



# GRSP/ASEAN+ Road Safety Seminar

## Alcohol Impaired Driving

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September 6-7, 2007  
Bali, Indonesia

## Outline: Impaired Driving

- ❖ **Introduction & Good Practice Guides:** Bivans
- ❖ **Role of Assessment:** Li Ying
- ❖ **Community Awareness:** Tairjing
- ❖ **Industry Role:** Bivans
- ❖ **Rolling Out Good Practice Guides:** Klein
- ❖ **Discussion:** All
- ❖ **Summary**



# International Center for Alcohol Policies (ICAP)

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Brett Bivans  
International Center for Alcohol Policies  
Director, Partnership Development

## What is ICAP ?

- ❖ ICAP is an international think tank on alcohol policy issues. Its reputation is based on its track record for balanced and objective analysis.
- ❖ ICAP facilitates dialogue on alcohol policy among different sectors and stakeholders.
- ❖ ICAP is sponsored by international producers of beverage alcohol.

## Mission Statement

- ❖ To promote understanding of the role of alcohol in society and help reduce the abuse of alcohol worldwide.
- ❖ To encourage dialogue and pursue partnerships involving the alcohol beverage industry, the public health community and others interested in alcohol policy.

# Core Competencies

- ❖ Policy Insights
- ❖ Communicating on Alcohol in Society
- ❖ Stakeholder Engagement



## Key Activities

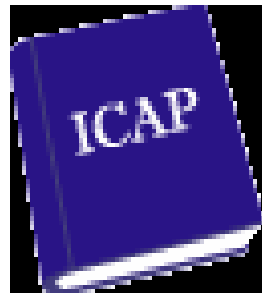
- ❖ Publications
- ❖ Scientific Reviews
- ❖ Industry Initiatives
- ❖ Cooperation with International Organizations
- ❖ Regional Initiatives



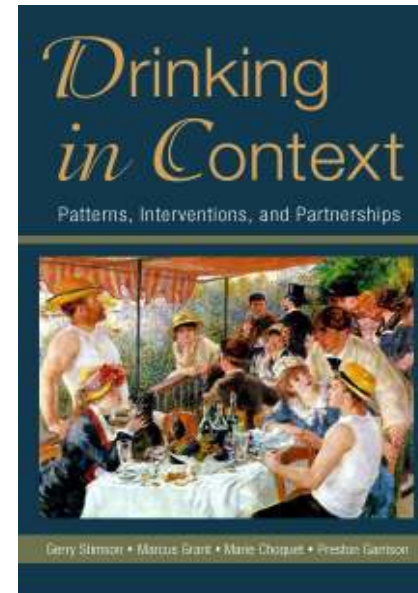
## Three elements for policy development


- ❖ **Drinking patterns** as key predictors of outcomes (positive and negative)
- ❖ **Targeted interventions** aimed at individuals, behaviors and settings where harm is likely
- ❖ **Partnerships** among range of stakeholders in their individual roles

# Tools for an Integrative Approach



**ICAP BLUE BOOK:  
available online at  
[www.icap.org](http://www.icap.org)**





Drinking and Driving:  
A Road Safety Manual for Decision-  
Makers and Practitioners

