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Report on Breathtesting at Mullum Music Festival 2014

The facts about alcohol usage at Mullum Music Festival

January 2015



keys please kiosk is an initiative of the STEER youth safe transport project proudly supported by a 2013 FRRR ABC Heywire Youth Innovation Grant and Transport NSW funding.



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Executive Summary

The Keys Please Kiosk received an overwhelmingly positive response from Mullum Music Festival patrons. Many people commented on what a simple idea it was and were so grateful for an opportunity to increase awareness of their blood alcohol concentration.

For some the breathalyser provided a type of game in which participants dragged their friends to the Kiosk and insisted they all take a breathalyser test. Even in this 'play' context the breathalyser increased awareness amongst patrons regarding their BAC's and how each individual processes alcohol differently.

Many Keys Please Kiosk participants returned multiple times and were grateful for the ability to monitor their alcohol consumption over the Festival. Of particular note were the number of patrons who breath tested in the evening prior to driving the next day.

Keys Please Kiosk recommend provision of low alcohol drinks and 'alco-ternatives' be mandatory at Festivals and significant community events.

Introduction

STEER project, with support from an FRRR ABC Heywire Youth Innovation Grant and Transport for NSW funding have established Keys Please Kiosks at major Festivals.

Festival and event patrons are encouraged to party safely and are offered a free breathtest and transport information.



Background

Regional areas, and the Byron Shire particularly, are disadvantaged by a lack of safe transport options. This results in many young people, particularly males, making unsafe transport choices. In the 5 years from 2005-2010 there were 1,367 reported crashes in Byron Shire involving 17-20 year olds ¹. Behavioural factors for fatal crashes for young drivers aged 17-25 are ²:

- 43% speed
- 15% alcohol
- 12% fatigue

Keys Please Kiosks positively influence driver behaviour by creating a person-to-person connection at the 'coal face' i.e. where decisions about drinking and driving are being made. Keys Please Kiosk offer patrons a voluntary breathtest giving an indication of their BAC (Blood Alcohol Concentration).

¹Figures obtained from Road Traffic Authority (NSW): crashes in the 17-20 yr age group in Byron Shire from 1/7/2005 to 30/6/2010.

²Figures obtained from Safer Drivers Course for Learners (RMS) crashes for young drivers aged 17-25, 2011.

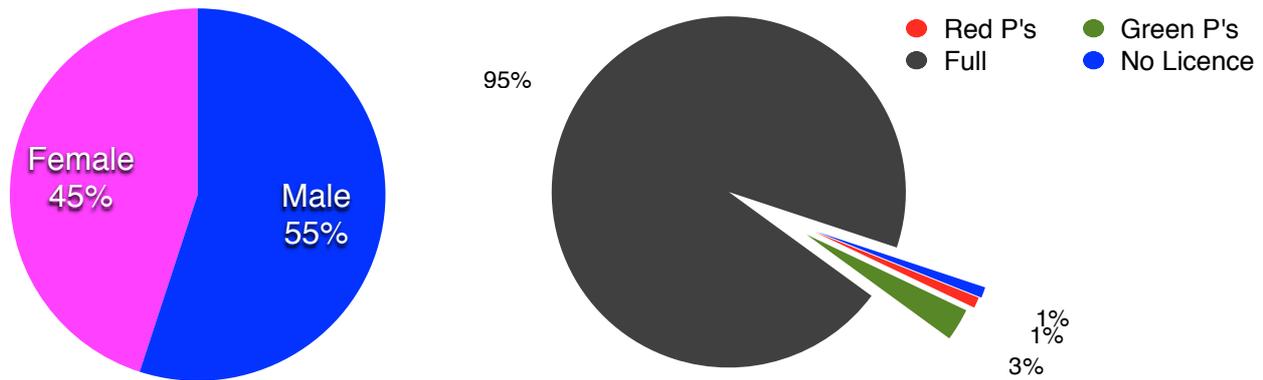
Facts and Figures

Approximately 7,500 patrons attended Mullum Music Festival from Friday 21st November to Sunday 23rd November 2014.

