

DRINK-DRIVING PREVENTION INITIATIVE

2017 Summary Reports

TABLE OF CONTENTS

About IARD and the Beer, Wine and Spirits Producers' Commitments	3
Introduction	4
Five Key Factors for Success	5
Cambodia	6
Dominican Republic	11
Mexico	15
Namibia	19
Russia	24

ABOUT IARD AND THE BEER, WINE & SPIRITS PRODUCERS' COMMITMENTS



The International Alliance for Responsible Drinking (IARD)

We are the secretariat for the Beer, Wine and Spirits Producers' Commitments, and we focus on encouraging industry collaboration to address harmful drinking, conducting analysis on policy and programs, and promoting evidence-based policy actions with transparency.

We also managed the "Producers' Commitments" drink-driving pilot programs, and continue to work with partners and stakeholders across the world to find local solutions to global problems such as drink driving and underage drinking.

The "Combating Harmful Drinking" report details the progress and achievements across all these commitments; it can be read at www.producerscommitments.org



The Beer, Wine and Spirits Producers' Commitments

This is a partnership of 11 global beer, wine, and spirits producers: AB InBev, Asahi, Bacardi, Beam Suntory, Brown-Forman, Carlsberg, Diageo, HEINEKEN, Kirin, Molson Coors, and Pernod Ricard. These leading producers are committed to setting high standards for responsibility across our industry in support to the fight against the harmful use of alcohol. The pilot drink-drive prevention programs featured in this report were accomplished as part of their Producers' Commitments, which ran between 2013 and 2017, focusing on change in five key areas:

- **Commitment 1:** Reducing underage drinking
- **Commitment 2:** Strengthening & expanding marketing codes of practice
- **Commitment 3:** Proving consumer information & responsible product innovation
- **Commitment 4:** Reducing drinking & driving
- **Commitment 5:** Working with retailers to reduce harmful drinking

INTRODUCTION

Approximately 1.3 million people die and between 20 and 50 million are injured in road-traffic crashes every year¹. Road safety is a shared responsibility and government, civil society, and the private sector must all play a role in reducing these deaths and injuries. To this end, our member companies work towards a broad range of the UN's Sustainable Development Goals (SDGs), including target 3.6: to halve the number of global deaths and injuries from road-traffic crashes by 2020.

We started implementing our drink-driving prevention pilot programs in 2010 – in countries as diverse as China, Colombia, Mexico, Nigeria, Russia, and Vietnam – to help reduce harms associated with drink driving, especially in low- and middle-income countries. Since then, we have developed many partnerships that work to prevent or reduce alcohol-related traffic deaths and injuries.

Along with our member companies, we have brought together a variety of stakeholders to implement drink-driving prevention initiatives using proven, evidence-based strategies adapted to local contexts: these included supporting road-safety agencies to increase local technical capacity and helping establish a maximum legal blood alcohol concentration (BAC) limit for drivers accompanied by awareness campaigns, and high-visibility enforcement.

This report details our work to combat drink driving in 2017, focusing on our pilot programs in Cambodia, the Dominican Republic, Mexico, Namibia, and Russia. Now that our initial program period has ended, local support is ensuring that the programs are scalable and sustainable.

We are delighted to share this report of our achievements in combating drink driving in 2017.



Henry Ashworth
IARD Chief Executive



¹http://www.who.int/violence_injury_prevention/road_safety_status/report/en/

FIVE KEY FACTORS FOR SUCCESS

Analyzing the challenges and achievements experienced over the last eight years in the implementation of drink-driving prevention programs revealed five critical success factors. These factors will inform and enable the future development of effective programs that deliver changes in behavior and norms, and ultimately reduce the number of injuries and deaths caused by drink driving.

1) Establishing multi-stakeholder partnership and collaboration

This report demonstrates the power of diverse multi-stakeholder groups in combating drink driving. The alcohol industry and the private sector have a significant role to play in supporting these efforts, whether through the provision of equipment, training, or technical expertise. The support of government agencies is a key factor of success, and the most effective programs are those where there is a strong political will to tackle the issue. It is also critical to engage civil society, and the media, to achieve fundamental societal change and ensure that any intervention is sustainable.

2) Uncovering and acting on data

Data is crucial to building effective, targeted interventions, and data analysis is at the heart of all our programs. This process helps create a clear picture of the factors contributing to drink driving and the knowledge, beliefs, and attitudes related to it. Data is equally important when evaluating interventions as it builds the evidence base needed to create effective, robust, and adaptable programs.

3) Strengthening legislation

When governments establish comprehensive road-safety and drink-driving legislation, this sets behavioral standards for drivers and raises public awareness of responsible driving behaviors.

4) Enhancing enforcement efforts

However, to be effective, legislation must be supported with strong enforcement. This, in turn, 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 should be sustainable, and ownership should be passed onto the communities and institutions in which they are operating. The case studies within this report point to several ways that 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.

Drink-Driving Prevention Initiative

CAMBODIA



LOCATIONS:

8

locations including: Phnom Penh and the provinces of Kandal, Kampong Speu, Kampong Cham, and Tbong Khmum in 2015. Prey Veng province, the town of Siem Reap, and the city of Shihanoukville in 2016.

**GOOD PRACTICE:**

47

key traffic officials attended a good practice workshop in 2015.

**BETWEEN 2015 AND 2017:**

900

traffic police, youths, and volunteers reached through capacity-building workshops.



36k

students and vulnerable road users participated in drink-driving awareness campaigns.



2.8k

drivers and garment factory workers attended educational arts performances about harmful drinking behaviors.

EDUCATION:

200

reached over

24k

people.

In 2015, 200 education sessions in communities and schools

**TRAINING:**

370

police officers, youth workers, volunteers, and key ministry officials attended 14 train-the-trainer sessions in 2015.



Road-traffic crashes were the most common cause of death in Cambodia in 2015, according to Cambodia's Institute for Road Safety¹, while WHO's "Global Status Report on Road Safety 2015"² estimated that 2,635 people died in road crashes that year, with a fatality rate of 17.4 per 100,000 people.

Cambodia strengthened its road-safety legislation between 2010 and 2015, and enhanced road-traffic enforcement, increased institutional capacity building, improved data reliability, developed more effective advocacy work, and improved implementation of road-safety awareness campaigns. This work was part of the WHO's Road Safety in 10 Countries (RS10) project, sponsored by Bloomberg Philanthropies.

