



IARD

INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING



TRENDS REPORT DRINK DRIVING

Working together to deliver change: how a whole-of-society approach can reduce drink driving



INTRODUCTION

ABOUT IARD

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to reducing harmful drinking. We are supported by the leading global beer, wine, and spirits producers, who have come together to be part of the solution in combating the harmful use of alcohol. To achieve this, we work with public sector, civil society, and private sector stakeholders.

GLOSSARY

- Non-governmental organization (NGO):**
any non-profit voluntary citizens' group that is organized on a local, national, or international level. These groups focus on a common interest and typically perform various services and humanitarian functions, including bringing citizens' concerns to governments, monitoring policies, and encouraging political participation at the community level [1].
- Blood alcohol concentration (BAC):**
a BAC limit (maximum) is used to establish a legal definition of impairment. It is a measurement of the amount of alcohol within a person's blood and is used to assess intoxication. It is generally expressed as a proportion of alcohol in the blood: for example, a BAC of 0.05 mg/ml means that there is one part alcohol for every 2,000 parts blood.
- Alcohol ignition interlocks:**
also called alcolocks, these in-car devices measure blood alcohol concentration (BAC) and are designed to prevent drink driving. Drivers must blow into the device to ensure their BAC is below the legal limit before starting their vehicle.
- Whole-of-society approach:**
all stakeholders from all parts of society contributing and working together to achieve a shared goal, as outlined by the United Nations in its 2012 Political Declaration on the prevention and control of noncommunicable diseases [2]. For example, these stakeholders could include communities, academia, the media, governments, intergovernmental organizations, and the private sector.
- Civil society:**
the "third sector" of society, along with government and business. It comprises civil society organizations and non-governmental organizations. The UN recognizes that it is important to partner with civil society, because it advances the organization's ideals and helps support its work [3].
- Road traffic death:**
the definition varies between countries but, according to the WHO, "[t]he most commonly cited definition of a road traffic fatality is: 'any person killed immediately or dying within 30 days following a road traffic crash' [4].

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Communities, industry, and civil society can work in partnership to support government regulation and help reduce drink driving.

Approximately 1.3 million people die and up to a further 50 million are injured on the world's roads every year [5]. Road safety is a shared responsibility, and government, civil society, and the private sector must all play a role in reducing these deaths and injuries.

IARD and its member companies are committed to helping prevent drink driving, and work towards global policy initiatives to achieve this, including the UN's *Decade of Action for Road Safety 2011–2020* and **Sustainable Development Goals** target 3.6: to halve the number of global deaths and injuries from road-traffic crashes by 2020.

Legislation to establish legal blood alcohol concentration (BAC) limits provides the foundation for effective initiatives to reduce drink driving. With this framework in place, communities, the private sector, and NGOs can come together to build capacity, enhance enforcement, and raise awareness about the dangers of drink driving.

IARD and its members have a long history of working in such partnerships – from Cambodia to the Dominican Republic, to Mexico, Namibia, and Russia – convening stakeholders to implement drink driving prevention initiatives using evidence-based strategies that have proven effective in a variety of contexts. In 2017 alone, they conducted programs in 82 countries around the world as the

signatories to the Beer, Wine and Spirits Producers' Commitments [6].

There is still much more work that needs to be done worldwide to combat drink driving, especially in areas that experience the highest levels of harm; rates of road-traffic death are twice as high in low- and middle-income countries than in high-income countries [5]. The availability and quality of drink driving data varies considerably around the world, precluding direct comparisons of rates between countries [7]. However, at the national level, many countries have seen positive trends, with continuing decreases in drink driving fatalities in recent years, particularly in Europe, North America, and parts of the Asia Pacific. A whole-of-society approach can build on these trends and accelerate progress.

Research conducted by YouGov for IARD suggests that many people are unaware of the trends in drink driving, even in their own country. There is a need to continue to invest in policies and programs which can raise awareness and build on the reduction in harms seen in many countries. Polling also shows that people recognize that the responsibility for preventing drink driving is shared among different stakeholders. From the government and law enforcement; to community groups and businesses; to healthcare, education, and social services; to families, communities, and individuals: all have a role to play in reducing drink driving.

Businesses, governments, and civil society can harness their resources and expertise with a whole-of-society approach, to reduce harms and help meet international targets.

