither						Mean	Sig	eta2
		Strongly Agree	Somewhat Agree	Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree			
2017	49	4.1%	8.2%	28.6%	20.4%	16.3%	22.4%	5.04		
2019	42	4.8%	21.4%	23.8%	9.5%	23.8%	16.7%	4.76	0.378	0.009

Q25. Does your workplace sponsor any activities seeking to promote traffic safety in the community?

Year	N	Yes	No	I don't know	Mean	Sig	eta2
2017	51	9.8%	78.4%	11.8%	2.02		
2019	41	19.5%	78.0%	2.4%	1.83	0.050	0.042

Q26. Does your workplace participate in any activities seeking to promote traffic safety in the community?

Year	N	Yes	No	I don't know	Mean	Sig	eta2
2017	51	9.8%	80.4%	9.8%	2.00		
2019	41	19.5%	75.6%	4.9%	1.85	0.134	0.025

## Q27. Does your workplace lead any activities seeking to promote traffic safety in the community?

Year	N	Yes	No	I don't know	Mean	Sig	eta2
2017	51	3.9%	84.3%	11.8%	2.08		
2019	41	9.8%	85.4%	4.9%	1.95	0.122	0.026

## Q28. What is your sex?

Year	N	Male	Female	Mean	Sig	eta2
2017	51	41.2%	58.8%	1.59		
2019	40	45.0%	55.0%	1.55	0.718	0.001

## Q29. How old are you?

Year	N	25-34	35-44	45-54	55-64	65-74	75 or older	Mean	Sig	eta2
2017	53	9.4%	24.5%	24.5%	28.3%	13.2%	0.0%	5.11		
2019	40	0.0%	22.5%	12.5%	35.0%	25.0%	5.0%	5.78	0.010	0.070

## Q30. What is the highest level of education that you completed?

Year	N	High school graduate (includes GED)	Some college, no degree	2-year college degree (Associate's degree)	4-year college degree (Bachelor's degree)	Graduate or professional degree	Mean	Sig	eta2
2017	52	1.9%	21.2%	23.1%	44.2%	9.6%	4.38		
2019	41	4.9%	14.6%	22.0%	36.6%	22.0%	4.56	0.428	0.007

## Appendix Y. Law Enforcement Survey Statistical Report

This appendix shows the relative frequencies and means of the responses to the Law Enforcement survey in 2017 and 2019 ("Sig" represents the statistical significance of the difference between the means, p, and eta2 represents the effect size of the difference,  $\eta^2$ ).

Q1. I believe the only acceptable number of deaths and serious injuries on Minnesota roadways is zero.

Year	N	Strongly agree	Agree	Somewhat Agree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	12	66.7%	25.0%	0.0%	0.0%	8.3%	1.75		
2019	20	65.0%	20.0%	5.0%	5.0%	5.0%	1.85	0.873	0.001

Q2. I believe the only acceptable number of deaths and serious injuries among my family and friends on Minnesota roadways is zero.

Year	N	Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	12	75.0%	16.7%	0.0%	0.0%	8.3%	1.67		
2019	20	75.0%	15.0%	5.0%	5.0%	0.0%	1.55	0.828	0.002

Q3a. How concerned are the following people about traffic safety in Park Rapids? - You

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	12	0.0%	8.3%	8.3%	0.0%	16.7%	16.7%	50.0%	5.75		
2019	20	10.0%	15.0%	10.0%	25.0%	0.0%	10.0%	30.0%	4.40	0.078	0.100

Q3b. How concerned are the following people about traffic safety in Park Rapids? - Your family

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			
2017	11	9.1%	9.1%	9.1%	9.1%	9.1%	9.1%	54.5%	5.75		
2019	20	10.0%	20.0%	15.0%	25.0%	0.0%	30.0%	30.0%	4.05	0.156	0.068

Q3c. How concerned are the following people about traffic safety in Park Rapids? - Most people in your agency

