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NEW ORLEANS  
ALCOHOL SAFETY ACTION PROJECT  
SECTION I  
Technical Summary

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Alcohol Safety Action Project  
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| 16. Abstract<br><p>This summary is intended to illustrate the history of the New Orleans Alcohol Safety Action Project (ASAP) which began operation in January 1972 and terminated, under federal funding, operation in December 1976.</p> <p>This project was designed to solve, or considerably improve, the drunk driving problem. This was achieved through a series of countermeasures in the areas of Enforcement, Rehabilitation, Judicial and Public Information and Education.</p> <p>The major emphasis of the project was placed on the arrest, prosecution, conviction, and rehabilitation of the problem drinker who drives and the education of the social drinker who drives as to how alcohol affects driving ability.</p> <p>It will also point out the project's impact on other agencies and areas, as well as plans for continued operation following the termination of federal funding.</p> |   |  |           |
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## METRIC CONVERSION FACTORS

### Approximate Conversions to Metric Measures

| Symbol               | When You Know        | Multiply by | To Find            | Symbol          |
|----------------------|----------------------|-------------|--------------------|-----------------|
| <b>LENGTH</b>        |                      |             |                    |                 |
| in                   | inches               | 2.5         | Centimeters        | cm              |
| ft                   | feet                 | 30          | Centimeters        | cm              |
| yd                   | yards                | 0.9         | meters             | m               |
| mi                   | miles                | 1.6         | kilometers         | km              |
| <b>AREA</b>          |                      |             |                    |                 |
| in <sup>2</sup>      | square inches        | 6.5         | Square centimeters | cm <sup>2</sup> |
| ft <sup>2</sup>      | square feet          | 0.09        | Square meters      | m <sup>2</sup>  |
| yd <sup>2</sup>      | square yards         | 0.8         | Square meters      | m <sup>2</sup>  |
| mi <sup>2</sup>      | square miles         | 2.6         | Square kilometers  | km <sup>2</sup> |
|                      | acres                | 0.4         | hectares           | ha              |
| <b>MASS (weight)</b> |                      |             |                    |                 |
| oz                   | ounces               | 28          | grams              | g               |
| lb                   | pounds               | 0.45        | kilograms          | kg              |
|                      | short tons (2000 lb) | 0.9         | tonnes             | t               |
| <b>VOLUME</b>        |                      |             |                    |                 |
| tsp                  | teaspoons            | 5           | milliliters        | ml              |
| Tbsp                 | tablespoons          | 15          | milliliters        | ml              |
| fl oz                | fluid ounces         | 30          | milliliters        | ml              |
| c                    | cups                 | 0.24        | liters             | l               |
| pt                   | pints                | 0.47        | liters             | l               |
| qt                   | quarts               | 0.95        | liters             | l               |
| gal                  | gallons              | 3.8         | liters             | l               |
| ft <sup>3</sup>      | cubic feet           | 0.03        | cubic meters       | m <sup>3</sup>  |
| yd <sup>3</sup>      | cubic yards          | 0.76        | cubic meters       | m <sup>3</sup>  |

### TEMPERATURE (exact)

| F | Fahrenheit temperature | 5/9 (after subtracting 32) | Celsius temperature | C |
|---|------------------------|----------------------------|---------------------|---|
|---|------------------------|----------------------------|---------------------|---|

1 in. = 2.54 cm exactly. For other exact conversions and more details, see U.S. Bureau of Standards, *Units of Weight and Measure*, Publication 90-1, Washington, D.C. 20560.