TRENDS AND PERCEPTIONS

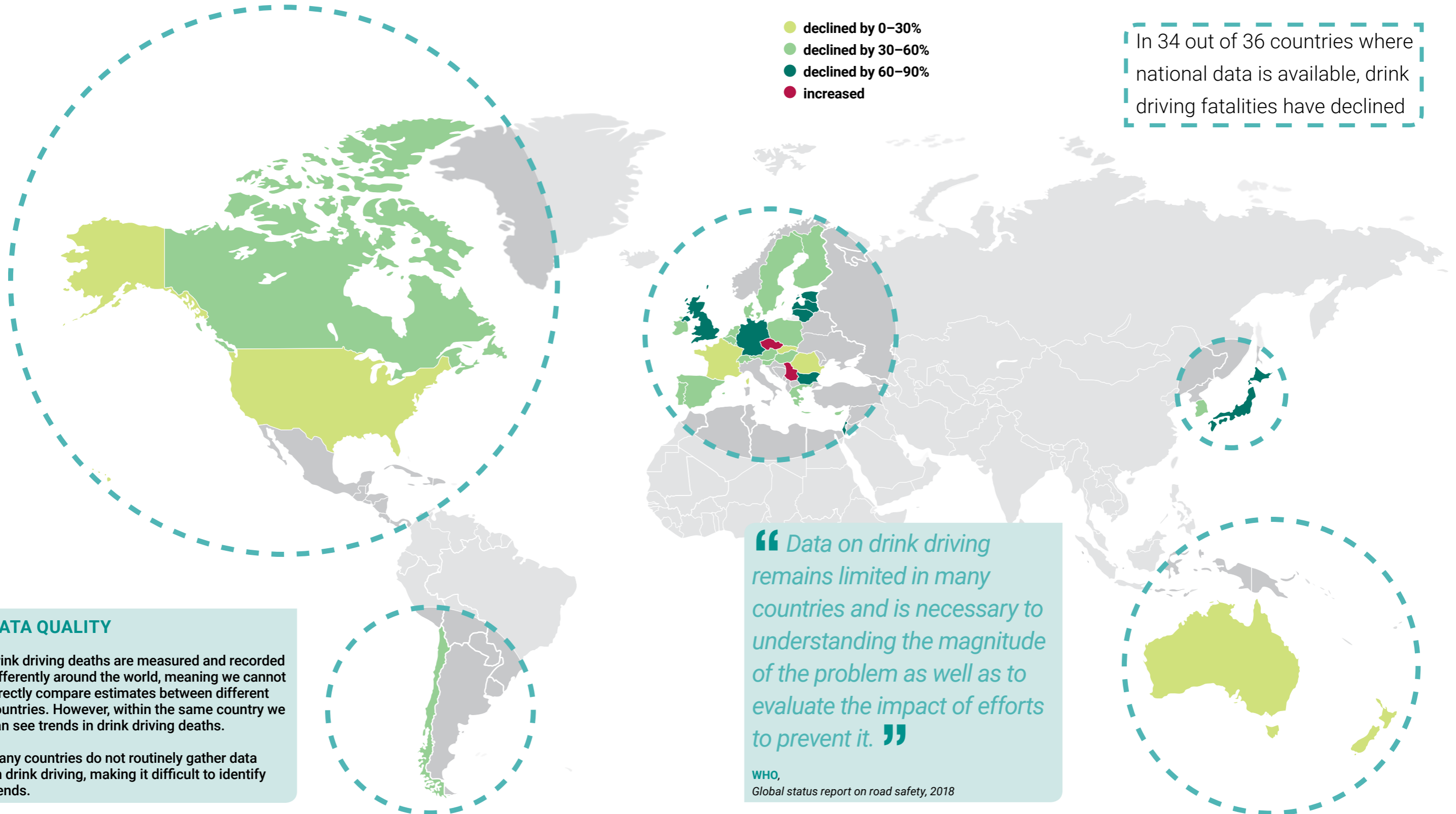
This map shows percentage changes in drink drive mortality for a range of countries where high-quality data are available. Percentage changes

are calculated as the difference between the first and last available data point for each country. There is a more complete table with data for available countries at the end of this report.

TRENDS IN DRINK DRIVING FATALITIES

- declined by 0–30%
- declined by 30–60%
- declined by 60–90%
- increased

In 34 out of 36 countries where national data is available, drink driving fatalities have declined



DATA QUALITY

Drink driving deaths are measured and recorded differently around the world, meaning we cannot directly compare estimates between different countries. However, within the same country we can see trends in drink driving deaths.

