

Report on Voluntary Breath Testing at Byron Shire Community Events Dec 2016



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EXECUTIVE SUMMARY

STEER Voluntary Breath Testing "VBT" positively changes drink driving behaviour by making person-to-person connections at the coalface i.e. where choices about safe celebrating and safe driving are made. STEER breath testing volunteers offer patrons free voluntary breath testing and provide information associated with safe alcohol consumption and safe driving. STEER breath testing is currently a regular part of many major music Festivals.

With support from Byron Shire Council, STEER adapted the festival model for implementation at smaller scale community events. During December 2016 STEER offered Voluntary Breath Testing at the following events:

- Byron Chamber of Commerce Business Awards at Byron Bay Swimming Pool approx
 250 patrons
- BAY FM fundraiser at the Bangalow Bowlo approx 800 patrons
- Schoolies at the Schoolies Hub in Byron Bay approx 3000 patrons
- TNR Accountants Christmas Party at the Byron Golf Club approx 100 patrons
- Mullumbimby Chamber of Commerce Christmas Party at the Mullumbimby Bowling Club approx 40 patrons

The STEER VBT program received an overwhelmingly positive response from all patrons. Most people came in curious to check their Blood Alcohol Concentration (BAC) some never having had a breath test. Many patrons were surprised their actual BAC was significantly different to their estimated BAC.

Breath testing volunteers actively engaged patrons in conversations about standard drinks, the rate bodies process alcohol and safe transport options. The volunteers provided over 800 breath tests and conducted over 100 surveys with community event patrons. The surveys give a snapshot of patron celebrating and stated driving behaviour at community events in Byron Shire in the lead up to Christmas. Of the patrons surveyed...

- 59% were male
- 50% were motivated by curiosity about their BAC
- 40% aged 60-69 had BAC's over 0.1 compared to 8% aged under 20
- 49% had "no idea" of their BAC
- 90% of those intending to drive had been drinking
- 48% of Full Licence holders intending to and maybe driving home recorded a BAC over 0.05
- a 53 year old male Full Licence holder was unaware of the 0.05 BAC limit

STEER strongly suggest:

- voluntary breath testing be recommended at Festivals, events and functions likely to involve consumption of alcohol and driving;
- voluntary breath testing be mandatory at Festivals, events and functions likely to involve consumption of free and/or discount alcohol and driving.

INTRODUCTION

Australia is deemed to have the most successful Random Breath Testing "RBT" program internationally, having maintained RBT programs in all states since the 1980's. Among the general population, personal contact with random breath testing has the strongest deterrent impact on drink driving 1 .

The STEER Voluntary Breath Testing program complements police random breath testing and positively changes drink driving behaviour by making person-to-person connections at the coalface i.e. where choices about safe celebrating and safe driving are made. STEER Breath testing volunteers offer patrons free voluntary breath tests and provide information and resources associated with safe alcohol consumption and safe safe driving.



The STEER Breath testing vision is "to positively change drink driving behaviour at festivals, community events & private functions likely to involve consumption of alcohol and driving". STEER VBT objectives at large festivals, community events and private functions are to...

- 1. increase awareness of standard drinks
- 2. monitor number for standard drinks consumed
- increase awareness of estimated BAC
- 4. increase awareness of alcohol processing by the body
- 5. increase choice of safe celebrating options by those intending to drive
- 6. provide an accurate measure of BAC at festivals, community evens and private functions
- 7. change behaviour of those intending to drive who test over their legal limit

STEER Voluntary Breath Testing was initiated in 2013 with support from a Foundation for Rural and Regional Renewal ABC Heywire Youth Innovation Grant and Transport for NSW.

¹ Effective drink driving prevention and enforcement strategies: Approaches to improving practice. Kiptoo Terer and Rick Brown. Australian Institute of Criminology, Trends and Issues in Crime and Criminal Justice. No 472. February 2014

BACKGROUND

Regional areas are disadvantaged by a lack of safe transport options. This results in many young people, particularly males, making unsafe transport choices. In the 5 years from 2005-2010 there were 1,367 reported crashes in Byron Shire involving 17-20 year olds.²

Alcohol is a contributing factor in 15% of fatal crashes for young drivers aged 17-25.3

Tweed/Byron police charged 19 drink-drivers over the weekend of 3-4th December 2016 and another 86 drivers tested positive to drugs. The three day operation saw the region retain its unwanted crown as the state's most dangerous place to drive. Traffic and highway patrol command assistant commissioner Michael Corboy described the results of the operation...