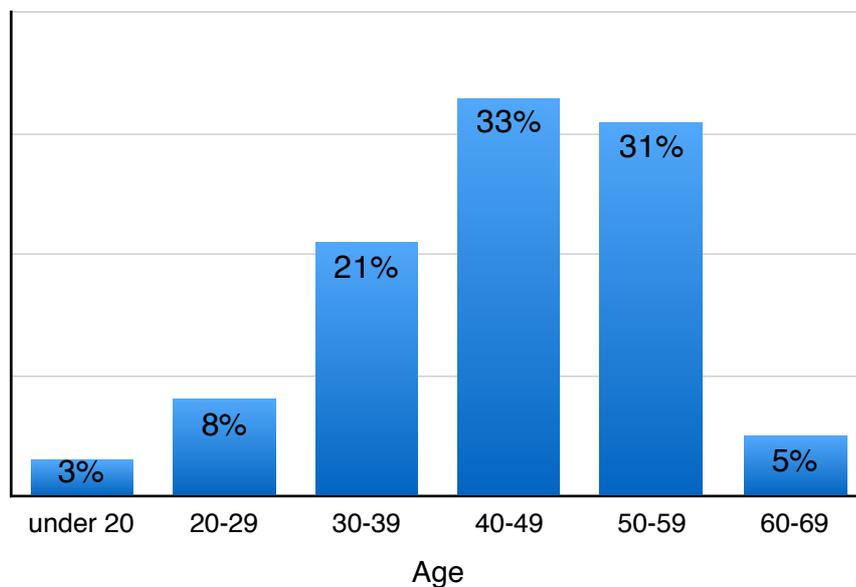
Keys Please Kiosk provided approximately 1500 voluntary breath tests and conducted over 150 surveys with Festival patrons.

Who we tested...

Gender and Licence Type



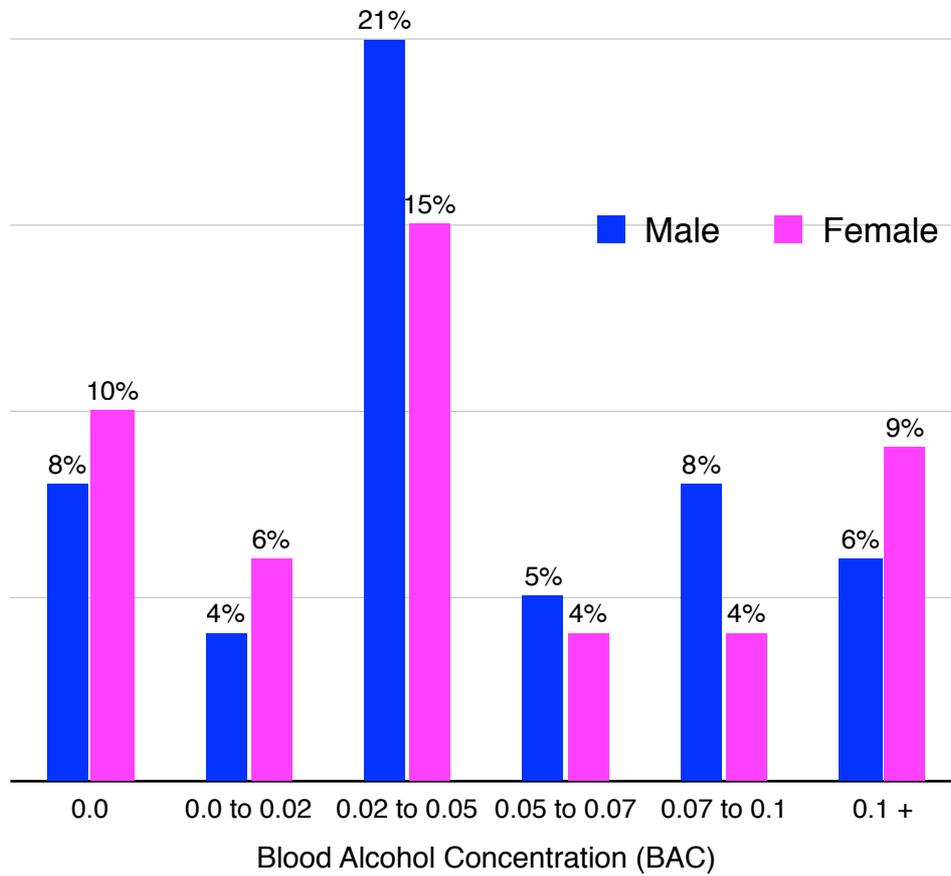
Average Age



Keys Please Kiosk is particularly effective at targeting young males i.e. 57% of those tested were Males and 65% aged b/w 20-29.