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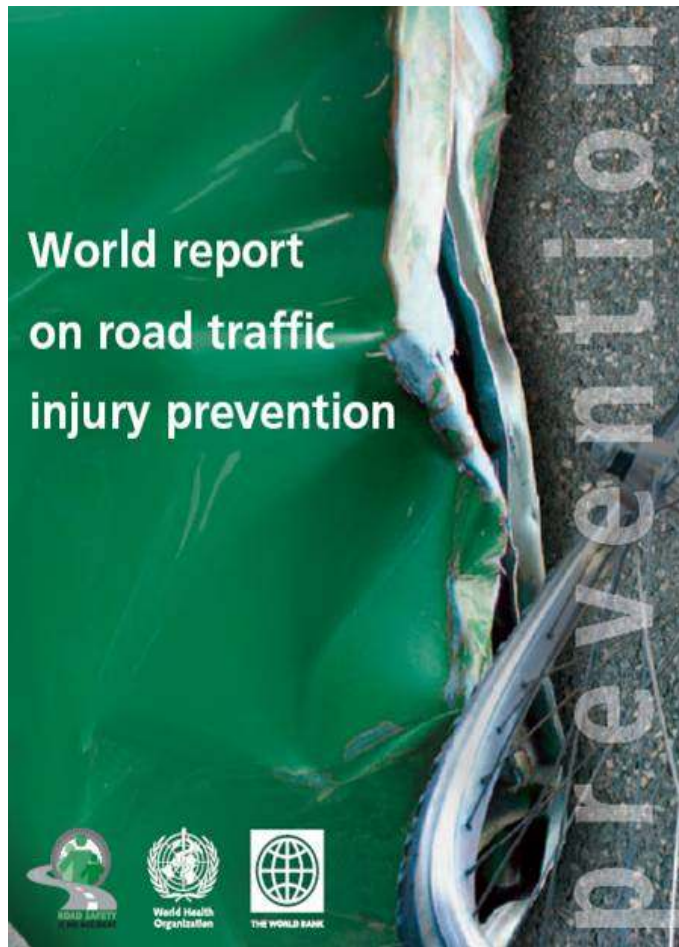


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# Road Safety & Impaired Driving



# World Report: April 2004



GRSP/ASEAN+ Road Safety Seminar



## Key factors in road crashes

- ❖ Inappropriate speed
- ❖ Drinking and driving
- ❖ Seat belts and child restraints
- ❖ Helmets
- ❖ Visibility
- ❖ Infrastructure for vulnerable road users



## Road Safety Manuals

- ❖ Collaborative effort by GRSP, the FIA Foundation for the Automobile and Society, the World Health Organization and the World Bank as part of the UN Road Safety Collaboration
- ❖ One agency takes the lead on producing each of the manuals.

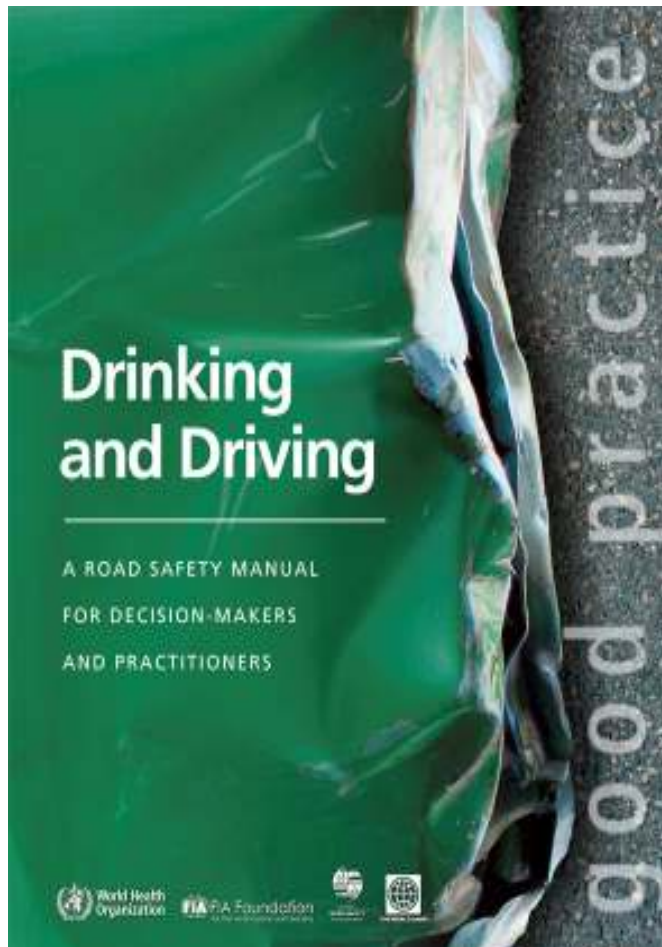


# Road Safety Manuals

Six manuals planned:

