Voluntary Breath Testing "VBT"

MULLUM MUSIC FESTIVAL 2017



Our person-to-person connection with festival patrons helps define who we are... what we are intending.... what we are thinking... and what we are doing.

"I'm Canadian... I've got no idea about your alcohol limits"

Female, 30-39, Full licence, Intending to drive, had 2 beers

Estimated BAC: no idea Actual BAC: 0.026

"I'm 38 and I've never done a breath test"

Male, 30-39, Full licence, Maybe driving, had 3-4 beers

Estimated BAC: 0.02-0.05 Actual BAC: 0.051 "would love this at more venues"

Female, 30-39, Full licence, Curious, had 2 wines

Estimated BAC: no idea Actual BAC: 0.023

> Survey Data: 145 responses

"last night I drove after 2 wines and just guessed.... great to find this today... takes out the guesswork"

Female, 30-39, Full licence, Curious, had 2 wines

Estimated BAC: no idea Actual BAC: 0.035 "lucky & thankful I checked... thought I would be under"

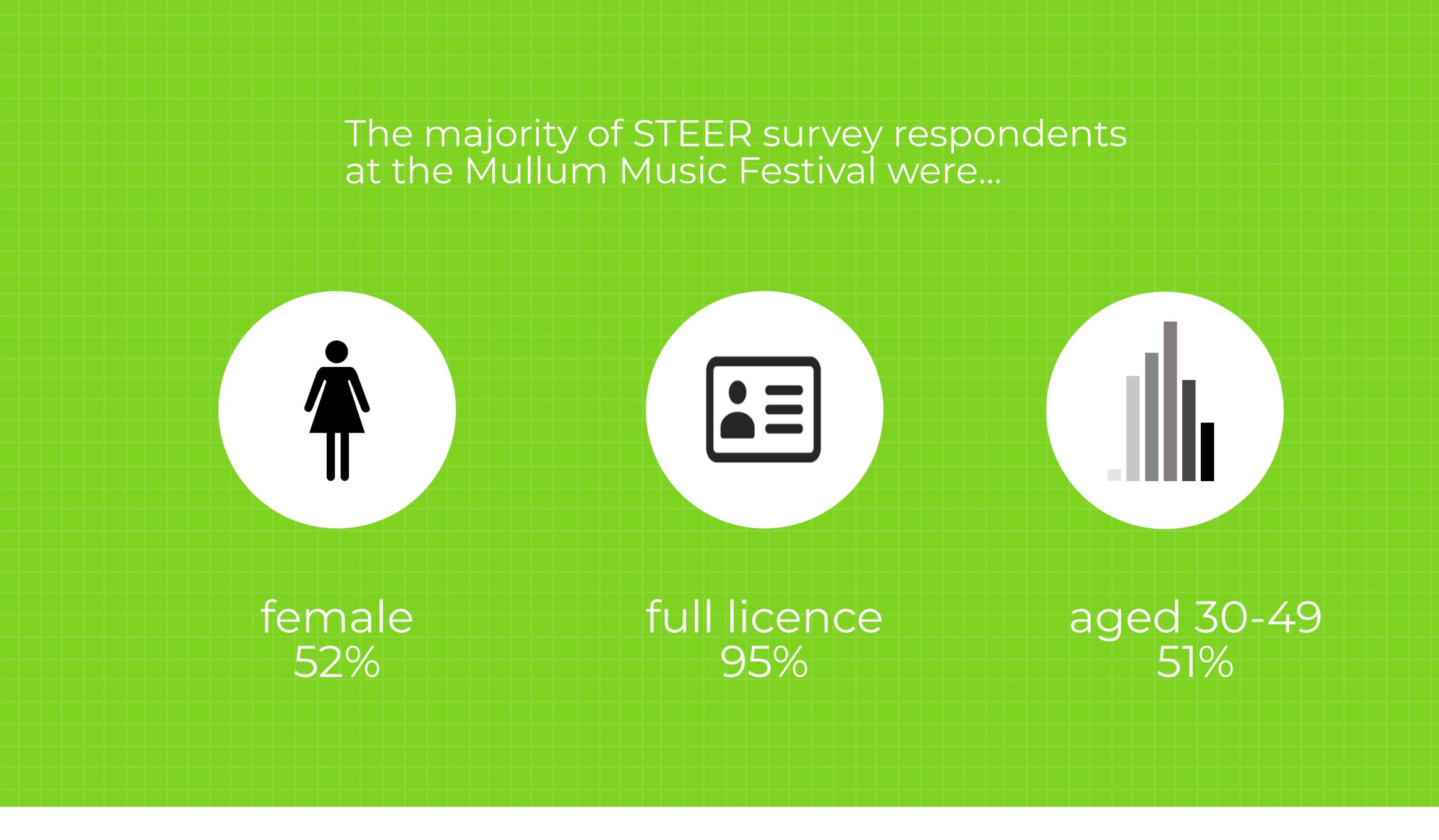
Female, 40-49, Full licence, Maybe driving, had 3 wines