### Approximate Conversions from Metric Measures

| Symbol               | When You Know                     | Multiply by | To Find       | Symbol          |
|----------------------|-----------------------------------|-------------|---------------|-----------------|
| <b>LENGTH</b>        |                                   |             |               |                 |
| mm                   | millimeters                       | 0.04        | inches        | in              |
| cm                   | centimeters                       | 0.4         | inches        | in              |
| m                    | meters                            | 3.3         | feet          | ft              |
| m                    | meters                            | 1.1         | yards         | yd              |
| km                   | kilometers                        | 0.6         | miles         | mi              |
| <b>AREA</b>          |                                   |             |               |                 |
| cm <sup>2</sup>      | square centimeters                | 0.16        | square inches | in <sup>2</sup> |
| m <sup>2</sup>       | square meters                     | 1.2         | square yards  | yd <sup>2</sup> |
| km <sup>2</sup>      | square kilometers                 | 0.4         | square miles  | mi <sup>2</sup> |
| ha                   | hectares (10,000 m <sup>2</sup> ) | 2.5         | acres         |                 |
| <b>MASS (weight)</b> |                                   |             |               |                 |
| g                    | grams                             | 0.035       | ounces        | oz              |
| kg                   | kilograms                         | 2.2         | pounds        | lb              |
| t                    | tonnes (1000 kg)                  | 1.1         | short tons    |                 |
| <b>VOLUME</b>        |                                   |             |               |                 |
| ml                   | milliliters                       | 0.03        | fluid ounces  | fl oz           |
| l                    | liters                            | 2.1         | pints         | pt              |
| l                    | liters                            | 1.06        | quarts        | qt              |
| l                    | liters                            | 0.26        | gallons       | gal             |
| m <sup>3</sup>       | cubic meters                      | 35          | cubic feet    | ft <sup>3</sup> |
| m <sup>3</sup>       | cubic meters                      | 1.3         | cubic yards   | yd <sup>3</sup> |

### TEMPERATURE (exact)

| C | Celsius temperature | 9/5 (then add 32) | Fahrenheit temperature | °F |
|---|---------------------|-------------------|------------------------|----|
|   |                     |                   |                        |    |

## PROJECT GOALS:

### Identification of Need for the Project

The City of New Orleans has long viewed the problem of drinking and driving as a major problem. Prior to recent findings which indicated that half of all traffic accidents and fatalities were related to the abuse of alcohol, the problem was seen as an incurable disease and something we had to live with. It was further discovered that two-thirds of all alcohol-related accidents and fatalities were caused by the problem drinker who drives, and has had previous convictions for drunk driving or related offenses and remains a threat to innocent people. The remaining one-third of these alcohol-related accidents and fatalities, it was found, was caused by heavy drinking social drinkers and young people inexperienced with drinking and driving. However, with the advent of this new information, it was anticipated that something realistic could be done about solving this problem. In addition, it was hoped that the education of the social drinker who drives, with the facts about how alcohol affects driving ability, could substantially reduce accidents and fatalities directly related to alcohol.

As New Orleans is known for its tolerance (and even encouragement) of alcohol consumption, a need to bring this problem and, hopefully, its solution to the forefront was evident. Also, the incidence of alcohol involvement in traffic deaths among young people and pedestrians added an extra incentive to the urgency needed to end this needless waste of life. It was thought that, if the problem drinker who drives could be identified, arrested, convicted and rehabilitated, many lives could be saved each year. Also, if young people understood the workings of alcohol on the human body in a driving situation more clearly, they could better avert this dangerous dilemma.

As this problem ranked high as a threat to life in New Orleans, as in cities of comparable size, (500,000-750,000), a high priority was placed on traffic safety by the city administration. Seventy-seven per cent of all fatalities were attributed directly to the abuse of alcohol. Therefore, the city administration was very interested in applying for a contract with the Nation Highway Traffic Safety Administration (NHTSA) for funds to establish an Alcohol Safety Action Project.

Former attempts to cure the drinking/driving problem in New Orleans were, for the most part, frustrated due to higher priorities in the Traffic Department and the time-consuming process involved in making a Driving While Intoxicated (DWI) arrest, usually resulting in a plea reduction in Traffic Court or a complete dismissal of the original charge. Approaching the problem in a new way, according to ASAP guidelines, was seen to alleviate permanently the causes inherent to the problem - the rehabilitation of the problem drinker who drives and the education of the social drinker who drives.

In a city, such as New Orleans, where there is such a preponderance of alcohol availability, there was quite an obvious problem existing involving the mixture of alcohol and driving. Although much heavy drinking occurred in the world-famous French Quarter, it is generally restricted to tourists who are staying in hotels in the "Old Square". However, quite a few of the "locals" frequent

French Quarter establishments and preliminary roadside surveys indicated that the after hours exodus from the Quarter was responsible for quite a few alcohol-related accidents and fatalities.

