

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Turner, Carlton E.: Files
Folder Title: Anheuser-Busch (2)
Box: 9

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

TRAINING FOR INTERVENTION PROCEDURES BY SERVERS OF ALCOHOL

T I P S



Servers of Alcohol: They Can Be An Important Part of the Solution to Alcohol Abuse.

“There is nothing which has yet been contrived by man, by which so much happiness is produced as by a good tavern or inn.”

— Samuel Johnson

As the English poet Samuel Johnson observed two centuries ago, the server of alcohol has an important job — providing relaxation, an understanding ear and good humor for millions of patrons each year.

Bartenders, waitresses and other servers of alcohol also can be a major part of the solution to alcohol abuse:

- They are the “gatekeepers” for monitoring and controlling drinking behavior away from the home.
- They can head off abusive drinking patterns they see developing among some customers during the course of the evening.
- They can create an environment within their restaurant or tavern that promotes responsible drinking behavior.

In addition, well-trained servers *can protect restaurant and tavern owners from devastating lawsuits*. A tavern or restaurant which sells alcohol to an intoxicated patron may be liable for



damages if this person later gets involved in an accident. One Dallas bartender, for example, must pay part of a \$2.5 million judgment that has been awarded to the victims of a drunk driving accident. These legal consequences can be avoided if servers are trained to look for signs of overindulgence and know how to respond to these situations effectively.

Our Operation A.L.E.R.T. efforts contain many positive programs to combat alcohol abuse. T.I.P.S. is one important activity that specifically addresses the need for server education.

The T.I.P.S. kit you have just received contains several important materials to help you implement the training program in your area:

- This brochure which tells you about the T.I.P.S. program.
- A brochure entitled “Why T.I.P.S. Should Be Part of Your Business,” which will help you sell the program to local retailers in your area.
- A brochure entitled “How T.I.P.S. Can Help Your Company,” which is aimed at executives of restaurant chains and other national accounts.

What is T.I.P.S.?

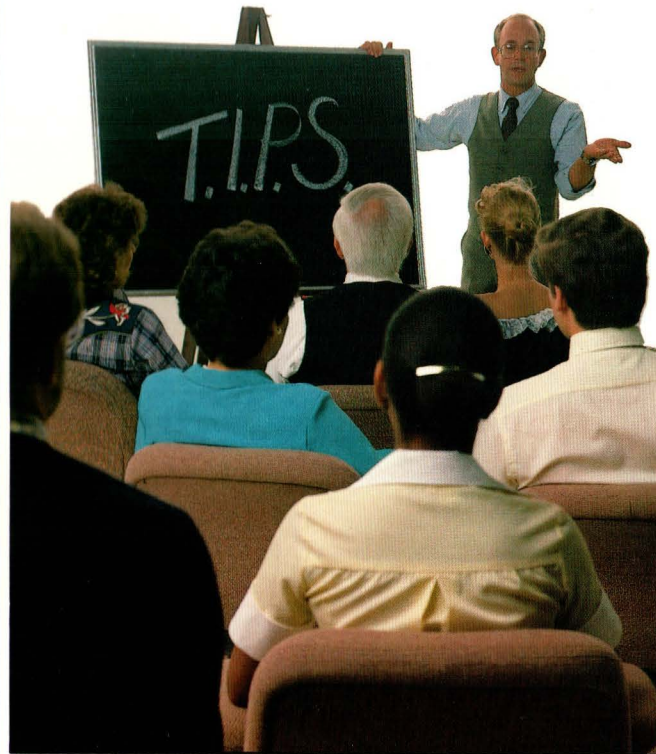
Training for Intervention Procedures by Servers of Alcohol — T.I.P.S. — can provide the server with important training.

Using written materials, video tapes and “role playing,” the program:

- Offers important information on the effects of alcohol.
- Helps servers identify potentially troublesome drinkers or situations before they become a problem.
- Provides a list of effective tactics for dealing with intoxicated customers, or those who appear to be on the verge of overindulging.

Servers learn, for example, the warning signs that indicate a customer is approaching his or her limit. They learn simple techniques, such as offering a customer a menu, to encourage consumption of food. And they receive suggestions for more elaborate strategies, such as how to keep an intoxicated customer from driving.

The basic training course takes six hours to complete. If the server successfully passes a test at the end of the course, he or she will be “certified” for three years.



To become a qualified T.I.P.S. instructor — and therefore eligible to teach the course to others — an employee must take 12 hours of instruction, instead of six. This material will be presented over a two-day period. The employee also must pass a test.

Anheuser-Busch has made T.I.P.S. available to you and the retailer at a very reasonable cost.

What Do Others Think of T.I.P.S.?

T.I.P.S. has generated favorable news coverage in several communities where it has been introduced. It is a major opportunity for your company to become identified with the solutions to alcohol abuse and to provide a major service to retailers.

Some insurance companies have recognized the importance of T.I.P.S. by giving retailers at least a 10% discount on dram shop insurance premiums if 75 percent of the employees have successfully completed this program.

Several Anheuser-Busch wholesalers and retailers across the country already have taken the course and have given the training to key employees. Many have enthusiastically endorsed the program.

What is T.I.P.S.?

How Is Anheuser-Busch Involved in T.I.P.S.?

Anheuser-Busch believes that by providing servers of alcohol with adequate training, we can significantly reduce the misuse of alcohol.

T.I.P.S. is one of a growing number of server training courses, including:

- Techniques of Alcohol Management, an eight-hour course sponsored by the National Licensed Beverage Association.
- Management/Server Alcohol Awareness Program, a three-hour course that includes video tapes and lectures sponsored by the National Restaurant Association.

Of course, retailers must decide whether T.I.P.S. or one of the other programs best serve their needs.

Anheuser-Busch is making T.I.P.S. available at reduced cost, and we are making a strong effort to implement this program throughout the country, with the help of our wholesaler family.



Who Developed T.I.P.S.?

The course was developed by Dr. Morris E. Chafetz, a psychiatrist and one of the world's foremost authorities on alcohol abuse. Some key points about his career:

- He is the founding director of the National Institute on Alcohol Abuse and Alcoholism, a member of the Presidential Commission on Drunk Driving and a former associate clinical professor of psychiatry at Harvard Medical School.
- He is the Principal Research Scientist for the Metropolitan Center for Planning and Research at the Johns Hopkins University and president of the Health Education Foundation, which administers the T.I.P.S. program.
- He has written and collaborated in more than 150 scientific articles and 13 books. He writes a monthly column for the Medical Tribune which is distributed to practicing physicians in the United States and abroad.

How Can You Assist in Bringing T.I.P.S. into Your Market?

We urge you to take the following steps to introduce T.I.P.S. into your on-premise accounts:

- Determine if T.I.P.S. should be one of your Operation A.L.E.R.T. programs.
- Make arrangements to have at least one of your employees receive the two-day training necessary to become a certified T.I.P.S. instructor. An instructors training course can be held at a convenient, central location for employees of several Anheuser-Busch wholesalers in your area. Anheuser-Busch will make an instructor available to train these wholesaler employees. (Contact the Sales Training Department, 314/577-3772.)
- Consider inviting managers of major on-premise retail establishments and the leaders of local on-premise associations to a meeting at which you explain the T.I.P.S. program, including the benefits of server training to them. This "top-down" selling will provide early momentum to the T.I.P.S. program in your community.

- Have your sales personnel sell-in the need for the program at your major on-premise accounts, using one of the two retailer brochures that have been provided as part of this kit. One of these brochures, "Why T.I.P.S. Should Be Part of Your Business," is aimed at the local owners of retail establishments. It helps explain the importance of the program to small retailers. The other brochure, "How T.I.P.S. Can Help Your Company," is aimed at executives of restaurant chains and other national accounts. Use this brochure to alert your larger accounts to the program. The larger businesses may wish to have some of their own employees certified as instructors.
- Please arrange for your qualified employees to provide the six-hour, basic training courses for the retailer employees. The classes can be conducted at your warehouse or other suitable locations.

Instruction costs for the T.I.P.S. training is \$100 per person for the two-day course for T.I.P.S. instructors and \$10 per person for the six-hour basic server course. All checks should be made payable to Health Communications, Inc.

Instructor courses require six to 12 participants. You can arrange for these training sessions by writing:

Health Communications, Inc.
600 New Hampshire Avenue, N.W.
Suite 452
Washington, D.C. 20037

Further information about the program can be obtained by calling the Sales Training Department, 314/577-3772.

A Plan to Prevent Drunk Driving
by Dr. Morris Chafetz

Americans are no longer willing to pay the price of drunk driving accidents. They want to do something about them. In this booklet I will show how to reduce significantly the number of people of all ages who die in drunk driving accidents.

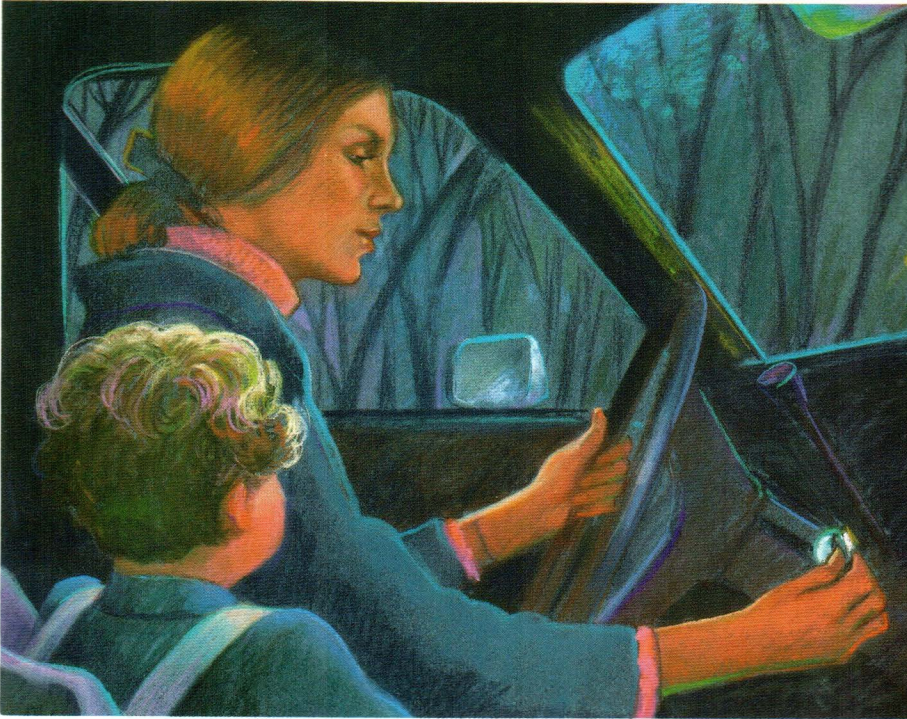
Morris E. Chafetz, M.D., is one of the world's foremost authorities on alcohol use and abuse. He organized and served for five years as the founding director of the National Institute of Alcohol Abuse and Alcoholism. Prior to his government service, Dr. Chafetz served as Associate Clinical Professor of Psychiatry at Harvard Medical School and Director of Clinical Psychiatric Services and the Alcohol Clinic at the Massachusetts General Hospital in Boston.

Today Dr. Chafetz is President of the Health Education Foundation. In May 1982, Dr. Chafetz was appointed to the Presidential Commission on Drunk Driving, a panel established by President Reagan to seek and publicize effective solutions to the drunk driving problem. He served as Chairman of its Education and Prevention Committee. Dr. Chafetz presently serves on the Board of Directors of the National Commission Against Drunk Driving, an affiliate of the National Safety Council.

HEF acknowledges with gratitude the generous contributions of the Anheuser-Busch Companies Inc. to underwrite the production costs of this pamphlet.

This booklet is a revised version of a series of articles which were originally published by the Los Angeles Times Syndicate.

