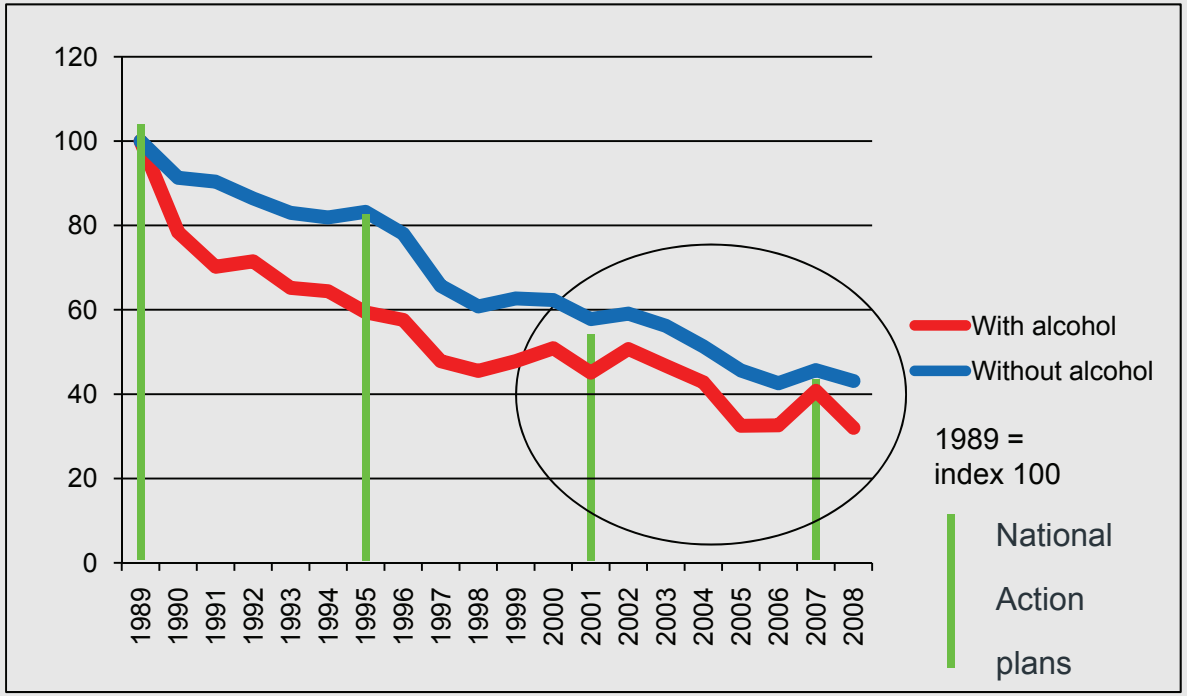


Drink driving in Denmark and available measures

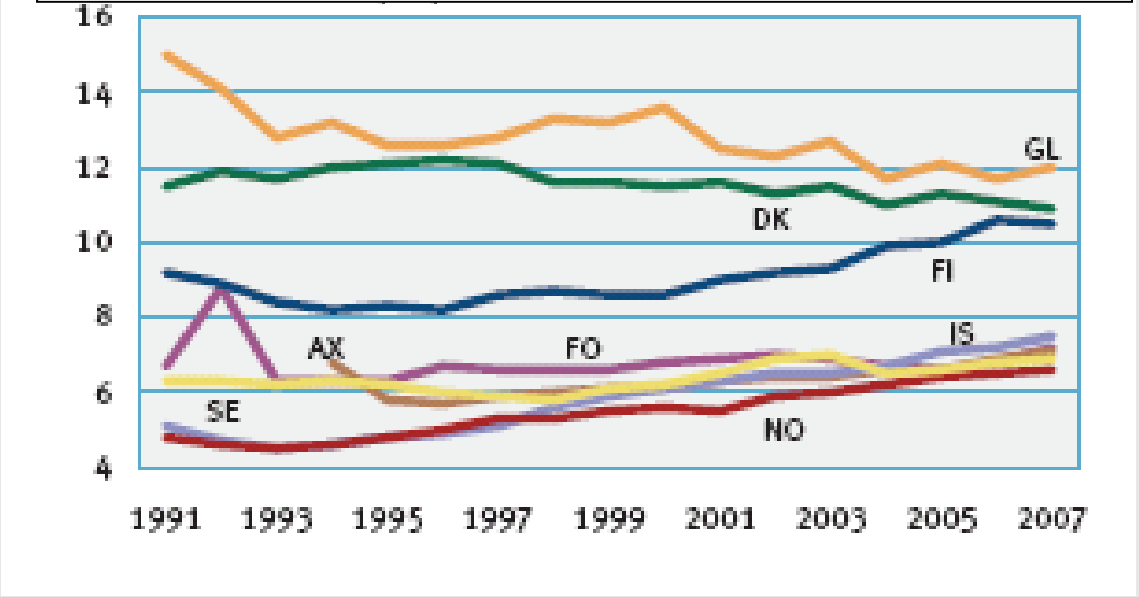
Jesper Sølund

The Danish Road Safety Council

Killed and injured in accidents with and without alcohol 1989-2008



Annual consumption liter alcohol per capita in Nordic Countries



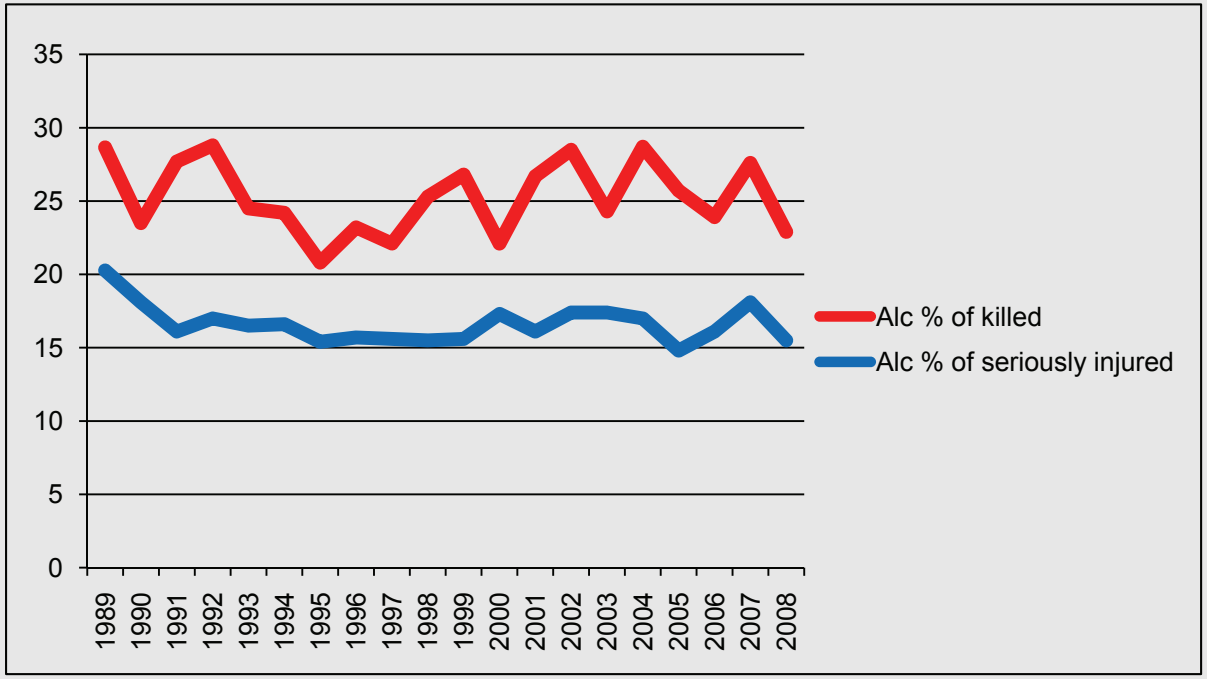
Accidents have decreased much

Alcohol consumption has decreased little

Explanations

- National Road Safety Action Plan – Drink driving actions
- Changed alcohol consumption in labor market – alcohol policies
- Improved driver education – risk modules
- Traffic and alcohol education measures
- Continued campaigns
- Increased sanctions
- More effective police control – screening alcometre