¹<https://www.voanews.com/a/traffic-accidents-are-leading-cause-of-death-in-cambodia/3403777.html>

²http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/

Knowledge and focus through situation analysis

Based on this information, we undertook a situation assessment to gain additional insight into the road-safety and drink-driving situation in Cambodia. According to a survey¹, the population increased by 18% between 2005 and 2016, with the number of registered motorized vehicles more than tripling and with motorcycles accounting for more than 80% of registered motor vehicles in 2014².

National statistics indicated that 85% of traffic casualties in Cambodia are vulnerable road users, such as motorcyclists, pedestrians, and cyclists². Motorcyclists were identified as the most vulnerable of this group, representing 72% of all fatalities in 2014². Research revealed that behavioral issues – such as drink driving and speeding – contributed to over 97% of crashes and fatalities.

A new beginning for road safety in Cambodia

After the Cambodian WHO/Bloomberg Road Safety initiative ended in December 2014, we recognized that there was a strong political will to implement drink-driving prevention programs. This was an opportunity for us to work with relevant stakeholders on an evidence-based initiative that would build on the successes of previous efforts, with the goal of enabling a safer environment for road users by promoting responsible road-safety behaviors and discouraging drink driving.

We convened a variety of stakeholders, including the Cambodian National Road Safety Committee (NRSC), the General Commissariat of National Police (GCNP), the Ministry of Interior (MOI), the Ministry of Public Works and Transport (MPWT), the Cambodian Red Cross (CRC), and the Union Youth Federations of Cambodia (UYFC).

These stakeholders worked closely with relevant ministries and institutions, including civil society organizations (CSOs), the private sector, and development partners, to reduce road-crash deaths and serious injuries on Cambodia's roads.

Putting the program into action

We partnered with the Cambodian Red Cross (CRC) to coordinate the project's implementation with all key road-safety participants. We wanted to find a

partner who could sustain the initiative beyond the three years of the program, and we chose the CRC because they previously worked with the Global Road Safety Partnership (GRSP) and Bloomberg, and were present throughout the country.

Our program activities began in 2015, starting in the city of Phnom Penh and the provinces of Kandal, Kampong Speu, Kampong Cham, and Tbong Khmum.

Our overall goal was to promote a long-term, safe environment for road users by offering strategies and interventions that promote responsible road behaviors to reduce drink-driving in Cambodia. Our program had five specific objectives:

- Increasing stakeholders' capacity for effective planning and implementation of evidence-based interventions on drink driving, and reduction of harmful drinking
- Raising understanding of responsible drinking, and share best practices for promoting it
- Ensuring participation and coordination among governmental bodies, civil society organizations, and the private sector
- Increasing the resources, such as specialized equipment and breathalyzers, and knowledge needed for effective road-safety enforcement
- Improving data collection and access to information by promoting rigorous assessments

Encountering and overcoming challenges

As we initiated our program, the NRSC was undergoing a major restructuring in preparation for the new road-traffic law and this ultimately delayed some of the planned activities.

Another significant challenge was the low number of traffic-police officers that were available for road-safety capacity building. However, despite this limitation, the program was also rolled out in Prey Veng province, the town of Siem Reap, and the city of Shihanoukville in 2016.

The eight cities and provinces targeted by the program covered 52% of the 15.6 million people who live in Cambodia.

In collaboration with industry and government bodies, we held capability-building workshops that reached nearly 900 traffic police, youths, and volunteers during the program's three-year lifespan. Furthermore, approximately 36,000 students and

¹<https://countryeconomy.com/demography/population/cambodia>

²http://ticambodia.org/library/wp-content/files_mf/1451462058road.pdf

vulnerable road users participated in drink-driving awareness campaigns, while 2,800 drivers and factory workers experienced educational art performances that covered the risks of drink driving, and suggested solutions and strategies for safer road behavior.

“I am really proud of this project. Both the technical and financial support are extremely important for Cambodia.”

Cambodian Red Cross Secretary General
Pum Chantinie

Measuring the impact in Cambodia

We commissioned a pre-intervention knowledge, attitudes, and practices (KAP) survey of Cambodian drivers in project locations, which recorded their level of understanding, awareness, and knowledge of the consequences of violating drink-driving laws. This survey showed that 89% of respondents would ride with a driver who had been drinking and that only 25% of respondents were aware of the BAC limits for drivers.

The program’s evaluation was finalized in 2017 and found that road-crash fatalities and serious injuries fell during its lifetime. Drink-driving fatality rates dropped by 34% and reports of serious injury declined by 39% compared to 2015. Researchers also found that 36% of respondents were aware of the BAC limit for drivers, compared to 25% in the baseline study, while the proportion of respondents who agreed that drivers should not drink alcohol increased from a pre-intervention level of 8% to 34% after the program had completed.

Drivers’ behaviors also improved, with 55% of pre-intervention study respondents reporting that they had driven while intoxicated within the previous six months, compared to only 22% during the final assessment.

Police data shows that drink-driving incidents fell between 2015 and 2017¹

Drink-driving was associated with over 52% of all road-crash fatalities between 2012 and 2014, and was the second-highest cause of road deaths after speeding. Whereas, police data from 2016 indicated that the number of drink-drive-related crashes decreased to 8% and that drink driving fell to the fourth-highest cause of road-crash mortality. By 2017, according to the preliminary traffic police report, further progress was achieved as drink driving was ranked as the sixth-leading cause of road crashes behind other factors including

speeding, dangerous overtaking, and changing direction without due care.

There was also a decline in alcohol-related road crashes during major holiday seasons compared to 2014, as 2017 traffic police data showed a 31% decline in crashes during the Lunar New Year, a 21% decrease during the Khmer New Year, a 50% reduction during Pchum Ben, and a 69% reduction during the five-day water festival Bom Om Touk.

“The contribution of IARD to reducing drink driving, such as providing train-the-trainers for 25 provinces, refresher trainings for traffic police officials, supporting specialized equipment for enforcement, as well as direct coaching at the enforcement checkpoints, was crucial and aligned with the critical needs of the General Commissariat of National Police.”

National Police Deputy High Commissioner HE
Him Yan

Looking ahead

Governmental bodies recognized our contribution, and those of our industry partners, with the NRSC expressing a desire for the program to continue.

In the future, a public–private partnership would be a solution that allows the private sector – including alcohol producers and retailers – to fulfill their corporate social responsibilities duties through an independent social aspect organization (SAO): the government could collaborate with the SAO to run the program.

