

DRINK DRIVING INITIATIVE

2016 SUMMARY REPORTS



B E E R | P R O D U C E R S '
W I N E | C O M M I T M E N T S
S P I R I T S

The work summarized in this report is part of the implementation of the Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking

ABOUT THIS REPORT



Henry Ashworth
President of IARD

Road traffic crashes result in more than 1.25 million fatalities and as many as 50 million injured people per year. Reducing these figures must remain high on political and public health agendas, especially if we are to meet the UN's Sustainable Development Goal 3.6, to halve the number of global deaths and injuries resulting from road traffic crashes by 2020.

Much work is already being done to improve road safety. In 2016, the United Nations General Assembly adopted resolution A/70/L.44, "Improving global road safety," and identified many best-practice initiatives and strategies, which Member States and stakeholders could adopt to reduce road crashes. In addition, UN Road Safety Week 2017 focused on behavioral measures such as speed management, motorcycle helmets, seat belts and child restraints, and drink driving prevention.

Ultimately road safety is a shared responsibility and government, civil society and the private sector must all play a role in reducing deaths and injuries. The alcohol industry recognizes the dangers of drinking and driving, especially in low- and middle-income countries and has a long history of working in partnerships to prevent or reduce alcohol-related traffic deaths and injuries.

The International Alliance for Responsible Drinking (IARD) and its member companies convene stakeholders to implement drink driving prevention initiatives using strategies that are evidence based and have proved effective in a variety of contexts. These strategies include supporting lead agencies in charge of road safety to build local technical capacity and help establish a maximum legal blood alcohol concentration (BAC) limit that is accompanied by high visibility enforcement.

Seven years after the implementation of drink driving prevention initiatives in countries as diverse as China, Mexico, Nigeria, Russia, and Vietnam, local support is now ensuring that the programs are sustainable. In 2016, IARD focused its efforts to reduce drink driving in Cambodia, Dominican Republic, Namibia, South Africa, and Thailand. This report provides brief case studies of our work, highlighting the achievements of our implementation teams and their ability to overcome obstacles to implement effective drink driving prevention programs.

With the SDG 3.6 target rapidly approaching, we are redoubling efforts in capacity building and strengthening our partnerships. Considerable progress has been made by working through multi-stakeholder collaborations but there is still much to be done to stop so many lives from being cut short.

ABOUT THIS REPORT



About the Beer, Wine, and Spirits Producers' Commitments to reduce harmful drinking

IARD is the secretariat for this historic effort by leading beverage alcohol producers to plan, implement and independently assess the progress and outcomes of its efforts to prevent the harmful use of alcohol. IARD's approach was specifically designed to complement and support the WHO Global Strategy to Reduce the Harmful Use of Alcohol and the United Nations' Political Declaration on noncommunicable diseases (NCDs).

The CEO signatories to the commitments and their companies have pledged to undertake targeted efforts that focus on five key areas over the course of five years (2013-2017)

- Reducing underage drinking
- Strengthening and expanding marketing codes of practice
- Providing consumer information and responsible product innovation
- Reducing drink driving
- Enlisting the support of retailers to reduce harmful drinking

IARD collaborates with stakeholders globally to find local solutions to global problems such as drink driving and underage drinking. Our collaborative interventions, capacity building components, and evaluation of strategies implemented, are designed to ensure country ownership and sustainability of the programs over time. We are grateful to all participants involved in these efforts, particularly our government partners, the beverage alcohol industry, civil society and the private sector for investing their time, effort and resources to create an effective network of stakeholders partnering to prevent or reduce drink driving, change the social norms that condone this behavior and save lives worldwide.

EXECUTIVE SUMMARY

While drink drive interventions will vary by setting and culture, the detailed country case studies within this report point to five critical success factors for developing effective programs that deliver behavior change and ultimately reduce the number of injuries and deaths caused by drink driving.

1. Establishing multi-stakeholder partnership and collaboration

At its heart, this report demonstrates the power of diverse multi-stakeholder groups in moving the needle on drink driving. Alcohol and beverage industry and the private sector have a significant role to play in supporting these efforts, whether this is through the provision of equipment, training, or advocacy. The support of government agencies is a key determinant of success and the most impactful programs are those where there is a strong political will to tackle the issue. And finally, involving civil society and the media is fundamental for building a movement for change and ensuring that any intervention is sustainable.

2. Uncovering and acting on data

Data is crucial to building effective and targeted interventions and data analysis is at the heart of all IARD's programs. Data helps create a clear picture of the scale of the drink drive problem and attitudes relating to drinking and driving. Data is equally important when evaluating interventions and it builds the evidence base needed to create effective, robust and scalable programs.

3. Strengthening legislation

Government action on driving related legislation sends a strong message to the public and establishes clear guidelines for what is acceptable.

4. Enhancing enforcement efforts

While legislation is important, it needs to go hand in hand with strong enforcement. Strong enforcement relies on traffic police being equipped and trained to tackle drink driving and officials having the resources to be able to focus on enforcement. This is an area where alcohol producers can and do play a significant supportive role.

5. Building sustainable programs

Ultimately drink driving programs need to become sustainable and the ownership needs to be passed onto the communities and institutions in which they are operating. The case studies within this report point to several ways in which this can be achieved, from emphasizing a focus on young people to building a cohort of advocates within civil society and creating train the trainer programs.



Approximately 2,000 fatalities occur in Cambodia due to road traffic crashes per year. To address this leading cause of mortality and support the UN Decade of Action for Road Safety, the Government of Cambodia has committed to reduce the number of road traffic crash fatalities by 50% by 2020.

In 2016, the government sought to accelerate progress and address the “anarchy”¹ on the country’s roads by bringing in much stronger road traffic legislation. The new laws increased fines for all traffic violations including drink driving, which is the second main risk factor for fatal crashes and made up 17% of all road traffic deaths in 2016. Enforcement efforts were also stepped up and the police apprehended almost 1.5 million drivers and riders in 2016, a six-fold increase on the previous year. As a result, 278,218 drivers were fined, 605 of whom were sent to court for testing above the legal blood alcohol concentration (BAC) limit.

¹ Khmer Times article, 16.01.2016



79 drink driving education training sessions at communities and schools in 8 cities/provinces were organized in 2016, benefiting 4,815 students and 1,072 other members of the community.

2016 Program

IARD's 2016 drink driving program complemented and supported government action and was delivered by working closely with officials, civil society, and the private sector, including alcohol producers.

The program had four strategic objectives:

1. To build the capacity of key stakeholders to plan, implement, and evaluate effective, evidence-based interventions to prevent/reduce drink driving and harmful drinking;
2. To promote the understanding and use of best practice in road safety management;
3. To foster active participation and coordination amongst all stakeholders, including alcohol producers; and
4. To advance improvements in data collection, access to information, and evaluation to reduce drink driving.

