

Partnerships against Drink Driving in Europe



Awareness

Engagement





FEVR ? Who What Why

■ www.fevr.org

new from 1.1.2011



Fédération Européenne des Victimes de la Route
European Federation of Road Traffic Victims

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-  Fédération Européenne des Victimes de la Route
-  Federazione Europea delle Vittime della Strada
-  Europäische Föderation von Verkehrsunfallopfern

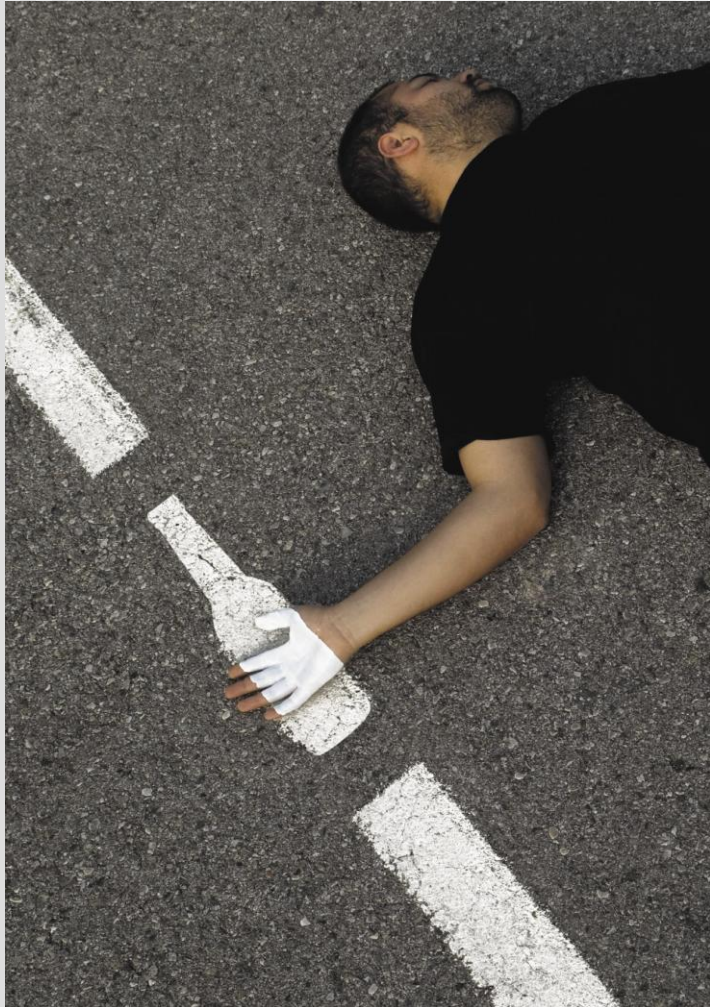
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3.6.2010

FEVR's Two main objectives

- 1)** protect and represent the interests of rcv
- 2) to reduce road danger**

Statutes: FEVR will meet these objectives principally by

- - *strengthening the collaboration between member organisations*
- - *extending their actions and interventions to the European level*
- - **cooperating with the European and World Institutions**



Drink Driving

One of the 3 « main killers » (+ **injury**)
in road transport

Underreporting ?
(25-35 % of KSI)

What to do ?



- **Combining information** campaigns with **enforcement**
- When a new **law** is effective **explain why** it is introduced
- Show the **consequences**

EX.: testimonies of rtv

Show the consequences

Did you know you can lose your licence the following day?



Please don't drink and drive.

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A few drinks and you're a real lady killer.




Think before you drink before you drive.