Percentage of killed and seriously injured in accidents with and without alcohol 1989-2008



Facts

- Killed and injured in accidents with alcohol reduced 70 % in 20 years

- Killed in accidents with alcohol still 25 % of all death in accidents

- Seriously injured in accidents with alcohol still more than 15 % of all seriously injured

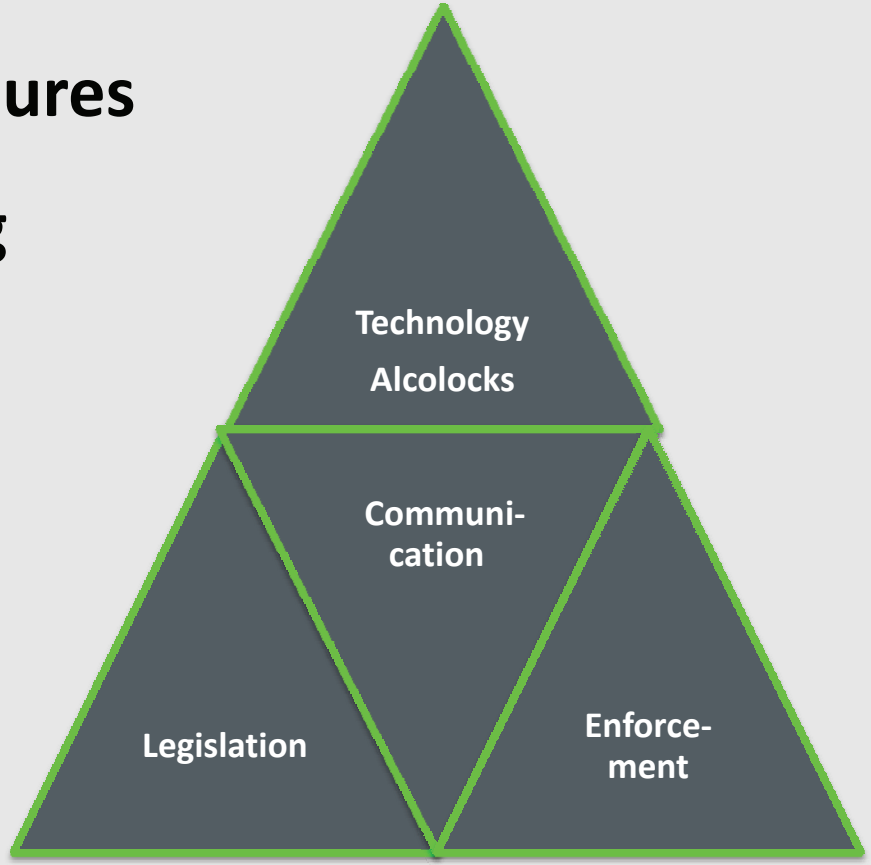
Risk groups

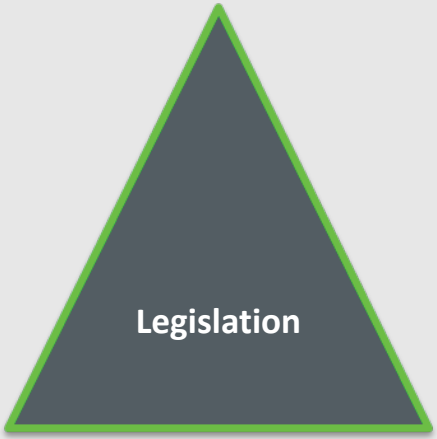
- Young drivers
- Accasional drink drivers
- Heavy users
- Alcohol dependence