In 2016, IARD expanded its work from Phnom Penh, Kandal, Kampong Speu, Kampong Cham, and Tbong Khmum to also include three neighboring provinces: Preah Sihanouk, Siem Reap, and Prey Veng. These provinces are connected to the strategic national highway system and all suffer from high numbers of road traffic crashes resulting in fatalities and severe injuries, particularly due to drink driving.

Building local capacity to prevent or reduce drink driving is a cornerstone of IARD's activities and in Cambodia, IARD focused its efforts on young people and traffic police.

Educating young people

According to the 2015 national road traffic crash statistics, almost half of all crash fatalities involved individuals between 15 and 29 years old. Working in close collaboration with the Cambodian Red Cross (CRC), the Union of Youth Federations of Cambodia (UYFC), and with support from the Department of Public Works and Transport (DPWT) and the Provincial Traffic Police, IARD visited high schools and universities in Phnom Penh, Kandal,



3 drink driving enforcement trainings for 135 traffic police in Prey Veng, Preah Sihanouk, and Siem Reap provinces were delivered by National Traffic Police Trainers and IARD.



In total, 4 workshops were organized in 2016, reaching 139 participants in the Kampong Cham, Prey Veng, Preah Sihanouk, and Siem Reap provinces.



Following major awareness raising activities during Pchum Ben, a national religious holiday, the department of traffic police reported that road traffic crashes were 31% lower than during the same holiday in 2015.



Kampong Cham, and Siem Reap provinces. The sessions, delivered by IARD and its partners, informed youth about the new road traffic laws, particularly penalties relating to drink driving, and also emphasized the important role that young people could play in promoting responsible drinking across the country.

Enhancing enforcement efforts

IARD worked closely with Cambodia’s General Commissariat of the National Police and the Ministry of Interior (MOI) to organize drink driving enforcement training for 135 traffic police in Prey Veng, Preah Sihanouk, and Siem Reap provinces. The training was designed by a senior international road safety expert from Australia and delivered by a certified trainer. The training increased awareness of current traffic crash figures; addressed the impact of drink driving on traffic crashes and their severity; taught police officers how to conduct safe and effective sobriety checkpoint operations; enhanced the police’s ability to correctly operate and calibrate a breathalyzer; and provided tips on how best to gain support from the media and the general public.

IARD and Industry members also contributed equipment to the police in 8 provinces. Deputy Police General Commissioner Lieutenant General Him Yan expressed his appreciation to IARD and the beverage alcohol producers for their continued support.

Building an army of advocates

With support from the CRC and the UYFC, IARD organized training workshops in four provinces for provincial government officials and the Union’s youth members. The workshops taught participants how to become advocates for drink driving prevention.

Additionally, IARD and the CRC teamed up with the National Road Safety Committee (NRSC), the Ministry of Interior (MOI), and the Ministry of Education, Youth, and Sports (MOEYS) to organize a train-the-trainers workshop in Phnom Penh for 30 CRC branch professional trainers as well as youth from the three new provinces for 2016.

Inspiring behavioral change

Throughout 2016, IARD, working with partners, developed a campaign focused on raising awareness of road safety, the risks of drinking and driving, and the new Road Traffic Law.

While the campaign ran throughout the year, activity was stepped up significantly during holidays and at relevant times of the year. In total, five major awareness raising initiatives were organized. More than 1,260 supporters joined the campaign and a total of 23,200 road users were reached.

Working together to improve road safety on Cambodia's roads

The Cambodian Red Cross (CRC) is actively working with youth and volunteers to create a road safety culture in Cambodia. With the support of IARD, the CRC has been empowering young people and community volunteers to talk about the risks of drink driving at sessions held in schools and with their friends, acquaintances, and families.

“Many road users do not understand the risks and consequences of driving under the influence of alcohol, and pay less attention to road traffic laws. Education and raising awareness for them is essential, and the community wants us to maintain this good action,” said Ms. Sorn Sreyneng, a 17-year-old Red Cross Youth Volunteer at Hun Sen Chambak High School, Kampong Speu province.



Building synergies

IARD also worked to strengthen synergies amongst provincial government officials, civil society, and the private sector by organizing meetings with the CRC to share lessons learned and discuss the challenges faced while implementing road safety programs. These meetings served as an important platform and helped to prioritize activities, raise awareness and inspire road users to follow road traffic safety rules. Similar meetings were also organized in the provinces in which the campaign was deployed.

Next Steps

IARD will continue its efforts to reduce alcohol-related crashes in Cambodia in 2017 with a suite of activities. The Cambodia team and its partners plan to continue to roll out the train-the-trainers' courses for the traffic police and youth leaders of the CRC and UYFC. The successful, well-received school- and community-based education campaigns will continue during holiday seasons. IARD also plans to support the expansion of knowledge about best practices in drink driving enforcement through direct coaching at sobriety checkpoints and meetings, and by donating equipment that will help bolster the effectiveness, efficiency, and safety of police operations at sobriety checkpoints. A pillar of IARD's success in Cambodia has been the organization's ability to build strong relationships with diverse stakeholders within the government, civil society, and the private sector. The IARD team will continue to foster and strengthen these fruitful partnerships in 2017.





The roads in the Dominican Republic have long been amongst the deadliest in the world. According to WHO's 2015 Global Status Report on Road Safety, the Dominican Republic ranked first in the Region of the Americas and 15th in the world in terms of per capita fatalities, with 29.3 deaths per 100,000 inhabitants per year. Experts say this stems as much from socio-cultural factors as economic ones. In the Dominican Republic, the current enforcement of road traffic safety laws is clearly insufficient, and has been so for generations.

“ The issue of drink driving in the Dominican Republic is very serious. IARD’s contribution to the country has considerably increased the likelihood of effectively addressing this problem. Hopefully in this new stage of traffic law implementation, drink driving will be prohibited and sanctioned. The country is grateful for the contribution of IARD to prevent or reduce this great problem, which affects mainly young Dominicans who die every day at the hands of alcohol-related crashes. ”

Dr. Luis José Asilis
CEO Metro Group



2016 Program

Starting in 2015, IARD recognized an urgent need to reduce road traffic crash fatalities and undertook an assessment of the drink driving situation in the country. IARD also identified and convened concerned stakeholders who had not previously worked together to establish an evidence-based drink driving prevention program. IARD also began to take part in Ministry of Health alcohol cluster meetings. This led to the signing of a memorandum of understanding (MOU) to address and prevent alcohol-related harm, including the prevention and reduction of drink driving. The signing of the MoU was historic, as it was the first-time beverage alcohol producers and the Ministry of Health had formalized an agreement to work together to improve public health. As a provider of technical assistance IARD has:

- Identified and built relationships with key stakeholders;
- Engaged partners in project development; and
- Worked closely with local road safety authorities to donate breathalyzers and train the police force

IARD also supported the establishment of a maximum blood alcohol concentration (BAC) limit for drivers and proposed high-visibility sobriety checkpoints, as a well-proven strategy to enforce drink driving legislation. A pilot will be launched in Santo Domingo in 2017. During the pilot, police officers will be trained to address drink driving more effectively. The pilot will be evaluated by a research institution using pre- and post- surveys. The pre-intervention survey was conducted in May 2016, and the follow up survey will be held in 2017 after the implementation of the program and media campaign.

