

National Institute of Social Affairs

Drink Driving Awareness Campaign

Community and School Assessment



2017

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Executive Summary

The study was conducted in Phnom Penh and Kandal province with 300 community people and 200 high school students. All of them are active drivers with at least one time driving per week. Even they are active driver but few of them holding a valid driving license (22% among interviewed community people and 4% among interviewed students). These low proportion indicate the limit knowledge of sample respondents related to traffic law or driving skill which lead to high risk of road crash.

Almost all respondents aware that drink driving is illegal in Cambodia, however they do not know clearly about how people will be punished or level punishment related to drink driving. Only around 5% of community survey sample and 4% of student sample mentioned correctly the 0.25mg/L which is limited by Cambodian traffic law.

Drinking at home is most popular way to avoid drink driving mentioned by the survey samples (80% of community samples and 64% of student samples). However, it is not considered to be an applicable for them to avoid drink driving since most of the time, Cambodian drink outside of their home.

Over confidence on driving ability after drinking alcohol and include low awareness of affects of alcohol on driver would leads to committing drink driving more often. Most of respondents still believe that they still can drive if they just drink a small amount of alcohol. Around 47% of community samples and 24% of student samples admitted that they committed drink driving at least once in the past year under a reason they can control themselves and no one brought them home.

“Stay Safe, Drink Wise” was aware by majority of respondents (73%) but low comprehensive among driver (majority claimed that it told them to limit their drinking). Specifically asking about the campaign of APIWSA, 4 in 10 claimed to see the wristband, sticker, and poster, 6 in 10 claimed to see the poster on tuk tuk, and 2 in 10 claimed to see the flyer of the campaign.

Most of respondents watch TV and Facebook and they are the top media channels drivers look to for information on drink driving. Specific to TV, Hang Meas, CTN and MyTV are the top channels people consumer for TV. TV is watched mostly on 3 key time periods – early in the morning (6-10am), , noon at 10:30-1:30pm, and early evening at roughly 5-10pm.

I. Introduction

1.1. Background

Road crashes has become more concern among Cambodian citizen with around 2,000 fatalities per year. The main reason of road crashes was speeding and follow by drink driving (RCVIS, 2016). Awareness campaign is one key important component to influence all drivers for wise drinking that would contribute to the achievement of National Action Plan for Road Safety 2011-2020 in reducing road crash deaths by 50%.

Stay Safe-Drink Wise awareness campaign had been officially launch on 13th December 2016 along with the Memorandum of Understanding Signing between APIWSA and Ministry of Public Work and Transport of Cambodia. The awareness aims to contribute to the reducing of road crashes death as well as promoting road safety in Cambodia. As parts of the campaign, several activities have been implemented as following:

- Facebook page “Stay Safe-Drink Wise”
- TV spots aired on MyTV and CTN channel
- Tuk Tuk Advertising in Phnom Penh
- Total Station Activation by distributing posters, flyers, wristbands, and stickers at 7 Total station for 3 days
- Distributed posters and leaflet in central Phnom Penh for 3 days
- LED Advertising at 5 areas (4 for out of home media alliances and 1 for CSX)
- Stickers and Wristbands distribution at Takeo province along with Klahan 9 event

To measure the changes which the project would directly or indirectly contributed, this study will be utilized. The result of this study will be used as guiding tools to enhance project design and action.

1.2. Objectives of the Study

Part of being an evidence-based intervention project, APIWSA is planning to carry out the project baseline. The results from this study will be utilized as the measurements of starting point for key indicators, so that the changes can be measure over the periods. In addition, it also can be used to check and refine the project design before the beginning of the project’s activities. In short, it is to establish the starting point for baseline indicators in order to

- Confirm the program or project design Indicator Tracking Table (ITT)
- Establish information-based against which to monitor and assess project’s progress and effectiveness during the implementation and after the activities are completed.

II. Methodology

Quantitative method was used to address the above objective. Multistage random sampling was implemented to ensure representativeness of the sample. Given the scope of the study and the budget and time constraints, the study was conducted in only Phnom Penh and Kandal province.

2.1. Sample size

Two types of target respondents was asked to involve in the study.

- a) General population who ages 18-60 years old, from a mix of socio-economic classes (at least \$100 monthly household income) who are living in Phnom Penh and Kandal province.
- b) Student at target schools and control school

Table 1: Sample size of the study

Respondents	Sample size
Living in Phnom Penh	150
Living in Kandal	150
Students	150
Control school	50
Total	500

2.2. Sampling Procedure for Household Survey

Three Khans/Districts in Phnom Penh and Three Sangkats/communes in Takhmao was purposive selected due the target place of the campaign (around LED Advertising Area and around the Total Station Activation area). Two Sangkats of each Khan was randomly select. For Takhmao town, 2 villages was selected in each Sangkat.

Twenty five community people was selected by systematic random sampling and requested to conduct face to face interview by using a pre-design questionnaire at their residents in each Sangkat in Phnom Penh or in village in Kandal province. Systematic random sampling was used to select the target household and then a member of that household who age at least 18 years old who the interviewer met first was requested to involve in the study. If s/he refused to join the study, another member of the household was asked to conduct interview instead. Prior to conducting the interview, verbal consent was obtained from each respondent.

2.3. Sampling Procedure for School Survey

Three schools will be selected purposively base on the target of the project and one control school will be selected for conducting the interview. This stage, an endorsement letter need to be obtained prior conducting the interview.

After getting approval from the school principle, 50 students was selected from each school to conduct the interview by using the pre-designed questionnaire. A random selection need to be employed to select at least 10 students from each class.

2.4. Data Collection Tools

A structured questionnaire was administered along with showcards of the Campaign for push for awareness. The questionnaire was consisted off:

- General information
- Knowledge regarding the traffic law, specifically drink driving related law
- Knowledge regarding drink driving
- Awareness on the each campaign (spontaneous and with showcard)
- Perception on the campaign
- Attitude and behavior related drink driving before and after the campaign
- Suggestion or recommendation on the campaign

2.5. Data Analysis

The analysis was employed separately between community and school survey data. The collected data was entered in SPSS program and the descriptive analysis was used to describe all major project's indicators of this baseline. In addition, the inferential statistic was also employed to explore any significant relationship between two or more variables. In this case, the two-sided statistical tests will be utilized to explore the statistically significant relationship using a P-value of ≤ 0.05 .

III. Result

3.1. Respondents' profile

The data collection was conducted by two phases from 24st to 29th of September 2017 for phase 1 (Community Assessment) and from 1st October to 6th October 2017 for phase 2 (School Assessment). Table 2 shows the profile of respondents divided by type of survey (Community and School survey). Totally, the study interviewed 500 respondents from 2 cities/provinces (Phnom Penh and Kandal). The respondents were approached by different sampling method.

Table 2 below indicates the general information including gender, age, level of education, and occupation of respondents by type of survey (community and school survey). The proportion of male and female respondents are similar (52% for male and 48% for female). The result is the same between both community and school survey.

Table 2: Profile of respondents

	Total	Community	School
Base: All Respondents	500	300	200
Gender			
Male	52%	52%	53%
Female	48%	48%	48%
Age			
Less than 20 yrs	39%	3%	92%
20-29 years	16%	21%	8%
30-39 years	23%	38%	0%
40-49 years	11%	18%	0%
50 years and more	12%	20%	0%
Level of Education			
No schooling	1%	1%	0%
Primary school	17%	28%	0%
Secondary school	23%	38%	0%
High school	52%	21%	100%
Higher education	7%	11%	0%
Employment Status			
Self employed	36%	60%	0%
Employed	17%	28%	0%
Student	41%	2%	100%
Not Working	6%	11%	0%

About 24% of community survey respondents age less than 29 years old while about 38% age from 30-39 years old and other 38% age more than 40 years old. Not surprisingly, majority of school survey respondents age less than 20 years old while only 8% of them age more than 20 years old.

In term of education level, majority of community respondents (76%) were at least secondary school level while about 28% of them studied only in primary school level and 1% did not go to school. For the school survey, the interview was conducted only with high school level students of the selected school, so all of them are purely in high school level of education.

Self employed is the major employment status of the community respondents (60%) follow by employed by others (38%), unemployed (11%), and student (2%). All school survey respondents are student.

Due to different background of respondents, the study analyzed the data separately between community and school survey as following.

3.2. Community Survey

3.2.1. Respondents' driving profile

Vehicle ownership is the key leading to driving habit of the respondents. Due to the result of the study, majority of the respondent own at least 1 motorbike/ car which is contrasted with the proportion of having a valid driving license.

Driving is one of daily activities that people cannot avoid of it. However, the below result (see Figure 1) shows that the majority of drivers did not pass proper training before starting to driving due to low proportion of driving license holder. This will lead to low awareness of driver related to traffic, specifically drink driving related law.

