



La carretera te pide SIN

La conducción y el alcohol son incompatibles.
Para no perderte en la carretera, marca **cerveza SIN** en tu camino.

www.lacarreteratepidesin.org

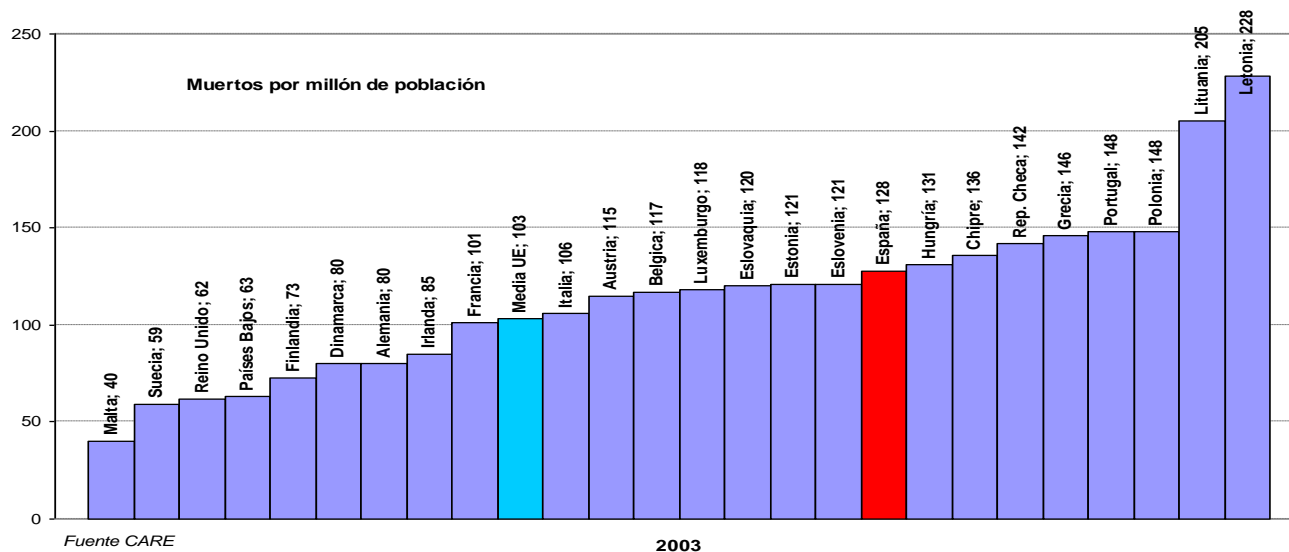
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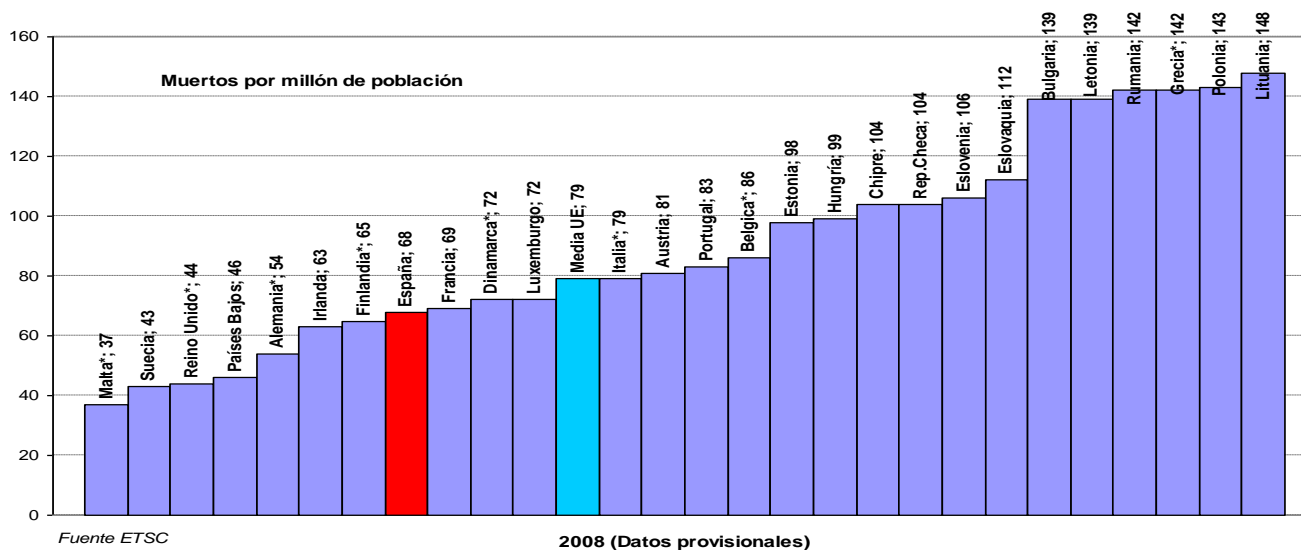
“The Road
Needs You to
Be Alcohol-
Free”

Ramón Ledesma Muñiz
Deputy Director of Regulatory Order
General Directorate of Traffic

What has happened with road safety in Spain?



2003:
128 fatalities /
1,000,000
inhabitants



2008:
68 fatalities /
1,000,000
inhabitants

SPAIN IN 2003



Background: Europe vs Spain
Facts and figures for **2003**
99,987 ACCIDENTS (WITH CASUALTIES)
5,399 DEAD
26,305 SERIOUSLY INJURED
124,330 MILDLY INJURED



