

# ACTING TOGETHER TO TACKLE DRINK DRIVING



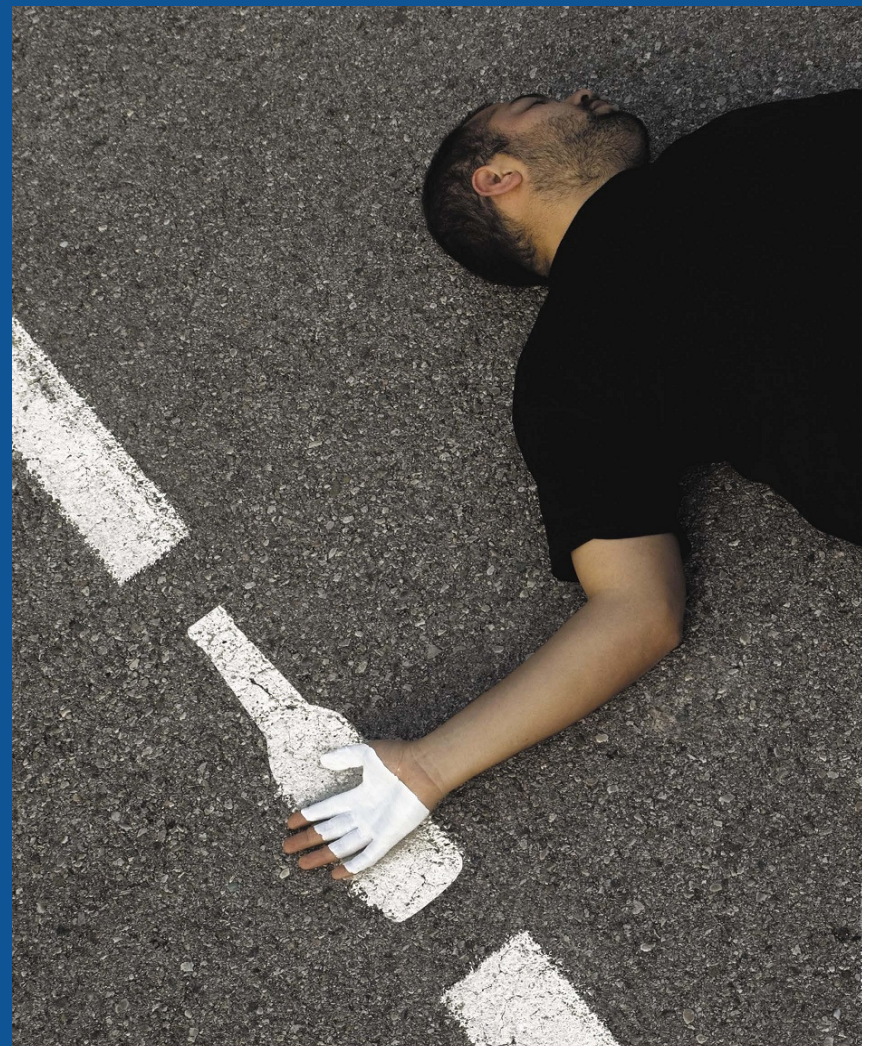
**Despina Spanou**

Principal Adviser for Communication and Stakeholders  
Chair of European Alcohol and Health Forum