A KAP assessment revealed three key areas of focus for future interventions in Cambodia:

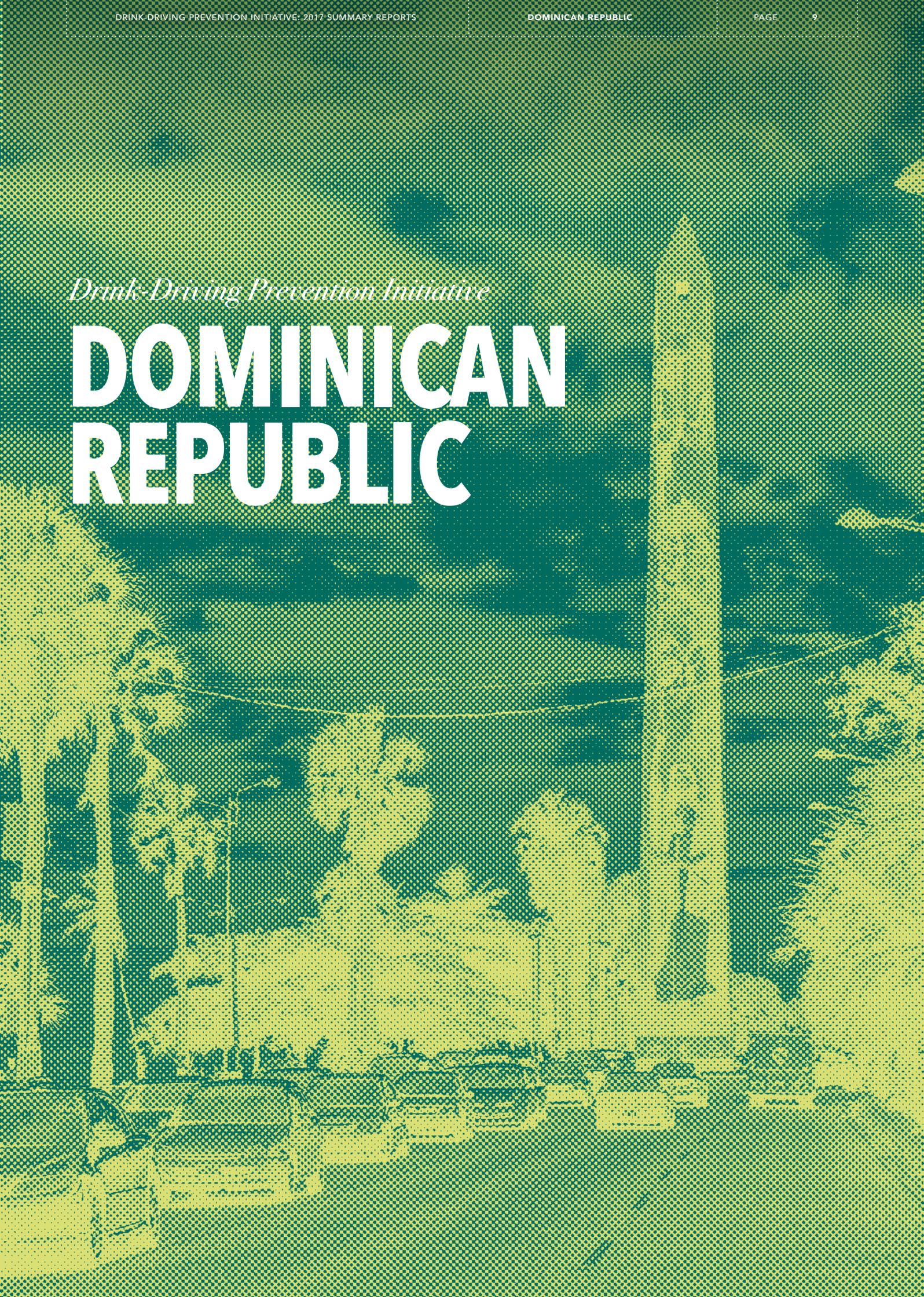
- Strengthening road-safety law enforcement by introducing sobriety checkpoints and severe penalties for offenders
- Train-the-trainer sessions to enable village chiefs and local authority officers to train community members, particularly young people, about the risks of drink driving
- Further increasing awareness of the dangers of drink driving through educational banners and billboards in local communities

To ensure the sustainability of this approach to prevent or reduce drink driving, we recommend that future programs should support institutional capacity building, drink-driving prevention campaigns, and road policing with high-visibility enforcement.

¹https://www.tispol.org/sites/default/files/article_files/RSAR2017_0.pdf

Drink-Driving Prevention Initiative

DOMINICAN REPUBLIC





IN 2015:

35

attendees from government agencies and other stakeholder organizations attended a workshop on establishing a maximum BAC limit.



MINISTRY OF HEALTH:

MOU

Local producers signed an Memorandum of Understanding with the Ministry of Health, including drink-driving prevention.

SURVEY:

KABB

We conducted a population survey in Santo Domingo about knowledge, attitude, beliefs, and behaviors of Dominican drivers.



NEW LAWS:

BAC

A new transit and transportation law was approved in early 2017, including a maximum BAC limit for drivers.



TRAINING POLICE OFFICERS:

20 40

police officers trained to use the...

"Intoximeter" breath-testing devices that we donated.



TRANSIT AUTHORITY:

2017

In 2017 IARD signed an MOU with the national transit authority (INTRANT) to work on drink driving.

The Dominican Republic had the highest estimated rate of fatalities of road crashes in the Americas, and the fifteenth-highest worldwide, with 29.3 fatalities per 100,000 people in 2015 according to WHO's "Global Status Report on Road Safety 2015"¹.

Approximately 58% of road-traffic fatalities involved motorcycle drivers, and the causes of these road crashes included aggressive or distracted driving, speeding, poor driving education, unsafe road infrastructure, and driving while intoxicated². While data regarding alcohol-related road crashes and fatalities in the Dominican Republic is not reliable, a few studies provided interesting insights. A study reported that 35% of all road-crash fatalities occur between 6:00 p.m. and midnight, that 61% of the fatalities happen on Saturdays, Sundays, and Mondays, and that road-crash fatalities are highest in December and April³.