- ❖ Helmets (Sept 2006) *WHO lead*
- ❖ Drinking and driving (April 2007) *GRSP lead*
- ❖ Seat belts and child restraints (Autumn 2007) *FIA Foundation lead*
- ❖ Institutional arrangements for road safety management (Autumn 2007) *World Bank lead*
- ❖ Speed management (End 2007) *GRSP lead*
- ❖ Traffic and injury data collection (2008) *WHO lead*





## International good practice in preventing road crashes involving alcohol

# Drinking and Driving Manual

Why was the manual developed ?

- ❖ Road users impaired by alcohol have much higher risk of being involved in a crash
- ❖ Programmes addressing drinking and driving are effective at preventing crashes involving alcohol



## Involvement of Alcohol in Road Crashes

- ❖ In high-income countries: approx 20% of fatally injured drivers have excess alcohol in their blood
  - ❖ Europe: 25% of all road crash fatalities are alcohol related
  - ❖ USA: 39% of all road crash fatalities are alcohol related

## Involvement of Alcohol in Road Crashes

- ❖ In countries with less developed road safety systems, the extent of the alcohol in road crashes is believed to be even worse
- ❖ A survey of studies conducted in low and middle income countries (LMICs) found that alcohol was involved in up to
  - ❖ 28% of injured motorcycle riders (drivers)
  - ❖ 69% of injured drivers
  - ❖ 90% of injured pedestrians



## Why is the manual relevant for LMICs ?

- ❖ Assessment, capacity building, and planning are prerequisites for success;
- ❖ Legislation may need to be reviewed to ensure relevance, enforceability, effectiveness;
- ❖ The scope of the impaired driving problem may not be known; there may be little, no, or reliable data.

## Effective Counter-Measures are known

In countries with developed road safety systems, there has been extensive, long-term experience with counter-measures aimed at preventing drinking and driving, including:

- ❖ Legislation
- ❖ Sanctions
- ❖ Enforcement strategies
- ❖ Information and education campaigns
- ❖ Community programmes

## The manual is a knowledge sharing tool

- ❖ It draws together lessons learned globally about measures and approaches that have proven relevant over time and in diverse cultural settings;
- ❖ It provides practical advice on how to conduct and evaluate effective and cost-effective programmes to prevent road crashes and road crash injuries linked to alcohol;
- ❖ The motto of the manual is “adapt” and not “adopt”.

# Target Audiences

- ❖ Primarily low and middle-income countries (LMICs)
- ❖ Policy-makers and decision-makers
- ❖ Road safety professionals
- ❖ Members of the judiciary
- ❖ Traffic police
- ❖ Health professionals
- ❖ Employers
- ❖ NGOs
- ❖ Insurance industry
- ❖ Beverage Alcohol industry (producers & retailers)
- ❖ Others

## How was the manual developed ?

- ❖ Drafted under contract to GRSP by a team from ARRB (Australia) and the TRL (UK)
- ❖ It underwent two international peer reviews with experts in the field of drinking & driving
- ❖ Subject to a workshop review with road safety practitioners in two cities in India – Bangalore and Kerala

## How was the manual developed ?

- ❖ Common, flexible, format shared by all manuals
- ❖ Advisory committee of experts from partner organisations oversaw development process
- ❖ Small editorial committee for each manual coordinated its technical content

## Manual Content - Four Sections

1. Need for a programme –information on crashes involving alcohol worldwide and rationale for preventative measures



## Manual Content - Four Sections

2. Situational assessment – information on why a situation assessment is important, what kind of data to collect and how to prioritise actions