25,169,452

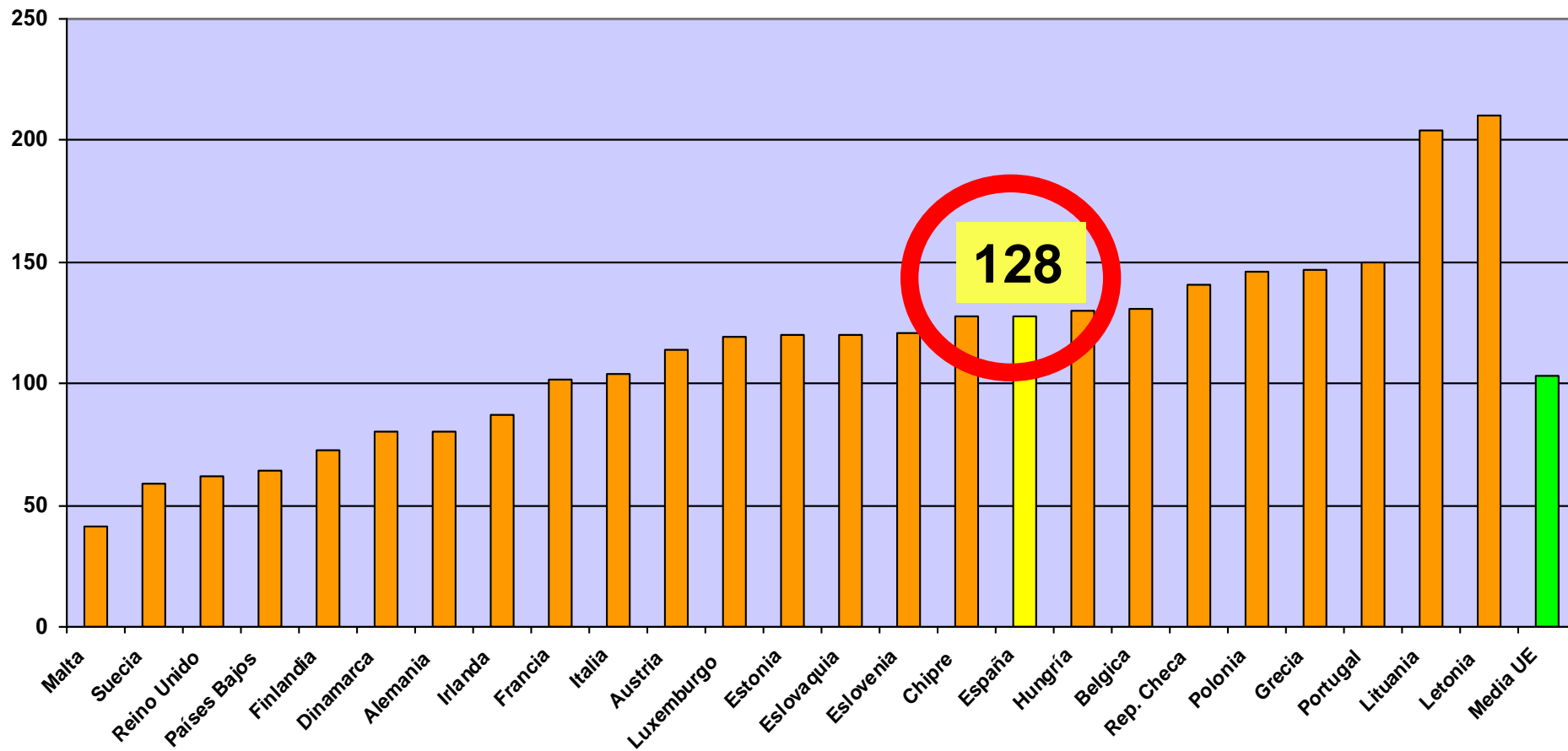


22,381,585

128
fatalities/1,000,000 inhabitants

5.4
fatalities/100 accidents

SPAIN'S POSITION IN EU



SOME CAUSES



39%

**dead car users were
not using**

**27% dead
motorcyclists were
not wearing**



SOME CAUSES



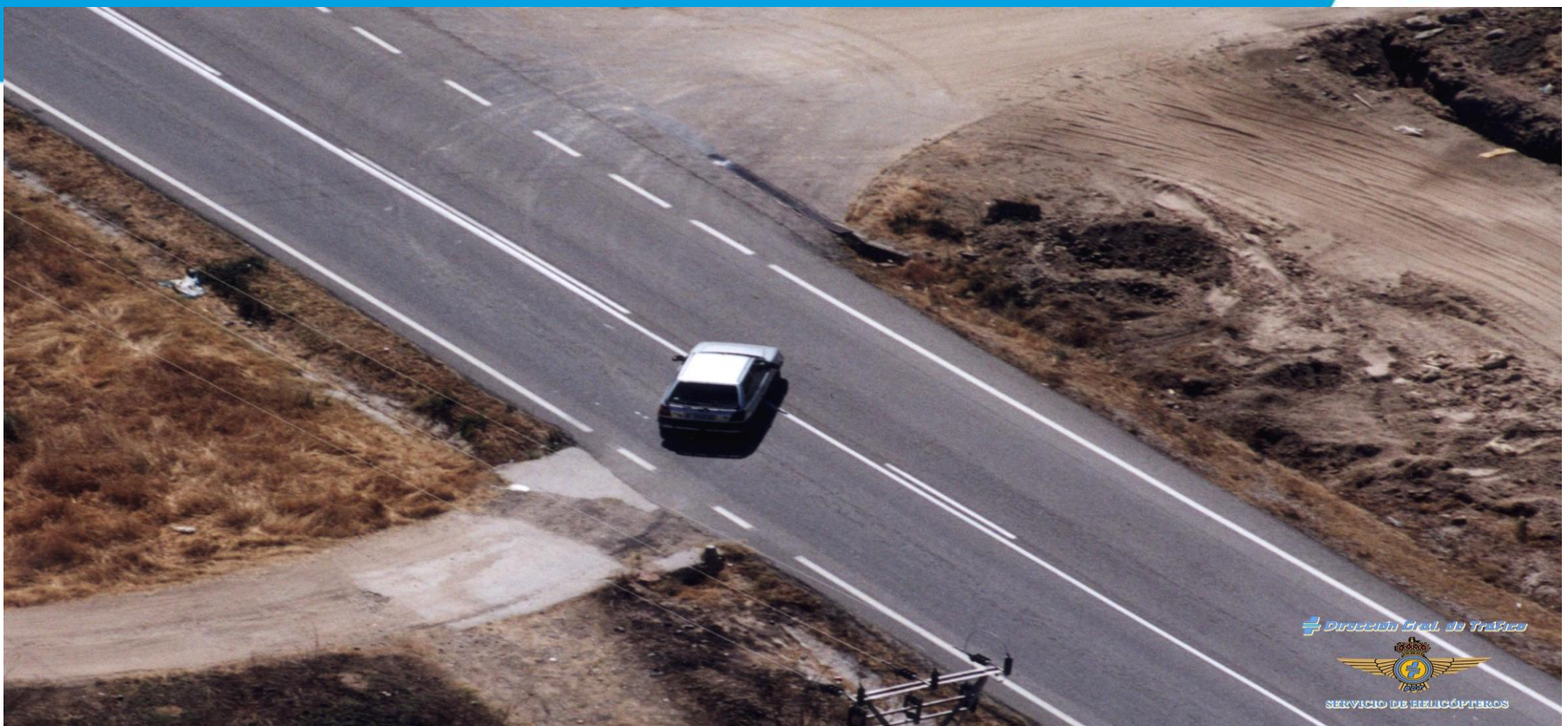
SPEEDING

28%

DRINKING


37%





In sum, the cause was failure to comply with regulations (which were in force but ignored). Thus, what we need is

