



NEWS RELEASE

ETSC Launches new project to tackle drink driving

25 April 2013, Brussels – “Drink driving is, unfortunately, still wide-spread in Europe, despite the fact that the risks are well understood by the public. This is why we need renewed focus on tackling drink driving and our new ‘Sober Mobility Across Road Transport’ (SMART) project will do just that,” said Graziella Jost, ETSC¹ Director of Projects during the European Alcohol and Health Forum held today. “We acknowledge that alcohol is a major risk factor on the roads, and we need cooperation from across the range of public and private stakeholders to further our commitment to tackle drink driving, including the road safety community, the public health and medical community, alcohol industry and others,” she said. “During the three years of the SMART project, we will constantly reach out to these stakeholders through a series of deliverables which will constitute our renewed commitment to the European Alcohol and Health Forum,” she added.

In the framework of the three-year SMART project ETSC will conduct the following activities:

- Publish a set of guidelines on rehabilitation programmes for certain categories of drivers convicted for drink driving. The guidelines will also be through a conference that will be organised in Brussels ;
- Identify and publish case studies on best practice in addressing drink driving: these could come from, among others, individuals, companies, medical professionals, young people, NGOs dedicated to the fight against drink driving;
- Organise a series of six national events to highlight and debate strategies to tackle drink driving in specific countries;
- Organise a lunch conference addressing ways of reducing drink driving in the workplace;
- Publish regularly the ETSC newsletter ‘Drink Driving Monitor’, one of the best known and read ETSC publications. Each Drink Driving Monitor will be accompanied by the ‘Alcohol Interlock Barometer’, which provides an overview of the legislative developments related to the use of alcohol interlock devices in tackling drink driving.

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Background:

The SMART project receives financial support from *The Brewers of Europe* and it represents the two organisations' joint commitment under the European Alcohol and Health Forum.

Notes to editors:

¹ ETSC is a Brussels-based organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 47 independent non-profit making national and international organisations concerned with transport safety from across Europe. www.etsc.eu