The Dimensions of Drunk Driving	1
The Legal and Legislative Elements	2
Understanding the Nature of Alcohol	3
A Plan for Prevention	4
The Family's Role in Drunk Driving Prevention	5
Society's Role in Preventing Drunk Driving	6
What More Can We Do?	7



How big a role does alcohol play in deaths caused by automobile crashes? Before we can work out a plan to prevent drunk driving, we must define the problem and map out its area of influence. But drunk driving is not so simple to define as we might think. Driving is a complicated skill involving the car, the road, the weather, and the driver.

1 *The Dimensions of Drunk Driving*

Imagine a late nineteenth century inventor offering the American people a remarkable machine that would change their lives forever. This machine would transform the United States into a highly mobile and wealthy society. Goods and people could be moved in a matter of days from San Francisco to New York; in a matter of hours from Florida to Maine; in a matter of minutes from city to countryside. The machine is durable and relatively inexpensive; every home could have one or more. This machine, however, requires one small sacrifice. Each year, at least 40,000 Americans must be executed.

An absurd request, you'd say. A wholly preposterous idea to wantonly kill 40,000 innocent people in exchange for a wondrous machine.

Americans pay that price every year in automobile accidents, along with a far higher price in injuries, human suffering, and property damage. We've become blind to the sheer size of this destruction because we let the benefit of convenient transportation distract us from the risks of riding in a machine.

Drunk driving accounts for a large percentage of these auto accidents, particularly accidents among young people. Even though the lifespan of Americans has been increasing for the past 70 years, the death rate of young people between the ages of 16 and 24 has been rising for the past 20 years. The major cause of their deaths — accidents; the major instrument of their deaths — automobiles; a major factor in their deaths — alcohol.

Americans are no longer willing to pay the price of drunk driving accidents. They want to do something about them. In this booklet I will show how to reduce significantly the number of people of all ages who die in drunk driving accidents. My plan centers on the following points:

■ **Drunk driving is a complex problem.** *Defining "drunk driving" and determining what makes a "drunk driver" are problems far more complicated than we usually believe.*

■ **Complex problems call for solid solutions.** *The drunk-driving problem will not be solved by one masterstroke. A well-planned program is needed. A new law or a new billboard is not a program but merely an attempt at a quick fix. The quick-fix approach, no matter how appealing, seldom works.*

■ **The problem is "us," not just "them."** *By condoning risky driving and risky drinking, all of us — even those who don't drink or who don't drive — are part of the problem and therefore must be part of the solution.*

Let's begin by looking at the difficulties created when we try to define "drunk driving" or understand what causes someone to drive drunk.

Defining the Problem

How big a role does alcohol play in deaths caused by automobile crashes? Before we can work out a plan to prevent drunk driving, we must define the problem and map out its area of influence. But drunk driving is not so simple to define as we might think. Driving is a complicated skill involving the car, the road, the weather, and the driver. Each of these factors, so complex in the role they play in an auto accident, makes it hard to tell exactly what part alcohol plays in death on the highway.

For instance, let's look at the way drunk driving statistics are compiled. The National Highway Traffic Safety Administration (NHTSA) estimates that up to 55 percent of all fatal road accidents involve alcohol — 24,000 to 27,000 lives lost per year. These figures include pedestrian deaths: up to 49 percent of fatally injured pedestrians have alcohol in their blood.

To grasp the grim impact behind these figures, compare the number of people lost in the plane that crashed into the 14th Street bridge, in Washington, DC, in 1982. That crash killed 78 people. Each day of the year, almost the same number of people (maybe more on holidays) die in road accidents in which one or more drivers had been drinking.

Or to put it another way, in the past decade we have lost close to a quarter of a million Americans in such accidents. The decade-long war in Vietnam cost us 55,000 American lives. These figures mean that we can kill our people five times more efficiently in road accidents than we do in war.

Yet such figures and comparisons don't tell us as much about alcohol's role in car accidents as we think they do. The NHTSA statistics on drunk driving

accidents are based on the presence of *any* amount of alcohol in the bloodstream. For instance, if I take a sip of an unfamiliar drink while dining in a restaurant and then have a fatal auto accident, I will become part of the stats on "alcohol-related fatal accidents." My very low blood-alcohol content (BAC) and the presence of other factors that may have caused the accident will *not* be considered.

The mere presence of alcohol tells us little, if anything, about the kind of effect alcohol has on us. How much alcohol, taken by whom, and under what circumstances, are important factors as well. My grandson's first experience with wine — on the tip of the rabbi's little finger at his ritual circumcision on his eighth day of life — was a taking of alcohol. But how meaningful is it to lump this fact with the teenager who knocks off a six-pack in an hour? And how much does it tell us about drunk driving to lump together all fatally injured drivers who have *any* alcohol in their bloodstreams and call them "alcohol-related deaths?"

I do not want to minimize the drunk driving problem by splitting hairs about statistics. I believe that alcohol is significantly involved in at least 30 percent of all road deaths each year — 15,000 deaths — and probably more. I bring up the statistical problems, however, to make the point that we're not going to find a miracle cure for drunk driving. Drunk driving accidents don't happen just because a person has a specific number of drinks before driving. Lots of other factors are involved. What shape the car is in, what shape the road is in, and what shape the driver and passengers are in, all have to be considered. Hence we can't simply count on BACs to help us add up alcohol's role in causing traffic accidents.

The Profiles of Drunk Drivers

In the best of all possible worlds, no one would drive a car under the influence of alcohol or any other drug, or when tired, upset, or distracted. But in the imperfect world of human beings, most of us who drink and who drive have at some time driven when we were impaired by too much to drink. Why, then, don't we all have accidents?

The effects of heavy drinking seem to make some drivers more prone to accidents than others. A driver who has had too many drinks will be more likely to suffer an accident if he or she can be described in any one of the following ways:

- **a male who likes to take risks**
- **a young and inexperienced drinker and/or driver**
- **a problem driver who has a history of traffic accidents and citations (even in the absence of alcohol)**
- **a problem drinker, even when not driving**
- **a drinker who consumes a large number of drinks in a short time.**

These traits describe drivers who are statistically at great risk of having an accident while under the

influence. If you have none of these traits, it doesn't mean you're safe; far from it. Anyone who drives while impaired by alcohol runs a risk.

It's easy to understand, however, why these particular traits increase the risk of an accident. Think for a moment about the young people you know. If there exists a time in life when we're sure we'll live forever, the ages between 16 and 24 are those years. During these years, young people tentatively cut the ties of their childhood dependence and begin trying adult identities. Flushed with a sense of omnipotence, glorying in good looks and strong bodies, young people — especially young males — take crazy risks to test their new-found power. A car means freedom and identity, adventure and challenge — its speed and maneuverability a test of courage. And alcohol, in our society, marks the rite of passage to adulthood and helps quell feelings of self-doubt. For young people, adulthood and cars and alcohol can be an exhilarating mix. But their inexperience with both guarantees that the combination can frequently be deadly.

Another common trait of a high-risk driver in our society is the person who has troubles at home, at work, or inside himself or herself, and who uses alcohol to ease the pain. Behind the wheel, such people can flee the judgmental eyes of friends and family who don't understand their behavior. At the same time, hurtling along at top speed in a powerful machine lets these people tempt death — satisfying the self-destructive urge common to people who use alcohol as a medicine for personal problems. Once again, for such people, the combination of cars and alcohol can be deadly.

Past Attempts at Prevention

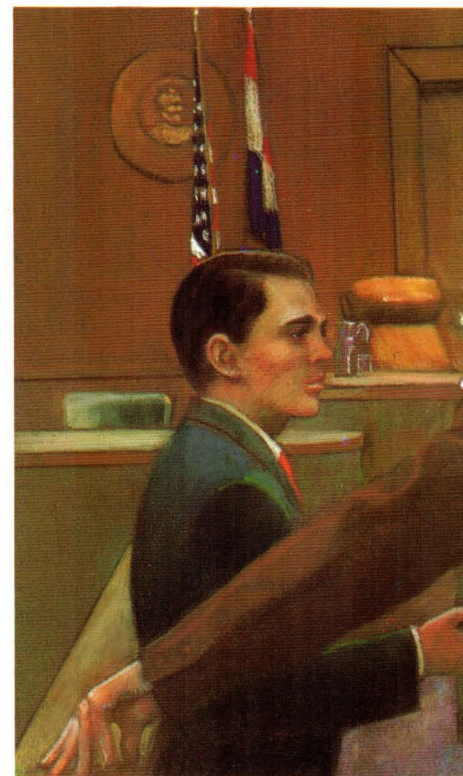
Past attempts to solve the drunk driving problem didn't take into account the ins and outs of mixing alcohol, automobiles, and individuals. Past programs either focused on the alcohol or focused on laws, believing that human beings would respond predictably to correction and manipulation the way an object might. Societies often believe their problems can be solved this way. Hence, stealing should be controlled by cutting off the hand of the thief; murder by executing the murderer; and alcohol problems by limiting access to alcohol, prohibiting its manufacture, and punishing those who abuse it.

Some elaborate prevention programs have been devised in the past, mixing strict laws, scare slogans, awareness films and literature, and new technology. In 1973, the U.S. Department of Transportation mounted the most extensive and ambitious drunk driving prevention program ever attempted — the Alcohol Safety Action Program (ASAP). ASAP combined the best technology with stringent law enforcement. Results of the ASAP program, however, do not clearly show that ASAP had its intended impact on the problem of drunk driving, and certainly not a long-term impact. If ASAP had succeeded, the present push

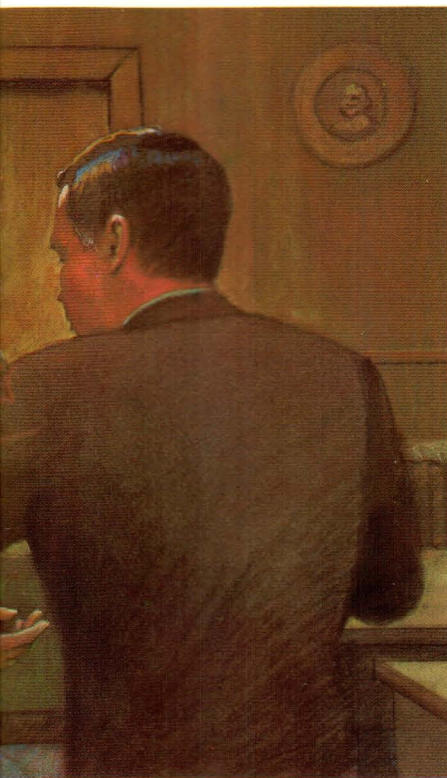
for grassroots support, legislative activity, and the creation of a Presidential Commission on Drunk Driving would be unnecessary.

A society such as ours, which has achieved greatness through technological genius, will often succumb to the cheerful hope that someone will invent a machine to solve our problems. Americans love gadgets. At one hearing of the Presidential Commission on Drunk Driving, for example, a major automaker displayed a gadget that would require a driver to show coordination by lining up a swinging needle with a point on a dial. Presumably only if the driver were sober could he or she unlock the car's ignition. All the Commissioners — including me — tried to match the needle with the dial point. We were all stone sober. We all failed. Back to the drawing board.

I bring up these facts not to discourage the inventive genius of America but to stress the challenge drunk driving poses for the nation's best problem solvers. The complexities of human behavior as they relate to the use of a car and the taking of alcohol will not lend themselves to simple solutions — no matter how sophisticated our technology. In that case, how can long-term prevention be accomplished? The next section looks into new laws for some answers.



2 The Legal and Legislative Elements



Laws are society's historical method of defining wrong behavior and trying to control it. Some laws serve that function well; others do not, either because they are poor laws, or because they are poorly enforced, or in some cases because they attempt to control behavior that can't be controlled by law. The question then is, what role do laws play in a long-term solution to the drunk driving problem?