Danish measures

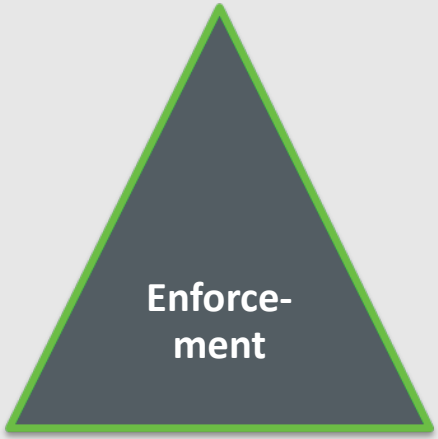
Drink driving





Legislation

- Use of evidence alco meter
- 2 0/00 BAC limit for young drivers?
- Sanctions for drunk moped drivers?
- Alco lock?



Enforcement

- Always alco control – every stopped driver
- Screening alcometre – more effective controls
- Evidence alcometre

Communication



Background

- Danish Road Safety Research Institute 2007 – "Characteristics of drink drivers"
- 8 of 10 drink drivers caught by the police have been together with others just before driving – they could have stopped him before driving
- 98 % of the population have right attitudes
- Need to turn attitudes into actions

Communication: Your question can stop a drink driver!

3 years Strategy: Change Attitude into Action
Target groups:
Adults
Campaign:
Media campaign
TV spots, Radio spots
Facebook : “I dare to ask – do you?” (29.620 members)
Police control

