

Documentation of innovative Practices, Programmes and Projects within the topic Drinking and Driving

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1. Introduction

The European region is the region with the highest consumption of pure alcohol per capita in the world. Each adult drinks 11 litres pure alcohol a year (European Commission 2006). Europe is also the most important producer of alcoholic beverages, mainly wine, in the world. So alcohol is an enormous economic factor in the European region, especially in the South of Europe. But alcohol is more than that. It is embedded the various cultures in the European region. Instead of this situation 55 million adults (15%) are alcohol abstainers.

On the other hand the burden of the alcohol consumption in the European region causes tangible costs of € 125 billion in 2003. Alcohol is responsible for 7.4% of all disability and premature death in the EU. Binge Drinking has increased in most countries, especially among young people since the 1990s. Alcohol causes harm to others, so 10.000 traffic deaths to people other than the drivers are due to alcohol.

In the face of these facts it is necessary to emphasize that alcohol is not an ordinary commodity. It is a toxic substance which causes a lot of health and social problems. In the last 15 years in many European countries programmes, practices and projects were implemented to reduce these problems. The measures are varying from legislative initiatives, nationwide campaigns, education programmes, etc..

The efficiency of these activities on different levels varies and it is also very difficult to evaluate their impact on the alcohol consumption rate. Most of the organisations avoid detailed evaluation of the projects or programmes because this is very costly.

This documentation gives an overview of innovative programmes, practices and projects under the topic drinking and driving. 50% (49) of all collected projects are categorized under this topic. This is definitely the majority of all projects. From 24 countries which filled in the questionnaires 23 countries sent at least 1 measure under the topic drinking and driving. It seems to be that most of the European countries are focussed on this topic because most of the implemented projects tackled the problem alcohol at road traffic. The detailed descriptions of the projects which are listed in the following table are available on the website www.dhs.de.

The collection of the innovative projects, programmes and practices was carried out by a questionnaire which was developed during two project meetings in Berlin and Paris 2006. This questionnaire was distributed to all members of the Alcohol Policy Network (APN), to all members of EURO CARE as well as the collaborating organisations which are not directly linked to the alcohol policy field. These are CRIOC, a consumer organisation, the European Youth Forum, the Transport Safety Council and TISPOL.

All programmes or projects which are information campaigns or have educational elements were assessed by quality elements. The quality elements were described in the next chapter.

2. Quality Elements

The quality elements which will be described in this chapter should make it easier to analyse the collected innovative projects. In table further down shows how many of the following criteria they fulfil. The quality elements are only used for education programmes. Legislative initiatives and legal regulations are excluded of this procedure. The addition of the quality elements are based on subjective assessment rather than a scientific method.

Necessity of quality Elements

Every intervention has an impact on the setting in which it is implemented, but the degree of effectiveness varies. It is necessary to consult different criteria to determine the quality of a project. The quality elements contribute to the improvement of the projects during their development processes, the implementation and the final analyses of the project. This is evident for a project otherwise it could be that it does not reach the targeted group and aim.

Elements of Quality

In this paragraph the main quality elements will be defined and main tasks will be described. This list of criteria was developed by Public Health experts who are created prevention programmes and projects.

Needs Assessment (NEA)

It is evident for a project or an intervention to analyse the needs of the target group as well as of the actors and organisations which are involved. The needs can be analysed for example by epidemiological statistics and professional expertise. It is also necessary to ask how the needs assessment is linked to the design of the intervention.

Low Barrier Method (LBM)

It is also very important that the intervention is accessible and takes account of the necessity of the target group. Due to this fact it is necessary to ask how the project contact the target group and how far are communication barriers (including culture and language) considered in the intervention.

Setting Approach (SETA)

The term setting refers to a social system in which people are active. Setting oriented interventions are aimed at the conditions of the setting and the group of people which are involved. With regard to the setting approach it should be taken in consideration the existing communication structures, decision processes and rules during the planning and implementation of an intervention.

Collaborative capacity building / partnership (CCB)

It is necessary that a collaboration between different persons, institutions or sectors has been built to take action on the issue. The most important questions which are linked to this element are: Which type of collaboration has there been? Multi-sectoral collaboration, teams or multi-disciplinary collaboration? How do these partnerships contribute to the effectiveness and efficiency of the intervention?

Evaluation (EVL)

Evaluation is an important analytical process which assesses the projects structures, processes and outcomes. For the quality of projects it is very important which methods have been applied for the evaluation of the intervention. Has the evaluation an impact on structures, processes and outcomes of the intervention, is another important question for the assessment.

Sustainability (SUST)

This means that the intended effect of the intervention persists after it has finished. This is also very important for ongoing projects because the project management expected that the results will persist. The questions are clear which a linked to this quality element: Does the intervention start a mechanism that can continue a support to the outcomes of the project after it is finished? Is there routine to monitor the results after the project is finished? Is there a continuation of the project?

Transferability (TRF)

Quite a lot of intervention programmes will be implemented in other cities, regions and countries if they are well developed and they reach good results. Due to the fact that the cultural background and structure of the new setting it is often necessary to modify the concept. The questions which are linked to this element are: Would the concept of the intervention be used by another actor (municipal, regional, country)? Initiated the intervention other projects with a similar structure, contents, etc.?

Availability of results, documents, etc. (AVR)

It is elementary for the success for a project that the dissemination of the results is guaranteed by internet or other printed or electronic media.

Transparency of the funding and support (TFS)

It is essential for the transparency of a project that all funding partners are known to the public. In addition it is also essential that all kind of support (logistic, press, etc.) is transparent. The questions which are linked to this issue are unambiguous: Are funds from the (alcohol) industry used for the project? Is there any other support by the alcohol industry? Is a list of supporters and funding partners available?

3. International Diversities

The analyses of the projects and programmes under the topic drinking and driving shows that most of the implemented projects are education campaigns (74%) rather than legal regulations or initiatives (26%). The governments all over Europe recognised that young drivers are the most vulnerable group for fatal traffic accidents under the influence of alcohol. The strategies to tackle these problems are approximately similar across Europe. They try to support the current law by education programmes and national campaigns. If it is necessary changes in law are implemented or discussed. This concerns often the introduction of lower Blood Alcohol Limits (BAL). Most of the European countries have a BAL limit of 0.5g/L or lower. In some European countries a BAL of zero for novice drivers were introduced. The effectiveness of such limits depends on how the governments enforced these limits and this depends on resources for regular controls they have. The analyses also shows that 20% of the programmes with educational elements are funded partly

or completely by the alcohol industry. This industry becomes in this area more and more an important funding partner for the government or NGOs.

4. Innovative Projects, Practices and Programmes

The following table contain the main information of the innovative programmes, practices and projects are listed which were collected under the topic drinking and driving.