¹http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/

²http://www.who.int/violence_injury_prevention/road_safety_status/2013/en/

³<http://www.opd.org.do/index.php/analisis-politicas-publicas/mortalidad-en-rd-analisis-politicas-publicas/922-mortalidad-por-accidentes-de-transito-en-republica-dominicana-levental-o-habitual>

Understanding and analyzing the situation and its opportunities

President of the Dominican Republic, Danilo Medina Sánchez has set government priorities until the end of his tenure in 2020 with particular emphasis on traffic, transportation, street infrastructure, and road safety. Our situation assessment revealed a clear fragmentation regarding the roles and responsibilities for road safety in the country.

Therefore, we arranged workshops and meetings to bring together stakeholders from government, academia, NGOs, civil society, and the private sector. These events allowed many Dominican road-safety agencies and experts to become aware of each other's work and helped us to obtain more information about the country's road-safety situation. We also identified the agencies in charge of road safety, the legal framework for road safety, and law enforcement, and we realized that, contrary to reports, proposals for a maximum BAC for drivers had not yet been approved by the Dominican Congress.

Assembling a team of experts

Over the three years of the program, we worked very closely with Pernod Ricard and Diageo, as well as trade associations such as the Dominican Association of Beer Producers (ADOFACE), the Dominican Association of Rum Producers (ADOPRON), and the Representatives of Liquor Importers (RIVLAS); this team worked permanently on the planning and implementation of the program.

Convening stakeholders and planning the intervention

Our local partners worked with us to design a program that would support new road-safety and BAC laws, advocate for the creation of a centralized road-safety agency, raise awareness of road-safety problems, donate breath-testing devices and other checkpoint equipment, and train police officers in running these high-visibility sobriety checkpoints.

The team then convened several meetings with key government stakeholders, including:

- Ministry of Health
- Ministry of Public Works and Communications
- Ministry of Interior and Police
- Ministry of Economy, Planning, and Development
- Attorney General
- Traffic Police

We also met with Congressman Tobias Crespo, who sponsored the draft transit and transportation law. The results of this early engagement were invitations to participate in meetings of the Alcohol Cluster at the Pan American Health Organization (PAHO) headquarters in Santo Domingo. The Dominican alcohol producers and importers signed a memorandum of understanding (MOU) with the Ministry of Health to collaborate in the prevention of alcohol-related harm.

Enhancing public-private partnerships

Our team also took opportunities to approach and engage members of public and private sectors, NGOs, and road-safety agencies during the project, and the most crucial partnerships included those with the International Automobile Federation (FIA) and local NGOs including Red de la Dignidad (FundareD), the RD-vial Trust, and the Road Foundation (FUNVI). Our private-sector partners included:

Centro Cuesta Nacional (CCN)

This group is one of the largest commercial conglomerates in the country, comprised of retail chains that include hypermarkets, local supermarkets, and a wine-importing business.

Texaco Dominicana

The company owns and administers more than 130 gas stations in the Dominican territory with convenience stores that sell alcohol.

La 91 FM

This national network is one of the leading radio stations in the country.

Listín Diario

Founded in 1889, the oldest newspaper in the Dominican Republic has the highest readership in the country.

Dominican Association of Health Risk Companies (ADARS)

The association includes all insurance companies.

Ars Humano

This is one of the largest insurance companies in the Dominican Republic and has been showing increased interest in road safety, which has a direct impact on the cost of insurance policies.

Fundacion Rica

The foundation is sponsored by the largest dairy company in Dominican Republic, and develops school-based programs and initiatives that encourage healthy lifestyles.

Supporting government road-safety legislation

Aware of the need for action to address road-safety challenges, President Danilo Medina created the Presidential Task Force for Road Safety, which was part of the Ministry of Public Works, Transport, and Communication. This committee invited international experts in different areas of road safety to contribute to their work, including a representative from our team who then participated in the working group and at the public consultation.

We provided direct feedback on the proposed new transit and transportation law, which the government introduced in 2017. This law set a maximum BAC for car drivers, motorcyclists, and professional drivers of 0.5 mg/ml, 0.2 mg/ml, and 0 mg/ml, respectively. In the same year, the task force became the National Institute for Transit and Land Transportation (INTRANT), which was established as the lead, centralized agency in charge of coordinating road safety in the Dominican Republic.

Our implementation team worked with the advertising agency LABYA to produce an awareness campaign which supported the new road-safety law. This campaign followed best practices compiled by Canada's Traffic Injury Research Foundation (TIRF) and heavily promoted the message that "The law is here to protect you, follow it" in key areas of the city.

We shared the campaign with INTRANT and received very positive feedback. As a result of this relationship, in October 2017, IARD and INTRANT signed a MOU to collaborate on road-safety issues; members of the police, government, civil society, press, and other special guests attended the ceremony to mark the signing of this agreement.

INTRANT, together with representatives of the nation's traffic police (DIGESETT), identified and selected the type and model of breathalyzer to be used in the high-visibility sobriety checkpoints. Along with our industry partners, we donated 40 "Intoximeter" breath-testing devices to INTRANT and trained 20 traffic-police officers to use these devices and operate the new checkpoints. Road-safety expert John Sullivan conducted the three-day intensive training course, which was recorded so that it can be used to train other officers in the future, as well as a follow-up session three months later.

Furthermore, in collaboration with INTRANT, we produced educational material with additional information about the effects of alcohol on drivers, the new BAC limits, as well as recommendations and tips to encourage people not to drive while intoxicated.

Measuring the impact in the Dominican Republic

With our partners, we contracted with the Dominican research company Quadrante to conduct a pre- and post-intervention Knowledge, Attitudes, Beliefs, and Behaviors (KABB) survey of drivers in Greater Santo Domingo. Comparing these results will allow us to measure progress in terms of attitudinal and behavioral change, alongside any reductions in road-crash fatalities and injuries.

Looking to the future

The effects of this program could be sustained over time; however, this requires a long-term commitment and collaboration from government, industry, and technical experts to change the social norms that currently condone the harmful use of alcohol. To this end, it is increasingly important to support police officers in the implementation of high-visibility sobriety checkpoints, evaluate all programmatic activities related to road safety, and share the results with both stakeholders and the wider road-safety community.

Drink-Driving Prevention Initiative

MÉXICO



REACH:

15k

young people reached by the the Puebla pilot program.



ALCOHOL-RELATED INJURIES:

13% → 10%

Alcohol-related road-crash injuries fell from 13% in 1997 to 10% in 2015.



ALCOHOL-RELATED TRAFFIC:

35%

Alcohol-related traffic collisions fell 35% between 2014 and 2017, according to data from the National Institute of Statistics and Geography (INEGI).