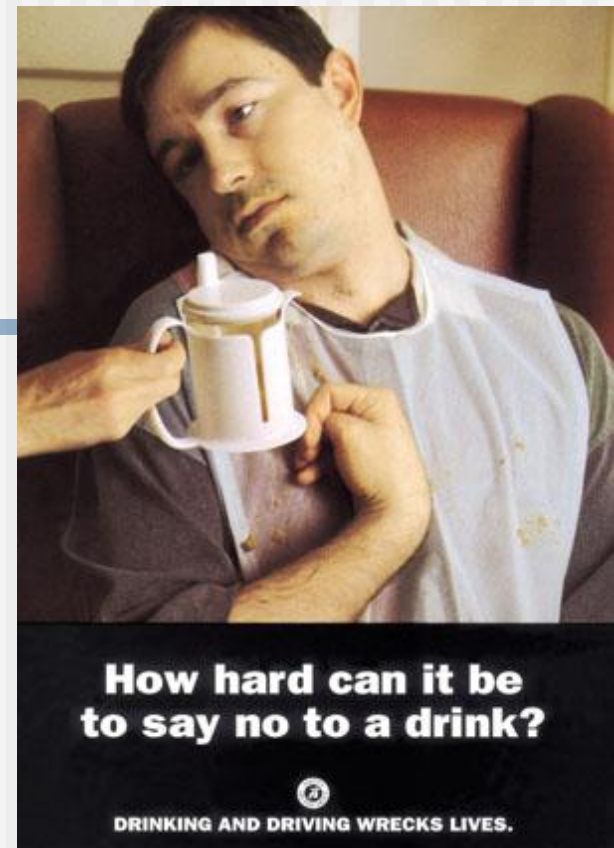
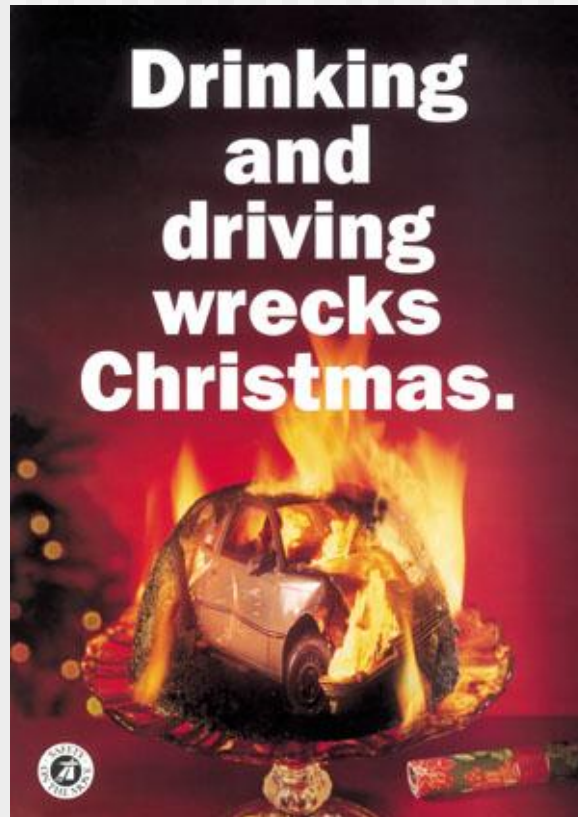
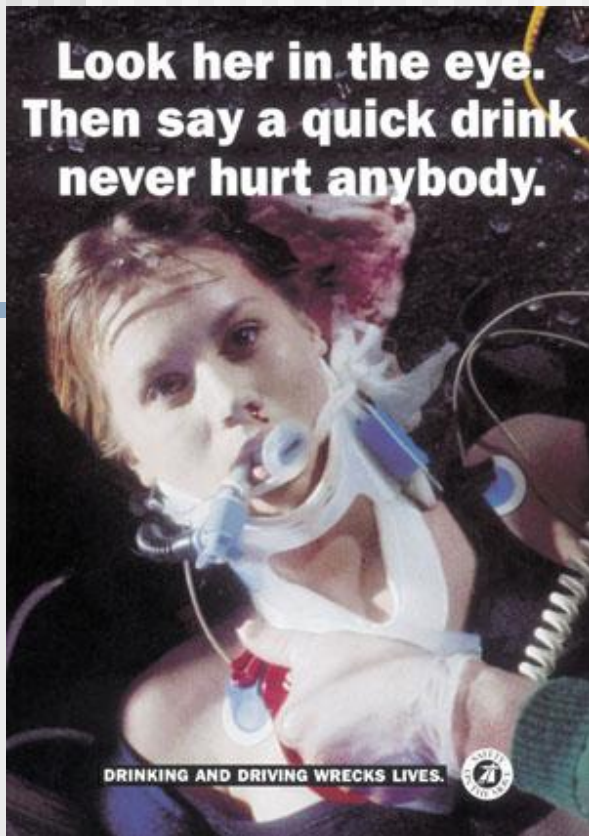


YOU CAN'T HOLD ON TO BOTH.



