

# Reducing Alcohol-Impaired Driving: School-Based Programs, Social Norming Campaigns

---

## Task Force Finding

### Intervention Definition

School-based programs to reduce alcohol-impaired driving include: instructional programs; peer organizations such as Students Against Destructive Decisions (SADD); and social norming campaigns. Instructional programs can address the problems of drunk driving (DD) and riding with drunk drivers (RDD) alone, or have a broader focus on alcohol or other substance use. Peer organizations engage students in a variety of DD and RDD prevention activities. Social norming campaigns generally are ongoing, multiyear public information programs on college campuses that aim to reduce alcohol use by providing students with objective normative information regarding student alcohol consumption in order to reduce misperceptions and ultimately change their behavior.

### Task Force Finding (October 2003)\*

According to the Community Guide's rules of evidence, there is insufficient evidence to determine the effectiveness of social norming programs for reducing DD [driving after drinking] or RDD [riding with drinking drivers], because there were too few studies in our evidence base. The results of the two studies reviewed suggest that such programs reduced DD among the college students exposed to them. However, more studies with stronger research design and execution are needed to clarify the effects of this intervention on DD and on other alcohol-related outcomes.

\*From the following publication:

Elder RW, Nichols JL, Shults RA, et al. Effectiveness of school-based programs for reducing drinking and driving and driving and riding with drinking drivers: a systematic review. *Am J Prev Med* 2005;28(5S):288-304.

### Publications

Elder RW, Nichols JL, Shults RA, et al. Effectiveness of school-based programs for reducing drinking and driving and driving and riding with drinking drivers: a systematic review. *Am J Prev Med* 2005;28(5S):288-304.

---

### Disclaimer

The findings and conclusions on this page are those of the Community Preventive Services Task Force and do not necessarily represent those of CDC. Task Force evidence-based recommendations are not mandates for compliance or spending. Instead, they provide information and options for decision makers and stakeholders to consider when determining which programs, services, and policies best meet the needs, preferences, available resources, and constraints of their constituents.

Document last updated September 16, 2014