

# Design & Implementation of an Effective Drinking & Driving Programme



Maryvonne Plessis-Fraissard  
November, 13, 2014

Source SWRW 2014

# Know the Facts about Drink Driving

- Globally & locally
- Diagnostics & lessons
  - 2d Generation Programs
- Africa culture of Alcohol
- Twice binge drinking prevalence
- Half of countries with female abstinence
- Youth drinking often not acceptable



Source: GRSP Cape Town 2014 Safe Roads 4 youth

# Comply with Decisions Taken



- Africa Action Plan 2011-2020 adopted Luanda 2012
  - 2 - drunk driving laws
  - 9 - BAC blood alcohol limits
  - 2 - alcohol limits for high risk drivers
  - 8 - measure deaths caused by alcohol
  - 1 - effective enforcement of drink-driving law
- Focus on management & quantified plans
- Use International Development Corridors

UN Third Global  
Road Safety Week

# Engage Stakeholders

- Know the stakeholders
- Reach out to selected partners
- Build a Stakeholder Working Group
- ★ Communicate

Global Financiers

International research, policies & programs

African professional institutions & projects

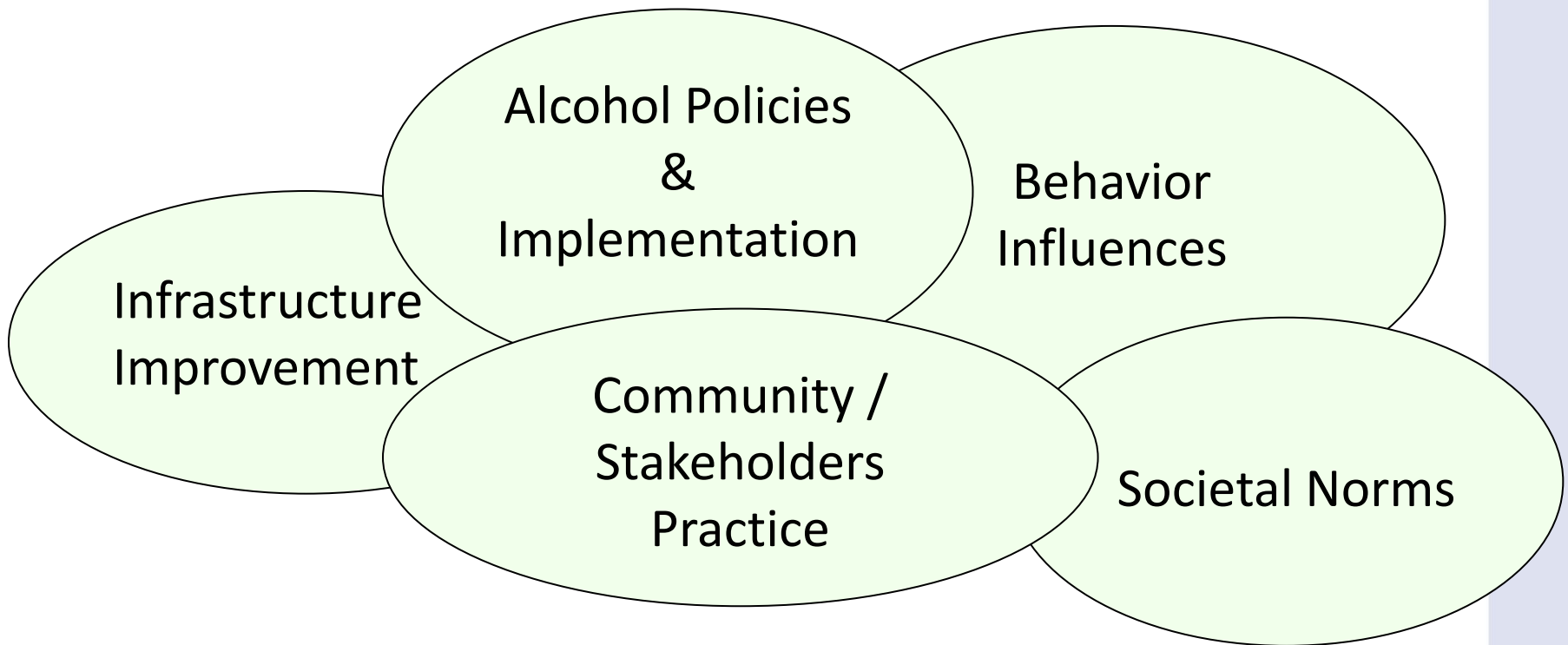
Private Sector Active in Road Safety Partnerships

