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Drink Driving in Finland 15.3.2012

Petri Jääskeläinen

Drink driving



Drink driving recorded by the police



Drink driving recorded by the police account for over **21 000** cases yearly. The main reasons for getting caught is being stopped by the police (31%) or call from concerned citizen (19 %). Traffic accidents account for 11 % of the cases.

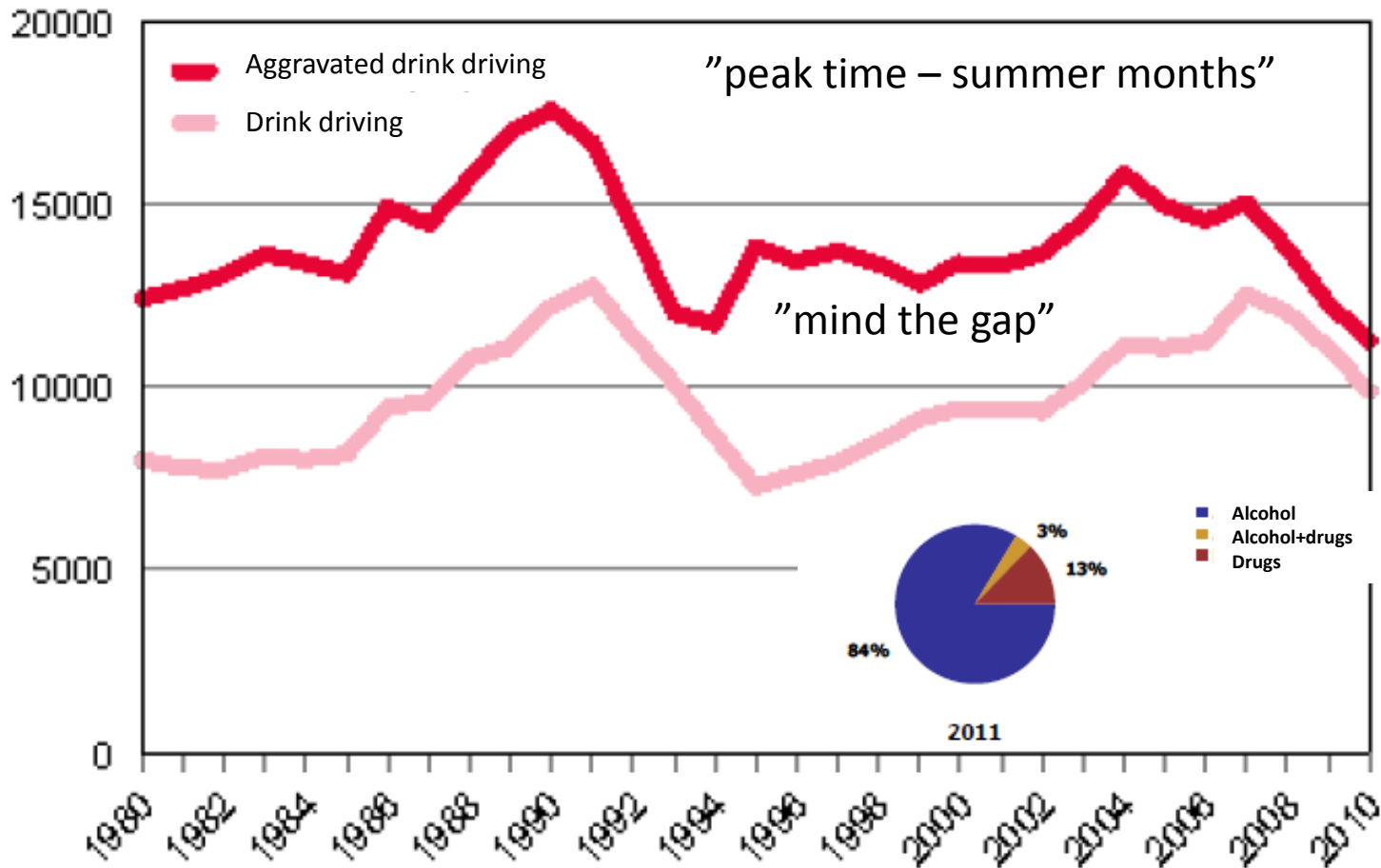
The average blood alcohol content of drunk drivers recorded by the police is **1.6 per mille**.