Year	N	Not at all concerned			Moderately concerned			Extremely concerned	Mean	Sig	eta2
		(1)	(2)	(3)	(4)	(5)	(6)	(7)			

2017	12	0.0%	8.3%	8.3%	16.7%	8.3%	16.7%	41.7%	5.42		
2019	20	5.0%	15.0%	10.0%	30.0%	0.0%	15.0%	25.0%	4.50	0.200	0.054

Q3d. How concerned are the following people about traffic safety in Park Rapids?  
 - Most supervisors/leaders in your agency

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	12	0.0%	0.0%	8.3%	16.7%	8.3%	25.0%	41.7%	5.75		
2019	20	5.0%	15.0%	5.0%	20.0%	10.0%	15.0%	30.0%	4.80	0.163	0.064

Q3e. How concerned are the following people about traffic safety in Park Rapids?  
 - Most people (age 18 and older) in your community

Year	N	Not at all concerned (1)	(2)	(3)	Moderately concerned (4)	(5)	(6)	Extremely concerned (7)	Mean	Sig	eta2
2017	12	8.3%	8.3%	33.3%	16.7%	8.3%	0.0%	25.0%	4.08		
2019	20	5.0%	20.0%	35.0%	20.0%	5.0%	10.0%	5.0%	3.50	0.363	0.028

Q4a. How much do you agree or disagree with the following statements?  
 - People who drive after drinking alcohol are more likely to get stopped by the police.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Strongly disagree	Mean	Sig	eta2
2017	11	18.2%	18.2%	36.4%	18.2%	9.1%	3.00		
2019	20	20.0%	30.0%	35.0%	10.0%	5.0%	2.60	0.482	0.017

Q4b. How much do you agree or disagree with the following statements?  
 - People who drive after drinking alcohol are more likely to be in a traffic crash.

Year	N	Strongly agree	Agree	Somewhat agree	Strongly disagree	Mean	Sig	eta2
2017	11	27.3%	54.5%	9.1%	9.1%	2.27		
2019	20	35.0%	45.0%	15.0%	5.0%	2.05	0.691	0.006

Q4c. How much do you agree or disagree with the following statements?  
 - Impairment begins with the first sip of alcohol.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	11	18.2%	9.1%	27.3%	0.0%	9.1%	18.2%	18.2%	4.00		
2019	20	5.0%	5.0%	25.0%	25.0%	15.0%	20.0%	5.0%	4.20	0.773	0.003

Q4d. How much do you agree or disagree with the following statements? - Alcohol impairs driving performance.

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Strongly disagree	Mean	Sig	eta2
2017	11	54.5%	27.3%	9.1%	0.0%	9.1%	2.00		
2019	20	40.0%	35.0%	15.0%	5.0%	5.0%	2.10	0.867	0.001

Q5a. How much do you approve or disapprove of... - driving within two hours of drinking any alcohol?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	0.0%	0.0%	9.1%	9.1%	18.2%	9.1%	54.5%	5.91		
2019	20	5.0%	5.0%	15.0%	30.0%	10.0%	20.0%	15.0%	4.55	0.033	0.147

Q5b. How much do you approve or disapprove of... - driving after having perhaps too much to drink?

Year	N	Strongly approve	Approve	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	0.0%	9.1%	0.0%	9.1%	81.8%	6.45		
2019	20	5.0%	0.0%	10.0%	40.0%	45.0%	6.10	0.511	0.015

Q5c. How much do you approve or disapprove of...  
 - having a conversation on a cell phone while holding it in your hand and driving?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	0.0%	18.2%	0.0%	36.4%	18.2%	18.2%	9.1%	4.45		
2019	20	10.0%	15.0%	5.0%	30.0%	10.0%	15.0%	15.0%	4.20	0.712	0.005

Q5d. How much do you approve or disapprove of...  
 - having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?