In addition, research indicated that quite a number of other locations in concentrated heavy drinking and driving areas, such as the South Claiborne-Central City Area and the Lower Ninth Ward area contributed their share of drunk drivers to the city's problem.

The City of New Orleans Traffic Court enforced a different set of traffic laws than the rest of the state. The penalties imposed for a DWI conviction were considerably lesser than those imposed by the state. With such minor inconveniences to be suffered by the DWI offender, and the recalcitrance of the police officer to make the initial arrest, the drunk driving problem was viewed as a low priority. However, more substance was added in this area when the city was placed under the state's jurisdiction in September 1975.

#### Development and Implementation of the New Orleans ASAP.

The director of federal programs in the city and the deputy director of the Finance Department and a secretary made up the initial staff of the New Orleans ASAP.

Following a meeting with officials of Region VI, NHTSA, in Dallas, Texas, the city's Chief Administrative Officer and the head of federal programs, the city received \$13,000 to write a preliminary proposal. After the initial proposal was approved, subsequent funds were approved to write a detailed plan.

A deputy director, business manager, public education coordinator, enforcement coordinator, judicial coordinator and additional clerical help were then hired and office furnishings and supplies purchased.

Contact was made with the appropriate cooperating countermeasure agencies prior to writing the detailed plan in order to insure their necessary participation in the appropriate countermeasures. These agencies included the Police Department Traffic Bureau, the New Orleans Traffic Court, Charity Hospital, the Southeastern Alcoholism Clinic, the Committee on Alcoholism and Drug Abuse, the media and other appropriate city and state departments.

When the detailed plan was approved, late in 1971, those responsible members of the ASAP staff set about their respective tasks. A cost accounting procedure was set up by the business manager, police officers were recruited for the Alcohol Safety Enforcement Unit (ASEU), probation officers were hired and contact was made with the media.

Throughout the history of the program, staffing was uninterrupted, except for clerical positions. Three directors occupied the post at various times. The deputy director remained on board in the deputy's position until the end of 1974. Thereafter, the business manager assumed that position until April of 1976 when he assumed the directorship of ASAP until its termination, under federal funding, in June of 1977. A new enforcement coordinator was hired in March of 1975, replacing the one who had been with ASAP since its inception in 1971. The public

education coordinator also assumed the role of deputy director in May of 1976. All other positions remained as they were at the beginning, staffed with the original people. Of course, other staff members, hired on a temporary or voluntary basis, such as MACOY members and assistants on the Public Education van on Bourbon Street were included as part of the original ASAP infrastructure.

#### Catalytic Effect:

Since its inception, the New Orleans ASAP has generated a considerable amount of interest in the program among persons and agencies locally, statewide and nationwide.

An internal impact was initially realized by the presence of the special Alcohol Safety Enforcement Unit (ASEU) which stimulated other members of the police department to make additional DWI arrests.

Neighboring police and sheriff departments have expressed interest in learning about the enforcement procedures and legal machinations involved in a DWI arrest. ASEU officers have been provided to help train enforcement personnel in these respective departments in proper handling of DWI offenders.

Aid was offered to similar DWI schools in Lafayette and Monroe.

Assistance was also rendered in the form of public education materials and experience, to the Lafayette Alcohol Traffic Action Program, from its inception under state funding, in order to lend the benefit of ASAP's experience to this newly-organized "mini ASAP".

Quite a bit of locally-produced ASAP materials were distributed through the supervisor of the state's Safety Education Program of the Department of Education to driver education students throughout the state.

In addition, the ASAP public education van made an extensive tour throughout the state at state fairs, for conventions and to orientations of employees of the Louisiana Power and Light Company.

Correspondence was received throughout the history of the program inquiring about various aspects of the operation.

Also, copies of our locally-produced film, "New Orleans Counterattack" were sent, not only statewide, but throughout the country on request.