Country	Description of the measure	Target Group	Quality Elements	Results	Funding	Comments
Austria	<p><u>Legal regulation:</u></p> <p>1. reduction of the BAC level from 8 g/L to 5g/L, 1g/L for novice drivers, stepped sanctions according to level of intoxication, random breath-testing, accepting breath-analysers as sole prove, increased testing etc.</p>	drivers of all ages;	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;	data not available;	government;	the author described developments on legal regulations, in which the awareness of the problem raised;
	<p><u>Information and education:</u></p> <p>1. there were two mayor poster campaigns against drunken driving nation wide in the last decade;</p>	drivers of all ages;	the following elements are fulfilled: NEA, LBM, SETA, CCB	data not available;	unknown;	the author means that it is very likely that the campaigns as part of the media concert against drunken driving had relevant impact – but since attitudes change slowly and since there were many

						competing long-term trends and since the campaigns happened nationwide a serious evaluation would not have been possible;
Belgium	<p><u>Information and education:</u></p> <p>1. BOB; the campaign wants to motivate party people to choose a 'Bob', someone who commits himself to stay sober and to bring the others home safely; the Bob campaign started in December 1995; in the beginning Bob was introduced by a poster campaign and an advertising spot which was repeated every year; later on the creative elaboration changed but the basic concept remained unaltered; next to the classic 'New Year's Eve campaign', the Bob – summer campaigns and more specific</p>	drivers of all ages;	the following elements are fulfilled: NEA, LOW, SETA, CCB, EVL, SUST, TRF, AVR, TFS	in the beginning of the campaign it focused mostly on young drivers (18 – 30 year); currently the problem is not occurring anymore in the younger population, but more by middle-age drivers (40 – 45 year); although the percentage of drunken drivers has decreased strongly the last years, there still is a hard core of drivers who still combine drinking and driving; the evaluation of the campaign in 2005 – 2006 shows that Bob is known by 96% of the interviewee's; one on two drivers has been chosen as Bob, this number is higher in women and for persons younger than 35 who are member of the upper class society; about 9 on 10 drivers were Bob during the whole year; these were mostly middle aged persons, men and people who lived in the city; 'Bob' drove one third of the population home; here we see more men, persons younger than 35, persons of the upper class of society and Flemish people; the Bob campaigns are obvious responsible for a change in mentality, the social rejection of drinking and driving has increased considerably the past years; Bob has become the symbol of the struggle against drinking and driving. Recent behaviour study (2005) showed that the amount of drivers who had driven under influence decreased below 3% (except on	the Belgian road Safety Institute (BIVV) in partnership with the Belgian Brewers Association (Arnoldus Groep);	in 2002 the federal government voted an ambitious plan to halve the number of fatal traffic accidents by 2010; the combat against drinking and driving holds a high position in that plan; main purpose is to reach a consensus in the society that condemns drinking and driving; provide an existing,

	<p>actions (Bob – bus, “Bob and the Gang-evenings”) were introduced;</p> <p>2. Responsible Young Drivers (RYD); volunteers organize</p>	<p>young drivers between the</p>	<p>the following elements are fulfilled: NEA,</p>	<p>weekend nights where the number is 7%); http://www.bob.be</p> <p>RYD is appreciated by 98% of the youngsters; the decrease of young traffic victims the past fifteen years was stronger than the average decrease in the entire</p>	<p>relatives and friends of Tanguy</p>	<p>real and positive alternative to avoid unadjusted behaviour is a strong factor of success; the positive, not moralizing colour of the campaigns reinforces the basis of the concept; the combination of sensitization and enforcement strengthens the impact more than when the components would be used separately; the availability in the media on different points of time during the year makes that the campaign stays recognized;</p> <p>the project is a good example of the</p>
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	<p>each year about 250 actions; the 'New Year's Eve action' is the best known; RYD organizes also sensitization campaigns in schools and voluntary alcohol-and drug screenings in discotheques; RYD also developed a training course 'Sleutel tot veilig verkeer' (key to safe traffic) with the purpose to learn young drivers about traffic safety and defensive driving; RYD uses different attributes (Promillebril en Promillekart) to alert youngsters to the dangers of drinking and driving; the main aim is to sensitize young people between the age of seventeen and twenty-nine to adopt a long-term safe driving style; they try to reduce alcohol related traffic accidents by educational campaigns and sensitisation programs;</p>	<p>age of seventeen and twenty-nine;</p>	<p>LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>population; http://www.ryd.be</p>	<p>Moreau de Melen, a young man of twenty who had a fatal traffic accident October 1989, funded it;</p>	<p>approachable and positive communication of youngsters with their peers; it also shows that a long-term change in mentality is possible; RYD works at national and regional level and has sister organisations in Luxembourg and the Netherlands; because of the 'European Night Without Accident' project, is RYD also working at international level;</p>
Bulgaria	<p><u>Legal regulation:</u> 1. There are some</p>	<p>whole</p>	<p>legal</p>	<p>not available yet, the changes are not adopted yet, so not</p>	<p>government;</p>	<p>this is a good</p>

	<p>suggestions for changes and supplements in current law as follows: Article 171: "(amend. SG 43/02) For providing safety of the road traffic and for terminating of the administrative offences the following compulsory administrative measures can be applied:"</p> <p>-The expression "can be" in the first sentence is replaced by "are". ("... the following compulsory administrative measures are applied.")</p> <p>-The text of Item 1. ("Temporary withdrawal of the driving license of a driver:"), Paragraph (b): "who drives a vehicle with an alcohol concentration in the blood over 0.5 per thousand or who is under the influence of another intoxicating substance - until the settlement of the issue regarding his responsibility, but for no more than 6 months;" is complemented, as follows:</p>	<p>population;</p>	<p>regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	<p>data or results available yet;</p>		<p>example that more and more European Countries take in consideration to reduce alcohol related harm;</p>
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	<p>“b) who drives a vehicle with an alcohol concentration in the blood over 0.2 per thousand, ascertained by medical analysis or by technical device to determine the alcohol concentration in the blood through breath-testing or who is under the influence of another intoxicating substance or in case he or she refuses to be tested by a technical device or to give blood for medical analysis - until the settlement of the issue regarding his responsibility, but for no more than 6 months;”</p> <p><u>Information and Education:</u> 1. “Drive sensibly, arrive alive!”; during a public discussion organized jointly by the Bulgarian National Radio, the 24 Hours newspaper and the Ministries of Interior and Regional Development and Public Services (October 15, 2006), the Bulgarian Minister of</p>	<p>whole population;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA</p>	<p>data or results are not available yet;</p>	<p>government;</p>	<p>this example showed how important it is to get support by decision makers or influential politicians;</p>
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	Interior Rumen Petkov said the slogan "Drive sensibly, arrive alive" should become an official State policy;					
Czech Republic	<p><u>Legal regulation:</u> 1. BAC Level 0; Law No. 361/2000 Coll.-Highway Code: §5 (2) a - The driver may not use any alcoholic beverages when driving; b - the driver may not drive car after drinking alcohol or under the influence of alcohol</p> <p><u>Information and Education:</u> 1. Let us agree (Designated Driver); the campaign contains actions on music festivals (special stages) which are aimed on road safety; leaflets about drinking and driving; the main is to reduce alcohol related accidents among young people</p>	<p>whole population;</p> <p>novice drivers and young people;</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;</p> <p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, TFS</p>	<p>more public awareness that drink driving is not accepted any longer; decreased number of deaths caused by drink driving; decreased number of drinking drivers who were found by the police; National Government Collection of Laws, Item 98, pp. 4570-4616;</p> <p>data and results are not available yet; Ms Zuzana Ambrozova, Ministry of Transport, zuzana.ambrozova@mdcr.cz</p>	<p>government;</p> <p>alcohol industry;</p>	<p>this is an example of a consequent implementation and enforcement of the law;</p> <p>this is an example how the alcohol industry cooperated more and more with the governments in Europe and take over an important role;</p>

