



CONFERENCE

Friday 3rd December,
9.00 to 14.00
Brussels

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

FINAL REPORT OF A CONFERENCE HOSTED BY THE BELGIAN ROAD SAFETY INSTITUTE AND THE BREWERS OF EUROPE



A report drafted by the Secretariat of The Brewers of Europe - February 2011.
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This report reflects The Brewers of Europe Secretariat's understanding of the proceedings of the "*Partnerships Against Drink Driving in Europe: Education, Engagement, Enforcement*" conference which took place in Brussels on Friday 3 December 2011.
The report has not been adopted by The Brewers of Europe and should not be relied upon as a statement by The Brewers of Europe.
Full presentations and other conference materials available at <http://www.dontdrinkdrive.eu>.

Welcome

The meeting co-chairmen Martin Van Houtte, Executive Director of the Belgian road Safety Institute, and Alberto Da Ponte, President of The Brewers of Europe, welcomed participants to a conference organised in the context of the Belgian Presidency of the European Union.

Alberto Da Ponte, President of The Brewers of Europe

- Stressed the brewing sector's commitment to encouraging responsible beer consumption and recalled the support given by Herman Van Rompuy, President of the European Council;
- Emphasised the brewing sector's activities to tackle alcohol-related harm in general and drink-driving in particular;
- Highlighted the sector's commitments are made in partnership with key stakeholders, underlining the multi-stakeholder approach as the benchmark.



Martin Van Houtte, Executive Director of the Belgian Road Safety Institute (BRSI)

- Spoke on behalf of Etienne Schouppe, Belgian State Secretary for Mobility and Transport;
- Noted the launch of the new BOB-campaign over the period of Christmas and New Year's Eve;
- Recalled the support for the BRSI's campaign by the Belgian Brewers and Belgian Insurers over fifteen years;
- Noted that a quarter of deaths on EU roads were still alcohol-related according to latest figures;
- However, highlighted the combination of prevention and enforcement that had allowed for a 36% decrease in drink-driving fatalities since 2001.



Enforcement

Maria Cristina Marolda, European Commission, DG for Mobility and Transport

- Presented the new EU Road Safety Strategy 2010-2020;
- Referred to importance of exchange of best practice, and not necessarily new legislation, to help solve the problem;
- Stressed that many policies have an impact on drink driving and partnerships should involve as many stakeholders as possible;
- Highlighted the levels for action, from education and awareness to deterrence and sanctions, completed by rehabilitation and monitoring, before returning to education to close the circle.



Ilona Buttler, Polish Motor Transport Unit, Road Traffic Safety Centre

- Emphasised that prevention campaigns involving a huge range of stakeholders from the Church to brewers had helped public tolerance of drink driving change dramatically during the last 10 years;
- Stressed though that some problems remain e.g. binge drinking;
- Called for empowerment of local governments and better cooperation between the police and the justice system, noting that Courts were often very soft on drink driving sanctions;
- Called for the development of policies to help rehabilitate drink drivers.



Questions and Answers

The audience and speakers shared their views on a number of areas, including:-

- The use of alcolocks to help rehabilitate drivers;
- The best way to handle repeat offenders;
- The best judicial system to ensure cases are dealt with quickly and sanctions implemented.

Education

Agnes Reikl, International Commission for Driver Testing (CIECA)

- Explained there is pre-test and post-test education and that the risks of drink driving should ideally be dealt with in both;
- Stressed that, in most cases, the test influences the teaching, emphasising that the driving instructors need to be taught how to improve the skills of the novice drivers;
- Emphasised difficulty of teaching and evaluating behaviour in a test and the importance of evaluating how re-education could fit in the pre- and post-test programmes.

Werner De Dobbeleer, Belgian Road Safety Institute

- Presented the evolution of the BOB designated driver campaign over the last fifteen years;
- BOB had been preceded by ineffective campaigns that focused on shock, fear and moralizing;
- BOB offers a practical solution and is combined with increased police enforcement;
- BOB has increased knowledge of the designated driver concept, increased social disapproval of drink driving and helped reduce the number of people driving under the influence. In 2010 BOB was becoming a verb.



Jeannot Mersch – European Federation of Road Traffic Victims

- Emphasised drink-driving was one of the three main contributors to deaths on the road;
- Underlined the importance of having both campaigns and law enforcement, recalling that young people should be a main target group because they are most at-risk;
- Stressed that alternatives should be offered to people who might drink-drive, such as alternative transport, and that the partnership approach will be key in that regards.