"... staggering, considering the high road toll. Despite the death toll on our roads, which now sits at 357, and the numerous warnings about drink and drug-driving, I am dumbfounded by how many drivers we have caught impaired during the operation. The Tweed/Byron Local Area Command is ranked number one in the state for alcohol related crashes, and there is an average of seven fatal crashes in the command every year. This is not a statistic to be proud of. It is a disgrace".

During the operation, officers conducted 2,599 random breath tests, with 19 drivers charged with drink driving, and conducted 425 random drug tests, with 86 drivers testing positive. 4

A characteristic of many events prior to Christmas is the provision of free alcohol for guests.

²Figures obtained from Road Traffic Authority (NSW): crashes in the 17-20 yr age group in Byron Shire from 1/7/2005 to 30/6/2010.

³Figures obtained from Safer Drivers Course for Learners (RMS) crashes for young drivers aged 17-25, 2011.

⁴ EchoNetDaily. 5Dec2016. http://www.echo.net.au/2016/12/tweed-byron-states-dangerous-place-drive

WHAT WE DID

STEER Voluntary Breath Testing provided over 800 voluntary breath tests and conducted over 100 surveys with community event patrons.

Safe Celebrating and Driving Info

The breath tests represent over 800 conversations with patrons in which STEER volunteers increased patron self awareness associated with alcohol consumption and safe driving. The conversations included...

- asking how much patrons had drunk over a period of time
- asking them to estimate their BAC
- providing information regarding 'standard drinks'
- providing information about safe celebrating e.g. where to get water, importance of eating and resting, providing suncream
- providing information about alternative transport options e.g. Festival bus services, taxi and Uber pick up points
- information about processing alcohol e.g. "there is no way to speed up the rate your body gets rid of alcohol... time is the only way to sober up"

STEER Voluntary Breath Testing collaborated with the State Library of NSW to provide "standard drink" pocket guides to increase patron awareness of how much alcohol they were actually consuming.

Plan B

STEER collaborated with Transport f/ NSW and RMS NSW to promote the Plan B "If You Are Drinking Don't Drive" message. Information and resources included Plan B posters (refer to Appendix for an example Plan B poster), collateral and t-shirts.

Some patrons at the STEER voluntary breath testing stall joked about the Plan B options as they were waiting for a breath test, demonstrating engagement with and awareness of the information.

Breathalysers

STEER provided 800 breath tests with the majority of tests conducted on Alcolizer Wallmount Units. Additional tests were conducted using Alcolizer EasyCheck and Alcohoot personal breath testing devices.







Alcolizer Wallmount

Alcolizer EasyCheck

Alcohoot

The Alcolizer wall mount breath testing unit is compliant with the Australian Standard for Blood Alcohol Testing Devices for Personal Use (AS3547). These units have a minimum calibration period of 30 days. Persons using the units were advised their blood alcohol concentration can rise for up to two hours after the last drink, and that it can take ten hours or more for blood alcohol concentration to return to zero after a high blood alcohol level is recorded. The Alcolizer wall mount units are pre-programmed to not show BAC readings above 0.1.

Surveys

Participants undertaking voluntary breath testing were asked to complete a short survey (refer to Appendix for the Survey Sheet). The purpose of the surveys was to ascertain individual awareness of BAC limits in the context of their stated number and type of drinks. Basic demographic information was also collected, such as age, gender and driving licence type. All information was collected anonymously. Survey participants were also asked to nominate their motivation for undertaking the voluntary breath test. The collection of motivational information was used to evaluate how voluntary breath testing is perceived and valued by the community and to ascertain whether it is primarily used for personal education or as a justification for drinking and/or drink driving behaviour.