THINK YOU CAN DRINK AND DRIVE? THINK AGAIN.





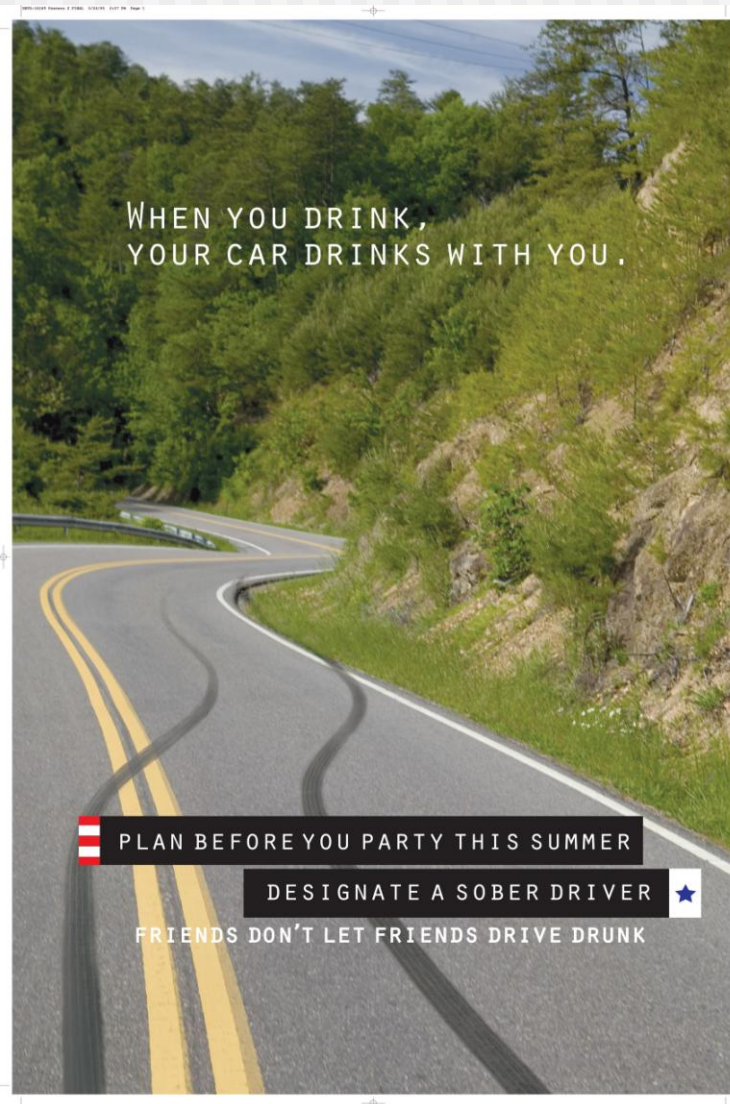
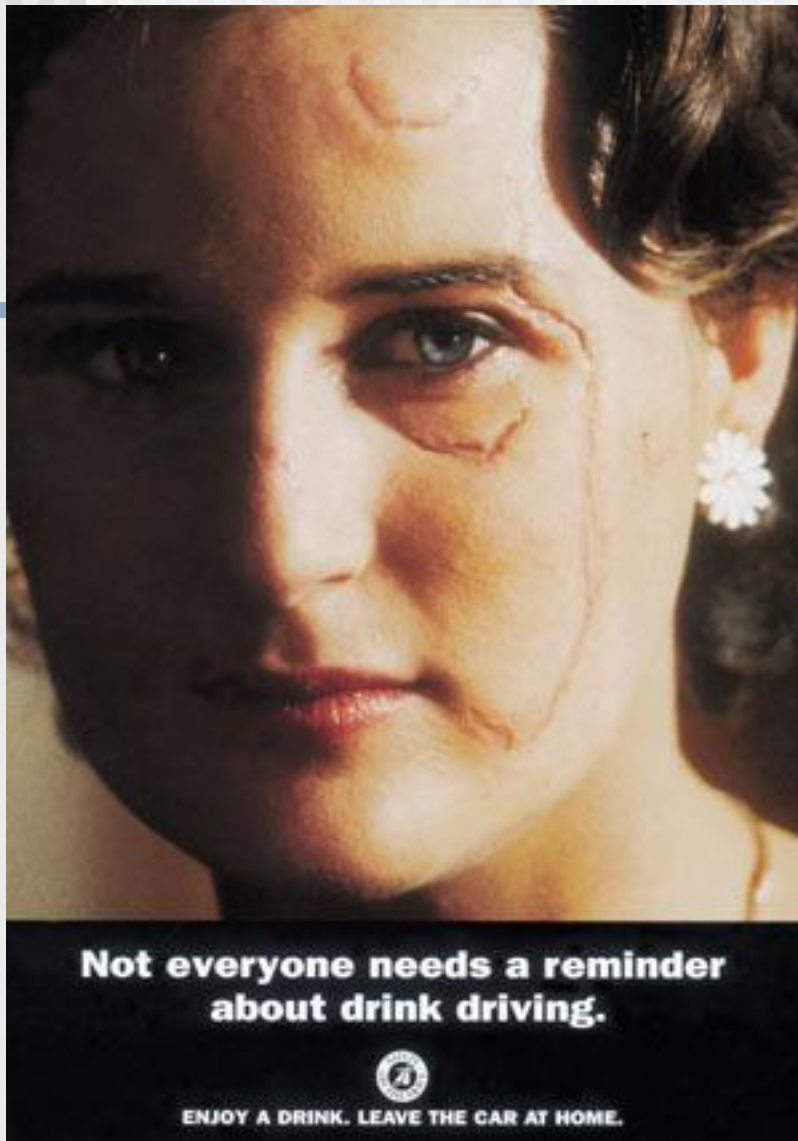