What we discovered...

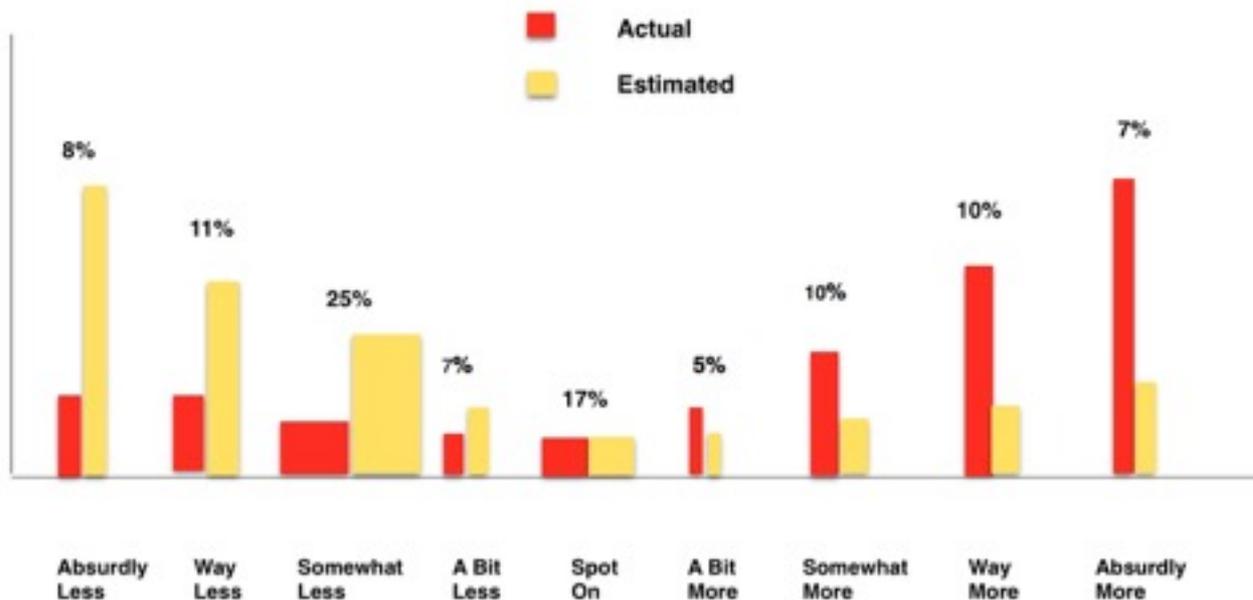
Blood Alcohol Concentration relative to Gender



Males generally had a higher incidence of BAC's over 0.02 and females a higher incidence of BAC's under 0.02.

