Initiatives to Reduce Drink Driving:
Experiences from the Global Actions Program
(2010-2017)
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Kachreti, Georgia
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INTRODUCTION

IARD
International Alliance for Responsible Drinking

Global Commitments
Beer, Wine and Spirits Producers

Global Actions on harmful drinking *led by IARD*
Initiatives to Reduce Drink Driving: Experiences from the Global Actions Program (2010-2017)

DD Situation assessment, Georgia

Case study: Russia
Global Actions on Harmful Drinking

Based on

- best practices:

- Advocacy for better legislation
- Well publicized, and highly visible enforcement, including random sobriety checkpoints;
- Targeting high-risk groups;
- Mass-media campaigns;
- Research and monitoring.
Global Actions since 2011

Situation Assessment in partner countries:

2011
- China
- Columbia
- Mexico
- Nigeria
- Russia
- Vietnam

2015
- Cambodia
- Dominican Republic
- Namibia
- South Africa
Methods:

- Convene stakeholders and build partnerships
- Local adaptation and approaches.
- Country emphasis/Local ownership
- Project management: coordinator, senior adviser
- Capacity building – investment in local skills.
- Enforcement training and donation of BAC measuring device
- Monitoring and evaluation (Statistics*. Changes in knowledge, attitudes and believes)
- Reporting and sharing outcomes.
Results:

- **China**: DD reduction from 8 % to 5.4 %. Proportion of positive BAC tests among randomly checked – from 1.58% to 0.87%

- **Columbia**: national DD legislation modified; law enforcement staff increased by 50%.

- **Mexico**: improved law enforcement (2012 – 62% of those tested were impaired)

- **Nigeria**: survey 92% of drivers never stopped for a BAC test

- **Vietnam**: teaching professional drivers, Knowledge re BAC increased from 49% to 78%. Support for severe fines for DD increased to 97%.
Challenges:

- Distrust in working with industry
- Lack of centralized agency
- Lack of awareness and political will (Gov support)
- Lack of road safety data
- Absence of legal framework
- Complexities of law enforcement
What makes a good project?

- “owned” locally.
- Working in partnership with key stakeholders:
  - mandated government agencies
  - law enforcement agencies,
  - driving schools, universities, NGOs
  - the industry
- Planning with clear outcomes and opportunities for development
- Long-term institutional funding
- Scaling up (building on experience and success)
- A local coordinator or mandated agency to champion it and maintain relationships with the key stakeholders
GEORGIA RSPR:
Situation Assessment of Drink Driving
March 2017
GEORGIA: DD situation assessment

- **Goal**: to describe and analyze the current DD situation through a review of the legislation, current practices, institutional capacities and public initiatives.

- **Objectives**:
  - provide evidence if a DD program is necessary;
  - understand the nature/contributing factors to DD crashes;
  - understand the current mechanisms and the effectiveness of any previously implemented solutions, particularly in terms of legislation and their enforcement;
  - identify baseline data to monitor progress;
  - Map stakeholders, to ensure consistency and to avoid duplication in future.
Why the study was relevant?

- WB, WHO, UNECE and locally available data re growing mortality and motorization rates
- since 2011 road crashes increased by 54 %, injuries by 49 %, Nearly 600 fatalities annually. 15.6 fatalities per 100,000 population. (11.8 - WHO).
- Motor vehicles increased fourfold since 2004. (1,2 mln 2016)
- Key risk factors: speeding, incorrect automobile maneuvering, impaired driving and improper pedestrian behavior.
- Growing costs – 3.9% - 5.2 % of the national GDP
GEORGIA: legislation and policy (DD)

- Road Safety Strategy ✓
- Ministry of Economy and SD – lead agency ✓
- Road Safety Action Plan 2017 ✓
- Road Safety Commission supervises the plan ✓
- Operational work group ✓
- NGO presence and engagement ✓
- Amendments to DD legislation (demerit points, unmarked police cars; strengthened surveillance of impaired driving; new driving test rules) ✓

- groundwork for the continuity, consistency of various interventions (projects).
GEORGIA: RS action plan

8 objectives of which are relevant to DD:

- assessment of the RS situation;
- road-traffic control;
- road-safety education and public awareness;
- enhancement of drivers’ qualifications (candidates and professionals).
GEORGIA: situation assessment

- Alcohol policy? (18, 24, law, trainings)
- Emergency reporting - 112
- Social networks rather than reporting
- “Sober driver” service
- DD surveys?
- Alcolocks?
- DD training for new drivers?
- DD training for professional driving?
- Re-training for recidivists?
GEORGIA: RS data collection

- Geostat  www.geostat.ge
- Patrol Police. Special Unit: no DD specifics.  www.police.ge
  45% territory (80% road crashes)
- National Center for Disease Control and Public Health
GEORGIA: RS data collection

- 5% of all road crashes – DD related
- Cost of a DD related crashes?
- Age groups, gender, times, places?
- Deaths on the road / deaths in hospital?
- Blood tests at road crash sites?