BETWEEN 2015 AND 2017:

4,640

officers were trained, including 1,972 traffic-police officers, across 363 municipalities.



HIGH-VISIBILITY SOBRIETY CHECKPOINTS:

121

cities have at least one high-visibility sobriety checkpoint.



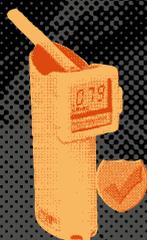
25%

increase of high-visibility sobriety checkpoints from 2014 to 2016.

BREATH-TESTING DEVICES:

120

A total of 120 breath-testing devices were donated.



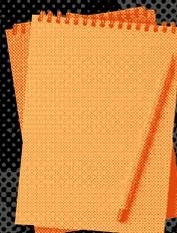
TRAINING:

35

follow-up training visits and booster workshops were carried out.

31

Training was delivered in 31 states during 2017.



TRAINING:

17%

The police's knowledge and ability to effectively implement and operate high-visibility sobriety checkpoints increased by 17%.

According to the National Institute of Statistics and Geography (INEGI) and the National Population Council (CONAPO), 12% of all road crashes in Mexico in 1997 were alcohol-related, rising to 15% in 2000 and decreasing to 6% in 2015!

The first steps towards greater road-safety in Mexico

We worked with local producers and importers to develop our "Towards zero deaths from drinking and driving" campaign to promote responsible road-safety behavior. This intervention began in the state of Puebla in 2011, where our stakeholders planned and implemented an approach that aimed to strengthen law enforcement, promote responsible road behaviors, and discourage drink driving. The Puebla program reached over 150,000 young people between 2011 and 2014 with messages against the harmful use of alcohol.

Developing a public–private partnership to combat drink driving

Following the success of the pilot, President Peña Nieto issued presidential decree “IP-344”, which instructed the National Commission Against Addictions (CONADIC) to standardize and scale up the program, so it could be rolled out across the country. CONADIC and the alcohol-industry-funded SAO Foundation of Social Research A.C. (FISAC) signed an agreement to develop this initiative, with our technical and financial support. The funding from five of our member companies – Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard – as well as from Jose Cuervo enabled the project team to provide continuity with previous efforts and enable new areas of collaboration.

Working with stakeholders and putting the plan into action

FISAC led the implementation team, which started to conduct drink-driving prevention trainings, awareness campaigns, and on-site assessments of sobriety checkpoints in various jurisdictions throughout Mexico. This allowed each stakeholder to contribute its expertise, experience, and resources towards the project’s goals.

The program implementation was carried out by a multidisciplinary team that included citizen observers, in accordance with best practices to ensure transparency and reassure the general public of the project’s integrity.

The program emphasized promoting safer driving behaviors and increased law enforcement. As part of this, we supported the establishment of a maximum BAC of 0.8 mg/ml and an obligatory sentence, for exceeding this, of between 20 and 36 hours in prison. This strategy sends a message that the law applies to everyone and ensures that offenders are equally punished.

Delivering the program across Mexico

CONADIC and FISAC began to train traffic police and provide educational workshops for the renamed “Drive Alcohol Free” program in August 2015. An integrated intervention to achieve sustainable change requires collaborative efforts beyond industry and government, and so our project team engaged educational, law enforcement, and public-health institutions as part of our whole-of-society approach.

This is especially important for drink-driving prevention and road-safety initiatives as it is a challenge to gain public trust and support of high-visibility sobriety-checkpoint programs, even in areas with high incidences of alcohol-related road accidents. Therefore, it’s essential to constantly discourage drink driving and promote responsible drinking behavior within key population targets, such as teachers, students, parents, and employees, and this can be most effectively achieved by working with a variety of partners.

As a part of the prevention approach that FISAC uses in support of CONADIC, and to ensure the sustainability and successful scaling of the intervention, our project team started a new phase that focused on training partners to deliver the program’s material.

These train-the-trainer sessions were offered to specific individuals working within different governmental bodies, including:

- The Medical Specialties Unit at the Primary Addiction Attention Centers (UNEME CAPA)
- The State Council Against Addictions (CECA)
- The Municipal Councils Against Addictions (COMCA)
- The Mexican Youth Institute (IMJUVE)
- Sanitary Jurisdictions
- Addiction Centers
- Security
- Institute for Social Security and Services (ISSSTE)
- The School of Higher Education
- The Secretariat of Public Security
- State and municipal police forces

Each attendee received a copy of the program’s facilitator manual, which contains all the information presented in the workshop and step-by-step instructions on how to deliver the training sessions. Distributing this manual helped to standardize the language and approach that the trainers used in their own sessions, ensuring that the same message was delivered in every workshop.

Public–private partnerships enable our members to contribute more to society

We, and our members in Mexico, supported the implementation of high-visibility sobriety checkpoints through significant donations of equipment.

The Pernod-Ricard Mexico Foundation collaborated in communicating and reporting the progress and achievement of the program. They also provided

donations in infrastructure and resources that enabled the “Drive Alcohol Free” program to be implemented throughout the country.

Grupo Modelo (AB InBev) donated 120 breath-testing devices to traffic police nationwide and developed and donated a database platform that enables data collection from the high-visibility sobriety checkpoints. This platform will allow access to real-time information about the arrests made for drink-driving offences, and this specific and reliable data will inform future program improvements and adaptations to different contexts.

Assessing the impact of “Drive Alcohol Free”

Between 2015 and 2017, 4,640 officers were trained, including 1,972 traffic-police officers, across 363 municipalities. Of these, 177 municipalities – accounting for 79% of the population nationwide – were identified as having high alcohol-related traffic-collision rates. There was a 25% increase in the number of high-visibility sobriety checkpoints from 2014 to 2016.

We contracted a third-party company to evaluate the trainings implemented by CONADIC and FISAC in 31 states of the republic during 2017. The results indicated that the police’s knowledge and ability to effectively implement and operate high-visibility sobriety checkpoints increased by 17%.

Furthermore, the evaluation identified a 49% increase in knowledge regarding the prevention of harmful drinking among members of different sectors and professional guilds, such as law, administration, police, health experts, addictions, and human rights.

The number of alcohol-related traffic collisions fell 35% between 2014 and 2017, according to data from INEGI.

Looking ahead

Our industry’s commitments to prevent the harmful consumption of alcohol in partnership with governments, civil society, and the private sector encompass a diverse set of actions, priorities, geographies, demographics, and challenges. Mexican beer, wine, and spirits producers and retailers have systematically collaborated with different federal and local government agencies over several years, and this public–private partnership has enabled a wider reach for drink-driving prevention and road-safety messages.