# HOW BIG IS THE PROBLEM ?

Health and  
Consumers



## Too late to stop drinking

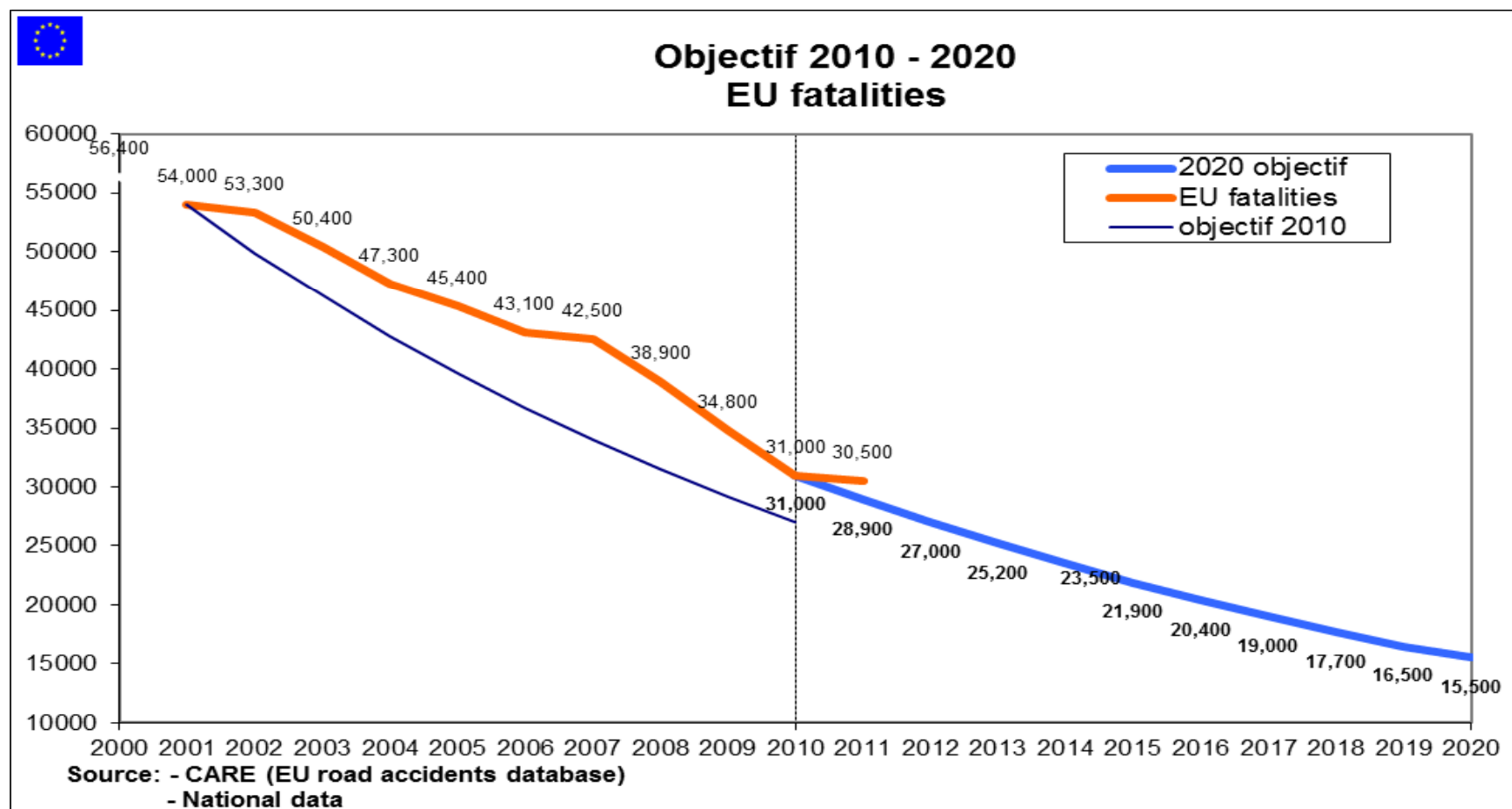
Consuming alcohol before driving increases the risk of a crash as well as the likelihood that death or serious injury will result. Passing a drink-driving law and enforcing it can reduce the number of road deaths by 20%.

Be part of the solution: never drink and drive.