## Summary of Significant Project Results

TABLE I.1

### NEW ORLEANS DWI ARRESTS 1972-1976

|             | <u>1972</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> | <u>1976</u> |
|-------------|-------------|-------------|-------------|-------------|-------------|
| ASAP Patrol | 2132        | 3130        | 2536        | 2704        | 2703        |
| Other       | <u>2106</u> | <u>1352</u> | <u>918</u>  | <u>1123</u> | <u>1249</u> |
| Total       | <u>4238</u> | <u>4482</u> | <u>3454</u> | <u>3827</u> | <u>3952</u> |

Note: "ASAP" refers to arrests made by the twelve-man New Orleans Alcohol Safety Enforcement Unit in two-man unmarked cars. "Other" refers to arrests made by all other members of the New Orleans Police Department.

Source: ASAP Annual Reports 1972-1976.

#### a. Enforcement Countermeasures:

The Alcohol Safety Enforcement Unit began operations in December 1971. It ultimately became a 12-man unit with a lieutenant, a sergeant and a correctional officer. All personnel were trained and certified as Photoelectric Intoximeter operators; they were also trained by an intensive DWI training course. The unit began patrolling on a City-wide basis in two-man marked cars, but they changed to unmarked vehicles because the police officers often weren't able to find the probable cause necessary to make a DWI arrest. The ASEU grew into a highly efficient group known for their expertise in making DWI arrests. Their BAC levels remained between .12 and .13 for five years, and their refusal rates remained low. They also used mobile breathtesting vans. Their reputations did result, however, in the rest of the New Orleans Police Department (NOPD) making fewer arrests.

In 1974 per-arrest screening breath tests were begun. An extensive training program was implemented in which all ASEU personnel, all Accident Investigation personnel and platoon leaders from the eight NOPD police districts were trained in the use of Borg-Wagner ALERT instruments. One of the main reasons for the initiation of this program was to save policemen time by not processing arrests below the BAC level of .10 (legal level of intoxication in Louisiana). Subsequent to the ALERT program's operation, policemen, especially those of the ASEU, decided that they should be making DWI arrests with BAC's that fall in the range of .05 - .10 in order to keep these drivers off the streets where they are potentially harmful. Many excuses were given at the demise of this countermeasure in 1975 (lack of availability, storage problems, et al), but the main reason for its failure was disinterest. DWI arrests are simply not of primary importance to the hierarchy of the NOPD.

Transfer of unusable materials, such as a van and the pre-sentence breath testers (ALERT) were shipped to other ASAP or Traffic Safety related programs around the country.

One of the main problems ASEU faced throughout its entire existence (1972-1976) under ASAP was a shortage of personnel. NOPD has had a worsening manpower shortage throughout this period, and it especially affected the ASEU in 1975 and 1976. The unit had had funds allocated for a transport person (to transport arrestees to Central Lockup after they'd been tested at a mobile van) and another corrections officer (to drive the mobile van and administer the PEI tests, because the one the ASEU had was too busy maintaining logs and the PEI's), but the NOPD could not spare them. Other problems resulted with replacements for those who had transferred or been injured.

Some other problems were a result of outside events beyond the control of this project. The major problem was the "Jones Decision" of June 25, 1975 which forbade the introduction of BAC's as evidence in courts-of-law until such time as a set of rules and regulations governing the maintenance and use of the Photo-electric Intoximeter (PEI) was promulgated. Due to a lack of coordination on the part of state officials, this case was still causing legal problems throughout 1976; in spite of the fact that the "Rules and Regulations for Chemical Test for Intoxication" were published in the Louisiana Register on December 20, 1975, which supposedly made them effective on that date, and recertification of intoximeter operators was done in June 1976. This enabled ASEU personnel to overcome the stumbling block caused by the "Jones Decision" which invalidated Blood Alcohol Contents (BAC's) of persons arrested for DWI. (See the final report for further details) Another major change was the advent of "saturation patrolling" in July 1975; this was patrolling in specially designated target areas for six weeks at a time (Areas ACDB-See the final report for further details) rather than the method of Citywide patrolling that had been used prior to this time. Arrest levels dropped after July 1975, partly due to the fact that two of the four target areas were relatively "dry" as per the number of DWI arrests. However, it seems that the ASEU's presence in an area may have had a positive effect on the number of crimes committed in that area; the number of crimes seems to have been reduced.

The ASEU's existence as a unit was assured from January 1, 1977 through October 1, 1977; the Louisiana Highway Safety Commission agreed to pay the salaries if the NOPD would pay all overtime, provide office space and cars, and pay fringe benefits.

