

FIESTA Projects

Saving lives in the roads of Puerto Rico through peer-to-peer impaired driving education & prevention.

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PUERTO RICO
TRAFFIC
SAFETY
COMMISSION



DRUNK DRIVING
IS A CRIME, YOU'LL BE ARRESTED.

What does FIESTA mean?

Facilitadores Instructores en Seguridad, Tránsito y Alcohol

or:

Facilitators Instructors on Traffic Safety and Alcohol

What is a Proyecto FIESTA?

- Impaired driving awareness program.
- This initiative began in 1991, subsidized with NHTSA funds through the PRTSC.
- Chiefly aimed at college students.
- Approach and tone are adjusted to be in sync to each college's idiosyncrasy.
- Core Message is unique and clear: **If you are going to drink alcohol, pass the car key!**
- Message is founded in the Act 22-2000, Vehicles and Traffic Law of Puerto Rico, accordingly amended.
- Easy name/brand recognition and wellness association. Everyone in campus has heard about FIESTA!


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Project Locations



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General Problem ID

- Public health : College students have high prevalence of alcohol consumption.
- "Excessive alcohol consumption, including binge drinking, increases when students enter university" (Norman, Webb & Millings, 2019).
- Risky behavior such as DUI or DWI.

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Youth alcohol consumption in PR

- The minimum age required by law to consume alcohol in Puerto Rico is 18 years old.
- Since elementary and middle school, children and pre-teens have reported consumption of alcohol and other substances.
- According to the Puerto Rico Mental Health and Anti Addiction Administration Youth Survey for years 2018-2020; 85,390 of students from 7th to 12th grade reported having consumed alcoholic beverages.
 - Alcohol continues to be the most consumed legal drug with 42.9%.
- According to the results obtained in the CORE 2019 study:
 - The annual prevalence of alcohol consumption in university students was 64.5%.
 - The study shows that 46.8% of students who consumed alcohol began this practice before college.
 - Of the students who reported consuming alcohol, 41.9% indicated that they drank 5 straight drinks in one sitting (binge drinking) or more in the last two weeks prior to the study.
 - 48.2% of students under the age of 21 consumed alcohol during the 30 days prior to the study.

Crash Statistics and Fatalities ages 16-24

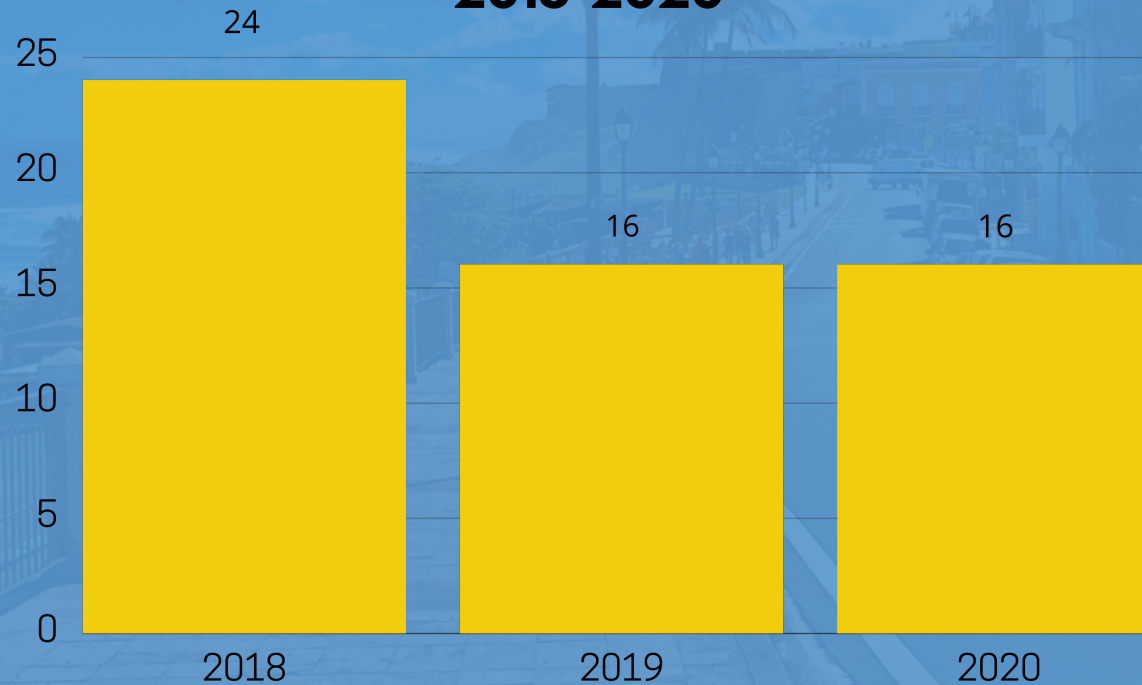
- In 2019, 20% of students at UPR- Rio Piedras Campus have reported to drive drunk at least one time.
- For years 2018-2020 at least 2,320 crashes with at least one drunk driver were reported.
- Analysis by age group for the three-year period shows that 59% of youth impaired driving fatalities were in age group 21-24 and 41% age group 16-20.
- Gender data analysis shows an average of 87% of male fatalities and 13% female fatalities.



