

# REDUCING DRINKING AND DRIVING

*In 2010, the World Health Organization (WHO) adopted its “Global strategy to reduce the harmful use of alcohol”<sup>1</sup> and the United Nations General Assembly (UNGA) announced its “Decade of Action for Road Safety 2011–2020”<sup>2</sup>; both emphasized the importance of reducing drink driving.*

We responded by developing our drink-driving initiative – part of our “Global Actions on Harmful Drinking” – setting out our plans to build capacity, train, and evaluate and share global best practices through a series of pilot programs.

Our secretariat, IARD, operated these pilots between 2010 and 2017 with our local operating companies, trade associations, and government and nongovernmental partners in 11 countries: Cambodia, China, Colombia, Dominican Republic, Nigeria, Namibia, Mexico, Russia, South Africa, Thailand, and

Vietnam. We selected these pilot countries in 2010 and 2015 with consideration for the prevalence of alcohol-related road traffic crashes and the opportunity to build partnerships with stakeholders, such as government and industry.

Full progress reports on those programs are available on our [Producers’ Commitments website](#)<sup>3</sup>, while an overview of the 2017 pilots appears on page 31.

We also launched many individual drink-driving prevention programs between 2010 and 2017, and highlight some of these campaigns on pages 22–23.

## AN OVERVIEW OF PILOT DRINK-DRIVING PREVENTION PROGRAMS BETWEEN 2010 AND 2017



### CAMBODIA

The Cambodian government introduced a new road traffic law in 2016; we supported its implementation and the government’s efforts to reduce alcohol-related road traffic crashes. IARD worked closely with the Cambodian Red Cross (CRC) and the Ministry of the Interior (MOI) to develop public awareness campaigns, high-visibility law enforcement, and training with police, road safety practitioners, and volunteers; our secretariat also facilitated meetings with other stakeholders to exchange best practice information and monitor road traffic crash data.

IARD also conducted a highly visible campaign during the five-day water festival Bon Om Touk, where 500 volunteers promoted the message against drink driving at checkpoints in five provinces, and distributed campaign materials at national roads, public parks, pagodas, and garment factories.

*“I am really proud of this project. Both the technical and financial support are extremely important for Cambodia.”*

Cambodian Red Cross Secretary General **Pum Chantini**

For details of the campaign’s achievements in 2017, see page 31.

### CHINA

Our work in China began in 2010 with close collaboration with governments and communities in Xi’an and Nanjing. It expanded to cover the entire Jiangsu province, as well as the cities of Wuhan and Shenyang, in 2013; our work in Jiangsu targeted around 1% of the world’s population. IARD organized targeted publicity campaigns and



workshops to improve enforcement and inform the Chinese public about the dangers of drink driving.

- Partners included the Chinese Centre for Disease Control (CCDC), Jiangsu Department of Health, Jiangsu Traffic Management Bureau, the Jiangsu Institute for Health Education.
- Over 150 people attended capacity-building workshops in 2013; this included a workshop for local law enforcement about best practice in safely and effectively operating sobriety checkpoints.
- In 2014, projects ran in nine cities with support from 19 local partners, and 1,942 students participated in an intervention program for novice drivers.

The pilot ended in 2015 when the program transitioned to local management.

<sup>1</sup>[http://www.who.int/substance\\_abuse/publications/global\\_strategy\\_reduce\\_harmful\\_use\\_alcohol/en/](http://www.who.int/substance_abuse/publications/global_strategy_reduce_harmful_use_alcohol/en/)

<sup>2</sup>[http://www.who.int/roadsafety/decade\\_of\\_action/en/](http://www.who.int/roadsafety/decade_of_action/en/)

<sup>3</sup><http://www.producerscommitments.org/commitments/reducing-drinking-and-driving/>



#### COLOMBIA

IARD started drink-driving programs in the municipalities of Chía and Quibdó in 2010 and expanded this work to Valle del Cauca in 2013. In December of that year, the Colombian government introduced “Ley 1696”, which halved the previous blood alcohol concentration (BAC) threshold for drink-driving offences and imposed stricter penalties on offenders. Our secretariat took the opportunity to educate police officers and other stakeholders about the new law, and its implications for enforcement, with drink-driving prevention campaign “Proyecto patrullero” (“Project patrolman”). The program expanded into three additional cities in 2014, which was also the final year of this pilot.