#### b. Judicial Countermeasures:

The Probation Unit of the New Orleans ASAP went operational January 18, 1972. This was an in-house staff that consisted of one probation coordinator, eight probation officers and two secretaries. The probation officers were charged with two responsibilities. The first was to conduct in-depth pre-sentence investigations on all convicted DWI offenders that were referred by the judges of the Traffic Court of the City of New Orleans.

After completing the PSI, recommendations were made to the judges as to appropriate sentencing of the individual. The defendant's jail sentence was sus-

pendent and he was placed on probation contingent on his participation in rehabilitation. If the client was classified as a Social Drinker, he would merely be required to attend four sessions of the DWI School. If he were evaluated as an Excessive Drinker, he would be required to attend between 10 and 15 group therapy sessions, in addition to the DWI School. If he were evaluated as a Problem Drinker, he would be required to attend group therapy sessions for between seven and twelve months (depending on the multiplicity of arrests), take disulfiram daily for between five and nine months (also depending on the multiplicity of arrests), as well as attend DWI School.

The second duty of the probation officer was to enforce the conditions of probation imposed on each client by the judge. The Rehabilitation Coordinator was responsible for notifying the probation officer on a daily basis if one of his or her clients had failed to attend group, take disulfiram or attend DWI School. If the client violated his probation, the probation officer contacted the client and warned him or her that any further infraction might result in a revocation of probation and imposition of the jail sentence. Filing a Rule to Show Cause for revocation of probation occurred in about 10% of all of the clients placed on active probation (Excessive Drinkers and Problem Drinkers).

The four Traffic Court Judges referred 5481 cases for pre-sentence investigation during the five year period that this report covers. Of those 5481 cases, 5,099 PSI's were completed. There were 2,252 SD's evaluated, or 44% of the total. The ED's made up 24% of the total (1235), while the PD's totaled 1,612, or 32%. The referral rate from the judges averaged around 60% of the convictions. This was somewhat disappointing, as we had anticipated a higher referral rate.

By 1976, the probation staff had been cut to 6 probation officers which was adequate to handle the approximate 1000 referrals a year. The probation officers spent about 40% of their time conducting PSI's while the remaining 60% of their time was spent on contacting those clients who had violated their probation, and trying to motivate them to comply with their treatment.

Although the four Traffic Court judges were very receptive to the idea and concept of a probation unit, we were plagued throughout the program with their hesitation to take action (i. e. put in jail) on those clients who failed to comply with their conditions of probation. Furthermore, they rarely accepted the recommendation of jail from a probation officer on a client who had already been through the problem drinker probation program before, and then recidivated. This was probably the greatest source of frustration for the probation officers, for it appeared that a mockery was being made of the judicial system when this occurred.

The recidivism rate during the period between January 1972, and March 1976, was around 5%, with 90 SD's recidivating, 69 ED's recidivating, and 61 PD's recidivating. This figure appears quite low, but it should be pointed out that this recidivism rate is only derived from clients who have been through the ASAP probation program. We must recall that only 60% of the convictions are referred to the probation unit, so a 5% recidivism rate is only legitimate when it is considered within the above context. There could be, and probably are, many more recidivists than we have listed, but if the courts fail to refer them, it is

impossible for us to identify them.

Finally, the system used by the New Orleans ASAP probation unit whereby the probation officers who conducted the pre-sentence investigation is the same individual responsible for his client's probation follow-up seems to be an extremely important factor in insuring a better working relationship between probation officer and client. During the course of the pre-sentence investigation, the probation officer learns quite a bit about his client, and this knowledge can help him better understand and help his client during his probationary period.

Two special prosecutors were hired from the City Attorney's Office early in 1972 to prosecute only DWI cases. This differed from the past responsibilities of DWI prosecutors in that in the past these prosecutors prosecuted all traffic cases.

The role of these prosecutors was seen as important as they would be instrumental in achieving a higher rate of DWI convictions, a lesser rate of reductions from DWI to minor charges and a reduction of the time lapse between arrest and trial.