To deter people from driving drunk, grass roots groups spend a lot of time working on tough new laws to punish drunk drivers. The reason for their efforts is the ancient human desire for fairness. Stories of how innocent victims die and how drunk drivers go unpunished generate strong emotions. One such case concerned a drunk driver whose car struck and killed a 2-year-old girl in California. The driver pleaded guilty. His punishment? Three years probation, a \$500 fine, and 250 hours of community service.

In response to such apparent injustice, friends and families of victims have pressed for stricter laws with mandatory jail sentences. In addition, many states have adopted measures that make the job of gathering evidence against suspected drunk drivers easier for the police. These new laws greatly increase the chances of conviction. And aside from their value in catching and convicting drunk drivers, the hope is, when word gets around that the court is cracking down on drunk drivers, people will think twice before driving after drinking too much.

Laws are society's historical method of defining wrong behavior and trying to control it. Some laws serve that function well; others do not, either because they are poor laws, or because they are poorly enforced, or in some cases because they attempt to control behavior that can't be controlled by law. The question then is, what role do laws play in a long-term solution to the drunk driving problem?

Enforcing the Drunk Driving Laws

Laws are based upon a fixed standard that indicates when a violation has been committed. Drunk driving laws in the United States and elsewhere use a standard based on blood alcohol content (BAC) (the percentage of alcohol by volume in the drinker's bloodstream at the time of measurement). BAC is measured either by blood test or breath analysis. As evidence of impairment, the usual standard set in the U.S. is 0.10 BAC. Some people can be impaired at BACs well below 0.10, while other people will not be measurably impaired at this level. A 16-year-old driver with a 0.02 BAC — equal to gulping a beer on an empty stomach — may be impaired, whereas an experienced adult may not be impaired at 0.15 BAC. Although 0.50 BAC is considered a lethal level, on very rare occasions people with a 0.70 BAC have survived.

Nonetheless, a reasonable guideline should be set for uniformity's sake, and 0.10 is acceptable because most drivers will be impaired if they drive with that BAC.

How difficult will it be to remove the illegal BACs from the road (ignoring, for a moment, the problems caused by drivers who are impaired at levels below 0.10)? The Michigan State chief of police astounded members of the Presidential Commission on Drunk Driving with the following fact: in his state, a 400 percent increase in drunk driving arrests over an extended period had made no impact on the number of drunk driving accidents and deaths. His experience is not unique. At the height of the 1983 tourist season, a surprise nighttime roadblock on a major thoroughfare in Cape Cod, Massachusetts, netted not a single drunk driver. Yet in the first three weeks of July there were six highway deaths on the Cape — at least half of which were the result of drunk driving.

The incidence of drunk driving decreases only for a short time, even after a highly successful police operation. When people learn that the police just can't be everywhere at once, they resume their usual drinking and driving patterns. Even the most stringent enforcement nets no more than 1 driver in 500; under ordinary circumstances, perhaps 1 in 2,000 are caught, according to informed estimates. And deterrence only seems to work if people feel they have a high-percentage chance of being caught. Think, for a moment, about speed limit laws: how many drivers go 55 mph on an open road with no police in sight?

Using Laws to Control Common Behavior

Aside from the difficulty of catching drivers with an illegal BAC, laws aren't very helpful in stopping social problems in general. Laws themselves don't have much direct influence on most people's behavior. Most people obey the law, but they are responding to circumstances, not to laws. They would probably behave according to community standards of what's right and appropriate even if there were no laws. Among the small number of people who break laws, most do so unconsciously or unknowingly. When people consciously break laws, they choose to do so either because they don't want to conform or because they believe that the law is unfair or unrealistic.

If, for example, a law said that drivers could not have *any* detectable level of alcohol in their blood, I would lay odds that the law would be almost universally ignored. The use of alcohol is a firmly entrenched part of American social life; so is the individual passenger car which is the primary and often the only means of transportation. A zero-BAC rule would require a complete revolution in American transportation, not to mention American social life. And, of course, such a law would be completely unenforceable.

To maintain its clout, a law must make it clear who's a lawbreaker and who isn't. If people question whether the law is realistic, it just won't work.

Sociologist Emile Durkheim points out that societies use their system of legal and social rules to create a class of "lawbreakers." Members of the in-group are reassured that they stand safely within bounds when certain people are branded outlaws by community standards. In this way, the society defines the boundaries between order and chaos, between mere eccentricity and actions beyond the pale. Problem people, law breakers, deviants, are thus a perverse manifestation of our own insecurities; they help us feel better about our own minor and major sins and shortcomings. In a strange way, then, society *needs* its lawbreakers.

If these "outlaws" happen to become our next-door neighbors, the boundary between "in-group" and "outlaw" can sometimes get blurry, especially if the behavior in question cuts a little too close to home. For example, although poll after poll shows that Americans deplore drunk driving and support stern punishments for every offense, people who serve on juries view the offender as an unlucky, otherwise law-abiding neighbor or friend. The jurors' own memories of having driven while under the influence of alcohol evoke a response of "there but for the grace of God go I." Instead of punishing the offender, they identify with the drunk driver and reject punitive action. If a guilty verdict automatically means a too-harsh punishment, they may even acquit the offender. And thus we are left with a paradox: laws calling for sterner punishments may mean that fewer drunk drivers are convicted.

Unintended Results of Public Actions

Marijuana, the "weed" of the ghetto in the 1940s and 1950s and the "grass" of the suburbs in the 1960s and 1970s, has never been legalized in the United States. In 1962, only 2 percent of the population between the ages of 14 and 26 had ever tried marijuana. In 1979, however, notwithstanding a decade of warnings, threats, laws, and stern punishments, 65 percent of the age group between 14 and 26 had used marijuana and 25 percent were regular users. What is equally mindboggling is that in 1962, street marijuana contained one-half percent tetrahydrocannabinol (THC) (the active ingredient), whereas in 1979 street marijuana contained 2½ percent THC.

In thinking about what happened with marijuana, we should be asking ourselves a question: Did some consequences of our anti-marijuana campaign — all the news stories, all the pitched battles between parents and children — push young people in the direction we didn't want them to go?

Just as with marijuana, a lot of the impetus in the anti-drunk driving campaign centers on protecting young people. In response to this concern, the Presidential Commission voted to raise to 21 the age of purchase and public possession of alcohol. The Commissioners decided to recommend this change in light of a well-known study that tied the accident rate

of young drivers to the legal age of purchase. In other words, if the age of purchase was lowered to 18, the rate of accidents in that age group would increase. If, however, the age of purchase was raised to 21, the accident rate would drop some, even though the death rate from drunk driving in this age group would remain unchanged.

But statistics and studies aren't truth. They're just data we have to consider. Let me cite a personal example. In 1963 I wanted to measure the success of a special treatment for alcoholism by using what is known in the trade as hard data: the pre-treatment and post-treatment arrest record of these patients — data that researchers could not accidentally or purposely bend to support their own theories.

The patients in the experiment had many arrests — mainly for the crime of public drunkenness. After one year of special treatment, their arrest records had fallen to near zero. I might have concluded that the special treatment was the cause, except for one thing. The experiment also tracked a comparison group of alcoholic patients whose arrest records were high but who did not receive any special treatment. After one year, their arrest records had also fallen to near zero.

I cite this example to point out that science and statistics are merely ways of protecting us from our prejudices — they do not provide the truth or assure us that we have, indeed, found the “cause” of a complicated behavior like drunk driving. Their most important function is to give us hints and leads to follow up with in-depth research.

What do you suppose will happen when the 50 states raise the age of purchase to 21? Sixty-nine percent of adults are in favor of raising the age of purchase to 21, and they will feel good. But how will the young people feel? They'll probably think their elders don't understand the real world. They'll get a kick out of out-foxing their parents and teachers. And where will they go to drink? To the best place they know to find privacy for things their elders forbid — to their cars.

After an initial drop in the accident statistics on young drivers, we'll probably see a rebound effect. In fact, we've already begun to see the number of drunk driving accidents in general rebound to previous levels after an initial drop in both California and Maryland. And when the numbers go up, the public loses interest and hope that anything can be done about drunk driving.

Another unintended result of public acts is the high rate of suicides among young men put in jail for first-time drunk driving offenses. **The National Center on Institutions and Alternatives** reports that the leading cause of death in jails and prisons is suicide; the suicide rate for prisoners is 16 times that of the general population. Studies show the majority of suicides occur within the first 24 hours of imprisonment, and many involve alcohol-abuse

offenses, such as driving while intoxicated. The typical profile of a jail suicide is a white single male, 22 years old, who has been arrested on a Saturday night for drugs or alcohol. Furthermore, most such young men who commit suicide had *no* significant history of prior arrests and committed suicide within the first three hours.

Experiences of Other Nations

Is the United States alone in finding that laws by themselves can't prevent drunk driving? No. Similar problems exist in Great Britain, Sweden, Austria, Czechoslovakia, Australia, and Canada among others. H. Laurence Ross of New Mexico, who studies drunk driving problems, has performed a careful examination of these international programs. He found that international attempts to stop drunk driving have not produced any lasting effect.

Ross takes issue, for example, with those who believe that the Scandinavian countries have solved their drunk driving problem by imposing swift and strict penalties on drivers with high concentrations of alcohol in their blood. Ross could not discover any reliable evidence that the tough Scandinavian laws caused any permanent decline in the number of crashes caused by drunk drivers.

Ross' observations were confirmed by a Swedish researcher who spoke at an international symposium on drunk driving held in Washington, DC, in the fall of 1982. According to this researcher, although the number of persons arrested for drunk driving fell in Sweden, the number of crashes and deaths from drunk driving remained about the same. Furthermore, he said, an unintended result of the Swedish “designated driver” program (one person in a group choosing not to drink at all in order to drive the others home safely) is that those who are not driving take this as a license to get roaring drunk — with a resulting increase in the physical and mental complications common to excessive drinking.

An Australian researcher at the same meeting also reported that, although his country had some of the world's toughest laws on the books (e.g., setting low BACs as the measurement of presumed impairment — BACs equal to taking no more than two drinks in the course of an hour) a drop in the number of crashes was short-lived. As a matter of fact, he cautioned, the heightened publicity and attention given to a new anti-drunk driving campaign and the passage of new laws have their greatest effect only for the short-term; long-term impact can't be shown.

The U.S. experience and the experience of other countries adds up to a single conclusion: laws alone will not solve the drunk driving problem. Some laws may even complicate the problem. New laws do have their place — particularly if they make our system of justice operate with more apparent fairness. But for a long-term solution to the problem, we will have to look elsewhere.

We have seen that alcohol is just one contributing factor in any drunk driving accident. Many factors exist simultaneously. If we focus all our attention on alcohol, we will be in danger of losing the public's interest when our short-term remedy fails to yield long-term results.



Understanding the Nature of Alcohol

3

In the search for answers to the drunk driving problem, many people have taken a position deeply rooted in the American psyche: blaming the substance alcohol and trying to wish, ban, or tax it out of existence. As we have seen in discussing the law, however, it is usually an illusion to believe that a simple cure can have a lasting effect on a complex problem.

Prohibition is an extreme example of how a supposedly simple cure can have unintended results that only complicate the problem. In theory, Prohibition made sense. The misuse of alcohol was causing so much pain and suffering to individuals and society that it seemed a great blessing to prohibit its manufacture, sale, and distribution. In some statistical

senses, Prohibition was successful: admissions of people with alcoholic psychosis to state mental hospitals fell, as did cases of cirrhosis of the liver.

But the unintended effects of Prohibition are still with us. First, bootlegging of illegal alcohol became such an unbelievable source of riches that organized crime accrued a large pool of capital and used it to bankroll other illegal activities. Second, disrespect for the law, particularly laws perceived as ways of controlling behavior, received a great boost. Third, we began to see how statistics could deceive us: the diagnoses of alcohol psychosis and cirrhosis deaths were down because many people died from the poor-quality "bootleg booze" available on the illegal market. Fourth, and perhaps most serious, an ambivalent, guilt-ridden attitude toward alcohol has evolved. Some experts believe this emerging attitude contributes to our high incidence of alcohol problems today.