+ INTERVENTION and CONTROL



Strategic Road Safety Plan

2005-2008



MINISTERIO
DEL INTERIOR

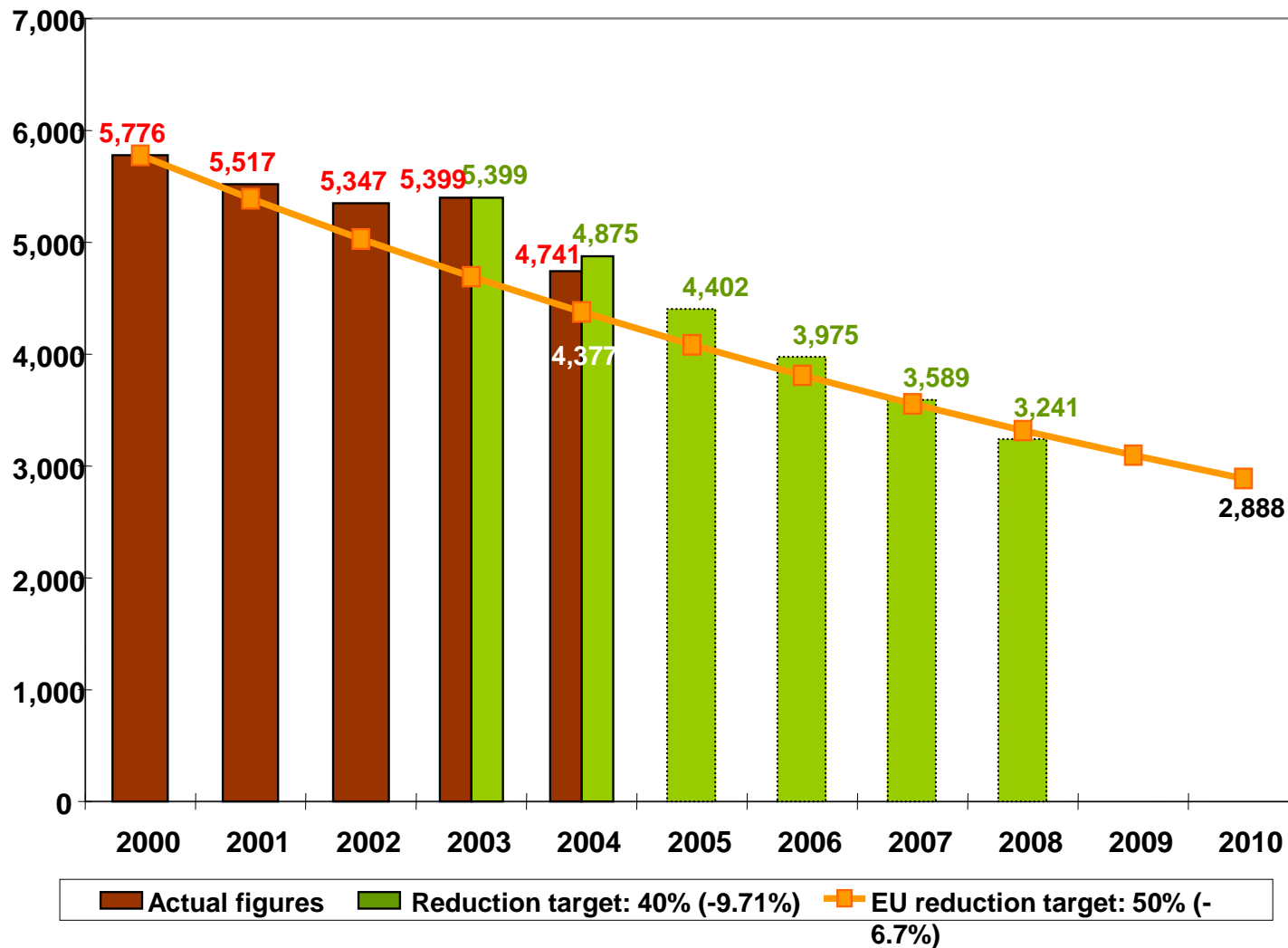
Key goal:

Reducing fatality rate by
40%

This involves a twofold task:

- Reducing accident rate
- Reducing the number of serious accidents

Goal: Reducing the number of fatalities



Special Road Safety Measures 2004-2005

Creation of the **National Road Safety Observatory**

Empowerment of **Road Safety Council**

Increase of the number of **traffic wardens**

Implementation of **traffic surveillance technology devices**

Information campaigns by types of risks

New driver **training model**

Town road safety plans

Regulatory Measures

REGULATORY MEASURES

Regulatory reform on seatbelt use.

Regulatory reform on drivers.

Regulatory reform on vehicles.

Reform of traffic offence codes (European standards).

Introduction of driving licence points system.

EUROPEAN CONTEXT

| Country | Year of introduction | Points |
|----------------|----------------------|--------|
| Germany | 1999 | 18 |
| France | 1992 | 12 |
| Italy | 2003 | 20 |
| Luxembourg | 2002 | 12 |
| United Kingdom | 1982 | 12 |

WHAT IS THE DRIVING LICENCE POINTS SYSTEM?

Traditional perception of driving licence:
approval. Validity.

New perception: vote of confidence = points.





Spanish situation: Law 17/2005, of July 19.

Enforcement regulations:

a) Ministerial Decree INT/2596/2005, on driving course contents.

b) Regulations for Drivers (Royal Decree 62/2006):
new disqualification procedures for points lost.

Coming into force: **July 1, 2006**

HOW DOES IT WORK?



12-point credit. New drivers (three years or less) and banned drivers: 8 points.

Credit reduction: For serious or very serious offences leading to point loss.

Exception: 8 points in one day.

Law Appendix II: **List of offences** leading to point loss.