Many countries do not routinely gather data on drink driving, making it difficult to identify trends.

“ Data on drink driving remains limited in many countries and is necessary to understanding the magnitude of the problem as well as to evaluate the impact of efforts to prevent it. ”

WHO,
Global status report on road safety, 2018

WHAT DO INTERNATIONAL ROAD SAFETY EXPERTS RECOMMEND TO REDUCE DRINK DRIVING?

Improving road safety has been a goal for the United Nations since the establishment of the first working group on the prevention of road accidents in 1950 [8].

Today, the UN's Global Forum for Road Traffic Safety focuses on reducing road-traffic accidents. In 2010, the United Nations General Assembly Resolution 64/255 announced its *Decade of Action for Road Safety 2011–2020*. As the end of that period approaches, this report highlights trends in drink driving around the world and gives an overview of key recommendations from international experts involved in this work.

STRENGTHENING LEGISLATION

Government legislation is the foundation of effective efforts to combat drink driving. When governments lay out comprehensive road-safety and drink driving legislation, they provide a clear basis for intervention and enforcement, set behavioral standards for drivers, and raise public awareness of responsible driving behaviors [9]. Pillar 4 of the *UN Decade of Action for Road Safety 2011–2020* specifically calls for the setting of, and compliance with, drink driving laws and evidence-based standards and rules to reduce alcohol-related crashes and injuries.

Comprehensive legislation should include a specified BAC limit, which facilitates the enforcement of the law. The Global Forum for Road Traffic Safety assists member states with United Nations legal instruments aimed at harmonizing traffic rules [8]. The World Health Organization (WHO) emphasizes that, out of the 174 countries with drink driving laws, only 136 provide BAC limits. However, there has been progress since 2014, with



more countries adopting the WHO's best practice for drink driving laws [5].

ESTABLISHING MULTI-STAKEHOLDER PARTNERSHIP AND COLLABORATION

Businesses and the broader industry have an important role to play in supporting comprehensive road-safety and drink driving legislation. United Nations General Assembly Resolution 64/255 recognizes “that a solution to the global road safety crisis can be achieved only through multi-sectoral collaboration and partnerships among all concerned in both the public and the private sectors, with the involvement of civil society” [9].

The industry can contribute through multi-stakeholder partnerships – for example, providing equipment, training, and technical expertise – and IARD members are engaging in successful programs in many countries [10]. As part of the Beer, Wine and Spirits Producers' Commitments, IARD's 11 member companies established drink driving initiatives around the world, in partnership with governments, civil society, and communities. This work included building capacity; training with police, road safety practitioners, and volunteers; and evaluating and sharing global best practices through a series of pilot programs.

RAISING PUBLIC AWARENESS

A crucial part of prevention is ensuring that the public is aware of road safety risks and strategies to mitigate them. *The Global Plan for the Decade of Action for Road Safety 2011–2020* calls on member states to “increase awareness of road safety risk factors and prevention measures and implement social marketing campaigns to help influence attitudes and opinions on the need for road traffic safety programs” [11].

Industry can help promote responsible driving and shift behavioral norms by:

- raising public awareness of harmful drinking behaviors
- campaigning against drink driving
- promoting more understanding about the BAC limit and the penalties associated with exceeding it
- supporting road-safety law enforcement

There are opportunities for multi-stakeholder partnerships to support these aims and reinforce the message that drink driving is socially unacceptable, through everything from mass media campaigns to stiff penalties for violations and referral to treatment.

ENHANCING ENFORCEMENT

Contributions from other stakeholders can enhance the effectiveness of comprehensive government legislation and help reduce drink driving harms. As the WHO notes:

“While BAC limits provided for in legislation need to be at the core of efforts to address drinking and driving, an integrated approach to intervention involves combined publicity and high visibility police enforcement and the fitment of alcolocks in commercial and public transport vehicles” [5].

Alcohol ignition interlocks, also known as alcolocks, are an evidence-based intervention that has been shown to reduce repeat offending among drink drivers [12, 13].

Alcolocks measure blood alcohol concentration (BAC); the driver must blow into the device before the vehicle will start. If the driver has a BAC over the legal limit, they will not be able to start their vehicle. The device may also require repeated breath tests to check if the driver has remained below the BAC limit during the trip.