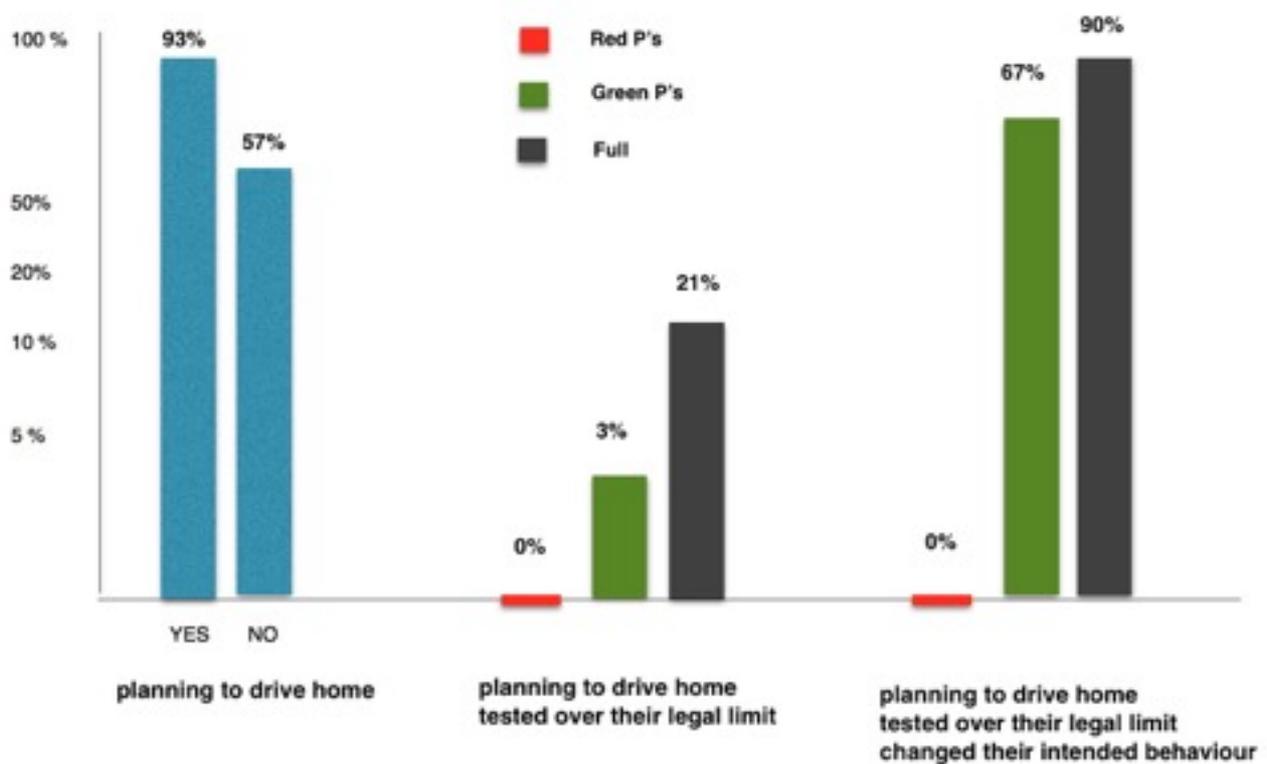
Of all patrons, 18% had BAC's of 0.0 and 64% had BAC's under 0.05.

Actual vs Estimated Blood Alcohol Concentration



Self awareness of BAC was good with 17% of patrons estimating their BAC almost exactly. 29% of patrons estimated their BAC with reasonable accuracy. 68 % of patrons had an actual BAC under their estimate i.e. they were actually less drunk than they thought.

Behaviour Change after Testing Over Limit



“very surprised at level being high”

Behaviour Change - mate will drive vehicle

40-49 male, full licence, planning to drive. Actual BAC 0.063

“great idea”

Behaviour Change - mate will drive vehicle

30-39 male, full licence, planning to drive. Actual BAC 0.025

“thank you. I will come back”

Behaviour Change - stop and retest

40-49 female, full licence, planning to drive. Actual BAC 0.089

Keys Please Kiosk discussed alternative options with over 200 patrons planning to drive home who tested over their legal limit. Keys Please Kiosk helped changed the intended behaviour of 90% of patrons on full licences.

Feedback regarding general BAC awareness

Many people had no idea what effect alcohol had on them and KPK was the first opportunity they ever had to test their BAC. This was particularly so for a person on epilepsy medication.

“fantastic idea...helps people know where they're at in terms of how many they've drunk in a night regardless of whether they are driving or not”

30-39 male, full licence, not driving. Actual BAC 0.033

“great community service, should be at every venue...signage should be checked before you get checked”

60-69 female, full licence, not driving. Actual BAC 0.022

“love it and the interest you are showing”

50-59 male, full licence, not driving. Actual BAC 0.073

“great to raise awareness”

40-49 female, full licence, not planning to drive. Actual BAC 0.03

Many people came in repeatedly during the course of the Festival:

“excellent service. will return”

40-49 female, full licence, planning to drive. Actual BAC 0.036

“happy to return. thanks”

40-49 male, full licence, not driving. Actual BAC 0.044

Thanks

Keys Please Kiosks is a community initiative and relies on widespread community support to develop, evolve and succeed. We would like to acknowledge and thank:

- all who attended Mullum Music Festival Festival;
- our Keys Please Kiosk volunteers;
- Mullum Music Festival promoters & staff;
- our sponsors ABC Heywire and Transport for NSW;
- our supporters Alcohoot

Proudly supported by



Contact

Please contact Phil Preston for more information about Keys Please Kiosks including provision of the raw breath testing data file:

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Keys Please Kiosk is an initiative of the STEER youth safe transport project and is auspiced by the Byron Youth Service.