	<p>by information about the impact of alcohol use during driving;</p> <p>2. Road Show the Action; special stage programme using short speeches of a policemen, firemen, paramedics and road accident victims framed by a modern music; the main aim is to reduce alcohol related accidents among young people by information and campaigns which are focussed to young people and their attitudes; using people who are involved in road accidents, for example victims, paramedics gives the campaign are very emotional aspect;</p>	<p>young people and novice drivers;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, TFS</p>	<p>it exists not a detailed and final report, but the first short surveys show that the young people are deeply interest in the contents of the campaign; Ms Zuzana Ambrozova, Ministry of Transport, zuzana.ambrozova@mdcr.cz</p>	<p>alcohol industry;</p>	<p>the author mentioned that this programme follows the Dutch BOB campaign, which was implemented in the Netherlands; most of the Czech drinking and driving projects are funded by the alcohol industry;</p>
Denmark	<p><u>Information and Education:</u></p> <p>1. "Every accident is One Too Many – Road safety starts with you"; the Road Safety campaign was established in 1966 and is by the minister of justice and</p>	<p>whole population;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, AVR, TFS</p>	<p>in 1998 499 people were killed on Danish roads, a figure which corresponds to a reduction of approximately 30 per cent when compared to 1986/87 statistics; total number killed on Danish roads in 2005 was 331, all time low since 1946; in April 2007 the Danish Road Safety Commission will propose a BAC limit of 0.2 o/oo for young drivers; an Accident Investigation Board for road accidents was established 1st April 2001 on the</p>	<p>government;</p>	<p>the whole project shows that reducing the rate of road accidents is an ongoing process over years;</p>

	<p>compromised politicians on national, regional and local level and representatives from NGO and institutions interested in traffic; the Road Safety Commissions objective is to propose road safety initiatives to bring down number of traffic accidents; future initiatives on road safety are based on the following strategies: Road safety starts with you private and public sectors efforts; four central and visible key areas: speeding, alcohol, cyclists and junctions; local road safety efforts must be strengthened; new knowledge on road safety; the behaviour of individual road users is a decisive factor in most road accidents;</p> <p>2. Skysengelkampagnen (Guardian Angel Campaign); the background for the Guardian Angel idea and main reason was the fact that in 95 per</p>	<p>young male aged 18-19 year old; girls aged 17-18 year old;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, EVL, SUST, TRF,</p>	<p>basis of the experience gathered from the Danish Road Safety Councils Analysis group for Road Accident; www.faelrdsselssikkerhedskommissionen.dk; www.rfsf.dk; www.hvu.dk</p> <p>since 1988 when County Nordjylland started drink driving campaigns targeting young people number of accidents among young people 17-20 years old has declined; in 3 month mid year 2005 numbers was only one seventh compared to statistics prior to 1988; the campaign changes young peoples attitude to drink driving; 81 per</p>	<p>the County of Nordjylland;</p>	<p>this project is a good example of peer project, in which young people are involved;</p>
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	<p>cent of drink driving accidents amongst young people male drivers sat behind the steering wheel; every girl aged 17-18 in the county are promoted “Guardian angels” and to be the sensible part (guardian angel), preventing male friends drink driving;</p> <p><u>Legal regulation and education as well as information:</u> 1. Nordic Resolution on drink driving; it is a multinational cooperation between national Road Safety Councils in 6 Nordic countries; to reduce number of drink driving accidents in Nordic Countries; to facilitate all Nordic countries to become proving ground for alco locks in 2012; working groups has been established within areas where Nordic countries can share experiences and together develop measures reducing dead and injuries in traffic;</p>	<p>decision makers, all citizens in the Nordic countries;</p>	<p>AVR, TFS,</p> <p>the resolution is focused on legal regulations, so it is not possible to filled in the quality elements for this resolution;</p>	<p>cent will “surely” prevent other people drink driving; www.nja.dk/serviceomraader/vejeogtrafik/trafiksikkerhedogkampagner/skytsengelkampagnen.htm;</p> <p>no concrete data available yet, because the whole procedure as an development process; raising awareness and discussions on drink driving prevention methods, especially under decision makers; www.rfsf.dk</p>	<p>government;</p>	<p>this resolution prepares the ground for different decision making processes in the Nordic countries under the topic Binge Drinking;</p>
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Estonia	<p><u>Information and Education</u></p> <p>1. Designated Driver campaign; To curb drink driving mainly during a national festival called Jaanipäev (Johns day) on 24. June;</p> <p>2. “Soida kaine peaga” (Drive only soberly); it was a countrywide education campaign which involved widely the print media and TV;</p>	<p>mainly young adults;</p> <p>all drivers;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, SUST, TRF, TFS</p> <p>the following elements are fulfilled: NEA, LBM, SUST, TRF, TFS</p>	<p>there are no data available yet; website of the radio station: http://www.u-pop.ee/kuku/uus/107/</p> <p>there are no evaluation data available; for further information please contact: Mr. Urve Sellenberg; Urve.Sellenberg@mnt.ee</p>	<p>KUKU Radio and Estonian Road Administration with the help of private sponsors which includes spirits producer Liviko;</p> <p>Estonia Road Administration; Ministry of Economic Affairs and Communications</p>	<p>this is a typical example of an alcohol industry funded project;</p> <p>this is a typical example of a governmental campaign to reach most of the drivers;</p>
Finland	<p><u>Legal regulation</u></p> <p>1. AlcoLock trial; it has been observed in international studies that the number of accidents leading to injuries to people have diminished as a result of the mandatory use of AlcoLock devices; the</p>	<p>drivers found guilty of drink driving;</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the elements were developed for</p>	<p>AlcoLock is being tested in Finland for a period of three years in 2005-2008, so current data is not available; Alkolukkokeilu. Alkolukkotyöryhmän mietintö. Liikenne- ja viestintäministeriön julkaisu 2/2004. Liikenne- ja viestintäministeriö. Helsinki 2004. (AlcoLock Trial. Report for the AlcoLock Working Party. Publications of the Ministry of Transport and Communications 2/2004. Ministry of Transport and Communications. Helsinki 2004 (in Finnish); Finnish Polis:</p>	<p>persons who have been found guilty of drink driving are required to have an AlcoLock device</p>	<p>the AlcoLock system is also tested in Sweden, it is also discussed to be implemented in the EU;</p>

	<p>observation in Finland is that one third of those guilty of drink driving are persons who repeatedly drive under the influence of alcohol; AlcoLocks are being tested in Finland as part of the supervised right-to-drive programme applied to persons who have been found guilty of driving under the influence of alcohol; the use of an AlcoLock is related to the application of a substance-dependancy assessment programme and extended monitoring plus regular health checks focused on persons who have been found guilty of drink driving; starting the assessment programme is the prime requirement for being granted an AlcoLock driving licence;</p>		<p>education programmes and information campaigns;</p>	<p>http://www.poliisi.fi/poliisi/home.nsf/pages/index_eng; Ministry of transport and communications Finland www.mintc.fi; Senior officer Janne Mänttari, Ministry of transport and communications Finland. janne.manttari@mintc.fi</p>	<p>installed in their car and they themselves bear the costs;</p>	
France	<p><u>Information and Education:</u> 1. EVACAPA or Evaluation of an action for drivers who having a problem with alcohol;</p>	<p>Primary-delinquents i.e people condemned</p>	<p>the following elements are fulfilled: NEA, SETA, EVL,</p>	<p>age: people under 25 years represent 25% of the sample and the 25-45 year old represent 50%; when the campaign was launched, 20% to 25% of the offenders relapsed into crime in 3 years following the offence;</p>	<p>National Network of Health, Road Safety,</p>	<p>the effectiveness of such measure is</p>