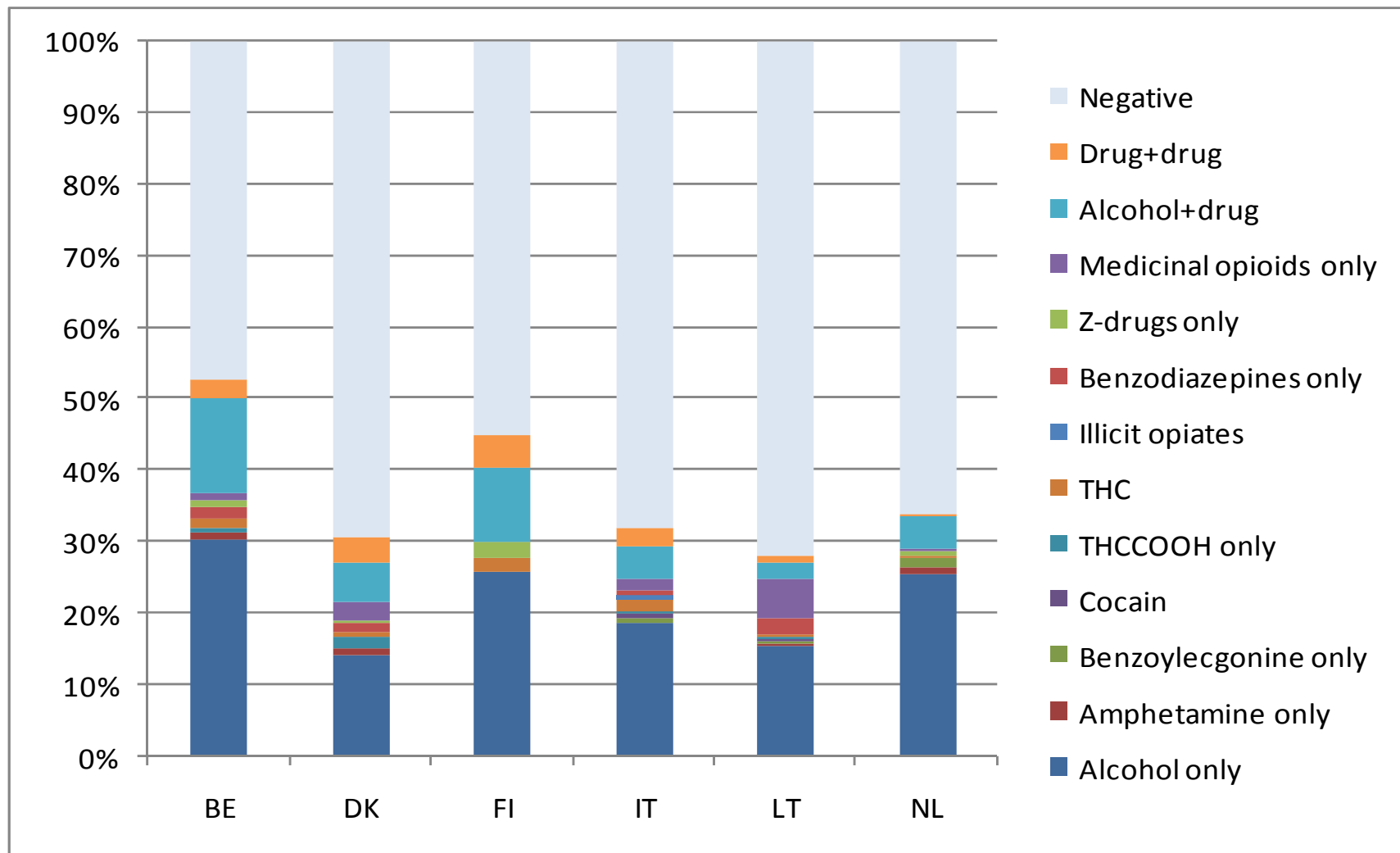


[www.who.int/roadsafety](http://www.who.int/roadsafety)