IARD's work has already achieved wide recognition across the country. Congressman Tobias Crespo, who sponsored the new traffic law: "We value in a positive way the efforts of IARD to foment, through its programs, the responsible consumption of alcohol to prevent traffic crashes, and above all: save lives."



Creating an alliance for road safety

As a first step in designing the drink drive prevention program, IARD conducted a sweeping national assessment of groups already involved in road traffic crash injury prevention in the Dominican Republic and invited them to collaborate on improving the situation on the country’s roads, starting with a roundtable discussion concerning legal BAC limits and other legislative measures to prevent drink driving. A workshop was also organized to present the IARD strategy. Stakeholders represented included authorities and law enforcement, private sector companies, journalists and media outlets, civil society groups, and academic institutions. The response was overwhelmingly positive, and in 2016 IARD initiated partnerships with a wide range of institutions and businesses.

<p>Company Grupo Centro Cuesta Nacional (CCN): One of the most important retail business groups in the country.</p>	<p>TEXACO GB Group - (Gilbert Biggio): GB Group owns more than 100 Texaco gas stations in the Dominican territory.</p>
<p>Radio Station LA 91.3 FM: The station reaches a large and diverse audience.</p>	<p>Listin Diario Newspaper: This newspaper editorial house has the highest readership in the country.</p>
<p>METRO TOURS, S.A.: The largest bus company in the Dominican Republic, and recently became a strategic partner to IARD’s drink drive program.</p>	<p>ARS Humano: One of the largest insurance companies in the country</p>
<p>The Rica Foundation: The foundation develops programs and initiatives in schools, youth clubs, and other areas of social responsibility to help and encourage healthy practices in Dominican communities</p>	<p>FUNDARED: a local NGO that has accomplished important road safety and transit education work in the past.</p>
	<p>Dominican Association of Health Risk Companies (ADARS): The body plays very important role in the insurance sector.</p>

Government Partners and Key Stakeholders: Ministry of Public Works and Communications (MOPC); Metropolitan Transport Authority (AMET); Ministry of Health and Social Welfare (MISPAS); Ministry of Interior and Police (MIP); Ministry of the President; Dominican Congress; Land Transportation Development Fund (FONDET); Technical Office of Land Transportation (OTTT); Deputy Ministry of Competitiveness Management (MEPYD); Office of the Attorney General; and the Directorate General of Land Transportation (DGTT).



Creating a baseline

As described earlier, a pre- and post-intervention survey is crucial to developing an effective campaign and establishing a baseline. IARD selected a local firm to gather critical information on the attitudes, beliefs, and practices of Dominican drivers with regards to drink driving. This was accompanied by research observing the characteristics of alcohol consumers, their consumption patterns, and local alcohol traditions.

The pre-intervention survey showed:

- More than 11% of interviewed drivers did not have a driver's license;
- Over 14% of interviewed drivers did not have a valid driver's license;
- Over one-third of respondents indicated that they consumed alcohol mostly in public bars;
- Over 56% of respondents indicated that they consumed alcohol daily;
- Over 65% of respondents indicated that they began consuming alcohol between the ages of 16 and 18
- Over 10% of respondents indicated that they became intoxicated first after 10 drinks; and
- The average age of first consumption was between 12 and 13 years old.

Raising awareness

Understanding the significant role of media campaigns in shaping public opinion, IARD summarized, translated, and distributed the WHO's Reporting on road safety: a guide for journalists, which includes recommendations and guidelines for involving journalists in social marketing campaigns.

IARD also played an active role during the Dominican Republic's National Road Safety week and took part in a public roundtable organized by the Presidential Commission for Road Safety. IARD's local team also participated in the Technical Table for Road Safety, a unit created by the National Commission for Road Safety as a priority by President Danilo Medina. The team also supported Congressman Tobias Crespo on the Transit law as it went through Congress.

Next Steps

IARD continues to raise awareness of drink driving through the media, and IARD representatives have been interviewed on local radio shows in Santo Domingo.

The drink driving prevention program is now at a key juncture, and IARD is expecting some decisions to be made by the Ministry of Public Works and Communications. IARD hopes to formalize its collaboration and help tailor the breathalyzers to the needs of the country, develop a strong educational and informational campaign, implement a chronogram for police training, and develop and evaluate the pilot.





In 2013, Mexico reported a rate of 12.3 deaths for every 100,000 inhabitants, which translates to an average of 15,000 deaths per year. In the same year there were a total of 22,000 alcohol-related road traffic crashes nationwide. In recent years, the Government of Mexico has made considerable progress in reducing the number and severity of traffic crashes. The rate of progress accelerated when the Public Safety Secretariat (SSP) implemented its first sobriety checkpoint program, “Drive Alcohol Free,” in Mexico City in 2003. Between 2003 and 2013, the rate of alcohol-related fatal crashes decreased by 35%, from 40,918 to 26,986.

Since 2015, and based on the effectiveness of producer efforts to prevent or reduce drink driving, the National Commission Against Addictions (CONADIC) has taken this program as a model and scaled it up nationwide, with promising results.

IARD has worked with national, state, and local stakeholders since 2011 to deliver targeted efforts aimed at reducing alcohol-related crash fatalities and injuries, whilst also increasing local capacity to deliver effective multi-faceted programs that support the government’s traffic crash reduction targets. For example, this combined effort has resulted in a 44% decrease in alcohol-related traffic crashes in Puebla between 2013 and 2016.

24%

Increase in sobriety checkpoints and alcohol-related traffic crashes have dropped 18% nationally.

“I’d like to express my gratitude to FISAC for the workshop and training provided to the personnel I coordinate in the sobriety checkpoint program in the state. The attendees were highly satisfied with the information they received, the quality of the speakers, and the didactic material that was shared... the impact these courses have had on our program is high. This year, two new municipalities have joined our program, and we’ll surely be asking them to take the courses too.”

Dr. Francisco Bernabé Jiménez
Health Secretariat in Puebla



2016 Program

During 2016 we:

- Signed a collaborative agreement with CONADIC to prevent drink driving, amongst other alcohol-related issues;
- Participated as trainers in the National Strategy for Implementing, Strengthening, and Standardizing the Drive Alcohol Free program; and
- Organized Train the Trainer workshops for telephone operators of the Citizen Attention Line Against Addictions (CECIADIC), the Secretariat of Public Education of the state of Puebla, and counselors at the University of the Americas, Puebla.