	<p>psycho-educative programme for drivers having agreed to submit themselves to the study and to bring the judge along to postpone the sanction over one year with a test period; the programme is based on information and counselling to individual and collective; to reduce the further offence and to modify the behaviour of drivers condemned for drink driving by proposing an educational and preventive programme;</p>	<p>the first time and who risk to lose their licence, to pay fines or to be put in prison;</p>	<p>SUST, AVR, TFS</p>	<p>between 1998 and 2001, 372 offenders participate in this programme; three years after the programme the figures of the recurrence has been divided by 4- among the different interventions (individual/collective strategy/control group), the most effective to reduce recurrence was the collective strategy; www.anpaa.asso.fr/html-fr/milieu/alcool_ou_sante_articles/f_milieu_recherche</p>	<p>Ministry of Justice, Insurance</p>	<p>linked to the association of several measures: educational, medical and penal;</p>
<p>Germany</p>	<p><u>Information and Education:</u> 1. A Peer Project at driving schools; young people will be informed about the factors which are responsible for drinking and driving conflicts and to develop alternatives to driving under the influence of drugs and alcohol; to reduce the rate of alcohol and drug related accidents; to decrease in a long-term period the rate of</p>	<p>young people, who are going into driving schools to learn to drive;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>main results of the qualitative analysis: The peer-educators have to be very flexible during their presentations in the driving schools; the cooperation between the project management, the peer-educators and driving schools was excellent; the manual of the training programme for the peer-educators has to be modified; main results of the quantitative analysis: Only one person from the intervention group (n=189) were picked up by the police, because he had drunk alcohol and drove his car; in the control group (n=189) 8 people were registered with drink driving; in addition the student drivers in the intervention group were well informed about drugs and alcohol in the road traffic; they were also much clearer in the decision making process to drive their car without alcohol; Christoph, M.E. & Heckmann, W.</p>	<p>regional and local government, donations</p>	<p>it is a very youth specific project which is implemented in the training for student drivers; it is a good supplementing to raise awareness for drink driving;</p>

	<p>conspicuousness at the road traffic caused under the influence of addictive substances, such conspicuousness can be infringements as well as criminal acts; two days of training for the peer-educators, the peer-educators are students of humanities and social science, who have basic knowledge of psychology and education; the main task of the peer-educators is to present a lesson (60 up to 90 min.) with topic the alcohol and drugs in road traffic; the main element of the lesson is the discussion with the student drivers about the topic alcohol and drugs in road traffic; regular coordination meetings of the peer-educators;</p> <p><u>Legal regulation:</u> 1. Alcohol ban for novice drivers;</p>	<p>young novice drivers from 18 until 21 years;</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the</p>	<p>(2005). Das PEER-Project an Fahrschulen in Sachsen-Anhalt. Magdeburger Reihe, Band 18. Magdeburg: Erich-Weinert-Buchhandlung, ISBN: 3-933999-18-9;</p> <p>evaluation data not available yet; the written law is available under the following web address; http://dip.bundestag.de/btd/16/050/1605047.pdf</p>	<p>government;</p>	<p>it is a good example how political decision makers get more sensitive for tackling</p>
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			elements were developed for education programmes and information campaigns;			alcohol related problems by statistics; National surveys showed that the risk of road accidents among young novice drivers increased by alcohol use;
Greece	<p><u>Information and Education:</u></p> <p>1. "Alcohol – Not Tonight, I am Driving"; to make young people aware of the dangers of drinking and driving; to encourage the use of the designated driver concept (as normal behaviour); the main elements of the project are: Training packages for one hour education course on drink driving to be used by driving schools; • A videotape to be disseminated to schools; • BOB campaign TV spot; a commercial for the radio and a 30 second cinema spot; • Circulation of the BOB bus with the drunk</p>	The campaign is targeting mainly young people. It has to be adopted by the young, but not to exclude the older ages.	the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS	The Greek campaign was aimed at 18-39 y.o. persons and obtained a very high remembrance score: almost 8 out of 10 Greeks had heard of the campaign - a figure similar to the remembrance score after the very first Bob-campaign in Belgium (1995); more than 7 out of 10 persons from the target group had found the message convincing and interpreted the message positively; however, the risk perception with regard to drink driving is far from optimal: not even half of the persons from the target group thinks that drink driving is dangerous; the consequences of this risk underestimation are also reflected in the behaviour: 6 out of 10 persons of the target group admit to drink more than two glasses and then drive; a positive signal however, is that most Greek drivers between 18 and 39 y.o. indicate that they are willing to modify their behaviour as a result of the campaign; http://. www.hit.certh.gr/greek/bob/	Centre for Research and Technology Hellas/ Hellenic Institute of transport (CERTH/HIT) Association of drinks companies (ADC), European Commission	the prevention programme under this topic must be multidimensional; mass media plays a very important role; The initial objective of the effort was to further extend the work performed by IBSR in Belgium on the issue of drunk driving, resulting in the development of specifications for implementing

	<p>driver simulator on board; • Dissemination of BOB campaign material and merchandise in public places, petrol stations, through driving schools.</p>					<p>the Bob concept in other European Union countries; the work being executed in Greece is along these lines and has also: • Adapted the proposed policies to Greek reality, the mentality and culture of people, local habits and drinking and driving styles; • Enhanced the “Bob” concept, by adding modules especially designed for young people (driving schools and basic school education);</p>
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	<p>2. "I Drive safely"; Produced 1,000,000 one-page leaflets with 10 safe driving tips, as they derive from the transportation engineers research; leaflets were distributed at toll booths and in magazines and newspapers; banner on the Internet portal; collectible postage stamps were also produced; a radio spot also promoted the campaign which was focused in Athens;</p> <p>3. "What counts in entertainment"; an educational CD Rom into which 2 digital heroes (university students) discuss alcohol and educate peers about BAC and how it increases with the consumption of alcohol, what affects it, how alcohol effects the body, how to resist peer pressure; also contains tips about the designated driver</p>	<p>young people and drivers of all age groups;</p> <p>young adults;</p>	<p>the following elements are fulfilled: NEA, LBM, EVL, SUST, TRF, TFS</p> <p>the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TFS</p>	<p>research that followed confirmed that the campaign is effective and should be rolled out nation-wide; but there is no information about the kind of effectiveness;</p> <p>the pilot phase involved distribution of the CD Rom to 1,500 university students; the qualitative research that followed concluded the initiative was well-received and should be rolled out nationwide; feedback was incorporated in the 2nd edition of the CD Rom which is now available to university students in Greece;</p>	<p>Diageo Hellas, Municipality of Athens, Hellenic Union of Transportation Engineers;</p> <p>Diageo Hellas, Panteio University of Social and Political Sciences, the Medical School of Athens;</p>	<p>another example of an industry funded project under the topic drinking and driving;</p> <p>this project shows that it is necessary using new technologies and media to reach young people;</p>
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	<p>concept, drinking and driving in general and a quiz with relevant questions and answers; the CD-Rom will be distributed to more than 3,000 students in the 2006-2007 academic year;</p> <p>4. "Who's the Driver?"; the aim of the project is to make young people aware of the dangers of drinking and driving; • To encourage the use of a designated driver as a normal behaviour;</p>	<p>Children and young people between 14-18 years; young adults; general population; Intermediaries (retailers, teachers, parents, etc.)</p>	<p>the following elements are fulfilled: NEA, LBM, EVL, SUST, TRF, TFS</p>	<p>changed attitudes (among programme participants): increased level of awareness and personal concern about the issue of drinking and driving; increased level of acceptance of personal responsibility; increased belief that people who drink should not drive at all; changed behaviour: following the activity, participants were twice as likely to have designated a driver as non-participants; 71% of participants said everyone in their group was now much more willing to be designated drivers versus 40% of non-participants; 77% of participants intend to be designated drivers in future versus 48% of non-participants;</p>	<p>Diageo Hellas;</p>	<p>an example of an industry funded project which is very ambitious to reduce drinking and driving;</p>
Ireland	<p><u>Legal regulation</u></p> <p>1. Mandatory Alcohol Testing; <i>this means that</i> "Gardai (police) can establish road checkpoints for random breath testing at which all drivers will be required to submit to a preliminary test";</p>	<p>all drivers;</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and</p>	<p>since the introduction of Mandatory Alcohol Testing (MAT) on 21 July 2006 fewer road deaths have been recorded for every month, with one exception; in the eleven months since MAT there have been 80 fewer road deaths recorded (from 354 down to 274); this represents a 23% reduction (www.rsa.ie); an analysis by the Road Safety Authority reported that the prevention of 80 road deaths resulted in a financial savings of €176 million, based on previously published cost calculation methodology; the authority also suggested that 600 serious injuries have been prevented over the same period using an estimate, an average of 8 serious injuries</p>	<p>government;</p>	<p>the Chief Executive of the Road Safety Authority indicated that "<i>it is clear that Mandatory Alcohol Testing has contributed significantly to the number of</i></p>