- Stakeholders collaborated with local police and government officials to develop “Proyecto patrullero”, running eight education seminars and training more than 500 government officials and law enforcement officers.
- “Proyecto patrullero” also targeted drivers with its responsible drinking message: “No conducción bajo los efectos del alcohol” (“No driving under the influence of alcohol”).
- We donated over 2,200 mouthpieces for breath-testing devices in 2014.



#### DOMINICAN REPUBLIC

The WHO “Global status report on road safety 2015” noted that the Dominican Republic had the highest level of road traffic crash fatalities in the Americas and the fifteenth-highest level worldwide.

We recognized the urgent need to reduce fatalities and began implementing a drink driving initiative in the country in 2015.

IARD’s program supported Santo Domingo’s police officers in enforcing drink-driving regulations, and worked to change drivers’ attitudes and beliefs around alcohol consumption, to help reduce road traffic crash fatalities. Our secretariat also facilitated the signing of a memorandum of understanding between the Ministry of Health and beverage alcohol producers; this was the first time they had formalized an agreement to work together to improve public health.

*“The issue of drink driving in the Dominican Republic is very serious. IARD’s contribution to the country has considerably increased the likelihood of effectively addressing this problem. Hopefully in this new stage of traffic law implementation, drink driving will be prohibited and sanctioned. The country is grateful for the contribution of IARD to prevent or reduce this great problem, which affects mainly young Dominicans who die every day at the hands of alcohol-related crashes.”*

Metro Group CEO Dr. Luis José Asilis

For details of the initiative’s achievements in 2017, see page 31.



#### MEXICO

Our secretariat initially developed the “Cero muertes por alcohol al volante” (“Towards zero deaths from drinking and driving”) program to curb drink driving in Puebla, especially among young adults, after a 2012 survey indicated that 71% of the 16- to 25-year-old respondents in the region had consumed alcohol, and a high percentage of underage respondents were driving without a license or permission.

- IARD ran 17 train-the-trainer workshops in 2013 and 2014. These new trainers led over 350 workshops in 2013, which were attended by more than 11,000 participants.
- The Secretary of Public Education, the Secretary of the Interior, and 38 public and private universities partnered with IARD to expand the scope and reach of the program in 2014; as a result, our educational workshops reached over 25,000 high school and university students that year with messages against drink driving.
- IARD partnered with the National Council on Addictions (CONADIC) in 2015 to deliver our program in support of the government’s “Drive alcohol-free” initiative.

For details of the campaign’s achievements in 2017, see page 31.



#### NAMIBIA

In 2015, we started working to help reduce alcohol-related traffic crashes. IARD collaborated with the Self-Regulating Alcohol Industry Forum (SAIF) to implement the “Driving under the influence of alcohol” program, between 2015 and 2017, which aimed to help reduce drink driving through public educational messages, and improved enforcement of regulations and detection methods.

Following a court challenge in 2013, officers were required to prove drink-driving offences with time-consuming blood samples rather than breath-testing devices. In 2016, the Namibian Standards Institute (NSI) approved the “Dräger Alcotest 7110 MKIII Evidential” breath-testing device for use in law enforcement; our work focused on helping to introduce these devices and Dräger trained seven traffic-police officers to provide refresher training for their fellow officers throughout the country.

For details of the campaign’s achievements in 2017, see page 31.



#### NIGERIA

Our work in Nigeria began in 2010 with an assessment that found that approximately 80% of the country’s freight moved by road, and many commercial drivers consumed alcohol and other psychoactive substances before driving; the initiative therefore focused on reaching this high-risk group with messages against drink driving. Historically, there has been a lack of data on the extent of Nigeria’s wider drink-driving problem, and so our secretariat partnered with the Federal Road Safety Corps (FRSC) to initiate a comprehensive research project on drink driving across the country.

- IARD also worked closely with the FRSC from 2011 to strengthen roadside checkpoint procedures.
- In 2014 and 2015, our secretariat partnered with



the NGO Strap and Safe Child Initiative (SSCI), and FRSC, to conduct pilot surveys and administer breath tests across the country's six geopolitical zones.

- Representatives from NGOs, unions, and academia attended capacity-building workshops to support them to continue their own efforts to combat drink driving in Nigeria when our initiative ended in 2015.