Training key stakeholders

In 2016 IARD and FISAC’s signature program, Towards Zero Deaths from Drinking and Driving, was transitioned to local stakeholders with sponsorship from wine and spirits producers in Mexico. FISAC also signed an agreement with CONADIC to collaborate in the prevention or reduction of drink driving on Mexico’s roads. The 2016 program would not have been as successful if not for the generous support of Bacardi, Beam Suntory-Tequila Sauza, Casa Herradura-Brown Forman, Diageo Mexico, José Cuervo, and Pernod Ricard Mexico.

In 2016, FISAC implemented the Towards Zero Deaths from Drinking and Driving program in 14 new states, and offered refresher courses in 7 additional states. The training program included a two-hour course on the road safety situation in Mexico, followed by a presentation on the effects of alcohol and a 13-hour interactive training on the implementation of sobriety checkpoints. As part of the program, FISAC also advised states on good practices regarding prevention and reduction of alcohol-related road traffic crashes and helped to develop and implement a communications campaign that would engage the public.



Case Study

Train the Trainers for replicators of the “Towards Zero Deaths from Drinking and Driving” workshop

As part of the Agreement with CONADIC, FISAC conducted a second 18-hour train-the-trainers’ session for telephone operators employed at CECIADIC in 2016, targeting 35 staff members who were selected to participate. FISAC’s trainers, Program Coordinator Adriana Rojas Ruiz and Coordinator of International Affairs Diego Velasco Ureña, covered a range of issues on alcohol-related harm as well as tools that the future trainers can use when implementing their training. They worked closely with each participant to coach them in face-to-face interactions. Attendee feedback was overwhelmingly positive.

Trainees were assessed and those that met a set of criteria were awarded a certificate provided by FISAC officially endorsing them as future presenters of the two-hour training.

The training was often supported by the Secretaries of Health and State Commissioners. Participants typically included staff of relevant government departments and agencies such as health, police, judges, members of civil society, university staff, and representatives from the private sector. Pre-assessments and evaluations were conducted for all of the training. The pre-assessment enabled trainers to gauge the level of knowledge and attitudes of participants so that training could be tailored. The evaluation helped trainers to understand the effectiveness of the session, understand how knowledge and perceptions have changed, and how training could be improved. An analysis of 824 evaluation forms indicated a 47% increase in the knowledge of participants. Based on feedback from these evaluations, FISAC introduced PowerPoint presentations, added visual aids, such as videos on the effects of alcohol on the central nervous system, and presented the concept of the standard unit to reinforce information provided by the speakers.

In total, FISAC trained 1,855 individuals based in 14 states through its collaboration with CONADIC’s national program, Drive Alcohol Free. This brought the total number of courses provided and beneficiaries of FISAC’s work to 220 municipalities in 26 states between 2015 and 2016. 2,455 representatives from state and municipal health and public safety secretariats were trained, 1,130 of whom were police officers.

One participant noted the training sessions were “excellent in providing information, technical skills and group management.” Another participant stated, “The speakers are excellent and their knowledge, together with their friendly and dynamic presentation style, made the transmission of the information clear and interesting to listen to.”

Next steps

FISAC will focus their efforts on the following activities:

- Implementing the Drive Alcohol Free program training courses in the remaining five states;
- Providing continual technical assistance to states that have already implemented sobriety checkpoints and are operating a breathalyzer program;
- Continuing train-the-trainer courses for representatives of CONADIC in various states in Mexico, so they can cascade the training courses to the public; and
- Supporting CONADIC’s communications efforts by actively publishing updates, photos, and videos on FISAC’s website, www.alcoholinformate.org.mx, and social media platforms Facebook, Twitter, and Instagram (@MitosAlcohol), as well as on YouTube (AlcoholInformate).

“When people finally understand that even one preventable death is too much, it’s then that we know we’re on the right track.”

Jessica Paredes Durán
FISAC Director of Community Services



With more than 700 annual fatalities and a population of roughly 2.3 million people, Namibia has one of the highest rates of road traffic crash fatalities in the world. Statistics from the Windhoek City Police indicated that 34% of all traffic crashes appear to be alcohol-related, with an estimated 24% of pedestrians involved in these road crashes. Unfortunately, National Traffic Police Force records are not reliable, and it is assumed that the entire country has a 34% prevalence of alcohol-related traffic crashes.

In 2015, IARD and the Namibian Self Regulating Alcohol Industry Forum (SAIF) launched an ambitious collaboration to reduce drink driving in Namibia through three coordinated programs:

1. Supporting national advocacy and training efforts to reintroduce the Alco Test 7110 MK111 Breathalyzer in Namibia;
2. Supporting the Namibian traffic police in conducting random breath testing (RBT) checkpoints; and
3. Increasing knowledge and awareness among the general population about the risks of drink driving within the framework of a public dialogue program.



2016 Program

In 2015, IARD concluded a “Knowledge, Attitudes, and Perception” survey on alcohol consumption and drink driving in eight Namibian towns. The results indicated that Namibians tend to drink drive because they do not worry about being apprehended. Namibia’s road traffic legislation became difficult to enforce in 2013 after the evidential breathalyzer used at the time, the Alco Test 7110, was successfully challenged in court and repealed. With no devices available to measure a driver’s blood alcohol concentration (BAC) level, the only option for testing whether a driver was intoxicated was to obtain a blood sample. Law enforcement agencies received very little support for requiring blood samples from drivers, resulting in a dramatic reduction in law enforcement efforts to reduce or prevent drink driving.

Thanks to the situational analysis conducted by IARD and SAIF and successful advocacy efforts by a diverse group of concerned stakeholders in 2015, the Government of Namibia amended the “Road Traffic and Transport Act of 1998” to include the Breathalyzer Alco Test 7110 MK111 as an evidential device.

Putting regulation into practice

SAIF organized an orientation workshop in December 2015 with members of the Office of the Prosecutor General and traffic officers from the Windhoek City Police and Namibian Police (NAMPOL) from Windhoek, Otjiwarongo, Swakopmund, and Walvis Bay to outline the necessary steps for implementing the new regulation. The group quickly identified that the trainers’ certificates were expired and the evidential breathalyzers had not yet been approved.

SAIF launched the Driving Under the Influence (DUI) program to support the strengthening of law enforcement and worked with the Namibian Standards Institution (NSI) to obtain technical approval for the Drager 7110 MK III Evidential Breathalyzer and train a group of master trainers in using this BAC measuring device. NAMPOL and City Police nominated seven officers to become master trainers who would cascade the training courses to all traffic law enforcement officers in Namibia by mid-March, the peak travel periods of Independence and Easter weekends.

SAIF held a press conference in March 2016 to announce the new regulation and its plans to reintroduce the 7110 Breathalyzer. All speakers emphasized the point that



driving under the influence is a criminal offense and that police officers can and will test drivers anywhere and anytime. Drink driving victim Julian Roos was a member of the panel and his story received extensive coverage across national media outlets, including television. The government also used the occasion to award the seven master trainers with certificates and official recognition for their contributions.