Estimated BAC: 0.05 Actual BAC: 0.068 Behaviour Change: stop drinking alcohol and come back for another test

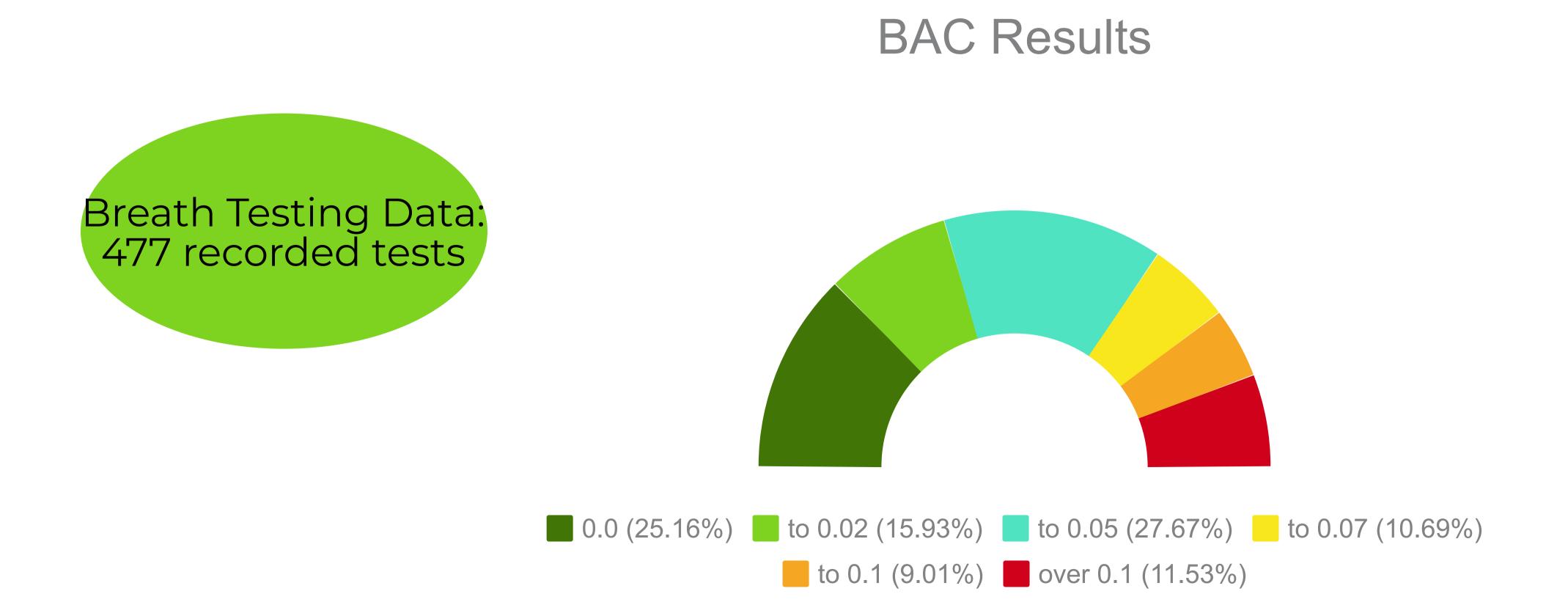
"not sure if legal limit is 0.03 or 0.05"