Drunk drivers are most likely to be found in roadside testing on Saturday morning.

Professional drivers account for ca. **10 %** of all drunk drivers

It is estimated that one can drive **220 times** while over the legal limit before being caught.

Drink driving recorded by the police



Ending up in this statistics is dependent on enforcement hours

Roadside testing study

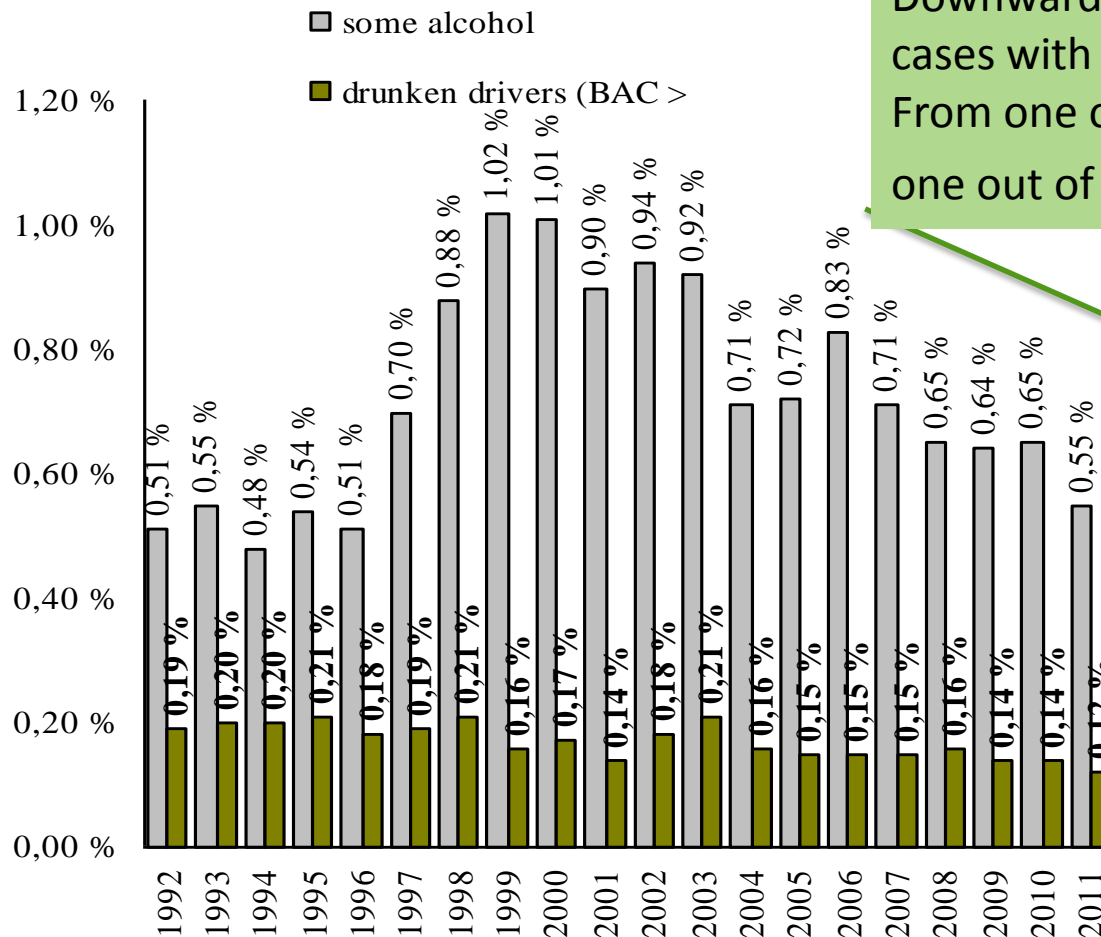
Police conducts a follow-up roadside testing study yearly, where over 100 000 drivers are tested for alcohol with a breathalyzer. The testing is carried out twice a year on locations comparable on different parts of the country.