Figure 1: Incident of vehicle ownership and driving license (n=300)

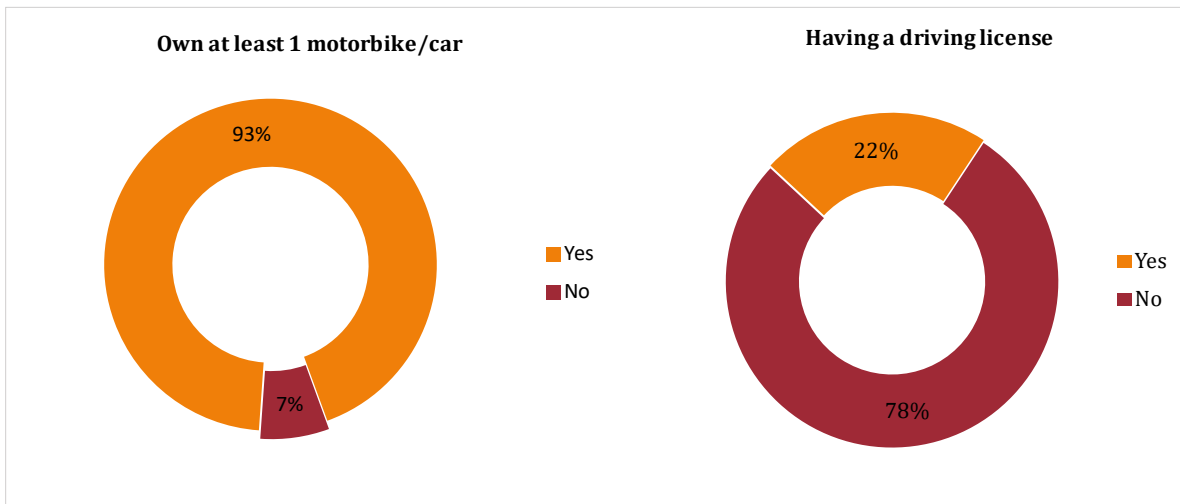


Table 3 below indicated the driving habit of community respondents. All respondents are frequent driver with at least once per week. The majority of them (71%) drive at least once per day. The

proportion between the two provinces is not much different. Related to gender, male are more likely than female to drive frequently.

Table 3: Frequency of driving by location and gender (n=300)

	Total	Phnom Penh	Kandal	Male	Female
Base: All Respondents	300	150	150	155	145
	%	%	%	%	%
1-2 days per week	13%	15%	11%	8%	19%
3-4 days per week	12%	11%	13%	6%	18%
5-6 days per week	3%	5%	1%	2%	4%
Every day	71%	68%	75%	84%	58%

3.2.2. Knowledge on drink driving

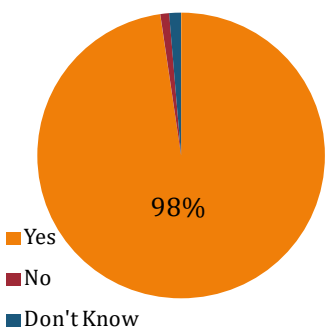
Almost all respondents aware of Cambodian Traffic Law related drink driving and major of them mentioned only pecuniary penalty will applied for person who is driving over the legal limit of alcohol (Figure 2) while only a few mentioned about imprisonment.

By Cambodia traffic law, alcohol limit for both car and motorbike drivers is 0.25mg/l. Almost all interviewed respondents do not aware of this legal alcohol limit for driver (Figure 3).

Low awareness regarding laws written against drink driving is the reason that people are more likely to commit it. Given this, the APIWSA may need to engage traffic regulators more effectively to drive awareness and impact of laws regarding drink driving.

Figure 2: Awareness of law regarding drink driving (n=300)

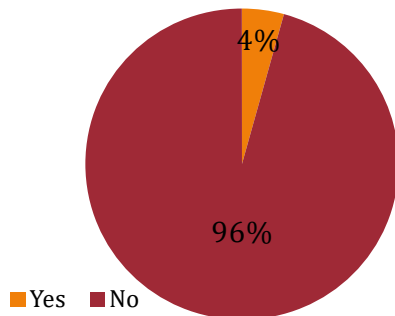
Is there any penalty for drink driving in Cambodia? (n=300)



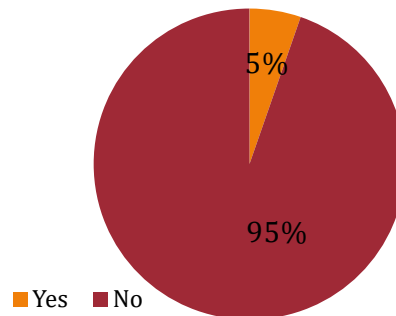
	Total
Number of Respondents	293
	%
Pecuniary penalty	60%
Pecuniary penalty and vehicle keeping	12%
Pecuniary and sent to jail	7%
Only warning	6%
No penalty	3%
Warning and Pecuniary penalty	3%
Sent to jail	1%
Pecuniary penalty, lose of license point, and send to jail	1%
Don't know	5%

Figure 3: Awareness of legal alcohol limit for drivers (n=300)

Legal alcohol limit for Car driver (n=300)

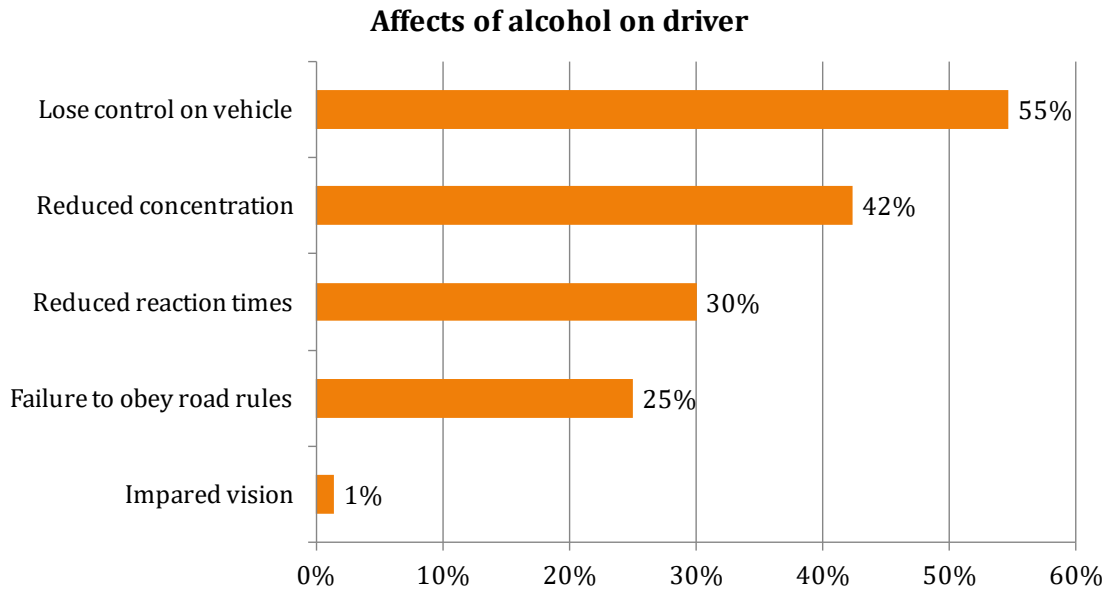


Legal alcohol limit for Motorbike driver (n=300)



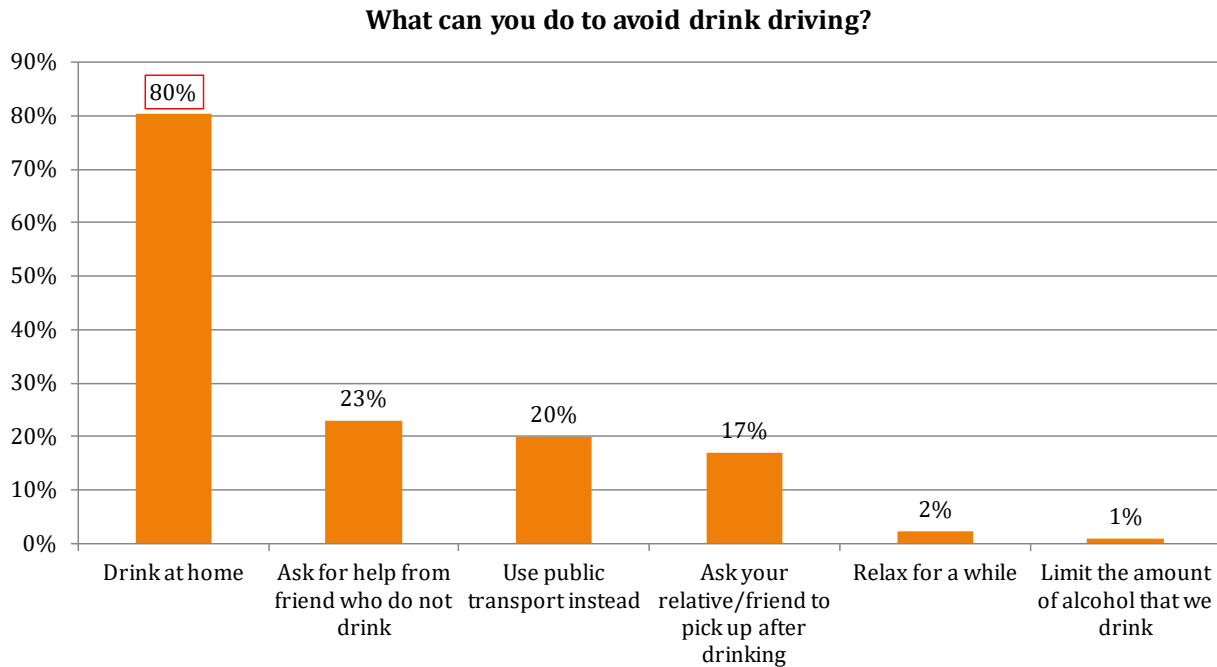
Limit knowledge of the affects of alcohol on drivers is also a concern. In general, alcohol is not advised to drink before driving because it will affect their driving ability/skill. Almost all respondents could mention only 2 affects of alcohol on drivers. Majority mentioned the lose control on vehicle and lack of concentration (Figure 4). Interestingly, only 1% of respondents mentioned impaired vision which is directly impact on their ability of driving.

