

ROAD CREW

AN EVIDENCE BASED HEALTH POLICY PROJECT

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“75% of all premature deaths are preventable by changes in individual behavior, and social and environmental conditions”

--U. S. Centers for Disease
Control and Prevention (CDC)

“Why should the devil have all the best tunes?”

--Gerard Hastings

WE ALL TRY TO DO BEHAVIOR MANAGEMENT

Three major classes of strategic tools:

Communications / Messages / Education

Enforcement / Force of Law / Regulation

Social Marketing

COMMERCIAL AND NONBUSINESS STRATEGIES ARE FUNDAMENTALLY DIFFERENT

Commercial marketing:

Appeals to immediate **self interest**

Nonbusiness campaigns often seek Behavior:

That is the opposite of self interest

That may be opposite of current behavior

That may not seem to benefit the person

COMMERCIAL AND NONBUSINESS STRATEGIES ARE FUNDAMENTALLY DIFFERENT

Commercial marketing works because:

Payback is **explicit**

Both parts of transaction **occur
together**

Nonbusiness campaigns often offer:

Vague payback

In distant future

COMMERCIAL AND NONBUSINESS STRATEGIES ARE FUNDAMENTALLY DIFFERENT

Commercial marketing acknowledges:

Competition in the marketplace

Consumer has **free choice**

Consumer has **power**

Nonbusiness campaigns often neglect:

The power residing in the consumer

The competition inherent in free choice

SEGMENTING ON WILLINGNESS TO BEHAVE

Prone to Behave as Desired

Unable to Behave as Desired

Resistant to Behave as Desired

Easy to See or Convey Self Interest and Benefits

Need to See and Receive Benefits with Reduced Barriers

Can't See and Can't Convey Self Interest and Benefits

Communications

Social Marketing

Enforcement

No/weak competition

Passive/active Competition

Unmanageable competition

SEGMENTING ON STAGES OF CHANGE AND WILLINGNESS TO BEHAVE

	Prone	Unable	Resistant
Awareness	Comms	Comms	Comms
Attitude	Comms	Marketing + Comms	Enforcement + Comms
Trial Behavior	Comms	Marketing + Comms	Enforcement + Comms
Repeat Behavior	Comms	Marketing + Comms	Enforcement + Comms

WHAT ARE MARKETING AND SOCIAL MARKETING?

Creating value to increase benefits and opportunity

Delivering value to decrease barriers and hassles

Exchanging value so each side may perceive benefit

Communicating value to inform and motivate

“We need to create an environment where it is as easy to eat well as it is to eat poorly”

--Margo Wootan

“If you always do what you’ ve always done,
you’ ll always get what you’ ve always gotten”

--Beth Mastin

REDUCING ALCOHOL IMPAIRED DRIVING: THE ROAD CREW

Project Goals:

To reduce alcohol related crashes by 5%
within one year

To be self-sustaining after one year

Not a goal:

To impact on alcohol consumption

NEW PRODUCT RESEARCH

7 focus groups with expert observers

11 focus groups with target

Describing 21-34 rural single men

What are they looking for in life?

Why do they drink?

Why do they drive after drinking?

Why don't they drive after drinking?

Fitting into daily hassles and processes

WHY DRIVE DRUNK? WHAT BARRIERS TO THE DESIRED BEHAVIOR?

Need to get home

Don't want to leave car behind

Hassle to get back to car in morning

Social pressure

Everybody does it

To be cool

Alternatives are not available

Low risk of getting caught

POTENTIAL BENEFITS

The guys told us:

