

Successful Persuasion Using Media In Other Sectors

By Andrew Murie
MADD Canada

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has”

Margaret mead

- MADD movement began in 1980 when candy Lightner's 13 year old daughter was killed by a repeat drunk driver.
- Grieving mothers went to the media who were supportive and told their story to the general public.

- The thrust of the media coverage was these deaths were preventable not accidents.
- Prior to the MADD movement drinking and driving was an acceptable behaviour, everyone did it.

- Canada's drunk driving movement was regional in focus until in 1990 MADD Canada became a reality.

In 1990

- MADD Canada movement was struggling for:
 - Recognition
 - \$\$
 - Building the grass root movement
- SAATCHI and SAATCHI to the rescue
 - Media - PSAs

Glasses

Impact of alcohol on driving skills

- Name recognition
- Assisted our \$\$
- People want to become involved

Restaurant

A drinking driver is like a loaded gun

- Focus on general population
 - Most people eat out in restaurants
- Focus is on the drinking driver to change behaviours
 - Impact they might have on others

Emily

Reality

- Blame the drinking driver
- Most adults have a soft spot for babies
- Impact on drinking drivers – review focus group results

10 year review

- Shift in targeting
- Wanted others to also take responsibility (5% result)
- Start using the other technique of misdirect
- Featuring MADD Canada services.

Saturday night

- Misdirect
- Reality of police officers and the risks they faced with drinking drivers.

Bicycle

- Misdirect
- Other MADD Canada services
- 50% of our mission is to support victims of impaired driving.

Empowerment

- Strategic partnership with LCBO
- General population strategies to become involved

Concluding comments

- Media has and still is a powerful ally in the fight against impaired driving
- SAATCHI and SAATCHI and the LCBO have allowed us to do in the past 15 years that would have taken most charities 100 years to achieve.