Total point loss: Revoking of driving licence.

IN SUM...



permiso
por
puntos



IN SUM...



per m i s o
p o r
p u n t o s



What have we done about alcohol?

1.- Changes in the law

2.- Increase of blood alcohol testing

3.- Support of civil society: **“THE ROAD NEEDS
YOU TO BE ALCOHOL-FREE”**

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CHANGES IN THE LAW CONCERNING ALCOHOL

| | FINE | POINTS | DRIVING BAN/ REVOKING OF LICENCE |
|---|------------------------------|---------------|---|
| Up to 0.25 mg/l ⁽¹⁾ | — | — | — |
| >0.25 to <0.50 mg/l ⁽¹⁾ | €500 | 4 | — |
| >0.50 to <0.60 mg/l | €500 | 6 | — |
| >0.60 mg/l > | €1,500 ⁽²⁾ | — | 1 TO 4 YEARS |
| <p>(1) The upper limits are 0.15 mg/l for professionals and new drivers and 0.15 to 0.30 mg/l for drivers in the second category. (2) Approximate amount. To the fine we should add community service. <i>Law 17/2005, of 19 July, on the driving licence points systems.</i></p> | | | |

Law 15/2007, of November 30, on the reform of the Criminal Law with regard to traffic offences.

Law 18/2009, of November 23, on the reform of the Road Safety Law in connection with penalties.

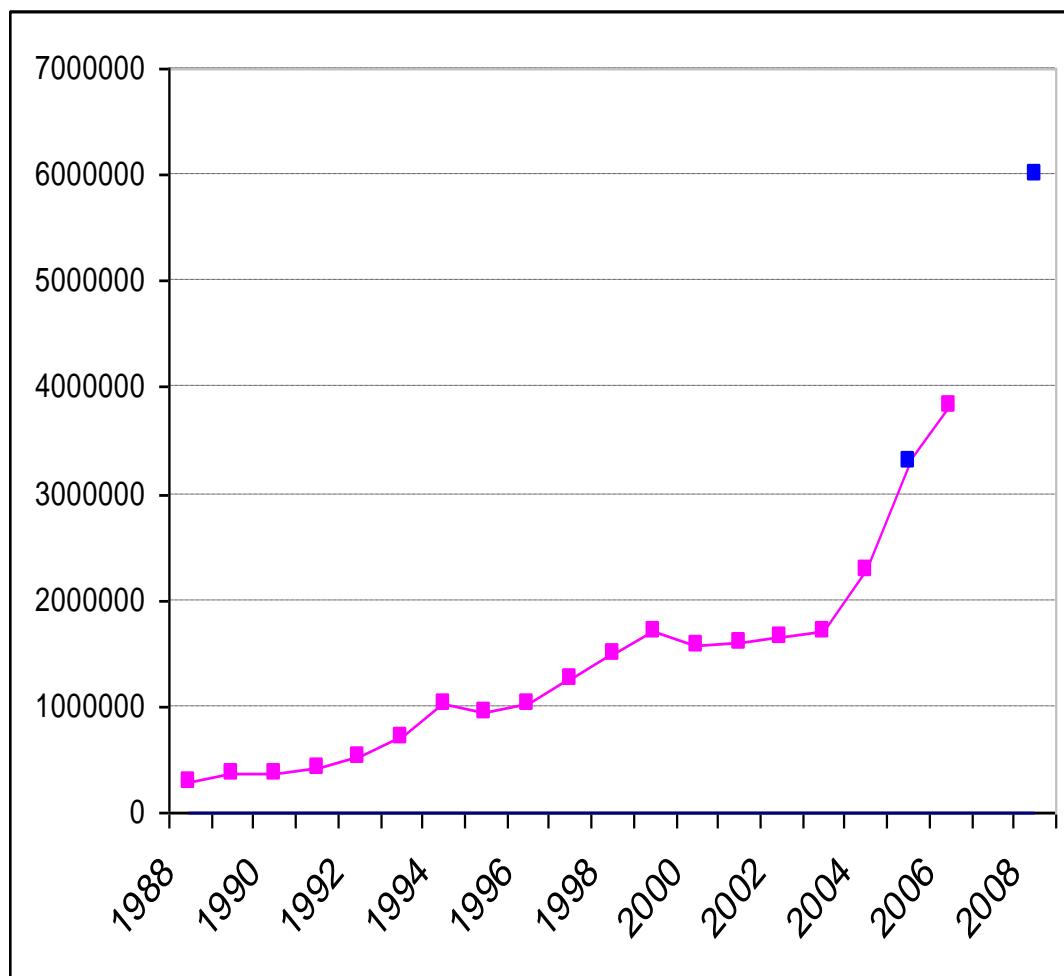
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WE HAVE INCREASED THE NUMBER OF BLOOD ALCOHOL TEST THREE TIMES



**Prevention tests in Spain
(Civil Guard) and DGT
predictions as at 2008**

What have we done about alcohol?