Figure 4: Awareness on the affects of alcohol on drivers (n=300)



Major of respondents claimed drinking at home is the way to avoid drink driving (80%) while getting help from other people is still not popular yet among them. Only 23% would ask for help from friend who do not drink, 20% would use public transport instead, and only 17% would ask their relative/friend to pick up them.

Figure 5: Awareness on how to avoid drink driving (n=300)



3.2.3. Drink driving habits

Most of respondents still believe that drink small amount of alcohol is ok for driving. Men are more likely than women to claim that. Table 4 below indicates that only 33% of survey respondents would not drink at all if they intent to drive in 2 hours while almost half of them would drink at least 2 cans of beers.

Comparing between male and female respondents, there is a huge different between the two groups. Majority of men claimed to drink beer at least 2 cans even they need to drive while only a few of women did so. It is not surprise that men are more than women to commit drink driving.

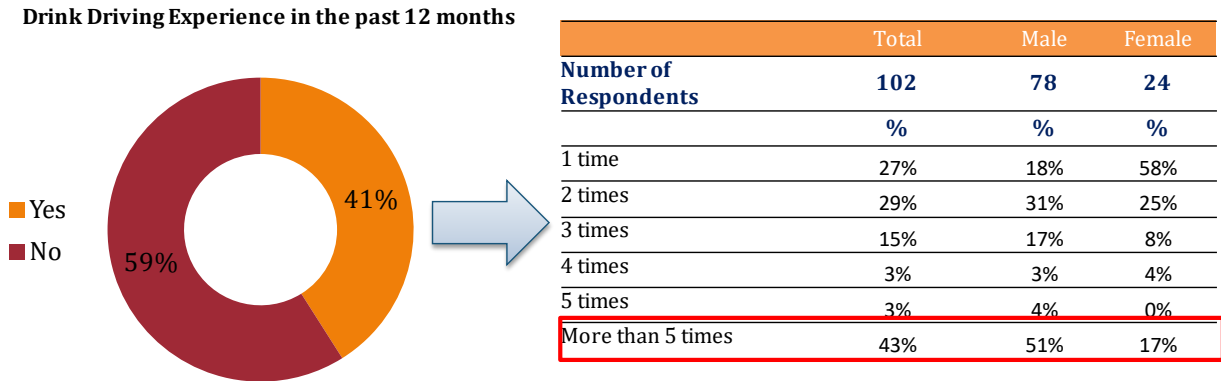
Table 4: How much you should drink if you need to drive just in 2 hours (n=300)

	Total	Male	Female
Number of Respondents	284	152	132
	%	%	%
No drink	33%	14%	55%
1 can only	22%	17%	27%
2 cans or more	45%	69%	17%

When asking about their drink driving experiences in the last 12 months, around 4 out of 10 interviewed respondents confessed that they committed drink driving at least one time. Not

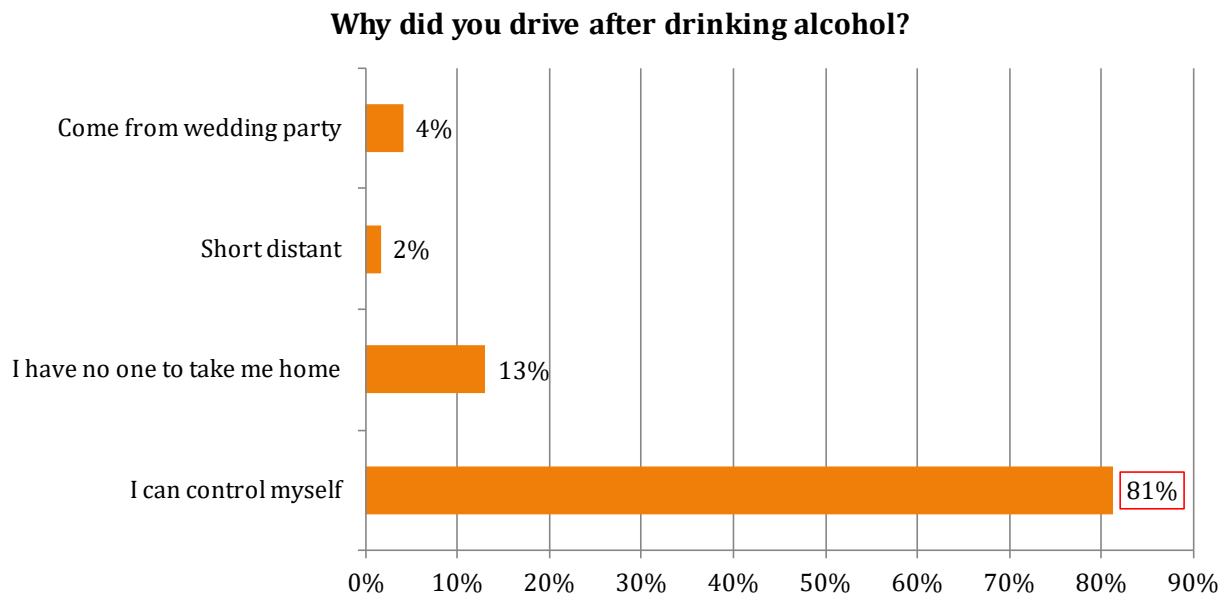
surprisingly, men are more likely than women to commit drink driving. Figure 6 below shows that 51% of men who drank before driving did so more than 5 times in the past year while only 17% of women admitted that. This result aligns with the above result regarding their attitude toward drink driving.

Figure 6: Drink Driving experiences in the past 12 months (n=300)



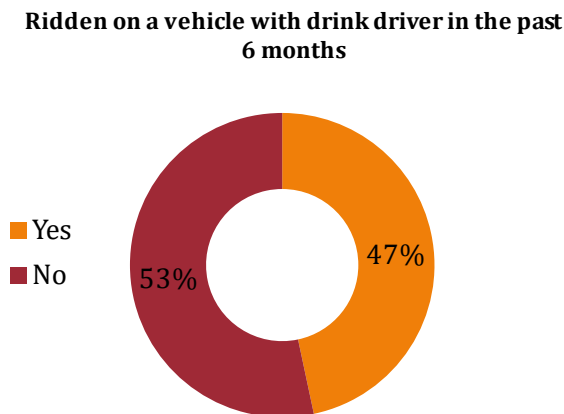
When asking about the reason behind their drink driving, over confident on their ability to control themselves on driving is one of the main reason of committing drink driving. Figure 7 indicates that 81% of respondents who committed drink driving believed that they were not drunk or still be able to control their vehicle properly.

Figure 7: Reason of drink driving (n=102)



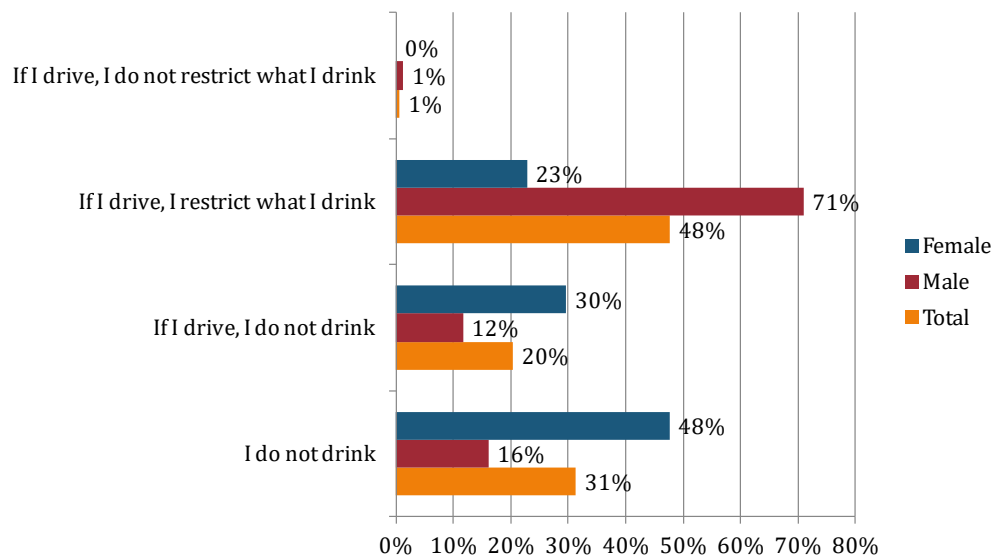
Interviewed respondents are somehow confident in riding with drink driver as they believed that s/he seems able to control the vehicle. Figure 8 shows the proportion of respondents who had ever ridden on vehicle with drink driver. Almost half of respondents claimed to experience of ridding on a drink driver’s vehicle under the reason that the driver seem to be able to control themselves (65%) and they had no one to take their

Figure 8: Ever ridden on a vehicle with drink driver (n=300)



Drinking alcohol before driving is still not a concern if they limit the amount of it. Majority of men (71%) believe that they can drive if they restrict what they drink while only a few women (23%) claimed the same.

