

# The Impact of Alcohol on Road Crashes

## Global Overview and Perspectives

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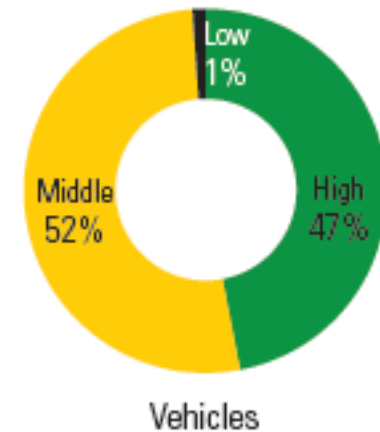
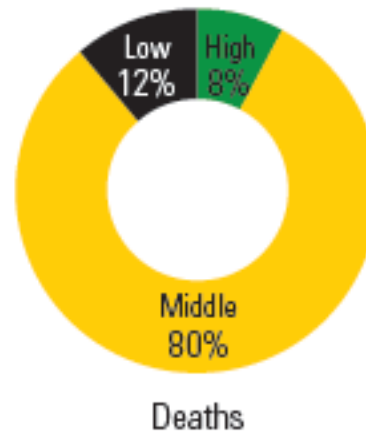
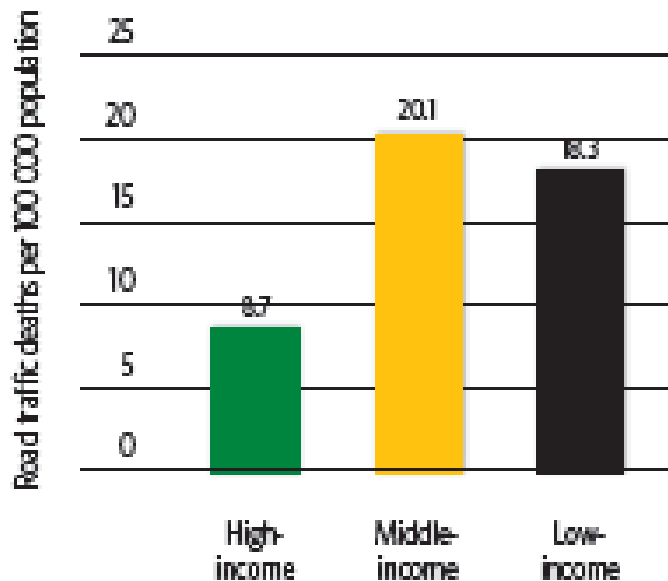
International Center for Alcohol Policies  
Analysis. Balance. Partnership.

# Road Traffic Crashes: A Global Epidemic (1)

- Worldwide 1.2 million people die each year in road traffic crashes
- 20-50 million people injured annually
- In 2012, Road crashes was the 9<sup>th</sup> leading cause of death in the world
- Road injury is forecast to be the 7<sup>th</sup> leading cause of death globally by 2030
- Road traffic crashes are the leading cause of death for people aged 15 – 29 worldwide

## Road Traffic Crashes: A Global Epidemic (2)

- 92% of road traffic deaths occur in low and middle income countries



## Road Traffic Crashes: A Global Epidemic (3)

- Estimated cost - \$518 billion annually
- \$65 billion in low/middle income countries
- Costs estimated at 1% - 1.5% GNP (low/middle income countries)
- Alcohol a factor in 33%-69% of fatal crashes (low/middle income countries)
- In many low and middle income countries data on alcohol-related road traffic deaths is unavailable or unreliable
- Differences between countries:
  - Legal limit for drinking and driving
  - Definition of what constitutes drinking and driving

# Drink Driving and Crashes

- Crash risk increases with increasing alcohol consumption
- Single vehicle crashes
- Run-off-road single vehicle crashes
- High speed crashes (especially rural)
- Hit roadside object crashes
- High proportion of nighttime crashes
- High proportion of weekend crashes



# Alcohol Effects on Driving

**There is an impact on:**

- reaction times
- driver vigilance
- driver visual acuity
- steering efficiency
- risk of complications in injury rehabilitation



## Demographic Characteristics of Drink Drivers

- Males, 18-24 years old
- From low socio-economic groups
- Single or divorced
- In blue collar occupations
- Low education and literacy levels
- Low self-esteem



# Solutions

- Highly motorized countries have been able to reduce drink driving
  - Examples include Australia, and more recently France
- Successful programs cannot always be translated unchanged to other countries because:
  - Cultural beliefs differ from country to country
  - Traffic mix is often very different
  - Style and quality of road networks can differ
  - Education levels vary and communication modes differ.
- But **key principles** of successful programs can be applied



# Key Principles of Successful Programs

- Strong political commitment to prevent drink driving
- Clearly defined legislation for BAC level and penalties for offences
- Implementing “good practice”
- Strong and well publicized enforcement campaigns
- Public education to change attitudes toward drinking and driving
- Strict and swift enforced penalties for offenders



# Global Actions on Harmful Drinking Initiatives

- Projects in six countries
  - China, Colombia, Mexico, Nigeria, Russia and Vietnam
- Focus on:
  - Capacity Building
  - Local Projects
    - Public education and awareness campaigns, enhanced enforcement campaigns, mass media
  - Evaluation

# Shoom Shufair Campaign – Ethiopia

- Shoom Shufair is an example of how private sector can help reduce drinking and driving.
- Project Goals:
  - Raise awareness around not drink-driving
  - Increased intention to use designated driver (shoom shufair)
  - Partnerships & collaboration to address the issue

# Partnerships for Shoom Shufair

- Broad range of partners involved in the project:
  - Government (Federal Roads Transport Authority)
  - Private Sector
  - Hospitality Industry (Radisson Blu)
  - Vehicle Rentals/Tour Operators
  - Insurance (Nyala Insurance)
  - Media (AfroFM)

## Summary

- Alcohol impairs driving performance
- Alcohol involved crashes are a high proportion of all severe crashes in many countries
- Young, inexperienced males are most at risk
- Typical alcohol involved crash types are known
- There are some key principles of successful programs and ‘good practice’ interventions proven to reduce alcohol related crashes