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CIVIL SOCIETY AND CORPORATE SOCIAL RESPONSIBILITY: KEY ELEMENTS



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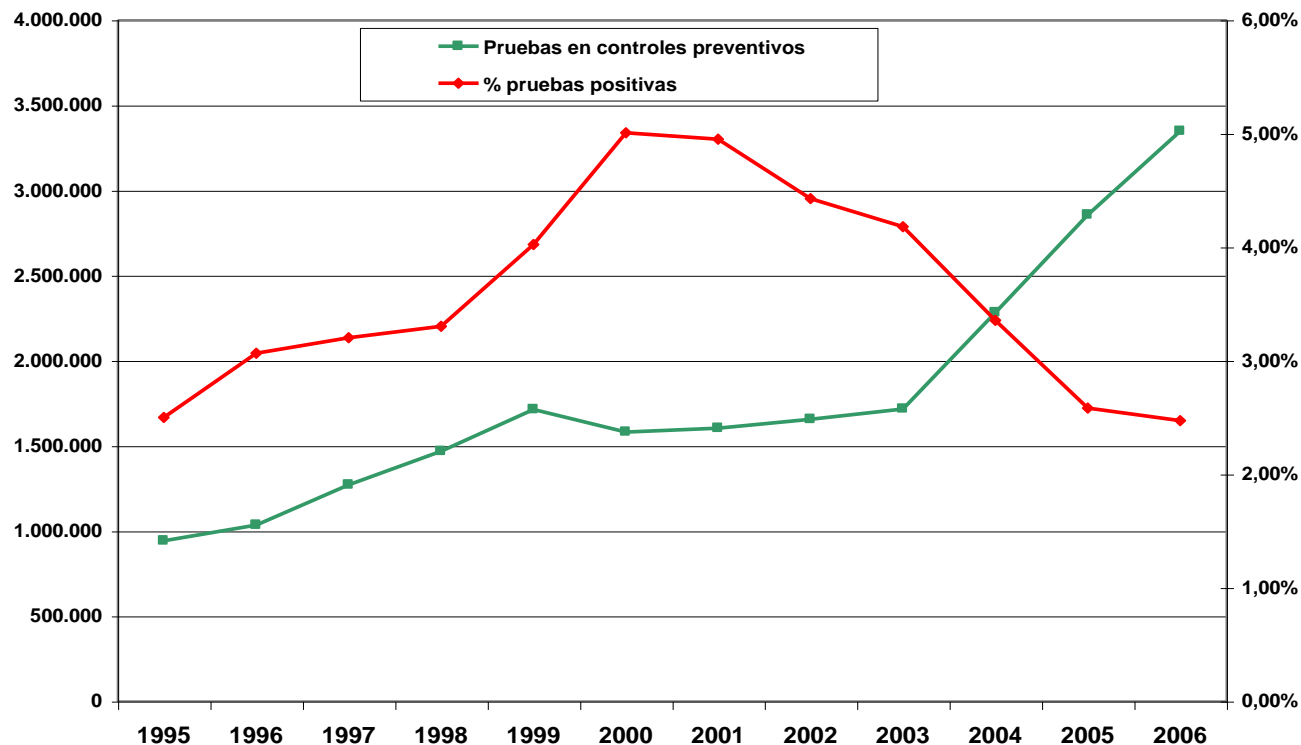


- ✓ “The Road Needs You to Be Alcohol-Free” campaign: 10 years
- ✓ 2 road traffic victims associations
- ✓ 15 institutions
- ✓ Medal of Merit for Road Safety granted to Cerveceros by DGT
- ✓ 15% beer consumed in Spain is alcohol-free

RESULTS

ALCOHOL

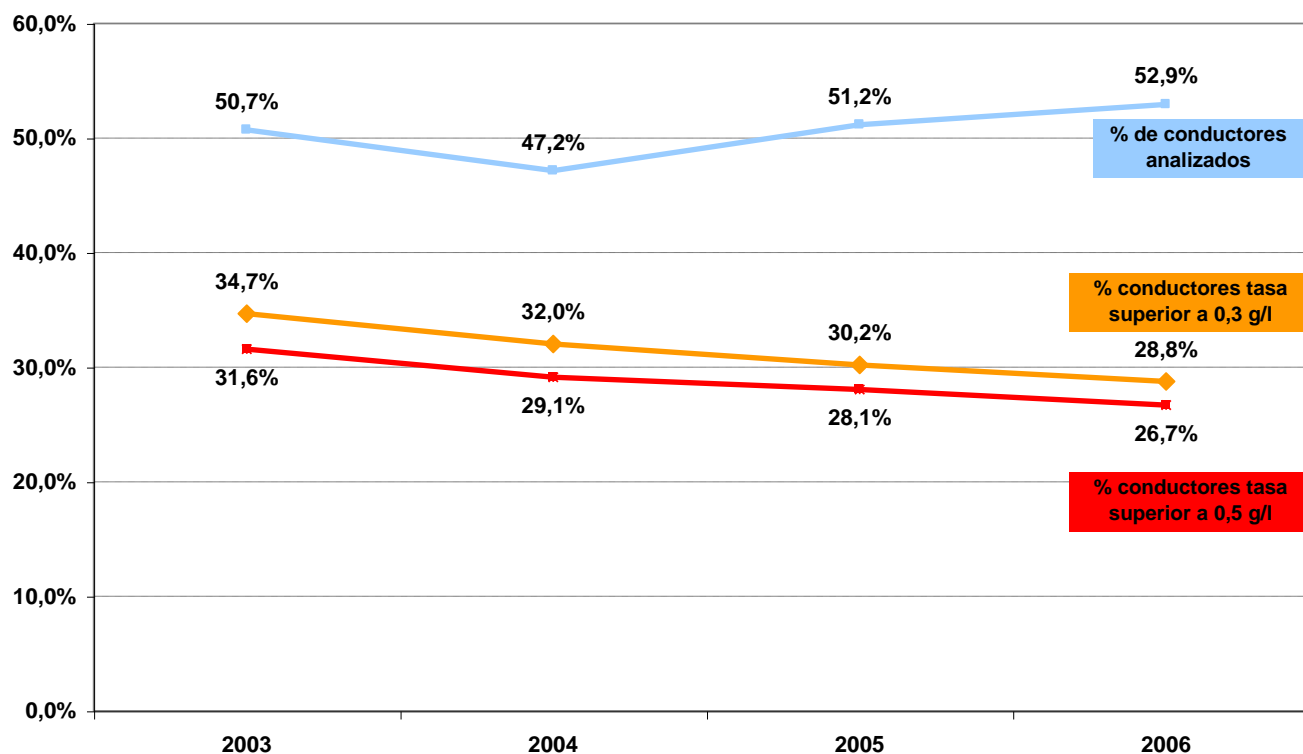
High BAC drivers in random tests



Source: Civil Guard Road Traffic Association

The rate of high BAC drivers has gone down to **1.84%** from 3.97.