“Unfortunately, we do not have deep and detailed data that would allow us to make specific graphs, define trends, and build our next steps on that.”
GEORGIA: DD law enforcement

- Patrol Police detect DD as part of routine daily road checks;
- No special units/operations dedicated to DD
- Remote video cameras in police centers
- Public announcements of patrol activities
- Reinforcement of police units on holidays/events/ Fri 10 p.m.
- Is PP well equipped with breathalyzers (certification).
- BAC 0.03 g/dl. Gradation among new, experienced or professional drivers?
- Penalties for DD: suspension of driving license for six months or GEL 700. Refusal - suspension for a year. Repeat - GEL 1,500, suspension for one year. No additional conditions on return.
GEORGIA: law enforcement

- Passenger responsibility?
- Party hosts responsibility?
- Sellers’/waiters’ responsibility?
- Blood tests after a crash?

- A person can be classified as killed in a road accident within five days. No clear definitions governing this time-period, and no clear procedures for the registration/reporting.

- Patrol Police consider speeding and young male drivers (18-28 years) driving in outdated cars as the most serious risks for road safety.
GEORGIA: court procedures

- Courts are open to public and media, with rare exceptions.
- Public cases investigated 7-10 days to 2-3 months.
- Judges have independent decision-making authority once police investigations are over.
- A judge has the power to, for example, replace imprisonment with labor.
GEORGIA: public health

- National Center for Disease Control and Public Health (The Centre), and
- Health units responsible for healthy lifestyle information dissemination in districts
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- Health units responsible for healthy lifestyle information dissemination in districts
- Narological Centers?
- Do candidates to drivers get medical permission?
GEORGIA: public health

- Currently no protocols for RS or DD data collection.
- Information on road deaths and trauma is provided on Patrol Police request (MIA).
- There are no other established procedures for sharing information related to road traffic deaths and injuries.
GEORGIA: public health

Health workers do not have own information re:
- road crash victims, DD, location of the trauma source;
- procedures or policies on collaboration with police regarding road crashes/drinking and driving;
- regulations regarding alcohol breath and blood tests of those involved in road crashes;
- cost of a hospital bed for a patient injured in a road accident;
- cost of after-hospital treatment for victims of road crashes (e.g., people with disabilities); or
- drinking and driving prevention work.
GEORGIA: NGO engaged in RS

- Partnership for Road Safety (founded 2006)
- Georgia Alliance for Safe Roads (founded in 2011)
- Roads and Highways Transportation Association
- Georgian Red Cross Society.
GEORGIA: driving schools

- State or municipal control over driving schools?
- Strict requirements for registration and licensing?
- Specific requirements for teachers or instructors?
- Upgrade courses for teachers and instructors?
- Assessments of their performance?

- MIA Special Service responsible for exams and issues driving licenses, however the Patrol Police do not associate themselves with the driver preparation process.
- Traditional approach of teaching: traffic rules and driving practices.
- Ministry of Education role – not clearly defined.
GEORGIA: Media and Info campaigns re DD

- 1st Channel,
- Imedi
- Rustavi.
- Radio and online media are also popular, and they welcome cooperation (Newcaucacasus.com)
- Journalists committed to the subject
GEORGIA: recommendations

- Standardized data collection related to drink-driving.
- Public surveys to reveal the attitudes of the public and experts toward DD issues and alcohol policies.
- Enforcement: more targeted and highly visible DD interventions by the police (e.g., visible roadside checks that involve NGOs and volunteers). Develop information campaigns about enforcement work.
GEORGIA: recommendations

- young/new drivers DD education
- professional drivers DD education
- envisage education for wine and spirits sellers
- Engage local wine and spirits producers in relevant projects.
- Enhance mass media role; engage in discussions regarding better road safety coverage and the media’s role in risk factor (DD) prevention and education.
- Ensure that interventions are build on and provide a foundation for continuing the prevention process (cf sporadic campaigns).
Case study: Russia
Drink Driving Prevention project
Since 2013
COMBATTING DRINK DRIVING IN RUSSIA:
RESULTS FROM A RUSSIAN DRIVING SCHOOLS PROGRAM

ЛИНИЯ ЖИЗНИ МОЖЕТ МЕНЯТЬСЯ.
БУДЬ ТРЕЗВ! ЗА РУЛЕМ!

#ПИТЬНЬЯЗЬРУЛИТЬ
#АВТОТРЕЗВОСТЬ

YOUR LIFE LINE CAN CHANGE.
BE SOBER WHEN DRIVING.

#AVTOTREZVOST
(AUTOSOBRIETY)

International social project in Russia since 2013
<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Students</th>
<th>Number of Deaths</th>
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<tbody>
<tr>
<td>2016</td>
<td>4,296</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>3,997</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>3,420</td>
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<td></td>
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<tr>
<td>2011</td>
<td>2,103</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>1,954</td>
<td></td>
</tr>
</tbody>
</table>

The number of killed in DD related crashes
2013
• Reform in the Russian driver schools education curriculum
• “Improvement of Road Safety 2013-2020” federal program

2013-2014
• New law on drinking and driving
• National reform of driving schools started
• IARD initiates project *Avtotrezvost* in Smolensk region of Russia.
• Training module “Alcohol and Driving” was developed.