Year	N	Strongly approve	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	0.0%	27.3%	0.0%	36.4%	9.1%	18.2%	9.1%	4.18		
2019	20	10.0%	40.0%	10.0%	30.0%	5.0%	0.0%	5.0%	3.00	0.055	0.122



Q5e. How much do you approve or disapprove of... - reading or typing on a cell phone while driving?

Year	N	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	9.1%	0.0%	0.0%	27.3%	63.6%	6.36		
2019	20	5.0%	5.0%	15.0%	55.0%	20.0%	5.80	0.175	0.063

Q6a. In your opinion, how much do most people in Park Rapids approve or disapprove of...(Even if you are not sure, give your best guess.) - driving within two hours of drinking any alcohol?

Year	N	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	9.1%	9.1%	27.3%	27.3%	18.2%	9.1%	4.64		
2019	20	0.0%	10.0%	35.0%	30.0%	15.0%	10.0%	4.80	0.731	0.004

Q6b. In your opinion, how much do most people in Park Rapids approve or disapprove of...(Even if you are not sure, give your best guess.) - driving after having perhaps too much to drink?

Year	N	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	0.0%	0.0%	18.2%	9.1%	45.5%	27.3%	5.82		
2019	20	5.0%	5.0%	0.0%	25.0%	45.0%	20.0%	5.60	0.634	0.008

Q6c. In your opinion, how much do most people in Park Rapids approve or disapprove of...(Even if you are not sure, give your best guess.) - having a conversation on a cell phone while holding it in their hand and driving?

Year	N	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	27.3%	0.0%	45.5%	9.1%	9.1%	9.1%	4.00		
2019	19	5.3%	21.1%	36.8%	21.1%	10.5%	5.3%	4.26	0.620	0.009

Q6d. In your opinion, how much do most people in Park Rapids approve or disapprove of...(Even if you are not sure, give your best guess.) - having a conversation on a cell phone without holding it in their hand ("hands free") and driving?

Year	N	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	27.3%	18.2%	36.4%	0.0%	9.1%	9.1%	3.73		
2019	20	45.0%	30.0%	15.0%	10.0%	0.0%	0.0%	2.90	0.091	0.096

Q6e. In your opinion, how much do most people in Park Rapids approve or disapprove of...(Even if you are not sure, give your best guess.) - reading or typing on a cell phone while driving.

Year	N	Approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Disapprove	Strongly disapprove	Mean	Sig	eta2
2017	11	9.1%	18.2%	18.2%	36.4%	9.1%	9.1%	4.45		
2019	20	0.0%	10.0%	0.0%	45.0%	35.0%	10.0%	5.35	0.055	0.121

Q7a. In your opinion, during the past 30 days, how often did most people in Park Rapids...(Even if you are not sure, give your best guess.) - drive within two hours of drinking any alcohol?

Year	N	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Mean	Sig	eta2
2017	11	0.0%	36.4%	27.3%	36.4%	0.0%	4.00		
2019	20	5.0%	25.0%	50.0%	15.0%	5.0%	3.90	0.771	0.003

Q7b. In your opinion, during the past 30 days, how often did most people in Park Rapids...(Even if you are not sure, give your best guess.) - drive after having perhaps too much to drink?

Year	N	Rarely	Occasionally	Sometimes	Frequently	Mean	Sig	eta2
2017	11	27.3%	27.3%	36.4%	9.1%	3.27		
2019	20	5.0%	35.0%	50.0%	10.0%	3.65	0.244	0.046

Q7c. In your opinion, during the past 30 days, how often did most people in Park Rapids...(Even if you are not sure, give your best guess.) - have a conversation on a cell phone while holding it in their hand and driving?

Year	N	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Mean	Sig	eta2
2017	11	0.0%	0.0%	27.3%	45.5%	27.3%	6.00		
2019	20	15.0%	40.0%	40.0%	5.0%	0.0%	4.35	0.000	0.510

Q7d. In your opinion, during the past 30 days, how often did most people in Park Rapids...(Even if you are not sure, give your best guess.) - have a conversation on a cell phone without holding it in their hand ("hands free") and driving?

