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

<table>
<thead>
<tr>
<th>Proven to Behave as Desired</th>
<th>Unable to Behave as Desired</th>
<th>Resistant to Behave as Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to See or Convey Self Interest and Benefits</td>
<td>Need to See and Receive Benefits with Reduced Barriers</td>
<td>Can’t See and Can’t Convey Self Interest and Benefits</td>
</tr>
<tr>
<td>Communications</td>
<td>Social Marketing</td>
<td>Enforcement</td>
</tr>
<tr>
<td>No/Weak competition</td>
<td>Passive/active Competition</td>
<td>Unmanageable competition</td>
</tr>
</tbody>
</table>
# Segmenting on Stages of Change and Willingness to Behave

<table>
<thead>
<tr>
<th></th>
<th>Prone</th>
<th>Unable</th>
<th>Resistant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Comms</td>
<td>Comms</td>
<td>Comms</td>
</tr>
<tr>
<td>Attitude</td>
<td>Comms</td>
<td></td>
<td>Marketing + Comms</td>
</tr>
<tr>
<td>Trial Behavior</td>
<td>Comms</td>
<td>Marketing + Comms</td>
<td>Enforcement + Comms</td>
</tr>
<tr>
<td>Repeat Behavior</td>
<td>Comms</td>
<td>Marketing + Comms</td>
<td>Enforcement + Comms</td>
</tr>
</tbody>
</table>
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 CREW

"Beats driving"
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?