## RUSSIA

In 2013, the federal government introduced its "Improvement of Road Safety 2013–2020" initiative and 50 policy changes around road safety, including increased penalties and punishments for drink-driving offenders, and changes to the curriculum at driving schools. This was an excellent opportunity to help improve road safety, and IARD worked with officials and key stakeholders at local, regional, and national perspectives to develop a new educational program for learner drivers.

- Our "Автотрезвость" ("Auto Sobriety") initiative launched in 20 driving schools in 2014, in partnership with the Public Chamber and Smolensk Humanitarian University.
- The program reached over 2,000 learner drivers in 2014, growing to train over 7,000 drivers, in 31 driving schools across four regions in 2015.
- The program was officially hosted by the Moscow Automobile and Road Construction State Technical University (MADI) in 2015, giving new opportunities for partnerships and expansion.

*"Drinking and driving is a serious problem in our country. Thanks to ["Auto Sobriety"], we are getting ahead of the problem. Driving license candidates learn about the effects of alcohol on the body and on their judgement as well as Russian laws and penalties for drinking and driving, before they get their driving license. We have no doubts that [the initiative] will help prevent drinking and driving."*

National Association of Driving Schools, Executive Director, Elena Zaitseva

For details of the campaign's achievements in 2017, see page 31.

## SOUTH AFRICA

Our first project in South Africa began at the Eastern Cape's Rhodes University. The student population had a history of high alcohol consumption, and IARD partnered with NGO Young-Free-Educated (YFE) and the Industry Association for Responsible Alcohol Use (ARA) – now called the Association for Alcohol Responsibility and Education (Aware.org.za) – to address this.

The first, high-profile event covered by the media happened in July 2015 and was supported by celebrity ambassadors including soccer hero Jabu Mahlangu and music producer Oskido. IARD arranged drink-driving dialogues with students, presentations explaining how alcohol affects the body, and a question and answer session with a panel of experts, as well as facilitating training workshops with students, leaders and law enforcement officers.

- The program reached 2,500 students and 1,000 youths at Rhodes University in 2015.
- In 2016, IARD and YFE delivered more activities on campuses, as well as awareness-raising campaigns at police roadblocks, at filling stations, and across traditional and social media.
- Other partners included the South African Union of Students (SAUS) and the Nelson Mandela Foundation, Brand South Africa, the South African National Council on Alcoholism and Drugs (SANCA), and the National Association of Student Development Professionals (NASDEV).

*"The program is timely and fits well with the current challenges that are faced by our students. The attendance rates demonstrate that the program's facilitators and speakers are relevant to the targeted audience. The institutions have already started to request the project is continued. We commend the professionalism and commitment that has been demonstrated by the staff and volunteers of YFE and [Aware.org.za]. We believe that this partnership will indeed help to impact more lives in a positive way and indeed build a better South Africa."*

National Association of Student Development Practitioners (NASDEV)  
President Gugulethu Xaba



## THAILAND

IARD first partnered with the Population and Community Development Association (PDA), Thai Asia Pacific Brewers (TAPB), and the Thai Foundation for Responsible Drinking (TFRD) in 2012 to operate the drink-drive prevention campaign, "No Drink, Safe Drive". The initiative combats drink driving and speeding, and targets April's Songkran Festival, as this is when the roads are busiest; 81% of all accidents in Thailand involve motorcycles, so there is

also special focus on these vehicles.

The partners expanded the program in 2016, and launched it in four provinces, with training courses to educate village, sub-district, and district leaders about responsible drinking. They also met with governmental agencies, community leaders, and village volunteers to further develop the program; each jurisdiction also received financial support and practical help to implement their own local campaign.



## VIETNAM

Our work in Vietnam began in 2010, with a situation assessment that identified the most serious challenges and the most promising interventions; the results indicated a need for stricter drink-driving enforcement and increased public awareness of the dangers of drink driving. Our secretariat spent the next two years working in Da Nang identifying the right stakeholders and building capacity among them.

After a pilot intervention, IARD ran a campaign from December 2013 until the Vietnamese New Year, Tết, when police in the three project cities and provinces used their training to enforce drink-driving restrictions at sobriety checkpoints.

The central government expanded the work by adopting our drink-driving enforcement procedures as law in 63 provinces.