However, throughout the history of the program, the reduction rate rose steadily. From a 16.27% reduction rate in 1972 to a 30.59% reduction rate in 1976, it was apparent that the prosecutors were reducing a considerable number of DWI's over .10%. This was due to such things as the problem of police as witnesses not showing up for trial, etc. However, this problem is being worked on with the City Attorney's Office and will hopefully be successfully resolved.

The existence of the ASAP Probation Unit was assured, following the termination of federal funding at the end of 1976, due to a contract between the City of New Orleans and the Louisiana Highway Safety Commission.

#### c. Rehabilitation:

The rehabilitation countermeasures were a major aspect of the New Orleans ASAP. During the first three years, ASAP reimbursed the State Alcoholism Clinic for the salaries for two group therapists (MSW's), and a clerk for the group therapy program as well as for a part-time (eight hours weekly) physician and nurse for the antabuse program.

This practice made it possible to demand cooperation and accountability in the treatment of ASAP clients. During the two year extension period, ASAP did not pay for these services and experienced somewhat more difficulty in determining the course and length of the clients' treatment.

All people convicted of DWI evaluated as Problem Drinkers by the Probation Unit were referred to the State Alcoholism Clinic for chemotherapy and group therapy. After being screened by the physician, each client was assigned to a neighborhood clinic for receiving antabuse five days a week. Group therapy sessions consisted of ten to fifteen problem drinkers led by a MSW weekly. Most clients remained on daily antabuse for five to ten months and in group from seven to twelve months. Antabuse and group therapy absences were reported daily to the probation officers for follow-up.

The primary locations used for antabuse clinics were city health clinics where the nurses would distribute the antabuse during the day and ASAP employees would distribute the medication from four p.m. until eight p.m. During the end of the first year in operation (1972), we began to refine the program by:

- 1) eliminating all but five antabuse clinics (which were all on bus lines and open until eight p.m.).

- 2) eliminating all non-ASAP personnel distributing antabuse.

- 3) using only liquified antabuse. (This was made in a blender with a formula at the State Alcoholism Clinic, while the evening clinics merely dissolved the tablet in a cup of water.)

- 4) introducing a "special release program" to increase the motivation for attendance and to provide objective criteria for gradual termination from the program.

During the second year of the program, we added the services of a psychiatrist for one hour per week to evaluate the more disturbed patients. Close coordination and cooperation between the treatment and probationary staff and tracking of all clients enabled a positive enforced treatment program to develop. The antabuse and group therapy program as described above operated on a smooth basis for the rest of the total five year period. One thousand, two hundred and thirteen clients were placed in group and on antabuse, while an additional one hundred and seven people attended problem drinkers group only.

The extension period (1975-1976) concentrated on the institution of the Short-Term Rehabilitation Study (STR). One hundred and eighty problem drinkers and one hundred and fifty excessive drinkers were randomly assigned to various treatment and control groups. Treatment modalities included Power Motivation Training (PMT), Antabuse, Short-Term Group Therapy, Problem Drinker Group Therapy, and Alcohol Safety Action School (ASAS). ASAS is an eight hour didactic course with approximately forty people in a class; it was held two hours nightly for four nights and was run by Traffic Technology, Inc.

Each of the assigned clients were given baseline interviews and questionnaires, and then were readministered the same tests at six, twelve, and eighteen month intervals. Record checks of driving, criminal, and municipal offenses were also gathered at the times of the interviews. Participating in the study was a requirement of their probation which ranged from eighteen months to twenty-four months. As an added reinforcement, each client was paid \$10.00 for each interview he participated in.

None of the objective results can be reported by this local ASAP as all of the raw data were forwarded to the national evaluation center (Human Factors Laboratory at the University of South Dakota) for scoring and evaluation.

On January 1, 1977 the fiscal responsibility for the antabuse distributors was assumed by the City of New Orleans' Health Department. They will receive direct supervision from the ASAP Probation Office which is being funded by the Louisiana Highway Safety Commission. This transferring of fiscal responsibility

from ASAP to the City will permit the continuation of daily rehabilitation for problem drinkers.

d. Public Information and Education Countermeasure:

The public information and education area was designed to acquaint the general public, particularly those social drinkers who drive and young drivers, with the facts about how alcohol affects driving ability. Although the problem drinker who drives is the primary target of ASAP, it was found that it was virtually impossible to communicate with him or her.