These alcolocks enhance the ability of governments, police, insurance and transportation companies, and others to enforce laws on drink driving, by using technology to monitor a driver's BAC in real time.

GATHERING DATA AND EVALUATION

Data analysis is crucial to building effective, targeted interventions and helps create a clear picture of the scale of the drink drive problem, as well as attitudes about drinking and driving.

Data collection is equally important when evaluating interventions as it builds the evidence base needed to create effective, robust, and scalable programs. However, high-quality, routine data is not available in many parts of the world. This is a concern, as the WHO notes:

“Without knowledge of the magnitude of the problem and the risks of death and injury, the ability to implement context-specific and appropriate interventions is severely limited” [5].

Therefore, improving data collection is an important part of developing comprehensive approaches to reducing drink driving. Access to data can serve as a basis for multi-stakeholder partnerships, highlighting specific risks or trends, and enabling timely and targeted solutions. It is also vital for evaluating the impact of different approaches, which allows partners to identify and focus on the most effective programs and interventions.

Partnerships between industry, NGOs, academics, and community groups can raise awareness of the dangers of drink driving, increase recognition of government legislation, and enable better enforcement.



WORKING TOGETHER TO DELIVER CHANGE

IARD started implementing drink driving prevention pilot programs in 2010 to help reduce harms associated with drink driving, especially in low- and middle-income countries. Along with its member companies, IARD brought together a variety of stakeholders to implement drink

driving prevention initiatives using evidence-based strategies, adapted to local contexts. This section presents a selection of the programs and their achievements. The initial program period ended in 2017, with local support now ensuring that the programs are scalable and sustainable.

MEXICO



HIGH-VISIBILITY SOBRIETY CHECKPOINTS INCREASED BY 25% BETWEEN 2014-2016

IARD, and its members in Mexico, worked with local producers and importers to develop the *Towards zero deaths from drinking and driving* campaign to promote responsible road-safety behavior. Following a successful pilot in the state on Puebla, President Peña asked the National Commission Against Addictions (CONADIC) to standardize and scale up the program, so it could be rolled out across the country. CONADIC and the alcohol-industry-funded organization Foundation of Social Research A.C. (FISAC) signed an

NAMIBIA

Beginning in 2015, IARD and its local members developed a multi-stakeholder team to explore ways to strengthen road safety enforcement and prevent drink driving. These included raising public awareness of harmful drinking behaviors and positioning drink driving as socially unacceptable, promoting more understanding about the BAC limit and the penalties associated with exceeding it, and supporting road-safety law enforcement. The team worked in

DRIVING WHILE INTOXICATED FALLING FROM 7% TO 0.5% BETWEEN 2016-2017



agreement to develop this initiative with funding from five of IARD's member companies – Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard – as well as from Jose Cuervo, which enabled the project team to provide continuity with previous efforts and enable new areas of collaboration.

FISAC led the implementation team, which started to conduct drink driving prevention trainings, awareness campaigns, and on-site assessments of sobriety checkpoints in various jurisdictions throughout Mexico. This allowed each stakeholder to contribute its expertise, experience, and resources towards the project's goals.

CONADIC and FISAC began to train traffic police and provide educational workshops for the renamed *Drive alcohol free* program in August 2015. An integrated intervention to achieve sustainable change requires collaborative efforts beyond industry and government, and so the project team engaged educational, law enforcement, and public-health institutions as part of a whole-of-society approach.

IARD commissioned an independent evaluation of the training implemented by CONADIC and FISAC in 31 Mexican States during 2017. The results indicated that the police's knowledge and ability to effectively implement and operate high-visibility sobriety checkpoints increased by 17% [14].



partnership with police, local authority traffic departments, the Roads Authority, and the National Road Safety Council. This partnership led to the implementation of additional sobriety checkpoints. Private-sector partners provided funding for this intervention, which was used to purchase and calibrate additional breath-testing devices, support the monitoring teams, and to evaluate the program.

VIETNAM

“ This significant campaign of HEINEKEN is an excellent example of business contributing to solve a serious issue in full conformity with the Government's direction. I believe the pro-active participation of the authorities at all levels, with support from business like HEINEKEN, is key to making a real difference and finding meaningful solutions. ”

Mr. Khuat Viet Hung,
Vice President of National Traffic Safety Committee (NTSC)

CAMBODIA

IARD partnered with the Cambodian Red Cross (CRC) to coordinate the project's implementation with key road-safety participants. The project used evidence-based strategies and interventions to promote responsible road behaviors, and discourage drink driving.

