

Nebraska Collegiate Consortium To Reduce High-Risk Drinking Mini-Grant Program Final Report

University of Nebraska – Lincoln: MyTurn2Drive Designated Driver Program
2010 – 2011

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The objective of this grant-funded program is to reduce the number of individuals arrested for drunk driving who report their last drink at a licensed establishment.

- Collaborate with members of the Lincoln College Partnership to develop a comprehensive response to the incidence and prevalence of alcohol impaired driving.
- Collaborate with the local hospitality industry to develop and implement a designated driver program.
- Develop and implement a media campaign designed to educate young adults about the legal and career consequences associated with alcohol-related violations.

Students representing the three participating colleges (UNL, Nebraska Wesleyan University, and Southeast Community College) worked together to design, develop and implement the MyTurn2Drive Designated Driver Program. The formal designated driver program allows establishments to reward their customers who choose to be a sober ride home for their friends. Designated drivers are rewarded on their first “turn 2 drive” and on their fifth turn. They can redeem 5-punch cards for prizes offered by participating establishments. Establishments appearing frequently on last drink data collected by Cornhusker Place staff were targeted to participate in the program. Data suggests that DUI offenders more frequently report their “last drink” at a bar or restaurant many of whom are located in the downtown bar district. To date, 12 of the most heavily frequented establishments by young adults have agreed to participate in the program.

To date, approximately 300 students have enrolled in the program during the first phase of the campaign. Establishment recruitment and staff training took longer than expected which forced program organizers to delay the more robust recruitment phase until this fall. The student committee is planning to heavily market and promote the program during National Collegiate Alcohol Awareness week which is scheduled for October 24 – 28, 2011.

Data collection activities include number of participants; number of establishments participating; number of redeemed cards; number of young adults between the ages of 18 and 25 receiving a DUI and reporting their last drink at a bar or restaurant.