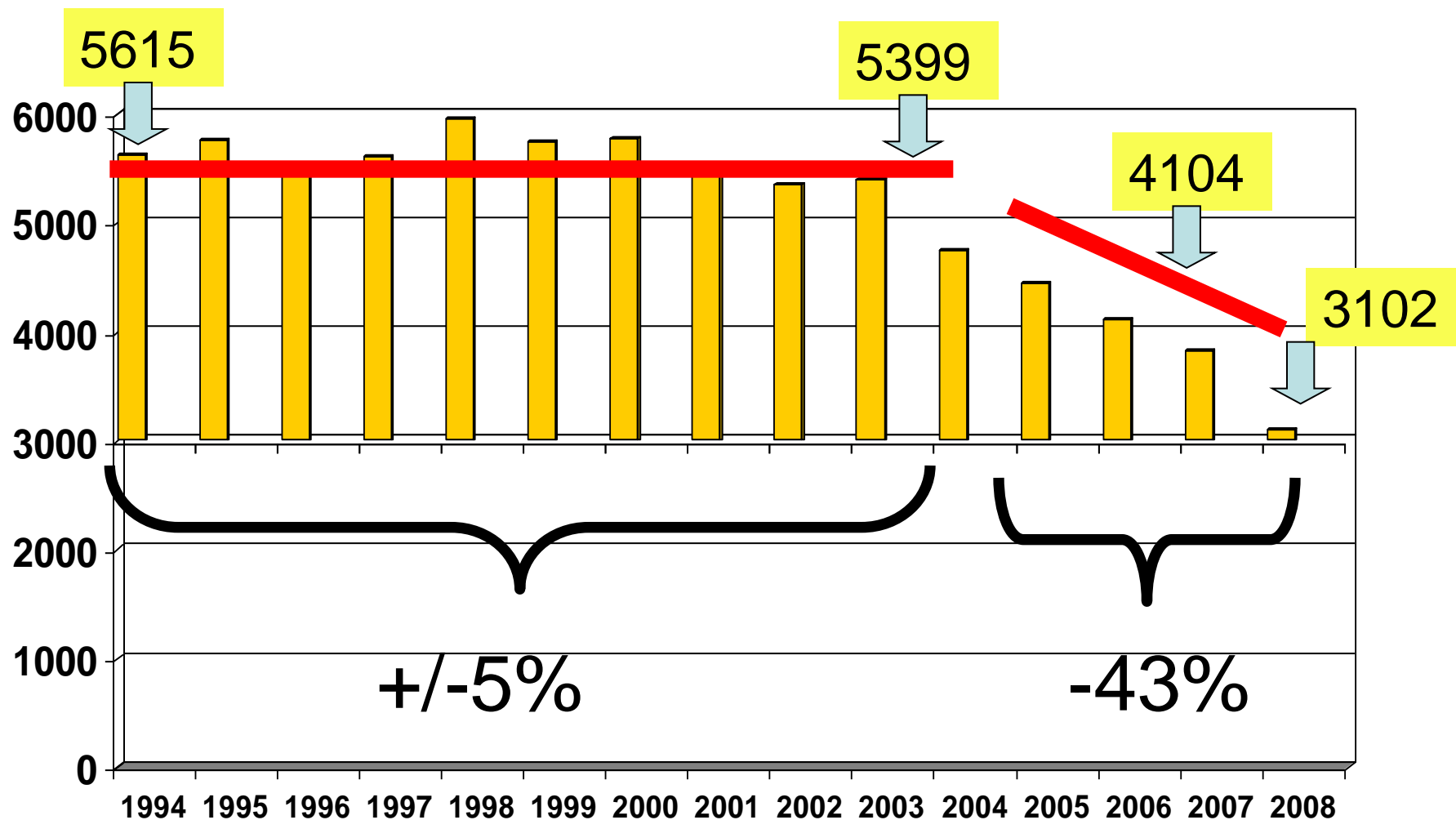
Blood alcohol concentration in drivers dead in road traffic accidents



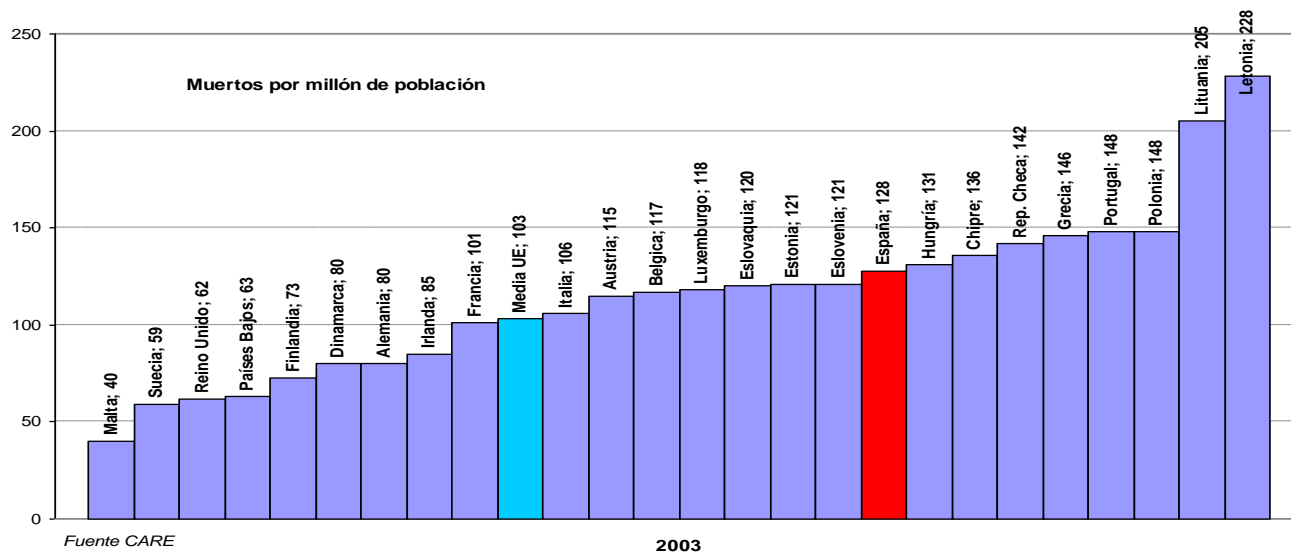
Fuente: Instituto Nacional de Toxicología

A clear dropping tendency can be observed between 2003 and 2006. The percentage of dead drivers whose blood alcohol concentration was higher than 0.3g/l went down to 28.8% from 34.7%.