			information campaigns;	for every 1 fatality on Irish roads;		<i>lives saved – along with high profile awareness campaigns and a greater Garda presence on the roads”;</i>
Italy	<p><u>Information and Education:</u></p> <p>1. IL PILOTA (The Pilot - The Driver); this project is innovative in terms of its communication strategies; briefly the project combined the usual designed driver strategy approach with a SAT-TV reality show aimed at the effective involvement of national audience and young people all over the Country in voting through a mobile phone SMS the “Driver of the discotheque” of the week and at the end, among the different competitors elected into a planned discos tours, the “Driver of the Year”); moreover, the project tried to reflect in its performance young people’s habits, lifestyles and</p>	Young people between 13 and 35 years old, although the target group of people met in the discotheque is very heterogeneous;	the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS	the self evaluation performed by young people involved in the project show that 78.6% of males and 82% of females gave the project an average score 7.4 (on a 10 point scale), although young people do not seem to be willing to be chosen as “pilots”; all age groups, also under the legal age of 16, are using alcoholic beverages mainly on Saturday night and not with meals; 20 % of young people were showed to binge drink on Saturday night; the project’s results show that risky drinking is really a priority which needs to be tackled; most young people have drinking patterns at risk, especially in relation to driving; results are available at www.epicentro.iss.it/alc/alc.asp ;	the funding came from the Minister of Health and was coordinated, organized and evaluated by the National Institute of Health (Istituto Superiore di Sanità - ISS) as a part of the yearly Governmental National Campaign Against Alcohol Abuse;	using the format of the reality show, which belongs to the TV communication, young people were reached on the themes of safety on the roads; this strategy seems to have a good impact on young people’s attitude;

	<p>expectation; raise awareness among young people on the risks related to alcohol use when driving; make young people more familiar with the idea of “the driver” and try to implement it in their lifestyle; support the fashion of “sobriety” and the trendy value to be “the driver”, the person in charge to take care of the friends, a model to be imitated by those who are accompanied at home; perform specific research on young people drinking habits and evaluate knowledge and perception;</p>					
Latvia	<p><u>Information and Education and legal regulation:</u> 1. Traffic safety campaign; the main elements are changes in law – harsher punishments, informative and educational campaigns as well police supervision activities on the road; the main aim of the project is to</p>	<p>the target group of this project are drivers from age 18 to 24 as well their friends and their passengers;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, EVL, SUST, TRF, TFS</p>	<p>the number of casualties from traffic accidents has decrease; for example in 2006 the number of accidents caused from drink driving has decrease by 21% but the number of casualties has decreased by 28%; further information www.csdd.lv, Jānis Aizpors-PR unit chief executive Tel:+371 7025730</p>	<p>the project was funded by the “Road traffic safety directorate</p>	<p>by addressing the main public in the right way, the wished aims were accomplished- the attitude towards drink driving</p>

	<p>reduce the number of accidents caused by drink driving, to limit the number of casualties, injured and dead;</p> <p><u>Legal regulation:</u></p> <p>1. advanced health check; State police's controls and health checks; after the law was approved the driving licences of drivers who have medical contraindications were grounded, this includes</p> <p>2. Change in law-administrative arrest for</p>	<p>drivers who use to drive, while being drunk;</p> <p>drivers who use to drive</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns</p> <p>legal regulations or</p>	<p>the number of victims and injured has decreased since the implementation of the changes in law; in 2006 the number was reduced to 21% (accidents) and even by 28%(number of victims); in total, the number of casualties from 2001 to 2006 has decreased by 21%; Latvia has joined the Verona Declaration, which prescribes to imitate the number of casualties by half in the period from 2000-2010; taking in consideration the current results, Latvia will achieve this result; further information www.csdd.lv, Jānis Aizpors-PR unit chief executive Tel:+371 7025730</p> <p>the number of victims and injured has since decreased; in 2006 the number was reduced to 21%(accidents) and</p>	<p>government;</p> <p>government;</p>	<p>changed; previously the attitude of people could be described as bold-drink driving was perceived more as an act of heroism; after the campaign the situation has radically changed- drunken drivers are reprobated by the public;</p> <p>that the situation can be improved by using legislation tools;</p> <p>this is a good example that</p>
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	drink driving; improvement and widening of the road checks by the police;	while being drunk;	legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns	even by 28%(number of victims); in total, the number of casualties from 2001 to 2006 has decreased by 21%; Latvia has joined the Verona Declaration, which prescribes to limitate the number of casualties by half in the period from 2000-2010; taking in consideration the current results, Latvia will achieve this result; further information www.csdd.lv , Jānis Aizpors-PR unit chief executive Tel:+371 7025730		changes in law and national campaigns have a positive influence on the road traffic;
Lithuania	<p><u>Legal regulation:</u></p> <p>1. Law on drinking and driving:</p> <p>a) regulations for detecting of driving under influence of alcohol or drugs were approved by the Government of Lithuania in 1996 and 2006;</p> <p>b) the order of medical examination of the state under influence of alcohol was modified and the order of checking drivers under suspicion by police officers was modified by a decree of minister of Health in 2006;</p> <p>the rules determine insobriety control for</p>	Persons who have rights to drive and drivers for juridical persons vehicles;	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns	the influence of the seems to be very positive, current data are not available; further information Ministry of Health www.sam.lt , State Mental Health Center www.vpsc.lt ;	government;	this is a good example that politicians are really convinced to change or modify legislation on drinking and driving as a alcohol policy measure;

	drivers and other persons and the order of physical examination;					
Netherlands	<p><u>Information and Education:</u> 1. “Alcoholvrij op weg” (Alcohol-free on the road); VNN (Addiction Care Centre) initiated the project “Alcoholvrij op weg” (Alcohol-free on the road), with the aim to enhance the awareness of young people about the influence that alcohol has on driving abilities, by means of providing an experience of driving under the influence of alcohol as a training tool; young drivers were invited to a closed circuit and allowed to drive under the influence of alcohol, guided and guarded by a driving instructor; a realistic perception of the effects of alcohol use on driving abilities may contribute to the understanding and the attitude that is needed to make the conscious decision not to drive</p>	young people, both male and female, aged between 18-24 years old with a drivers license and used to drinking alcohol on weekly basis;	the following elements are fulfilled: NEA, LBM, SETA, EVL, SUST, TRF, AVR, TFS	part of the approximately 1100 participants until now, was sent a questionnaire, in common with a similar control group, to compare attitudes and actual drinking-driving behavior; in addition, the Public Prosecutor checked their files for occurrence of alcohol-related traffic offences for both groups; the results indicated that the group that had participated in the alcohol project were more conscious about the dangers of driving under the influence of alcohol than the control group, and behaved accordingly; Brookhuis, K.A., Jong, C. de. & Lemstra, D.J. (2006). “Alcoholvrij op weg”, Onderzoek naar het effect van een specifiek preventieprogramma op alcoholgebruik in het verkeer onder jongeren. Groningen, Nederland: Rijksuniversiteit Groningen, Experimentele en Arbeidspsychologie	government;	the alcohol driving experience on a closed circuit has been demonstrated to be an effective and successful remedy tool to change both attitudes and behavior as regards drinking and driving;