# Define the Scope



<b>Community / City</b>	<b>Region</b>	<b>Main Road</b>	<b>International Corridor</b>
Communication Effectiveness Rapid Impact	Enforcement Scope PPP	Effectiveness Lessons Learnt Monitoring & Evaluation	Stakeholders Funding PPP Sustainability Communication
Stakeholders Engagement		Scope Enforcement	
Synergy Scope PPP	Network Logistic Communication Effectiveness	International traffic PPP	Effectiveness Complexity Engagement
Sustainability Through Traffic		Interface with local communities Slow Impact	

# Identify the Issue to be Addressed







# Alcohol Policies & Implementation

Initiative	How it works
Alcohol Sales Licensing	Helps reduce drink driving by limiting where alcohol is sold
Legal Drinking Age	<b><i>Limits the number who can drink alcohol. If drinking age is older than driving age, reduces number of drink drivers</i></b>
Legal BAC Law	<b><i>Major drink driving control, often 0.05BAC. Allows objective enforcement of law. Key in deterring drink driving.</i></b>
Alcohol Purchase Hours	Often part of liquor licensing. Can help reduce drink driving by limiting consumption
Licensed Premises Regulations	Establishes standards for how premises serve alcohol. Not a bit effect on drink driving.
Alcohol Content Regulations	Can help reduce impairment of drivers without reducing the volume of intake. Often a marketing initiative.



# Behavior Influences

Initiative	How it works
 <b>Random stopping &amp; preliminary breath testing</b>	<b><i>Deters effectively by creating threat of being caught. Testing allows large numbers of drivers to be assessed.</i></b>
<b>Vehicle alcohol interlocks</b>	Prevents drink driver from starting vehicle. Used effectively for repeat offenders.
<b>Targeted enforcement</b>	Preliminary testing at known alcohol consumption locations. Useful for hot spots of excessive consumption
<b>Graduated penalties</b>	Reflects greater crash risk with higher BAC. Helps deterrence Allows tough penalties for serious offences.
<b>Mandatory penalties</b>	Often linked to graduated penalties. Prevents judicial discretion. Deters by creating certainty of being penalized.
 <b>License loss penalty</b>	<b><i>Major penalty concern for many drivers. Effective deterrent. threat. May increase unlicensed driving if used for minor cases.</i></b>
<b>Road Engineering</b>	Improved visibility & protection for drivers & other road users – roadside barriers, centre line barriers - reduce all injury levels.



# Societal Norms



<b>Initiative</b>	<b>How it works</b>
<b>Behavior change</b>	<i>Linked to random stopping enforcement; adds to deterrence to reduce drink driving. Campaigns focusing on consequences of drink driving also help. Offence consequences content: Life-style changes &amp; inconvenience. Loss of license. Crash consequences content: Injury to loved ones &amp; Injury to self is not a strong motivator</i>
<b>Agenda setting</b>	Campaigns for general community to advise about consequences of drink driving. Conducive to community views in support of tough initiatives
<b>Information</b>	Campaigns providing specific information if research shows drivers are ignorant. First step to deterrence. Link to enforcement.
<b>School Curriculum</b>	School programs regarding alcohol, impairment and drink driving. Useful for long-term changes in attitudes of future drivers & riders.
<b>Public Relations</b>	Press releases, articles, radio talk back, spokesperson press conferences, all add to community understanding. Costs less than advertising.
<b>Campaign promotions</b>	Events, posters, stickers and other materials often displayed at drinking venues. Valuable additions but not central if budget is tight.

# Community / Stakeholders Practice



Initiative	How it works
<b>Private Sector Led Safe Fleet Management</b>	<b><i>Companies commit to abide to self defined standards often higher than national law &amp; demand same from subcontractors.</i></b>
<b>On Premise Education</b>	Provides Information in context. Better if linked to enforcement. Targets group knowledge gaps (e.g penalty, new law)
Designated Drivers	Formalizes a safe arrangement depending on volunteer
Alternative Transport	Provides an alternative safe transportation. Is limited by the access constraints and cost
<b>BAC Education</b>	Builds Knowledge about BAC need, implementation and enforcement
Recidivist	Provides a procedure for informing and motivating recidivist drivers as part of penalty and recovery of driving rights

# Design 3-5 year Work Program

- ★ Design specifically for all road users
  - Design with Partners
    - Define in terms of performance indicators
    - Set Baseline status
    - Secure funding & stakeholder's contributions
      - External funding
      - Engagement of Road Agencies
      - Value in kind contributions
  - Check partner use of Performance Indicators



SWRW 2014

# Implement Yearly Plan



Source SWRW 2014

- Quantify, implement, evaluate
  - Define in terms of performance indicators
- Confirm stakeholder's contributions
- ★ ■ Communicate



# World Day of Remembrance for road traffic victims



## Summary

- Know the facts
- Comply with decisions taken
- Engage stakeholders
- Identify the Issue to be addressed
- Design 3-5 year Work Program
- Implement Yearly Plan
- ★ Communicate