In working on a plan to lower the number of drunk driving crashes and deaths, the first step is to understand the nature of alcohol and have some realistic idea about its use and effects.

Alcohol's Social Functions

Americans have a particularly ambivalent attitude toward alcohol. On the one hand they equate it with sexiness, sophistication, and good times while, on the other hand, they perceive alcohol as the destroyer of children, marriage, talent, health, and families. People who use alcohol the most generally know the least about it.

Alcohol is a naturally produced substance which affects the brain and the nervous system by slowing down their responses. Alcohol acts on our bodies much as an anesthetic drug does: it slows down the nervous system's ability to respond to stimuli.

We get pleasure from alcohol because those critical sensors that monitor our actions become less watchful when we drink. Their inattention allows our inhibited selves to relax and let go a bit more than we could without alcohol. People need surcease from the tensions their cerebral cortex imposes on them. Every day we are bombarded with more information and more stimuli than we can possibly take in. The cerebral cortex needs some peace, some shifting of gears. Religion, reading, sports, and hobbies are all ways we seek this surcease from everyday tensions.

Alcohol is another way. When we consume it responsibly, alcohol helps us socialize a bit more easily. One student put it succinctly when he said, "Doc, your drug will always win out. When I see a group of people turning on with grass, they become introspective and examine their own navel, but when I see a group turning on with booze, they reach out and examine someone else's navel."

Alcohol is a remarkable drug. Were it to be invented today, it might have a tough time passing muster before the Food and Drug Administration (FDA). But if it didn't exist, it, or something akin to it,

would have to be invented.

Alcohol's Effect on Driving

Too often we forget the size of the dose determines the response. Too much food makes us obese. In every piece of fruit are traces of the deadly poison, cyanide. Strychnine is an ingredient in some medicinal tonics. In a midwestern hospital, salt was accidentally substituted for sugar in infant formula, and this mistake killed several newborns. Anything can be bad or even lethal if not taken in the right dose.

Alcohol becomes harmful in excessive doses, especially as it affects the drinker who is driving. A lot of studies have been done to find out exactly how alcohol affects the way people drive. Researchers tell us that large doses of alcohol affect reaction time, risk taking, alertness, and a host of other responses. These effects show up at different BAC levels for different individuals. All of these effects play some role in what happens when someone who has had too much to drink begins the complicated task of driving. And we must also keep in mind that even without the factor of alcohol, the automobile is a lethal machine. Driving under the best of conditions is a complicated, risky task.

What are the effects of alcohol that cause drivers the most trouble? Psychologist Herbert Moskowitz and other researchers report that slowed reaction time and poor coordination, usually thought of as the most serious problem for drunk drivers, are not the impairments that cause drunk drivers to have accidents. Moskowitz and others have found that the brain's ability to process information from several sources at once is the crucial factor in safe driving. Heavy doses of alcohol affect the driver by impairing the ability to process information and by limiting the range of attention. (Fatigue, stress, and emotional upset can also affect the driver in the same ways.)

If we think of the brain as a big computer, we can begin to understand the process. Our brains are bombarded by many bits of information coming from inside and outside the body. The brain sorts, selects, and integrates an enormous amount of information, but it can use only a relatively small amount to perform an activity.

Furthermore, a complex task like driving is a divided-attention activity. In other words, the information that lets the driver function best comes from many sources: the condition of the car, road, traffic, weather, passengers, the driver's physical and mental state, and countless other things. Even without the effects of alcohol, fatigue, or stress, people process information at different rates. All things being equal, a person who can process information quickly will have a lower accident rate than the person who processes information more slowly.

Alcohol in sufficient doses can impair the rate at which information is processed. We use alcohol in social situations precisely for this reason: to slow

down the information processing. In moderate doses, alcohol can make people more relaxed, less responsive to all the information at hand. As the dose increases, or circumstances change, this relaxed state becomes an impaired state. Driving is one activity that requires a high level of information processing. The more complicated the demands of the driving, and the higher the BAC, the greater the risk of accident.

Many impaired drivers sense this mental inefficiency and attempt to compensate for it; paradoxically, their attempt to adjust makes things worse. The usual way a driver tries to control the situation is by focusing intently on one driving task at a time and excluding others. When they are peering at the road in front of them, for example, they fail to use their peripheral vision and fail to take note of what they just saw in their rearview mirror. If they try to light a cigarette, open a window, or turn on the radio, all their attention goes to that task and they lose track of what's on the road ahead. If they swerve to avoid an obstacle, they may go off into a ditch or slam head-on into a tree, because they weren't aware of conditions at the side of the road.

If alcohol in large amounts has this psychophysiological effect on drivers' computing processes and their ability to give divided attention to a number of tasks at once, why don't more drivers who have taken high doses of alcohol have accidents? There are several explanations for this phenomenon.

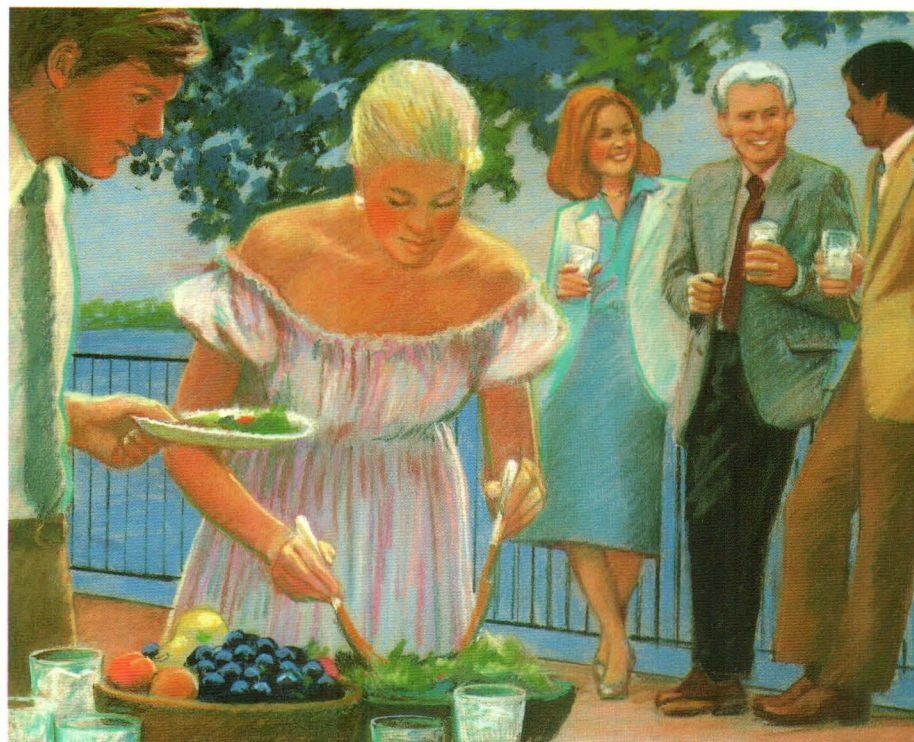
First, people who are aware of drunk driving laws and who are not given to risk-taking, or who don't need to show off, will be less likely to drive in a way that will cause an accident. Second, driving experience will make a difference; good drivers can sometimes recover from a near-tragic error in judgment even when overdosed with alcohol or when tired. Furthermore, there's the factor of luck. Some trips in the car are less eventful than others; some cars are in better shape than others; some roads are less dangerous, better lighted and maintained, and less traveled than others. And finally, there are the imponderables, such as the mood of the driver and passengers, or words of caution said to the driver by a concerned friend. All of these things will influence the fate of someone driving after drinking too much.

All this information about alcohol, its social function, and its affect on driving adds up to one conclusion: attempts at prevention that blame alcohol alone as the cause of drunk driving are bound to fail. We have seen that alcohol is just one *contributing factor* in any drunk driving accident. Many factors exist simultaneously. If we focus all our attention on alcohol, we will be in danger of losing the public's interest when our short-term remedy fails to yield long-term results.

I believe there is only one effective way to limit alcohol's contribution to auto accidents. I will discuss this approach next.

4

A Plan for Prevention



In hundreds of subtle and not-so-subtle ways, most of us pick up messages that tell us how we're expected to behave with alcohol in any given setting. And most of us conform to these expectations.

How does a country go about creating an effective drunk driving prevention program? To date one of the favorite models of prevention theorists stems from Edward Jenner's discovery of the smallpox vaccine. Until Jenner's discovery in 1796, smallpox was a terrifying disease, dreaded much as cancer is today. Almost anyone exposed to the smallpox organism developed the disease; many died, others were disfigured, and the threat of smallpox was a constant concern in every home.

When Jenner found that cowpox vaccine prevented smallpox in humans, vaccination and the art of prevention were born. Jenner's vaccine was the perfect preventive — cheap and easy to produce, safe and transportable, and easily given by nonprofessionals. Still, it took almost 200 years to wipe out the disease using that perfect preventive.

Can we hope to find a "vaccine" against drunk driving, a simple, one-shot prevention measure? Drunk driving is not so easy to diagnose or define as is smallpox. Drunk drivers don't always cause accidents; people exposed to smallpox almost always got the disease. Anti-drunk driving campaigns to date work for a while and then lose their effectiveness; smallpox vaccinations are almost always effective. In short, drunk driving is not at all like smallpox: a one-shot law or a simple restriction on alcohol use isn't likely to make a long-term dent in the problem.

The Basis For Our Actions

To build a solid prevention program, we have to start with the facts about drunk driving and our society.

■ **Fact #1. *Let's face it: almost everyone drinks and drives.*** I don't think we can prevent people from drinking and driving as our society presently exists. I do believe, however, that we can measurably reduce the frequency of drunk driving and the number of people who drive while drunk.

■ **Fact #2. *Laws can't be the only long-term commitment.*** Society can and should define sinful and inappropriate behavior by laws with clearly defined punishments. But we must remember that laws, punishments, and prohibitions have limited effectiveness and unintended outcomes. There is another, more subtle danger that we must beware of in these remedies. Most people feel "let off the hook" when the legal, administrative, and judicial powers "get tough." I'm opposed to letting anyone "off the hook;" we all have to play a role in the solution.

■ **Fact #3. *People need a personal motive to act.*** America is a country of big cities, unstable communities, nonextended families, transient friends. Hence, American society runs on the principle of enlightened self-interest. We must target a prevention program to address the narrow needs of people, particularly their economic self-interest.

■ **Fact #4. *What you do makes a difference.*** World events that affect our destiny seem far removed from our personal control. For this reason, people become

cynical. To make them take action in the face of such cynicism is difficult. A prevention program, to be successful, must emphasize that individual people stand to gain when they're personally involved in a drunk driving prevention program.

■ **Fact #5. *Peer pressure works.*** Most people don't like to get out in front of the crowd. If they do on occasion, they retreat at the first sign of resistance unless their position is supported by others with the same view. Fashions, values, and behaviors are accepted and integrated into society as part of an emerging norm only when wide support exists for their use.

The New Social Norm: Getting Drunk Is Not Okay

I propose that we put a lot of societal muscle behind an all-out effort to make getting drunk socially unacceptable. To be successful, the attack on drunkenness must be carried out in our homes, our communities, our social institutions, our places of business, and throughout our nation. Behavioral change can take place through the use of informal social controls — social approval and social ostracism. People must be willing to use legal, economic, social, and psychological tools to reinforce the idea that getting drunk is not okay. ***Making drunken behavior socially taboo is the cornerstone of a drunk driving prevention program.***

If our country takes up this challenge, it won't be the first time we've created a social revolution in the interests of our collective well-being. Who would have thought ten years ago that airlines today would segregate cigarette smokers and even ban smoking on short flights? Midway Airlines has banned smoking on *all* flights — with no loss of business.