The average blood alcohol content level of drunk drivers by the roadside testing study is around 1 per mille.

In year 2011 a total of 105 102 were tested of whom 124 were drunk drivers and 575 drivers had some alcohol in their breath.



Drunken driving as a proportion in traffic flow



Downward trend in the cases with some alcohol
From one out of 120 to one out of **180**.

During 2004-2010 one out of every 600 – 700 drivers in the traffic flow was a drunk driver. In year 2011 the value dropped to one out of every **800** drivers.

Accidents reported by the police

One in four killed and one in ten injured in road traffic is in a drunk driving accident.

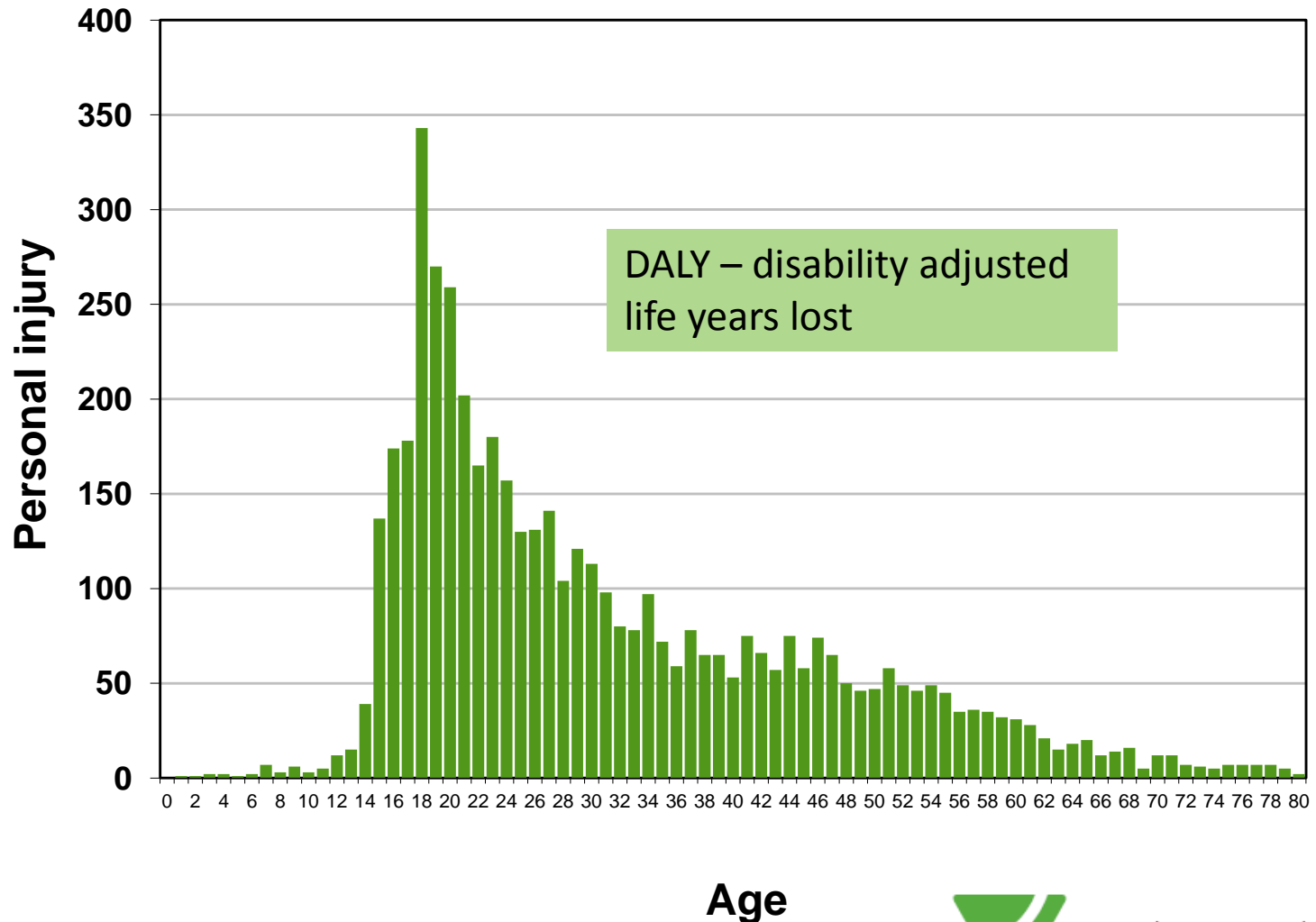
Typical victim is the **drunk driver him/herself** (70 % of killed).