Profile of Survey Respondents

Gender

Female 41%

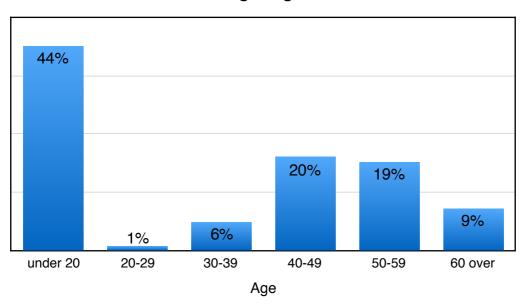
Male 59%

Licence Type

55% 1% 26% 26%

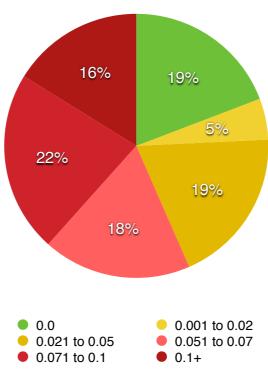
Learner
 Red P's
 Green P's
 Full
 No Licence

Fig 3: Age



BAC

Fig 4: BAC



56% of patrons surveyed had a BAC over 0.05.

Quantitative Results

Motivation for Voluntary Breath Testing

Most patrons are motivated to have a Voluntary Breath Test based on curiosity about their BAC. Many are intending to drive or maybe driving. Some have never done a breath test.

Particularly amongst younger patrons, many were influenced to have a breath test by their friends who were also doing it.

Anecdotal evidence suggests only a minority of patrons who participated were not genuinely using voluntary breath testing for personal information or assessment of their condition. That said, even those patrons using the breath tester as a 'blow high' game would have learnt something about the effects of alcohol consumption on their BAC.

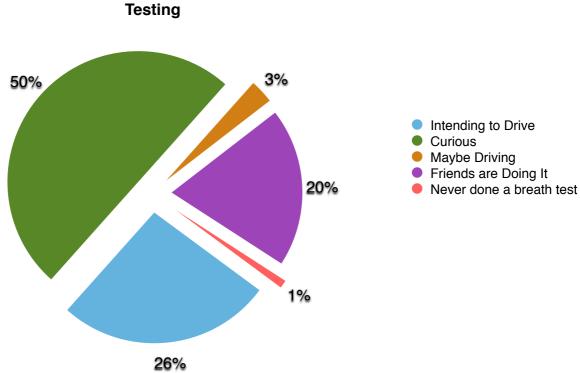


Fig 6: Motivation for Voluntary Breath Testing

50% of patrons surveyed had a breath test based on "curiosity" about their BAC.

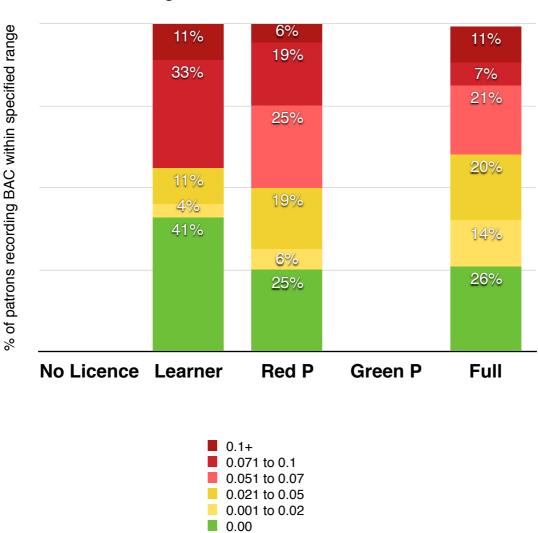
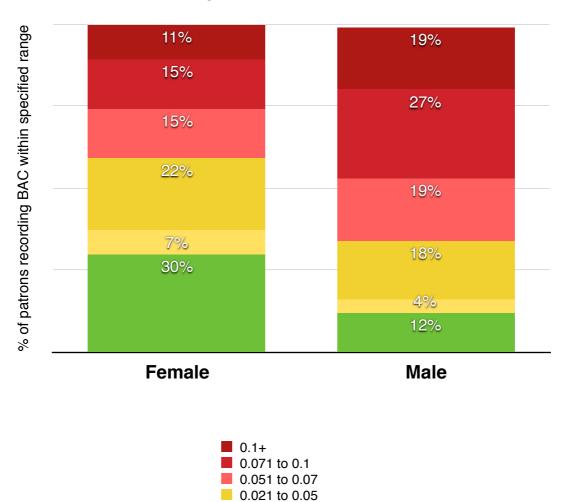


Fig 7: BAC relative to Licence Class

NOTE: results for No Licence and Green P's not shown due to low sample size

Over a 1/4 of all drivers across all Licence types recorded BAC's of 0.0.