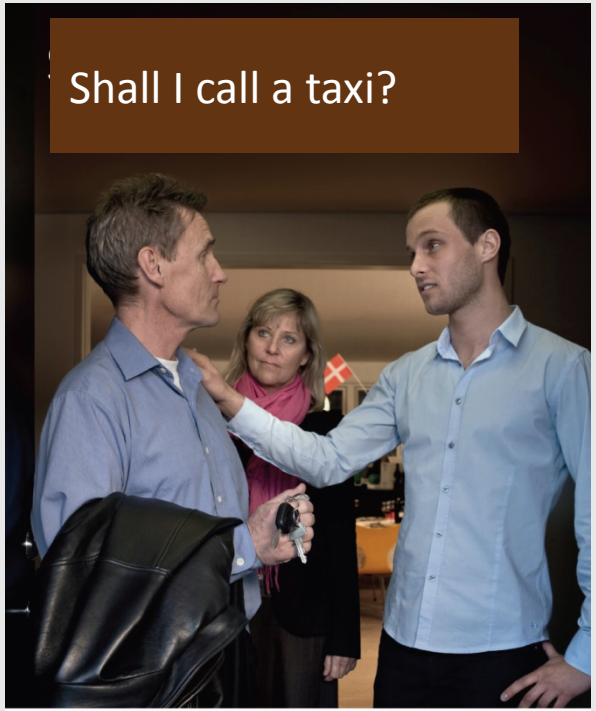
RÅDET FOR SIKKER TRAFIK

Safe and Sober : Reducing Deaths and Injuries from drink driving



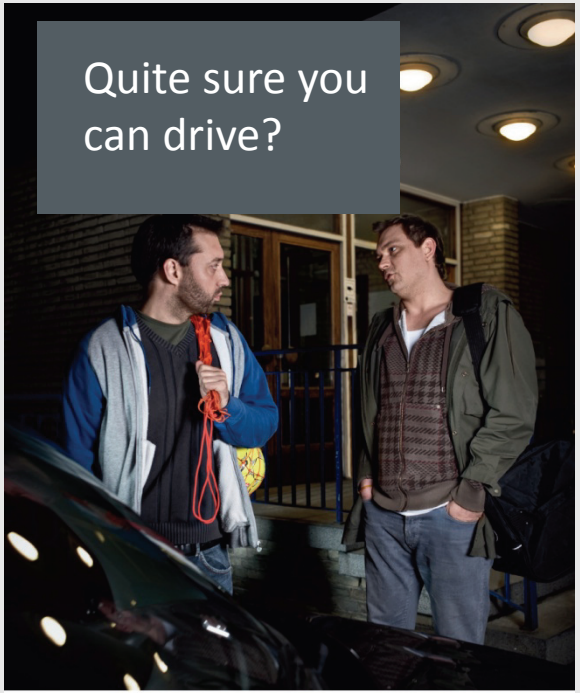
Your question can stop a drink driver

sikkertrafik.dk



Your question can stop a drink driver

sikkertrafik.dk



Your question can stop a drink driver

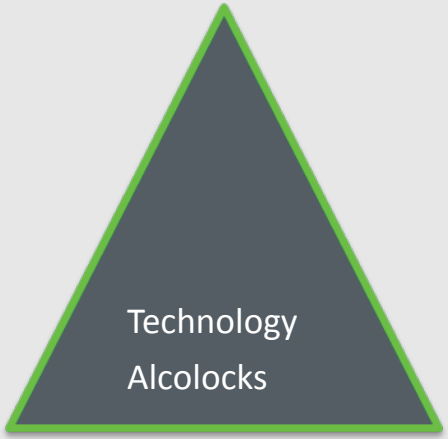
sikkertrafik.dk

Vehicle technology - Alcolocks



When it’s not possible to drive a car influenced by alcohol

– drunk driving is not a problem!



Vehicle technology - Alco lock

3 steps

- Legislation: Alcolocks as sanction and prevention (recidivism)

- Voluntary use: commercial and public transport + potential high risk groups

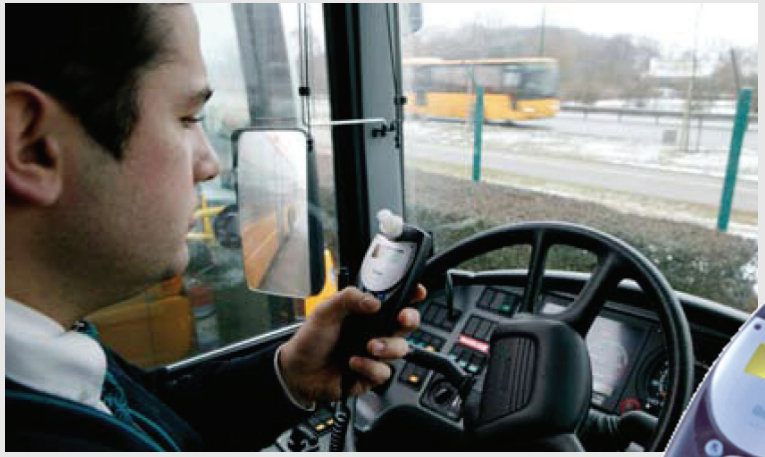
- Legislation: All new motor vehicles have alcolocks

Alcolocks – 3 steps

Implementation / Alco lock - use	Now within one year	Soon 1-2 years	Long time 10 years
Sanction and prevention			
Voluntary use - private and public firms + individuals			
General implementations all vehicles			

Voluntary use

Professional drivers



Road safety policy in public and private firms



Heavy drinkers



Demand from family

Many drivers with alcohol problems

- 140.000 Danes are alcohol dependent
- 585.000 Danes have a health damaging consumption of alcohol

- Few caught in police controls (13.000 per year)

- Alco lock has a big potential to prevent drink driving and accidents

Conditions for voluntary use of alcolocks

- Knowledge of possibilities for voluntary use
- Cheap to bye
- Running costs low
- Knowledge of effect

The Danish Road Safety Council will focus on voluntary use of Alcolocks

- In private and public companies
- Family and friends demanding installation of alcolocks

Thank you for your attention.

Technology can be a challenge for the target group

http://www.youtube.com/watch?v=03OPcn80Uzs