## 25% OF ALL ROAD DEATHS ARE ALCOHOL RELATED

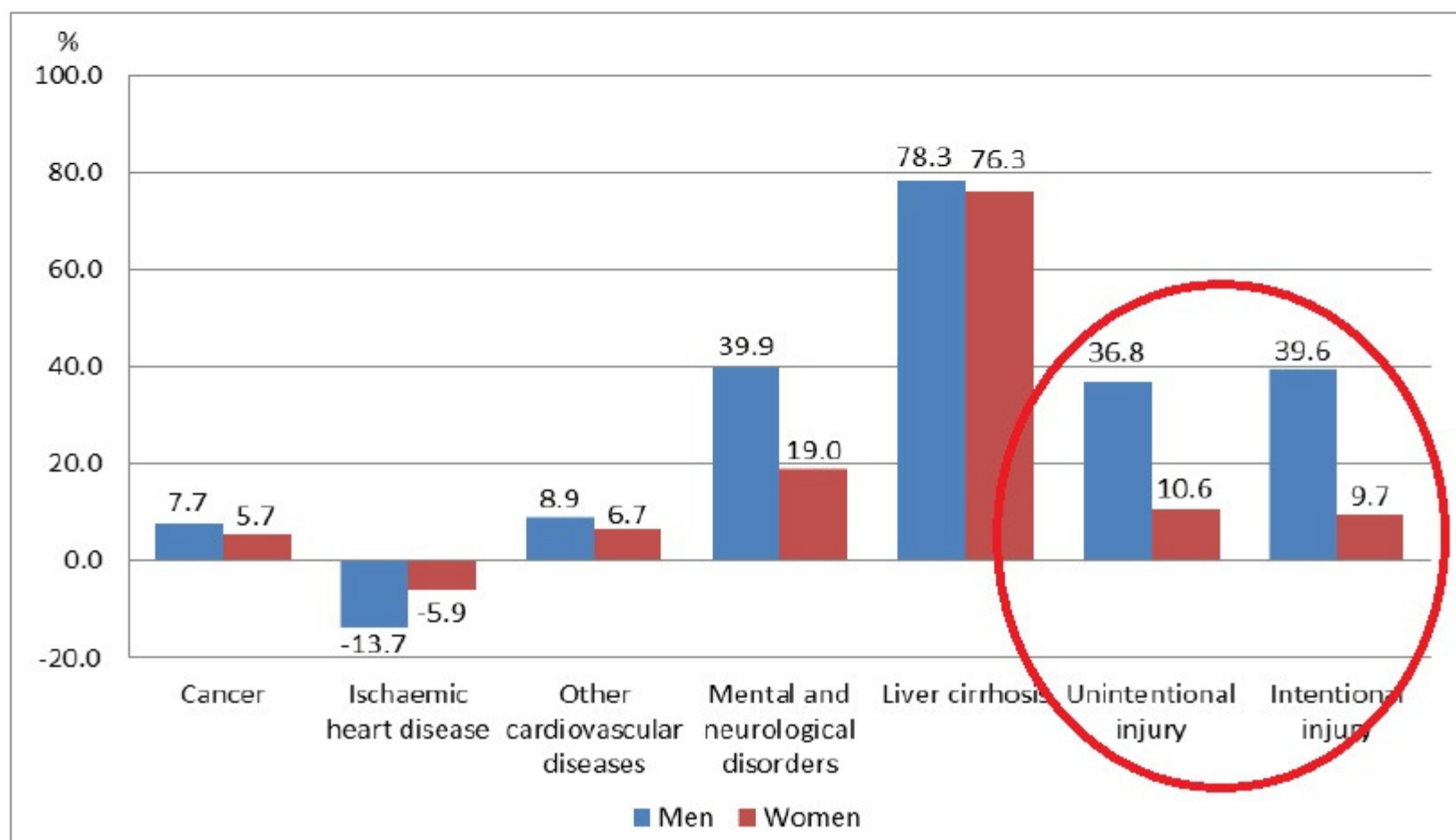


## HOSPITAL STUDIES – SERIOUSLY INJURED DRIVERS



Source: Project DRUID, 2006-11 (6th Framework Programme)

Fig. 9. Proportion of deaths within major disease categories attributable to alcohol in the EU for the group aged 15–64 years, 2004



Source: Alcohol in the European Union, 2012 (WHO and EU)





European  
Commission

# WHAT CAN WE DO ABOUT THIS



Health and  
Consumers



# THE EU STRATEGY PROCESS



## **Commission Communication 2006:**

- Strategy to support Member States in reducing alcohol related harm



## **European Alcohol & Health Forum (EAHF) 2007:**

- Multi-stakeholder platform for voluntary action



## **1<sup>st</sup> Progress Report 2009:**

- Convergence in MS policies; substantial number of voluntary actions in the EAHF



## **Council Conclusions 2009:**

- Inviting the Commission to identify priorities for the next phase

## **Independent evaluation of the Strategy 2011-2012**



# OBJECTIVES OF THE STRATEGY



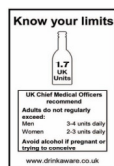
- Protect **young people, children and the unborn child**



- Reduce injuries and deaths from alcohol related road traffic accidents



- Prevent **alcohol related harm** among adults and reduce impact on **workplace**

