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Alcohol Related Safety Promotion and Education Campaign

Under a Cooperative Agreement with the National Highway Safety Administration (NHTSA), ASPIRA is implementing a science based underage drinking and alcohol-related driving demonstration project addressing Hispanic youth and families. As part of this project, ASPIRA has also partnered with the Pacific Institute for Research and Education (PIRE), to implement an alcohol related safety promotion and education campaign directing attention to the Latino community with special focus on Latino youth.

The ultimate goal is to cultivate a culturally proficient and linguistically appropriate outreach campaign to reduce the rate of non-occupant fatalities on our nation's highway and roadways.

Objectives

The project objectives are to:

- 1) Assemble and set up a national panel with expertise on Hispanic youth, traffic safety, science-based injury prevention interventions, community structure, and specifically underage drinking and alcohol-related youth crash issues to conduct a review of the existing body of literature including research and strategies addressing underage drinking and alcohol-related driving among Hispanic youth.
- 2) Determine which strategies might need to be adapted or strengthened to be used effectively in the Hispanic community.
- 3) Establish potential strategies in two selected Hispanic communities through programs designed to formulate a better understanding of the nature of alcohol use and impaired driving among Hispanic youth.
- 4) Develop and evaluate these interventions to determine effectiveness in reducing alcohol-related motor vehicle deaths and injuries involving Hispanic youth.