The three-year program had five specific objectives:

- Increasing stakeholders' capacity for effective planning and implementation of evidence-based interventions on drink driving (including high-visibility enforcement), and reduction of harmful drinking
- Raising understanding of responsible drinking, and sharing best practices for promoting it
- Ensuring participation and coordination among governmental bodies, civil society organizations, and the private sector
- Increasing the resources, such as specialized equipment and breath-testing devices, and knowledge needed for effective road-safety enforcement
- Improving data collection and access to information by promoting rigorous assessments

Between August 1, 2017, and January 31, 2018, traffic officers tested over 153,000 drivers and found that 1% tested positive for alcohol consumption [10]. The police's high-visibility enforcement appeared to deter drivers from drinking, with the percentage of all drivers arrested for driving while intoxicated falling from 7% in 2016 to 0.5% in 2017 [10].



To tackle the cultural acceptability of drink driving among some drivers, HEINEKEN launched a major awareness campaign called *When you drink, never drive*. This was a partnership with the National Traffic Safety Committee (NTSC) and Uber to offer practical solutions, challenge perceptions, and positively engage drivers in safer behaviors. The campaign also provided luxury Green Ride Uber cars in which consumers could win free rides home. Over 130,000 taxi vouchers were distributed throughout Vietnam, reinforcing the message that drink driving is socially unacceptable.

REPORTS OF SERIOUS INJURY DECLINED BY 39%



PROGRAM TARGETED 15.6M PEOPLE

The program targeted eight cities and provinces, covering 52% of the 15.6 million people who live in Cambodia. The project team worked with industry and government bodies to hold capability-building workshops that reached nearly 900 traffic police, youths, and volunteers. During the program, 36,000 students and vulnerable road users participated in drink driving awareness campaigns, and 2,800 drivers and factory workers attended educational performances that warned against drink driving and promoted responsible road behavior.

A post-program evaluation was conducted in 2017, finding that drink driving fatality rates dropped by 34% and reports of serious injury declined by 39%, compared to 2015. Researchers also found that 36% of respondents were aware of the BAC limit for drivers, compared to 25% in the baseline study, while the proportion of respondents who agreed that drivers should not drink alcohol increased from a pre-intervention level of 8% to 34%. Drivers' behaviors also improved, with 55% of pre-intervention study respondents reporting that they had driven while intoxicated within the previous six months, compared to only 22% during the final assessment [10].

DOMINICAN REPUBLIC



IARD helped convene meetings to bring together stakeholders from government, academia, NGOs, civil society, and the private sector. These events allowed many Dominican road-safety agencies and experts to become aware of each other's work, while IARD's project team gathered more information about the country's road-safety situation. The Dominican alcohol producers and importers signed a memorandum of understanding (MOU) with the Ministry of Health to collaborate in the prevention of alcohol-related harm.

The government's Presidential Task Force for Road Safety invited international experts in different areas of road safety to contribute to their work, including a representative from IARD's project team.

In 2017, the government introduced a new transit and transportation law, which set a maximum BAC limit for car drivers, motorcyclists, and professional drivers of 0.5 mg/ml, 0.2 mg/ml, and 0mg/ml, respectively. In the same year, the

“ The contribution of IARD to reducing drink driving, such as providing train-the-trainers for 25 provinces, refresher trainings for traffic police officials, supporting specialized equipment for enforcement, as well as direct coaching at the enforcement checkpoints, was crucial and aligned with the critical needs of the General Commissariat of National Police. ”

Him Yan,
National Police Deputy High Commissioner HE

government's road-safety task force relaunched as the National Institute for Transit and Land Transportation (INTRANT): the lead, centralized agency in charge of coordinating road safety in the Dominican Republic. INTRANT, with representatives of the nation's traffic police (DIGESETT), selected the "Intoximeter" breath-testing device to be used at high-visibility sobriety checkpoints; IARD and its industry partners then donated 40 of these devices to INTRANT and trained 20 traffic-police officers in their use [15]. Also, the project team produced educational material, in collaboration with INTRANT, with additional information about the effects of alcohol on drivers, the new BAC limits, and recommendations and tips to discourage drink driving.