Year	N	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Every time they drive	Mean	Sig	eta2
2017	11	9.1%	18.2%	0.0%	36.4%	27.3%	9.1%	4.82		
2019	20	0.0%	0.0%	35.0%	50.0%	10.0%	5.0%	4.85	0.940	0.000

Q7e. In your opinion, during the past 30 days, how often did most people in Park Rapids...(Even if you are not sure, give your best guess.) - read or type on a cell phone while driving.

Year	N	Rarely	Occasionally	Sometimes	Frequently	Almost Always	Mean	Sig	eta2
2017	11	0.0%	0.0%	9.1%	63.6%	27.3%	5.18		
2019	20	5.0%	15.0%	35.0%	35.0%	10.0%	4.30	0.015	0.188

Q8a. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota DUI laws." - You

Year	N	Strongly		Mean	Sig	eta2
		agree	Agree			
2017	11	90.9%	9.1%	1.09		
2019	20	90.0%	10.0%	1.10	0.937	0.000

Q8b. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota DUI laws." - Most officers in your agency

Year	N	Strongly		Mean	Sig	eta2
		agree	Agree			
2017	11	81.8%	18.2%	1.18		
2019	20	85.0%	15.0%	1.15	0.825	0.002

Q8c. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota DUI laws." - Most supervisors/leaders in your agency

Year	N	Strongly		Mean	Sig	eta2
		agree	Agree			
2017	11	100.0%	0.0%	1.00		
2019	20	95.0%	5.0%	1.05	0.468	0.018

Q8d. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota DUI laws." - Most people (age 18 and older) in your community

Year	N	Strongly		Somewhat		Mean	Sig	eta2
		agree	Agree	agree	Agree			
2017	11	18.2%	72.7%	9.1%	9.1%	1.91		
2019	20	40.0%	50.0%	10.0%	10.0%	1.70	0.378	0.027

Q9a. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota distracted driving laws." - You

Year	N	Strongly agree	Agree	Somewhat agree	Somewhat disagree	Mean	Sig	eta2
2017	11	72.7%	9.1%	9.1%	9.1%	1.64		
2019	20	60.0%	30.0%	10.0%	0.0%	1.50	0.702	0.005

Q9b. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota distracted driving laws." - Most officers in your agency

Year	N	Strongly		Somewhat		Mean	Sig	eta2
		agree	Agree	agree	Agree			
2017	11	72.7%	18.2%	9.1%	9.1%	1.36		
2019	20	55.0%	35.0%	10.0%	10.0%	1.55	0.473	0.018

Q9c. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota distracted driving laws." - Most supervisors/leaders in your agency

Year	N	Strongly agree	Agree	Somewhat agree	Mean	Sig	eta2
2017	10	80.0%	20.0%	0.0%	1.20		
2019	20	75.0%	20.0%	5.0%	1.30	0.629	0.008

Q9d. How would the people in the following categories respond to this statement: "I believe local law enforcement should enforce Minnesota distracted driving laws." - Most people (age 18 and older) in your community

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Mean	Sig	eta2
2017	11	18.2%	27.3%	45.5%	9.1%	2.45		
2019	20	20.0%	30.0%	40.0%	10.0%	2.40	0.878	0.001

Q10a. Thinking back over the past 12 months, how often did the following people engage in DUI enforcement activities including DUI patrols? - You

Year	N	Never	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily	Mean	Sig	eta2
2017	11	0.0%	0.0%	18.2%	18.2%	18.2%	0.0%	45.5%	5.36		
2019	20	15.0%	15.0%	15.0%	0.0%	0.0%	30.0%	25.0%	4.45	0.269	0.042

Q10b. Thinking back over the past 12 months, how often did the following people engage in DUI enforcement activities including DUI patrols? - Most officers in your agency