2015
• MADI takes a lead and promotes the project in the regions and at the federal level. + 3 regions

2016
• Ministry of health supports the project and helps promoting it along healthcare channels. + 3 regions

2017 objectives:
• To start the project in 3-5 new regions.
• To get the DD module in the driving schools curriculum
• To include the project in the New Road safety Strategy 2018-2020
The DD project focus and supporting pillars

**Goal 1.**
To reduce DD crashes and save lives

- **Objective 1.** Improve knowledge (candidates to drivers)
- **Objective 2.** Reduce tolerance (local communities)
- **Objective 3.** Create partnerships. (key local stakeholders)

**Goal 2.**
To turn the project into a process.

- **Objective 1.** Include the DD module in the dr schools curriculum.
- **Objective 2.** Include the project in the National RS Strategy 2018-2020.
2013 - 2014
Political support at the regional level: public councils, governors, road police, Media.

Promotion from the regions to the federal level.
Local driving schools:
- new training DD module
- Training of trainers
- Training for police
- Training for journalists
- Research & data collection
2014-2016 MONITORING & EVALUATION

“Open” interactive lessons. Interviews in focus groups. Questionnaires
2014 – 2015
PUBLIC CAMPAIGNS
- on the road
- in trade centers
- in bars
- in parks
- insurance companies
- transport
- Taxi
- corporate
2015
Road Police – key partner
PROJECT PARTNERS

SMOLIENSK  STERLITAMAK  ULYANOVSK  KURSK

MOSCOW  IVANOVO REGION  MORDOVIYA REPUBLIC  OMSK REGION

#питьнельзярулить  #автотрезвость

About the project
Research approaches 2014-2015

4 directions:

- GENERAL STATISTICS
- PUBLIC OPINION POLL (Self assessment. Potential for preventive measures support.)
- TEST on the new module effectiveness
- FOCUS GROUPS (the project and the new module appropriateness)
- 2017 – studies with traffic police
2014-2016

✓ 7 regions
✓ 90 driving school
✓ Over 9 000 candidates to drivers
✓ Over 100 information campaign for local communities
✓ 30 “open” DD lessons at driver schools
✓ 5-12 publications in local media after each event
✓ 700 participants of the public poll
✓ 1045 candidates to drivers tested on the new module effect
✓ 11 ToT workshops
✓ Over 10 000 leaflets distributed
✓ Instagram photo competition
✓ mass check ups on the roads with road police (some 1800 drivers received leaflets)
✓ Population coverage – over 1.5 mln people

“In 2014 following intensified work of the Smolensk road police death rates connected with DD in the region reduced by 12 % (the average increase in Russia by 20%). Part of this success we attribute to the new social project “Avtotrezvost” that alerted media attention to the problem and ajitated social activities.” (Smolensk Road Police Report. December, 2014)

2016 Statistics from Ulyanovsk
35 % reduction of DD related crashes
59 % reduction of deaths in DD crashes
29 % reduction of injuries in DD related crashes
SOME CONCLUSIONS:

- Smolensk not unique – the situation re DD is similar across country.
- 40-50% of the local population do not see a threat to life safety in DD. 30-40 % consider it a threat to safe life.
- DD prevention lessons have a wider influence: driving risk factors vs traffic rules, alcohol abuse, demography.
- Change of attitudes. “Can you give a fair judgement of your state of mind and body after having consumed alcohol? - up to 40% change in answers after the DD lesson.
- The teachers unanimously support this CHANGE in school programs (introduction of the DD module).
- Practical lawyers and psychologists should help enrich the content of the new course to provide sufficient material for a 4 hour course.
- The project provoked other public initiatives with road police.
- Point to explore: 2-3% of d/schools students do not change their wrong answers after the training – will they be part of the 2% responsible for 70% of road crashes?
- Could DD project become a matrix for the other 4-5 behavioral risk factors to be introduced in the country driver schools? How to unify/generlize the system?
Federal level
- Moscow Technical University (MADI),
- Ministry of Health,
- Ministry of Education,
- Ministry of Internal Affairs
- Chief State Department on Road Safety (Russia),
- Moscow Road Police Department,
- Directorate of the Federal RS Program 2013-2020,
- Moscow State Pedagogics & Psychology University,
- Moscow Association of Driver Schools,
- Russian Union of Journalists,
- “Rossiskaya Gazeta.”
- “Automobile Roads” magazine,
- “STOP” Gazeta

Regional Level
- Governor (Head of Administration),
- Department of Education,
- Health Department,
- Department of Transportation,
- Public Council/Internal Affairs Department,
- Regional Public Chamber,
- Road Police,
- driver schools,
- DOSAAF
- Hotel Restaurant Café (HoReCa) industry,
- insurance companies,
- taxi and auto transport companies,
- Smolensk Humanitarian University,
- Smolensk Medical Academy,
- Ulyanovsk State University,
- public relations agencies and media.