The direct involvement of CONADIC bodes well for the continuity and sustainability of the “Drive Alcohol Free” program in the future and we encourage these efforts.

Drink-Driving Prevention Initiative

NAMIBIA



REDUCTIONS:

Road-traffic crashes

↓ 18%

The number of road-traffic crashes between August 2017 and January 2018 fell by 18%, compared to the previous year, with injuries and fatalities also reducing by 25% and 5%, respectively.

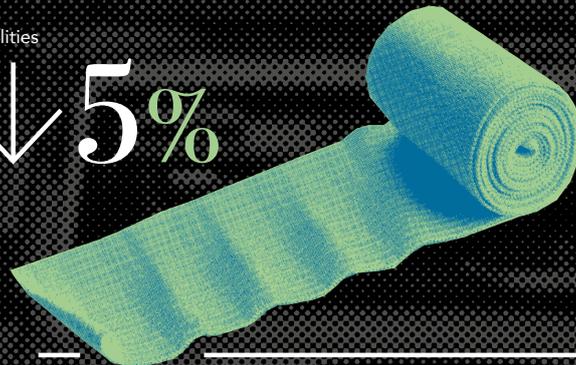
Injuries

↓ 25%



Fatalities

↓ 5%

**TESTING FOR DRINK DRIVING:**

153k



Between August 2017 and January 2018, a total of 153,072 drivers were tested for drink driving in Namibia.

742

742 (0.5%) of the 153k people tested had a BAC above the limit of 0.37 mg/ml.

ARRESTS:

7% → 0.5%



The percentage of people arrested fell from 7% in 2016 to 0.5% in 2017.

DRINK-DRIVING PREVENTION:

21

We held our drink-driving prevention sessions in 21 secondary schools, four tertiary training institutions, and six businesses.



12k

We reached over 12,000 people during these events.



The WHO's "Global Status Report on Road Safety 2015"¹ estimated that Namibia had a rate of 23.9 road-traffic fatalities per 100,000 population, and the organization gave the country's enforcement of drink-driving laws a score of two out of 10.

Previous attempts to strengthen road-safety enforcement and prevent drink driving met an obstacle in 2013, when the validity of breath-test device results was challenged in the Namibian court. After this, officers were required to prove drink-driving offences by taking blood samples rather than using breath-testing devices; this former method was extremely time-consuming and led to decreased enforcement.

Building the program team

We began our work in Namibia in 2015 and appointed the Self-Regulating Alcohol Industry Forum (SAIF) as the program's coordinating entity and the Manufacturing Consultancy Services (MCS) as the implementing agency. SAIF and MCS then developed a multi-stakeholder team that included:

- Namibia Breweries Limited (NBL)
- Anheuser-Busch InBev Namibia (AB InBev)
- Distell Namibia
- Commercial Investment Corporation (CIC)
- SMC Brands Namibia
- The House of Wines
- United Liquor Agencies
- African Marketing
- Pernod Ricard Namibia
- Hospitality Association of Namibia (HAN)
- Nouveau Wines
- Kristall Kellerei winery
- Primedia Outdoor
- Just Logic
- Total Namibia

Situation analysis informs program design and goals

The program team conducted a country-wide situation analysis during the second half of 2015, which identified the use of blood testing, rather than breath testing, as a significant barrier to drink-driving law enforcement. While the countrywide analysis indicated that sufficient road-safety laws were in place, it also revealed that these regulations were not being adequately enforced. The bureaucratic process of blood sampling meant that traffic officers were less likely to test and arrest drivers suspected of exceeding the BAC which, in turn, meant that it became a social norm for many Namibians to drink and drive.

It was assumed that once the enforcement issue was resolved, the effectiveness of the current laws could be evaluated. In addition, it was assumed that society's general attitudes towards the current law, and drink driving, would also change drastically with proper law enforcement.

Therefore, our intervention focused on improving high-visibility sobriety checkpoint procedures and ensuring that police officers were trained to effectively use breath-testing devices, with the longer-term aim of supporting their reintroduction in confirming drink-driving offences.

Planning for long-term success and sustainability

The overall aim of our "Driving under the influence of alcohol" educational project was to contribute to a 50% reduction in death and injury from road crashes by the year 2020 as stated in the UN Decade of Action, and objective 3.6 of the SDGs.

Our program team selected aims that would best contribute to establishing a sustainable, locally owned and implemented drink-driving prevention program. These included raising public awareness of harmful drinking behaviors and campaigning against drink driving, promoting more understanding about the BAC limit and the penalties associated with exceeding it, supporting road-safety law enforcement, and positioning drink driving as socially unacceptable.

Supporting the re-introduction of breath-testing devices for drink-driving law enforcement

The Namibian Standards Institute approved the re-introduction of the Draeger Alco Test 7110 MKIII Evidential Breathalyzer as a legal instrument in February 2016. Under our program, SAIF had all its instruments calibrated and ready to be used; this meant that each instrument contained a calibration certificate and therefore could be used in a court of law.

At the same time, Draeger trained seven traffic-police officers to provide refresher training for the country's other traffic-police officers. The training program was completed in March 2016 and celebrated with a media briefing where the trainers received their certificates and the reintroduction of the Draeger Breathalyzers was announced publicly.

With all legal aspects in place, the task team – which consisted of SAIF, the Private Sector Road Safety Forum (PSRSF), the Motor Vehicle Accident Fund (MVA Fund), the Namibian Police Force Traffic Law & Enforcement Directorate (NAMPOL Traffic), local authority traffic departments, Roads Authority, and NRSC – worked together to implement breath-testing interventions.

The stakeholders supported the "OPOTULI" campaign in June 2016, which implemented temporary sobriety checkpoints on the notorious B1 and B2 trunk roads. The intervention was enabled by a partnership between all the Namibian law enforcement agencies and a monitoring team consisting of staff members from NRSC, MVA, and PSRSF. We funded this campaign, and the money was used to calibrate and purchase additional breath-testing devices, purchase mouthpieces, and to accommodate members of the monitoring and support teams.

Encountering and overcoming challenges in road-safety enforcement

Between two and four checkpoints were run monthly in and around various towns from August 2016 until November 2016; although the results from these were encouraging, the lack of consequences for offenders was evident and problematic. The aim was for law enforcement agencies to plan and implement the sobriety checkpoints, but faced the challenge of inconsistent assistance from the monitoring team. Nonetheless, the task team engaged with local neighbourhood watches and police reservists to ensure sustainability for these law-enforcement efforts in various towns and this new approach was successful in Swakopmund, Otjwarongo, and Gobabis during interventions in November.

