

Case Study: Low Level Drink Driving Strategy



The Issue

About 50% of road users – when asked how best to separate drinking and driving – prefer to limit themselves to one drink, and feel that having ‘one or two’ a short time before driving isn’t dangerous.

TAC was looking to run a campaign focusing on low level drink driving not being a safe bet.

Exploratory research was needed to understand the contextual / personal / social enablers of drink driving behaviour, especially what drove ‘in the moment’ decisions.

What We Did

Recruiting friendship groups, we started with a diary task that recorded all the groups’ social activities (participants weren’t aware it was specifically about drink driving).

These diaries were then shared with us.

After analysis of the diaries, we convened a discussion over a meal with each group to ‘dissect’ their behaviour over the preceding weeks, including their decision to drink and drive (or not).

The Outcome

Recommendation to develop a campaign based on re-framing what was a ‘safe limit’, by challenging the assumption that there is no risk in having ‘just one or two’ and more critically that the ‘two drinks in the first hour...’ and other outdated rules of thumb, or the ‘how do I feel test’ used in the moment were not the basis for a safe decision.