Figure 9: Attitude toward drink driving (n=300)



3.2.4. Campaign evaluation

Awareness related to activities on drink driving prevention is high among Phnom Penh. Female are more than male pay attentions on any initiative in their community promoting drink driving prevention.

Figure 10: Proportion of respondents who ever seen the campaign (n=300)

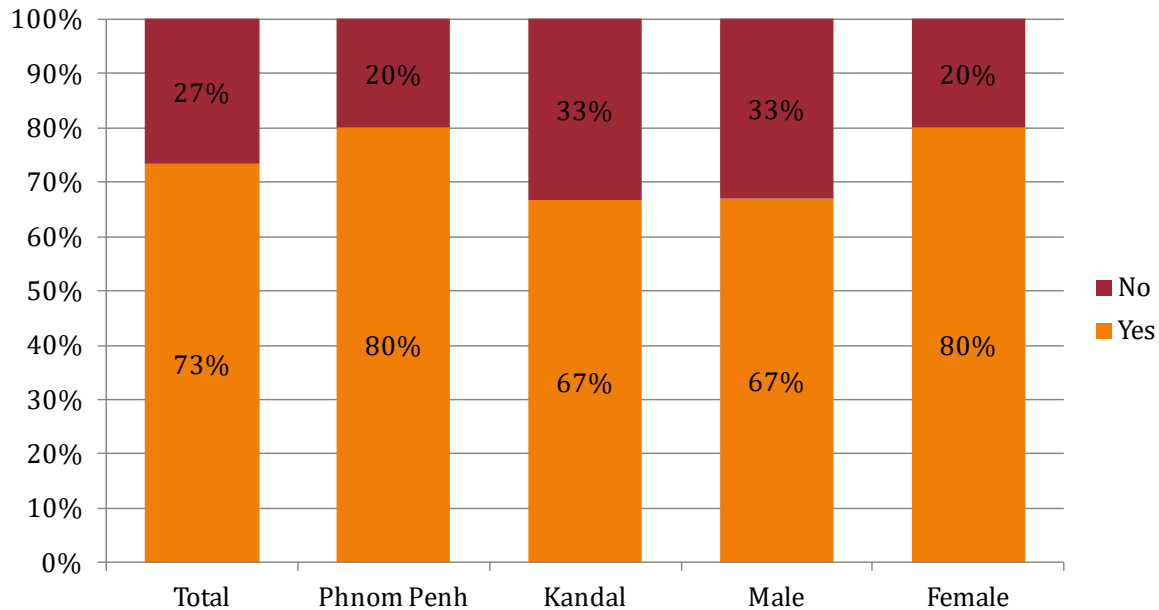
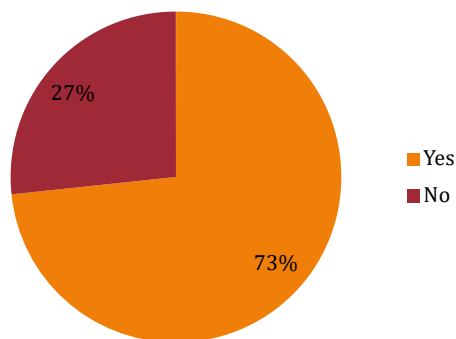


Figure 11: Awareness on the message "Stay Safe Drink Wise" (n=300)

"Stay Safe Drink Wise"

Ever heard/seen?



Specific to "Stay Safe, Drink Wise", more than 7 out of 10 interviewed respondents aware of the message. However, their limit understanding related to the message is still a concern. Around 14% of respondents admitted that they do not understand the message and 41% claimed that the message tell them to limit their drinking, and 9% to drive more carefully.

The message tell me to:

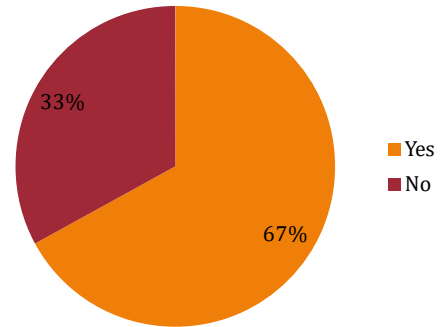
Limit your drinking	41%
Drink with responsibility	18%
Prevent drink driving related crash	11%
Do not drink and drive	9%
Drive more carefully	8%
Do not understand	14%

What do you think about this message?

“Stay Safe, Drink Wise” TV Commercial 1 (A Destroyed Family)

Around 7 out of 10 interviewed respondents claimed to see the video and most of them watch it via TV. Interestingly, among those ever seen the video, 13% do not understand the key message.

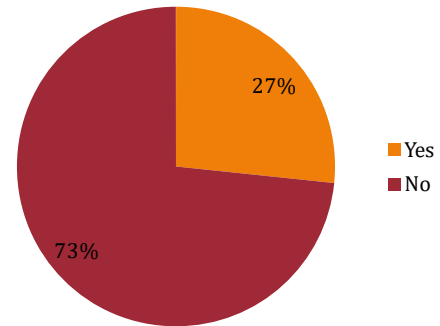
Figure 12: Awareness on the TVC commercial 1



“Stay Safe, Drink Wise” TV Commercial 2

Around 3 out of 10 interviewed respondents claimed to see the video and most of them watch it via TV. Interestingly, among those ever seen the video, 24% do not understand the key message.

Figure 13: Awareness on the TV commercial 2



“Stay Safe, Drink Wise” TV Commercial 3

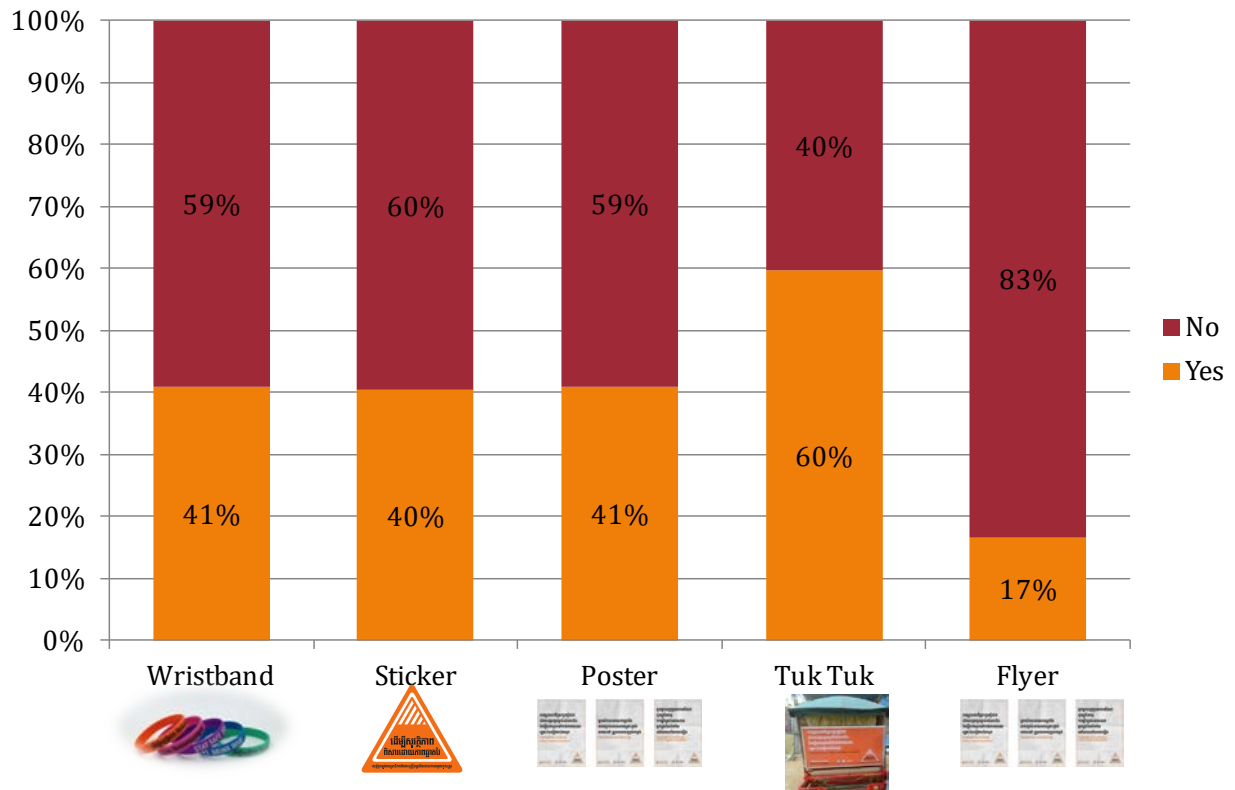
Around 3 out of 10 interviewed respondents claimed to see the video and most of them watch it via TV. Interestingly, among those ever seen the video, 9% cannot raise any key message.