0.001 to 0.02

0.00

Fig 8: BAC relative to Gender

66% of males recorded BAC's above 0.05 compared to 41% of females.

Blood Alcohol Concentration (BAC) relative to Age

Patrons under 20 were observed to have high BAC's which is expected given data was collected at Schoolies.

8% of patrons aged under 20 had BAC's over 0.1 compared to 40% of patrons aged 60-69 had BAC's over 0.1.

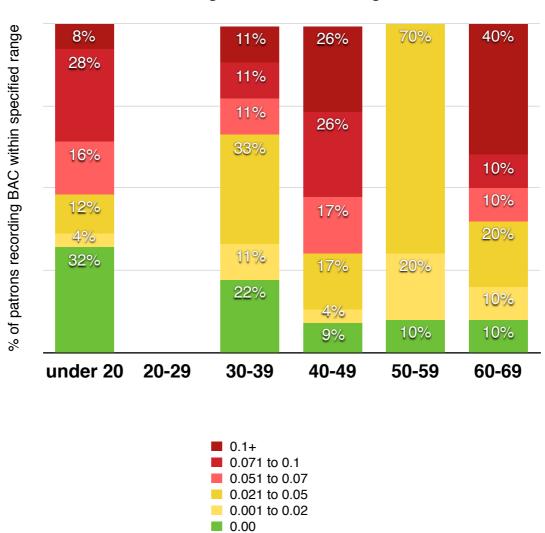


Fig 9: BAC relative to Age

NOTE: results for 20-29 not shown due to low sample size

40% of patrons aged 60-69 had BAC's over 0.1 compared to 8% of patrons aged under 20.

Estimated vs Actual Blood Alcohol Concentration

Patrons were asked to estimate their BAC prior to a breath test and were given the option of 'no idea' if they could not guess at their BAC. Those patrons who had not been drinking and recorded a '0.0' reading were not included in this data.

In general, a patron estimating over their actual BAC is more likely to drive within their legal limit.

16% of patrons estimated within +/- 0.01 of their actual BAC indicating good self awareness of their BAC. As an example... if such a patron had an actual BAC of 0.04 they would estimate a BAC between 0.03 and 0.05.

At the other end of the scale, 15% of patrons estimated within +/- 0.05 of their reading indicating little self awareness of their BAC As an example... if such a patron had an actual BAC of 0.04 they would estimate a BAC between 0.0 and 0.09.

49% of all patrons had no idea of their estimated BAC or estimated in excess of +/- 0.1.