Male, 40-49, Full licence, Intending to drive, had 3 beers

Estimated BAC: no idea Actual BAC: 0.0



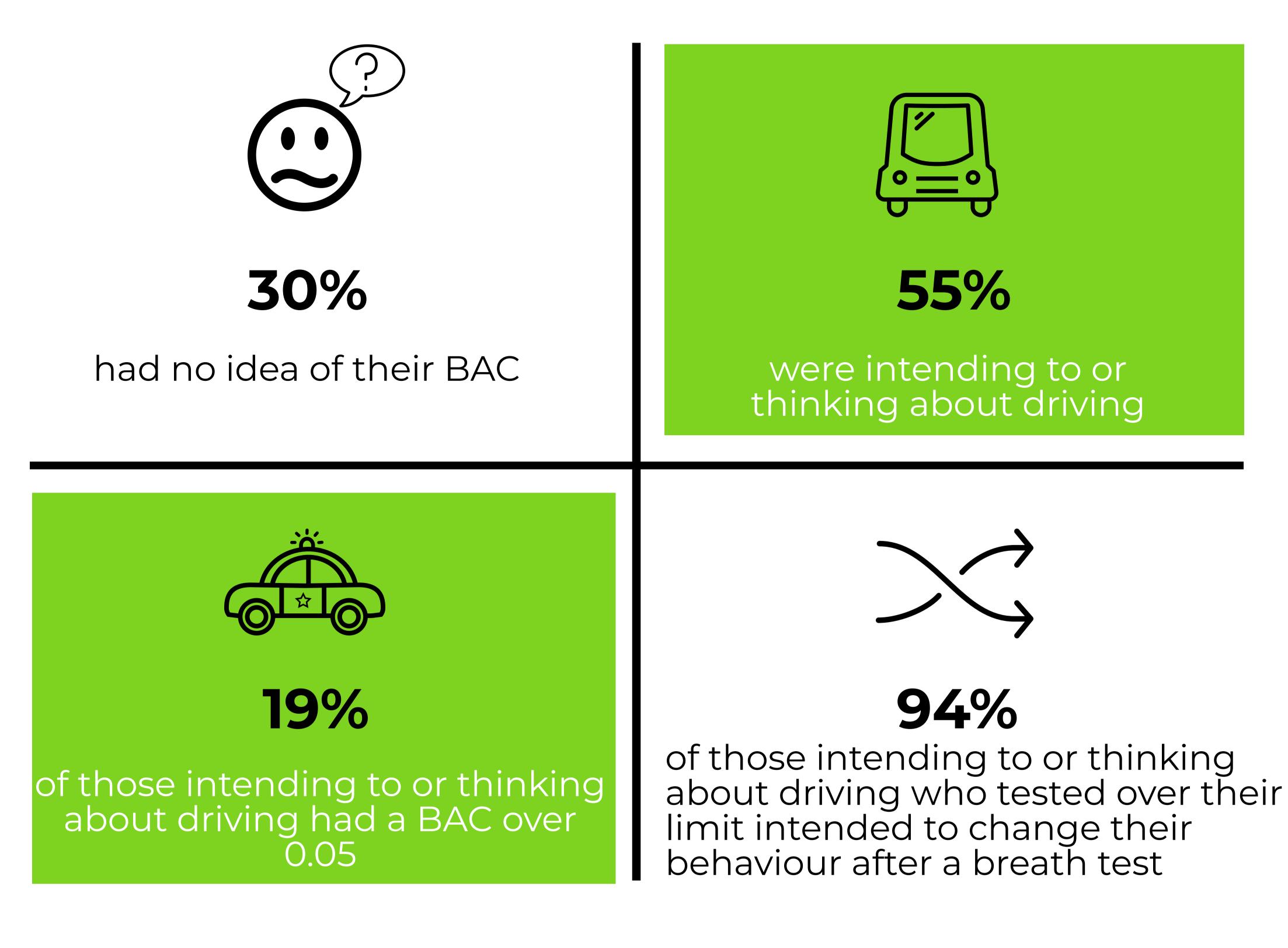
Breath testing data helps paint a picture of drinking & driving behaviour...



Breath testing data showed...



Of those surveyed...



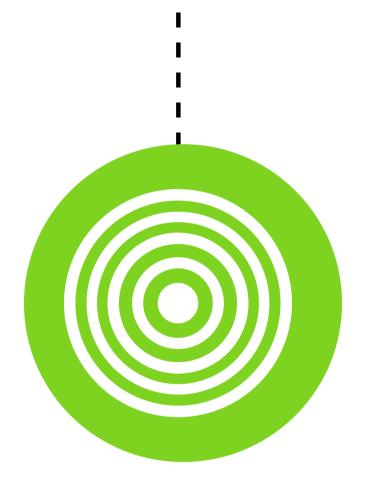
FACTS

Drink driving is one of the leading causes of motor vehicle crashes. In NSW during 2015, alcohol was found to be a contributing factor in 47% of fatal crashes on Thursday, Friday and Saturday nights, 15% of all fatal crashes and 9% of injury crashes

Source: http://roadsafety.transport.nsw.gov.au/downloads/crashstats2015.pdf

VISION To posit

To positively change drink driving behaviour at festivals, community events & private functions likely to involve consumption of alcohol and driving.



OBJECTIVES

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

STEER Voluntary Breath Testing began in 2013 with support from FRRR, ABC Heywire and Transport for NSW. STEER looks forward to working with government, business and community partners to continue delivering and developing voluntary breath testing.