Making a difference

Data from the Traffic Law Enforcement Division indicated that there were 93% more drivers found to be over the legal BAC limit during the Festive Season period of 2015 than there were in 2016. The Deputy Commissioner Ludwig felt that the breathalyzers and visits from the Command Officers made an enormous difference in identifying offenses.

The Motor Vehicle Administration (MVA) Fund noted a 55% decrease in fatalities, a 17% decrease in traffic crashes, and a 15% decrease in persons injured during the Easter holiday compared to 2015. The Private Sector Road Safety Forum, a voluntary collaboration between local businesses and diverse organizations aiming to improve road safety, commented that the decreases in fatalities could be attributed to a combination of three factors:

1. the presence of law enforcement officers;
2. much better cooperation among the key stakeholders; and
3. an increased recognition by citizens of their own responsibility to use the roads in a safe manner.



Improving enforcement efforts

We are here! (Oputuli!)

The MVA Fund found that one of main problems to implementing random breadth testing was the lack of well-trained officers within law enforcement agencies. SAIF and other stakeholders were invited by the MVA Fund to jointly implement a strengthened RBT project that became known as Oputuli!, meaning "We are here!" SAIF partnered with the MVA Fund, National Road Safety Council (NRSC), Roads Authority (RA), Namibian Police Traffic Division (NAMPOL), and Local Authority Police Divisions to set up and run temporary RBT checkpoints in various towns simultaneously, staffed by local law enforcement agencies and volunteers. IARD and SAIF became the main sponsors of this initiative, which was implemented between August 2016 and March 2017.

The temporary checkpoints were set up mainly on the B1 and B2 trunk roads, the Trans-Kalahari Highway, and the towns covered by these roads. A minimum of two interventions were held monthly. These randomized tests garnered significant findings. On the trunk



roads, between 1.5% and 2% of drivers tested positive for alcohol. In urban areas, 50% of drivers tested positive, and in the city of Otjiwarongo, 80% of drivers tested during a pay-weekend were found to be driving under the influence of alcohol.

Building public awareness and engagement

IARD and SAIF were active partners in the #SaveOurLives (SOL) campaign, a public education initiative to encourage personal responsibility for safe behavior on the roads. The campaign focused on the main risk factors in Namibia, including drink driving, and was launched as part of the annual UN Global Road Safety Week.

SAIF also implemented the Public Dialogue project to engage citizens in an interactive discussion about drink driving and facilitate the development of a culture of responsible road use. The project consisted of public talks to nine secondary schools, four training institutions, and six talks to local businesses. This outreach was supplemented through radio and Facebook advertising. Almost 2,500 people were engaged in targeted conversations through Facebook posts and the project page likes increased by 27,512 by the end of 2016. Socialbakers, a social media research company, said that the Facebook page is the biggest online community and fastest-growing website in Namibia. The page has become an essential tool in assessing the public's perception towards DUI. The comments and posts by visitors indicate that the public supports the increased effectiveness of RBT.

Next Steps

At the end of 2016, SAIF initiated a post-campaign survey. This data is being analysed at the time of the production of this report, but the general indication is that there is a much wider acknowledgement and acceptance that drink driving is a contributing factor to road traffic crash fatalities.

In 2017, SAIF will establish Traffic Reservists in various towns. They will liaise with the local police and implement RBT interventions. Public Dialogue will continue through talks as well as through the SAIF Facebook page.



RUSSIA



Russia has taken tremendous steps as part of several successive federal road safety programs to reduce road traffic crash fatalities through a series of corrective measures such as new legislation, higher fines and penalties, and more robust enforcement as well as comprehensive public education campaigns. These efforts have driven measurable annual improvements despite a steady increase in vehicle registrations. For example, between 2004 and 2015 the number of registered vehicles in Russia increased by 58%. Within the same period, the number of traffic crashes decreased by 11.8% and the number of fatalities dropped from 34,506 to 23,114. In March 2016, the State Council on Road Safety, chaired by Russian President Vladimir Putin, met to review the road safety situation and reconfirm the government's commitment to preventing traffic crash injuries on the country's roads. Despite visible progress, numbers remain high in comparison to international figures and the members of the council unanimously agreed that much more needed to be done.

IARD is proud to have been contributing to Russia's road safety improvement efforts since 2011. In 2016, IARD continued to work closely with partners in Russia to roll out Avtotrezvost across the country and encourage various stakeholders to prevent drink driving.



Avtotrezvost is a 90-minute interactive seminar on drink driving that complements the standard curriculum on traffic regulations used in Russia's driving schools. It was initially launched at eight driving schools in the Smolensk region in 2014, including Smolensk, Yartsevo, Vyasma, and Safonovo. Avtotrezvost covers five thematic areas: statistics on the problem in Russia and the local community where the module is being taught; the impact of alcohol on the body and brain; drink driving risks; legislation pertaining to drink driving; and actions that individuals can take to avoid drink driving. Since its launch, Avtotrezvost has received widespread praise from the federal government and from other stakeholders at the regional level.

Speaking at the national forum of narcologists in Moscow in October 2016, Evgeny Brun, Chief Narcologist of the Russian Ministry of Health and President of the Professional Association of Narcologists stated: "This is a very valuable project and we recommend it for wider use in preventive work."

The project aims to influence attitudes and ultimately to stop people from drink driving by increasing knowledge about risks, including penalties, among students attending driving schools. It also aims to decrease social tolerance of drink driving and foster collaboration among road safety stakeholders in Russia. Speaking at the project's

2016 program

2016 was important for IARD in Russia, as it was the first year during which local partners funded and led the implementation of the Avtotrezvost program, developed by IARD in 2014. IARD supported the move towards local ownership by continuing to provide technical assistance in 2016. The Laboratory on Road Organization and Safety of the Moscow Automobile and Road Engineering Technical University (MADI) assumed the overall coordinating role in Russia. Also, during 2016, IARD's corporate partners worked closely with regional and city government representatives of Avtotrezvost in five new regions and republics. MADI also continued to provide technical assistance and communications support to the regions that were already implementing the initiative.

Expanding the Avtotrezvost curriculum

The acceptance and success of Avtotrezvost in Russia is thanks to a dedicated and diverse group of individuals at MADI as well as those within the Russian government, academia and civil society. There has also been tremendous commitment in reducing alcohol-related road traffic deaths amongst all IARD's partners in Russia.²

In September 2015, the Minister of Health published an order stating that narcologists and psychiatrists have a professional duty to work towards preventing drink driving and should conduct lessons in driving schools or give their own lectures on the topic. Scientific Boards also advocated for the curriculum to be integrated into medical school curricula and disseminated to the Russian population through mass media.