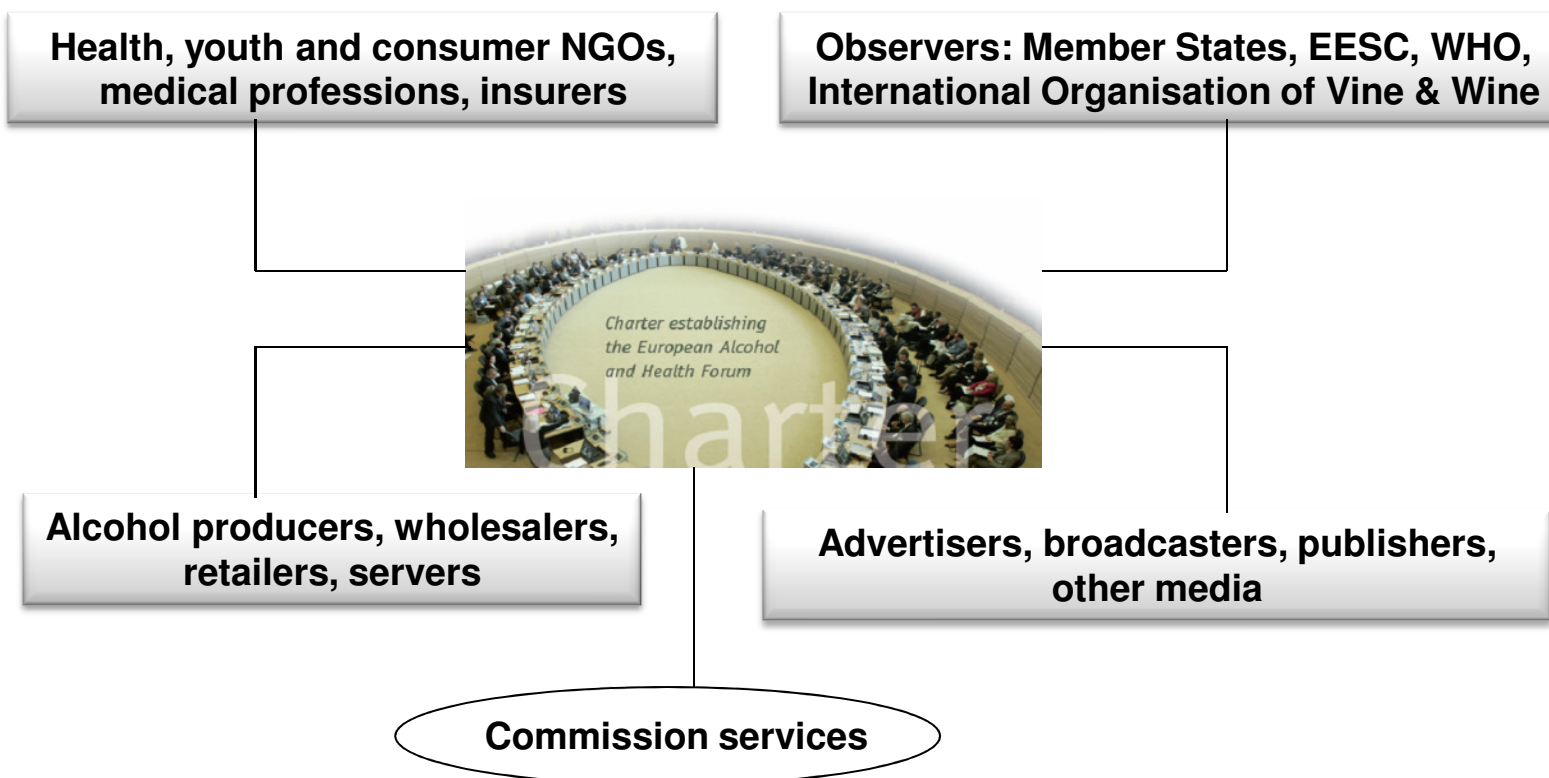


- Inform, educate and raise **awareness**

- Develop **common evidence base**



# EUROPEAN ALCOHOL & HEALTH FORUM



**A multi-stakeholder platform for voluntary action**

# PROGRESS OF THE FORUM

## MEMBERS

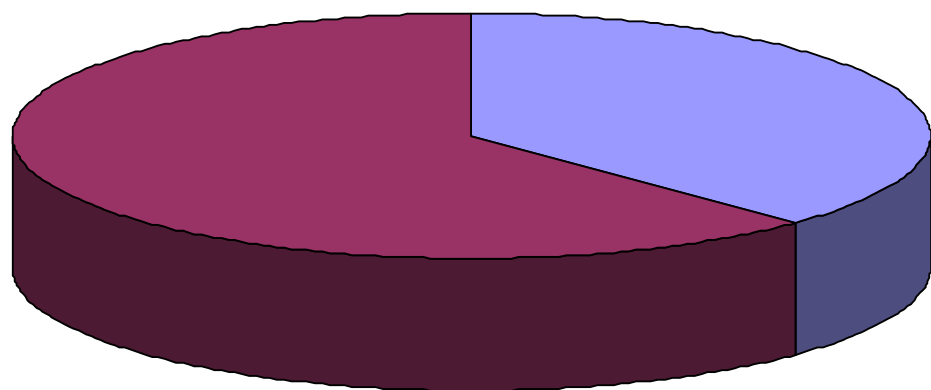
- 2007: **56**
- 2012: **67**

## COMMITMENTS

- December 2007: **72**
  - February 2012: **218**
- 158** completed commitments  
**60** active commitments

## TRANSPARENCY

- detailed plans & reporting
- obligatory indicators: objectives, inputs & outputs
- online database:  
<http://ec.europa.eu/eahf/>



- information and education programmes special focus on Drink Driving
- information and education programmes on the effect of harmful drinking

**~40% of commitments on education  
and programmes on the effect of harmful  
drinking focus on drink driving**

# COMMITMENTS ON DRINK DRIVING

## WHO

European Transport  
Safety Council

## WHAT

1. Safe & Sober Campaigns
  - talks with stakeholders
2. Promotion of the alcolock to prevent driving if BAC > 0
3. Drink Driving Policy Network
  - compendium of best practices
  - newsletter
  - high-level seminar