Figure 14: Awareness on the TV commercial 3



Figure 15 shows that the majority of respondents have ever seen poster on tuk tuk and around 40% used to see wristband, sticker, and poster. Only around 2 out of 10 respondents can recall that they used to see the flyers. Poster on Tuk Tuk played better role in term of improving the awareness of the campaign. It is

Figure 15: Awareness on print material campaign



Among those who saw the wristband (n=123), around 10% got one of it, 20% saw their friend/relative/family members got one of it and majority of them (69%) saw other people wore it.

Among those who saw the sticker (n=121), around 19% got one of it, 14% saw their friend/relative/ family members got it and 64% of them saw other people use the sticker.

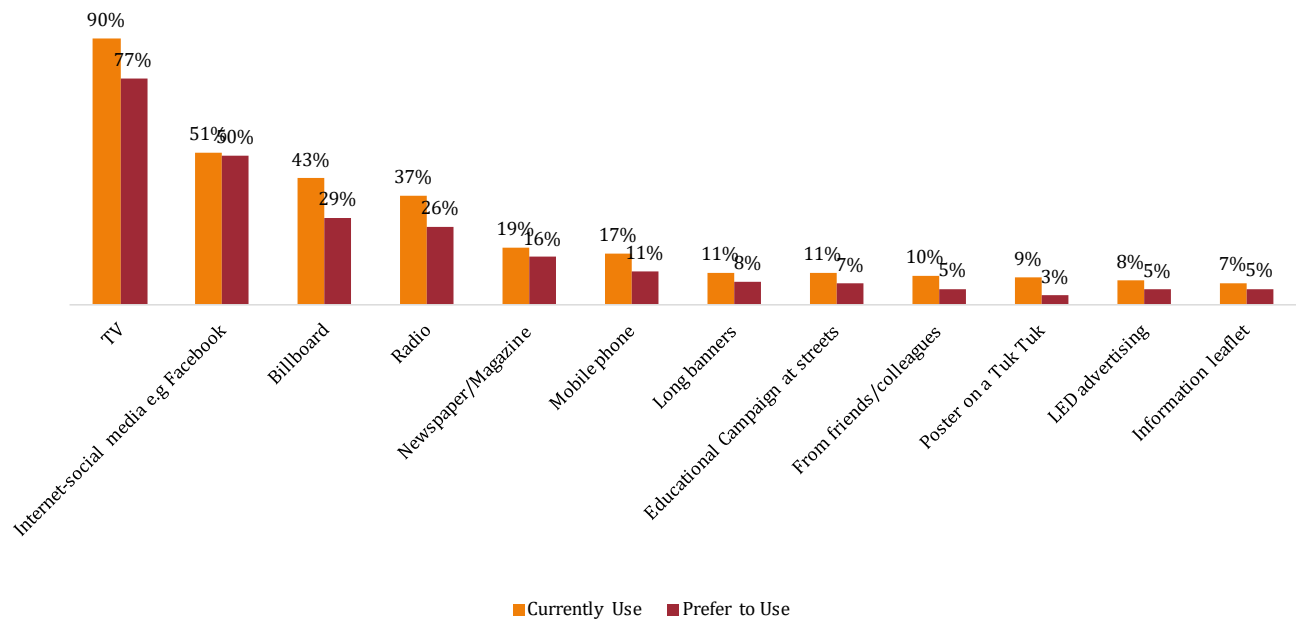
Gas station is the most convenience place for poster location. Among those who saw the poster (n=123), 45% saw it at gas station while only 24% saw at restaurant and 19% saw at coffee shop.

Compare to other 4 mode of print material campaign, flyer catch up fewer audients. Among those who saw the flyer (n=50), 50% saw other people read it and 26% got one of it.

3.2.5. Media Habits

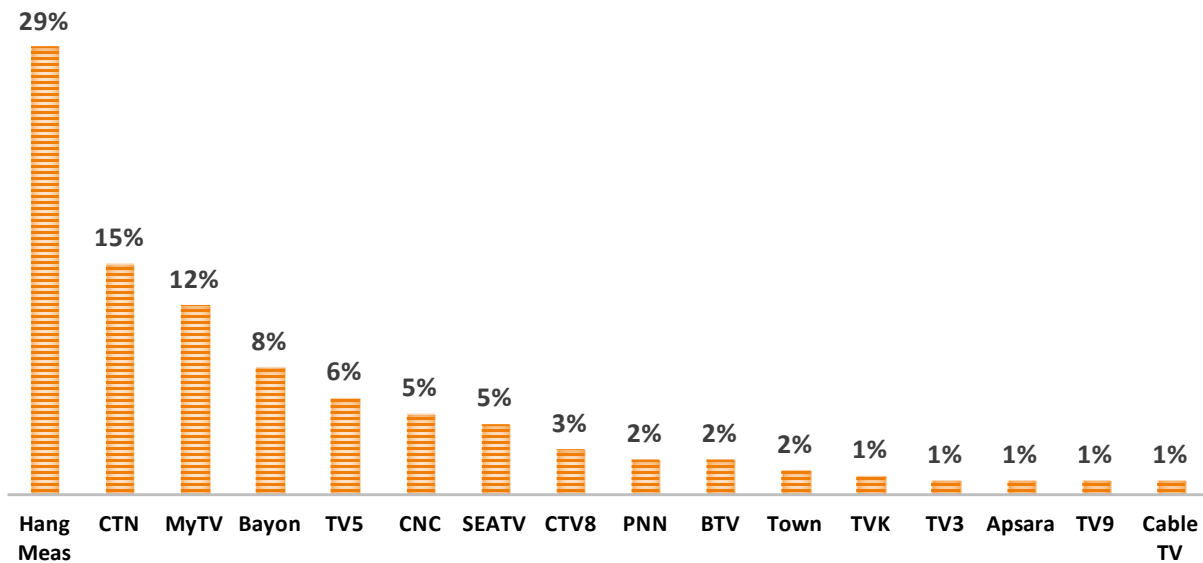
Drink driving is often advertised in various media types. Figure 16 below indicates the proportion of used and preferred medial for drink driving information among the study samples. Majority of the respondents get and prefer to get information on drink driving via TV ads/commercials, Facebook and Billboard.

Figure 16: Used & Preferred Media for Drink Driving Information (n=300)



Specific to TV, Hang Meas, CTN, and MyTV are the most popular channels among our samples. TV watching typically peaks in 3 occasions: in the morning between 6-10am, noon at 10:30-1:30pm, and early evening at roughly 5-10pm.

Figure 17: Top Channels watched (n=300)



3.3. School Survey

3.3.1. Respondents' driving profile

8 out of 10 interviewed students own at least 1 motorbike or 1 car while very few of them holding a driving license. The proportion is almost the same between treatment and control schools.

Table 5: Vehicle ownership and driving license

	Total	Case	Control
Base: All Respondents	200	150	50
	%	%	%
Own at least 1 vehicle	81%	81%	80%
Hold a driving license	4%	3%	5%

All respondents are frequent driver with at least once per week. Male students are a bit more likely than female students to drive frequently. Table 6 below indicates clearly that students are also an active driver regardless of location and gender. Majority of them drive everyday to school and other place of their destination.

Table 6: Frequency of driving

	Total	Phnom Penh	Kandal	Male	Female	Case	Control
Base: All Respondents	200	100	100	105	95	150	50
	%	%	%	%	%	%	%
1-2 days per week	10%	7%	12%	3%	17%	7%	18%
3-4 days per week	2%	2%	1%	1%	2%	1%	2%
5-6 days per week	5%	3%	7%	6%	4%	4%	8%
Every day	83%	86%	79%	89%	76%	87%	72%

3.3.2. Knowledge on drink driving

Almost all interviewed student (194 out of 200) aware of Cambodian Traffic Law related drink driving and major of them mentioned only pecuniary penalty will applied for person who is driving over the legal limit of alcohol. Only 1 out of 10 survey students mentioned imprisonment as a result of drink driving.