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Fatalities Ages 16-24

TOTAL YOUTH IMPAIRED DRIVING FATALITIES 2018-2020



NHTSA Fatality Analysis Reporting System 2021

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Project Objectives

- To educate about alcohol, its components, metabolization, effects in the human brain/body, risks, behavior, and individual decision-making in relation to traffic safety.
- DWI prevention and education among youth and college students from 16-24 years (P&E).
- To educate about Act 22-2000 of *Vehicle and Traffic in PR* with emphasis on Chapter 7.
- To conduct studies to identify alcohol and drug use patterns, knowledge and attitudes towards its consumption and driving among college students.
- Engage youth into the impaired driving conversation through creative strategies.

Peer-To-Peer Strategy

- Talk with students, not to students: avoid judgements.
- Within a given group, members educate other members. For example, youth interact with other youth to educate in pursuit of a positive change. In our case, the mission is to educate in order to prevent impaired driving.
- Learning can be interactive and FUN!!!



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A FIESTA Educator is:

- Socially Responsible
- Has good leadership skills such as the following:
 - ✓ Effective Communication abilities
 - ✓ Initiative
 - ✓ Creativity
 - ✓ Good interpersonal relationships
 - ✓ A civic volunteer spirit



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Research Component



Research:

- The goal is to identify the needs of our community in order to guide and educate them about the consequences of DUI and DWI.
- We are also interested in measuring their drinking patterns, their knowledge about the consequences, their social responsibility and what they know about the law.



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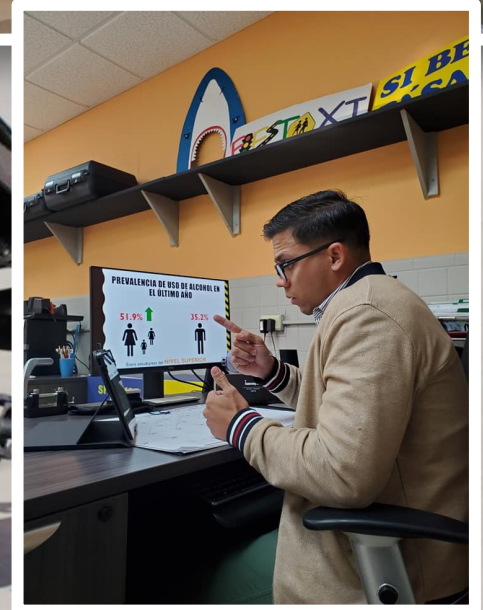
Research Component

Research:

- Research may include surveys, polls, focus groups, on-line surveys, among others.
- Student's level of acceptance of the message is also considered and evaluated as well.
- Students' knowledge about Act 22-2000 and consequences of alcohol abuse are evaluated.



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Research Examples

- Survey on alcohol consumption during the Christmas Holidays.
 - **Results:** Students consumption increases during holidays.
 - **Action Plan:**
 - Lectures and workshops during November and December.
 - Massive campaigns on social media.
 - Newsletters about alcohol-free activities students can do during the holiday vacations.



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Educational Strategies



- Lectures and workshops across the campus community
- Workshops in public and private high schools, off-campus
- Social media publications (FB, IG, TW, YouTube)
- Creative campaigns
- Safety fairs
- Campaigns in the community
- Educational tables



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Select Project Strategies



UPR – Río Piedras Campus

- ✓ **Drunk Driver Victims' Cemetery:** the exhibition of a crashed car is paired with the installation of crosses that simulate a cemetery.
- ✓ Approx. **3,000** people are reached yearly via this strategy.

FIESTA Times Magazine



- Monthly publication
- Articles developed by our peer facilitators and program staff
- Topic: Consequences of consuming alcohol and DWI.
- The magazine has a monthly reach of almost **16,000** people



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Select Project Strategies



UPR – Ponce Campus

- ✓ **Live Theater DWI-Crash:** one-on-one interaction is achieved through the simulation of a car crash caused by drunk-driving. Theater strategies are used.
- ✓ Approx. **3,000** students are reached yearly through the Live Theater crash simulation strategy.

Hall of Terror



UPR – Ponce Campus

- ✓ Students participate in a series of horror scenes and interact with characters related to the consequences of DUI.

Select Project Strategies



PROYECTO
FIESTA XII

Pontifical Catholic University of
Puerto Rico (Ponce)

✓ **Video Production:** custom videos are produced by students and staff personnel. All are aimed at drunk-driving prevention through the engagement of emotions and use of quality visuals. Three of these videos have been projected at southern PR cinemas.