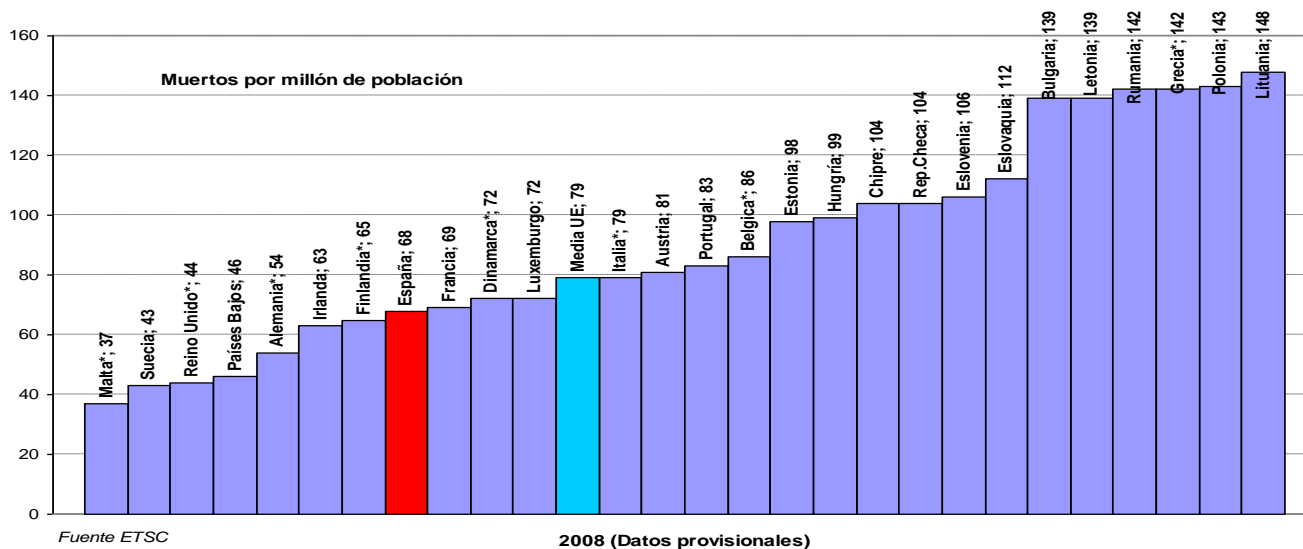
FATALITIES / YEAR



Spain's position in Europe now



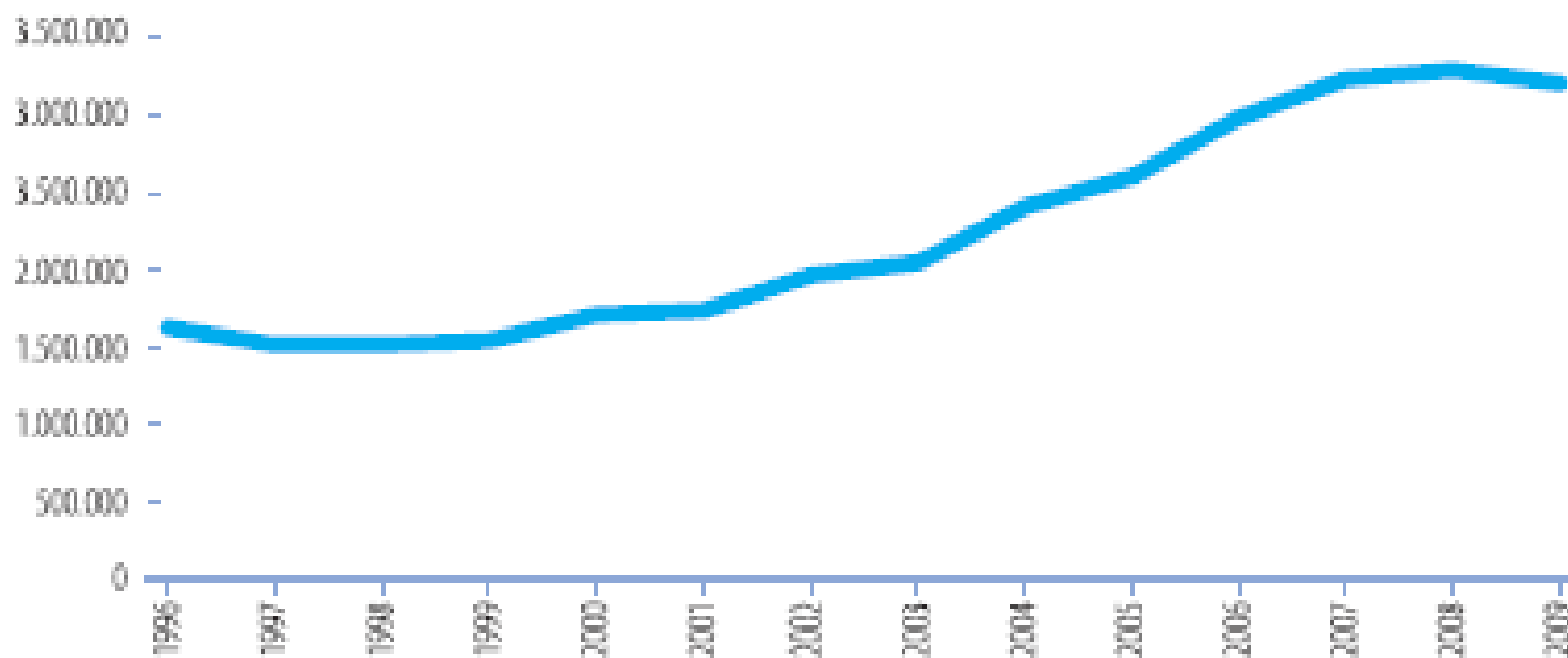
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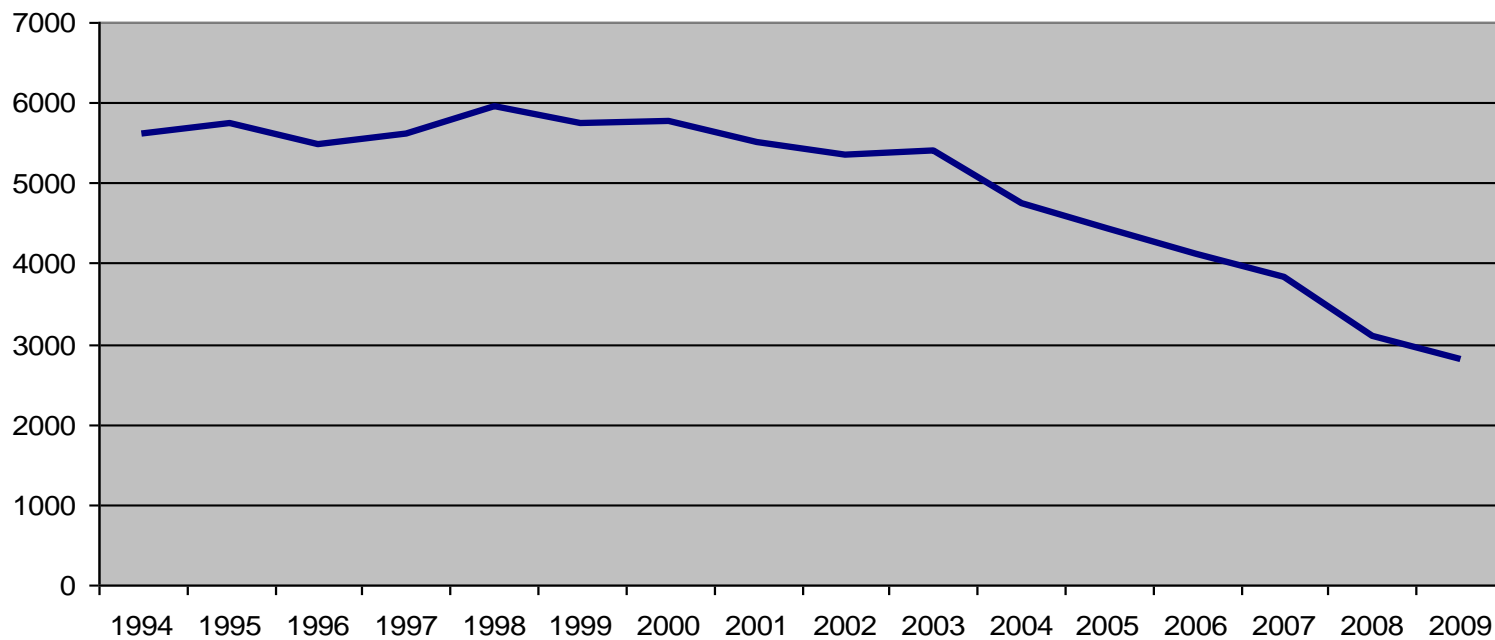
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TO SUM UP, IMAGES SPEAK
LOUDER THAN WORDS