Expectation and Alcohol's Effects

How do we make drunk driving socially taboo? By making use of an age-old axiom: you usually get what you expect. For example, when I test a new drug, and one out of three patients improves, I know the new drug is probably worthless — because of the placebo effect. The placebo effect means simply that what some people expect from a drug is often what they get. In other words, if I tell a group of people a pill will help their stomach distress, one-third of the group will feel better even when given a sugar pill. All drug responses are strongly affected by the surroundings in which the drug is taken and by the expectations of the taker to its supposed effects.

Drinkers are particularly sensitive to social approval and disapproval. Let me illustrate how this works. If I drink alcohol at a White House function, I will respond quite differently than if I had the same number of drinks at a social function in a fraternity house. I'm the same person, the number of drinks is the same, and the context of the drinking setting is the same — a social function. Yet my behavior and

physical response to the alcohol will be quite different.

What's the difference? Expectation. No one expects or wants to get drunk at the White House. To get drunk at a White House function would invite social ostracism. There are no signs on the wall, no pamphlets handed out to advise how to behave when drinking alcohol at the White House. But everyone knows. In hundreds of subtle and not-so-subtle ways, most of us pick up messages that tell us how we're expected to behave with alcohol in any given setting. And most of us conform to these expectations.

What's the expected behavior at a social function in a fraternity house? Boisterous, loud, sloppy, and drunken. Here, too, there are no signs or pamphlets suggesting drunken behavior. The signals are implicit, just as they are at the White House, but the message has changed. At the fraternity house, the signals tell you it's okay to get drunk.

A fascinating experiment recently reaffirmed this phenomenon. A group of young men were given plain tonic water to drink but were told that their drinks contained vodka and tonic. The more tonic water they drank, the more aggressive they became. At another time the group was given vodka and tonic but was told that the drinks contained only tonic water. Several drinks produced no change in aggression.

How Can We Give New Signals?

If we want to prevent drunk driving, we have to begin by not tolerating drunkenness in our own social network. Each of us is a member of a social network. Whether we live on skid row or on easy street, we're actors in a group. We keep our place by obeying the implicit and explicit rules of behavior. Breaking the rules of our personal social network usually leads to ostracism and rejection. At IBM, for example, most male employees would hesitate to wear a colored shirt to work. Human beings in every walk of life need approval and acceptance, and all of us try to get that approval by conforming to the limits set by our group.

When people in our social network behave badly or get drunk, we should ask whether the rules implicitly allow this behavior, whether the messages we transmit make it okay to get drunk. How much do we care when someone overdoses with alcohol? And how much do we care that this behavior endangers their life when they drive a car or walk along a roadway? (About one-third of alcohol-related traffic deaths are drunk pedestrians.)

In other words, prevention begins with caring. Think about how it feels to see friends, parents, siblings, co-workers overdose with alcohol. Thinking about the people we love can help us make the quantum leap to seeing ourselves as "accessories" to drunk driving unless we take steps to prevent the people we care about from getting drunk in the first place. This recognition as an accessory would be a big first step on the road to understanding and change.

The next step in bringing about change is to

understand why some people need to take alcohol. Perhaps an example will illustrate how some people deal with pain and suffering by depending on a drug. A colleague on the Presidential Commission on Drunk Driving loves to talk about the advantages of living in a midwestern state. When asked why he comes to Maryland to have all his dental work done, so far away from home, he told us the following story. When he was a child, a dentist had hurt him when he had a tooth pulled. His phobia is still so great that even a hand close to his mouth causes an overwhelming feeling of anxiety and terror. Many years ago on a trip to Washington, DC, he made an emergency visit to a Maryland dentist who used nitrous oxide (laughing gas) for his anxiety. Another commissioner who was listening to him explain why he travelled the great distance for dental care said, "If you had to see a dentist every day and had to deal with your terror by taking laughing gas, you'd be called a drug addict."

The commissioner with the dental phobia had always taken a hard line against people who use alcohol and other drugs to solve personal problems. He listened thoughtfully and said, "I never looked at problem drinking in quite that way before."

Many plans for prevention do not account for alcohol's physiological effects and are insensitive to the reasons why some people get drunk. I point out this fact not to absolve the alcohol-impaired driver from responsibility but to emphasize the limits of the usual prevention efforts.

The major prevention efforts to date have directed radio and TV messages, pamphlets, and educational programs toward the drinker who drives. I don't think anyone consciously sets out to be a drunken or impaired driver; our value system would not allow it. However, alcohol when taken in heavy doses undermines cognitive skills; it interferes with recently learned information; it sabotages plans to limit drinking, and confounds the ability to keep track of the number of drinks taken. Slogans and pamphlets are directed precisely at those people least likely to retain what they've learned.

A more realistic prevention plan, therefore, should effectively target those people who do not drink, who do not drink to excess, and who have an economic interest in the safety of the drinker. Do we want to take the responsibility to intervene and protect ourselves and those people close to us from the potentially lethal consequences of drunken behavior? I think we do!

I am not suggesting we create a band of do-gooders who impose their values on those they think drink too much. I just want to see people do a better job of protecting their own. In the following section I will discuss some individual and societal actions we can take to prevent the people we care about from getting drunk or, failing that, to prevent an impaired person from driving a car.

Children learn by imitating others — especially their parents. Parents want to believe that some external influence governs their children's basic values such as the movies, peer pressure, TV ads, magazines, school, and society. The truth lies closer to home. As the old saying goes, the apple doesn't fall far from the tree.



Alcohol in small and reasonable doses, taken in ways that enlarge the human experience, provides a measure of good for most people. However, we can't shut our eyes to the enormous harm that accompanies alcohol's excessive, inappropriate use.

Nothing is more harmful than the peculiarly home-grown idea of equating drinking with getting drunk. Somewhere in our national psyche, we believe

that you're as "out of control" when you take your first drink as when you take your fifth, sixth, or seventh. We tend to describe our experiences with alcohol by believing all drinking leads to drunkenness. Over 2,100 words and expressions in the English language refer to the drunken state. Even the words "he drinks" carry the connotation "too much."

By blurring the distinction between drinking and drunkenness, we blur the line between "dose" and "overdose." Getting drunk is overdosing with a drug; it represents a state of sickness which can have immediate and long-term consequences. We laugh at the antics of Jackie Gleason, Red Buttons, Dean Martin, and others who act drunk to entertain us. But would we laugh if the comedian showed the same slurred speech, the same falling-down, clumsy confusion after pretending to take an overdose of sleeping pills? Why then do we laugh at one and show concern for the other?

Attitudes Toward Drunkenness in Other Countries

Other countries, too, condone drunkenness. France, Ireland, and the Soviet Union are examples of countries whose cultural values and whose people treat alcohol abuse as a socially acceptable way to temporarily opt out of responsible behavior. In countries such as Italy, Israel, Spain, and China, however, alcohol has no magic powers, no special appeal as a way of changing mood or behavior. Drinking alcohol is part of eating, socializing, and quenching thirst. People are not better or more adult or more "macho" because they can "hold" their alcohol. Not drinking, on the other hand, is of no more notice than not eating anchovies or spinach.

Italians, for example, consume far more alcohol per capita than do Americans, but Italians have markedly fewer alcohol problems than we do. Getting drunk in Italy is totally unacceptable and leads to social ostracism. No one in Italy necessarily talks about the drunken state, but the message is everywhere transmitted by the behavior and attitudes of the Italians themselves. Interestingly, Americans visiting Italy will tailor their drinking behavior to the customs of sensible drinking. In conformity with the Italian habit of drinking with meals, Americans usually drink more frequently and in greater quantities than they do at home. They also respond differently to these quantities than they themselves might have expected; they don't become or act drunk. Once again, we see an example of how expectations can affect outcome in the use of alcohol. But even more, we see that Americans can be socially prodded toward responsible drinking by consistent, clear messages.

Societies can change their social rules to censure some forms of behavior and favor others. Smoking, which used to be acceptable social behavior on all occasions, now requires permission. Nonsmokers have developed an elaborate signal system to show when

smoking is not acceptable, e.g., absent ashtrays, "no smoking" signs, no smoking sections on planes and in restaurants, and the like.

Societies have also been known to change their drinking behavior. An example of how a society can reverse its drinking value system happened in Japan. Before World War II the Japanese people drank responsibly with a minimum of problems. Defeat in war, occupation by American troops, and rapid economic growth changed all that. Today, Japan has increasingly serious problems with alcohol abuse, problems which evolved within the space of one generation. It is not unusual to find a drunken Japanese businessman losing control to such a degree that he wets his pants in public.

How to Bring About Changes in the Home

The greatest hope for long-term change lies in educating our children — the next generation of drinkers — to view alcohol much as the Italians do, as a substance to be used but not abused.

Many people will say, "Well, I already do that — I lock up the liquor cabinet and tell my children that alcohol is dangerous and bad for them until they grow up." But children listen to one message and hear another. They *do* what we *do*, not what we tell them to do. They hear us say alcohol is bad; yet they watch us lavishly overdose and see us push drinks on guests at parties. They watch us laugh at the drunken antics of friends, and hear us praise a drinker with "a hollow leg."

My sons were raised during the era of the great Red Sox baseball star, Ted Williams. I was always amazed to watch Little Leaguers — at least in the Boston area — walk up to the plate, paw at the dirt, rearrange their caps, and assume a batting stance like Ted Williams.

Children learn by imitating others — especially their parents. Parents want to believe that some external influence governs their children's basic values such as the movies, peer pressure, TV ads, magazines, school and society. The truth lies closer to home. As the old saying goes, the apple doesn't fall far from the tree. Studies find if a parent is alcoholic, the child is at risk to become alcoholic. Children raised by heavy drinkers usually become heavy drinkers; children of moderate drinkers usually become moderate drinkers, and so on. Outside influences are less important in forming attitudes toward alcohol use and abuse, as well as toward driving, drunkenness, and responsibility for the safety of others. All of these attitudes can have an impact on drunk driving and accidents.

Controlling the Messages We Send

We give messages to our children and to each other that tacitly condone drunkenness and irresponsible driving; but when our children, family, or friends act upon these tacit signals, we're appalled. Fear of embarrassment from the drunken person's out-of-

control reactions stops us from trying to prevent the drunken person from driving. Our sense of humanity would go into action if someone close to us had a seizure or an injury. But this concern freezes up in the face of drunken behavior, which we, in fact, have conspired to produce by condoning it.

Our first step in educating our children about the use of alcohol is to take control of the messages we send about drinking in the same way we have taken control of the messages we send about smoking. The aim is not to be judgmental — far from it. We would act as we would, say, in setting a dress code for a dinner party — black tie, casual, or come-as-you-are. We are setting a drinking code by setting clear limits. In setting these limits, we carry out our responsibility to ourselves, our guests, and our children.

Americans are proud of their image as a hard-drinking society. Strength, machismo, pride, and success are measured by the amount of alcohol we consume or offer to guests. We can counter that image by remembering that like all drugs (remember the traces of cyanide in the fruit, for example), alcohol is dangerous in improper doses. Similarly, if we believe that a successful party calls for a lot of drunken behavior, we can't be surprised if we get it. A plumber who said he needed at least ten cups of coffee before he would be up to do repairs at my son's house, for example, worked quickly and well after drinking ten cups of decaffeinated coffee (without knowing it was decaffeinated).

In our own homes, we can and must control both dose and expectation. Not only is this our social responsibility, but it's becoming our legal responsibility as well. The number of legal precedents are growing every day that establish "social hosts' liability." This means that a person involved in a car crash who has had too much to drink in your home can sue you for negligence — *and* any innocent victims of the accident can sue you as well.

The Good Host Rules

First and foremost of the "good host" rules is *control the rate of drinking and the strength of drinks*. You can do this by serving the drinks yourself or appointing someone to serve them. When guests are allowed to make their own drinks, the host has transmitted the message that it's okay to overdose. Alcohol is a drug. As a drug it should be measured before being dispensed. The host should be responsible for measuring and timing the drinks or should make one person responsible for serving the drinks. Controlling the substance gives a responsible message.