Questions and answers

- Discussion highlighted importance of providing education to novice drivers regarding the consequences of drink-driving;
- Ms. Reikl recalled this was mentioned in the 3rd Directive on Drivers' Licenses but that Member States had to implement it.



Engagement

Ramon Ledesma Muniz, Deputy Director Regulatory Order, Transport Ministry, Spain

- Recalled that traffic deaths in general fell sharply from 128 per 100,000 people in 2003 to 68 per 100,000 in 2008, thanks to a series of measures;
- Stressed that more stringent law enforcement and prevention campaigns, for example in partnership with the Spanish Brewers, had helped to tackle drink driving;
- Underlined the very interesting fact that the growth in non-alcoholic beer consumption was almost exactly mirrored by a decrease in drink-driving fatalities.



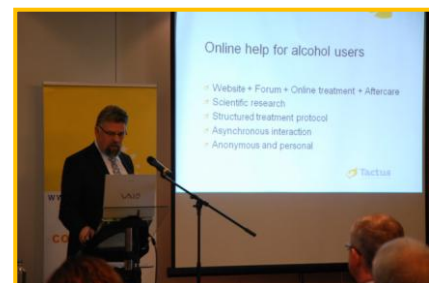
Torben Kølbaek, FC Midtjylland and Johnni Brun Bjerg, Road Safety Committee Mid and West Jutland, Denmark

- Presented their multi-stakeholder campaign, with teaming-up amongst role models (footballers from FC Midtjylland), brewers, driving schools and the local government;
- Stressed that moralising messages by government can be perceived negatively but that a campaign with positive messages coming from role models had achieved greater impact;
- Noted that schools and specifically driving schools received leaflets, videos and materials from that campaign to ensure maximum dissemination of the messages, which were also carried by a number of news channels.



Hans Keizer, General Manager Prevention & Consultation, Tactus Addiction Treatment

- Recalled that most people caught by the police for drunk-driving are 25 to 45 year old males, the group to whom Tactus's rehabilitation programme is offered;
- Showed how the programme provides online help to improve drinking behaviour in a personalized, private way;
- Programme had been successful in reducing the alcohol consumption of the patients from about 50-75% per person within 3 months.



Questions and answers

- Questions were raised concerning the rehabilitation/prevention campaigns targeted at drink-drivers and how they could reach other non-targets (such as drunk pedestrians or cyclists);
- Speakers recalled that those non-targets were reached indirectly and that the main focus of prevention campaigns was to help people to make the right choice before going out.



European Road Safety Charter Signing Ceremony

- The co-chairmen handed the floor to Martine Aitken from the European Road Safety Charter to present a ceremony for new and renewal signatories of the European Road Safety Charter;
- The following organizations signed the Charter:
 - The Brewers of Europe;
 - The Italian brewers association Assobirra;
 - The European Transport Training Organisation;
 - Zone de Police Bouraine, Belgium;
 - The European Federation of Road Traffic Victims;
 - Politiezone West-Limburg, Belgium;
 - FC Midtjylland, Denmark.



Panel Discussion and Conference Recommendations

- A final panel discussion took place involving Martin Van Houtte (Belgian Road Safety Institute), Alberto Da Ponte (The Brewers of Europe), Ellen Townsend (European Transport Safety Council), Maria Cristina Marolda (European Commission) and Jeannot Mersch (European Federation of Road Traffic Victims);
- The discussion led to the unanimous adoption by the conference participants of the following recommendations:

Conference Recommendations

1. An effective approach to reducing drink driving requires the correct combination of legislation, enforcement, sanctions, education and societal engagement.
2. People who drink drive must not all be placed in the same category and specific approaches are needed to target these different groups of drink drivers.
3. Whilst levels of enforcement, BAC limits, sanctions etc. may vary from one place to another, a clear and consistent message against drink driving is essential.
4. Best practise approaches and partnerships should be identified so that they be reciprocated across other countries and adapted to other cultures.
5. Education on drink driving should reach right into formalised education in schools and into families through parental guidance.
6. Effective strategies against drink driving require a long term commitment that seeks to change mentalities over a generation. Without condemning the whole population, whilst confirming what is the right behaviour, strategies should appeal to people's sense of responsibility, calling upon society to work together in the same direction.

Watch a 4-minute video of the Partnerships Against Drink-Driving in Europe Conference at <http://www.dontdrinkdrive.eu>



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