	<p>under the influence of alcohol; 2. The BOB-campaign (a campaign for the designated driver); from research we know that a harsh and punitive character of a campaign doesn't work well; the BOB campaign has mild humour and what is most important, points drivers to the possibility of a behavioural alternative that is to choose a designated driver; the aim is to change the behaviour of the driver in that way that he chooses not to drive when he has had alcohol and to choose before drinking somebody who will be designated not to drink and who will bring his friends safely home; This person is called the BOB; by changing mentality and behaviour the campaign should contribute to the reduction of the number of yearly victims due to alcohol related road accidents;</p>	<p>in fact BOB addresses every driver and his social environment; specific target groups are visitors of bars/restaurants, sports events and people drinking alcohol at private parties;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>it appears that 97% of the population knows about BOB and what it stands for; more than 70% chooses a BOB now before going to a party; since the start of the campaign in 2001 drunk driving shows a remarkable decrease from 4.1% offenders of the legal limit in 2001 to 2.8% in 2005; www.bobjijofbobik.nl ; the report: Thuiskomen in 2005 (AVV Transport Research Centre) October 2006 www.rws-avv.nl which includes a summary in English;</p>	<p>the concept development and mass media part (F.e. tv and radio commercials, billboards) of the project is funded by the national government; some actions are paid by the alcohol industry, provinces, others. Also the European Commission gives financial support for activities of the National traffic safety organisation;</p>	<p>a good cooperation with all parties involved and especially the cooperation of the police; the campaign doesn't have to have a punitive character; it must offer behavioural alternatives for driving under the influence;</p>
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Poland	<p><u>Legal regulation:</u> 1. BAC; legal BAC is 0.02% and was adopted in the mid-1950's; besides the legal regulation public campaigns against drinking and driving were launched nationwide;</p>	all drivers;	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;	last 15 years witnessed rapid increase in number of vehicles on the Polish roads from about 9 million in 1990 to almost 17 million in 2005. In the same period, however, a number of alcohol-related road accidents decreased from 11 638 to 5 748 (from 1.3 to 0.3 per 1000 vehicles); also their share in the total number of road accidents diminished from 23% to 11-12% in recent years; every year over 150 thousand drivers are tested positive for alcohol and more than 60 thousand driving licences are taken away by the police;	government;	it seems to be that a policy package consisting of legislation, enforcement and public education may eventually have substantial impact;
Portugal	<p><u>Legal regulation:</u> 1. the new Road Traffic Legislation; the main components are a greater strictness of laws and penalties regarding road traffic infractions, including drink driving, according to the BAC level;</p>	whole population;	legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;	a reduction on the road traffic accidents and road traffic victims rates since its introduction was observed, but this are not based on evaluation results; the full text referent to this measure is available on the website posted above (http://www.dgv.pt/UpLoadedFiles/novo_codigo%20_da_estrada_2005.pdf);	government;	its introduction represented a clear concern about road traffic accidents in Portugal, including those related or due to drink driving, by the governments of Portugal; in not only represented an effective concern, but also a desire to

						change things, using, in this case, a more coercive method: the weight of the Law;
Romania	<p><u>Information and Education:</u></p> <p>1. “Stop to the Accidents. Life has priority!” Campaign, in the framework of this larger campaign, actions were carried in May and October 2006 aiming at finding “drinking & driving” situations; road controls followed by small press releases;</p> <p>2. TISPOL Alcohol & Drugs Campaign – actions organised and carried on six –months basis at national level; TISPOL is an European Organisation of national traffic police; road controls followed by small press releases; experience exchange</p>	<p>all the drivers’ categories were targeted by this project regardless of age or other criteria;</p> <p>all the drivers’ categories were targeted by this project regardless of age or other criteria;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, TFS</p> <p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, TFS</p>	<p>in 2006, a predominant descending trend was recorded in the number of accidents committed by drivers under the influence of alcohol (385) and their consequences (169 deaths, 308 serious injured). Compared to the statistics of 2005 this represents: -9 accidents, +9 deaths, -23 serious injured); Road Police Directorate within the General Inspectorate of Romanian Police, circulatie@politiaromana.ro, Chief Superintendent Gino BOSMAN, tel. +40213362209/19670;Project Implementation Unit within the General Inspectorate of Romanian Police, phare_igpr@politiaromana.ro, Inspector Ioana CANDREA, +40213037080/10233</p> <p>This project itself was not evaluated, but analyses of general statistics showed that this measure together with the project which is described above has an impact; so the results for both measures are equal; Road Police Directorate within the General Inspectorate of Romanian Police, circulatie@politiaromana.ro, Chief Superintendent Gino BOSMAN, tel. +40213362209/19670;Project Implementation Unit within the General Inspectorate of Romanian Police, phare_igpr@politiaromana.ro, Inspector Ioana CANDREA, +40213037080/10233</p>	<p>“Stop to the Accidents. Life has priority!” Campaign, (funding: Ministry of Internal Affairs together with the civil society (costs related to the media campaign)).</p> <p>government;</p>	<p>all in all has the measure a positive impact on road accidents due to alcohol;</p> <p>this as an example how an international pilot project can initiate following projects;</p>

	<p>regarding the results of with other TISPOL Member States the controls; this project was the precursor of the campaign “Stop to the Accidents. Life has priority!”;</p> <p><u>Legal regulation:</u></p> <p>1. the Phare PHARE RO 2002/000-586.04.09.05-01-04 “Equipment for enforcement or road traffic safety” Sub – project. In 2005, in the framework of this project, the Romanian Police purchased 500 electronic ethyl-testers;</p>	<p>all the drivers’ categories were targeted by this project regardless of age or other criteria;</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	<p>for this legal regulation the Romanian colleagues reported the same results as they do for the two project above; it seems to be that before 2006 no data about the impact of these measures are available; Road Police Directorate within the General Inspectorate of Romanian Police, circulatie@politiaromana.ro, Chief Superintendent Gino BOSMAN, tel. +40213362209/19670;Project Implementation Unit within the General Inspectorate of Romanian Police, phare_igpr@politiaromana.ro, Inspector Ioana CANDREA, +40213037080/10233</p>	<p>the PHARE 2002 Sub-project, (funding: 75% EU, 25% Ministry of Internal Affairs);</p>	<p>the three measures from Romania are linked and they show how important it is to enforce the law by road controls and public campaigns;</p>
Slovenia	<p><u>Information and Education:</u></p> <p>1. Young drivers- without alcohol safer on the road; the main component of the programme is the typical teaching hour; teachers and instructors in driving schools are thought to perform this typical</p>	<p>there are two target groups: teachers in driving schools, driving instructors and candidates</p>	<p>the following elements are fulfilled: NEA, SETA, EVL, SUST, TRF, TFS</p>	<p>objectives of the programme to increase knowledge about dangers of drunk driving and impact the viewpoint of future young drivers were met;) the project started as a pilot project, but countrywide (there are ca. 160 driving school in Slovenia and we invited all to the pilot to get ca. 70 attendees to our workshops); based on the pilot implementation we made the necessary changes in the programme; after the implementation of the pilot we did another 4 workshops; the pilot project was evaluated in general, after that the workshops were evaluated;</p>	<p>development of the programme was funded by the Ministry of Health;</p>	<p>the implementation of the project based on a law which stipulate that each driving school in Slovenia has to implemented 40 hours of</p>

	hour on alcohol and driving in their programmes; they are given all necessary knowledge, instructions and materials (including film);	for drivers (young people between 18 and 24);		Institute of Public Health, Trubarjeva 2, 1000 Ljubljana, Slovenia, Tatjana Banič (+386 1 2441 515) or Helena Koprivnikar (+386 1 2441 469), e-mails: tatjana.banic@ivz-rs.si and helena.koprivnikar@ivz-rs.si		programme which includes the topic drinking and driving; unfortunately the law was not fully implemented, so the extend of the project was impossible;
Spain	<p><u>Information and Education:</u></p> <p>1. Driving and alcohol: the problem of permissiveness. One driver per night; by means of an advertising campaign; the aim is to achieve the highest level of awareness amongst young motorists; the following objectives have been set out in order to assess its effectiveness: awareness and assessment of the Designated Driver; common practice as opposed to occasional practice; taking the personal decision to adopt the figure of designated driver as</p>	all drivers; judges, prosecutors, parents, politicians and journalists;	the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, TFS	it seems to be that the evaluation is not finished yet, so no detailed data are available; in general a reduction of road accidents are observed; website: http://www.alcoholysociedad.org/ing/index.php ; email: secretaria@alcoholysociedad.org ;	the Fundación Alcohol y Sociedad (Alcohol & Society Foundation); the Spanish alcohol Industry has set up a foundation called "alcohol y Sociedad"; this foundation joins important producers of alcoholic beverages and is	this is an another example of a completely funded project by the alcohol industry;