In 2016, the Avtotrezvost curriculum was expanded to include content relevant for public health professionals and psychiatrists. Leading scientists from Russia's Research Institute on Narcology and the Scientific Boards of the Serbsky Center and MADI reviewed and approved the additional content. The 2016 Avtotrezvost curriculum was published as a book for driving school teachers and public health sector employees working on alcohol-related harm prevention. Rafis Baishegurov, a driving school teacher from Sterlitmamak, Bashkiria stated, "As a driving school instructor I can say that any of my colleagues can pick up and use the module in a brief introduction seminar. The interactive lesson is great at gaining and keeping the attention of the driving school students. It makes them think by engaging them in discussion as opposed to the traditional lecture."

The ABC Committee, an IARD partner in Russia, commissioned the development of a smartphone application to be used in conjunction with the Avtotrezvost curriculum. The app was tested by "Active Safety," one of the leading driver training centers in Moscow, and was recommended for use in all Russian driver training schools.

Commitment to implementing the initiative is so strong in some regions of the country that regional government departments have taken additional steps to make it even easier for their driving schools to integrate Avtotrezvost into their existing driver training programs. For example, the Ulyanovsk region's Ministry of Education drafted "Guidelines for including the Avtotrezvost in the driving school programs and curriculum."

² Heineken Russia was instrumental in taking Avtotrezvost to the city of Sterlitamak in the Republic of Bashkortostan; Efes Rus, is supporting programs in Ulyanovsk and the Ulyanovsk region; SUN InBev is active in Saransk in the Republic of Mordovia, as well as Ivanovo and the Ivanovo Region, and the ABC Committee supported the revision of the Avtotrezvost manual, invested in "Avtotrezvost" smart phone application and launched the project in 40 driving schools in Moscow. Seven companies are members of the ABC Committee in Russia: Bacardi, Brown Forman, Campari, Diageo, Hennessy, Maxxium, Pernod Ricard)



launch in Moscow, Elena Zaitseva, Executive Director of the National Association of Driving Schools, said that “drinking and driving is a serious problem in our country. Thanks to Avtotrezvost, we are getting ahead of the problem. Driving license candidates learn about the effects of alcohol on the body and on their judgement as well as Russian laws and penalties for drinking and driving, before they get their driving license. We have no doubts that Avtotrezvost will help prevent drinking and driving.”



The effectiveness of Avtotrezvost in improving knowledge and raising awareness

Data collected in pre- and post-intervention questionnaires involving 290 students in eight driving schools in Sterlitamak, the second largest city in the Russian Republic of Bashkortostan, showed that Avtotrezvost increased knowledge and awareness about the risks of drink driving. After the program there were 50% more students who did not trust their own personal judgment or their ability to drive a motor vehicle safely after drinking alcohol. The research also indicated increases in knowledge about drink driving legislation, penalties, and the effects of alcohol on the body.

The Deputy Head of the City Administration, Asat Kamaletdinov stated that “this is a good initiative and we will continue to support it. There are many more law enforcement and punitive activities related to drinking and driving. This project is a good example of community involvement. It unites different partners and ensures their participation, including support from businesses. We will use our administrative resources to help promote it.”

Because of the Avtotrezvost program, Mr Kamaletdinov began to mobilize joint efforts by convening regional road safety stakeholders three times a year and seeking to attract and stimulate more groups to champion the prevention of drink driving in the Bashkortostan Republic.

In 2016, Heineken, with support from the city administration, engaged insurance, transportation, and logistics companies, as well as trade centers, to become involved and launch a joint public education campaign. Heineken developed a campaign kit for partners to distribute that included key messages, posters, and stickers. Education sessions and leaflets were given to their drivers, as well as to the drivers of their partner companies.

Researchers have found Avtotrezvost to be both an effective and scalable program.



Building recognition

The Department of Information Policy of the Ulyanovsk region awarded Avtotrezvost the title of the best non-commercial public education program of the year at the 10th regional Public Relations Summit in Ulyanovsk. In July 2016, the award was given to the leaders of the project from the Ulyanovsk traffic police and Efes Rus. The Avtotrezvost project was expanded beyond the driving schools to corporate fleets and institutions. Local stakeholders mobilized resources for a community-wide public education campaign and engaged people through diverse media and events with messages about the risks of drink driving, Russian legislation, and penalties if apprehended for drink driving. The traffic police strengthened enforcement efforts during the campaign and set up sobriety checkpoints. According to city authorities, during the campaign, which was implemented between January and June, approximately 1,794 drivers were detained for drink driving, the number of alcohol-related road traffic crashes decreased by 35%, the number of traffic crash fatalities decreased by 59%, and the number of injuries decreased by 29%. "Avtotrezvost has proven its effectiveness and utility for our society," said Pavel Degtyar, Deputy Minister of Health of the Ulyanovsk Region. "We support this initiative and hope that it will continue in the future. It is important to note that Avtotrezvost also helped to unite the efforts of all stakeholders and was able to engage the support of new partners."



Scaling up

A growing number of regions have expressed interest in using Avtotrezvost. In 2016, it was launched in 40 driving schools in Moscow, the Republic of Mordovia, and Ivanovo Region.

The Deputy Head of the Mordovia Police said: "alcohol-related traffic crashes have severe consequences. In 2016, Mordovia suffered from 126 crashes involving drivers under the influence of alcohol. Therefore, we welcome and support this educational project in our republic."

SUN InBev is sponsoring Avtotrezvost in the Mordovia Republic and Ivanovo Region and plans to expand the initiative to the Omsk, Volgograd, and Klin regions, where the company has operations. Approximately 5,000 driving license candidates will attend an Avtotrezvost course as a direct result of SUN InBev's support.

Spreading the word

Project partners have spoken about Avtotrezvost at various conferences and meetings in Russia and across the world throughout 2016.

- In June, Professor Silyanov, Head of Road Organization and Safety Laboratory at MADl, presented the initiative to an international delegation in Berlin at a conference organized by Germany's Federal Highway Research Institute (BAST).
- The initiative was presented to an international delegation during the International Commission for Driver Testing (CIECA) in Madrid and at the ICATDS workshop in Venice
- IARD was invited to speak about the involvement of beer, wine, and spirits producers in preventing drink driving in Russia and worldwide at the VI International Congress Road Safety for Safety of Life in St. Petersburg in September and during the Road Safety in Big Cities Conference.
- IARD partners Heineken and MADl organized a session on the expansion of Avtotrezvost during the Republican Conference on Road Safety in Ufa, in the Bashkortostan Republic, for the heads of district education units and the communications officers of the traffic police from across the republic. A similar session was organized by Efes Rus with traffic police leaders in Kazan, Republic of Tatarstan.