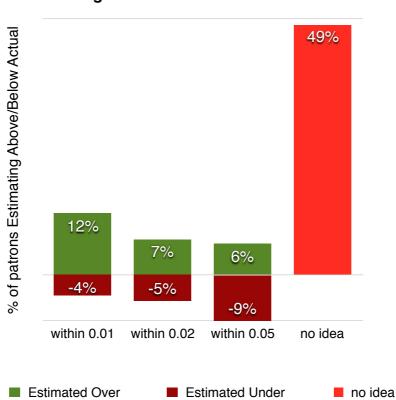


Fig 10: Estimated vs Actual BAC

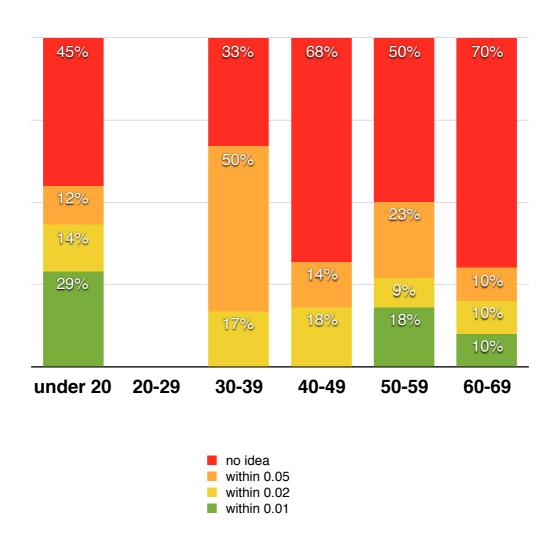
49% of patrons had no idea of their BAC.

Estimated vs Actual Blood Alcohol Concentration relative to Age

Across all age groups, many patrons had no idea of their estimated BAC or estimated in excess of ± 0.1 .

Most accurate were under 20 year olds of whom 29% estimated their BAC within +/-0.01. Least accurate were 60-69 year olds of whom 70% had no idea of their BAC and only 10% estimated their BAC within +/-0.01.

Fig 11: Estimated vs Actual Blood Alcohol Concentration relative to Age



NOTE: results for 20-29 not shown due to small sample size

70% of 60-69 year old patrons had no idea of their estimated BAC.

Blood Alcohol Concentration (BAC) for those Intending to drive

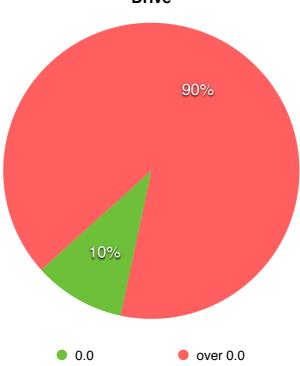
Prior to a voluntary breath test patrons were asked if they intended driving home:

Those intending to drive home - 19%
Those maybe driving home - 7%
Those not driving home - 73%

26% of patrons were intending to or maybe driving home prior to a voluntary breath test.

Of those patrons intending to or maybe driving home, 90% registered a BAC over 0.0 indicating they had been drinking.

Fig 12: BAC for those Intending to Drive



90% of those intending to drive had a BAC over 0.0

Blood Alcohol Concentration (BAC) relative to Licence Class for those intending to drive

No Red P plate or Green P plate drivers were intending to drive which is expected given most data for young drivers was collected at Schoolies.

48% of Full Licence holders intending to or maybe driving home tested over their legal limit of 0.05.

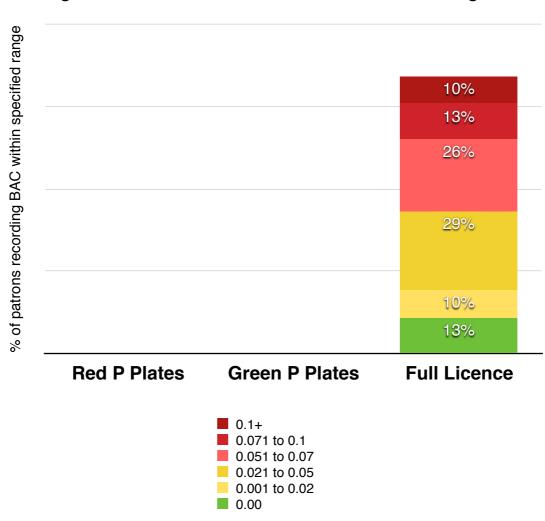


Fig 13: BAC relative to Licence Class for those intending to drive

48% of Full Licence holders intending to and maybe driving home recorded a BAC over their legal limit of 0.05

Qualitative Results

The qualitative data highlights...

- · how much patrons appreciate voluntary breath testing service
- the educative value of voluntary breath testing for increasing awareness of BAC
- the likelihood of prompting behaviour change in those intending to drive and testing over their legal limit.

General Feedback from Patrons

STEER collected numerous stories, suggestions and feedback from patrons during the Festival. Here is a selection:

"Breath testing when drinking and driving should be like sunblock when people go in the sun."

Estimated BAC: 0.07 Actual BAC: 0.06

50-59 y.o. male, Full Licence, Curious

"awesome..."