Get target to bar without car

Vehicles need to be appealing, cool

Worry takes edge off a fun evening

We needed to fit into their lives

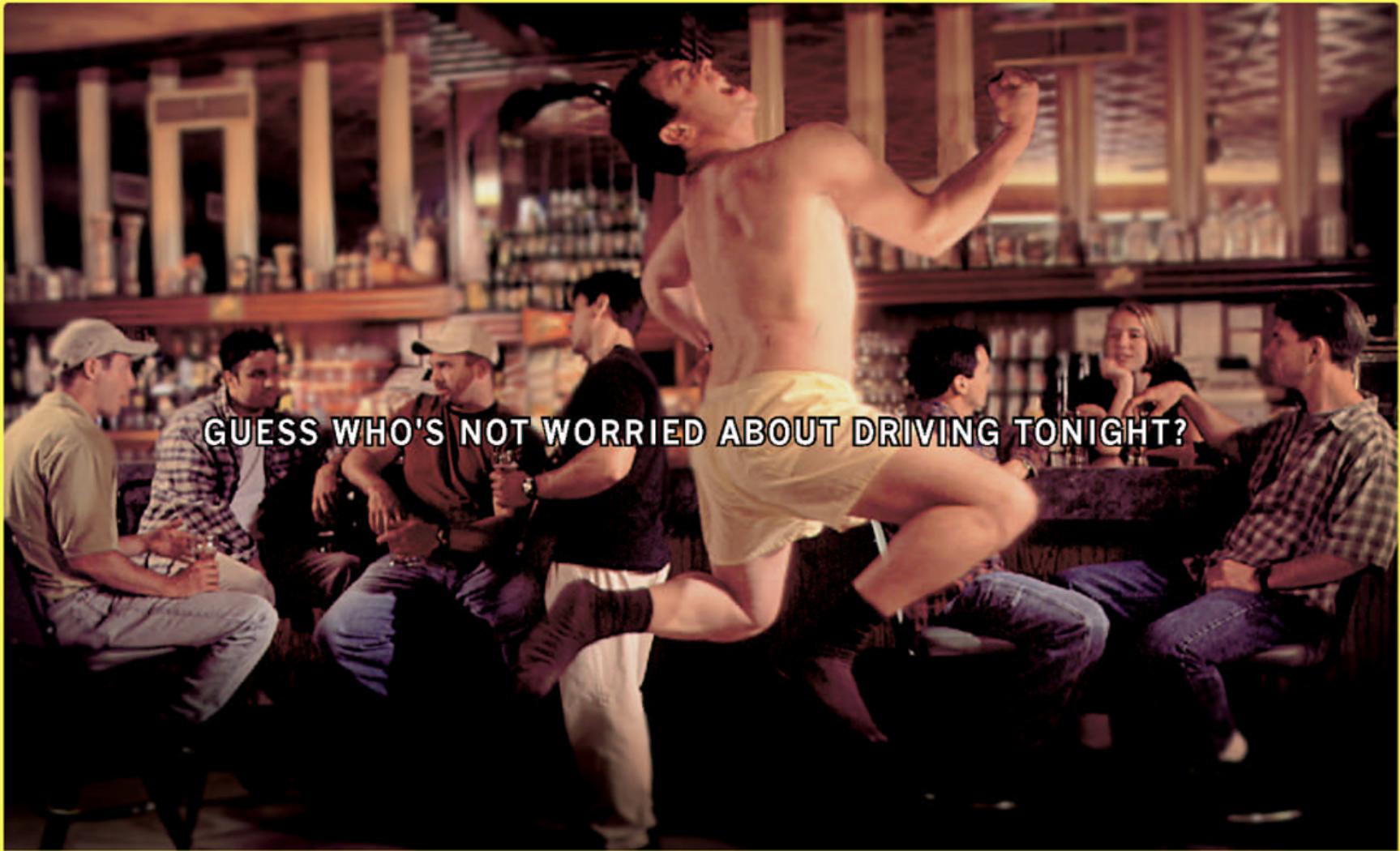
BRIEF SKETCH OF PROGRAM

Rides to, between and home from bars

Desirable vehicles and allow drinking

Reasonable, but self sustaining fees

Each community developed
its own unique program



GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.



For more info on the totally brand-newest way to get around safely, ask your bartender about The Road Crew. And remember, safety first, so don't jump around in the bar. Thanks.



ROAD

"Beats driving"

CREW

RESULTS AS OF 07/07

Over 85,000 rides taken

In parts of 6 rural counties

Covering 2% of Wisconsin population

Avoided ~140 crashes, ~6 deaths

No increase in individual consumption

All are self-sufficient after 1 year

Cost of alcohol related crash: \$231,000

Cost to avoid crash: \$6200

Net savings: \$31mm

“Role of government is to create opportunity; role of citizen is to seize opportunity”

--Alexander Hamilton

“Organize policy and strategy until self interest does what community requires”

-- Julian LeGrand

CONTROVERSY??

WHAT CONTROVERSY??

Low comfort level for decision makers:

Should we give limo rides to drunks?

Should tax revenues be used to give rides?

Shouldn't we punish until behavior changes?

Shouldn't we work to reduce drinking?

Will limo rides encourage more drinking?

Can we partner with Miller Brewing and the Tavern League?

CONTROVERSY??

WHAT CONTROVERSY??

Should gut feelings dominate data?

Should a program that saves lives and \$\$
be disseminated in spite of its weirdness?

Should managers be expected to assume the
risk of innovation and media exposure?

Should government manage citizen behavior?

Libertarianism? Paternalism?

Will government manage well or poorly?