Hard hitting: be carefull where



" chérie j'ai bu un verre de trop, mais je vais faire attention".

« Darling, have drunk somewhat but I will be cautious »



When a new law is introduced explain **why** it is necessary

Road users need to understand why they should behave so and so accept the law

Sartre study (acceptance)

ex.: 0,5 ‰ (L), point license,



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Combining information campaigns with enforcement

- Alcohol is a major contributory factor in COLLISIONS:

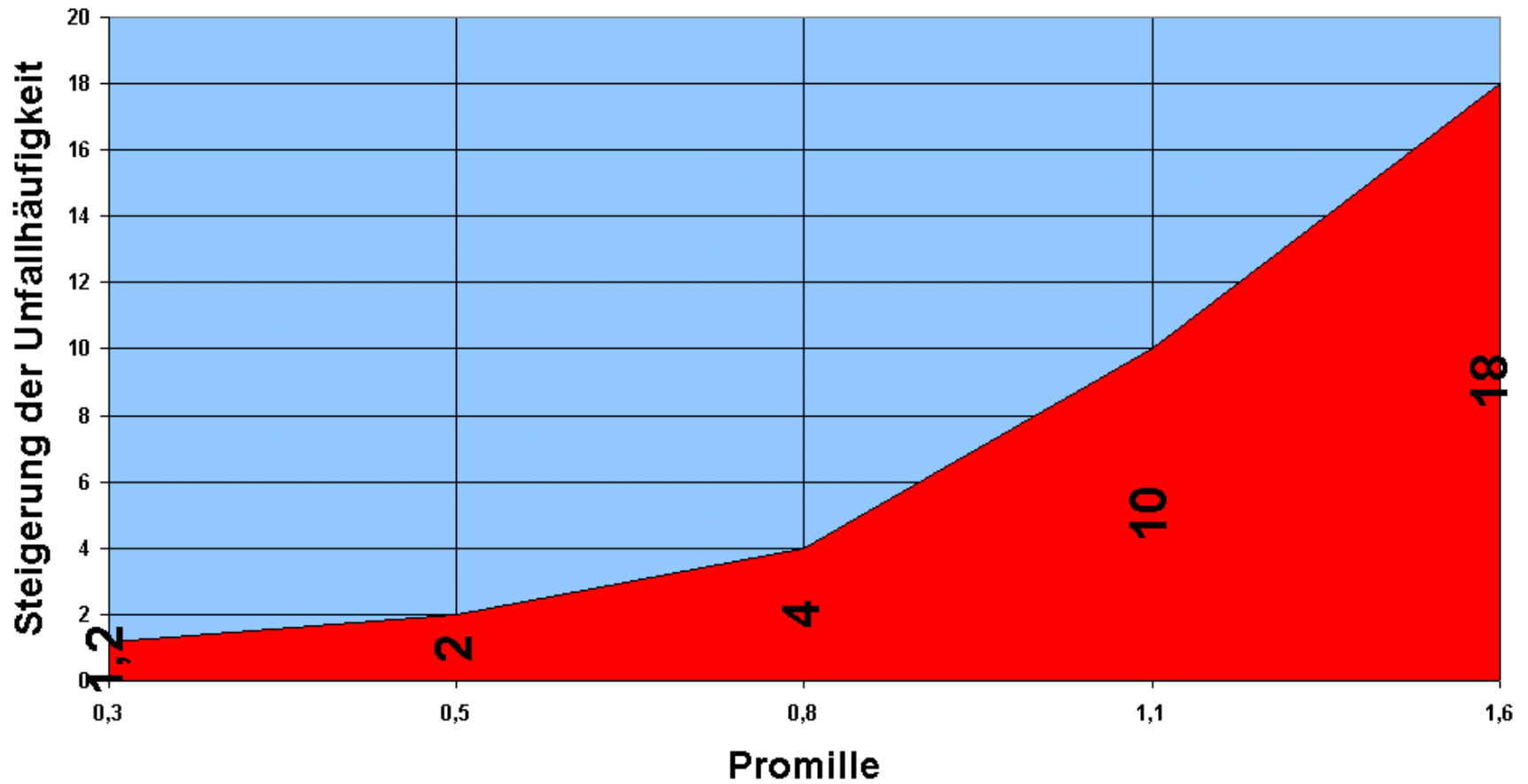
140/h die worldwide = 40 DD + **KSI**

One drunk driver = 2 other innocent RU

Best practice: every driver controlled once a month or every 1000km

alco check /alcolock

Unfallrisiko



Enjoy a drink, leave the car at home or let some one else drive or pick you up



Bob campaign

Late Night Bus

Nightrider, trains on New Years night, driver for one night

Call a bus/Public Tr.

Your mate







+ drugs + medicine

Awareness

- *Awareness of the contributory role of alcohol and other “drugs” in the incidence of accidents and injuries needs to be increased among the general population.*

Multi consume (combining alcohol-
drugs-medication is an **explosive
cocktail**)

Addiction Agents (Tactus)

Partnerships

- WHO/UN-EU (Druid)-Governments-municipalities.....
- ETSC « Safe and Sober »
- IBSR « Bring Back safely those you love »
- Associations (sport, youth/*peer to peer*, RS stakeholders; victim, Industry (dd in commercial transport)

AND

- **Every user** (parents have to give the good example)

And presidents too.....



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Thank you



INVITATION
Friday 3rd December,
9.00 to 14.00
Brussels

**DRINK
DRIVE**

PARTNERSHIPS AGAINST DRINK DRIVING IN EUROPE
Education, *Engagement*, Enforcement

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