Avtotrezvost was featured in several publications:

- Monthly magazine Auto Transport Enterprise published an article titled “How to make changes to driving school curriculum while implementing Avtotrezvost” (M. Batanova, I. Poluektova, M. Plotnikova);
- Quarterly journal Personal Independence, published an article titled “Avtotrezvost is speeding up. Parts I and II” (A. Burtsev, M. Plotnikova);
- The scientific journal Science and Technologies in the Road Industry, published the article “Criteria of alcohol impairment of a driver” (A. Burtsev).

Next Steps

In 2017, IARD’s partners in Russia will continue to implement Avtotrezvost and pursue three main objectives:

- Increase knowledge about the risks of drink driving among driving school students and experienced drivers;
- Reduce tolerance towards drink driving through public education campaigns; and
- Strengthen partnerships among key stakeholders.

From an operational standpoint, the partners intend to focus on the following:

- Expand cooperation with the Ministry of Education to integrate Avtotrezvost into the national driving school curricula (to make it obligatory for all driving schools);
- Include the project in the new national Road Safety Strategy 2018-2022;
- Promote Avtotrezvost to public health professionals through relevant channels;
- Further extend the number of launch regions with the goal of adding a minimum of five new geographical areas in 2017 (Republic of Bashkortostan, Republic of Tatarstan, Omsk, Volgograd, Klin city in Moscow region, Kemerovo, Tuva, and the Krasnodarsky region); and
- Work with the traffic police to develop approaches and initiate research on the number of Avtotrezvost “graduates” involved in alcohol-related traffic crashes.





In 2016, the Government of South Africa launched a new road-safety strategy: “Moving South Africa Forward 2016 – 2030.” The strategy aims to halve the number of road traffic fatalities by 2030. While South Africa has made considerable progress in reducing the number of deaths on the nation’s roads since their peak in 2006, their numbers remain high at 26 deaths per 100,000 inhabitants³, and there was a 2% increase in road traffic crash fatalities between 2014 and 2015. Pedestrians and children are particularly vulnerable, with people younger than 35 years old accounting for 60% of all traffic fatalities. The combination of speed and alcohol accounts for 60% of road crashes, and according to WHO, an estimated 58% of traffic deaths involve alcohol.⁴ In addition, 3,000 adult pedestrians suffer fatalities as a result of traffic crashes per year, and 70% of them tested positive for elevated blood alcohol concentration (BAC) levels, with one out of every seven drivers believed to have elevated BAC levels at night. For these reasons, drink driving prevention is a priority of South Africa’s national road safety strategy, and IARD is honored to contribute to these efforts.

³ 2015 World Report on Road Traffic Injury Prevention, WHO

⁴ 2015 World Report on Road Traffic Injury Prevention, WHO



2016 Program

Once again, IARD teamed up with the dynamic NGO Young-Free-Educated (YFE) in 2016 to deliver a suite of activities focused on raising awareness amongst university students about the risks of drink driving and alcohol-related harm, as well as supporting the traffic police to strengthen law enforcement efforts.

The 2016 program consisted of four types of activities:

1. campus activation including a dialogue event and an information exposition;
2. awareness-raising campaigns at police roadblocks;
3. awareness-raising campaigns at filling stations; and
4. media campaigns and social media engagement.

YFE engaged South African celebrities to help raise the profile of the program's key messages to drink responsibly and not to drink and drive. YFE's activities were well-received by the universities and local and provisional governments.

Gugulethu Xaba, President of the National Association of Student Development Practitioners (NASDEV), stated that "the program is timely and fits well with the current challenges that are faced by our students. The attendance rates demonstrate that the program's facilitators and speakers are relevant to the targeted audience. The institutions have already started to request the project is continued. We commend the professionalism and commitment that has been demonstrated by the staff and volunteers of YFE and [the Industry Association for Responsible Alcohol Use (ARA)]. We believe that this partnership will indeed help to impact more lives in a positive way and indeed build a better South Africa."

Engaging students

The Campus activation events took place over a three-day period and were supported by South African Broadcaster (SABC) to maximize media exposure. Two Dialogue events took place in Polokwane and Ga-Rankuwa. These interactive discussions covered a range of topics related to responsible alcohol consumption, including the risks associated with drink driving and actions young people can take to mitigate the risks. More than 430 students from several university campuses participated in each of the Dialogues.

Information Expos brought young people together with celebrities and harmful drinking prevention experts to promote awareness and inspire a sense of individual responsibility for preventing peers from drink driving. Activities included musical performances and competitions in the form of questions to test participants' knowledge about the effects of



46%

Reduction in
traffic deaths
during the 2016
Easter holiday.

alcohol on their bodies, road traffic legislation and drink-drive penalties, messages about the risks of drink driving on large screens, an educational exhibition, and inspiring talks about actions youth can take to prevent alcohol-related harm. The organizers used this entertaining and highly interactive environment to disseminate and reinforce key messages about the responsible use of alcohol.

YFE organized Information Expos in institutions of higher education such as Rhodes University and Tshwane University of Technology, as well as two community expos in Kagiso and Soweto. The activities at Tshwane University of Technology (Ga-Rankuwa campus) were broadcast live from the venue. Unfortunately, due to student protests unrelated to YFE, some of these events needed to be cancelled or postponed.

"YFE has done the biggest event on our campus, educating students about how to prevent alcohol-related harm. I think they've helped a lot of students to become aware of their own drinking problem. Students in South Africa often drink when they're frustrated, and we've learned through the Dialogue and Information Expo to confide in our loved ones instead of ruining our bright futures. We have a future ahead of us and are thankful to YFE for reminding us of that. We appreciate the Dialogue and the time they invested in helping us. We wish to see YFE more often on our campus!" – Noluthando Mthombeni, Tshwane University of Technology – Ga Rankuwa Campus SRC member.

Raising awareness amongst drivers

In the second half of 2016, YFE launched a collaboration with the traffic police to raise awareness amongst drivers about the risks of drink driving. YFE worked alongside traffic police officers at roadblocks, where the implementation teams handed out pamphlets with information about the risks of drink driving and actions to take to avoid getting behind the wheel after consuming alcohol. They also invited drivers to complete a short anonymous survey to assess their knowledge about drink driving. As a thank-you for participating in their survey, YFE gave drivers a bag with fuel vouchers and other gifts. Four roadblocks were installed in 2016 in the Limpopo, Gauteng, North West, and Free State provinces.

Being proactive during the holidays

In partnership with the South African National Council on Alcoholism (SANCA), Arrive Alive, Alcohol Society South Africa (ASSA), and South African Police Services (SAPS), YFE implemented the "Let Life Thrive" campaign during the Easter Holiday. The campaign hosted activities at taxi stops, filling stations, and toll plazas, during which YFE handed out informational materials to drivers and passengers about the risks of drink driving and encouraged them to stay safe on the roads. In total, YFE distributed nearly 3,000 flyers and t-shirts as well as disposable breathalyzers to drivers.

