

Why not II?

- **II findings compelling – 40-95% reduction**
- **Many public policies are built are much less**
- **But II bruises feelings about civil liberties**
- **Car is symbol of individuality**
- **II is seen as threat, intrusive, Big Brother**
- **People are uncomfortable, unfamiliar with it**

Getting comfortable with II

- **People were uncomfortable with seatbelts**
- **Policy, advocacy, media changed opinion**
- **Research isn't enough**
- **Policy, advocacy and communications must be focus along with research**
- **Strategic media must accompany policy changes about Ignition Interlock**

The story must be told

- **Story idea: The spread of II and other tech**
- **Story idea: Big splash for positive outcomes (align papers with advocacy, policy, communications)**
- **Editorial boards and op- eds**
- **Kudos: Honor public officials who support II**
- **Techies: Wide market for tech stories**
- **Features: Living with II**
- **Think visual: Bring II and bottle of vodka to TV news shows**
- **Radio: Take on the critics on talk shows**

But who's going to tell it?

- **Researchers aren't advocates or news hounds**
- **Policy, advocacy and communications infrastructure needed**
 - **Align communications with policy/advocacy initiatives**
- **Need both key state and federal initiatives**
- **What's the hook? News is local and national**

But who's going to tell it?

- **Identify and train advocates and policy operatives in key states**
- **Develop portable communications strategy**
- **Communications operatives work both key states and federal**
- **Web-based central information center**
- **Alcohol technology trade group?**
- **IIS 8 – Policy, advocacy, communications?**

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