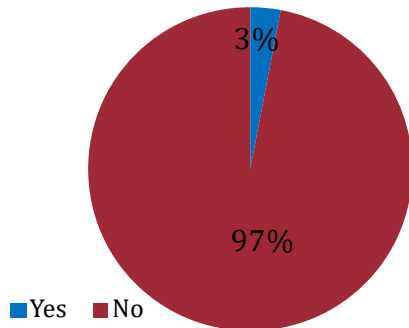
Table 7: Awareness on traffic law related to drink driving (n=194)

	Total
Number of Respondents	194
	%
Pecuniary penalty	56%
Warning and Pecuniary penalty	14%
Pecuniary and sent to jail	13%
Pecuniary penalty and vehicle keeping	8%
No penalty	2%
Only warning	2%
Pecuniary penalty, lose of license point, and send to jail	1%
Don't know	8%

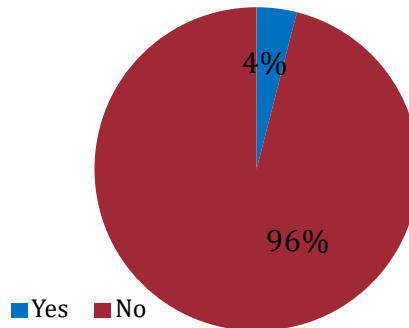
It is not different from the community survey that very few of them could mention the legal limit of alcohol which is 0.25mg/BrL correctly (3% for car drivers and 4% for motorbike drivers). The awareness is not different among case and control school. This result claims the low awareness regarding traffic law related drink driving among high school students.

Figure 18: Knowledge on BrAC limited by law

Legal alcohol limit for Car driver (n=200)

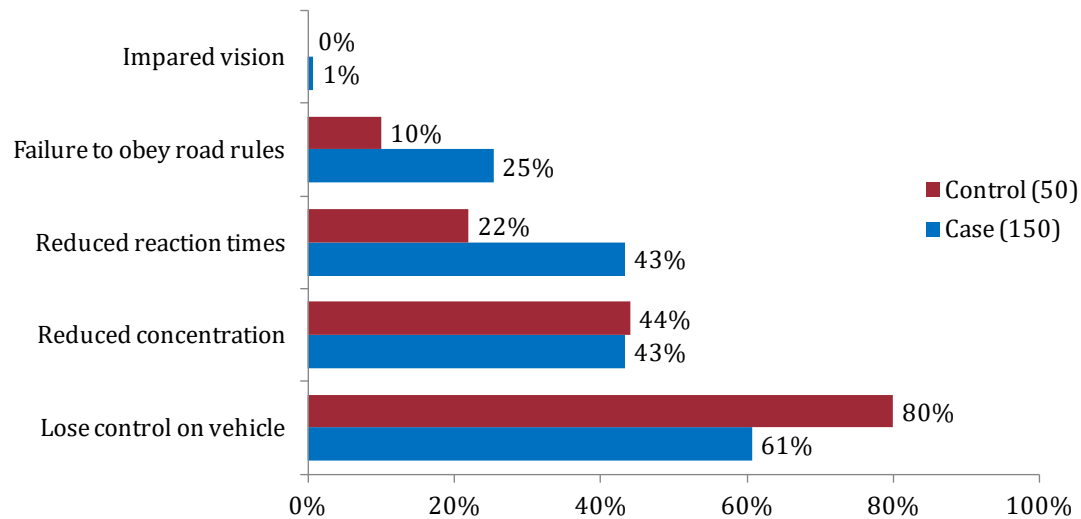


Legal alcohol limit for Motorbike driver (n=200)



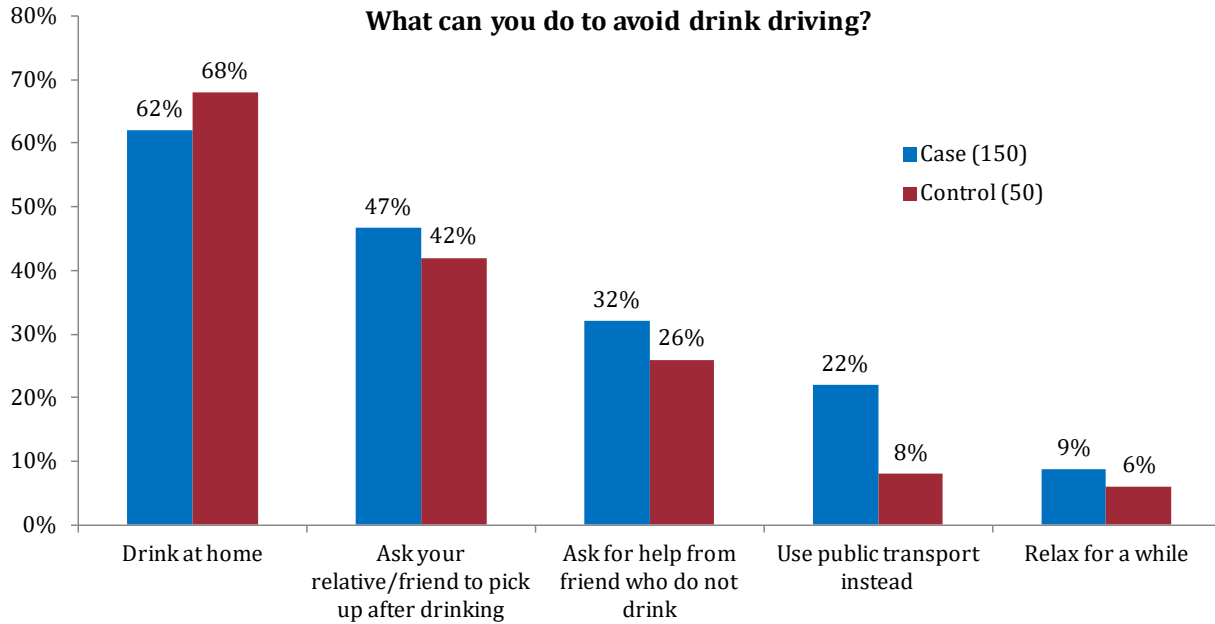
Majority of interviewed students can mention Lose control on vehicle of driver affected by alcohol (80% for case school and 61% for control school), follow by reduced concentration and reduced reaction times. It is not different from the community survey, impaired vision was rarely mentioned by the survey student.

Figure 19: Affects of alcohol on driver (n=200)



Similar to the community survey, majority of survey students mentioned drinking at home is the way to avoid drink driving, follow by asking for help from relative or friend. Using public transport is still relative low among the interviewed students.

Figure 20: Awareness on how to avoid drink driving (n=200)



3.3.3. Drink driving habits

Even drink driving is illegal but still 4 out of 10 interviewed students believe that drink small amount of alcohol is ok for driving. Male students are more likely than female students to claim the same. More than half of male students claim that they would drink at least 1 can of beer even they need to drive just in 2 hours while only 20% of female students claimed the same.

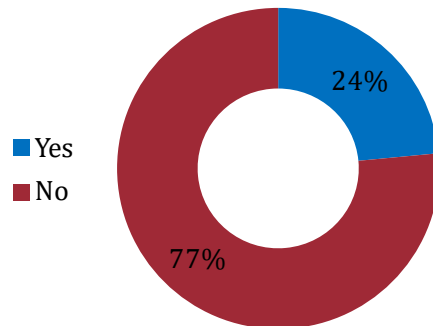
Table 8: How much you should drink if you need to drive just in 2 hours (n=200)

	Total	Male	Female	Case	Control
Number of Respondents	195	103	92	145	50
	%	%	%	%	%
No drink	62%	46%	79%	54%	82%
1 can only	23%	28%	17%	28%	10%
2 cans or more	15%	26%	3%	18%	8%

Surprisingly, around 2 out of 10 interviewed students confessed that they committed drink driving in the past year at least one time. Male students are more likely than female students to commit drink driving frequently. The majority of those who did drink driving in the past, almost all of them were over confident on their ability to control themselves on driving. It is consistent with the above result that male students are more likely than female students to believe that they can drink small amount of beer even they need to drive.

Figure 21: Drink Driving experiences in the past 12 months (n=200)

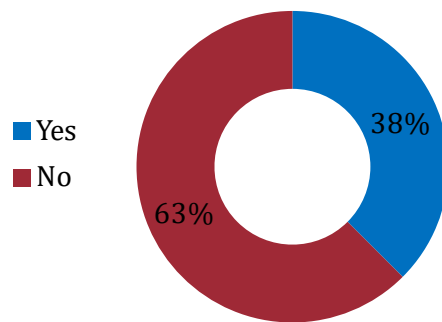
Drink Driving Experience in the past 12 months



Interviewed students are somehow confident in riding with drink driver as they believed that s/he seems able to control the vehicle. Around 38% of them claimed that they rode on a vehicle of drink driver at least one time in the past 6 months under the reason that they believe the driver were not drunk and they had no one to bring their home.

Figure 22: Ever ridden on a vehicle with drink driver (n=200)

Ridden on a vehicle with drink driver in the past 6 months



Drinking alcohol before driving is still not a concern if they limit the amount of it. Male students are more likely to believe that they can drive if they restrict what they drink. Around 27% of students would restrict what they drink if they have drive. Just to note that, all survey students are in high school level which mostly age less than 18 years old. It is surprisingly to see that more than half of them (53%) drink alcohol and even more serious that they would drink it even before they drive their vehicle.