Year	N	Never	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily	Mean	Sig	eta2
2017	11	0.0%	0.0%	18.2%	18.2%	18.2%	0.0%	45.5%	5.18		
2019	20	15.0%	15.0%	15.0%	0.0%	0.0%	30.0%	25.0%	5.35	0.787	0.003

Q10c. Thinking back over the past 12 months, how often did the following people engage in DUI enforcement activities including DUI patrols? - Most officers in the state

Year	N	Never	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily	Mean	Sig	eta2
2017	11	9.1%	18.2%	0.0%	27.3%	27.3%	18.2%	5.00			
2019	19	0.0%	10.5%	21.1%	15.8%	21.1%	31.6%	5.42	.471	0.019	

Q11a. Thinking back over the past 12 months, how often did the following people engage in distracted driving enforcement activities? - You

Year	N	Never	Once or twice	A few times	Monthly	Weekly	Daily	Mean	Sig	eta2
2017	11	0.0%	0.0%	27.3%	18.2%	18.2%	36.4%	5.18		
2019	20	20.0%	25.0%	20.0%	5.0%	5.0%	25.0%	3.55	0.055	0.122

Q11b. Thinking back over the past 12 months, how often did the following people engage in distracted driving enforcement activities? - Most officers in your agency

Year	N	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily	Mean	Sig	eta2
2017	11	0.0%	27.3%	0.0%	9.1%	27.3%	36.4%	5.45		
2019	20	30.0%	20.0%	10.0%	0.0%	10.0%	30.0%	4.30	0.136	0.075

Q11c. Thinking back over the past 12 months, how often did the following people engage in distracted driving enforcement activities? - Most officers in the state

Year	N	Once or twice	A few times	Monthly	Twice a month	Weekly	Daily	Mean	Sig	eta2
2017	11	0.0%	27.3%	9.1%	9.1%	18.2%	36.4%	5.27		
2019	20	10.0%	15.0%	35.0%	0.0%	10.0%	30.0%	4.75	0.440	0.021

Q12a. How much do you agree or disagree with the following statements... - I believe my agency supports enforcement of Minnesota's DUI laws.

Year	N	Strongly agree	Agree	Mean	Sig	eta2
2017	11	90.9%	9.1%	1.09		
2019	20	90.0%	10.0%	1.10	0.937	0.000

Q12b. How much do you agree or disagree with the following statements... - I believe my agency supports enforcement of Minnesota's distracted driving laws

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Mean	Sig	eta2
2017	11	81.8%	18.2%	0.0%	0.0%	1.18		
2019	20	60.0%	15.0%	20.0%	5.0%	1.70	0.106	0.088

Q12c. How much do you agree or disagree with the following statements...  
 - My agency has made it clear to me that I am expected to enforce Minnesota's DUI laws

Year	N	Strongly agree	Agree	Disagree	Mean	Sig	eta2
2017	11	90.9%	9.1%	0.0%	1.09		
2019	20	80.0%	15.0%	5.0%	1.40	0.389	0.026

Q12d. How much do you agree or disagree with the following statements...  
 - My agency has made it clear to me that I am expected to enforce Minnesota's distracted driving laws

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Disagree	Mean	Sig	eta2
2017	11	81.8%	18.2%	0.0%	0.0%	0.0%	1.18		
2019	20	55.0%	20.0%	15.0%	5.0%	5.0%	1.90	0.094	0.094

Q12e. How much do you agree or disagree with the following statements...

- I have the time to enforce Minnesota's DUI laws

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	11	54.5%	27.3%	9.1%	9.1%	0.0%	0.0%	0.0%	1.73		
2019	20	25.0%	15.0%	15.0%	25.0%	5.0%	10.0%	5.0%	3.20	0.021	0.170

Q12f. How much do you agree or disagree with the following statements...