In addition, alcohol should always be kept in a separate room. Alcohol out of sight is not so much on the mind. A study of overeaters revealed that if an extra supply of food is kept out of their sight, overeaters will eat average amounts. When the food is where they can see it, overeaters will gorge.

Supermarkets understand this impulse by creating lavish displays of their products to seduce the buyer. At parties in our homes, guests not made free to serve themselves will wait a while before asking for another drink.

Another important way you can send messages about alcohol use is to *serve food before you begin serving drinks*. This de-emphasizes alcohol's importance, while at the same time encouraging guests to eat something before drinking. Providing food — especially bread, cheese, meats, and creamy spreads — before and during drinking sends the message to your guests that you're not interested in seeing how high you can get them.

The size and shape of the glass you use for drinks also carries a message. A tall glass filled with dilutants such as ice and water for mixed drinks will tell your guests you're not out to get them drunk. The same message comes through when "short drinks" are served in an eight-ounce glass, or when wine is served in a six-ounce glass half-filled.

What kind of setting you provide for your party will also be part of the message. *The party setting should encourage easy, comfortable socializing*. Large, stand-up cocktail parties are signals for heavy drinking. Cocktail parties are tense, crowded, and uncomfortable settings where quick, heavy doses of alcohol can relieve tension and discomfort. On the other hand, a setting with soft, gentle music, low levels of noise, and comfortable seating are the best backgrounds for drinking — a setting that encourages conversation and social interaction.

Messages are transmitted by the length of the cocktail hour. If drinking goes on for an hour before dinner (a reasonable time frame which transmits a responsible message), each guest should be served no more than two 1-ounce servings of distilled spirits, measured by a jigger and preferably diluted; no more than three eight-ounce glasses of beer; or no more than two half glasses of wine.

When wine accompanies a meal, about two half glasses per person is sufficient. When beer accompanies a meal, two eight-ounce glasses is okay. After-dinner drinks — if served — should only be served when dinner itself has taken at least an hour and a half. No more alcohol is offered when you expect the party to break up within the next hour or so.

By taking simple, nonjudgmental, noncoercive, but clearly defined steps, each of us can send consistent, clear messages to our friends and our children that we do not condone or encourage drunkenness. In this way, we will help bring about the major shift in attitudes toward drunkenness that I've identified as central to prevention of drunk driving.

In the next section, I will discuss how the same behavior can be reinforced in the corporate and commercial world as part of a comprehensive prevention program.

Society's Role in Preventing Drunk Driving



The need for server training is apparent: alcohol in increasing doses interferes with the customer's judgment and recently learned information, and since the server is the person delivering those increasing doses, the server must take responsibility to see that the product being served doesn't harm the customer. A restaurant takes great pains to see that no one becomes ill from the food it serves. Restaurants should take the same pains to see that no one overdoses with alcohol and causes an accident driving home.

How does an entire society change its attitude about drunkenness and drunk driving? As I've said before, it all begins at home. But the process of change can't end there. To be effective, change must ripple through our major social institutions, especially those that can have the greatest impact. In this section, I'm going to single out two such places: (1) businesses that sell and

serve alcohol, and (2) the workplace. I'll discuss in detail how these places can play a crucial role in the plan to prevent drunk driving by changing attitudes about drunkenness.

Purveyors of Alcohol

In today's litigious society, the old idea of *caveat emptor* ("Let the buyer beware") has changed to "Let the seller beware." Today, commercial law is based on two new principles: (1) if a business makes a profit from selling goods and services, it has a certain responsibility to the buyer, and (2) if these goods and services cause indirect or direct harm, the business can be held liable. Lawsuits involving products such as automobiles, pharmaceuticals, toys, and, yes, alcohol are fought and won every day on these principles.

Sellers and servers of alcohol have had to pay huge judgments in negligence suits when patrons who have been allowed to overdose with alcohol hurt themselves or others. A bar in Dallas, Texas, for example, is part of a \$2.5 million judgment in a drunk driving accident; the Massachusetts Supreme Court held a liquor store liable for selling beer to an intoxicated, underage customer; and a hotel-restaurant chain made a huge settlement to a customer who became a quadriplegic when he drove off a Colorado mountain road after having been served six vodka-and-tonics in a short space of time.

In the past, these liability suits have been fought and won under the so-called "dram shop" laws in use now in 20 states. Dram shop laws state specifically that a commercial server who sells alcohol to an obviously intoxicated patron or to an underage person is financially liable for damages. More recently, however, each state, using "gross negligence" statutes, has been able to establish the liability of bar and restaurant owners, managers, bartenders, waiters, and even of private hosts holding parties in their own homes. Under "gross negligence" statutes, for example, the town of Ware, Massachusetts, lost a suit because a town policeman did not recognize that a man he stopped for erratic driving was drunk. The man subsequently had an accident which killed two people and injured two others. In New Hampshire, too, a man has been indicted for permitting a drunk friend to borrow his car.

A business (or a social host) which dispenses alcohol irresponsibly should be held liable for any harmful consequences of overselling and overserving. However, I'm not in favor of more lawsuits. Instead, I would like to see places that sell or serve alcohol make reasonable efforts to prevent customers from getting drunk and, failing that, to prevent drunken customers from driving. I believe that businesses should be held accountable for the way they sell and serve alcohol. But more is needed than the threat of endless litigation.

The truth of the matter is that many people who

serve alcohol — purveyors and social hosts alike — do not understand how to give signals that discourage irresponsible drinking and drunkenness. Moreover, retailers, restaurant owners, managers, bartenders, waiters — all of whom are prohibited by law from serving anyone who is intoxicated or underage — are not trained to recognize signs of impending intoxication and don't know how to intervene when they recognize drunkenness. Moreover, few restaurants, bars, or private hosts serve alcohol specifically with the aim of encouraging responsibility.

The private host can learn to control the service of alcohol at home to protect friends and guests. For the commercial server, things are more complicated. First of all, the establishment is in business to sell food and beverages. In addition, in many establishments more than one person waits on a customer. When an intoxicated customer asks for another drink, the server is faced with several questions at once: Will the boss get mad if I don't keep moving the drinks? Will the customer get mad, make a scene, maybe even attack me? What's my legal responsibility? What does my job require? And, I want to cut this customer off, but how do I do it? It's even harder on the server who spots a *potential* problem and wants to head it off. How does that server handle a customer who isn't drunk now, but is surely heading for it?

Only a few places have no-nonsense policies about cutting off or restricting drinks to customers. Even fewer places give their employees any training in what they can do about it and what's expected of them. Imagine a restaurant owner who tells his waiters to use the Heimlich maneuver on a choking patron, but then fails to teach them the technique. What would a waitress do if a customer began to choke? A natural human reaction would be to disappear into the kitchen to avoid guilt or embarrassment in the face of one's own helplessness.

Just as training in the Heimlich maneuver can make a waiter take fast, life-saving action on behalf of a choking patron, so can training in intervention skills give servers of alcohol the confidence and the ability to take effective actions to protect their customers. The need for server training is apparent: alcohol in increasing doses interferes with the customer's judgment and recently learned information, and since the server is the person delivering those increasing doses, the server must take responsibility to see that the product being served doesn't harm the customer. A restaurant takes great pains to see that no one becomes ill from the food it serves. Restaurants should take the same pains to see that no one overdoses with alcohol and causes an accident while driving home.

Business policy and server training can have a direct impact on reducing drunkenness, drunk driving crashes, and road deaths in this country. Even more important, such training can have indirect impact by

helping to embed the unacceptability of the drunken state into our social values.

I believe that the entire hospitality and alcohol beverage industry should undertake a program to train servers in these skills. Some members of the alcohol beverage industry have already launched campaigns promoting moderation in the consumption of alcohol beverages. The real test of their sincerity, however, will be in their response to the call to train sellers and servers of alcohol how to *bring about* such moderation.

Preventing Drunk Driving Through the Workplace

There is no institution more central to life than the workplace. Psychologists tell us we spend 80 percent of our time in work-related activities — at work, going to and from work, getting ready for work, thinking about work. We earn our way, find meaning, secure health care, invest our skills, and test our abilities at work. Many of our friendships start at work. At work we strive for something as lofty as self-esteem while we earn something as pedestrian as our daily bread.

The importance of the work-a-day world as an educational institution has been overlooked. At the workplace our values are clarified, our behavior is determined, and our self-image defined. And since, as I've said earlier, young people learn through imitating their parents, the influence of the workplace is carried home.

Corporate thinking about drunk driving is for the most part at the stage it was before the EAP (Employee Assistance Program) became popular. Companies are just now starting to realize that employer and employee share responsibility for drunk driving. Corporate policies often unknowingly condone or even encourage drunk driving. Most employees know at least one story of a fatal drunk driving accident after the company picnic or Christmas party. And how many corporations have policies that govern alcohol use by employees on company time? How many companies make one person responsible to follow good host rules (see section 4) when hosting parties for employees? Many employers, like many hosts, feel that a successful party is measured by the number of employees who come to work with hangovers the next day.

The workplace is the best place to reinforce the new attitude that drunkenness is unacceptable behavior. The specifics of a corporate program are beyond the scope of this booklet, but I believe that corporate leaders must make policy changes in the corporate attitude about the use of alcohol. Businesses suffer human and economic losses every year when employees are injured or killed in drunk driving accidents. The combined annual costs to U.S. corporations in health services, increased insurance premiums, lost productivity, and employee replacement as a result of drunk driving accidents run into

billions of dollars. The Department of Defense alone — a large employer of young people — says that it loses the equivalent of a battalion a year to drunk driving. Losses like these happen to all companies in varying numbers. Corporate America has a major role to play in the prevention of drunk driving.

Every Institution Can Play a Role

Every segment of society will play a role in the plan to prevent drunk driving. The police, judges, and jurors can act to reinforce the prevention ideas I've laid out. Police in Prince Georges County, Maryland, for example, have begun to keep a list of the place — restaurant, bar, or house — in which an arrested person had his or her last drink. Such actions are an example of effective use of the legal system.

The commercial world, too — business owners, managers, workers — will be able to do things to reinforce prevention efforts to counter drunk driving. Insurance companies, for example, are enormously powerful arbiters of social policy in the way they set their rate structure. Reduced auto insurance for people who take driver's education training encourages better educated and safer drivers. Premium reductions for homes with fire and burglar alarms encourage greater attention to home safety and security. Insurance companies might reduce liability premiums for places whose personnel are trained in skills and certified to prevent drunkenness and drunk driving.

Another key industry for prevention efforts is the airline industry. Many passengers consume heavy doses of alcohol in flight, unaware that at high altitudes a given dose of alcohol has a more potent effect than at ground level. When these passengers deplane, they hop into their car or a rented car. In Ottawa, the Department of Justice recently ruled that flight attendants who serve an overdose of alcohol can be held liable if the passenger gets into a car crash. Clearly, the airline industry has to explore methods of training flight attendants to recognize signs of overdose and to prevent it from happening.

Even companies that don't deal directly or indirectly with alcohol can express their sense of social concern by discussing corporate alcohol policies with employees and clients. As I've said earlier, all of corporate America has much to gain if the drunk driving problem is licked.

But in our zeal to get this plan going, there are some limitations to ponder. There will always be alcoholic people, young impetuous risk-takers, sociopaths who bow to no social pressures, and others who fall between the cracks of a social prevention system. To lessen the damage done by these people, and to lessen the destruction brought about by all automobile accidents, not just alcohol-related ones, we must take some actions to make our cars and our roads safer. These actions will be described in the next and last section.

In societies where alcohol is used to celebrate interdependence — at family meals and religious celebrations, for example — alcohol problems are few. In societies where alcohol is used to celebrate individuality and independence, alcohol misuse becomes a problem. Should we maintain this myth of individuality at the price of so many tragedies from alcohol abuse and auto accidents?



