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2010 Innovations Awards Application

Deadline: March 1, 2010

ID # (assigned by CSG): **10-MW-26SD**

Please provide the following information, adding space as necessary:

State: SOUTH DAKOTA

Assign Program Category (applicant): **Public Safety** (Use list at end of application)

1. Program Name: **Act Civilized**
2. Administering Agency: **Office of Highway Safety, South Dakota Department of Public Safety**
3. Contact Person: **James Carpenter, director, South Dakota Office of Highway Safety**
4. Address: **118 West Capitol Avenue, Pierre, SD 57501**
5. Telephone Number: **(605) 773-4949**
6. FAX Number: **(605) 773-6893**
7. E-mail Address: **james.carpenter@state.sd.us**
8. Web site Address: **www.actcivilized.com**
9. Please provide a two-sentence description of the program.

The Act Civilized program uses text messaging, TV, radio, billboards, and in-store messaging to raise awareness of the dangers of drunk driving and to enforce the point that drunk driving is primitive behavior, uncivilized, and unacceptable in modern society. The text message component of the program gives cell-phone users information on local sobriety checkpoint schedules and contact numbers for taxi services in their area.

10. How long has this program been operational: **March 2009**

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

The Act Civilized program was created in response to South Dakota traffic crash statistics that showed a high percentage of highway crashes, injuries, and fatalities involve alcohol. In 2007, for example, crash records showed 959 crashes, 62 fatalities, and 656 crash injuries related to alcohol. The percentage of alcohol-involved fatal crashes has historically been at or above 40 percent of all fatal crashes in South Dakota.

12. Describe the specific activities and operations of the program in chronological order.

The Department of Public Safety and its Office of Highway Safety released a request for proposal aimed at securing a contractor that would bring new and fresh ideas to target the alcohol-involved crash problem. In December of 2008, proposals were reviewed and a company was selected. A media strategy was developed along with a creative strategy aimed at two key audiences: teens and discontented blue-collar folks (Men 25-54). The text messaging component was created and became operational with the rollout of the "Act Civilized" campaign in March of 2009.

13. Why is the program a new and creative approach or method?

The Act Civilized campaign was introduced in 2009 as a new branding campaign to discourage drunk driving in a way that target audiences were not used to seeing. The campaign communicates with audiences in three unique ways:

- By utilizing a social-norming approach in messaging. Rather than using scare tactics or fear to discourage drunk driving (a tactic that target audiences are accustomed to seeing), the Act Civilized campaign promoted the use of designated drivers by positioning drunk driving through humor as uncouth, outdated, and downright primitive. Portraying designated drivers as a social norm rather than just an “option” for drunk drivers made members of the target audience consider their behavior as one that is not only unsafe, but also seriously frowned upon and rejected by society.
- By offering ongoing text messaging to target audience members. The Act Civilized campaign offers consumers a text messaging component where they can opt in to receive regular text notifications for sobriety checkpoints in their area. Informing the audience when and in which county sobriety checkpoints will take place is a deterrent to intoxicated driving. The campaign also distributes text reminders around holidays and other special events, reminding people to use a designated driver. Participants may also text in their city to get the phone numbers of local taxi services for a safe ride home, 24 hours a day – 7 days a week. To date, the text campaign has over 5,800 participants and is the first text messaging program of its kind in the United States.
- By communicating through non-traditional advertising. In addition to traditional media such as television, radio, and outdoor advertising, the Act Civilized campaign also communicated with target audiences where they make the decision to drink and drive – at local bars and restaurants. Coasters, posters, and buttons were distributed to bars statewide promoting the text messaging program and the Act Civilized message, persuading drinkers to consider a designated driver before getting into their vehicle. During the first year of this campaign, we recruited 35 bars and restaurants. That number has now grown to 123.

14. What were the program’s start-up costs?

Approximately \$80,000 – including TV and radio production, text service, website development, and bar/restaurant materials.

15. What are the program’s annual operational costs? 2009 (media expenditures) \$120,000. 2010 (media expenditures and creative maintenance) \$194,500.

16. How is the program funded?

Through the use of National Highway Transportation Safety Administration grant funds (Section 402 and 410)

17. Did this program require the passage of legislation, executive order or regulations? No.

18. What equipment, technology and software are used to operate and administer this program? Text messaging vendor, website, and pay-per-click analysis.

19. To the best of your knowledge, did this program originate in your state? Yes. Department of Public Safety, James Carpenter, South Dakota Office of Highway Safety, 118 West Capitol Avenue, Pierre SD 57501. james.carpenter@state.sd.us

20. Are you aware of similar programs in other states? None of which we are aware.

21. Has the program been fully implemented? Yes; however, the Act Civilized campaign will be a continually evolving effort. Each year we will continue to update our strategy and creative messaging to target our key audiences.

22. Briefly evaluate (pro and con) the program’s effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The Act Civilized campaign was introduced as a new branding campaign to discourage drunk driving. The campaign has led to 11,478 hits to the “Act Civilized” landing page, where visitors may sign up for checkpoint text alerts and taxi information specific to their county. The Act Civilized efforts have prompted more than 5,800 individuals to opt in for the text alerts. Pay-per-click is another component to the Act Civilized campaign, which has directed 1,429 web users, 37 percent of all traffic, to the website since the pay-per-click campaign started. Pay-per-click is an advertising model in which search engines offer paid placement in search results pages.

An example of the positive effect of the program is the growth in the number of people who opt in to use the text messaging services. That has grown in a year to more than 5,800 opt ins. The program’s potential impact on alcohol-involved traffic crashes can be evaluated when the data becomes available. For example, the 2009 data will be available in the summer of 2010.

A potentially negative aspect of the program could be that bars and restaurants may be hesitant to use the materials, fearing they may offend customers. They may prefer to use materials that advertise or promote the products they sell.

23. How has the program grown and/or changed since its inception?

Within two months of its inception, the text message campaign had attracted more than 1,000 people. By the end of December, 2009, that number exceeded 5,000. By the first week in March of 2010, 5,818 opt-ins had been received. Those are all people who receive information on sobriety checkpoints and availability of taxi services.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

Finding the facilities (bars and restaurants) to actively participate in the promotion and utilize the provided materials.

CSG reserves the right to use or publish in other CSG products the information provided in this application. If your agency objects to this policy, please advise us in a separate attachment.

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2010 Innovations Awards Application Program Categories and Subcategories

Use these as guidelines to determine the appropriate *Program Category* for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
- Economic Development
- Transportation

Government Operations and Technology

- Administration
- Elections
- Information Systems
- Public Information
- Revenue
- Telecommunications

Health & Human Services

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

Human Resources/Education

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

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CSG Innovations Awards 2010
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Lexington, KY 40578-1910

Contact:

Nancy J. Vickers, National Program Administrator
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This application is also available at www.csg.org.