<p>opposed to the group decision to adopt the figure of designated driver; to adopt the figure of designated driver as a habit rather than adopting the figure of designated driver solely during the campaign;</p> <p>2. Tu mismo (yourself); to transmit and make aware to young people about the dangers of the drinking and driving; displaying and interactive CD-ROM, which give information about alcohol effects, in the nervous system; through the simulator driving;</p> <p>3. “When driving, not a single drop of alcohol”; a special campaign for the control of the alcohol level in the blood; the campaign is carried out each year, especially during holidays, long weekends and Christmas time; the intention is to influence in this factor of risk that</p>	<p>young people;</p> <p>whole population;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, SUST, TRF, TFS</p> <p>the following elements are fulfilled: NEA, LBM, SUST, TRF, TFS</p>	<p>the author mentioned that the number of car accidents had decreased, but there is no indication about a general evaluation of the project; http://www.fundacionmarbella.org/noticias/noticia-1.php; http://www.fad.es/contenido.jsp?id_nodo=129; http://www.fad.es/Publicaciones?id_nodo=95&accion=0&tipo=M&keyword=&auditoria=F;</p> <p>data not available; contact: http://www.dgt.es</p>	<p>guaranteed by outstanding Scientifics;</p> <p>FAD and Prevention department of the foundation “Marbella solidaria”;</p> <p>government;</p>	<p>this project is an example a simple education programme on a CD-Rom which was created for young people;</p> <p>this is another campaign to reduce the rate of road accidents due to alcohol in Spain;</p>
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	causes between 30 and 50% of the total number of deaths in the traffic accidents;					
Sweden	<p><u>Information and Education:</u> 1. The Skelleftea model; rehabilitation of drunk drivers and a decrease of the total numbers of drunk drivers; it started as a pilot project in the municipal of Skelleftea; after they had good results from their project the idea was spread countrywide; still there are new regions that start with this model; the main idea is that a person who is a drunk driver and is caught by the police at the road will be offered a possibility of rehabilitation or a meeting with someone from the social services within 24 hours; the possibility is voluntary but practices shows that people are more susceptible at the moment they are taken into custody; the project is also a coordinated project between several</p>	drivers who are caught with a BAC-level above 0,2 when they are driving vehicles;	the following elements are fulfilled: NEA, SETA, CCB, EVL, SUST, TRF, TFS	a specific evaluation is still in process, so data are not available yet; different evaluations indicates that 10-15 % of the drivers stopped, most of them men, accept the offer to meet someone to discuss their alcohol consumption; info and contact: http://www.vv.se/templates/page3_14085.aspx	government;	this project is a good example that you can do more then just a random breath control when you have caught a drunk driver; the opportunity can be used to offer them to deal with their alcohol consumption and by that way (hopefully) eliminate the problem in the future;

	<p>partners; the police, the Swedish Road Agency, the social services, the primary health care and other key professional roles of the issue;</p> <p>2. The alcohol bar "Albin"; the project is an initiative to stop drivers of heavy traffic to drive intoxicated on roads; ten per cent of the drivers arriving with ferry from harbours in Germany has to make random breath tests in front of a closed bar; if the result shows no alcohol the bar is opening and the driver can continue; if the BAC-level is above 0,2 (the Swedish law of BAC-level) the bar remains down and a signal is going to the staff at the harbour who handle the situation by calling the police; the test is not so time consuming; it takes approximately 10-15 seconds; the investment for the Harbour is approximately 45 000 Euro;</p>	<p>heavy traffic drivers coming with the ferry to the Harbour of Trelleborg;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, TFS</p>	<p>Since the start of 28th of June until September has 1800 random breath tests been taken; three of the tests has shown to be over 0,2 BAC; after the pilot period other harbours in Sweden are interested in the measure; http://www.akeri.se/net/Sveriges+%C5kerif%F6retag/Svensk+%C5keritidning/Svensk+%C5keritidning/Artikelarkivet/1160028084048 ;</p>	<p>government and Industry (not alcohol industry);</p>	<p>the project shows that it is possible to do something about the problem with heavy traffic drivers and the use of alcohol; most of the drivers are very satisfied when they have done the test and wish it would be possible to make the test in more places;</p>
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	<p><u>Legal regulation:</u> 1. Alcolock; The main elements are a change in law. If the law is changed then it is possible that all newly produced cars from the year 2012 must be equipped with alcolock and the same with all heavy traffic and all public bus transports from 2010. Sweden must, due to the single market in the European Union, have permission from the council of EU to make this change in law. Today it is already possible to choose alcolock in your car instead of give away your driving license for a couple of months if you are convicted of drunk driving.</p>	<p>all drivers, but in more specific terms drivers of heavy traffic, public transport and people who have already got convicted of drunk driving;</p>	<p>legal regulations or legislative initiatives are excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	<p>since the government started to investigate the possibilities of alcolock in vehicles the industry that makes the vehicles has developed better alcolocks; installing alcolock is also considered an advantage for different companies that make public transport (for example school transports), taxi companies and goods traffic; more and more municipals and companies demand alcolocks in the vehicles they use for different transports; http://www.mhf.se (page in English); http://www.regeringen.se/sb/d/108/a/66420(swedish);</p>	<p>government;</p>	<p>that we are often depending on EU and the single market; if EU says no to a proposed law, than there will be no law; there will be still alcolocks from voluntary initiatives, but to get a wider range a change in law is necessary;</p>
Switzerland	<p><u>Information and Education:</u> 1. the project "Echt Cool" consist on an exhibition with different elements which is target to young people mainly pupils: ride simulator, a Funky</p>	<p>young people in the age of 18, especially men</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, SUST, TRF, AVR, TFS</p>	<p>data not available yet; but the initiators stressed that they noticed a good acceptance by the young people and their teachers; www.fachstelle-asn.ch</p>	<p>ASN (Alkohol- und Drogenprävention im Straßenverkehr) cover the</p>	<p>a good example how you can motivate young people to tackle with</p>