The six preceding sections in this booklet have set out a plan to prevent drunk driving. The plan focuses on how we can prevent drunkenness among members of our personal social networks, remembering that people are part of their communities, their neighborhoods, their streets, and their work. But any such plan would be incomplete without a look at how road safety, auto safety, and driver safety can help reduce the number of accidents from all causes that take place on the road — including drunk driving accidents.

Make the Road Safer

Traffic accidents and deaths discriminate among the different types of roads. It is well known that for all traffic accidents, interstate highways are the safest. The greatest number of deaths take place on primary roads; secondary roads make up most of the balance. The wider the road, the better lighted and marked, the better the pavement, the better the access, the greater the driver's likelihood is of recovering from a driving lapse. Correcting an error or adjusting for fatigue, stress, or alcohol impairment is easier on an interstate highway than on a busy, narrow road with distractions and cross streets.

Primary roads are dangerous for drivers because the risk is greater of hitting an oncoming car or of wandering off the pavement. Instead of the dividers and barriers of highways, yellow lines and soft shoulders mark the primary road's lanes. In addition, the driver must deal with a number of distractions such as traffic lights, cross streets, stores, wandering

animals, playing children, and bicyclists, all of which make driving on primary roads an obstacle course that tests attention and skills. Heavy doses of alcohol add another complication to an already difficult task.

To save lives, Americans must be willing to open up their pocketbooks. Technological solutions are already available for many of the problems we've just talked about. For example, a night driver who has had nothing to drink will find it difficult to follow worn, faded, or dimly lighted lane markers on road shoulders. Raised lane markers would be a big help to all drivers and perhaps a life saver for the driver who has had too much to drink. Raised lane markers emit a startling sound when a tire wanders over them and cause a jerk in the steering wheel. This extra warning system can alert a tired or overdosed driver from straying into another lane or off the road into a tree or bridge abutment.

Wider roads, improved lighting systems, and other features under development by road safety engineers are an important part of the plan to prevent drunk driving. The expense will be a drop in the bucket to a public seriously interested in saving lives now lost needlessly in road accidents.

Make the Car Safer

Seat belts, required as factory-installed equipment since 1962, are not yet doing their job properly because only 11 percent of the population uses them. I believe that every state should require driver and passengers to use seat belts. And heavy fines should be imposed if driver or passengers violate the law. Seat belts are a proven way to prevent injury and death.

Some people see an inconsistency in my prevention plan between the call for voluntary action and the recommendation for mandatory seat belts. I don't see any inconsistency. Society is obligated to give each person freedom of choice; however, it must impose restrictions where harm and destruction can take place, such as in car crashes. Mandatory seat belt use is an acceptable imposition of restriction. Passengers buckle up on airplanes without question. Privately owned automobiles, like privately owned planes, are a form of public transportation subject to mandatory safety requirements.

Other safety features, including passive restraints such as airbags, and brake lights that are positioned on the car at eye level, should be offered as well. Small sacrifices in esthetics and design can make large gains in safety. If we fail to make these changes, we have to ask ourselves an important question: are we really interested in saving lives?

Personal Freedom vs. Public Safety

The American Constitution guarantees us the security that our home is our castle. With the exception of doing bodily harm to our family, most of our behavior in our home is nobody's business but our own. Our home reflects our personal style, tastes, and interests.

Most of us also think that our cars are our castles. Just as home is the place to let off steam — yell at the dog, fight with your spouse — many Americans want to let off steam at the wheel. An ordinarily considerate person can change into an aggressive, inconsiderate driver behind the wheel of a car. The sleek steel shell with the powerful engine symbolizes freedom, independence, and privacy, something that many people don't even enjoy in their own homes. Car designers, marketers, manufacturers, and sales people play up to these fantasies.

When someone has overdosed on alcohol, the fantasy expands. Getting drunk, currently an acceptable form of expression, serves to excuse a multitude of inappropriate behaviors ("I would never have done that or said that if I were sober" or "He's not such a bad guy — he's just had too much to drink"). The heady freedom of drinking mixed with the heady freedom of driving is the formula for tragedy. Caution flies out the window as aggressive, self-destructive impulses are acted out behind the wheel.

The fantasy of freedom must be confronted with reality. Our cars are *not* our castles. Streets, roads, and highways are public property maintained for the use and well-being of all. Once we take a car out onto the road, we have an obligation to others. Oliver Wendell Holmes once said that in a democracy, people have the freedom to do whatever they wish, except when their actions threaten the public good.

Driving is not a right but a privilege. We don't need anyone's permission to purchase a car, but we need a license to operate it and to register it. The state sets the rules of the road, mandates safety inspections, and requires owners to buy insurance to protect drivers from liability in our roadway encounters. We are obliged to follow the rules; we cannot drive as we please. If we really want to prevent car crashes, we have to keep in mind constantly that cars are powerful, lethal machines, not extensions of ourselves.

We must stop thinking of automobiles as symbols of that mythic American individualism. The myth that Americans are rugged, independent individualists harms our society. We are enamored of that rugged cowpoke who lives in the great untracked outdoors with his gun, his pack, and his horse, surviving by his wits and his courage. Unfortunately or fortunately, we need more than a pack and a gun. From accountants to automobile mechanics, from lawyers in the SEC to stockboys in a supermarket, most of us are highly dependent on one another.

Recognizing our interdependence helps us become more responsible with our cars. It can also help us make changes in our attitudes toward alcohol's effects. In societies where alcohol is used to celebrate interdependence — at family meals and religious celebrations, for example — alcohol problems are few. In societies where alcohol is used

to celebrate individuality and independence, alcohol misuse becomes a problem. Should we maintain this myth of individuality at the price of so many tragedies from alcohol abuse and auto accidents?

The Hope of Change

Just because drunk driving is a complicated problem, that doesn't mean we can't do something about it. There's no greater crime than for people to do nothing because they feel they can't do everything. No matter how good we are and how effective our plans are, there will always be a number of careless drivers and overdosed drivers who cause fatal car crashes. But the prevention plan I've proposed can drastically reduce driving fatalities.

One thing I can say with absolute certainty. It doesn't help to blame auto fatalities on any one thing, such as the automobile, alcohol, road conditions, weather conditions, a tired or distracted driver, and so on. The automobile makers say people are interested in design and not safety; at any rate, automakers contend, the driver is at fault in an accident, not the car. The highway builder and the politician contend people don't want to spend the money on better roads; at any rate, they say, it's the driver's fault. Everyone, including the alcohol beverage industry, points the finger at the driver.

Surely the accident-prone drunk driver is partly at fault. But so is a society that makes getting drunk socially acceptable. A society is at fault that passes

laws that are not enforced or not enforceable; so are servers and sellers of alcohol who, because of greed or lack of training, provide alcohol to obviously intoxicated people or underage people. So are car manufacturers who cater to taste and fashion instead of insisting on "safety first"; so are parents who do not understand how they are role models for the drug-taking behavior of their children; so are hosts who do not care about the well-being of their guests; and so are politicians and policymakers who will not demand security and safety on our highways to prevent these needless deaths.

The country is *really* ready to do something about drunk driving tragedies. People want to start taking action. And each of us can — if we take the following steps:

- ***Make drunkenness socially unacceptable.***
- ***Remember that we teach our children about alcohol by example.***
- ***See that alcohol is served responsibly in our own homes and in the bars, restaurants, and other retail outlets in our communities.***
- ***Think of drunk driving as a safety issue as well, and look toward improvements in our roads, our cars, and driving skills.***
- ***Recognize that there are no quick fixes.***

Mobilizing our entire society in an effective program to prevent drunk driving is a big task. But as one wag said, "Eating an elephant starts with the first bite."



**Department of Industry and
Government Affairs
Anheuser-Busch, Inc.
One Busch Place
St. Louis, Mo. 63118-1852**

Know When to Say When



A CAMPAIGN TO PROMOTE
RESPONSIBLE DRINKING



A CAMPAIGN TO PROMOTE RESPONSIBLE DRINKING

"There is no way our industry can condone the abuse of the products we sell. We must become part of the solution or be perceived as the cause of the problem."

August A. Busch, III
Chairman of the Board and President
Anheuser-Busch Companies, Inc.



"Eat, Drink and Be Careful" Counter Cards

Counter card displays featuring the "Eat, Drink and Be Careful" theme have been developed in snack, sandwich and holiday versions. Encouraging customers to eat while drinking will not only help moderate the effects of alcohol, but also add to your food sales. All three versions include a convenient "take-one" pouch for displaying other "Know When to Say When" campaign materials.

"KNOW WHEN TO SAY WHEN" ... the film.

Available through your wholesaler, this feature-quality, 25-minute film contains practical tips about moderate and responsible drinking, and portrays, for the viewer, all that is involved in a D.W.I. arrest.

"Moderation" Counter Card

This high quality display continues the "Know When to Say When" campaign, encouraging your customers to enjoy alcoholic beverages responsibly, in moderation. Use the consumer "take-one" pouch for displaying campaign BAC cards and pamphlets.

Promoting moderation is more than just a social responsibility. For retailers selling alcoholic beverages, it also makes good business sense.

All members of our industry—brewers, wholesalers and retailers—must take steps to ensure that our products are not abused. By taking positive steps to address alcohol abuse, we can help discourage restrictions which penalize our industry...and the vast majority of responsible consumers.

To assist you in encouraging responsible drinking, Anheuser-Busch is proud to introduce a new campaign entitled "Know When to Say When." This campaign in no way is intended to discourage drinking. To the contrary, it is designed to give you...our retail customers...positive tools to encourage responsible enjoyment of the products you sell.

As illustrated in this brochure, high quality point-of-sale materials have been developed to support the "Know When to Say When" campaign, both on and off-premise. Included are attractive counter cards, table tents, consumer brochures and other items which may be obtained from your local Anheuser-Busch beer distributor.

We encourage you to join with us in this campaign for sensible drinking. In doing so, you will not only help prevent drunk driving and other alcohol-related incidents, but also create a more enjoyable atmosphere for your customers.



This distinctive logo has been developed to support the "Know When to Say When" campaign. You will see it often on all point-of-sale items and other campaign informational materials. Please help your customers enjoy our products in moderation...and to "Know When to Say When!"



Cooler Stickers

"Know When to Say When" adhesive cooler signs have been specially designed for off-premise accounts. These signs are customized with your state's laws pertaining to the sale of alcoholic beverages, including minimum age and drunk driving provisions.

Table Tent

Reinforce the moderation message with high-impact "Eat, Drink and Be Careful" table tents. These attractive items will demonstrate your commitment to responsible drinking while helping to promote sales of your menu items.

BAC Charts

Pocket size Blood Alcohol Content (BAC) charts are available to help your customers avoid drunk driving by observing their own personal limits. A pamphlet version of this chart contains your state's current alcoholic beverage laws, spelling out the legal drinking age and penalties for driving while intoxicated.

Premium Items

A variety of "Know When to Say When" premium items, including bumper stickers, may also be obtained to support the campaign. These items, available from your local Anheuser-Busch distributor, will serve as a continuing reminder to your consumers to enjoy our products in moderation...and "Know When to Say When."

Bartenders' Guide

Bartenders, waiters and waitresses represent the "front line" defense against alcohol abuse. This Guide provides valuable tips to help your employees promote responsible drinking.