- Around 3,000 members of the armed forces took part in two local actions to promote the message against drink driving in 2013.
- In 2014, 350 government officers trained at workshops and 2,800 people attended local campaign launches.
- Other stakeholders included the National Traffic Safety Committee (NTSC), the Ministry of Industry and Trade, the Directorate for Roads of Vietnam, the Ministry of Health, and the National Economics University.

The project ended in 2015 when it transitioned to local management.

*"We really appreciated what has been achieved, and are committed to continuing our partnership with IARD to improve the drink driving situation in Vietnam."*

National Traffic Safety Committee Vice Chairman Khuat Viet Hung

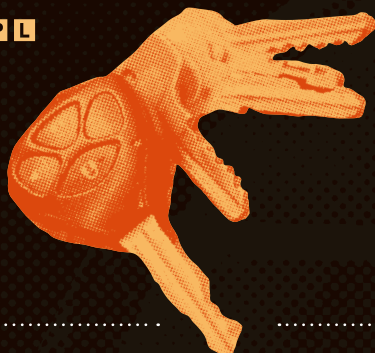
COMMITMENT  
**4**

Key to KPI infographics: **P** Progressive **C** Cumulative **O** Only 2017 data **L** Limited data set, figures for 2013–2017 were not available

**ACTION 9: REDUCING DRINKING AND DRIVING**

**347**<sup>P L</sup>

We operated an average of 347 drink-driving prevention programs each year between 2014 and 2017.



**76%**<sup>O</sup>

Selected pilots and other drink-driving prevention programs ran in 76% of the countries where we were commercially active in 2017.



**11**<sup>C</sup>



We supported pilots in 11 countries between 2010 and 2017: Cambodia, China, Colombia, Dominican Republic, Nigeria, Namibia, Mexico, Russia, South Africa, Thailand, and Vietnam.

**7**<sup>C L</sup>

In 2017, seven of the 11 signatories reported operating 40 or more drink-driving prevention programs each.



**All**<sup>C</sup>

11 signatories reported that they had operated drink-driving prevention programs.

We ran drink-driving prevention programs in

**82**<sup>O</sup>

countries in 2017.





## COMMITMENT 4 IN ACTION

These selected case studies spotlight our various priorities, actions, and challenges in territories around the world; these national and regional programs are realized by individual companies as well as through partnerships.

### SHAPING SOCIETY: ENCOURAGING ROAD SAFETY IN INDIA

India has both the second largest road network and the highest number of road accidents in the world, with over 2 million fatal road crashes in 2015. Diageo worked with the Institute of Road Traffic Education (IRTE) and the Ministry of Road Transport and Highways (IAST) to launch their “Road to Safety”<sup>1</sup> campaign. The program teaches traffic police officers about harmful drinking behaviors, post-crash investigation techniques, and the importance of enforcing drink-driving penalties. The initiative also donated breath-testing devices to police departments in several states, and targeted both university students and commercial vehicle drivers with information on the risks of drink driving.

The campaign has been rolled out in more than half of India’s states, reaching over 4,000 traffic officers, nearly 5,900 commercial vehicle drivers, and approximately 6,000 university students.

An associated consumer campaign was launched in 2014, using radio, television, and digital initiatives with partners including New Delhi Television (NDTV) and the Hindustan Times to spread the message about responsible drinking and road safety awareness; the campaign reached 4.4 million, 2.1 million, and 2.8 million people in 2014, 2015, and 2016 respectively, and over 300,000 people have pledged not to drink and drive. Renowned cricketer Virat Kohli and Bollywood film star Karisma Kapoor are two of the campaign’s ambassadors.

The fight against drink driving continued in India with Carlsberg’s prevention campaign “Don’t Let Cheers Turn into Tears”, in support of 2017’s Global Beer Responsibility Day (GBRD).

The initiative reached consumers through various methods, including a geo-targeted Facebook campaign that reached 846,000 people, as well as RDMs on Carlsberg India’s corporate website, and physical materials. The producer displayed drink-driving awareness banners at 26 venues across Kolkata, Bangalore, Hyderabad, and Mumbai, reaching nearly 11,000 consumers. Carlsberg’s campaign also

reached approximately 1,650 public relations professionals with promotional materials appearing at various agencies and at the Public Relations and Corporate Communications India Summit (PRAXIS).