Table 9: Attitude toward drink driving (n=200)

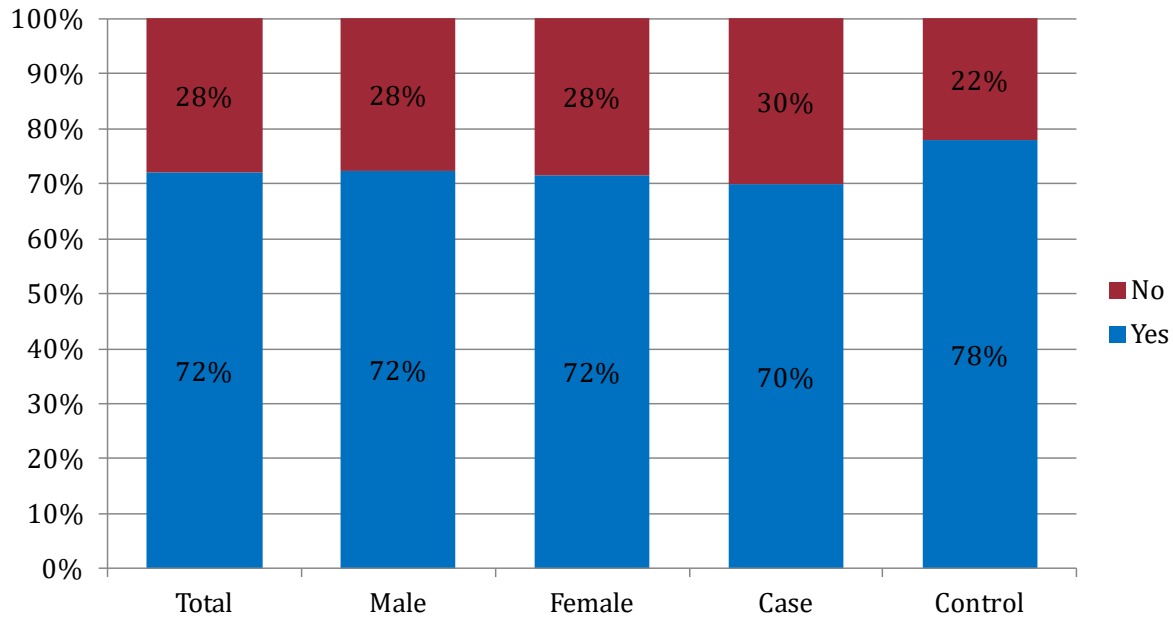
▪

Number of Respondents	200	150	50
	%	%	%
I do not drink	47%	42%	62%
If I drive, I do not drink	26%	28%	20%
If I drive, I restrict what I drink	27%	30%	16%
If I drive, I do not restrict what I drink	1%	0%	2%

3.3.4. Campaign evaluation

Awareness related to activities on drink driving prevention is high among all interviewed students. Around 72% of them used to hear/see awareness campaign related to drink driving. The proportion is similar between case and control school or male and female students. Figure 23 indicated the proportion of survey students by gender and target schools.

Figure 23: Campaign awareness (n=200)



Specific to the message “Stay Safe, Drink Wise”, only 2 out of 10 interviewed students aware of the message. Male are a bit more likely than female students to aware of the message. The proportion is similar between case and control school.

Table 10: Awareness of the key message “Stay Safe, Drink Wise” (n=200)

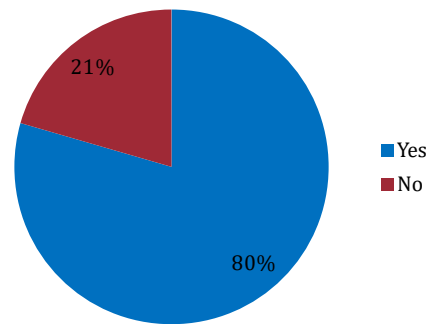
“Stay Safe Drink Wise”

	Total	Male	Female	Case	Control
Number of Respondents	200	105	95	150	50
	%	%	%	%	%
Yes	24%	30%	18%	27%	16%
No	76%	70%	82%	73%	84%

“Stay Safe, Drink Wise” TV Commercial 1 (A Destroyed Family)

Around 8 out of 10 interviewed respondents claimed to see the video and most of them watch it via TV. Interestingly, among those ever seen the video, 9% do not understand the key message from the video.

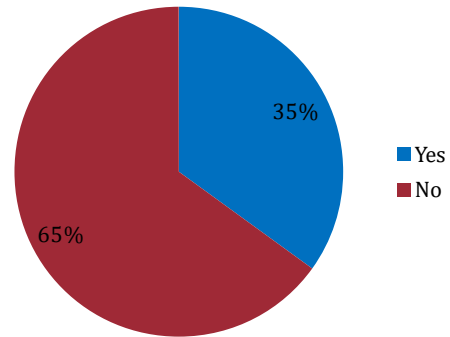
Figure 24: Awareness on the TVC commercial 1



“Stay Safe, Drink Wise” TV Commercial 2

Almost 4 out of 10 interviewed respondents claimed to see the video and most of them watch it via TV. Interestingly, among those ever seen the video, 20% do not understand the key message from the video.

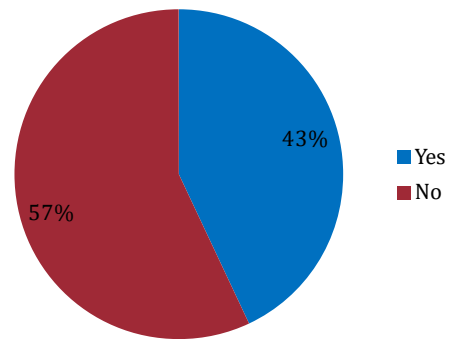
Figure 25: Awareness on the TVC commercial 2



“Stay Safe, Drink Wise” TV Commercial 3

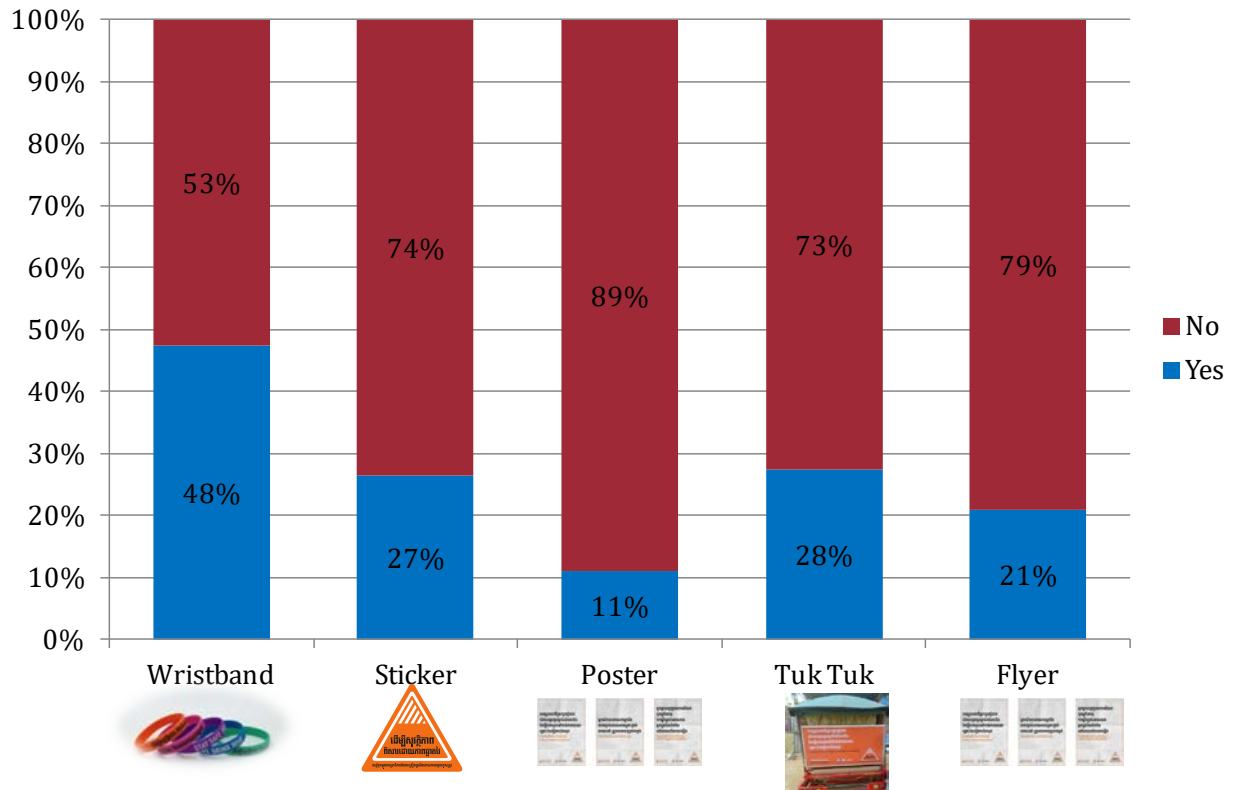
Around 4 out of 10 interviewed respondents claimed to see the video and most of them watch it via TV. Interestingly, among those ever seen the video, 10% cannot raise any key message from the video.