Although NAMPOL Traffic was part of the initial task team that developed the "OPOTULI" campaign with us and our partners, NAMPOL further developed its own intervention between November 2016 and January 2017.

The task team engaged with local authorities and law enforcement agencies to investigate this challenge and learned that the local authority traffic departments were lacking the necessary equipment and staff. Therefore, our task team agreed to make funds available to these agencies if the local authority traffic departments consented to screen at least 10 people per day per instrument and provide the associated data.

The number of tests performed fell when the NAMPOL withdrew from the campaign after November 2016, and by the end of January 2017, the "OPOTULI" interventions were held in nine towns with a total of 837 people being stopped and 638 people being tested in both urban and rural areas, of which 43 (7%) tested above the limit. A distinct difference was found in urban areas where 50% of all people tested were intoxicated compared to less than 1% of people tested on rural roads. This difference could be explained by the fact that rural road interventions were done during the day, due to a lack of lighting in these areas, whereas urban interventions were performed at night and over weekends.

Promoting road safety across Namibia

In July 2017, SAIF joined forces with various stakeholders in the #StandSober campaign, which was designed to reduce alcohol-related road crashes through random breath-testing interventions. Our program supplied and calibrated key equipment, which enabled traffic officials to breath-test drivers for intoxication at sobriety checkpoints; the officers also checked vehicle and driver law-compliance. As well as donating equipment, we also provided funds

to monitor and evaluate the program, and to support a special enforcement team.

The number of road-traffic crashes in December 2017 fell by 18%, compared to the same period in 2016, with injuries and fatalities also reducing by 25% and 5%, respectively; many fatalities are linked to excessive speed, which may explain the comparatively low reduction in those statistics.

Between August 1, 2017, and January 31, 2018, traffic officers tested over 153,000 drivers and found that 1% tested positive for alcohol consumption. The police's high-visibility enforcement deterred drivers from drinking, and the percentage of all drivers arrested for driving while intoxicated fell from 7% in 2016 to 0.5% in 2017.

Campaigning against drink driving, and spreading education messages

We promoted road-safety awareness and responsible driving behaviors through social media, radio, and public talks. The highlight was when over 53,000 people followed a Facebook road-safety page created for Namibia by SAIF.

During the intervention, we placed public service announcements on three radio stations with the aim of reaching young and middle-aged people as well as the largest ethnic group in Namibia: the Oshiwambo people. Unfortunately, however, very little feedback was received from the public following these broadcasts.

SAIF also arranged drink-driving prevention events at secondary schools and businesses, featuring a victim of an alcohol-related crash who is unable to speak and walk normally, and suffers uncontrollable tremors. The general feedback on these talks was very positive, and that they generated major impact for adults and youngsters alike. We held these talks in 21 secondary schools, four tertiary training institutions, and six businesses, reaching over 12,000 people.

Looking to the future

Our "Driving under the influence of alcohol" program made good progress in promoting the conditions for a culture that respects drink-driving laws. SAIF is determined to keep the program running through public-private partnerships while Namibia's current financial crisis limits the government resources of the country's law enforcement agencies.

Drink-Driving Prevention Initiative

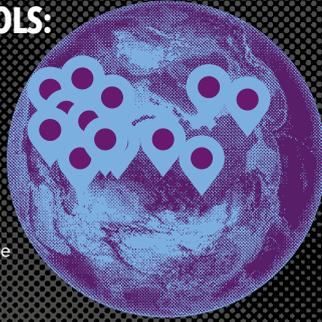
RUSSIA



DRIVING SCHOOLS:

20

Our "Автотрезвость" ("Auto Sobriety") initiative launched in 20 driving schools in 2014.



REACH:

2k → 7k

The program reached over 2,000 learner drivers in 2014, growing to train over 7,000 drivers, in 31 driving schools across four regions in 2015.



EDUCATION:

15

In 2013, we donated 15 "Fatal Vision Alcohol Impairment Simulation Goggles" to driving schools, and four breath-testing devices to regional road police.



↓ 1%

Alcohol-related road fatalities decreased by 1% between 2016 and 2017.



1st

In 2017, the government of Russia focused efforts on the development of the first-ever road-safety strategy for Russia.

SPECIAL EVENTS:

300+

There were more than 300 special events in 2017, including meetings with partners



HV

and high-visibility sobriety checkpoints where road police promoted responsible road-safety behaviors.



WHO identified harmful trends in road-crash data, showing increases between 2011 and 2013 for both the absolute and relative number of alcohol-related road crashes¹. Furthermore, WHO reported 27,025 deaths and an estimated rate of 18.9 fatalities per 100,000 people due to road-traffic crashes.

Using situation analysis to plan a successful intervention

We previously worked to combat the harmful use of alcohol in the Russian Federation between 2010 and 2012, as part of our "Global Actions on Harmful Drinking". This work included a situation assessment of road safety in the country, and we ran educational workshops about responsible retailing practices for bar and restaurant staff in partnership with a local consultancy.

¹http://www.who.int/violence_injury_prevention/road_safety_status/2015/country_profiles/Russian_Federation.pdf?ua=1x

In 2013, the federal government introduced its “Improvement of Road Safety 2013–2020” initiative and 50 policy changes around road safety, including increased penalties and punishments for drink-driving offenders, and changes to the curriculum at driving schools. This was an excellent opportunity to help improve road safety so, in the same year, we started a new project to reduce drink driving based on the needs identified in the initial situation assessment and informed by the lessons learned during the earlier activities.

We appointed and trained a country coordinator for this new intervention and held a symposium in Moscow with our partners from across the public and private sectors. We worked with the regional Ministry of Internal Affairs, the local Public Chamber, and the Smolensk Humanitarian University to develop and implement the pilot “Автотрезвость” (“Auto Sobriety”) drink-driving prevention project as part of the novice-drivers’ curriculum in driving schools.

Launching and piloting the program to reach new drivers with road-safety messages

In 2014, as part of our members’ “Producers’ Commitments to reduce harmful drinking”, we launched a drink-driving prevention campaign, which reached approximately 100,000 people through a series of events and media coverage. This educational campaign continued to run in parallel to our “Auto Sobriety” program.