*Global Beer Responsibility Day is an annual industrywide initiative, led by AB InBev, Carlsberg and HEINEKEN.*

“I’m proud to support the Road to Safety cause. So many lives are lost every year in India due to a casual approach and lack of knowledge about road safety. Initiatives like this will go a long way in educating people about road safety measures and in turn will help save lives.”

Karisma Kapoor, actress



### SHAPING SOCIETY: REDUCING REPEATED DRINK-DRIVING OFFENCES IN NORTH AMERICA



Approximately 2 million drivers in the USA have three or more convictions for driving while impaired (DWI). Beam Suntory supports the National Center for DWI Courts (NCDC), a training and advocacy organization for DWI courts which targets the most dangerous repeat offenders who are responsible for the majority of impaired-driving fatalities. DWI Courts are an evidence-based model that offers individualized, long-term treatment and intense supervision for repeat DWI offenders. Research shows DWI courts that follow evidence-based practices reduce reoffending rates by 60% with DWI court participants being 19 times less likely to reoffend.

<sup>1</sup><https://sites.ndtv.com/roadsafety/>

## PARTNERSHIP: ACTION AGAINST DRINK DRIVING IN AUSTRALIA AND NEW ZEALAND



The fight against drink driving and the effort to help people make sensible choices more broadly continued in New Zealand, where social aspects organization (SAO) Cheers! partnered with Uber to launch the “Sober Self Bot”. This virtual friend used Facebook Messenger to send drinkers sensible reminders while socializing, for example, prompting them to drink water or eat; it also reminded consumers to head home at their own pre-determined curfew and rewarded them with an Uber discount voucher for doing so. The campaign reached over 13,000 unique users, of which 52% were aged between 18 and 24 years, with 11,201 actively using Uber, and 40% repeat usage.

DrinkWise Australia’s industry contributors include several of our signatory companies: the local operating companies of AB InBev and Kirin, plus Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard.

Cheers! Is supported by the Brewers Association of New Zealand, New Zealand Wine, and Spirits New Zealand; the members of these trade associations include the local operating companies of Asahi, HEINEKEN, and Kirin, plus Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard.

DrinkWise Australia runs innovative drink-driving prevention campaigns and is funded by Australian alcohol producers. It partnered with ride-sharing service Uber in 2017 to discourage racing fans from drink driving by operating the “DrinkWise UberZONE” during the Melbourne Cup Carnival, which provided a safe and reliable access point for eventgoers to enter and leave the race course. The UberZONE promoted DrinkWise Australia and Uber’s messages about safe journeys and responsible alcohol consumption, with free water for attendees

while they waited in comfort for their Uber ride home.

*“Partnering with Uber to provide a safe and convenient transport option for attendees was a great complement to our moderation messages around the racecourse precinct. The DrinkWise UberZONE provided discounted travel vouchers, water, food and lounges, making the transport decision an easy one for consumers,”*

Simon Strahan, CEO, DrinkWise Australia.

## IMPACT: PARTNERSHIPS ENCOURAGE SAFER DRIVING IN OHIO, USA

In December 2016, AB InBev launched the “Columbus City Pilot to Reduce Harmful Drinking” in conjunction with the Columbus Mayor’s Office, Columbus Department of Public Safety, Columbus Police Department, Ohio State University, the rideshare service Lyft, Columbus Public Health and the Alcohol, Drug and Mental Health Board of Franklin County (ADAMH).

The 2017 program combined increased law enforcement with safe ride offerings to prevent impaired driving. The initiative encouraged Columbus residents to plan their transport before going out by offering up to 2,000 Lyft rides to and from bars, festivals, and sporting events over 17 weeks. Columbus police increased patrols at high-risk drinking areas during the program to discourage impaired driving. The program ran from September to December on Facebook, Instagram, outdoor billboards, and radio, with 100% of the rides being claimed on all but two of the weekends. Approximately 24,000 rides were claimed in total, and the safe rides and law enforcement messages reached over 1 million people in the greater Columbus area.

*“Impaired driving is 100% preventable... through support from Anheuser-Busch and our other partners, we’re starting to gain a better understanding of the challenges our city faces around drunk driving.”*

Mayor of Columbus Andrew J. Ginther