- I have the time to enforce Minnesota's distracted driving laws

Year	N	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Disagree	Strongly disagree	Mean	Sig	eta2
2017	11	54.5%	27.3%	9.1%	9.1%	0.0%	0.0%	1.73		
2019	20	35.0%	5.0%	5.0%	40.0%	10.0%	5.0%	3.15	0.031	0.151

Q13a. "For me, enforcing Minnesota's DUI laws feels..." Necessary: Unnecessary

Year	N	1 Necessary	2	3	Mean	Sig	eta2
2017	11	90.9%	9.1%	0.0%	1.09		
2019	20	90.0%	5.0%	5.0%	1.15	0.719	0.005

Q13b. "For me, enforcing Minnesota's DUI laws feels..." Dangerous: Safe

Year	N	1 Dangerous	2	3	4	5	6	7 Safe	Mean	Sig	eta2
2017	11	0.0%	9.1%	9.1%	27.3%	9.1%	0.0%	45.5%	5.18		
2019	19	5.3%	0.0%	5.3%	21.1%	10.5%	10.5%	47.4%	5.53	0.621	0.009

Q13c. "For me, enforcing Minnesota's DUI laws feels..." Foolish: Smart

Year	N	5	6	7 Smart	Mean	Sig	eta2
2017	11	0.0%	18.2%	81.8%	6.82		
2019	19	5.3%	5.3%	89.5%	6.84	.894	.001

Q13d. "For me, enforcing Minnesota's DUI laws feels..." Pleasant: Unpleasant

Year	N	1 Pleasant	2	3	4	5	6	Mean	Sig	eta2
2017	11	45.5%	9.1%	9.1%	18.2%	0.0%	18.2%	2.73		
2019	19	36.8%	0.0%	10.5%	47.4%	5.3%	0.0%	2.84	0.860	0.001

## Q13e. "For me, enforcing Minnesota's DUI laws feels..." Efficient: Wasteful

Year	N	1 Efficient	2	3	4	5	6	Mean	Sig	eta2
2017	11	45.5%	9.1%	9.1%	18.2%	0.0%	18.2%	2.73		
2019	19	36.8%	26.3%	10.5%	21.1%	5.3%	0.0%	2.32	0.505	0.016

## Q13f. "For me, enforcing Minnesota's DUI laws feels..." Harmful: Beneficial

Year	N	4	6	7 Beneficial	Mean	Sig	eta2
2017	11	0.0%	9.1%	90.9%	6.91		
2019	19	5.3%	10.5%	84.2%	6.74	0.466	0.019

## Q13g. "For me, enforcing Minnesota's DUI laws feels..." Stressful: Stress-relieving

Year	N	2	3	4	5	6	7 Stress-relieving	Mean	Sig	eta2
2017	11	36.4%	0.0%	27.3%	0.0%	18.2%	18.2%	4.18		
2019	19	10.5%	10.5%	57.9%	10.5%	5.3%	5.3%	4.05	0.827	0.002

## Q14a. "For me, enforcing Minnesota's distracted driving laws feels..." Necessary: Unnecessary

Year	N	1 Necessary	2	3	4	5	6	Mean	Sig	eta2
2017	11	81.8%	9.1%	9.1%	0.0%	0.0%	0.0%	1.27		
2019	20	55.0%	15.0%	0.0%	5.0%	15.0%	10.0%	2.40	0.072	0.107

## Q14b. "For me, enforcing Minnesota's distracted driving laws feels..." Dangerous: Safe

Year	N	2	3	4	5	6	7 Safe	Mean	Sig	eta2
2017	11	0.0%	18.2%	18.2%	0.0%	9.1%	54.5%	5.64		
2019	19	5.3%	5.3%	10.5%	10.5%	15.8%	52.6%	5.84	0.743	0.004

## Q14c. "For me, enforcing Minnesota's distracted driving laws feels..." Foolish: Smart

Year	N	2	3	4	5	6	7 Smart	Mean	Sig	eta2
2017	11	0.0%	0.0%	9.1%	9.1%	9.1%	72.7%	6.45		
2019	19	5.3%	10.5%	10.5%	5.3%	10.5%	57.9%	5.79	0.255	0.046