The effects of this program are set to be evaluated by the Dominican research company Quadrante. **Sustaining this program over time will require a long-term commitment and collaboration from government, industry, and technical experts to change the social norms that permit the harmful use of alcohol.** It is therefore increasingly important to support police officers in the implementation of high-visibility sobriety checkpoints, evaluate all programmatic activities related to road safety, and share the results with both stakeholders and the wider road-safety community.



THE WHOLE-OF-SOCIETY APPROACH TO REDUCING DRINK DRIVING

CONCLUSION

It's in everyone's interests to combat drink driving; although positive trends can be seen in many countries around the world, there is more work to be done. There are still many regions around the world in which regulation is absent or inadequate and where a lack of high-quality data obstructs efforts to identify and tackle problems.

MOVING FROM A SHARED AGENDA TO SHARED SOLUTIONS ON DRINK DRIVING

Government regulation is the foundation of action; public and private sector can work with civil society and communities to support this legislation and build on positive trends, delivering bolder ideas and greater impact. Working in these partnerships is in line with the whole-of-society approach called for by the United Nations and the World Health Organization.

ACCELERATING IMPACT BY ACTING TOGETHER

All stakeholders have an important role in promoting responsible driving behaviors, and raising awareness of legal BAC limits, as well as the risks and consequences of drink driving. A whole-of-society approach can also help shift cultural attitudes about drink driving and enhance enforcement of laws.

In support of the World Health Organization's call for

“ strengthened partnerships and better coordination among stakeholders and increased mobilization of resources required for appropriate and concerted action to prevent the harmful use of alcohol. ” [16]

WHO,
Global strategy to reduce the harmful use of alcohol, 2010

IARD and its members are committed to helping reduce drink driving and have a strong record in doing so, through their Producers' Commitments and ongoing drink driving programs. The case studies in this report demonstrate the value of partnerships, showing how the private sector can work together with governments, NGOs, and communities to help maximize the effectiveness of government regulation and reduce drink driving.

REFERENCES AND DATA SOURCES

NATIONAL TREND FIGURES ON DRINK DRIVING FATALITIES

*Percentage changes calculated as the difference between the first and last available data point for each country

Europe	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% change*
Austria	55	54	52	46	32	51	39	31	32	27	22	-60%
Belgium	54	60	54	55	49	46	46	35	-	-	35	-35%
Bulgaria	40	44	47	38	26	28	29	18	13	10	7	-83%
Cyprus	15	16	19	-	26	25	19	-	13	12	8	-47%
Czechia	48	41	85	127	108	100	50	56	68	72	58	+21%
Germany	599	565	523	440	342	400	338	314	260	256	225	-62%
Denmark	73	112	93	-	64	53	24	41	-	27	30	-59%
Estonia	61	81	42	33	16	21	18	22	15	16	7	-89%
Spain	364	336	273	277	265	230	216	161	161	184	-	-49%
Finland	88	91	-	68	64	74	43	57	41	57	61	-31%
France	1,384	1,358	1,206	1,282	1,230	1,220	1,130	952	958	1,057	1,009	-27%
Greece	132	149	116	132	88	101	100	94	76	71	-	-46%
Croatia	223	219	224	187	152	151	147	96	85	115	99	-56%
Hungary	175	161	111	81	61	57	52	49	47	80	76	-57%
Ireland	67	48	71	75	96	66	58	36	42	-	-	-37%
Luxembourg	9	5	4	5	11	11	9	8	6	10	4	-56%
Latvia	84	91	58	36	22	26	25	10	29	18	17	-80%
Lithuania	66	74	50	40	32	24	41	32	49	17	16	-76%
Netherlands	22	28	25	27	18	14	16	19	12	9	9	-59%
Poland	390	461	470	357	271	325	305	292	259	234	198	-49%
Portugal	-	-	-	-	242	228	193	168	140	142	163	-33%
Romania	211	223	267	222	194	164	224	166	181	174	160	-24%
Sweden	46	48	37	41	17	18	24	19	16	26	24	-48%
Slovenia	97	104	76	59	49	35	43	38	25	37	41	-58%
Slovakia	49	30	24	36	26	37	32	23	38	35	40	-18%
Great Britain	560	410	400	380	240	240	230	240	240	200	-	-64%
Switzerland	58	55	58	56	63	53	57	48	29	38	37	-36%
Israel	28	33	31	19	14	7	8	9	5	12	10	-64%
Serbia	46	55	65	77	44	60	77	64	51	65	103	+124%