According to a report released by then-Minister of Transport Dipuo Peters, 156 road traffic deaths were registered during the 2016 Easter holiday. The Road Traffic Management Corporation (RTMC) noted that the main causes of the fatal crashes were fatigue, drink driving, and reckless driving. Whilst the total number of recorded fatalities was high, it represented a significant decrease compared to the same period in 2015, during which 287 fatalities occurred. Minister Peters noted that the decline was achieved despite a 3% increase in the number of registered vehicles in the country. "We commend the traffic law enforcement officers who maintained a prominent level of visibility on the roads throughout the Easter period," Peters said.

The campaign was also implemented at Engen filling stations in the provinces of Gauteng, North West, and Free State during the festive season (December and January) as part of a larger national effort to encourage safe driving during this high-risk period of the year. Both Minister Peters and Engen CEO Mohd Farid bin Mohd Adnan participated in one of the events.



Maintaining a high profile

Throughout the year, YFE ensured regular media attention and coverage of its activities through an active cooperation with Big Brands Media and a partnership with the South African Broadcasting Corporation (SABC) that included radio and television coverage of their drink-driving prevention activities. The team also used social media platforms and published articles and promotional material in national and community publications with a large youth readership to ensure maximum visibility and awareness of the campaign. The team launched a massive social media campaign by working with program ambassadors. This expanded the campaign reach beyond those who attended the actual events, reaching an estimated 100,000 youth.

Three radio stations – Thobela FM, Phalapala FM, and Monghanolunene FM – broadcasted live from the Information Expo in Polokwane. They conducted several interviews with ARA representatives, YFE ambassadors, and campus management, including on-air interaction with students.

Working with partners

The university events would not have not been possible without support from the Department of Social Development, the South African National Council on Alcoholism (SANCA), the South African Union of Students (SAUS), the National Association for Student Development (NASDEV), and the Nelson Mandela Foundation. IARD and YFE are also grateful to The Department of Transport, Engen Petroleum, law enforcement authorities, the Department of Telecommunications, and the ARA for making the drink driving prevention campaigns at the roadblocks and Engen filling stations a success.

The media coverage of all activities by Big Brands Media CC and SABC Radio was a key factor in helping to engage thousands of young South Africans in these activities and enabling the program to extend the key messages to thousands more. As a result, a number of local and provincial governments contacted YFE to request that similar events be organized in their communities. In total, research suggests that more than 100,000 youth participated in or were exposed to the campaign messages.

Next Steps

Individual IARD members continue to work on drink driving programs in South Africa and IARD will provide technical assistance and support.





Thailand has the second deadliest roads worldwide, with 36.2 deaths per 100,000 inhabitants (5.1 percent of Thailand's overall deaths), according to the World Health Organization's 2015 Global Status Report on Road Safety. Approximately 66 fatalities occurred on the country's roads on a daily basis, and data collected by the traffic police indicated over 73% of all road crash fatalities involved riders of two-wheelers. During Thailand's Songkran Festival in April, as well as the calendar New Year in January, travel on the country's roadways is at its peak. These periods present a critical window of opportunity in which to implement road crash injury prevention measures such as awareness campaigns and increased road safety enforcement.

IARD has partnered with The Population and Community Development Association (PDA), Thai Asia Pacific Breweries (TAPB), and the Thai Foundation for Responsible Drinking (TFRD) since 2012 to implement a multi-faceted drink drive prevention campaign in Thailand during the Songkran period, called the "No Drink, Safe Drive Campaign." The project addresses the two primary causes of road crashes during the period: drink driving at 34%, and speeding at 33%. There is special focus on motorcycles, as 81% of all accidents involved these vehicles. In order to reach the target population, the project has been expanded from village-based implementation to the sub-district level and has three main objectives:

- Educate the population in the target areas about responsible drinking;
- Strengthen collaboration amongst citizens and local governmental agencies towards preventing alcohol related harm; and
- Reduce the number of road crashes from drink driving during the Songkran Festival.



“The campaign activities during these seven dangerous days were energetic and resulted in positive changes. Parents took this opportunity to warn their children to spend the night at their friend’s house or not to leave their villages if they drink alcohol.”

Nuchanart Chaichowwong
Boan Santonnaenue, Maeckhu
Municipality Doi Saket, Chiang Mai

2016 Program

In 2016, the partners launched the campaign in four provinces: Chiang Mai, Chiang Rai, Phayao and Pitsanuloke.

Raising awareness to save lives

The first phase of the initiative took place between January and March 2016 and aimed to raise awareness about the risks of drinking and driving and facilitate community ownership of solutions before Songkran. The partners organized training courses to educate village, district, and sub-district leaders about responsible drinking. They also set up meetings with governmental agencies, community leaders, and village volunteers (health, civil defense, safety) that included brainstorming and action plan development to outline innovative ways to prevent drinking and driving during Songkran. The participants generated a wide range of ideas, including word-of-mouth communications, having bicyclists pass out flyers, and using local radio programs to disseminate messages.

Each participating jurisdiction received financial support to implement their campaign. Financial support was available from the project resources, but villages and sub districts were also encouraged to apply for grants from the Local Administrative Organization (LAO) fund set up by the Ministry of Interior for every jurisdiction in Thailand. The project funds were leveraged by nearly tenfold through the cooperation of LAOs.

Two weeks prior to Songkran, trained community representatives began broadcasting messages via local radio stations about responsible drinking and the risks of driving a motor vehicle while under the influence of alcohol.

The second phase of the “No Drink, Safe Drive Campaign” took place during Songkran and consisted of public education activities and sobriety check-points under the main theme ‘Return home safely; Don’t drink and drive.’ The activities took place in Chiang Mai, Chiang Rai, Phayao and Phitsanulok as these jurisdictions are popular among tourists and high-transit areas for people, who work in the capital province and return home for the holidays. Members of the participating communities distributed leaflets to motorists, and placed posters and banners at junctions and along roads, while the traffic police set up checkpoints to check motorists’ blood alcohol concentration (BAC) levels. Mr. Mongkol Suksai, Deputy Governor of Chiang Mai, participated in activities organized by TFRD as part of the campaign launch.

Understanding Impact

In 2016, IARD commissioned PDA to assess the overall impact of the “No Drink, Safe Drive Campaign” in the participating provinces. The research was conducted using quantitative and qualitative methods. 84% of respondents reported that they were satisfied with the overall project implementation, 64.5% were pleased with the community engagement, and 60.2% were satisfied with the project’s activities.

Other key findings of the research were that the campaign increased collaboration among all relevant stakeholders, especially among the local population. The community plan was viewed positively as it was drafted and implemented from the “bottom-up” by the community. The campaign encouraged community members to care for and support each other and prevent friends, family and colleagues from driving after consuming alcohol.

Next Steps

Individual IARD members continue to work on drink driving programs in Thailand and IARD will provide technical assistance and support.



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