# COMMITMENTS ON DRINK DRIVING

## WHO

ABInBev & Traffic Injury  
Research Foundation

## WHAT

1. Drink Driving Forum
  - international conference
  - exchange of practices
2. Pictorial labelling
  - use of pictograms by 2015
3. Designated drivers
  - reaching legal-age consumers  
100 million times to increase  
awareness of the importance of  
responsible consumption
  - campaigns in BE, DE, NL, UK



# COMMITMENTS ON DRINK DRIVING

## WHO

The Brewers of Europe



Pobierz aplikację odczytując fotokod  
albo wyślij SMS z hasłem PROMILE  
pod nr 70958\*

\*koszt 50 gr. netto / 62 gr brutto

**pobierz**  
aplikację



## WHAT

1. Campaigns in AU, DK, ES, IT, PL

e.g. Spanish road safety campaign

- media campaign every summer since 2000
- including cinema & Internet
- raising awareness of drivers and pupils of the driving-schools



# COMMITMENTS ON DRINK DRIVING

## WHO

SABMiller

## WHAT

1. Check Your BAC service
  - SMS application for checking when BAC level allows to drive
  - PL, CZ, SI
2. CZ partnership: Company Plzensky Prazdroj, Ministry of Transport & NGO Sananim
  - further promotion of "Promile INFO" - SMS application that enables mobile phone users to estimate when they can safely drive after drinking alcohol



