

Alcohol Impaired Driving among Missouri College Students

Partners in Prevention (PIP) is Missouri's higher education substance abuse consortium dedicated to creating healthy and safe college campuses. The coalition is comprised of 21 public and private colleges and universities in the state who work to lower high-risk behaviors by implementing strategic plans for prevention utilizing evidence-based strategies. To measure progress and obtain data needed for the implementation of programs, PIP created the Missouri Assessment of College Health Behaviors (MACHB) Survey. The MACHB is an annual, online survey that has been implemented each spring since 2007. This brief will focus on alcohol impaired driving among Missouri college students.

Background

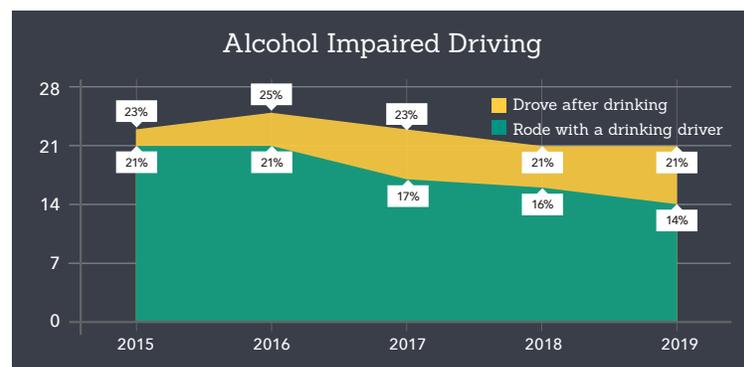
Nationwide in 2017, 10,874 individuals lost their lives to drunk-driving crashes and 29% of all motor vehicle traffic fatalities were caused by drunk driving. The highest percentage of drunk drivers (with BACs of .08 or higher, at or above the legal limit) were 21- to 24-year-olds, at 27%. Individual consequences of impaired driving can include felony or misdemeanor charges, license revocation, fines, and jail time, and a first time DWI offense can cost upwards of \$10,000 in fines and legal fees.¹

Prevalence

According to the 2019 MACHB, 14% of Missouri college students reported driving after consuming alcohol in the past year. Additionally, 21% of students report riding in a car with a driver who had been drinking at least once in the past year.

Driving After Consuming Alcohol	
Did NOT drive after consuming alcohol	86%
Drove after consuming any alcohol	14%
1 time	5.6%
2 times	3.7%
3 times	2.9%
4 times	0.9%
5 or more times	1.1%

Driving after consuming alcohol and riding in a car with a driver who had been drinking, have declined in the past 5 years due to multiple factors such as public awareness, availability of safe ride programs, and more.



Additionally, 88% of Missouri college students correctly identify a designated driver as someone who has consumed no alcohol and 63% of students report always or almost always using a designated driver. The most common designated drivers are friends, family, or acquaintances (89%), ride share services such as Uber or Lyft (45%), or a fraternity or sorority designated driver (25%).*

Partners in Prevention Statewide Programs

CHEERS

CHEERS is a program designed to increase the number of designated drivers throughout the state of Missouri.

Participating bars, restaurants, and nightclubs provide free non-alcoholic beverages to the acknowledged designated driver in a group of two or more as a way of thanking these individuals for caring about the safety of their friends and community. Establishment owners all across the state have been invited to join CHEERS and to play an active role in ensuring the health and safety of their patrons in exchange for free promotional and supply items and limited advertising. Twenty-eight percent (28%) of students recognize the CHEERS program and 42% have received free non-alcoholic drinks for being the designated driver in the past year. To learn more visit cheers.missouri.edu.

Drive Safe, Drive Smart

Drive Safe Drive Smart (DSDS) is a safe driving campaign reaching students via social media, tabling events, and educational materials that encourages them to make smart decisions behind the wheel and to be an active bystander. DSDS mainly focuses on alcohol and drug impaired driving awareness and prevention. To learn more visit drivesafedrivesmart.missouri.edu.

SMART

The State of Missouri Alcohol Responsibility Training (SMART) is a free, interactive, web-based responsible

beverage service program available to those who own or work for any Missouri establishment licensed to sell alcohol. The training focuses on recognition of fake ID's, acceptable forms of identification, prevention of service to minors and intoxicated individuals, and more. Emphasis is put on impaired driving prevention as well. Users who pass the training exam gain a certification that is valid for 2 years. To learn more visit smart.missouri.edu.

START

The Student Alcohol Responsibility Training (START) program is a free online training for college students designed to educate on responsible event hosting. This includes general party safety, the role that alcohol might play in an event and how to avoid issues. A large part of this includes preventing guests from driving impaired and avoiding over-intoxication. To take the training visit startcollegeservertraining.com.

Contact Partners in Prevention at (573) 884-7551.

Report prepared June 19, 2019 by Margo Leitschuh, Communications Coordinator. Data prepared by Dong Ding, Research Coordinator and Kennedy Brown, Undergraduate Research Assistant. Published December 2019.

*Select all that apply

1. National Highway Traffic Safety Administration, 2017.