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Educational Presentations



PROYECTO
FIESTA XII

Pontifical Catholic University of Puerto Rico
(Ponce)

✓ FIESTA XII: a total of **960** college and high school students directly participated in the FIESTA XII 90 min. Educational Presentation, during year 2018 – 2019.


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Video



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Thank You!

Video



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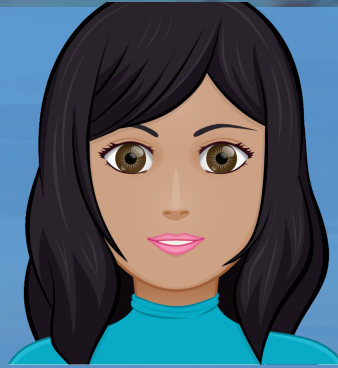


Collaborators



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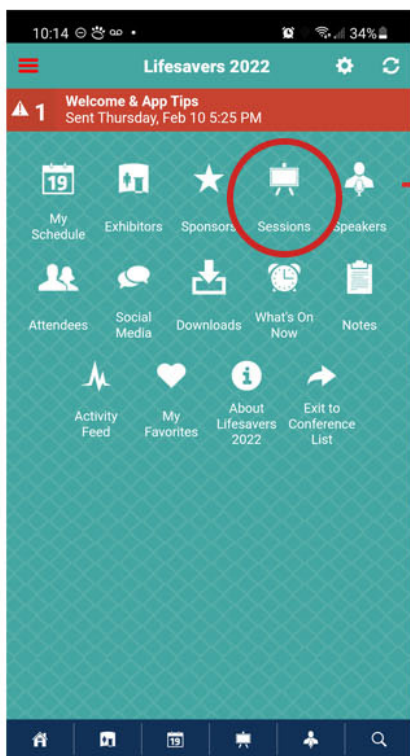
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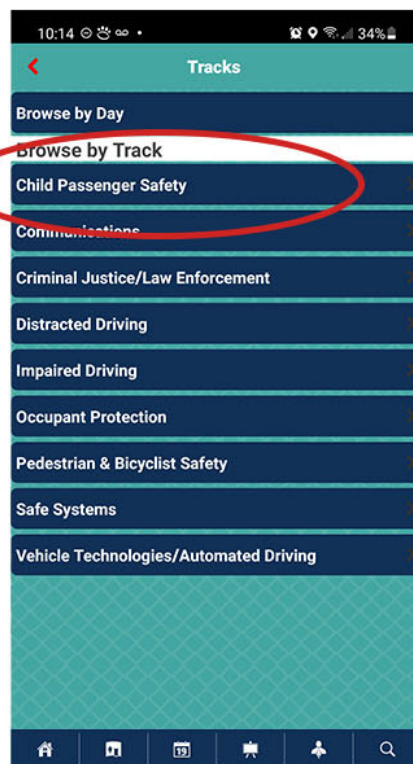




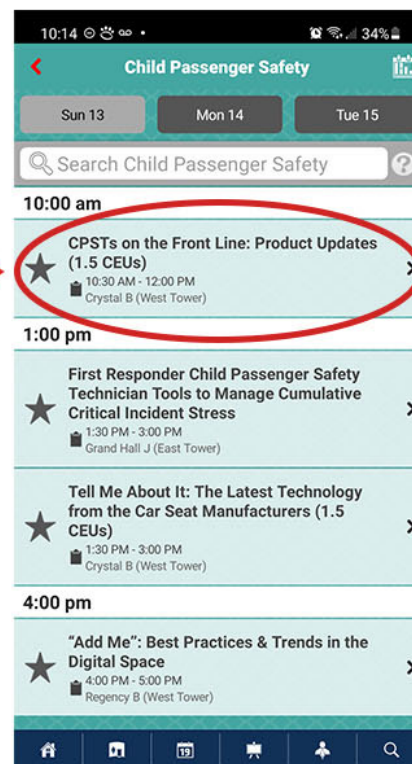
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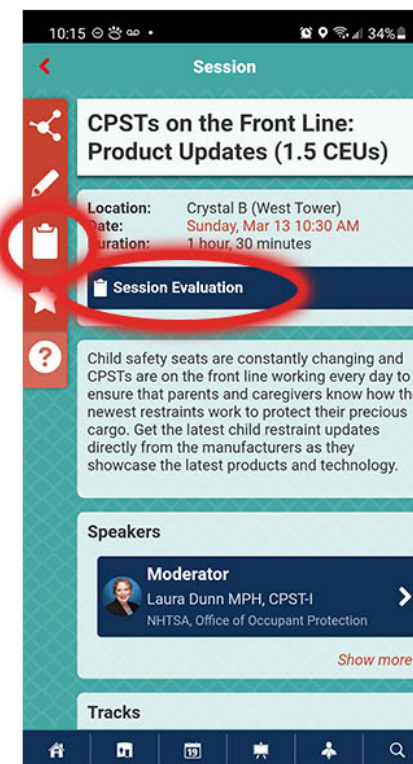
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