1 DON'T DRINK AND DRIVE

2 FOR PEOPLE OVER THE AGE OF 18 ONLY

3 PREGNANT WOMEN SHOULD NOT DRINK ALCOHOL



Figure B | Key icons



## OTHER COMMITMENTS ENCOURAGING RESPONSIBLE CONSUMPTION



**Partnership to encourage responsible consumption (Heineken)**



**Responsible Student Parties (Pernod-Recard)**



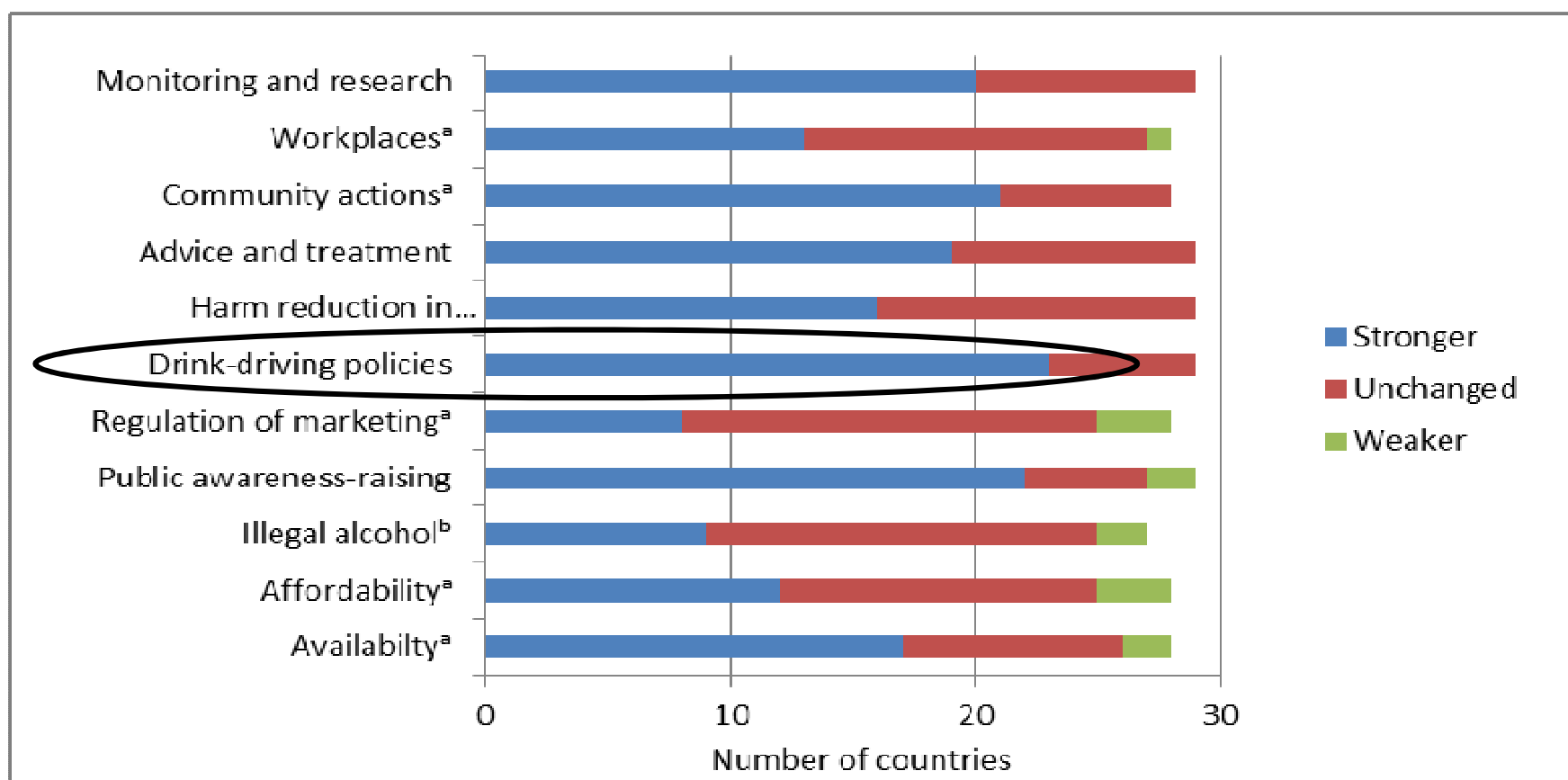
**Drinkaware (ABFI)**

## NATIONAL MAXIMUM BAC LEVEL (G/LITRE)

Country	General population	Novice drivers	Commercial drivers
Austria	.05	.10	.10
Belgium, Bulgaria, Cyprus, Denmark, Finland, Ireland Portugal, Switzerland	.05	.05	.05
Czech Republic, Hungary, Romania, Slovakia	.00	.00	.00
Estonia, Poland, Sweden	.02	.02	.02
France	.05	.05	.02
Greece, Luxembourg	.05	.02	.02
Germany, Italy	.05	.00	.00
Latvia, Netherlands	.05	.02	.05
Lithuania	.04	.02	.02
Malta, United Kingdom,	.08	.08	.08
Norway	.02	.02	.00
Slovenia	.05	.00	.00
Spain	.05	.03	.03

Source: Adapted from *Alcohol in the European Union*, 2012 (WHO and EU)

## CHANGES IN ALCOHOL POLICY AREAS OVER 2006-2011 (N=29)



**a: Data missing from one country**  
**b: Data missing from two countries.**

## APPROACHES TO BAC ENFORCEMENT, 2010

Measures	No. of countries (N=29)
Random breath-testing at roadside stationary police checkpoints	16
Random breath-testing by special mobile patrol units	20
Selective breath-testing	19
Breath-testing of all drivers involved in a crash	19
Blood-testing of all drivers involved in a crash	10



## OTHER DRINK-DRIVING PREVENTION STRATEGIES

Prevention strategy	No. of countries (N=29)
Mandatory driver education/treatment programmes for habitual offenders	15
Any use of alcolocks:	7
➤ in pilot projects	1
➤ in combination with rehabilitation as an alternative to punishment	4
➤ voluntary use by public or commercial transport companies	5
➤ obligatory use by public or commercial transport companies	2
➤ voluntary use by individual drivers	2

The trend in the last years clearly indicates that reduction of road traffic fatalities is possible

Work under the EU alcohol strategy contributes to increased road safety

Despite progress in legislation variation still exists in BAC limits and in the use of random breath testing for enforcement

