



Keys Please Kiosk Report



Splendour in the Grass 2014

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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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, choosing unsafe transport options. 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.

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 27,500 patrons attended Splendour in the Grass from Thursday 24th July to Sunday 27th July 2014.



Keys Please Kiosk provided over 1200 voluntary breathtests.



We made some interesting discoveries from analysing breath testing data ³:

- 63% of all patrons recorded breath tests under 0.05;
- 35% of patrons recorded breath tests of 0.0.

³ data from HH3 Alcolizer handheld breathalyser

0.00	35%	(164)
0.001-0.019	9%	(41)
0.02-0.049	19%	(87)
0.05-0.069	8%	(39)
0.07-0.099	10%	(48)
0.10-0.199	17%	(78)
0.2 +	2%	(8)
TOTAL	100 %	465 tests

We collected some interesting results from a random survey conducted with patrons after they had a breathtest ⁴:

- 44% of all patrons surveyed changed their behaviour after the breathtest;
- 100% of patrons who thought they “maybe” able to drive home changed their behaviour after a breathtest indicated they were over their legal limit. The alternative options they chose were:
 - 35% said they'd wait and retest later;
 - 24% said their partner or mate would drive
 - 24% said they'd catch a bus
 - 11% said they'd sleep in their car
 - 6% said they'd get a taxi

Keys Please Kiosk may have changed the behaviour of almost 500 patrons thinking about driving over their legal limit ⁵.

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Sex:

F	41%
M	59%

Licence Type:

Full	59%
Green P's	33%
Red Ps	5%
Learner	3%

Age:

< 20	33%
20-29	41%
30-39	18%
40-49	8%

Do you think you could drive home safely now?

definitely	21%
maybe	64%
no way	15%

Of those people who thought they could 'maybe' drive home safely:

Full licence:

actual BAC under 0.05	36%
BAC over 0.05	64%
BAC over 0.05 and changed behaviour	100%

Green and Red P (11)

actual BAC 0.0	27%
BAC over 0.0	73%
BAC over 0.0 and changed behaviour	100%



5 Keys Please Kiosk conducted over 1200 surveys...

... of which our survey indicated 64% thought they could 'maybe drive home safely i.e. 768 patrons;

... of which our survey indicated 68% would be above their legal limit i.e. 522 patrons;

... of which our survey indicated 100% would change their behaviour and choose an alternative option.

Feedback

We collected comments in a random survey conducted with patrons after they had a breath-test...

“we will be back tomorrow”

group of 5 20-29 year old green P platers who came in together and ‘peer influenced’ each other to have breath tests

“change the name of Keys Please Kiosk to ‘saving young kids and pointing pissed Irish guys in the right direction’

2 Irish visitors to Splendour

“... please be under”

20-29 year old female full licence driver whose boyfriend had been seriously injured and she wanted to get him home... she blew 0.116 and they ended up getting a taxi

“... this is being responsible”

40-49 year old male full licence driver who came in with his young son and made this comment to his son as he was about to blow into the breathalyser

“I am feeling confident”

20-29 year old female full licence driver who arrived with a group of mates... one of her girlfriends confided “She wants to drive - I don’t want her to”... the female blew 0.093 and they all decided to catch a bus.

“... scared me and made me more aware”

under 20 year old female green P plater... breathtest result of 0.009... said she would wait and retest before driving

“I want to drive”

under 20 year old male green P plater... came in with his girlfriend who blew 0.0... even after he returned a positive reading of 0.018 he said he was still going to drive... his girlfriend insisted she would be driving

“My mates have been buying me drinks... I just want to check”

under 20 year old male green P plater... breathtest of 0.0

“... this is a great service”

under 20 year old male green P plater... came in to check and blew 0.015... said he would stop drinking and come back and retest

“... my last drink was at 2pm... I’m just checking”

under 20 year old female green P plater... breathtest of 0.0

“... I’m not going to risk driving. Thank you so much”

20-29 year old female full licence driver who wanted to get back to Tweed Heads... she didn’t know about the 0.05 limit and had a breathtest of 0.082... she elected to catch a bus

Summary

The Keys Please Kiosk received an overwhelmingly positive response. People commented on what a simple and great idea it was.

Many Keys Please Kiosk participants returned multiple times and were grateful for the ability to monitor their alcohol consumption over the 3-day Festival.

For some the breathalyser provided a type of game in which participants dragged their friends to the tent and insisted they all take a breathalyser test. Even in this 'play' context the breathalyser increased awareness amongst everyone regarding their blood alcohol concentrations and how each individual processed alcohol differently.

The overall effect of the Keys Please Kiosk was to increase personal awareness of blood alcohol concentration which implicitly enabled patrons to choose their best option.



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 Splendour;
- our Keys Please Kiosk volunteers;
- Splendour organisers;
- our sponsors ABC Heywire and Transport for NSW;
- our supporters Alcolizer;
- Kirra Pendergast & Mel Carrero for their photos;



Contact

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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.