Figure 26: Awareness on the TVC commercial 3



Almost half of interviewed students saw the wristband and almost 30% used to see sticker and poster on Tuk Tuk. Flyer was seen by 21% respondents and only 1 out of 10 of them claimed to see the poster.

Figure 27: Awareness on print material campaign (n=200)



Among interviewed students that used to see the wristband (n=95), more than half of them got one of it or their friend/relative got one of it.

Around 1 out of 10 respondents that saw the sticker, they got one of it. It is interesting to note that majority of interviewed students that saw the stickers can recall that they used to see the sticker even they just saw other people use it.

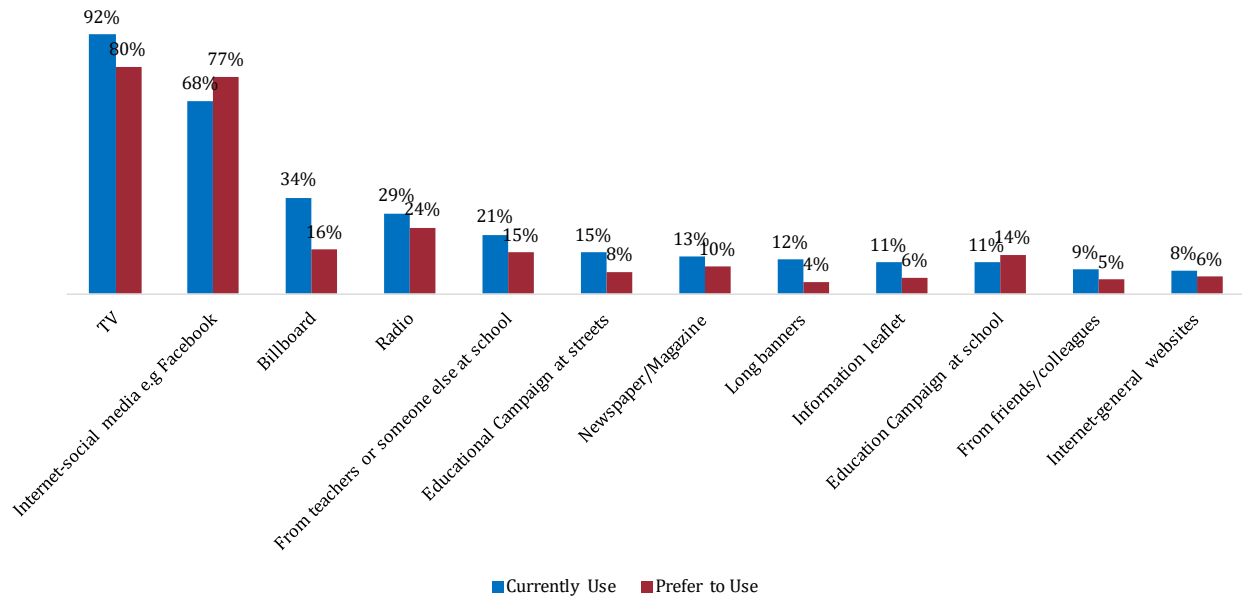
Gas station is the most convenient place for poster location for interviewed students. Around 41% of interviewed students that used to see the poster, they saw it at gas station and around 23% saw at a coffee shop.

It seems like the flyers had exposed to the interviewed students more than community people. Around 6 out of 10 interviewed students that used to see the flyer got one of it or their friend or relative got one of it.

3.3.5. Media Habits

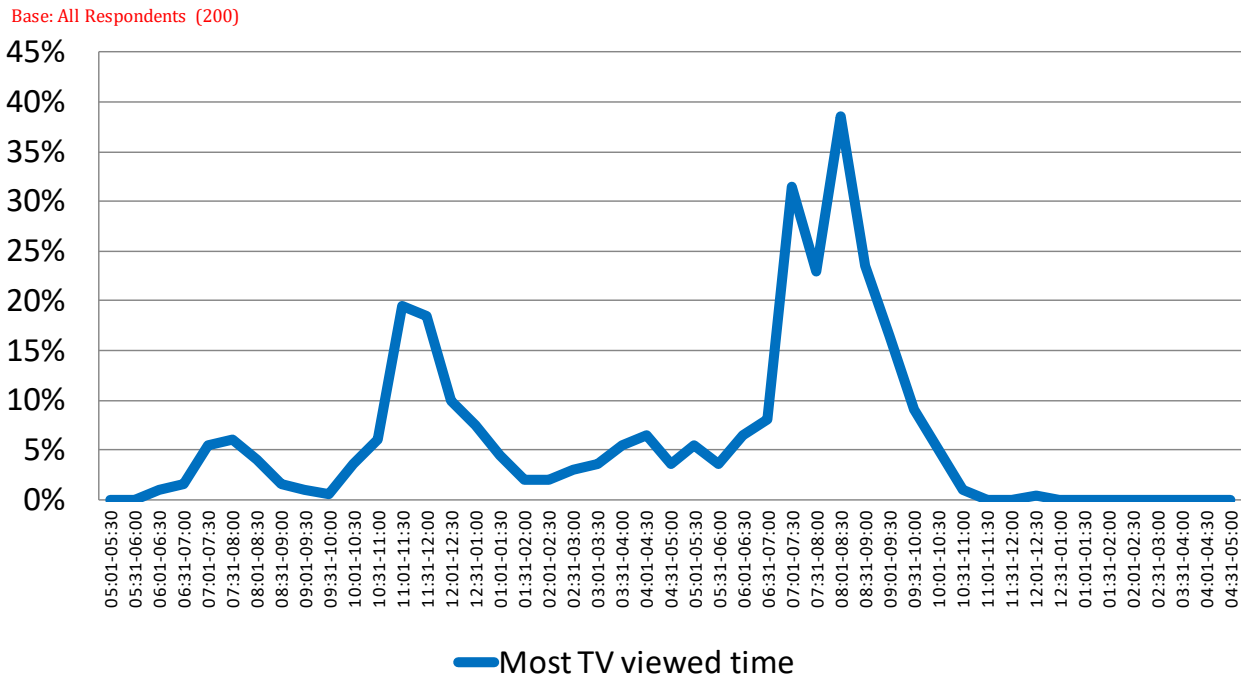
Not surprisingly, TV and Facebook are considered to the most used and most preferred way to get information about drink driving.

Figure 28: Used & Preferred Media for Drink Driving Information (n=200)



Specific to TV, Hang Meas, CTN, and MyTV are the most popular channels among our interviewed student. TV watching typically peaks in 3 occasions: in the morning between 6-10am, noon at 10:30-1:30pm, and early evening at roughly 5-10pm.

Figure 29: Most TV viewed time of survey students (n=200)



IV. Conclusion and Recommendation

Majority of the respondents are active driver which drive daily on the road. Most driver own their own vehicle (motorbike or car) but very few of them hold a valid driving license.

Almost all respondents are aware of any laws penalizing the drink driving. Furthermore, only 4% have answered correct the legal limit of alcohol for car driver and 5% for motorbike driver. Only pecuniary penalty was mentioned mostly if catch by traffic police due to drink driving. Drinking at home is only way that mentioned mostly by respondents to avoid drink driving.

Most of respondents still believe that drink small amount of alcohol is ok for driving. Men are more likely than women to commit drink driving or ridden with a drunk driver. Over confident on their ability to control themselves on driving is the main reason of committing drink driving. Drink and drive is still an excuse among driver if they are not drunk.

“Stay Safe, Drink Wise” was aware by majority of respondents (73%) but low comprehensive among driver (majority claimed that it told them to limit their drinking). Specifically asking about the campaign of APIWSA, 4 in 10 claimed to see the wristband, sticker, and poster, 6 in 10 claimed to see the poster on Tuk Tuk, 2 in 10 claimed to see the flyer of the campaign.

Most of respondents watch video via TV and Facebook. TV and Facebook are the top media channels drivers look to for information on drink driving. Specific to TV, Hang Meas, CTN and MyTV are the top channels people consumer for TV. TV is watched mostly on 3 key time periods – early in the morning (6-10am), , noon at 10:30-1:30pm, and early evening at roughly 5-10pm.

Recommendation

- Drivers are still at risk for road crash because of their low awareness related to traffic law due to no driving license. Low awareness related to drink driving which lead to misunderstand of drink driving and drunk driving. The study would recommend to provide training to the driver related to legal alcohol limit, penalty, affect of drinking alcohol on driver and how to avoid drink driving.
- Drink driving and drunk driving is misunderstood by the driver. Awareness campaign should include the amount of alcohol drink that driver can consume.
- “Stay Safe, Drink Wise” is still misunderstood by the drivers. The message should be showed along with a picture or video to stimulate the comprehensiveness of the audients.
- Tuk Tuk is the most effective tool which lead to higher awareness of the campaign compare to other tools. It should be considered as one of the most effective tools to expose drivers.
- TV and Facebook is the most effective media to transfer message to drivers. Ensure that APIWSA is present in TV and Facebook as they engage their drink driving campaigns.