Estimated BAC: 0.05 Actual BAC: 0.037

30-39 y.o. female, Full Licence, Intending to drive

"holy shit..."

Estimated BAC: 0.05 Actual BAC: over 0.1

under 20 y.o. male, Red P plate, Friends doing breath test

"I'm pissed off!"... thought he would have a BAC of zero.

Estimated BAC: 0.0 Actual BAC: 0.024

under 20 y.o. male, Red P Plate, Curious

"Very grateful!"

Estimated BAC: 0.0 Actual BAC: 0.025

40-49 y.o. female, Full Licence, Intending to drive

Alcohol Consumption, BAC Awareness and Demographic Information

A recurrent theme in breath testing stories is 'surprise'. Many patrons are surprised how different their estimated and actual BAC's are. Many patrons at Schoolies arrived in groups... often males... and many had been drink-for-drinking with their mates. They were generally shocked at how different their individual BAC's were.

Two male patrons aged 50-59 were not aware of the 0.05 BAC limit for full licence holders. One of them was intending to drive.

A patron aged 60-69 had her first ever breath test with STEER and had no idea of her BAC. After conversation with a STEER vollie she returned an hour later and was able to more confidently estimate her BAC.

Voluntary Breath Testing is an effective way of increasing BAC awareness. It clearly demonstrates how every body is different, every body processes alcohol differently and the same body can process alcohol differently depending on the circumstances of alcohol consumption.

"Don't know the 0.05 BAC limit"

Estimated BAC: 0.1 Actual BAC: 0.058

50-59 y.o. male, Full Licence, Curious

"We are camping in a van onsite. But this is really useful for morning after"

Estimated BAC: 0.05 Actual BAC: 0.081

50-59 y.o. male, Full Licence, Curious

"I have never had a breath test. I will come back later". She had drunk 1/2 a vodka and tonic

Estimated BAC: no idea

Actual BAC: 0.03

60-69 y.o. female (first breath test), Full Licence, Never breath tested

"I haven't had any more since last time". She retested about an hour after her previous test

Estimated BAC: 0.02 Actual BAC: 0.0

60-69 y.o. female (second breath test), Full Licence, Curious

"I always drink pre-mix cans of bourbon when I am driving and I keep the lids in my pocket so I know how much I have drunk"

Estimated BAC: 0.05 Actual BAC: 0.036

50-59 y.o. male, Full Licence, Intending to drive

Behaviour Change for those Intending to Drive who tested over their Legal Limit

Person-to-person Voluntary Breath Testing is an effective mechanism for prompting behaviour change.

There is a critical difference between a stand alone breath testing machine and a STEER breath testing machine accompanied by a supportive and encouraging STEER volunteer. It is possible a patron testing themselves at a possibly uncalibrated stand alone breath testing machine may look for excuses to drive home if they record a BAC over their legal limit e.g.

- "I am only a little bit over"
- "... there won't be any police"
- "I drive this way all the time and nothing has ever happened"
- look around to make sure no-one else has seen their reading and pretend it didn't happen

However. It is highly likely a patron engaging in a STEER Voluntary Breath Test on calibrated machines will be encouraged by a STEER volunteer to choose safe options if they record a BAC over their legal limit e.g.

- be forwarded towards buses, taxis and Uber
- be prompted to drink water & Alcoternatives
- be supported to find time to reduce their BAC and retest before driving
- be suggested to get a lift with friends and/or stay onsite

Of those intending to drive home who recorded a BAC over their legal limit, STEER recorded some of the following intended behaviour changes:

"What is the limit?" Had consumed 3 wines

Estimated BAC: no idea Actual BAC: 0.055

50-59 y.o. male, Full Licence, Intending to Drive Intended Behaviour Change: Stop drinking and retest later

"I had 4 champagnes when I got here. Not drinking any more. I will come back later to retest".

Estimated BAC: no idea Actual BAC: 0.057

40-49 y.o. female, Full Licence, Intending to drive, Intended Behaviour Change: Stop drinking and retest later

Had drunk 2 gin and tonics early in the evening. "I will do lots of dancing and drink plenty of water"

Estimated BAC: no idea Actual BAC: 0.086

40-49 y.o. female, Full Licence, Intending to drive, Intended Behaviour Change: Stop drinking and retest later

CONCLUSIONS & SUGGESTIONS

Conclusions & suggestions based on the quantitative results...