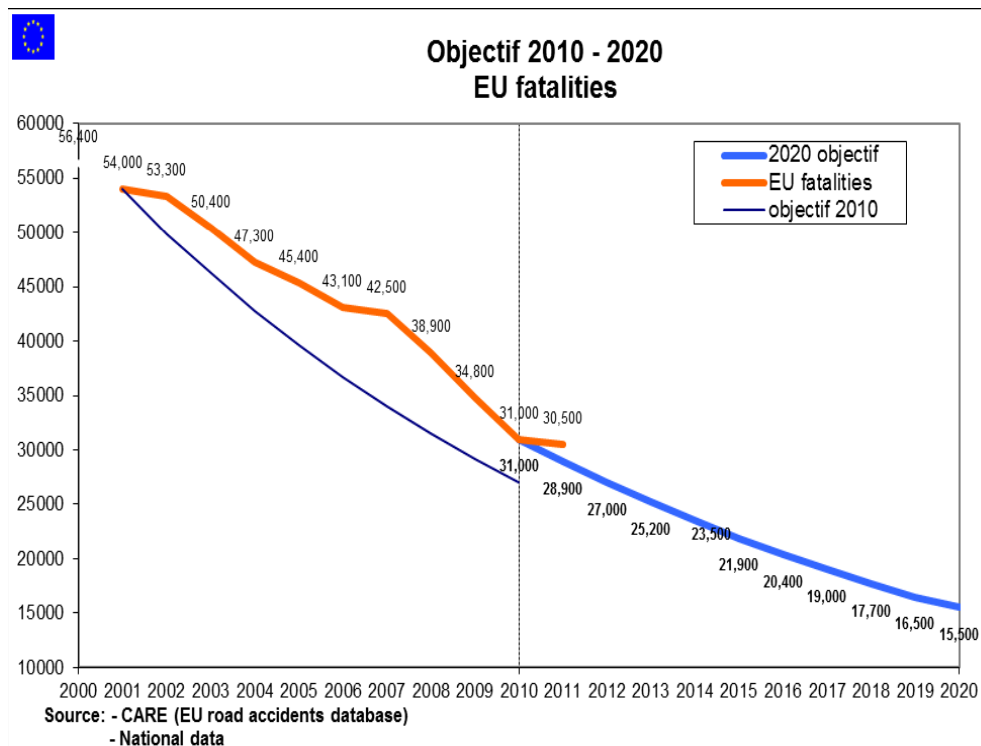
Expand the use of alcohol interlocks in public and private professional transport companies

The partnership approach can better deliver if supported by legislation and enforcement

Different messages confuse consumers:  
The core message should always be  
"no alcohol when driving"

This message should be consistently used in public and private campaigns

The alcohol industry could contribute by wider use of alcoholic beverage labels to disseminate the zero tolerance message





# COMMISSIONER JOHN DALLI

European Alcohol & Health Forum

19 October 2011 - Key messages:

*Members need to step up  
action and focus on delivery*

*Call for further action  
on marketing & advertising*

*Call for use of modern  
tools such as digital media*

*Minimum age must  
be enforced by all*

*Need  
for a dynamic  
multi-stakeholder  
approach*

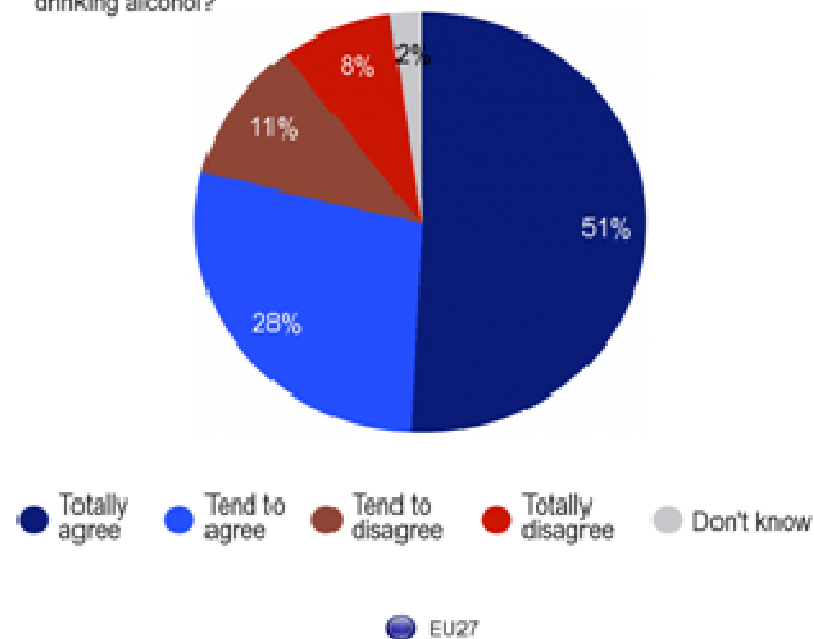
# FURTHER ACTION

## Eurobarometer 331/2010

**79% respondents agree with the idea to put warnings on alcohol bottles related to pregnancy and drink driving**

- Broader range of risks to address
- Enhancing visibility aspects
- Broader communication campaigns to reinforce the messages
- Monitoring of implementation and impact

QC10a. Would you agree or disagree to put warnings on alcohol bottles with the purpose to warn pregnant women and drivers of dangers of drinking alcohol?





## **MORE INFORMATION:**

[http://ec.europa.eu/health/alcohol/policy/index\\_en.htm](http://ec.europa.eu/health/alcohol/policy/index_en.htm)



## **FOLLOW ME ON TWITTER:**

**@DespinaSpanou**

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