## Manual Content - Four Sections

3. Design and Implementation – action plans, legislation, enforcement, sanctions, social marketing, engineering, trauma care

## Manual Content - Four Sections

4. Impact Assessment – how to evaluate the road safety impact of the programme



## Manuals Intended for Practical Application

- ❖ They are freely available on the websites of all 4 collaboration organisations
- ❖ GRSP is using the manuals as the basis of its work in many countries

## Using the manuals

1. National workshops to develop national or local strategies & plans; followed by the implementation of pilot projects to deliver the strategies. Workshops build on data collected in situation assessment.
2. Pilot projects (often as part of a situation assessment)
3. Training as part of university curriculum



# Developing Impaired Driving Programmes

1. Assessment: Example from China
2. Awareness Raising: Example from Thailand
3. Building Partnerships: Example from Industry
4. Planning: Example from Helmut Guide  
Implementation







# International Center for Alcohol Policies

Alcohol Policy: Drinking Patterns,  
Targeted Interventions & Partnerships

Industry Engagement in Impaired Driving



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Brett Bivans

Director, Partnership Development

## Alcohol Industry Engagement: Impaired Driving

### ❖ **Drinking Patterns, Targeted Interventions & Partnerships:**

- ❖ The prevention of alcohol-impaired driving is the prime example of a risk reduction approach, where the aim is not to eliminate alcohol consumption—or driving—but to separate the two activities, so that the risks of harm are lowered for both drinkers and the potential victims of drunk driving.

## Alcohol Industry Engagement: Impaired Driving

### ❖ **Enforcement and deterrence:**

- ❖ The principle approaches to addressing alcohol-impaired driving (e.g., setting BAC limits & sobriety/RBT checkpoints).

### ❖ However, **tackling harmful drinking patterns** is an equally important factor. Attention is specifically needed to:

- ❖ Frequent heavy drinkers
- ❖ Young people
- ❖ Cultural and regional differences between countries

## Alcohol Industry Engagement: Impaired Driving

- ❖ Examples of effective interventions to reduce alcohol-impaired driving in which industry is active and can be a partner. Others ?
  - ❖ Roadside checkpoints and random breath testing
  - ❖ Designated driver programs, aimed at changing social norms to make drinking and driving unacceptable
  - ❖ Alternative transportation strategies
  - ❖ On-site education campaigns
  - ❖ Server training programs
  - ❖ Education programs
  - ❖ Holiday and “fiesta” campaigns
  - ❖ Alcohol ignition devices

## Alcohol Industry Engagement: Impaired Driving

- ❖ There is an acute need for complementary approaches/activities by all stakeholders.
- ❖ Responsibility for educating and informing people about the risks of drinking and driving does not exclusively lie with government; the beverage alcohol industry and others can, should, and do support and complement government and advocacy group efforts.

## Impaired Driving & Partnership

- ❖ **PARTNERSHIPS:** Best opportunity to develop policies that reflect values of society as a whole
- ❖ **Finding Common Ground:** Conflict of Interest or Interest in Partnership ?
  - ❖ There is increasing recognition that an adversarial approach between key players is not the most efficient or effective way of proceeding.
  - ❖ Different stakeholders can contribute specific experience and resources and may reach specific target audiences.

## Impaired Driving & Partnership

- ❖ Principles for successful partnerships include:
  - ❖ **Mutual respect:** Many groups have legitimate interest in alcohol policy development & can contribute to success
  - ❖ **Trust:** Areas of mistrust need to be addressed directly, whilst allowing space for legitimate differences
  - ❖ **Transparency:** transparency can in itself foster greater trust
  - ❖ **Shared benefits and accountability:** Clear, achievable goals and a shared definition of success
- ❖ Partnership in action:
  - ❖ The idea of solving problems through partnerships at community level is not new. Partnerships have worked clearly in addressing alcohol-impaired driving in many countries, with demonstrated success.