The ASAP awareness and education campaign was launched in several ways. The most effective means of communication was found to be on a face-to-face, one-to-one basis. Therefore, much of our effort was concentrated on such things as talks to civic, professional and social groups and to, principally, high school health, physical education and driver education classes. The public education van on Bourbon Street, and at various other functions, also provided us with an opportunity to communicate our message on a face-to-face basis.

Of course, these communication techniques were considerably supplemented by the proper public education materials. These included brochures, a Safe Drinking Dial, film, audio-visual aids, wall charts, radio and TV spots, billboards, bus cards, alcolysers, litter bags, etc.

Internal communication was also important with cooperating countermeasure agencies. This type of public relations was necessary to see that the proper agency shared in any credit and/or publicity. Constant contact was also important so that ASAP was always visible and remained in the forefront of these person's minds.

Necessary contact was also important with those persons in the media whose cooperation was a prerequisite to any exposure ASAP enjoyed. Fortunately, ASAP did enjoy quite a bit of publicity from segments of the media. By constantly varying the theme of the program and by showing it in various lights, we were able to maintain steady media interest.

Added impetus was given to publicity about ASAP because of several special campaigns conducted throughout the history of the program. Major media and distribution campaigns were launched at heavy drinking and driving times of the year, such as the Christmas and New Year holiday season, on the Fourth of July, Labor Day, and Mardi Gras. Other campaigns included a "Sober Driving Month" and a "Fear of Arrest" campaign.

A key to the success of the ASAP Public Information and Education Countermeasure was the ability to localize all of the materials used. This varied from a locally-produced ASAP feature film, to tags on all TV and radio spots, to inserts in the alcolysers. This factor was instrumental in having the problem and its subsequent solution become more readily identifiable to the local citizenry.

## FISCAL AND PERSONNEL REVIEW

Overall, actual expenditures in 1976 were \$584,146. This is \$139,175 less than the \$723,321 planned for the year in modification 25 of the Detailed Plan, this revision has been in effect since September 27, 1976. On a cumulative basis, expenditures were \$23,320 less than the planned \$1,179,289.

1. Administrative - Evaluation was overplanned \$13,512 due to the November 1976 and December 1976 billings being paid subsequent to December 31, 1976. Due to the fact that all administrative personnel remained with the program for the six month close-out, terminal leave was overplanned in the amount of \$6,250. Other Administrative under-expenditures were Communication: \$1,281; Printing: \$864, and Travel: \$731.
2. Enforcement - Enforcement was overplanned \$47,594 due to the public vouchers for reimbursement to the New Orleans Police Department covering the period from October 12, 1976 through December 31, 1976 being paid subsequent to December 31, 1976. Another Enforcement under-expenditure for \$7,700 is attributed to the cutback in overtime for police personnel established by Rule IV of the Rules of the New Orleans City Civil Service Commission which went into effect on June 13, 1976.
3. Judicial - Terminal leave was overplanned \$13,091 because our probation officers were extended by the Louisiana Highway Safety Commission and the City of New Orleans; therefore, none of these employees collected their leave at the end of 1976. The position of Steno Clerk III was underfilled with a Steno Clerk II and was also vacant for eleven weeks leaving us a surplus of \$4,942. One of the positions of the Traffic Court Probation Officer was vacant 3/4 of the year, giving us an additional surplus of \$6,737.
4. Rehabilitation - We received from the State reimbursement for 1975 labor expenditures in the amount of \$7,749. Eight thousand, seven hundred and eighty dollars in surplus from Power Motivation Training interviews is being carried into the 1977 Budget. Approximately \$1,100 for the 4th quarter fringe benefits was paid in 1977. The position of Probation Officer was vacant for twenty weeks giving us an additional surplus of \$3,900.
5. Public Information - Our "Fear of Arrest Campaign" was overplanned by \$2,345, because some planned expenditures were donated as public service time and space. Other Public Information underexpenditures were printing of \$830 and calculators of \$350.

Due to good management and control there was a surplus accrued at the end of the year which will be forwarded into 1977. This will eliminate surplus from our overplanned expenditures.