	<p>Bar (here you can learn how you mix drinks without alcohol, photo story (this is a competition among the classes, the make photos under the topic drinking and driving);</p> <p>2. "Be my angel tonight"; the concept of the project based on the designated driver concept; prevention teams are stationed in bars and discotheques; the guest will be informed about the impact of alcohol on their ability to drive; at the end of the discussion the people who decide to drive sign a contract with the prevention team to drive without drinking alcohol; they also receive a coupon for an extra cheap non-alcoholic drink;</p>	<p>young people on parties;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, TFS</p>	<p>the internal evaluation has following results: 10% of all people in parties were reached, which is about 40% of all drivers; all of them sign a contract and hold it; about 50% of them say they would have drunk alcohol without the programm; www.bemyangel.ch</p>	<p>cost for the development of the exhibition; ASN charges rent of 1,000.00 Swiss Franc for schools in the canton Zurich and 2,500.00 € Swiss Franc for schools in other cantons;</p> <p>Fondation vaudoise contre l'alcoolisme</p>	<p>drinking and driving in very easy way;</p> <p>the project built up good connections to the party scene and especially to the organizers of parties; be there from the beginning to the end with the appropriate personnel and have publicity before and after the parties;</p>
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United Kingdom	<p><u>Information and Education:</u> 1. 'I'll be Des' (Designated Driver Campaign); the project development went through different stages, the following points are focussed on the last stage of the developments: two new bus ads were commissioned; these continued the "young people" theme introduced in the previous phase; two new radio ads were produced; these linked directly to the new bus ads and again used humour; two of the bus ads were used as the basis for an ad in the Christmas 2001 edition of the Radio Times; radio advertising in Yorkshire and Humber was backed-up by a promotion on Galaxy 105, a radio station covering the region; Listeners had to identify who was "Des" amongst three of the station's DJs from recordings of them</p>	<p>the target group of the campaign are men aged from 18 to 40 years old, who were identified as the group the most at risk of being involved, injured or killed in drink-driving accidents; however, of course, it also sought to have a resonance amongst drivers outside this core group;</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, TFS</p>	<p>Strengths of the campaign: A) it is a positive and inclusive message which is not patronising; this is seen as a welcome change to the shock tactics and negative message used by the Government in its drink-drive advertising; B) enormous goodwill built on The Portman Group's name and our customer service; the result is a loyal "customer" base; C) the campaign is long running and doesn't keep changing direction; it builds on things which work and replaces things which don't; D)TPG listens to users and is willing to share ideas and artwork; E) the campaign is a complete package of above-the-line advertising and supporting materials which can be implemented easily by people wishing to become involved; F) it saves money for road safety and other professionals using it; they can put all their resources into advertising rather than having to pay to have materials developed; this way they get better coverage; campaign materials are seen as relevant and good quality; the bus back ads are very strong; G) TPG provides excellent service with materials delivered quickly and full support given when this is needed; people value the advice and guidance they get about how to use the campaign and the PR support TPG provides; H) the newsletter; it is an effective way of recruiting people to the campaign and participants like having their work reported in it; I) having a field-worker who goes out and meets people; J) a campaign team whose members pull together; K) commercially viable promotional mechanisms for use</p>	<p>the campaign was delivered through a public/private partnership led by the private sector; the Portman Group provided promotional material, an umbrella of advertising and co-ordinates public relations with the campaign delivered by local agencies (for example police, road safety officers and health promotion professionals), private companies, sport (primarily football) and</p>	<p>this project is a well publicised industry led initiative, upon which the most recent 'Designated Driver Campaign' builds upon; it utilises a multi agency partnership approach, and also gained a Michael International Road Safety Award;</p>

	<p>ordering rounds of drinks; the prize for the promotion was provided by Kaliber; a target of 10% was set for matched-funding; this included road safety teams' expenditure on bus advertising in regional campaigns; policy was changed to allow co-branding of "I'll be Des" with named alcoholic drinks, subject to the Director's approval of the proposed promotion; a new mechanic for pub promotions was evaluated successfully in conjunction with Morrell's of Oxford; the "Pay Back Drink" promotion rewarded designated drivers who had purchased four soft drinks to claim a free alcoholic drink on an occasion when they were not driving; Greene King implemented the scheme for Christmas 2001;</p> <p>2. 'You Drink, I'll Drive' (A voluntary scheme for taxis); a voluntary</p>	<p>mainly young males (it links with</p>	<p>the following elements are fulfilled: NEA,</p>	<p>by the industry; L) structured evaluation. Evaluation results have been important in persuading people to put their own resources into the campaign; this is particularly true of the drinks industry; the PMIRSA award is an important factor here; Weaknesses: A) drinks industry support is growing but it is far short of what is needed; an increasing number of pub companies are taking-on the campaign but they are mainly smaller companies; orders from individual pubs are growing but penetration in the free-house sector is very low; the same is true for the off-trade; B) it is still cyclic with peak activity at Christmas/New Year and in the summer; Ford, a (December 2001) ' Review of the Portman Group's 'Ill be Des Campaign'; please note the information is no longer available over the web</p> <p>no formal evaluation has been conducted, but so far, there have been over fifty taxis participating in the scheme, in six towns;</p>	<p>the licensed trade;</p> <p>the campaign was funded by the local</p>	<p>an original small scale initiative, but</p>
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	<p>scheme for taxis and mini cab companies, which involves a displaying the following (very visible) message on their vehicle: You Drink, I'll Drive;</p>	<p>the Department of Transport's national messages) but the team sought to encourage anyone who was going to drink to book a taxi home;</p>	<p>LBM, SETA, CCB, SUST, TRF, TFS</p>		<p>authority in Hampshire as part of the Highway Authorities responsibility to provide a road safety service through their Education Training and Publicity budget;</p>	<p>we need to know more details about the development of the strategy (ie: whether the taxi drivers were consulted) and the practicalities of it (ie:how to convince the drivers to accept the message on their car);</p>
<p>3.</p>	<p>THINK! Christmas Drink Drive 2006 Campaign; the main aims of the campaign are: to increase awareness of the dangers of having a couple of drinks and driving and highlight that the police would have a reinforced presence during the Christmas period; to educate drivers that they can't calculate their alcohol limit; to shake driver's confidence about their</p>	<p>young male drivers aged 17 to 29 (drink drivers, not drunk drivers, specifies the website) are the key target audience</p>	<p>the following elements are fulfilled: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>awareness of the drink drive campaign has remained high at this wave, with over eight in ten (85%) recalling the key campaign media, and a similar proportion (84%) recognising the 'Crash' ad after prompting; this wave also saw few changes in attitudes towards drinking and driving; the proportion of respondents rating drinking and driving as extremely unacceptable has remained stable since July 2006, although comparison with earlier data should be treated with caution given the change to the way to question was asked; there were some significant changes in the level of agreement with communication statements at this wave; the proportion of drivers agreeing that the Crash ad made them think about their own driving decreased by ten percentage points since August 2006, and the proportion saying that it has made them drive more carefully, decreased by seven percentage points; these decreases indicate a return to previous levels measured in July 2006; Further research</p>	<p>the Department for Transport funded this campaign, ACPO funded their enforcement campaign;</p>	<p>the evaluation suggests that more research is needed to ascertain whether there has been a change in attitudes towards drink driving, especially among young people, but the enforcement was successful; the campaign showed that</p>

	<p>own 'rule of thumb' of what's safe to drink and drive; to get drivers to think about the consequences of being caught; the key messages are: don't Drink and Drive; it takes less than you might think to become a drink driver; you can't calculate your alcohol limit; watch out for those dangerous - 'Fancy a Quick One!' moments; the elements of the project are radio ads, online ads and in-pub ads;</p>			<p>will indicate whether this is a fluctuation, or a continuing trend, however it could indicate that after 2 ½ years the execution is losing some of its impact as people become familiar with it; main results of the Association of Chief Police Officers (ACPO) Enforcement Campaign: In December 2006, 145,867 drivers were tested and 9,658 - 6.6% - were over the limit, down from 6.9% in December 2005; the ACPO said a widely-publicised Christmas crackdown led to the drop; the number of breath tests carried out increased by almost 10% during "the most productive drink-drive campaign to date; related articles (press): http://news.bbc.co.uk/1/hi/uk/6265405.stm Evaluation report: THINK! Road Safety Campaign Evaluation ,Post Drink Drive Campaign Report, January 2007 http://www.thinkroadsafety.gov.uk/research/index.htm</p>		<p>the impact of information and awareness raising campaigns- no matter how 'diverse' can only be effective when implemented in parallel with adequate enforcement;</p>
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