## Q14d. "For me, enforcing Minnesota's distracted driving laws feels..." Pleasant: Unpleasant

Year	N	1 Pleasant	2	3	4	5	6	7 Unpleasant	Mean	Sig	eta2
2017	11	45.5%	9.1%	0.0%	18.2%	9.1%	9.1%	9.1%	3.00		
2019	19	36.8%	0.0%	5.3%	31.6%	5.3%	10.5%	10.5%	3.42	0.619	0.009

## Q14e. "For me, enforcing Minnesota's distracted driving laws feels..." Efficient: Wasteful

Year	N	1 Efficient	2	3	4	5	6	Mean	Sig	eta2
2017	11	45.5%	9.1%	9.1%	27.3%	9.1%	0.0%	2.45		
2019	19	31.6%	15.8%	10.5%	15.8%	10.5%	15.8%	3.05	0.385	0.027

## Q14f. "For me, enforcing Minnesota's distracted driving laws feels..." Harmful: Beneficial

Year	N	2	4	6	7 Beneficial	Mean	Sig	eta2
2017	11	0.0%	9.1%	45.5%	45.5%	6.27		
2019	19	5.3%	10.5%	31.6%	52.6%	6.11	0.721	0.005

## Q14g. "For me, enforcing Minnesota's distracted driving laws feels..." Stressful: Stress-relieving

Year	N	1 Stressful	2	3	4	5	6	7 Stress-relieving	Mean	Sig	eta2
2017	11	9.1%	18.2%	0.0%	45.5%	9.1%	0.0%	18.2%	4.00		
2019	19	0.0%	10.5%	5.3%	57.9%	5.3%	15.8%	5.3%	4.26	0.654	0.007

## Q15a. Does your agency have... - A policy about never driving after drinking alcohol?

Year	N	Yes	No	Mean	Sig	eta2
2017	10	50.0%	50.0%	1.50		
2019	16	56.3%	43.8%	1.44	.767	.004

## Q15b. Does your agency have... - A policy about never having a conversation on a cell phone while holding it in your hand while driving?

Year	N	Yes	No	Mean	Sig	eta2
2017	9	0.0%	100.0%	2.00		
2019	19	36.8%	63.2%	1.63	0.036	0.158

## Q15c. Does your agency have... - A policy about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?

Year	N	Yes	No	Mean	Sig	eta2
2017	10	0.0%	100.0%	2.00		
2019	19	36.8%	63.2%	1.63	0.027	0.167

## Q15d. Does your agency have... - A policy about never reading or typing on a cell phone while driving?

Year	N	Yes	No	Mean	Sig	eta2
2017	10	60.0%	40.0%	1.40		
2019	17	47.1%	52.9%	1.53	0.534	0.016

Q16a. Does your family have... - A rule about never driving after drinking alcohol?

Year	N	Yes	No	I don't have a family	Mean	Sig	eta2
2017	11	63.6%	36.4%	0.0%	1.36		
2019	19	26.3%	63.2%	10.5%	1.95	0.048	0.133

Q16b. Does your family have... - A rule about never having a conversation on a cell phone while holding it in your hand while driving?

Year	N	Yes	No	I don't have a family	Mean	Sig	eta2
2017	11	27.3%	72.7%	0.0%	1.73		
2019	19	31.6%	57.9%	10.5%	1.89	0.563	0.012

Q16c. Does your family have... - A rule about never having a conversation on a cell phone without holding it in your hand ("hands-free") while driving?

Year	N	Yes	No	I don't have a family	Mean	Sig	eta2
2017	11	27.3%	72.7%	0.0%	1.73		
2019	19	15.8%	73.7%	10.5%	2.05	0.220	0.053

Q16d. Does your family have... - A rule about never reading or typing on a cell phone while driving?

Year	N	Yes	No	I don't have a family	Mean	Sig	eta2
2017	11	81.8%	18.2%	0.0%	1.18		
2019	19	36.8%	52.6%	10.5%	1.84	0.300	0.158



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