We implemented the “Auto Sobriety” pilot in 12 driving schools in the city of Smolensk, reaching 1,000 novice drivers.

“Auto Sobriety” is a 1.5-hour educational module that enhances and enriches the traditional driving school curriculum. The program covers drink-driving statistics, alcohol’s effect on the human body, the risks of driving while intoxicated, the legal ramifications of drink driving, and emphasizes each driver’s personal responsibility to avoid drink driving. The module is delivered through lectures, videos, and classroom discussions, as well as practical exercises using digital devices that replicate the perceptions of an intoxicated person.

Expanding the program to reach more drivers

The Smolensk pilot program was evaluated positively, which enabled us to work together with the Moscow Automobile and Road Construction State Technical

University (MADI). This partnership was extremely important in scaling up of the intervention as it increased the number of participating driving schools. During 2015, we recruited 18 more driving schools, in the cities of Sterlitamak and Ulyanovsk, reaching approximately 3,000 students.

At this point, MADI became the key project coordinator and developer of standards across the regions, in collaboration with us and supported by beer, wine, and spirits producers in Russia.

By 2016, “Auto Sobriety” had received endorsements from the Ministry of Health and the Ministry of Education, with the Alcohol Beverage Committee (ABC) – whose members comprise Bacardi, Brown-Forman, Campari, Diageo, Hennessy, Maxxium, and Pernod Ricard – and the Russian Beer Union, Efes Rus, Heineken, and SUN InBev joining as additional partners in our efforts to combat drink driving. Because of this strengthened partnership, we were able to implement the program in more locations, including Kursk, Moscow, Mordovia Republic, and Ivanovo, with another 31 driving schools joining the program. This made a total of 101 driving schools running the program, and increased the total reach of the campaign to 500,000 people.

“Auto Sobriety” was endorsed by the Chief of the Road Police Department of the Ministry of Internal Affairs (MIA) in 2016, and was further expanded with the help of our existing partners and new allies such as the Moscow Brewing Company. Another eight locations were added to the network of driving schools delivering the program: Omsk, Volgograd, Bashkiria Republic, Tatarstan Republic, Kemerovo, Kaluga Klin, and Lipetsk. This allowed the program to feature at another 120 driving schools, which brought the total to 221 programs.

MADI provided technical support to two of the new regions that volunteered to implement the program with their own resources; the lead agencies were the Kemerovo Oblast Health Department and a youth NGO in Lipetsk, and the latter received support from the regional administration and road-traffic police.

A third revised edition of the manual for professional trainers was published in December 2017. Furthermore, the awareness campaign was delivered for the third time in the same year, reaching one million people.

Evaluating the program's outcomes

The driving schools were very positive about the effectiveness of the intervention:

"Today we cannot imagine our driving school without ["Auto Sobriety"]. Our students take active part in these lessons. I have been watching the candidates to drivers in our school for more than two years and my conclusion is: people are poorly informed, and these lessons are in demand."

Yulia Sazonova, teacher at the Na Yuzhnom driving school, Kursk

"Drinking and driving is a serious problem in our country. Thanks to ["Auto Sobriety"], 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 [the initiative] will help prevent drinking and driving."

Elena Zaitseva, Executive Director, National Association of Driving Schools

The number of road-crash fatalities fell to 13.8 per 100,000 population in 2017, from 18.9 in 2014. Similarly, the number of road crashes dropped by 3% from 173,694 in 2016 to 169,432 in 2017, while the number of road deaths dropped by 6% from 20,308 to 19,088, and the number of road injuries by 2% from 221,140 to 215,370.

Between 2014 and 2017, the numbers of road crashes dropped by 27%, from 204,068 in 2014 to 169,432 in 2017. In the same period, the number of road deaths decreased by 30%, from 27,025 in 2014 to 19,088 in 2017, while the number of alcohol-related road fatalities decreased by 1% to 14,972.

"Today we can say that this project has been a success. It is no longer an initiative of IARD, to whom we are grateful for this start-up, it was well adjusted to our realities. It has received collaboration and support from many partners both at the regional and federal levels. Today we need to maintain this success and make it sustainable through promotion of the program to the state level."

Sultan Zhankaziev, MADi Vice-Rector for Research and member of the State Road Safety Commission.

The "Auto Sobriety" program also received recognition at the federal level; along with the supporting letters from the Ministry of Health and the Ministry of Education, IARD received the high-level endorsement from the Chief Road Police Department of the Ministry of Internal Affairs, stating that "[t]he project has a practical focus, is clearly structured, provides sufficient educational material and can be recommended for all Russian regions."

As a result of our efforts to address road-safety issues in Russia, we, along with our partners, were invited to participate in the first national Road Safety Strategy Development Meeting, which took place in 2017.

Looking to the future

We have already contributed to road-safety conversations organized by the Directorate of the Federal Road Safety Program 2013 – 2020. Furthermore, the directorate has published a report stating that some elements of the "Auto Sobriety" program are considered important in the development of their strategy.

During the last year of IARD's direct involvement with the program, the Russian government focused its efforts in the development of the first-ever road-safety strategy for Russia 2018-2024, with inputs from the "Auto Sobriety" intervention. The strategy was adopted in January 2018, and it suggests a "zero vision" regarding deaths on Russian roads and establishes an ambitious goal to reduce the risk of being killed as a result of a road-traffic crash to 4 deaths per 100,000 population by 2024.

The "Auto Sobriety" strategy evaluation indicated several key areas of focus for future interventions in Russia:

- a change in road users' behavior
- better protection for vulnerable road users, specifically children and pedestrians
- further improving the curriculum and testing standards for learner drivers
- better roads
- appropriate road-safety management
- first-aid response improvements

ABOUT IARD

IARD is the secretariat to the Producers' Commitments. The signatories to the Commitments have delegated specific tasks to IARD that require coordination at global level.

IARD focuses on:

- Encouraging industry collaboration
- Convening multi-stakeholder conversations to promote policy dialogue
- Promoting evidence-based policy actions with transparency

As secretariat for the Producers' Commitments, IARD:

- Coordinates reporting on the Commitments with KPMG and Accenture Strategy
- Manages pilot programs (particularly in drink driving)
- Coordinates with international partners (for example, World Federation of Advertisers)
- Commissions analysis of marketing compliance (for example with Ebiquity and EASA)
- Convenes experts (for example, researchers) and partners (for example, retailers)
- Conducts analysis on policy and programs and produces policy tools and good practice guides

Feedback

We welcome your feedback.
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