Typical drunk driving accident is **running off the road** (60 % of the killed and 70 % of the injured).

Accident happens usually in a **rural area** (3/4 killed and 6/10 injured). **Summertime, nighttime and weekends** are typical timeframe for accidents.



Killed and injured by age in accidents involving drunk driver



Typical drunk driver

The profile of a typical drunk driver has remained the same throughout the 18 years of the study period.



About half of the drivers are heavy users of alcohol and 1/3 have a physical dependence for alcohol.

Source: Profile of a drunk driver and recidivism risk factors. Findings on the prevalence and development of drunk driving in roadside testing in Uusimaa 1990–2008



Risk of driving drunk again

In cases where the blood analysis shows high levels for two of the indicators (GGT, CDT) of heavy alcohol use, the risk of driving drunk again is **1.4 times higher** than for other drunk drivers.

In cases of aggravated drunk driving (blood alcohol content over 1.2 per mille), the risk of driving drunk again is **2.5 times higher** than for other drunk drivers.

Out of all first-time offenders caught drunk driving **half** were caught drunk driving again.

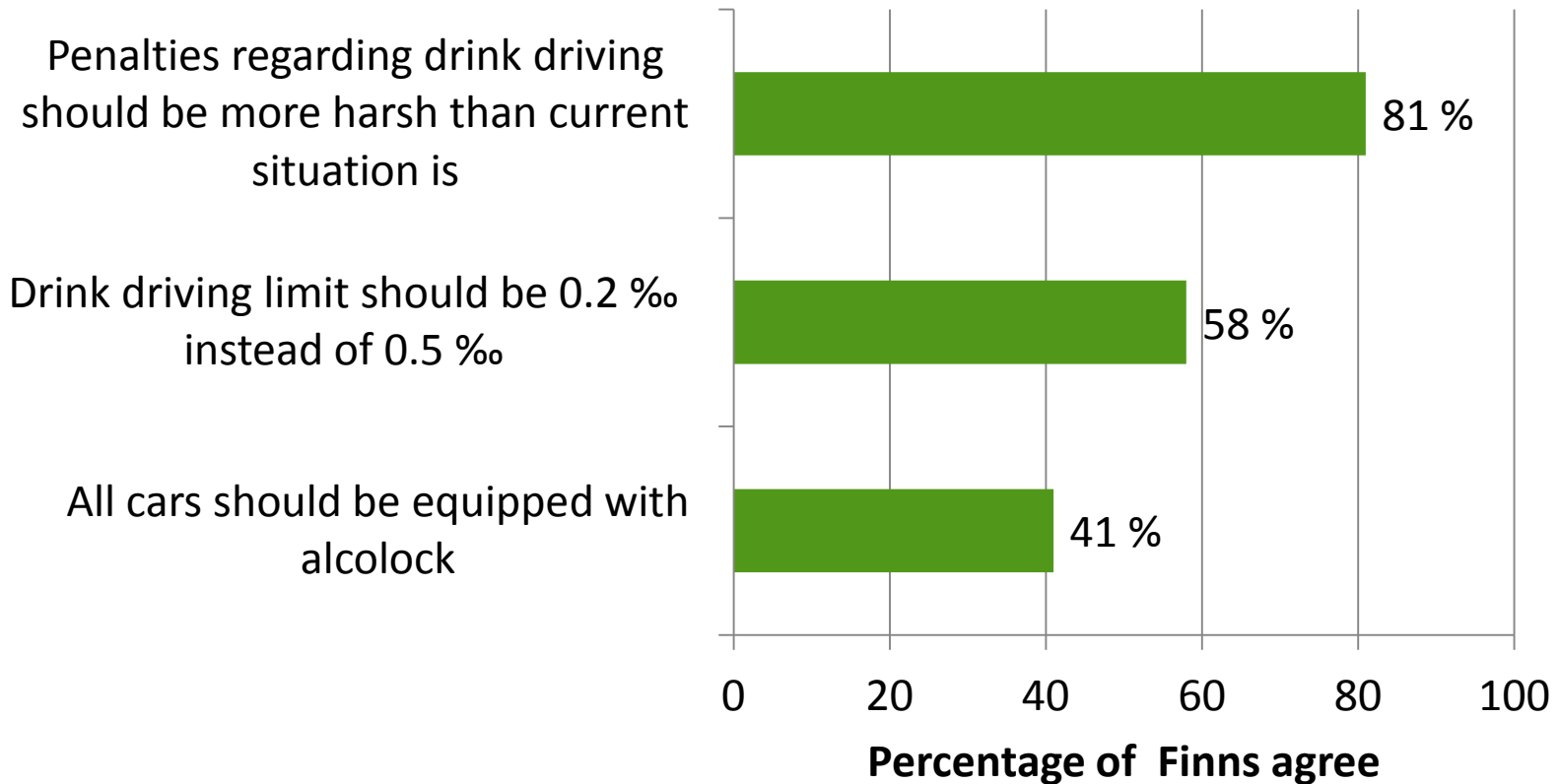
The risk of a repeat offender being caught drunk driving again is **3.3 to 5 times higher** than for a first offender.