- Fig 10 shows 49% of all patrons had no idea of their BAC. STEER suggest increasing
 provision of voluntary breath testing at festivals, community events and private functions as a practical way to increase general BAC awareness in the community
- Fig 12 shows 90% of those intending to drive had been drinking. This indicates the majority of patrons are missing the Plan B message of "if you are drinking, don't drive". STEER suggest increased focus on positive "Plan A" type messages e.g. "if you are driving, drink water and Alcoternatives". The figure of 90% compares with figures of 49% at Ballina Prawn Festival 2016 and 56% at Falls Fest 2016/17. It is highly likely provision of free alcohol at events prior to Christmas was a contributing factor in the high number of patrons intending to drive and drinking alcohol.
- Fig 13 shows 48% of Full Licence holders intending to and maybe driving home recorded a BAC over 0.5. STEER suggest targeting older patrons to increase BAC awareness and how bodies process alcohol

Conclusions & suggestions based on the qualitative results...

- Patrons enjoy and appreciate STEER Voluntary Breath Testing. The majority of people only experience breath testing when/if they are detained by police for a random breath test (RBT). Opportunities to test BAC outside of voluntary breath testing are extremely limited. A key advantage of STEER voluntary breath testing program is it is voluntary and affords people the opportunity to assess their own blood alcohol levels in a non-confrontational, non-litigious, supportive and positive context. STEER suggest voluntary breath testing is a highly engaging and greatly appreciated opportunity for individuals in the community to learn more about their BAC and the personal effects of alcohol consumption.
- Many patrons were surprised by their BAC. By seeing their BAC displayed in front of them, patrons learnt almost instantly the effect their alcohol consumption has on BAC. Voluntary breath testing has significant educational value at all-day events, not just in the evening when drinking and/or driving is generally expected to occur. The general interest demonstrated at the voluntary breath testing stall at regular intervals during the day presents a key opportunity to promote safe drinking and driving behaviour. STEER suggest this 'out of context' presentation of breath testing helps to demystify the process, helps promote the idea of planning around drinking and driving, and reinforces the message about taking responsibility for self.
- Patrons drinking mid-strength beer are generally surprised at how low their BAC's are.
 STEER suggest an awareness campaign highlighting all drinking options associated with driving. Such a campaign might suggest:
 - Water is the **best** choice
 - 'Alcoternatives' such as juices/soft drinks are **good** choices
 - Low/mid strength alcohol is a *reasonable* choice
 - Pre-mixed spirits are an **OK** choice given their consistency of alcohol/volume
 - wine, champagne & neat spirits are some of the worst choices due to their high alcohol/volume
- Some patrons have no idea of their legal BAC limit and many have little awareness of 'morning after' BAC levels. STEER suggest voluntary breath testing is an effective way to increase individual awareness of legal BAC limits and 'morning after' BAC.

- Most patrons intending to drive and recording a BAC over their legal limit are positively
 influenced by a person-to-person connection with a breath testing volunteer. Such connections provide an opportunity for volunteers to discuss the results and their significance
 with patrons intending to drive.
- A proportion of patrons were testing themselves to demonstrate positive behaviour to
 friends and 'prove' their soberness. This was particularly the case testing at Schoolies during which large groups... of mostly guys... would come in and compare breath test results.
 These interactions represented a great opportunity to highlight differences in BAC
 amongst a peer group who often state they are drink-for-drinking with their mates. STEER
 suggest voluntary breath testing provides a highly effective platform on which to engage
 with young drivers... particularly male P platers... in a peer environment.

Conclusions & suggestions based on other results...

Data obtained from breath testing units in 4 venues in the Ballina LGA showed 63% of patrons self testing on stand alone units had BAC's over 0.05. 5 STEER suggest person-to-person Voluntary Breath Testing connections between volunteers and patrons at venues and events are likely to increase awareness of BAC, knowledge of standard drinks and choice of safe driving options.