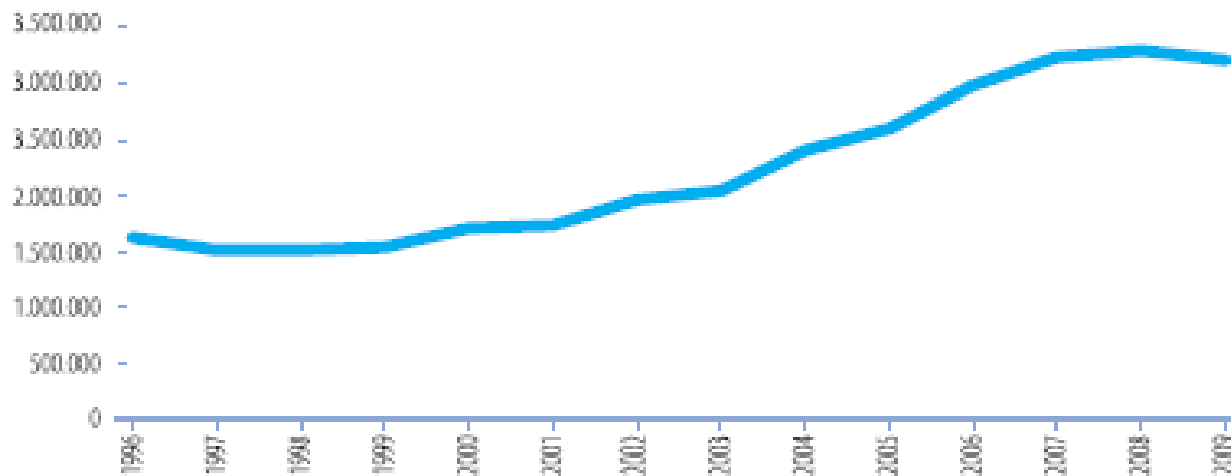
Evolución de las ventas de cerveza sin alcohol en España(hl)



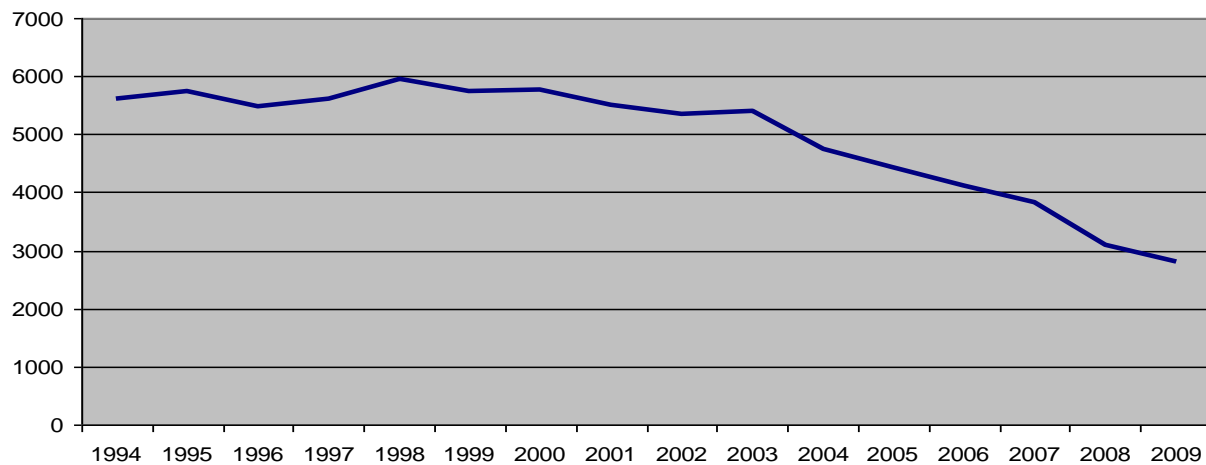
EVOLUCION FALLECIDOS ACCIDENTE TRÁFICO (EN MILES)



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EVOLUCION FALLECIDOS ACCIDENTE TRÁFICO (EN MILES)



**THE SITUATION CAN
BE SUMMARIZED
THIS WAY.....**

IN THE RESTAURANTS OF HIGHWAY.....



**YOU CAN FIND....
THIS ONE**



**THANK YOU VERY
MUCH**

Ramón Ledesma Muñiz
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General Directorate of Traffic
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