It is estimated that **about half** of all drunk drivers are repeat offenders

Source: Profile of a drunk driver and recidivism risk factors. Findings on the prevalence and development of drunk driving in roadside testing in Uusimaa 1990–2008



Opinions of the adult population



Drink driving campaigns



The traditional advertising and communication have been **linked** with reforms in legislation, enforcement and other traffic safety procedures.

Behind the campaigns there are a **broad and united front of authorities** and various communities.

The basic issues of campaigning have remained quite unchanged:

- **the risk of getting caught**
- **many consequences of drink driving**
- **the issues relating to self control and responsibility**



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Situational control (1980's)

- negative attitudes towards drink driving
- self control
- situational sobriety

*"If you take - don't drive
If you drive - don't drink"*



Social responsibility (1990's)

- strong attitudes against drink driving
- prevention of a drunken person from getting behind the wheel
- responsibility of the host
- use of public transport



*"If I could get back that morning and
say to him: don't take the car!"* **"Stop the drunken driver in time"**
"Drink driving is not a personal matter"



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Support for self control 2000's

- self control of drinking

"There are mornings when it is wise to leave the car home"



"If you drink – take a driver"



Social control (friends) *"You will thank your friend in the morning!"*

"No BUDDY left behind"

- Started 2007 ->
- Nationwide information campaign

Drink driving work group:

- The Ministry of Social Affairs and Health
- The Ministry of Transport and Communications
- The Ministry of the Interior / the Police
- Finnish Centre of Health Promotion
- Liikenneturva – Central Organization for Traffic Safety in Finland

"This weekend many drunks will be hurt – when he is denied of his car key by his mates!"



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Current campaign

- Traffic and alcohol do not match
- Strengthening of social norms
- Social responsibility

Youngsters came up with this idea themselves (Slogancompetition)

"It is OK to be stupid – but it's NOT OK to be drunken driver"

Tyhmä
saa olla,
mutta ei
rattijuoppo.



Effective campaigning

- **long-term and recurring**
- performed **in connection with other traffic safety procedures**
- authorities and organizations **co-operate**
- political decision makers **support it**
- it **addresses issues which are current from the viewpoint of the citizens**
- the main task of campaigning is to **raise and support awareness**