Improvements to the Voluntary Breath Testing service could include:

- Expansion of the qualitative data collection tool.
- Develop & implement a tool to collect more detailed information on the behavioural choices of persons who indicated they were intending to drink, test, re-test, and then make a driving decision i.e. these patrons are likely to be at 'high risk' of drinking and driving.
- Develop and distribute collateral to target and assist those modelling positive behaviour for others.
- Conduct peer-reviewed research into the deterrent impact on drink driving of voluntary person-to-person breath testing programs.

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⁵ Breath Testing in Ballina LGA: Sept - Nov 2015.

THANK YOU

STEER Voluntary Breath Testing is a community program and relies on widespread community support to exist and evolve. We would particularly like to acknowledge and thank:

- all breath testing patrons for taking part and giving such positive feedback
- our breath testing volunteers for being amazing
- Byron Shire Council for financial support
- GreenPack for sustainable paper straws
- Transport f/ NSW and RMS NSW for Plan B & breath testing resources
- State Library NSW for standard drink information
- event organisers and staff for their support





CONTACT

We appreciate your questions, comments and suggestions regarding STEER breath testing.

Who Pays? Who Benefits?

STEER are often asked "Who pays for you guys to do this?". Good question. We have previously received and are grateful for support from local and state Government, local & corporate businesses, community organisations and patron donations. Currently the STEER Voluntary Breath Testing program is maintained largely by the good will of our volunteers.

A range of benefits are associated with the STEER Voluntary Breath Testing program for government, business, community organisations and patrons:

- reduced incidence of drink driving related harm
- positive person-to-person connections across a range of defined target markets with identifiable psychographic segments
- exposure to highly engaged and appreciative breath testing patrons
- collaboration in data design, collection and analysis
- provision of aligned safe celebrating and safe transport related products/services

STEER welcome partnering with government, business, community organisations and patrons aligned with the vision "to positively change drink driving behaviour at festivals, community events & private functions likely to involve consumption of alcohol and driving".

For general information on STEER Voluntary
Breath Testing visit

www.steerproject.org.au/breathtesting

For information about partnering with STEER Voluntary Breath Testing visit

http://steerproject.org.au/wp-content/uploads/2017/02/6Feb17_STEER-Partnership-Proposal.pdf

Data & Resource Sharing

We welcome sharing data files and resources associated with the STEER Voluntary Breath Testing program for aligned purposes.

Please contact: Phil Preston STEER Project coordinator

Mobile 0414 809 330

Email phil@steerproject.org.au Website www.steerproject.org.au



APPENDIX

Survey Sheet

В	reath Testing Sur	vey	Time:	
1.	Male Female	2. Your age		
3.	L Plate Red P Plate Green P Plate	Full Licence		
4.	What motivated you to visit us today? Pleas intending to drive curious never done a breath-test before because my friend/s are doing it	ick most applicable to get standard drink info to get water/suncream my wife/husband/gf/bf told me Other - please specify		
5.	Are you currently intending to drive home?		NO MAYBE YES	
READ TO EVERY PARTICIPANT: Please be aware Blood Alcohol Concentration (BAC) can increase for up to 2 hours after your last drink. This BAC reading is indicative only. If you are in any doubt regarding your ability to drive safely we suggest you choose an alternative transport option.				
BEFORE TESTING Estimated BAC AFTER TESTING Actual BAC				
^	NOTE: "no idea" is an acceptable answer	NOTE: record BA	C from breathalsver	
 6. Have you drunk alcohol today? YES NO 7. If so what have you consumed (low/mid/full strength) and over what period of time? 				
			period of time?	
7.		TICK one I will get a I will get a I will stay o	lift with a friend;	

Thanks for completing this survey. To receive a Breath Testing Report from this event provide your email address...



Plan B

The Plan B drink driving campaign began in August 2012. It is about making positive choices to get home safely after a night out, highlighting that driving is not an option. With practical options to avoid drink driving, Plan B takes a humorous and positive approach designed to engage the community about making alternative arrangements to get home after a night out.

For more information: http://roadsafety.transport.nsw.gov.au/campaigns/planb.html