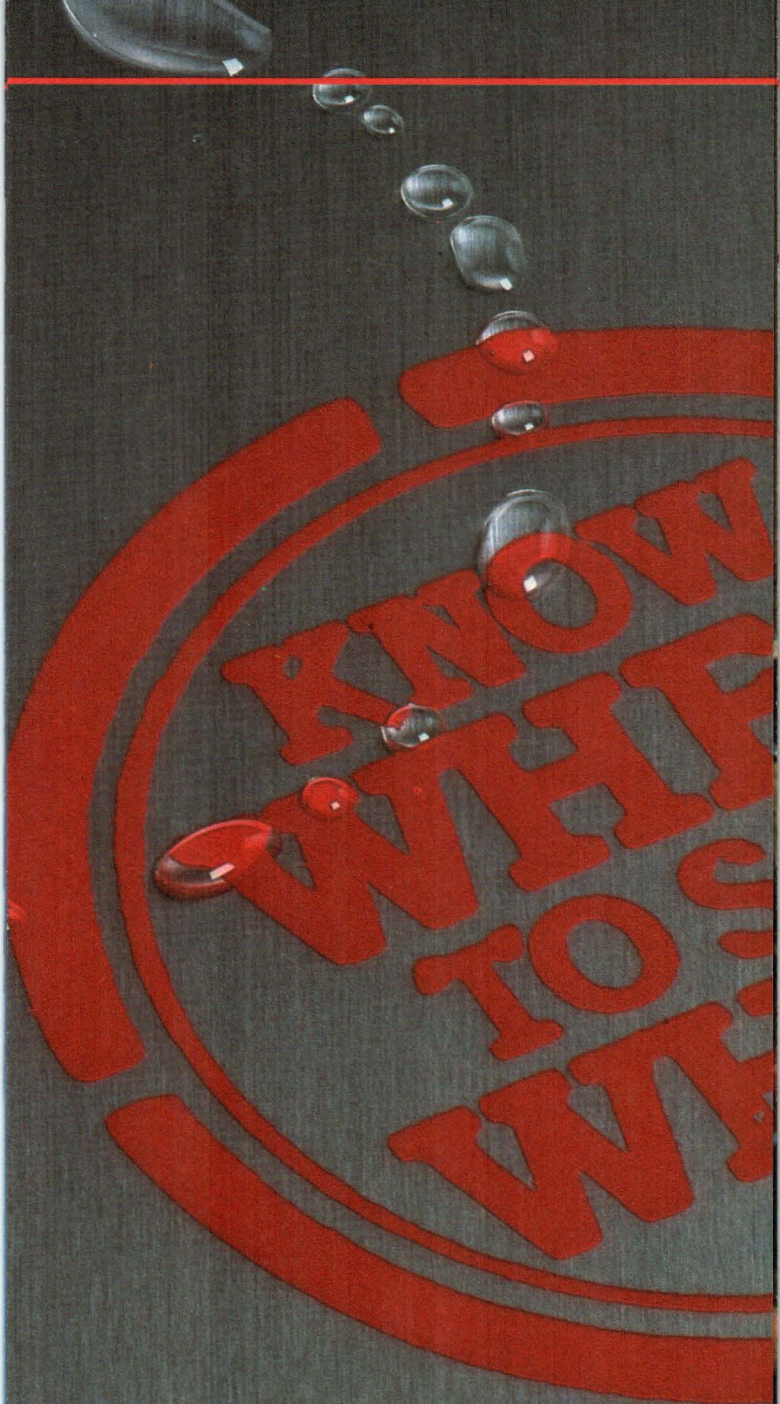
Home Entertainment Guide

This brochure offers hosts suggestions for serving alcoholic beverages responsibly...to ensure a more enjoyable, successful party for everyone.



© 1983 Anheuser-Busch Inc. St. Louis, MO

ITEM #003-618



If you would like more information, write
Anheuser-Busch Companies, Inc.
Department of Government Affairs
One Busch Place
St. Louis, MO 63118

Reader Please
Continue



Other Anheuser-Busch Efforts

In addition to the "Know When to Say When" campaign, Anheuser-Busch provides significant financial support for programs and organizations which seek to better understand and combat alcohol abuse. These include:

- More than \$600,000 annually in financial support for the Alcoholic Beverage Medical Research Foundation at the Johns Hopkins University School of Medicine, for research into the social, medical and behavioral aspects of alcohol abuse.
- Major support for Students Against Driving Drunk (SADD), a program to generate awareness of the DWI problem among high school students and their parents. Anheuser-Busch is a major corporate sponsor of this effort, providing funding to support organizational and administrative development and thus expand the program nationwide.
- Substantial support has been provided to the Health Education Foundation, which has developed a retailer training program called Training and Intervention Procedures (TIPS) for servers of alcoholic beverages. This Washington-based organization is headed by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism.



Robert Anastas, national director of Students Against Driving Drunk (SADD), meets with thousands of high school students each year to increase awareness of the dangers of drinking and driving. Anheuser-Busch is the primary corporate sponsor of SADD.

Perspectives on Alcohol Abuse

- The Anheuser-Busch Employee Assistance Program (EAP) has been offered to Anheuser-Busch employees for several years . . . and has been made available as a model for the development of similar programs by Anheuser-Busch wholesalers, other members of the brewing industry and the business community in general. The success of the EAP concept demonstrates the effectiveness of positive approaches to the problem of alcohol abuse.

The United States Brewers Association (U.S.B.A.), the National Beer Wholesalers Association (N.B.W.A.), and other industry organizations have also been actively involved in addressing the problem of alcohol abuse. Among the programs they have developed are:

- "Think Twice" — an educational program developed by the U.S.B.A. aimed at young adults.
- N.B.W.A.'s educational program on alcohol abuse prevention, which is currently being offered to schools throughout the country.
- "Friends Don't Let Friends Drive Drunk" — a public information campaign developed jointly by the Licensed Beverage Information Council, the Outdoor Advertising Association of America, and the U.S. Department of Transportation.

Like Anheuser-Busch, these groups' fundamental position is that public education — not restricted channels of distribution or economic sanctions — is the best solution to this problem.

Anheuser-Busch takes pride in its family of quality beers, and believes that our products can greatly enhance the quality of life when used responsibly and in moderation.

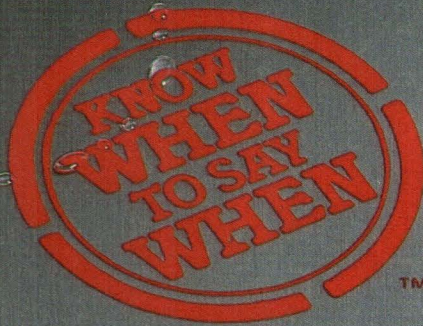
We realize . . . and accept . . . the special role that we can play in addressing the problem of alcohol abuse. We recognize that the same skills that have enabled us to market our products effectively can be voluntarily used to encourage moderate consumption.

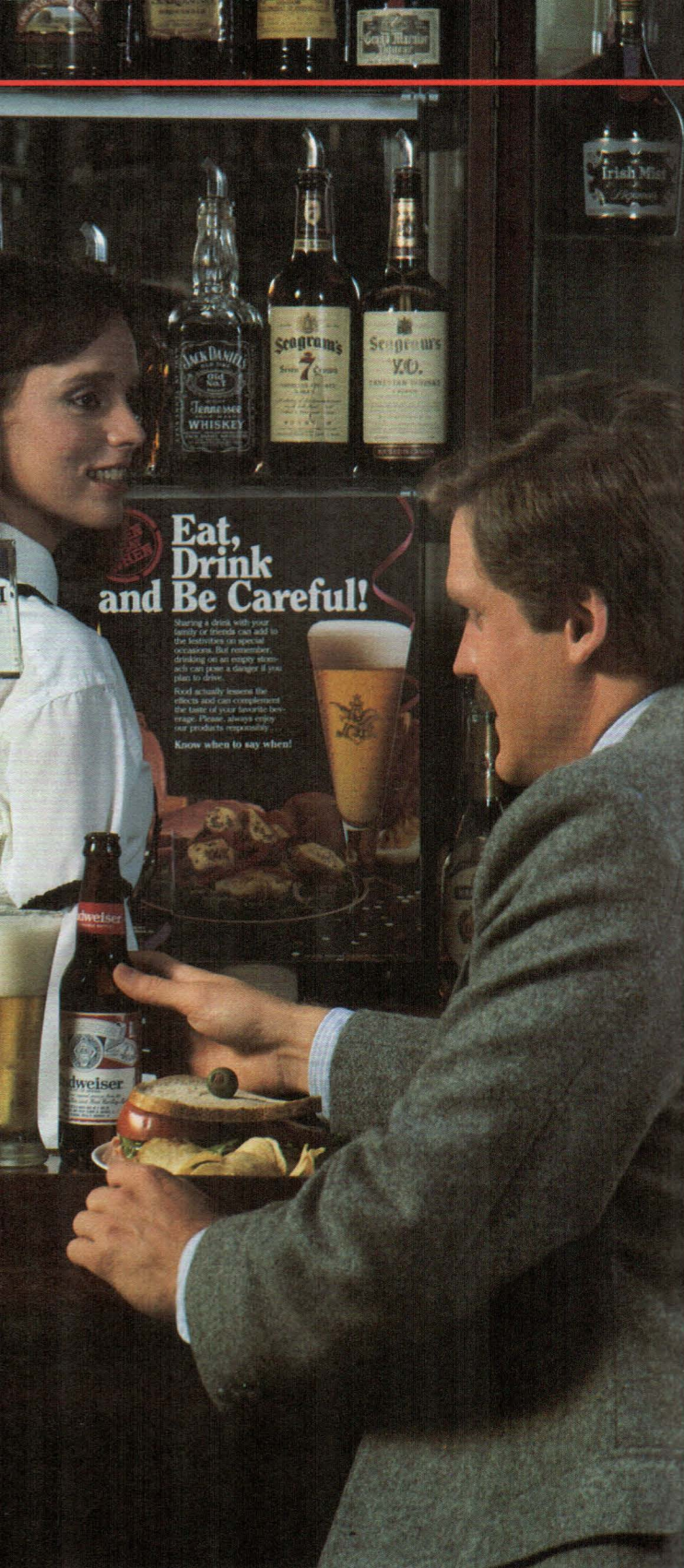
But as a member of the only industry in the history of our country that was once legislated out of existence, we reject the notion that massive government sanctions can be successfully applied to this problem. The United States has tried Prohibition once — and it just didn't work.

Certainly government has a role to play in addressing the alcohol abuse problem . . . as does the private sector. It is only through such a partnership that meaningful action can take place.



Plain Talk:
Responsible Drinking





A Special Message About Responsible Drinking

As the world's largest brewer, we at Anheuser-Busch are proud of our products and the wide acceptance they have gained among the American public. While recognizing that our products can be misused, we also strongly believe that the vast majority of consumers drink responsibly and that, when appropriately consumed, our family of fine beers adds to the quality of life.

We are confident that the most effective way to discourage alcohol abuse is through expanded educational programs to encourage responsible consumption, not through overly punitive measures that are inconsistent with a free and open society.

That's where we can play a special role. By voluntarily urging the consumers of our products to drink responsibly — in moderation.

“Know When To Say When”

A major element in the Anheuser-Busch effort to combat alcohol abuse is “Know When to Say When,” a model program to help our nationwide network of distributors promote responsible drinking.

This campaign is not intended to address the chemically dependent, or “problem” drinker. Rather, it is designed to help social drinkers steer clear of drunk driving and other alcohol-related incidents by encouraging drinking in moderation.

The campaign includes suggested programs for general consumers, and the military and college/young adult markets. In addition, it contains a special component to address the problem of underage drinking.

Specifically, “Know When to Say When” consists of:

- Point-of-sale materials which take the moderation message right into the nation's retail outlets.
- “Know When to Say When” brochures for both consumers and licensed retail accounts. A “Home Entertainment Guide” provides consumers with valuable tips for hosting a successful party — while discouraging irresponsible drinking. The campaign's “Bartender's Guide” instructs bartenders and servers how to prevent . . . and deal with . . . alcohol abuse situations.
- An anti-DWI film that takes a dramatic look at a drunk driving arrest . . . showing how responsible citizens can avoid such situations through moderation.
- Finally, newspaper ads and radio spots available for local placement by Anheuser-Busch wholesalers to reinforce the “Know When to Say When” theme.


Through the “Know When to Say When” program, we can have a substantive impact on the alcohol abuse problem — sending a moderation message to consumers at the point of purchase, and in a variety of other settings as well.



B I L L B O A R D



**KNOW
WHEN
TO SAY
WHEN**

 Anheuser-Busch, Inc.