Source: Calinescu, T., & Admaite, D. (2018). Progress in reducing drink driving in Europe: European Transport Safety Council (ETSC). Retrieved from https://etsc.eu/wp-content/uploads/report_reducing_drink_driving_final.pdf

Western-pacific	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	% change*
New Zealand	54	65	59	66	68	48	49	38	31	51	50	-7%

Source: Ministry of Transport. Alcohol and drugs 2017. Retrieved from <https://www.transport.govt.nz/assets/Uploads/Research/Documents/6949ac12dd/Alcohol-drugs-2017.pdf>

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% change*
Australia	149	-	-	-	-	-	-	-	-	110	-	-26%

Source: National Road Traffic Safety Strategy. (2018). Statistical progress measures - November 2017. Retrieved from https://www.roadsafety.gov.au/performance/files/2017_Statistical_progress_measures.pdf

Asia	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% change*
Japan	1551	-	-	-	-	864	-	-	-	-	361	-77%
Korea	1228	-	-	-	-	893	-	-	-	-	771	-37%

Sources: Organisation for Economic Co-operation and Development (OECD). (2018). OECD.Stat. Retrieved 10 October 2019, from <http://stats.oecd.org/>
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Americas	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	% change*
USA	-	13041	11711	10759	10136	9865	10336	10084	9943	10280	10996	10874	-	-17%
Chile	-	-	-	-	-	348	-	-	-	-	-	-	149	-57%
Canada	1051	1008	924	847	846	860	908	673	609	-	-	-	-	-42%

Sources: National Highway Traffic Safety Administration (NHTSA). (2018). DOT HS 812 630 Alcohol-impaired driving. Washington, D.C. Retrieved from <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812630>

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PERCEPTIONS ABOUT DRINK DRIVING

IARD commissioned YouGov to conduct online surveys on adults' perceptions about drink driving, and ways to prevent it in nine countries. All figures, unless otherwise stated, are from YouGov Plc. The total sample size was 12,137 adults in the U.K, Germany, France, Australia, Japan, Mexico, New Zealand, the United States, and South Africa. Fieldwork was undertaken between June 19 and July 4, 2019. **The surveys were carried out online.**

Thinking about the last 10 years (i.e. since June 2009)... In general, do you think that instances of drink driving have increased or decreased in your country, or has it stayed the same? (Please select one option on each row)

	Australia	Germany	France	New Zealand	South Africa	U.K	U.S	Mexico	Japan
increased a lot	24%	13%	27%	22%	56%	9%	21%	54%	7%
increased a little	26%	21%	26%	26%	24%	17%	18%	29%	20%
stayed the same	23%	38%	26%	23%	9%	28%	26%	12%	27%
decreased a little	16%	14%	9%	17%	9%	24%	15%	4%	24%
decreased a lot	5%	3%	3%	5%	2%	7%	6%	0%	13%
Don't know	6%	11%	9%	7%	1%	14%	14%	1%	9%

Who, if anyone, of the following do you think has responsibility for preventing drink driving (i.e. people driving a vehicle after having consumed more than the legal limit) in your country? (Please select all that apply)

Family members (e.g. parents, siblings)	56%	36%	47%	70%	59%	48%	50%	72%	46%
Education professionals (e.g. teachers)	28%	14%	17%	29%	25%	15%	18%	21%	17%
The national government	33%	13%	31%	29%	41%	30%	13%	30%	20%
Healthcare professionals (e.g. doctors)	16%	8%	15%	15%	17%	8%	13%	13%	6%
Law enforcement (i.e. the police)	52%	34%	32%	59%	69%	55%	38%	45%	27%
Social services	16%	7%	10%	15%	21%	6%	12%	14%	4%
The alcohol industry	37%	19%	29%	41%	42%	34%	28%	29%	28%
Community groups or charities	13%	9%	8%	15%	21%	7%	13%	11%	12%
The individuals who do this	71%	54%	45%	73%	76%	71%	63%	67%	82%
Other	3%	4%	3%	4%	3%	3%	6%	2%	8%
Don't know	3%	8%	9%	2%	0%	4%	7%	0%	3%
Not applicable - I do not think anyone in particular has responsibility for preventing drink driving	5%	18%	10%	4%	3%	5%	9%	3%	6%

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