

International Alliance for Responsible
Drinking

The Beverage Alcohol Industry Strategy to Prevent and Reduce Drinking and Driving



What IARD does

We convene concerned stakeholders to find effective solutions to prevent or reduce the harmful effects of alcohol

We provide our experience and expertise in scientific analysis, policy advice and program implementation

IARD functions as the Secretariat of the Commitments of the largest producers of beer, wine and spirits to reduce the harmful use of alcohol

IARD holds a special consultative status with the United Nations' Economic and Social Council (ECOSOC)



Drink-Driving Prevention Initiatives

Local and Global Perspectives

- Disproportionally affects Developing Countries
- Road-safety community has identified best practices
- Need to plan, adapt, implement and evaluate best practices in different settings



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IARD Drink-Driving Prevention Strategy

- Mandated road safety agency
- Maximum BAC levels for drivers
- Effective enforcement
- Targeting high-risk groups
- Well-designed media campaigns
- Other prevention strategies



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Learning from our Programs

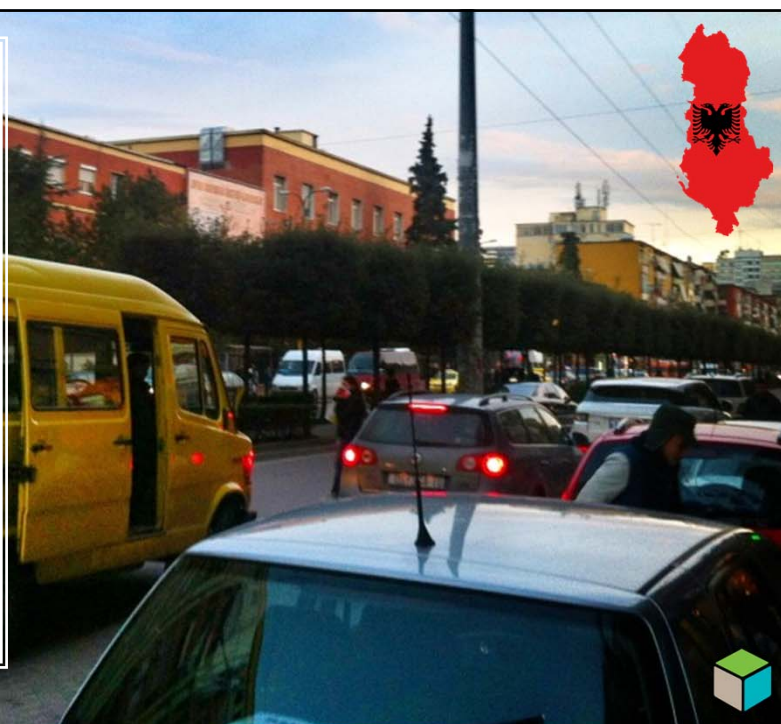
- In developing countries road safety is not always a high priority
- Government support can be difficult to obtain
- Drink driving prevention requires concerted action and collaboration
- Multi-stakeholder collaborations, using effective approaches adapted to the countries and building local capacity

Road Strategy Around the World



Drink driving assessment in Albania

- Number of vehicles per 10,000 population has grown annually by 5-6% in the past 5 years
- Lack of reliable data, according to Police Academy 17% of fatalities are associated with drinking and driving.
- Individual awareness and fear of getting caught and penalized, is growing.
- There is no authoritative governmental agency responsible for road safety



Drink driving assessment in Georgia

- According to international reports (WB, WHO, UNECE), Georgia has the highest mortality and motorization growth rates in the Caucasus
- Road crashes have increased by 54%, from 4,486 in 2011 to 6,939 in 2016.
- Nearly 600 fatalities annually
- Number of motor vehicles in Georgia has increased fourfold since 2004, from 319,461 then to 1,193,969 in 2016.
- Georgian Government adopted a new Road Safety Strategy 2016-2017, developed with support from the World Bank.



Drink Driving Assessment DR

- Lack of reliable data on road crashes.
- Highest mortality rate in the Americas.
- Mandated road safety agency in place.
- New transportation law with clear legal BAC limits for drivers approved.
- Increase partnership between governmental bodies, NGOs and civil society.
- Police training and media campaign preceding the implementation of high visibility sobriety checkpoints.



Drink Driving Assessment Vietnam

- Data of the MOH on traffic safety and drink driving are much higher than official data published by NTSC.
- Breath alcohol concentration (BAC) testing units only available to small part of district police.
- Underestimation of data regarding drink driving.
- Several local and international initiatives ongoing
- Responsibility for traffic safety in general, drink driving in particular relates to many agencies.



Multi-stakeholder partnerships for effective interventions

- We believe all sectors have a responsibility in addressing harmful drinking
- IARD member companies support the development of multi-stakeholder partnerships united towards a common goal
- IARD members work with all partners on effective measures to seek local solutions to harmful drinking globally.



IARD
INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING
action on alcohol and global health

**THANK
YOU!**